



Brandguide Enchantix

Where
we create
magic

Brand Guidelines Content.

Overview_____4

Company Logo_____6

Typography_____8

Color Palette_____12



01. the overview.

Introduction

Welcome to **Enchantix**, where magic meets the digital world! We started with a passion for creativity and technology, and now we help brands shine online with our **front-end development, UX design, and media production** services. Our mission is to bring a touch of magic to every project, making your digital presence truly enchanting.

Mission statement

We add a bit of magic to every digital experience, creating websites and designs that inspire and delight.

Core values

- **Creativity:** We love bringing ideas to life in new and fun ways.
- **Curiosity:** We're always exploring the latest tools and trends, just like curious adventurers.
- **Empathy:** We care about how people feel when they use what we create. It's all about making things that are helpful and enjoyable.
- **Collaboration:** We believe the best magic happens when we work together with our clients to create something special.

Brand personality

Think of Enchantix as your friendly, wise guide, like a magical creature who knows the digital world inside out but makes everything feel simple and fun

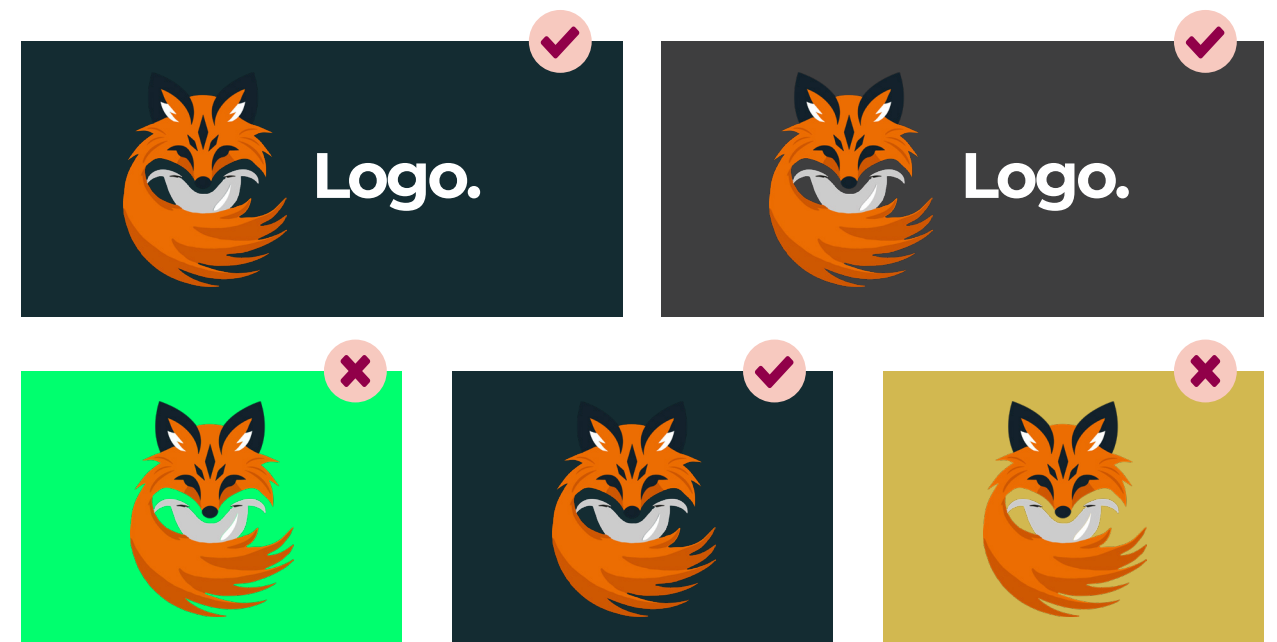


02. logo overview.

Logotype.



Dark and Light



03.

typo
graphy.

Playfair Display.
Font will be used for headlines

AaBbCcDd EeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWw
XxYyZz0123456789
(&?!/,:;-_+;%@*")

Bold
Regular

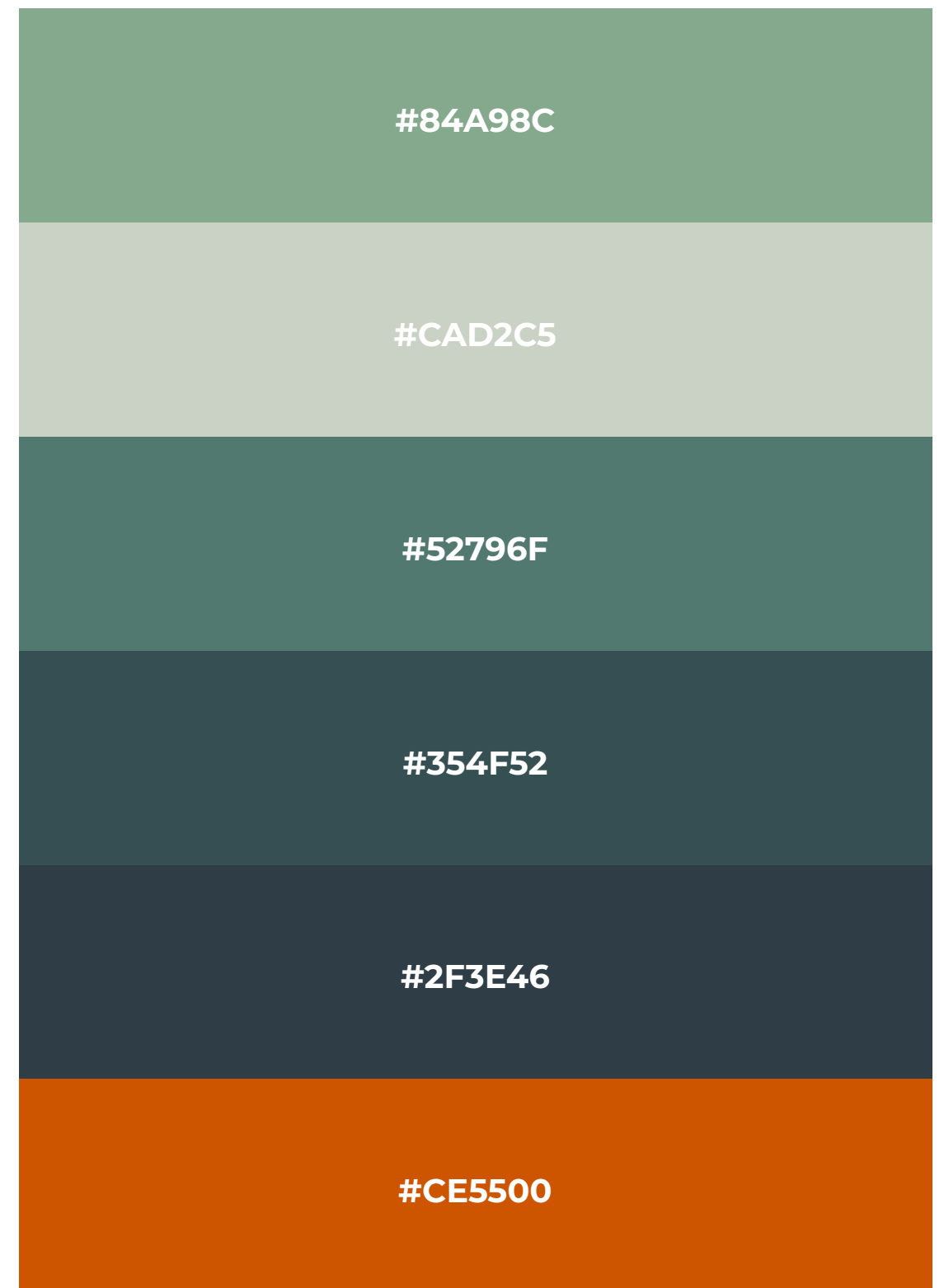
Raleway.
This font will be used for paragraphs

Aa

AaBbCcDd EeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWw
XxYyZz0123456789
(&?!/,:;-_+;%@"'")

Bold
Regular

04. Color Palette.



Brandguide