



PRIMARY LOGO

# LOVELO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
RSTUVWXYZ  
1234567890!@£\$%^&

# Alfa Slab One

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&

# Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&

FONTS



#48642E



#6F8AA4



#D07E46



#FCFBE8



#5A4A3F

COLORS



MOOD BOARD

More photos found [here](#) in the Smugmug archives. The images above are from Elizabeth Pettey's 2023 shoot, Birmingham Creative's 2023 Mother Daughter Weekend shoot, and general archives.



LOGO VARIATIONS