



**Create Kindness with a Click!** 

Branding Packet | 2020-2021

Original Logo



[ *Nakama* (Japanese, noun, “nah-kah-mah”) ]

Close friend or companion



Light Logo



### Color Palette and Fonts

Our color palette is composed of primary colors with varied shades to provide depth. Primary colors represent thoughts of **youth, happiness, and creativity**, which connects to our company's uplifting message.

Our two fonts were chosen to match the fun, organic lettering from our logo with a professional and clean document style.

### Nunito

Regular, Semi Bold, **Extra Bold**

### Franklin Gothic URW

Light, Book, **Medium**



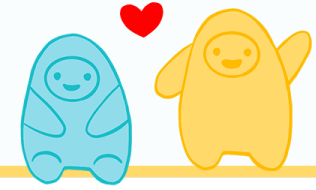
8352 Kingston Pike  
Knoxville, TN 37919  
(865) 539-7787  
[nakamave.com](http://nakamave.com)

Dear Customer,

In a time of uncertainty, it is easy to forget just what a little kindness can do. At Nakama, we believe kindness is the basis of healthy relationships. Determined to spread positivity, our video game takes players through various character conflicts encouraging young adults to build relationships through problem-solving. Based in Knoxville, Tennessee, our team looks to support our community in and outside of the game. At the end of the fiscal year we will donate ten percent of our sales revenue to the Tennessee Suicide Prevention Network. As our game spreads, we hope to inspire our players to take the relationship-building skills they experienced and use them in their real lives, since extending kindness is one of the greatest gifts anyone can give.

Sincerely,

**Nakama Staff**  
[nakamave@gmail.com](mailto:nakamave@gmail.com)



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*Letterhead and Company Description*



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**Constance Paris**

Chief Executive Officer

(865) 539-7787

[cparis.nakamave@gmail.com](mailto:cparis.nakamave@gmail.com)

8352 Kingston Pike  
Knoxville, TN 37919



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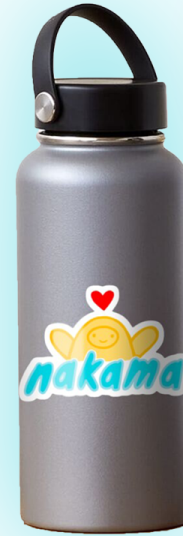
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@nakamave

*Business Cards*





Merchandise

# Social Media

AT&T 6:06 PM 79%

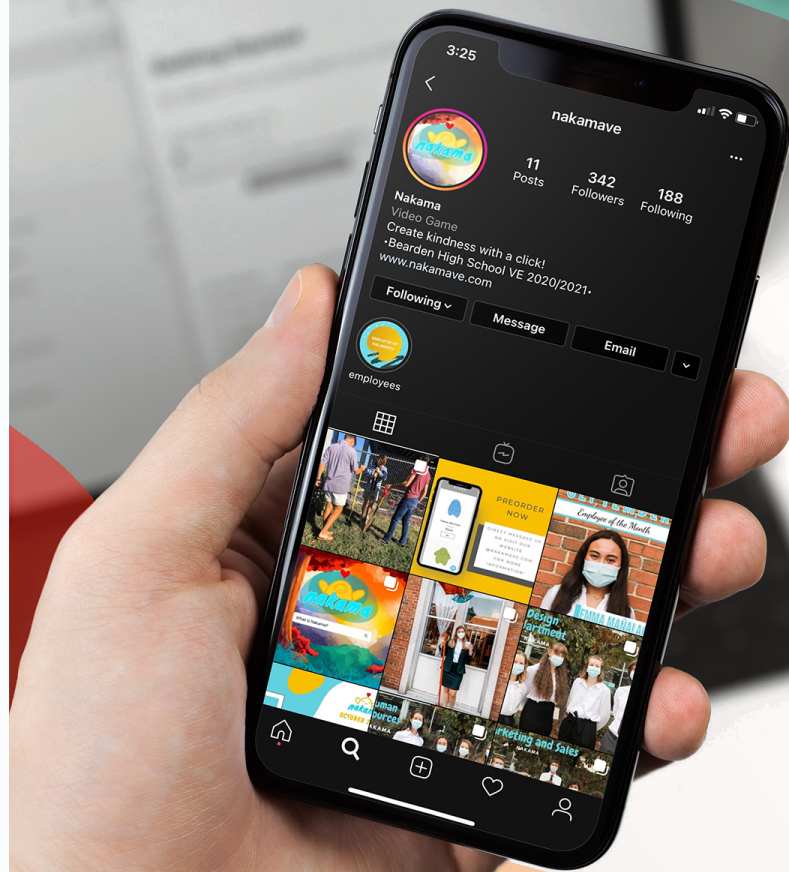
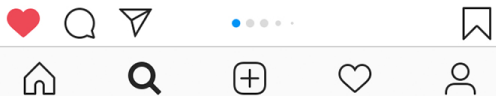


**nakamave**  
Bearden High School (Tennessee)

...



1/6



@nakamave

AT&T 6:14 PM 78%



**Nakama**  
Video Game



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(865) 898-2325

emanalac.nakamave@gmail.com



Instagram and Facebook



Constance Paris  
Chief Executive Officer

Executive Branch



EXP 8/14/2021



*Employee ID Badge*

