



ROMP BRAND DESIGN

HAMBURG, 06. 2019

**RO
MP**

GOTHAM BOLD

**AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxZz
0123456789**

Light

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789

Book

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789

Black

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789**

pleasure
to the
people

Think Pink

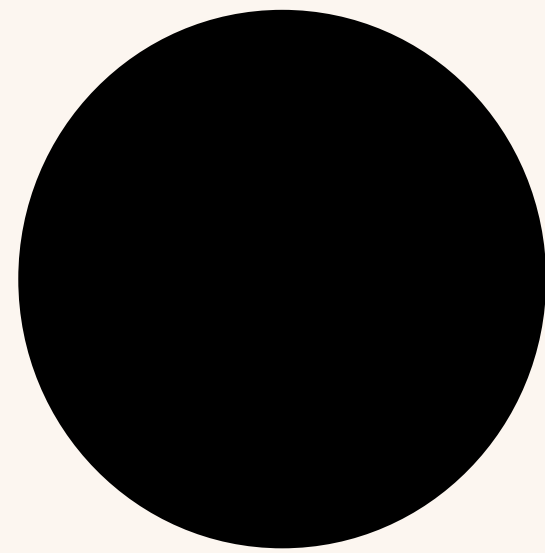
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IiJjKkLlMmNnOoPp

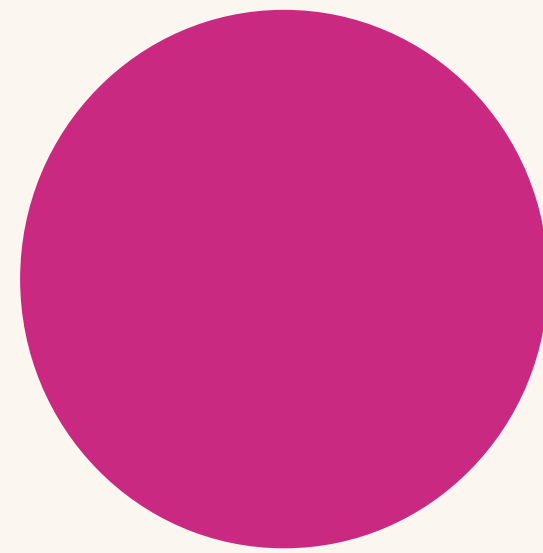
QqRrSsTtUuVvWwXxZz

0123456789

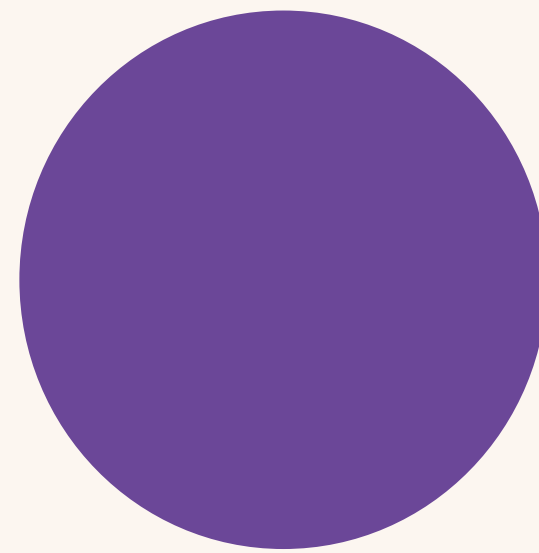
Romp - Primärfarben (abgeleitet aus der Produktwelt)



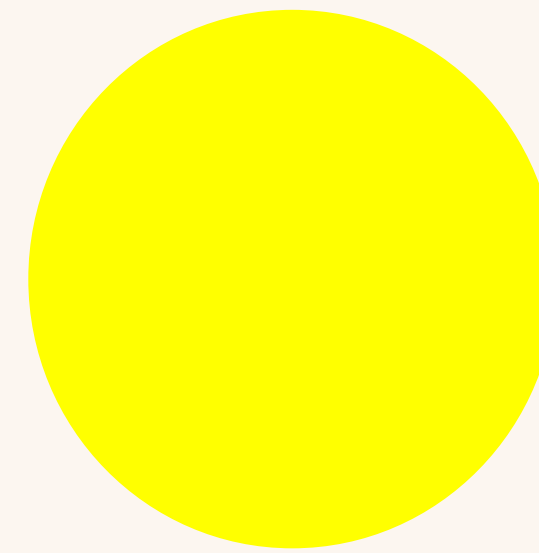
Black
RGB (0/0/0)
CMYK (0/0/0/100)



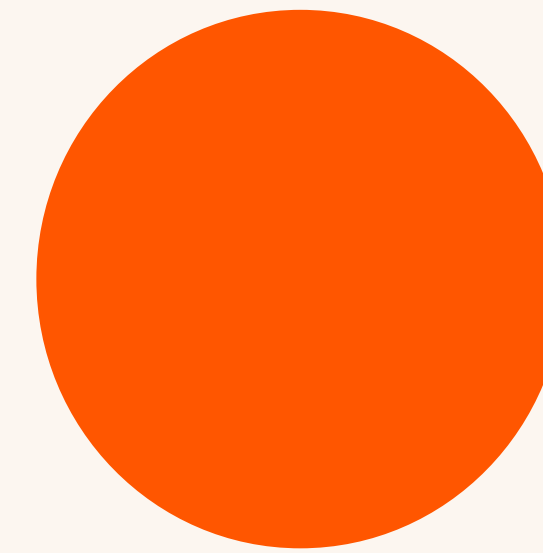
Berry
RGB (200/40/128)
CMYK (20/90/5/0)



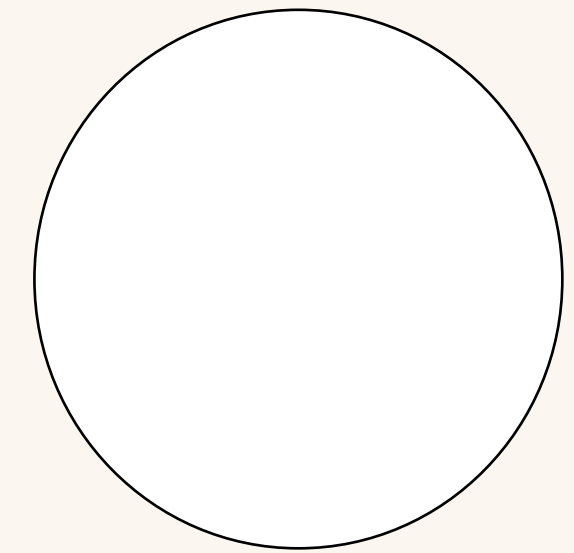
Purple
RGB (110/63/141)
CMYK (68/85/5/0)



Yellow
RGB (255/255/0)
CMYK (0//100/0)



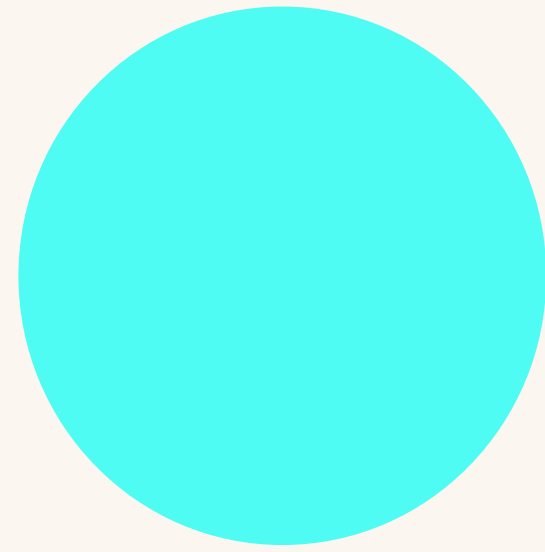
Orange
RGB (255/86/0)
CMYK (0/85/92/0)



White
RGB (255/255/255)
CMYK (0/0/0/0)

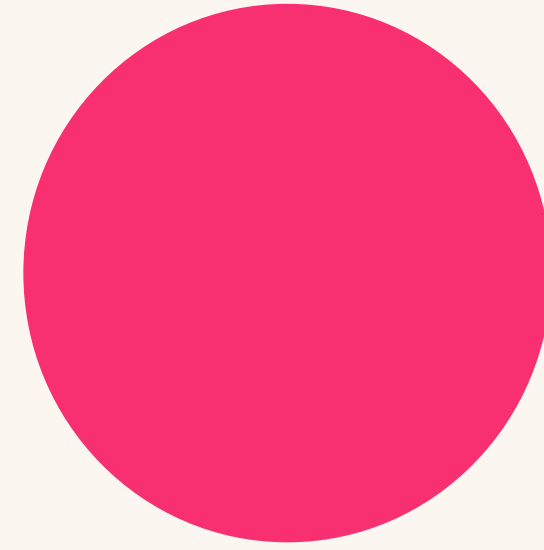
Brand Design

Romp - Sekundärfarben



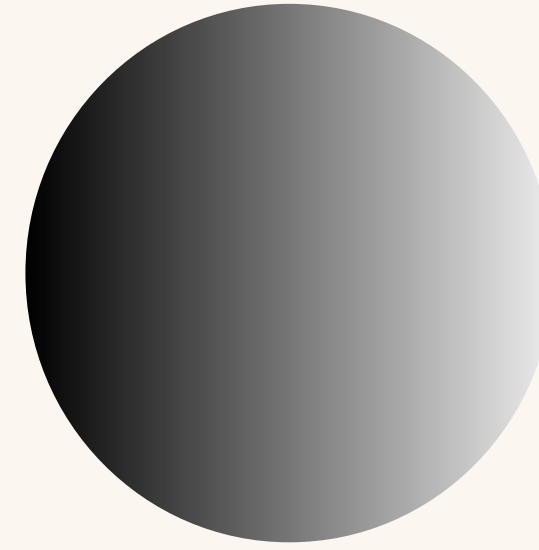
Türkis

RGB (79/252/243)
CMYK (65/0/25/0)

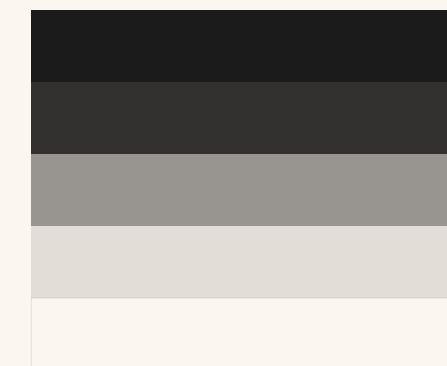


Red

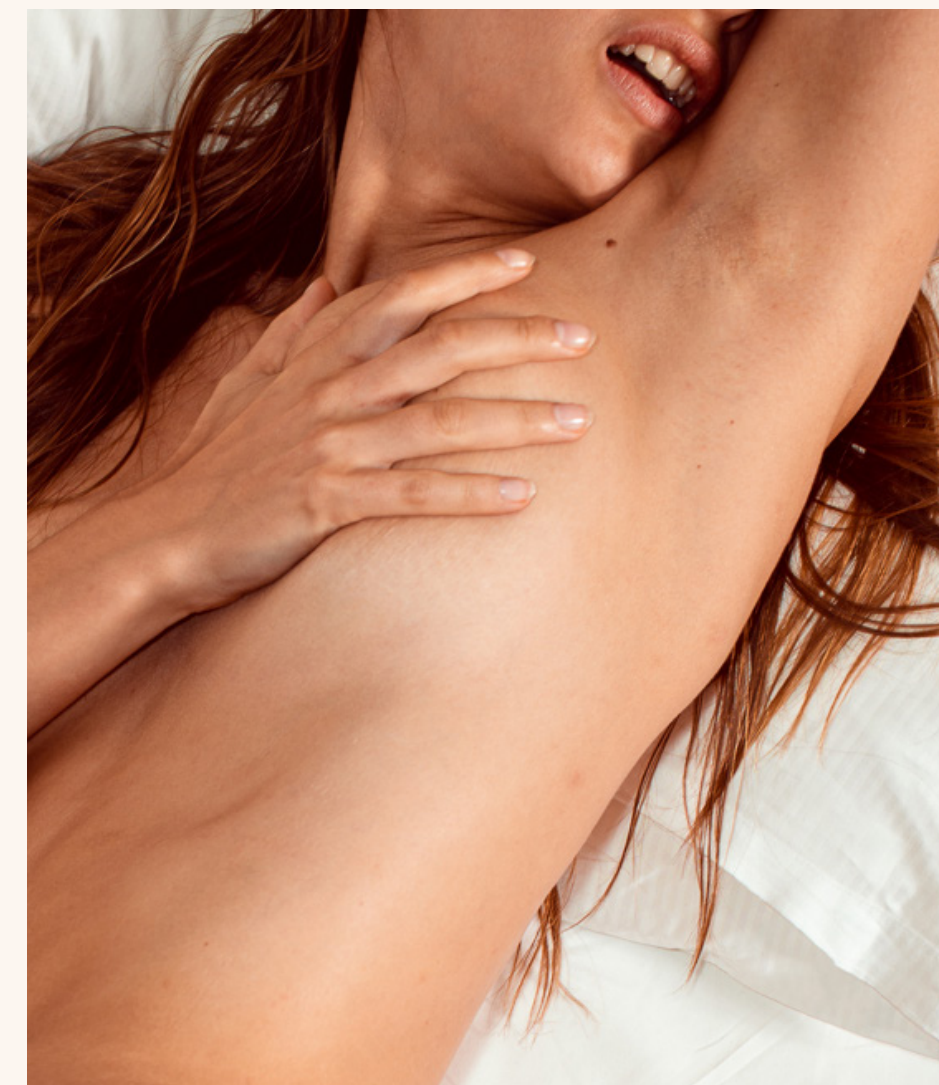
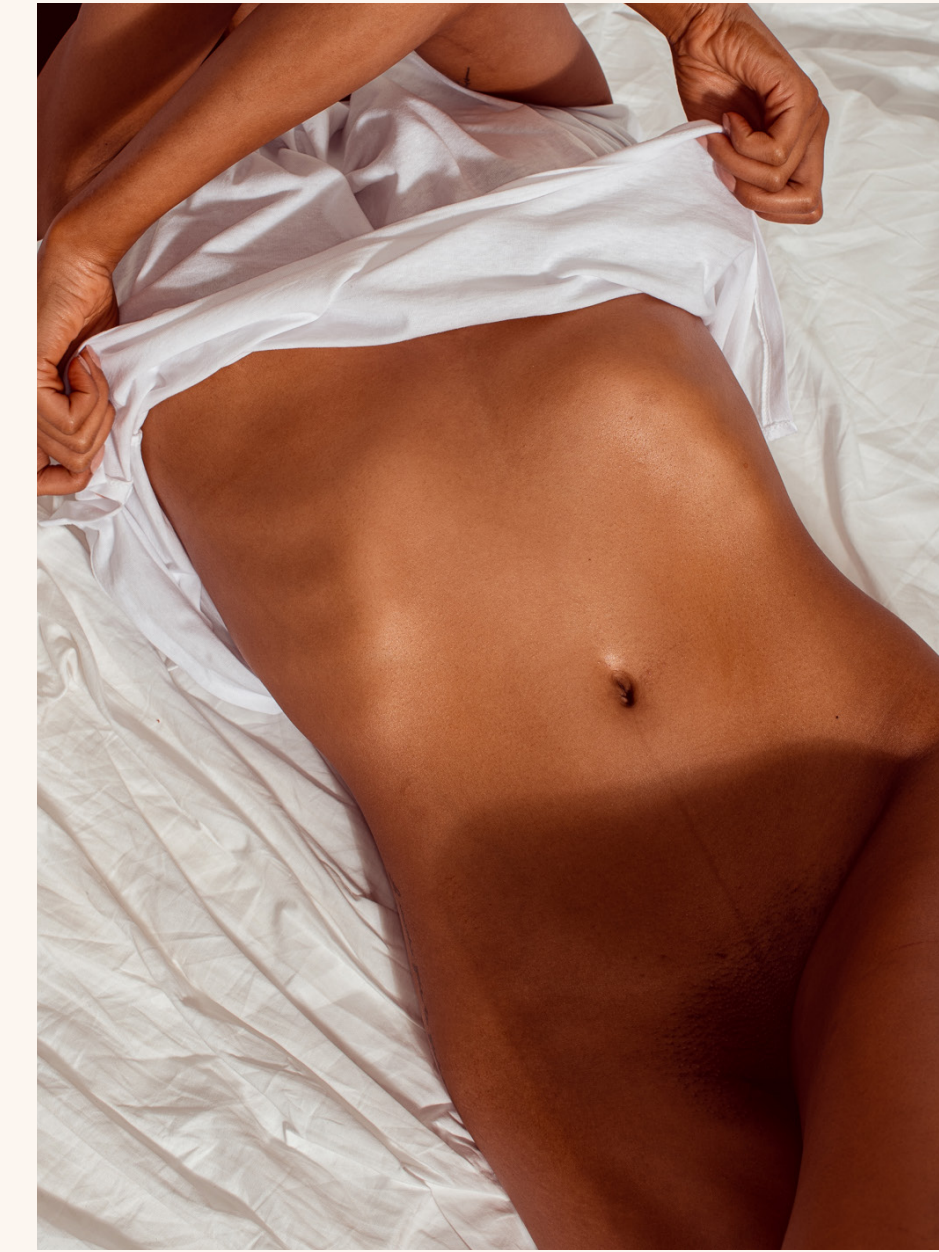
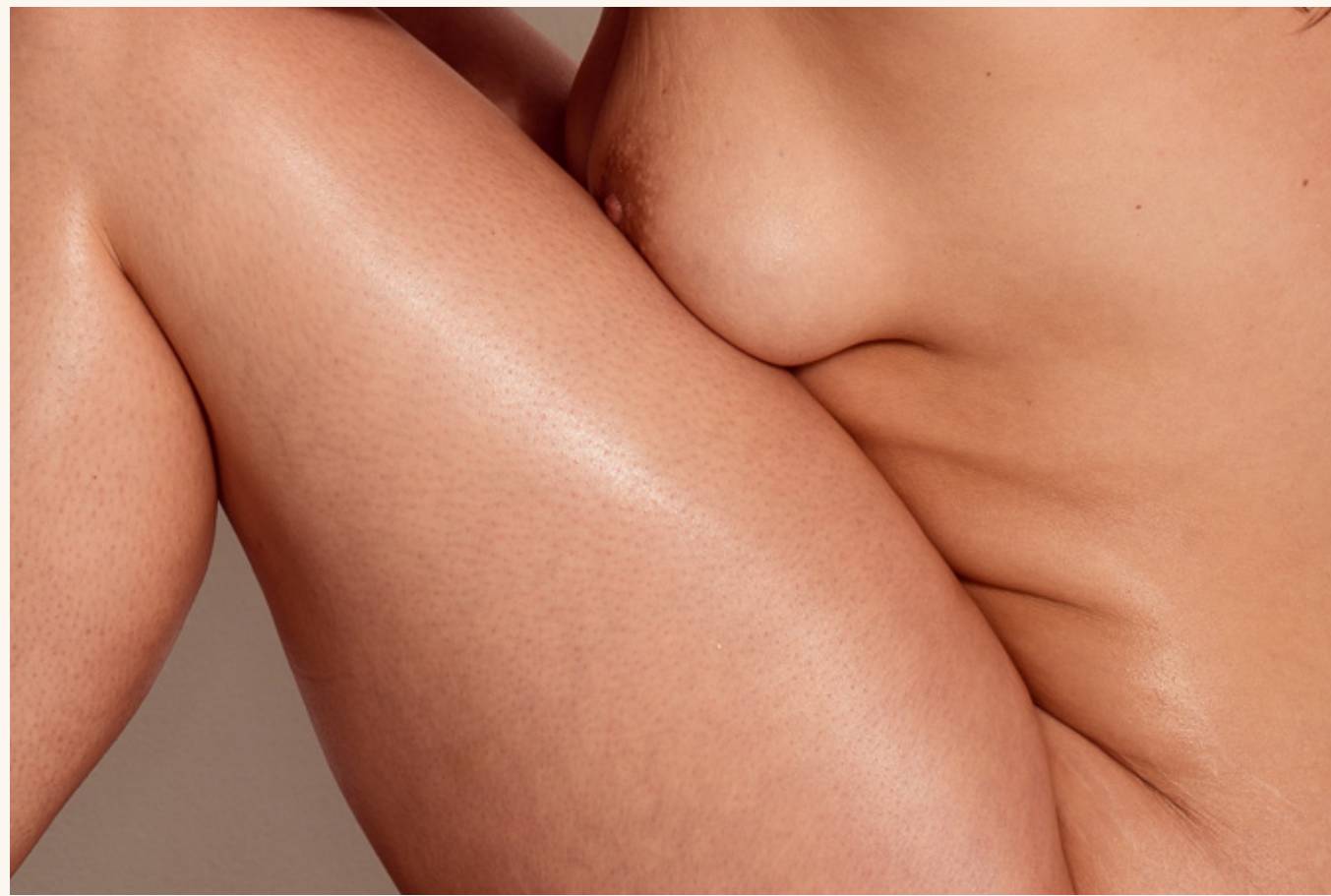
RGB (248/47/112)
CMYK (0//100/35/0)



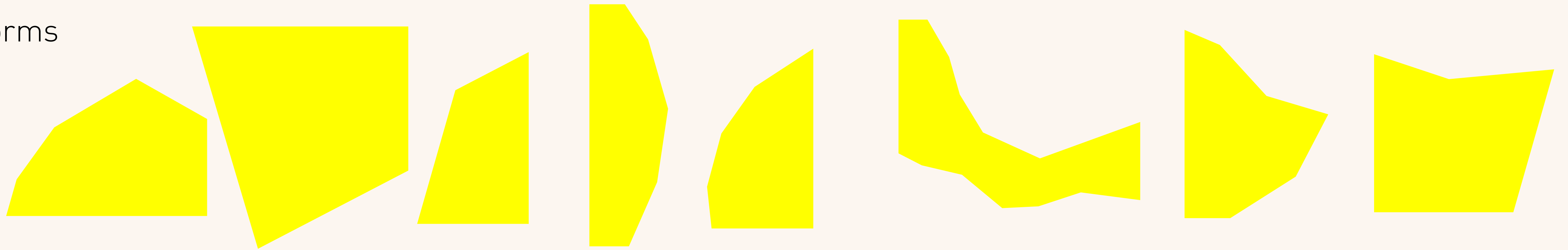
Greyscale



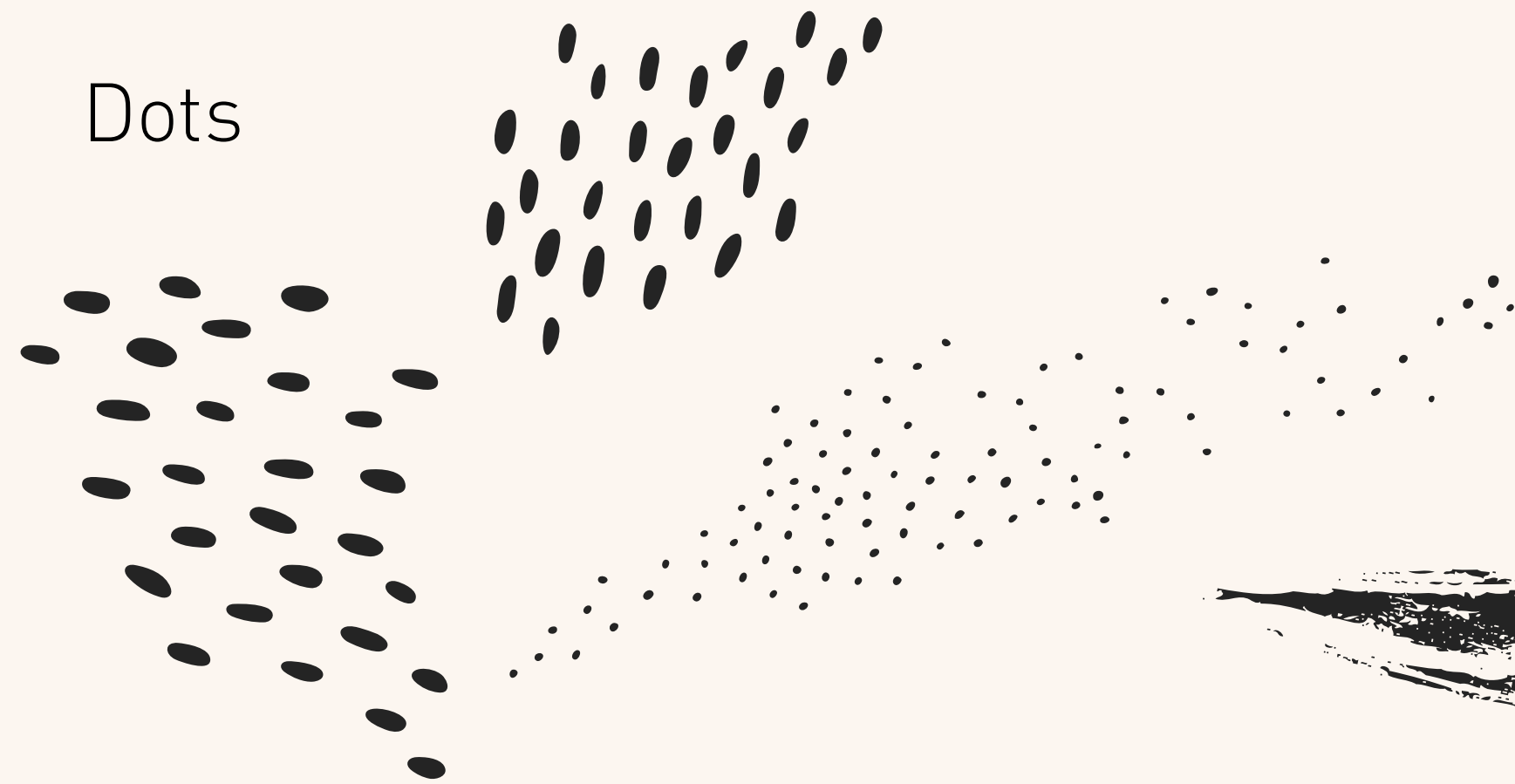
Romp - Bildwelt



Forms



Dots



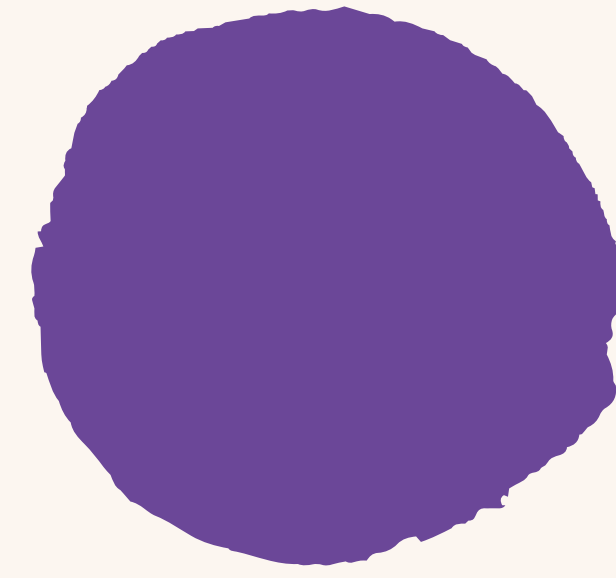
Scratches



Background-Pattern

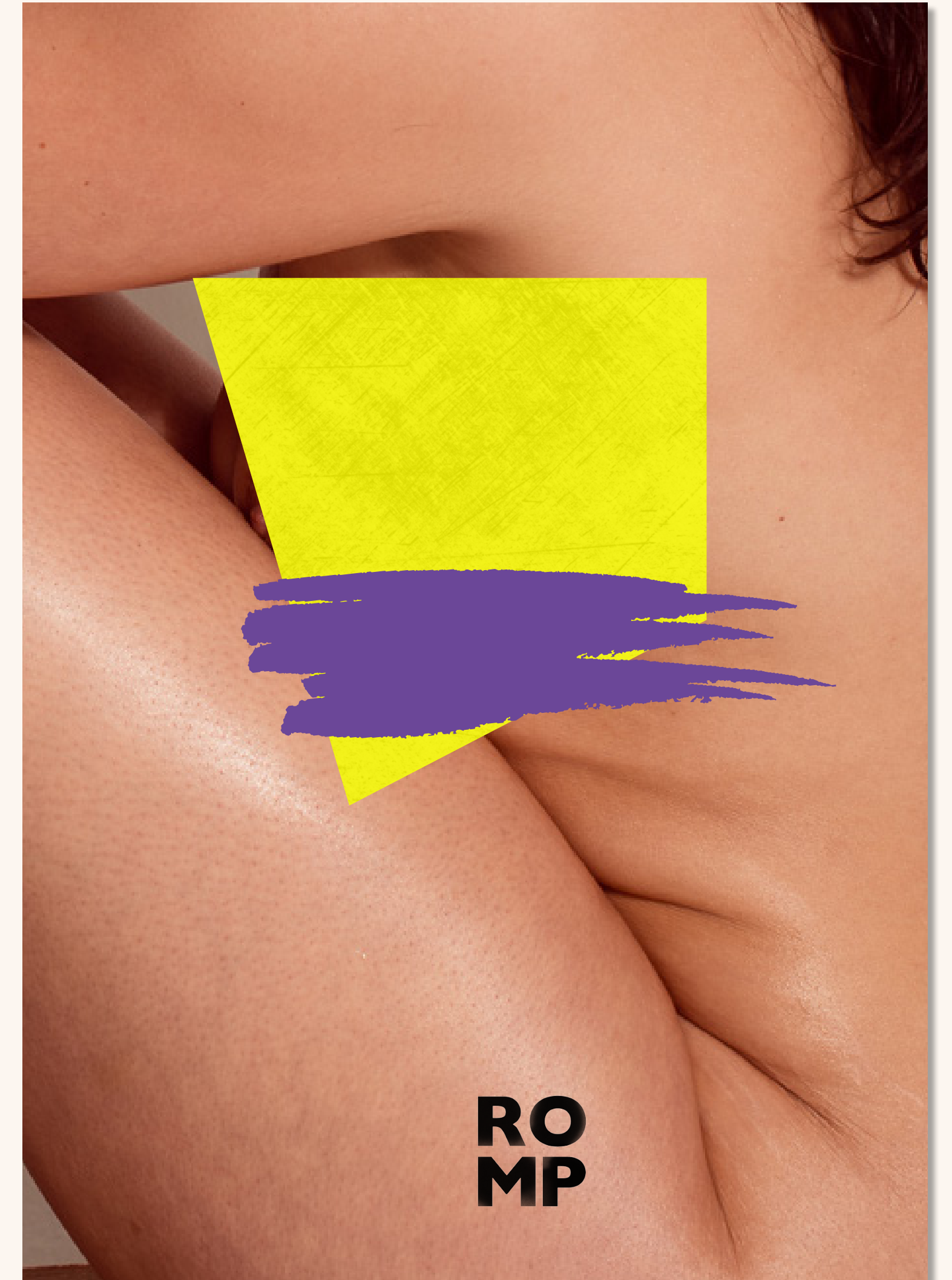


Brushes



Brand Design

Romp - Gestaltungsmood



let's romp

So progressiv wir sind, so progressiv gehen wir auch mit der Headline um und setzen sie, als HL/Caption/Claim-Hybrid, nach unten zum Logo, das wir dadurch direkt mit einbinden.

Dabei kann Rompmal als anderes Wort für Sex interpretiert werden, mal als Verb und mal kann der eigenen Fantasie einfach freier Lauf gelassen werden.

Brand Design

Romp - Headlines

let's romp

Let's Romp

Hot Romp

Romp it up

Casual Romp

Romp your world

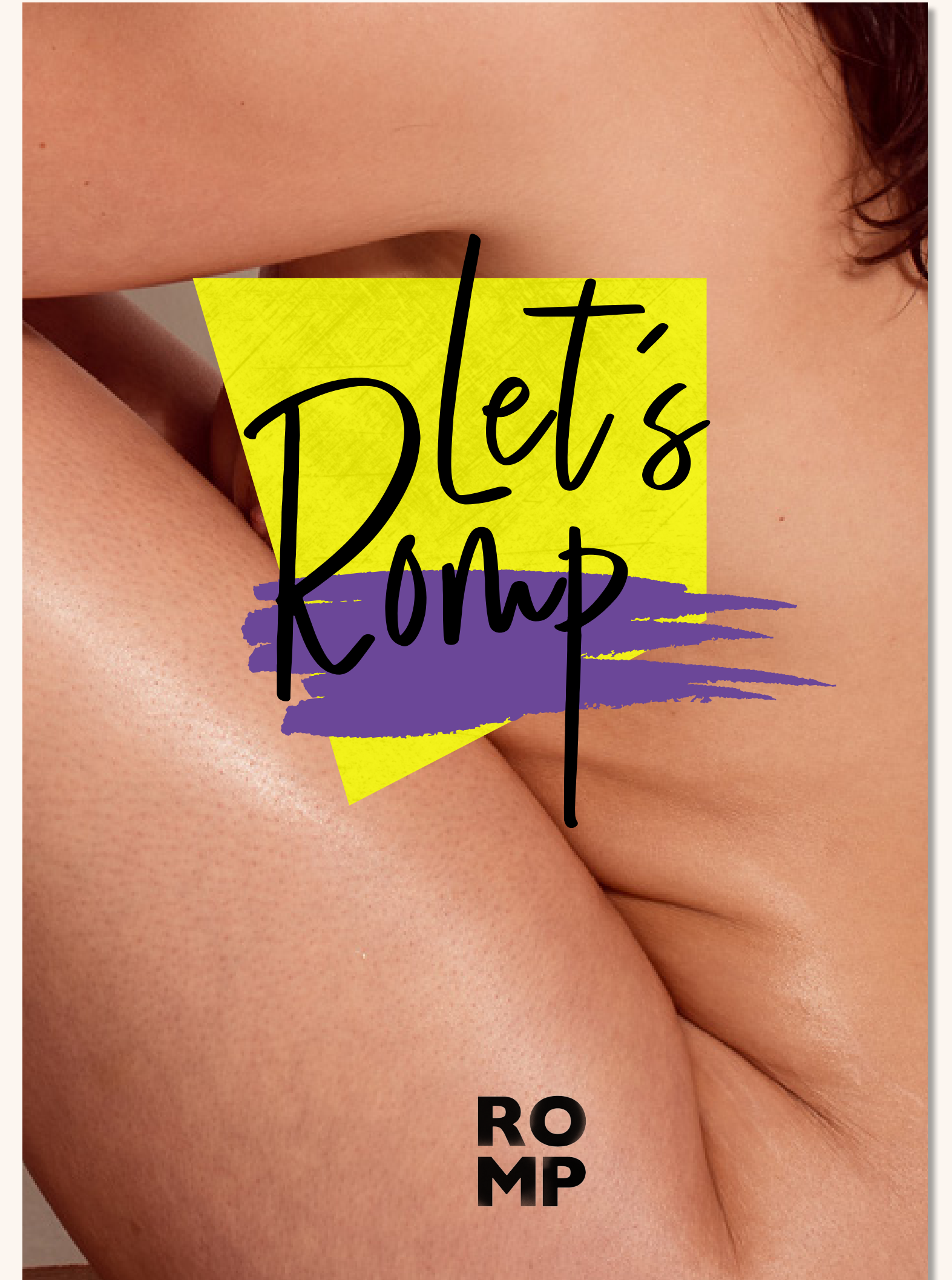
I want your Romp

Let's talk about Romp

Love Romp Magic

Brand Design

Romp - Gestaltungsmood





VIELEN DANK.

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