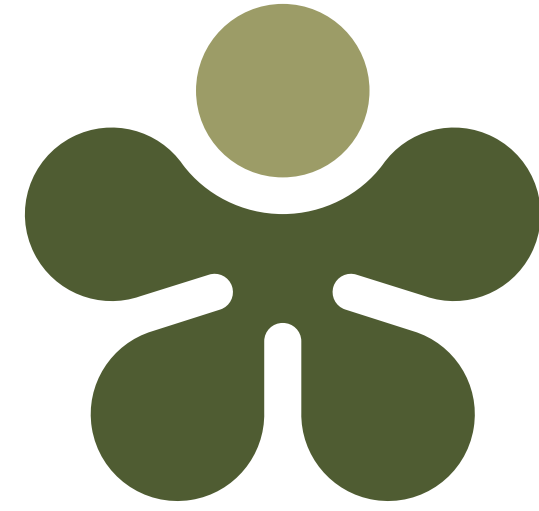
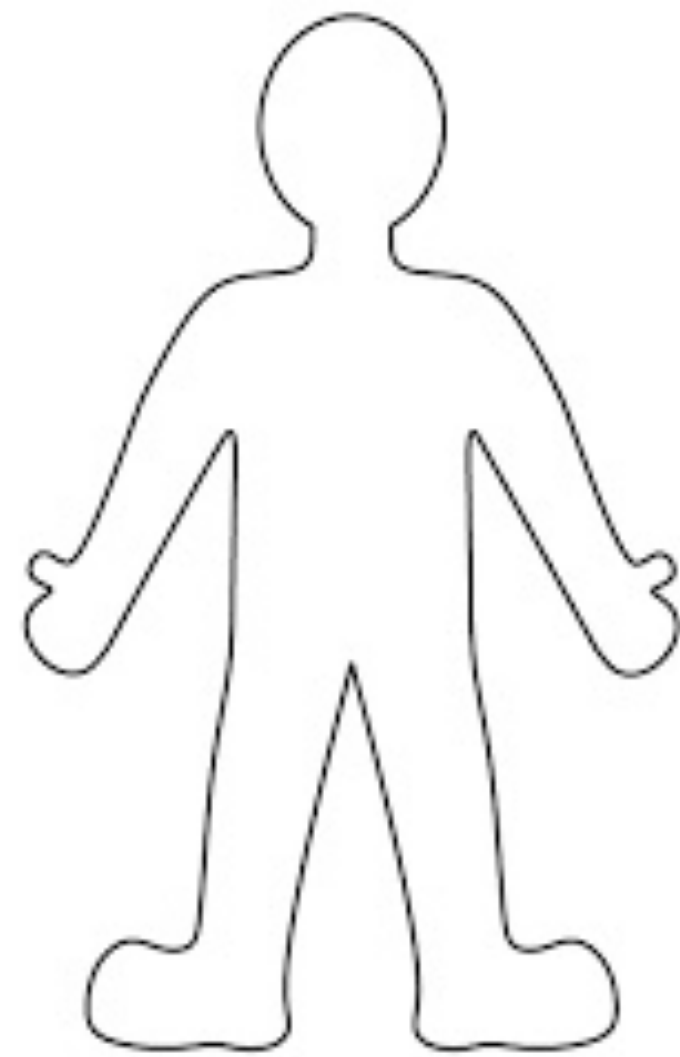




hebecare

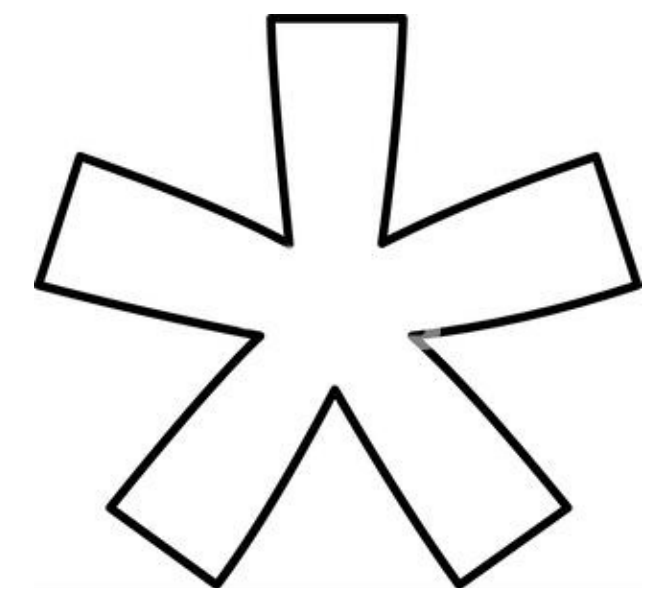
An icon that represents



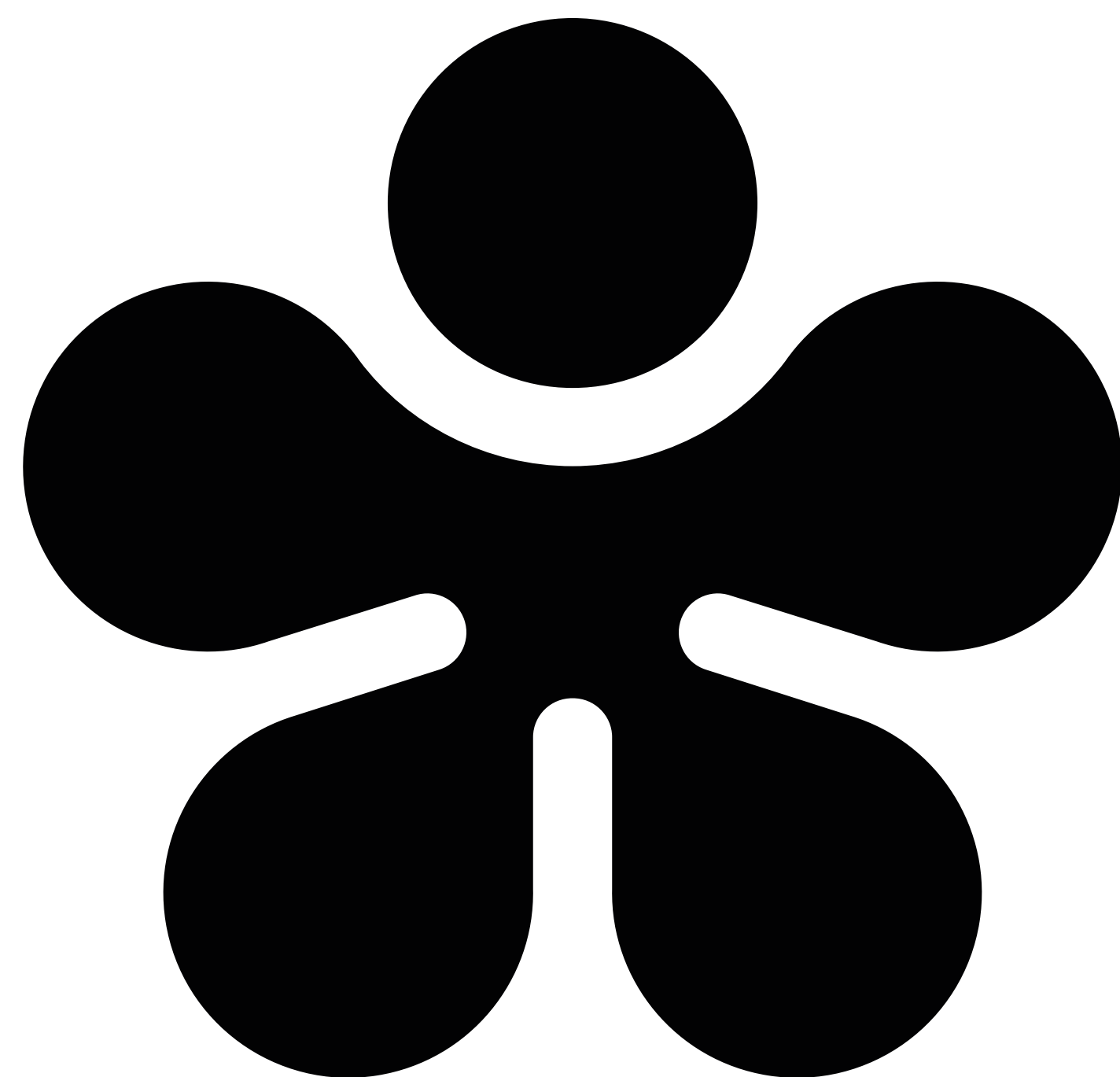
A person
(meaning people)

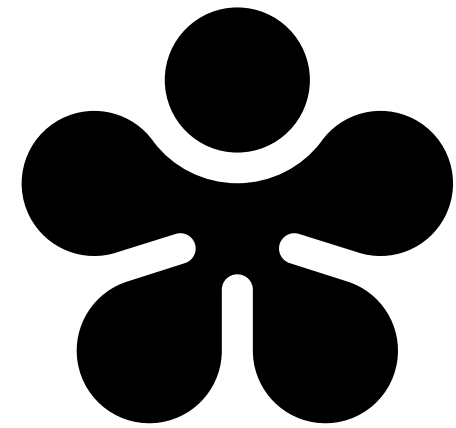


An embrace
(meaning care and love)

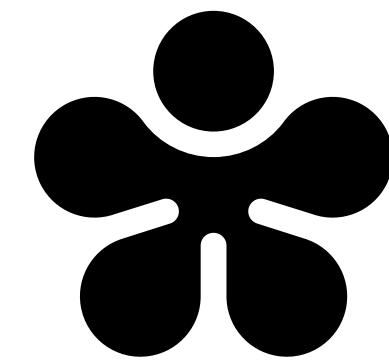


An asterisk
(meaning extra and more)

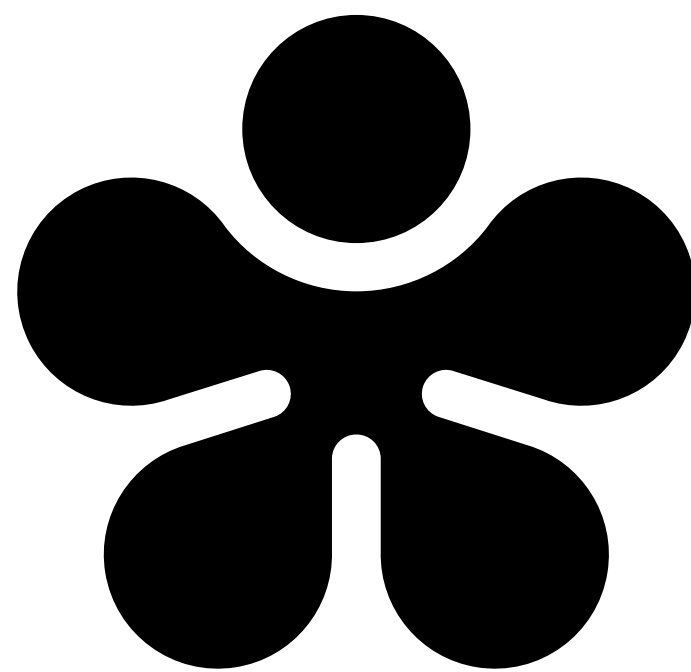




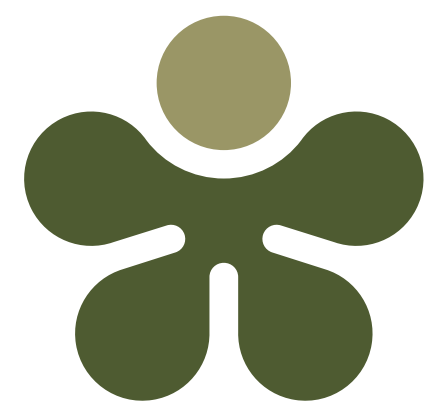
hebecare



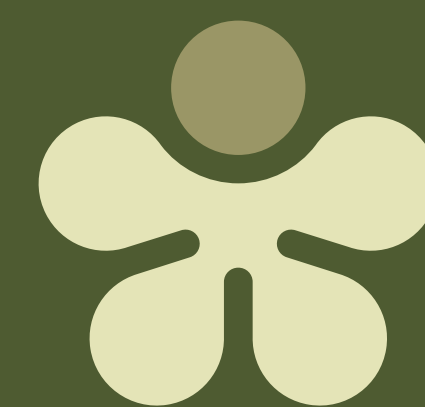
hebecare



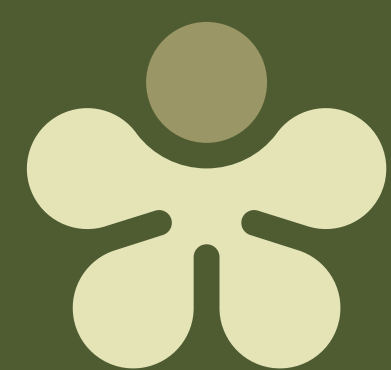
Logo variants: master, alternate & icon



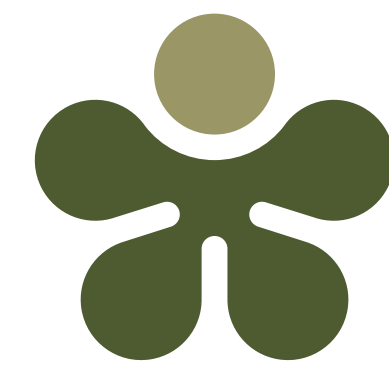
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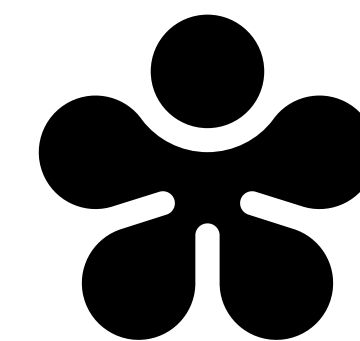


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#4e5b31	Primary: Moss
#9a9966	Secondary: Olive
#e4e4b7	Tertiary: Pear
#000000	Black
#ffffff	White



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Everyone can live independently.

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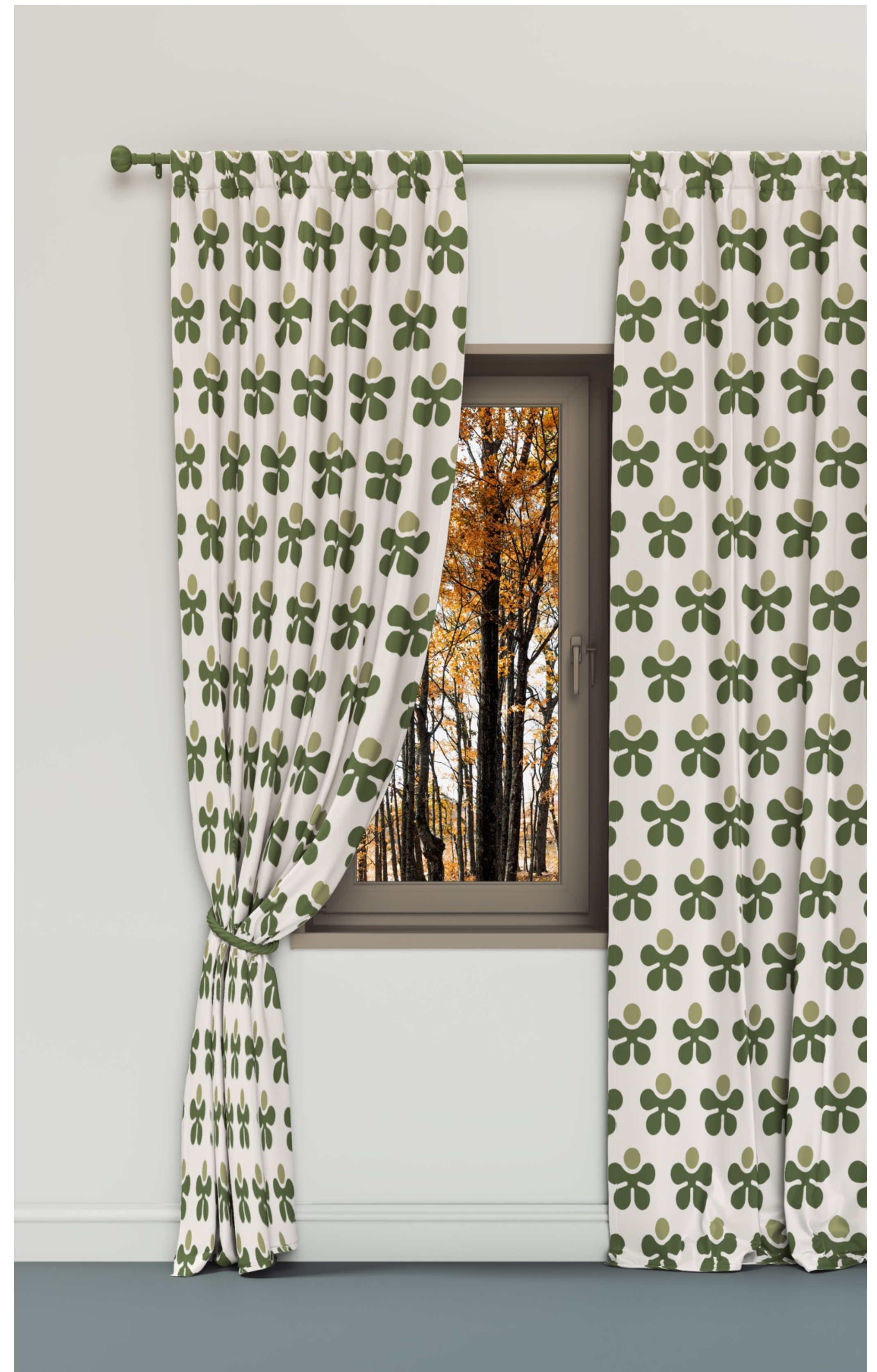
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Type palette

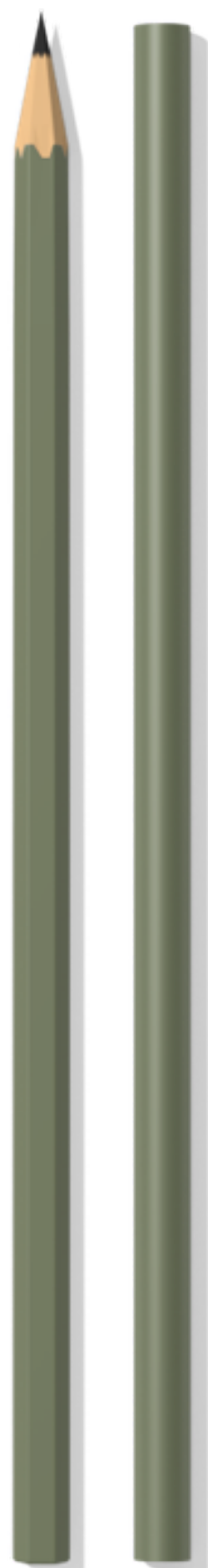
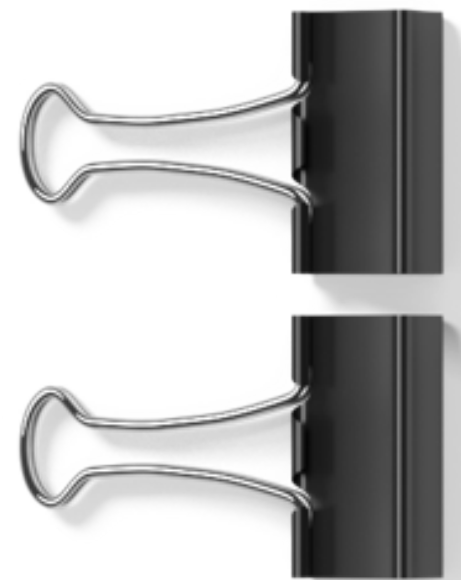
Header:
Caprasimo Regular

Body:
Source Serif Regular,
Bold & Italic









Office of Omar
Unit 1, Ground Floor
The Wilmot
62-64 Albion Street
Birmingham B1 3EA

Wednesday 15 January 2025

Dear Sir,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris rhoncus nisi justo, ut semper risus vulputate scelerisque. Suspendisse in suscipit magna. Ut porta in magna eget suscipit. Morbi commodo posuere nibh, ac blandit felis pretium ut. Pellentesque bibendum, turpis non mattis volutpat, lacus lacus laoreet sem, ac tempor dui nulla a metus.

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Kind regards

Yours sincerely

Kam Sanghera
Chief Executive

78 Hill Street, Birmingham B5 4AH Contact 0121 634 2748 or management@hebecare.co.uk
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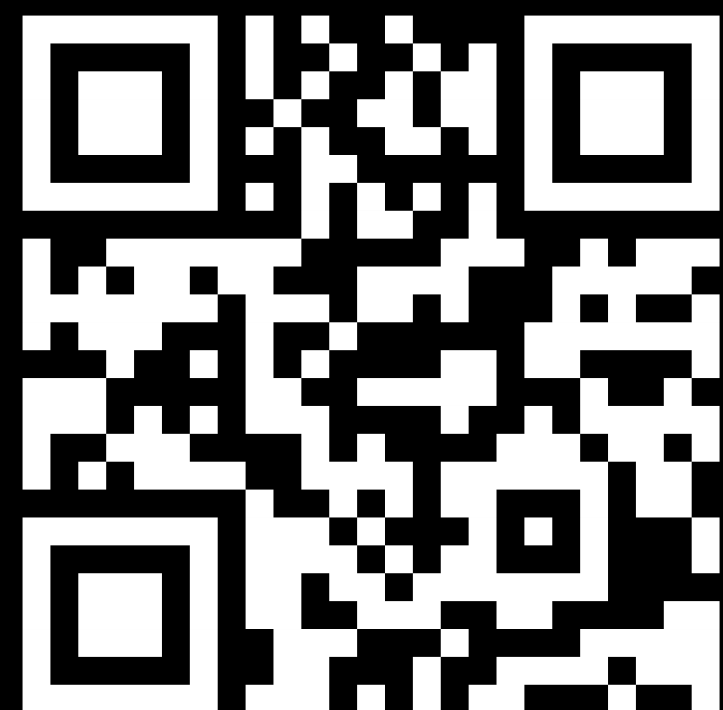


Kam Sanghera
Chief Executive



Contact 07000 000000 or
kam.sanghera@hebecare.co.uk
hebecare.co.uk   





Prepared by Office of Omar. A creative consultancy that does brand identity.

Areas of expertise: naming; brand architecture; visual identity; visual systems; content strategy; copywriting; brand manuals; information architecture; editorial; publication design; packaging; wayfinding, signage systems; exhibition design; UI/UX web design and development; social media.

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