

# Company Branding:



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*Promoting Philanthropy in an Effortless Way*

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@EudoraVE



@Eudora.VE



@EudoraVE



<https://eudorany.wixsite.com/mysite>



[Eudora.NY@veinternational.org](mailto:Eudora.NY@veinternational.org)

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Academy of Finance and Enterprise

30-20 Thomson Avenue  
Long Island City, NY 11101

(718) 389-3749

# Our Logo



# Our Color Palette

#FFEDD1

Light pastel peaches are often seen as sweet, pleasant, and friendly.

#F1B996

Bright and intense peach colors can symbolize vitality, energy, and encouragement.

#DD8969

Ginger is often seen as solid, much like the earth, and it's a color often associated with resilience, dependability, security, and safety.

#C1BFFD

Periwinkle represents serenity, peacefulness, femininity, and comfort.

#8E8BFF

Purple is the color of royalty and speaks of elegance, refinement, and luxury.



# Our Fonts

**BRASIKA**

The Brasika font is used for Headings

**LIVVIC**

Livvic is used for descriptions and body paragraphs

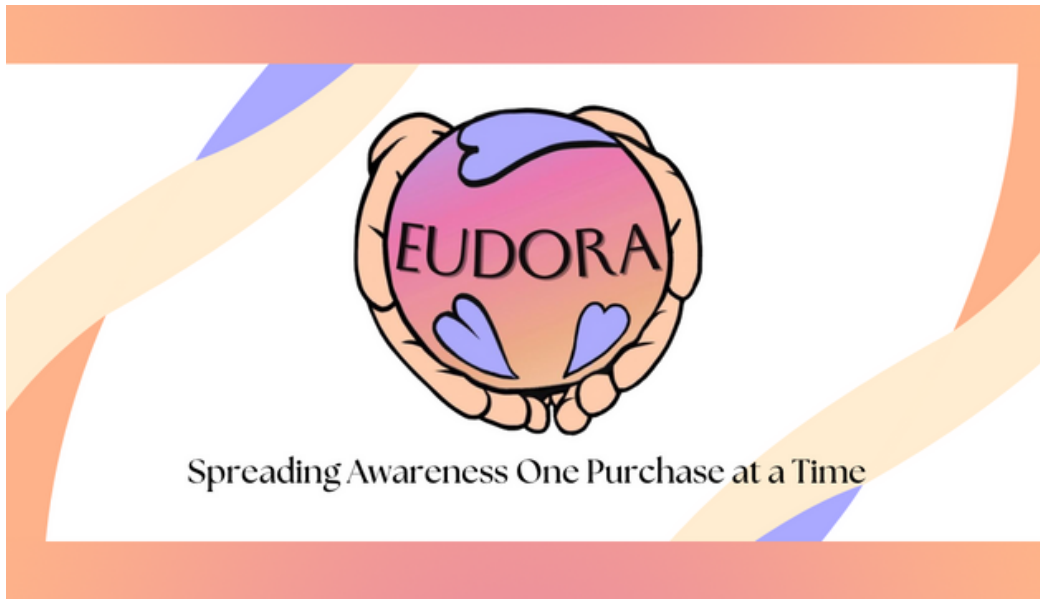
*Tropika  
Script*

Tropika Script is used for subheadings

**MONTERCHI:**

Monterchi is used for the logo font and highlight important posts

# Our Business Card



*Front*



*Back*



# Our Letterhead and Company Overview



**Eudora**  
Event Planning



718-389-3749



[Eudora.NY@veinternational.org](mailto:Eudora.NY@veinternational.org)



Academy of Finance and  
Enterprise 30-20 Thomson Ave  
Long Island City, NY 11101

Eudora is an event planning company that manages corporate social responsibility (CSR) events based on issues that VE firms are passionate about. The widespread use of social media and the internet causes people to learn about the alarming adversities our world is facing and feel personally responsible to take on these challenges. This has led consumers, particularly Generation Z, to be cautious when deciding what businesses they want to purchase from and work for. Eudora planned events ensure that VE firms can demonstrate their social responsibility to their customers and establish a long-lasting impact beyond the virtual world.

Eudora is located at the Academy of Finance and Enterprise, 30-20 Thomson Ave, Queens, NY 11101. Eudora was founded in October 2022, under the legal structure of a B-Corporation. We choose to be a B-Corporation since Eudora is a for-profit corporation with stricter requirements for accountability and social impact. Since we are taxed as a C-Corporation, limited liability protection ensures safety of personal assets and allows us to raise capital through selling shares of stock.

Eudora is composed of 35 employees and 1 intern, distributed into nine departments. Each department has one chief leader and a minimum of two employees per department. One of the nine departments include the executive branch which consists of the CEO and COO who oversee all operations.

Sincerely,

Team Eudora



# Company Branding Trade Show Invitation



YOU'RE INVITED!

## IN-PERSON TRADE SHOW

- FRIDAY -  
JANUARY 20, 2023

12:00PM-2:00PM

*Academy of Finance and Enterprise  
30-20 Thomson Ave, Queens, NY 11101*





# Company Branding

## Instagram Posts



Eudora VE

33  
Posts

350  
Followers

378  
Following



# Company Branding



HELP DONATE TO

## TOYS FOR TOTS

BRING IN ANY  
BOXED TOY!

THROUGHOUT ALL  
OF DECEMBER

ACADEMY OF FINANCE AND  
ENTERPRISE

30-20 Thomson Ave, Queens, NY 11101

