



Brand Kit

Our Why

Provide financial and liability wisdom to business owners and entrepreneurs.

Vision

Be the go to resource for business owners and entrepreneurs for insurance, financial planning, and risk management.

Target Audience

Business owners

Entrepreneurs

Who is wizdom?

Mr. Wizdom

Mr. Risk

Mr. Garnets

Entrepreneurs who want to create a resource for fellow entrepreneurs and business owners to get the services and assistance they need.

Values

Work ethic

Honesty

Wizdom

Ikigai

Ambition

Passion

ADAMKAWA
CONSULTING

Brand Identity

KEYWORDS AND PHRASES

Wizdom

Passion

Business owners

Entrepreneur

Solutions

Resource

ADAMKAMA
CONSULTING



Brand Content Style Guide

Logos



Colors



#211E1F



#4A4949



#7D7C7C



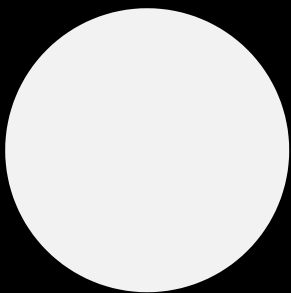
#63A5CF



#96C846



#F5A229



#F2F2F2



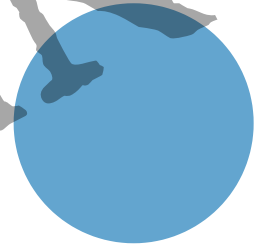
#211E1F



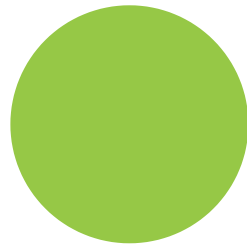
#4A4949



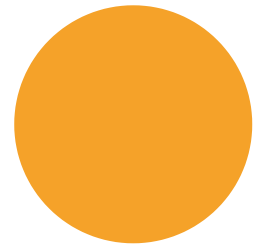
#7D7C7C



#63A5CF



#96C846



#F5A229



#F2F2F2

Type

Headings draw attention in Ibarra Real Nova

SUBHEADINGS MATCH
YOUR LOGO AND LOOK
ELEGANT IN INRIA SERIF
93 SPACING

Nunito is a modern, sanserif body text
that is easy to read, and pairs nicely
with Ibarra Real Nova and Inra Serif.

~~ADMIRKAY~~
~~CONSULTING~~