



Brand Identity Guidelines.

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Brand Identity.

Creative Direction: **Formal with an Edge.**

Think sans serif fonts with unexpected or hidden details to represent Joanna's ability to see things others might not. A contemporary classic look with a twist, and a more feminine palette to soften the look without feeling girly.

All of Joanna Landau's branded content should...

Look like sleek and minimal modern architecture. Impressive and stops you in your track.

Sound like the buzz of a busy co-working space. People tapping away at their laptops, coffee machines grinding coffee and milk being steamed – creative energy all around.

Taste like a freshly made, and perfectly balanced Margarita, strong citrus notes, a salty rim to keep you on your toes and always packed with a punch.

Smell like Channel No.5, and leaves an unforgettable impression.

Feel like walking into a high end, contemporary restaurant for their 10 course tasting menu – sophisticated anticipation.

Logo Suite.

The logo suite for Joanna Landau has been developed from a sleek and modern base font. Easily legible with sophisticated details. A balanced combination of sharp right angled corners and perfect curves to represent both Joanna's authority and approachability in harmony.

The logo suite provides variations of the logo for different applications, depending on the space available and overall use of the logo. That being said, the main logo should always be the first choice, with alternatives available when the situation calls for it.

Joanna
Landau

A sleek and modern base font.
Easily legible with sophisticated details.

A balanced combination of sharp right angled
corners and perfect curves.

Introducing subtle arrow shapes and
creating perfect balance between the
last 'a' in Joanna and the 'u' in Landau,
while introducing variety and interest
within select letterforms.



Joanna
Landau

It's all in the detail.
Perfect alignment and spacing for this
secondary stacked logo variation.

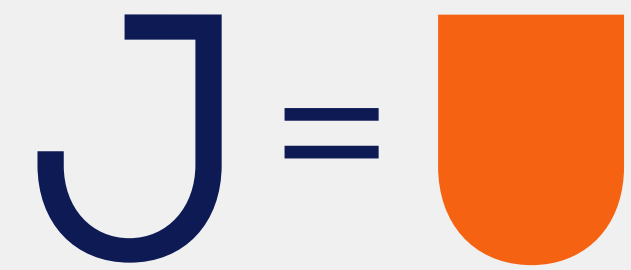
Joanna
Landau

Joanna
Landau

Joanna
Landau

Joanna
Landau

Joanna · Landau



Use the crest shape from the 'J' in the logo to define spacing around the logo. Ensure that there is always the width of the crest between the edge of the logo and any other objects, text or edge of the page / artboard.





Joanna
Landau

01. DO NOT squish the logo.



Joanna
Landau

02. DO NOT stretch the logo.



Joanna
Landau

03. DO NOT have use multiple colours for 'Joanna Landau'.



Joanna Landau

04. DO NOT pull apart the primary logo to make the secondary logo as the 'L' will be incorrectly cropped.



Joanna Landau

05. DO NOT remove the central dot detail from the secondary logo.

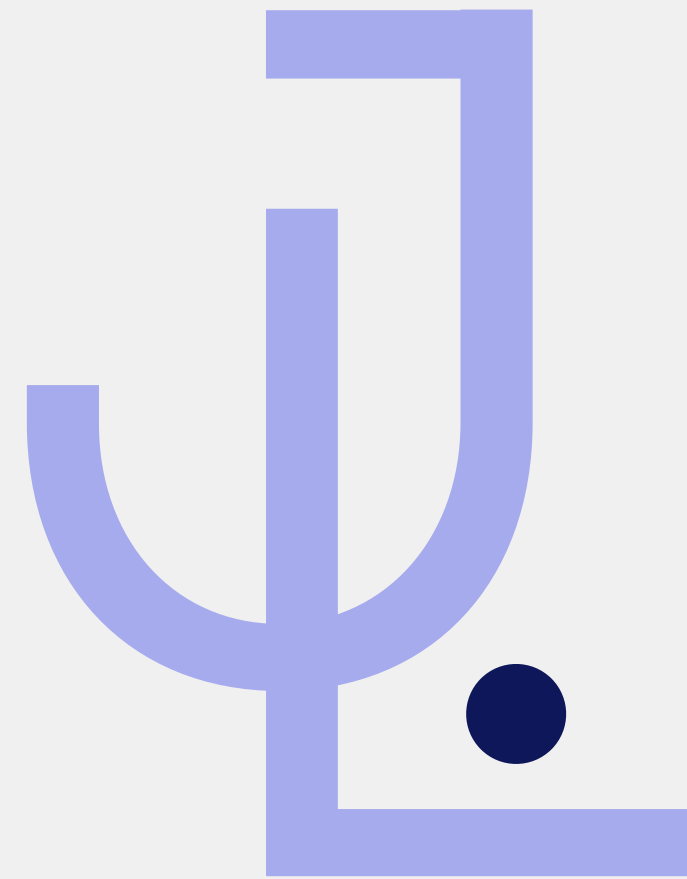
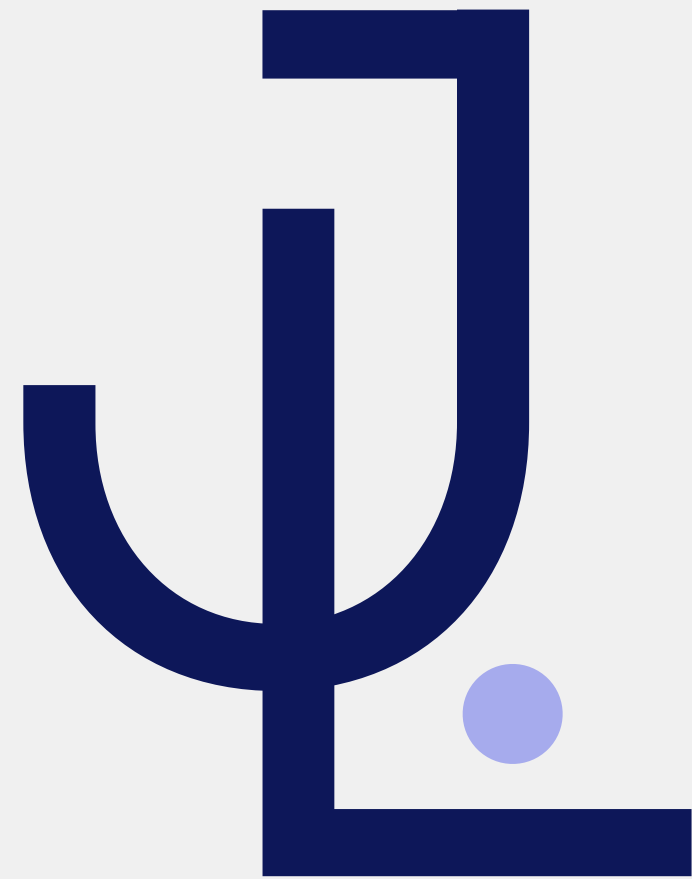
● **BRAND IDENTITY** LOGOMARK.

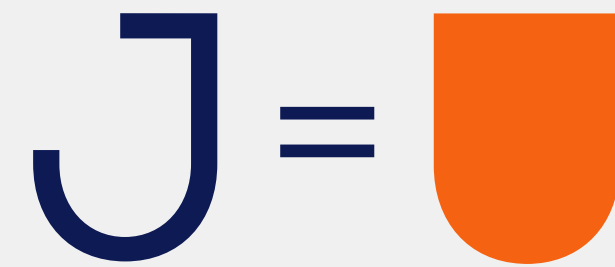
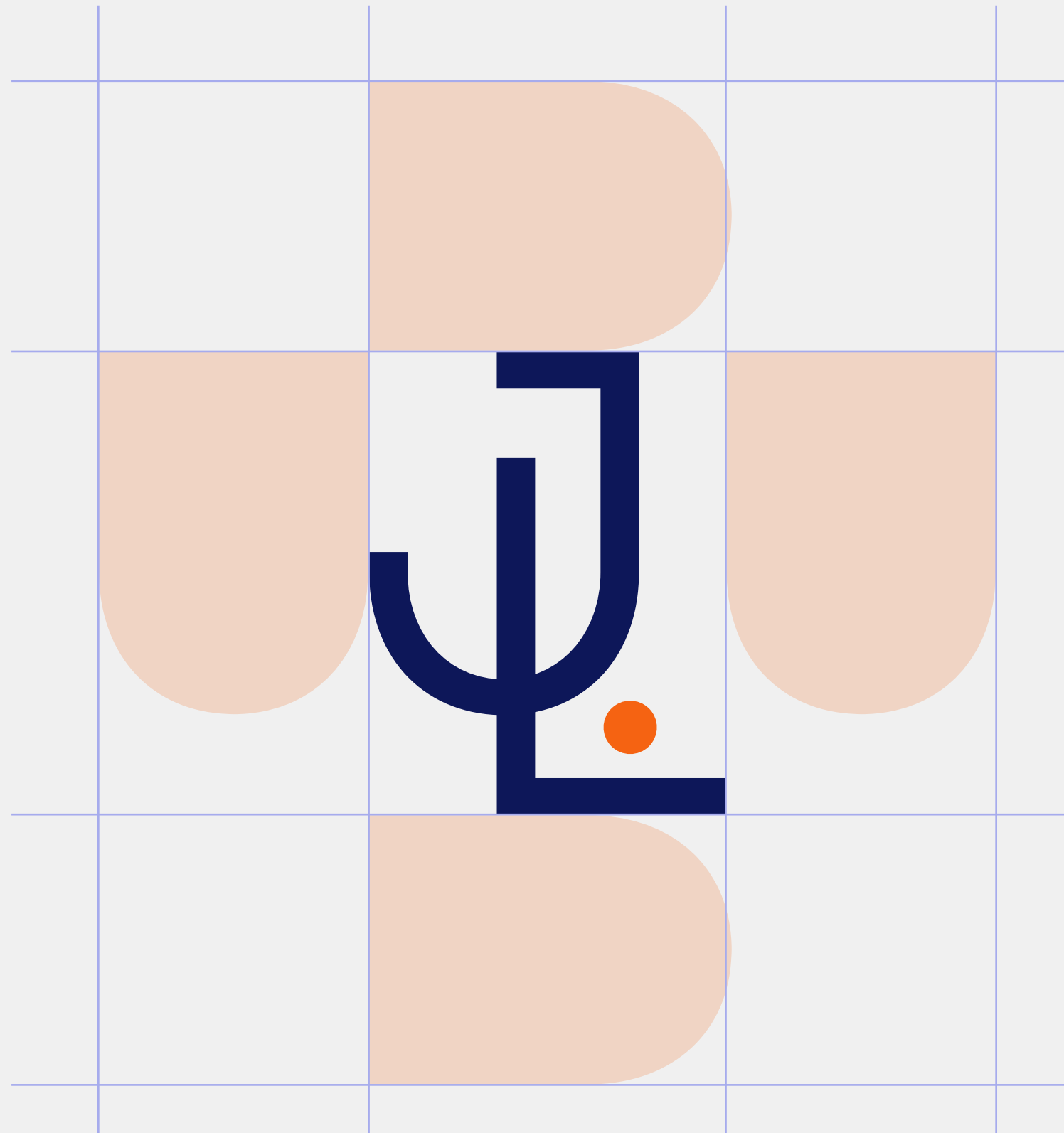
To be used as an alternative logo when space is restricted, or as a additional brand mark when the main or secondary logo are the main focus. At times, this logomark can also be scaled and used as a background.



● BRAND IDENTITY LOGOMARK.

Additional colour variations for the logomark.
To be used at the designers discretion.





Use the crest shape from the 'J' in the logo to define spacing around the logo. Ensure that there is always the width of the crest between the edge of the logo and any other objects, text or edge of the page / artboard.



01. DO NOT use different colours for the 'J' and 'L'



02. DO NOT change the composition of the logomark



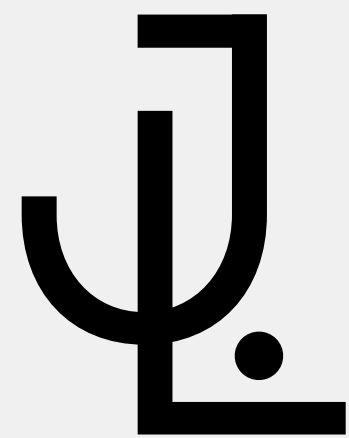
03. DO NOT stretch or squash the logomark

● **BRAND IDENTITY** LOGO SUITE IN BLACK AND WHITE.

Although within Joanna Landau's own marketing and branded materials, only the brand colours should be used, there may be occasions where her logo needs to be used by another business. In these cases, the logos can be shown in solid black #000000 or solid white #FFFFFF. The logo suite should never be used in any other colours.

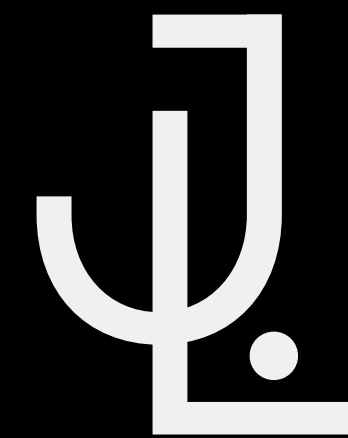
Joanna
Landau

Joanna · Landau



Joanna
Landau

Joanna · Landau



Brand Icons.

The brand icon style aligns with the overall brand system and supports messaging by conveying concepts with simplicity and clarity.

In general, icons should only be used at a small scale, they should be 2 colours only (the colours can be changed to suit the background / use but no more than 2 colours can be used per icon at any one time), the thickness of the line and size of the dot should always remain consistent.

Brand icons can be used as a secondary element or supporting graphic. Icons should stand alone (or in a line with ample space around them), not combined with other illustrations or icon styles. The exception to this rule is using the crest + square brand icon within a pattern.

○ **BRAND IDENTITY** BRAND ICONS.

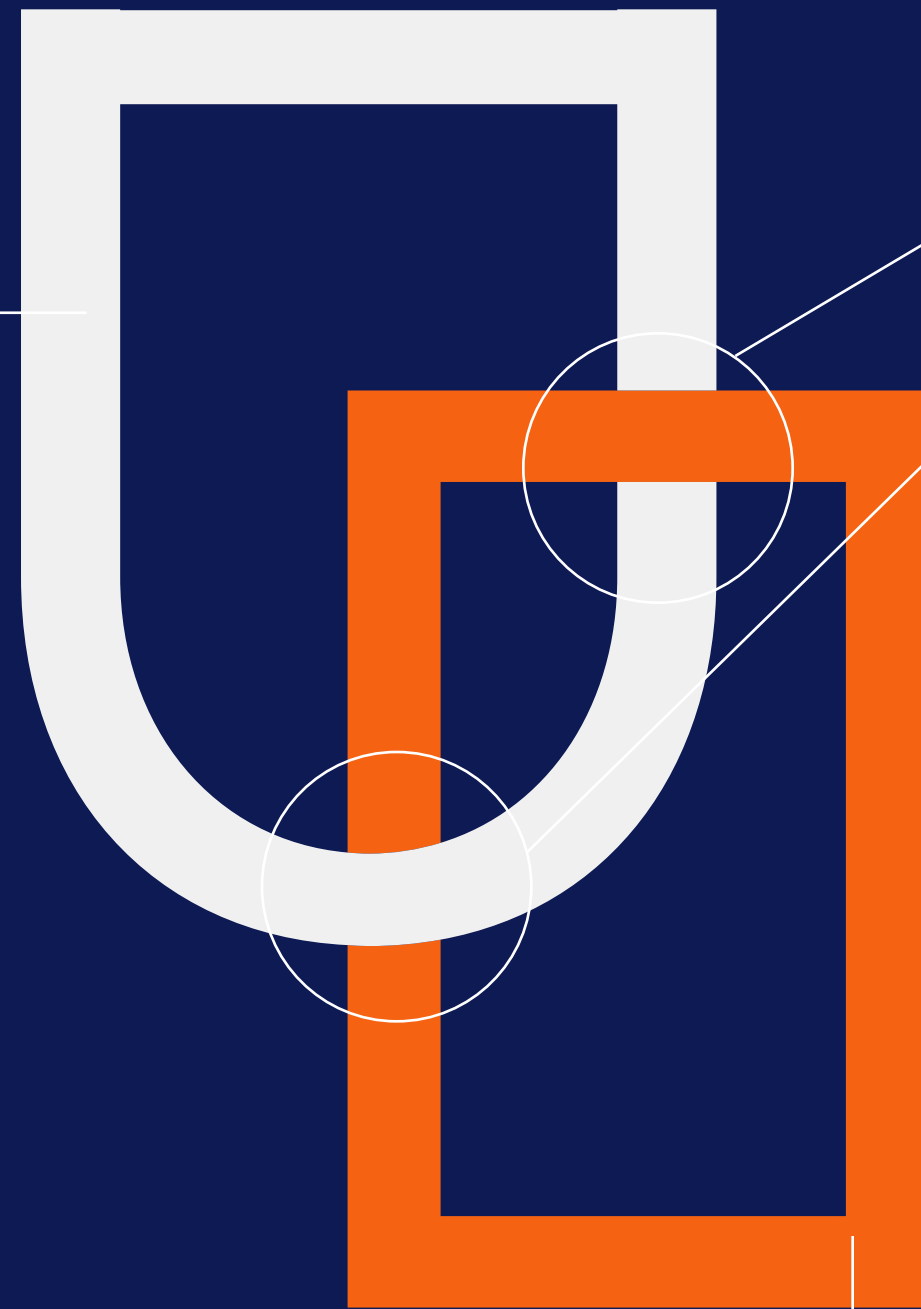
Usages include forming a brand pattern, adding an extra branded flourish to presentation decks etc. This linked crest icon can be used in the corner of documents for example.



Joanna

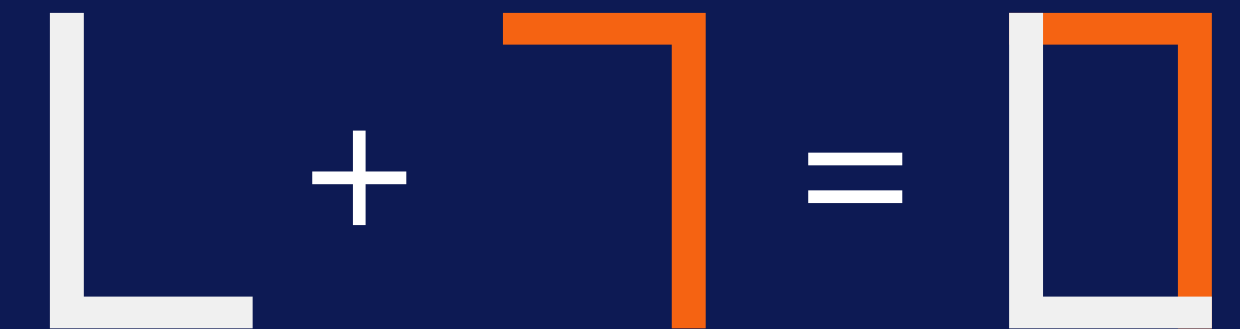


Taking the 'J' from the main logo and flipping it to form a solid shape. The crest shape formed is also a nod to the past, present and future (of Israel).



Shapes linked together to represent unity.

Landau



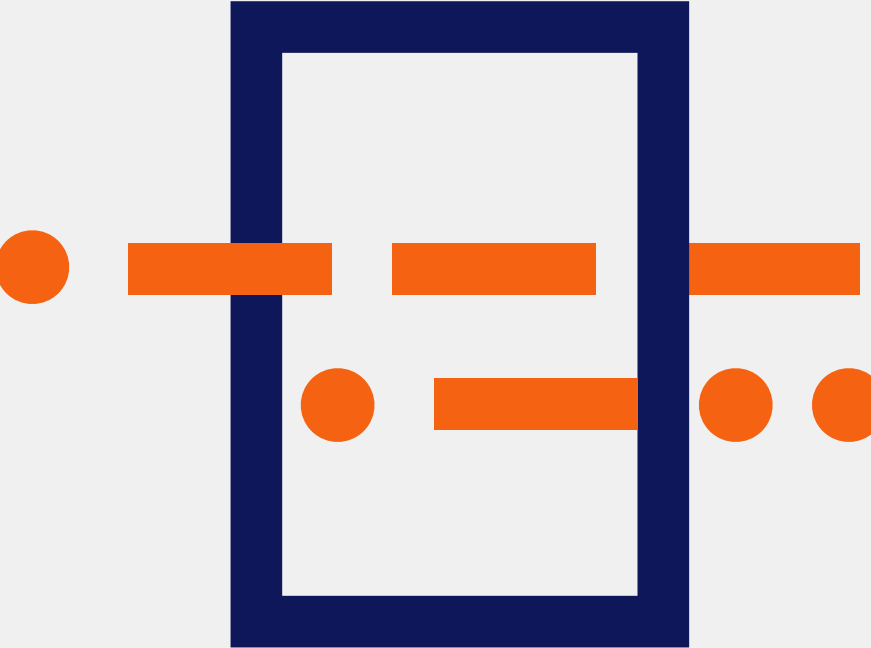
Taking the 'L' from the main logo and flipping it to form a solid shape. The square shape represents strength and trust.

● BRAND IDENTITY BRAND ICONS.

If additional brand icons are developed, they should follow the below style. The icon line thickness should always be consistent, if a dot is added, this must also always remain consistent in size. And the icons must always be scaled consistently to ensure continuity within sizing and balance.



Joanna Landau Icon



Resources Icon



Public Speaking Icon



Book Icon



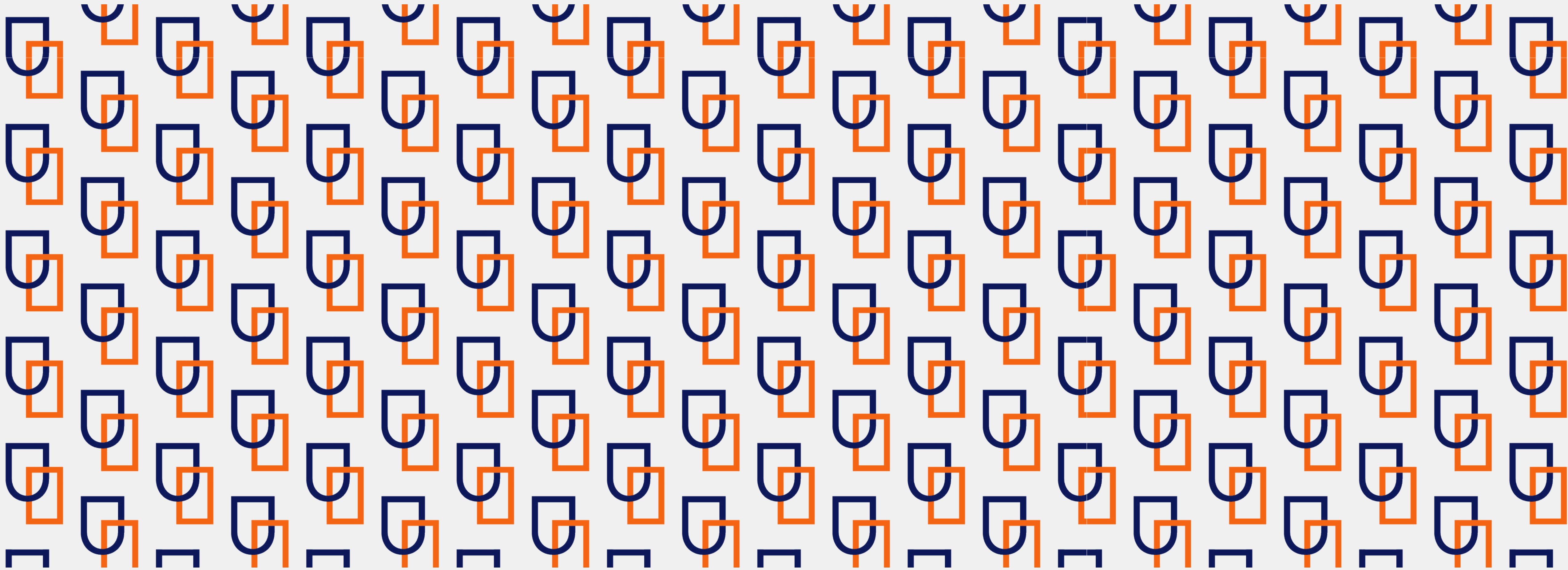
Consulting Icon

Brand Pattern.

Patterns help to draw attention to a particular area of content or design. This brand system includes a selection of flexible elements that are used to represent the Joanna Landau brand. The elements are drawn from our core identity but are distinctly different to ensure they support the logo without detracting from it.

● BRAND IDENTITY BRAND PATTERN.

Creating a repeat pattern from the Brand Icon. This can be used at the designers discretion on presentation slides, small sections of the website etc to add visual interest.



● BRAND IDENTITY BRAND PATTERN IN USE.

Visual examples of how the morse code brand pattern can be used – to create a border and frame content where suitable. Use should be limited to not overcomplicate layouts, and positioned at the designers discretion.

— — — — —

Ethical Tribing:
Connecting the Next
Generation to Israel
in the Digital Era.

NOV 10th, 5-9PM AT VENUE NAME HERE
BOOK TICKETS VIA JOANNALANDAU.COM

"Joanna is inspiration with a capital 'I.'" In everything she does she instills faith, grace and charisma. There are those who dream and talk and there are those who simply "do." Joanna is of the second type. She is changing this country and the world one bit at a time, with integrity, drive and passion. I am honored to have had the chance to be a pebble in her journey."

— Donna Griffith, Corporate Storyteller and Best Selling Author

JOANNA LANDAU

— — — — —

Author, Keynote Speaker, Place Branding and Influencer Marketing Expert.

I'm an expert in country branding, passionate about Israel, and fascinated by the nexus between the two: how to leverage Israel's competitive advantages and share its story with the world. Author of the best-selling book, "Ethical Tribing: Connecting the Next Generation to Israel in the Digital Era," I'm a consultant and speaker about place branding, Israel's soft power, and the unique challenges Israel faces when building its global reputation, especially online.

TALK TO JOANNA

GET IN TOUCH

I'm an expert in country branding, passionate about Israel, and fascinated by the nexus between the two: how to leverage Israel's competitive advantages and share its story with the world.

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BUY ETHICAL TRIBING

In 2011, I founded Vibe Israel, a non-profit that leverages country branding techniques and social media to promote Israel to the next generation. I was CEO for more than a decade and currently serve as President. Before this, I worked as a lawyer in Israel's high tech industry and founded several Tel Aviv-based start ups. I served as a paramedic in the IDF and earned BA and MA degrees in Law from Cambridge University and an MBA, cum laude, from Reichman University in Israel. In 2023, I became a doctoral candidate on the topic of people-led country branding.

I'm a director of Tel Aviv Global & Tourism, a governor of Tel Aviv University, and a member of the International Education Committee of Taglit-Birthright. In 2022, I received the Forum Dvorah Award for Foreign Policy, and I was chosen by Forbes Israel as one of the 50 Most Influential Women in Israel in 2017.

Born in London and raised in Israel, today I live in Tel-Aviv with my husband, 3 children, and 2 dogs.

Working with Joanna

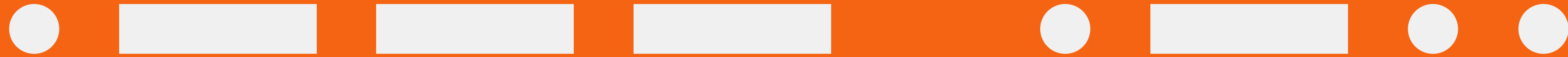
Sed placerat, sem ut varius pulvinar, dolor ipsum pretium nisi, sit amet ornare mi est eget velit. Mauris id ligula ut turpis venenatis sagittis. Quisque ut ultrices odio, ut consequat sapien.

Sed placerat, sem ut varius pulvinar, dolor ipsum pretium nisi, sit amet ornare mi est eget velit. Mauris id ligula ut turpis venenatis sagittis. Quisque ut ultrices odio, ut consequat sapien.

Sed placerat, sem ut varius pulvinar, dolor ipsum pretium nisi, sit amet ornare mi est eget velit. Mauris id ligula ut turpis venenatis sagittis. Quisque ut ultrices odio, ut consequat sapien.

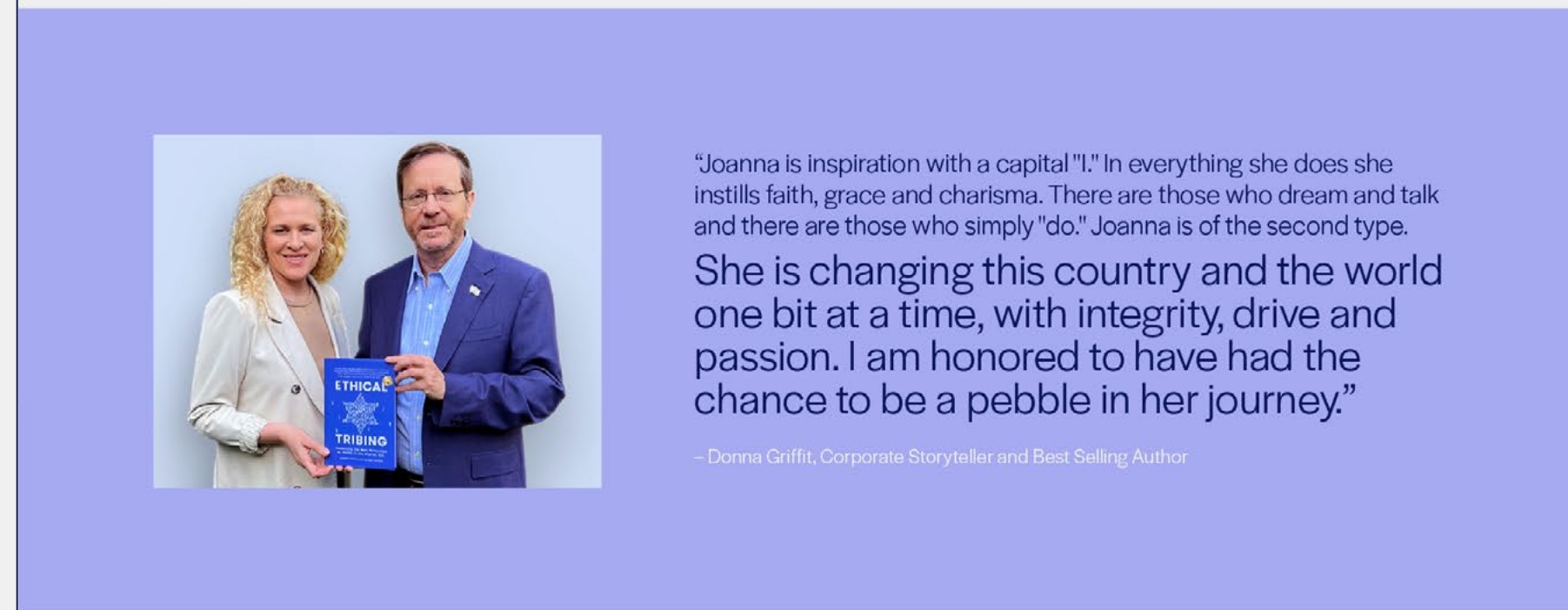
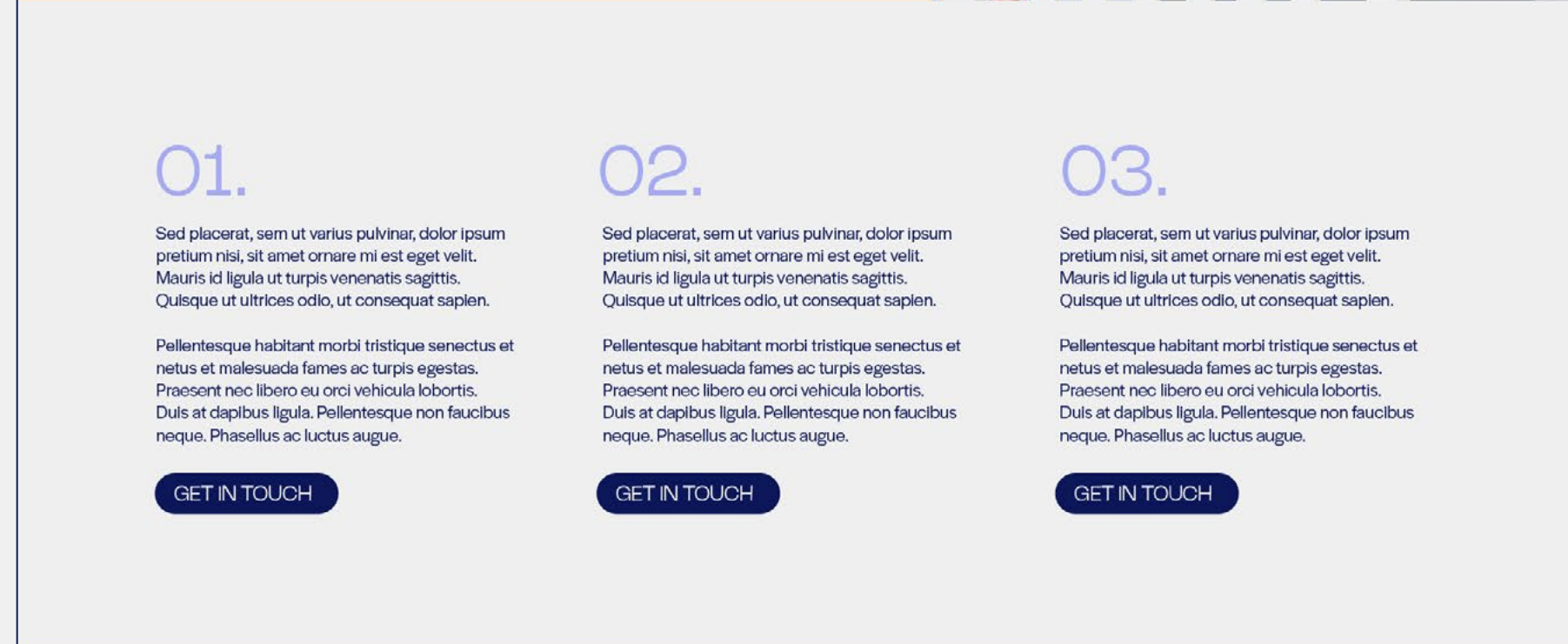
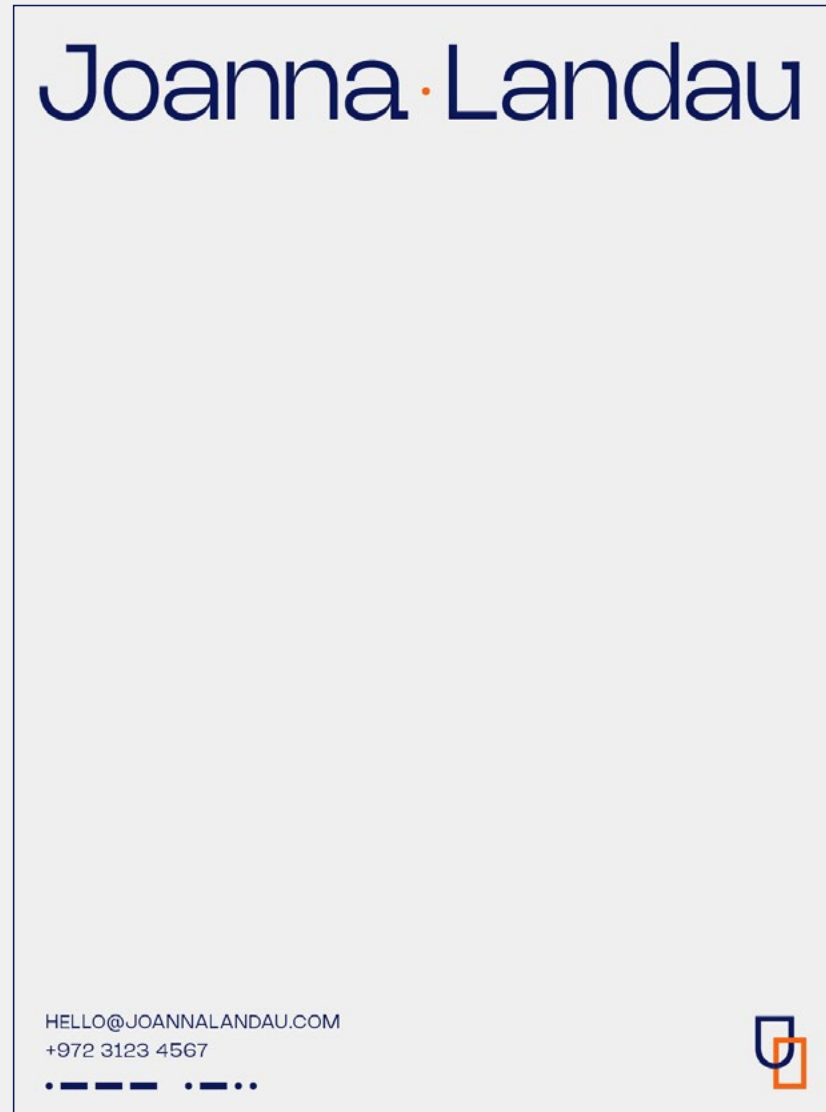
● **BRAND IDENTITY** BRAND PATTERN.

A simple secondary pattern using morse code for 'JL'. A nod to Joanna noticing details other may not, representing messages and stories shared. This pattern can be repeated and used as a background or used as a divider / brand asset across both printed and digital items.



● BRAND IDENTITY BRAND PATTERN IN USE.

Visual examples of how the morse code brand pattern can be used – in small areas to create visual interest and where suitable, frame information.



Colour Palette.

The colour palette has been developed to support and align with the brand strategy.

It portrays Joanna in ways that are direct, yet subtle. Focused and bold application of colour conveys confidence and decisiveness.

Orange symbolises that Joanna is creative, open and enthusiastic. Navy represents trust and stability, while giving the palette a sophisticated edge. White indicates simplicity and purity, and Lavender was chosen to give the brand a feminine touch without being overly girly, to represent calm and friendliness.

When the colours are used consistently and according to these guidelines, they ensure communications are recognisable and distinctly Joanna – playing a critical role in building her brand.

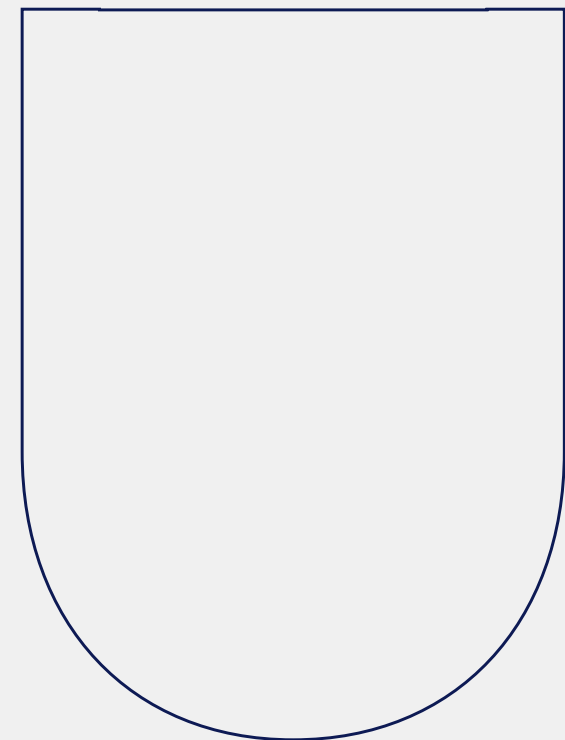


Navy

HEX: #0C1759
RGB: 12, 23, 89
CMYK: 100%, 93%, 37%, 32%

To represent trust and stability, while giving the palette a sophisticated edge.

To be used for most text and as a background colour.



Coconut

HEX: #EFEFEF
RGB: 239, 239, 239
CMYK: 7%, 5%, 6%, 0%

To represent simplicity and purity. A light tone to balance out the boldness of the rest of the palette.

To be used as a background colour and for text on Navy and Burnt Orange backgrounds.



Burnt Orange

HEX: #F46413
RGB: 244, 100, 19
CMYK: 0%, 71%, 94%, 0%

To represent creativity, openness and enthusiasm – three things Joanna always brings to the table.

To be mostly for pull out text (website buttons / CTA etc) and as a background colour. NOT to be used for body text.



Lavender

HEX: #A6AAF1
RGB: 166, 170, 241
CMYK: 40%, 33%, 0%, 0%

To represent calm and friendliness, and give the brand a feminine touch without being overly girly.

To be used sparingly within the palette as background and within icons / logos. NOT to be used for any text.

DO NOT use Lavender text on a Burnt Orange background.

Coconut text on a Lavender background can be used sparingly.

DO NOT use Lavender text on a Navy background.

Navy text on a Burnt Orange background is great.

DO NOT use Burnt Orange text on a Lavender background.

Burnt Orange on a Navy background is great (headings only).

Font Suite.

The brand font's Nohemi and Halyard have been chosen as they are both balanced styles – contemporary and easy to read. Nohemi has a little more character which is perfect for headings and bringing additional personality without distracting from core messaging.

- Nohemi can be found in this [brand assets folder](#).
- Halyard is an [Adobe font](#) but can also be [purchased here](#).

● BRAND IDENTITY FONT SUITE.

A stylish and modern typeface. The Nohemi font is the same base font as the logo which ensures consistency and balance throughout the branding.

Nohemi can be found in this [brand assets folder](#).

Nohemi Light

should always be the go-to heading font.

NOHEMI LIGHT

should also be used for website buttons and other similar CTA's / pull out text. However in these cases the copy should be in All Caps and with Tracking set to -25pt.

Nohemi Medium

can be used sparingly at the designers discretion for smaller headings.

Nohemi

abcdefghijklmnopqrs

ABCDEFGHIJKLMNO

#0123456789

○ BRAND IDENTITY FONT SUITE.

Haylard as the body copy font provides balance against Nohemi, with it's more simple and classic style. Direct and easily legible, while not overly used.

Haylard is an [Adobe font](#) but can also be [purchased here](#).

If Haylard is not available on certain platforms (such as email marketing), please use Arial Regular as a fall-back font.

Haylard Display Book

abcdefghijklmnopqrstuv

ABCDEFGHIJKLMNPO

#0123456789

TITLE FONT

Nohemi Light

Author, Keynote Speaker, Place Branding and Influencer Marketing Expert.

BODY COPY

Halyard Display Book

Set to 1/2 the size of the main heading font
EG: Heading = 60pt, Body = 30pt

For over 13 years, Joanna Landau, 49, has been improving Israel's perception in global public opinion by connecting digital influencers from Israel and abroad. Her nonprofit, Vibe Israel, has already generated over a billion positive mentions of Israel online, and is working towards the next one billion.

PULL OUT TEXT

Nohemi Light

Set to All Caps and with Tracking set to -25pt

GET IN TOUCH

Photography Guidelines.

Joanna Landau is: Disruptive, Daring + Bold, Energetic, Reliable + Kind. A Challenger, Game Changer, and a Big Thinker. And all brand photography needs to reflect this. Images must be modern and stylish, to stand out in a conservative and grey corporate world. Loud and proud, without being too in-your-face. Some may say a little anti-corporate but not so much that it alienates those within the traditional corporate world.

Snippets of block colour to exude confidence, with clean, minimal backgrounds.
No clutter. Focused. Like the brand assets.

Photography shouldn't be overused or relied on, instead select photographic images should enhance the message.





01. YOU CAN crop one off images into the crest shape where suitable.

NOTE: Not all images should be cropped into the crest shape. Only select images throughout a design.

All at the designers discretion.



02. YOU CAN use black and white photos or convert photos to black and white if the colours are too harsh.



03. DO NOT add colour overlays to any photography.



04. DO NOT collage images together or overlap multiple images.



Brand Identity in Use.

Presentation Design.

Joanna Landau is confident in her message, and considered and direct in her choice of words – this must always be reflected through design layouts. No faff, no unnecessary extras, just straight to the point and clear information. Using brand assets in a clever way to direct the viewer / reader and create strategic visual interest.

The following few pages provide a guide to creating clear, on-brand presentation decks.



- Presentation title and end pages should be minimal in layout with the addition of a logo or brand icon.
- Background colours can be any colour, but must follow brand guidelines.
- Section title pages should use font at a smaller size to what is used on the main presentation title page.



Page furniture should be clear and considered and typically always follow this layout.

Within each deck, page furniture must be consistent.

It is not an opportunity to add unnecessary information – instead, to clearly mark and label the document.

● TONE OF VOICE.

How do I speak?

I combine sophisticated British class with Israel's creative and non-conformist attitude.

I appeal to serious academics with facts and case studies while surprising even the most apathetic millennials with innovative ideas.

I'm the undoubted expert, speaking from the stage, but also the deeply relatable human who simply 'gets it.'

I infuse heavy topics with lightheartedness, clarity, and optimism.

How do I strike the balance?

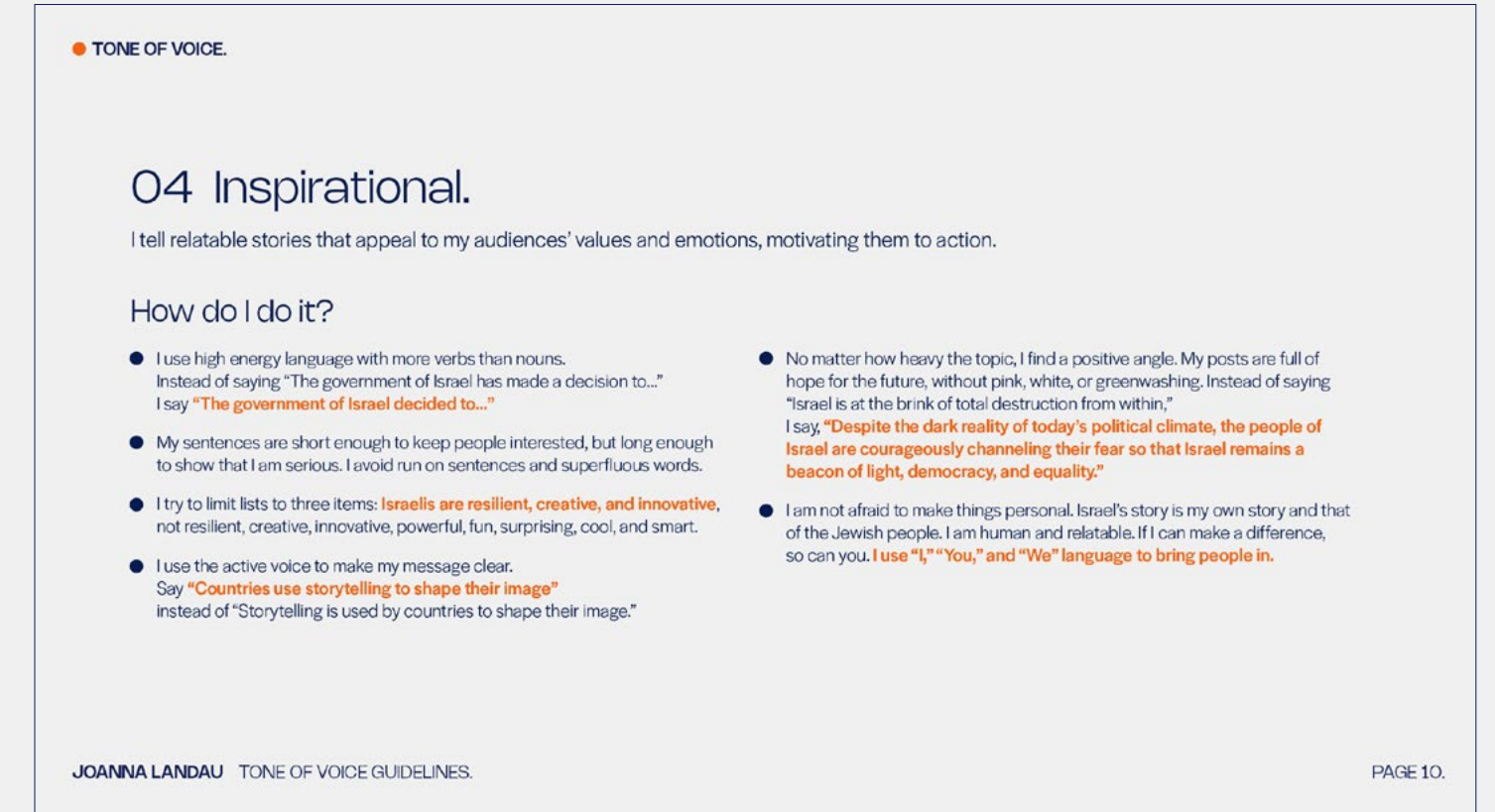
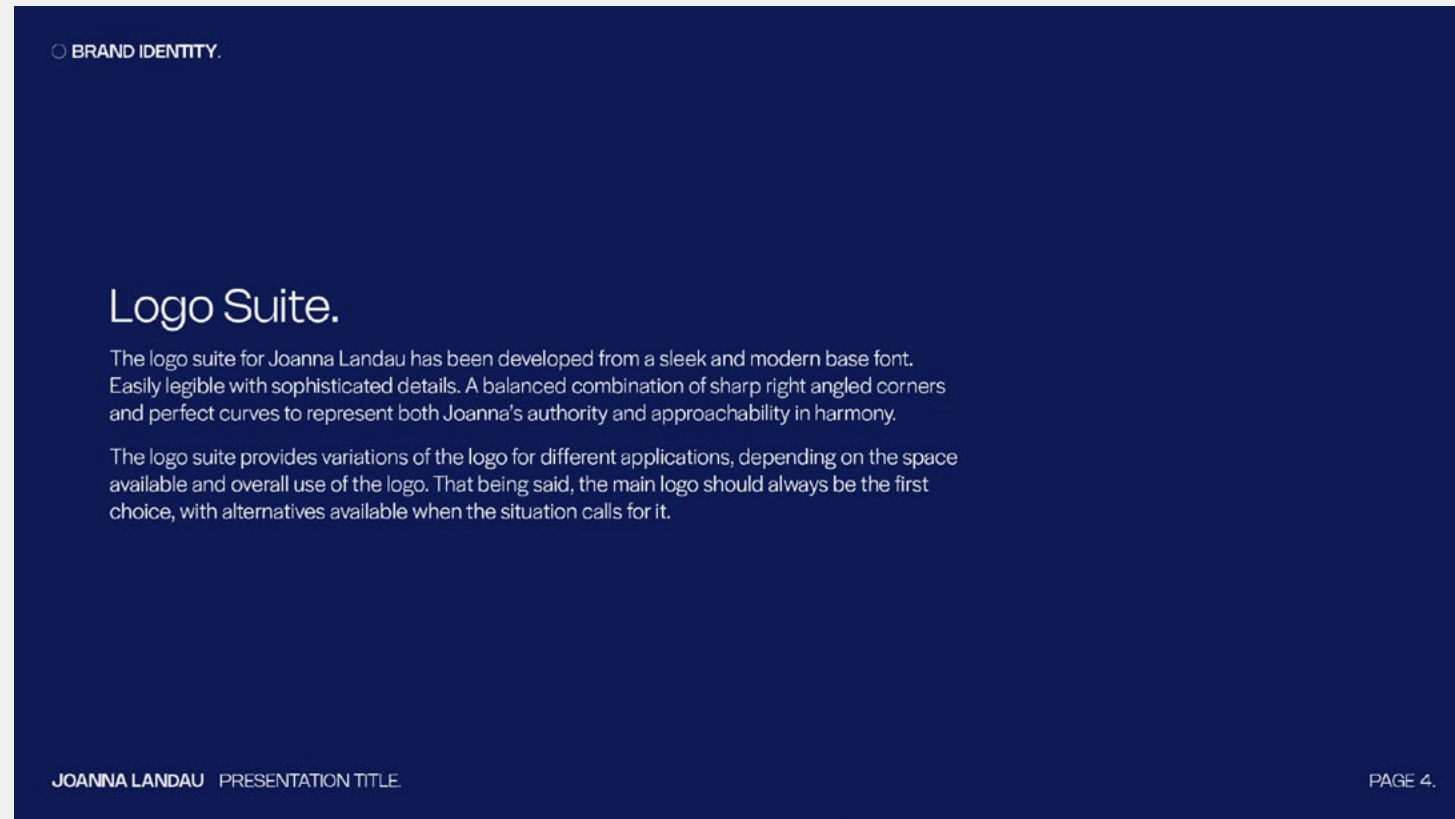
I'm a real person. While my personality always remains the same, I don't always communicate in the same way. How I speak changes depending on the content, medium, and audience.

If I'm speaking to academics and policy makers about the challenges facing Israeli society, I use a serious voice and intellectual language. If I'm speaking to young influencers about Israel's innovative hi-tech scene, I use conversational and inspirational language.

I'm still me - with the same values and credentials - but I'm leaning into different parts of myself in order to communicate more effectively with my audience at any given moment. Throughout this guide, you'll learn about the core traits that make up my tone of voice, but you can emphasize different ones depending on the audience and channel.

JOANNA LANDAU TONE OF VOICE GUIDELINES.

PAGE 5.



- Text heavy pages should be broken up into columns so that the content is easy to digest. Text should never stretch the full width of the page.
- Consider increased heading font sizes and different colour text to pull out key words or phrases.
- Oversized bullet points can be used where suitable for lists.
- Consider coloured backgrounds or added panels of brand pattern to add visual interest where appropriate.



● SECTION TITLE

Upcoming Speaking Events 

- **October 10th** 17:00 @ Event Name Here
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque lacus lorem, dignissim in vehicula at, molestie ut est.
- **November 6th** 17:00 @ Event Name Here
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque lacus lorem, dignissim in vehicula at, molestie ut est.
- **December 1st** 17:00 @ Event Name Here
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque lacus lorem, dignissim in vehicula at, molestie ut est.

JOANNA LANDAU PRESENTATION TITLE PAGE 6.

● TONE OF VOICE

Key Words, Phrases & Terminology.

I SAY...	INSTEAD OF...
Hi XXXXX	Hello, Greetings, Dear XXX
Thank you, Thanks, Looking forward to hearing from you, etc. (email sign-off)	Kind regards, sincerely, etc.
Notwithstanding, At the same time	However, But
Start Up	Startup, Start-up
High Tech	Hi tech, High-tech
Can	Are able to
So	Therefore, thus
Marketing, branding, or promoting Israel	Hasbara
Tel Aviv	Tel-Aviv
Ultra Orthodox	Ultra-Orthodox, ultra orthodox, Haredi, Charedi
West Bank	Occupied Territories, Judea and Samaria

JOANNA LANDAU TONE OF VOICE GUIDELINES. PAGE 12.

● TONE OF VOICE

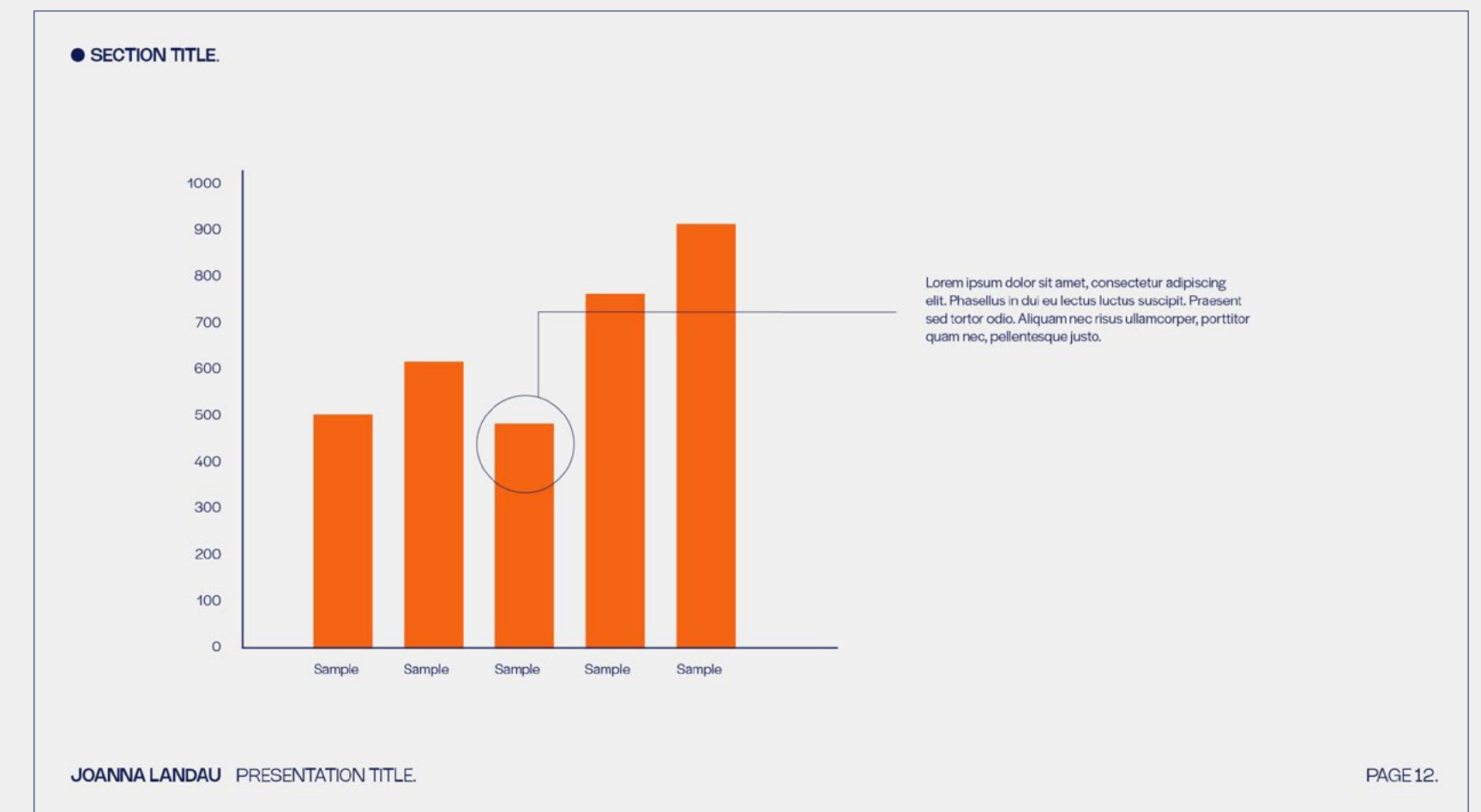
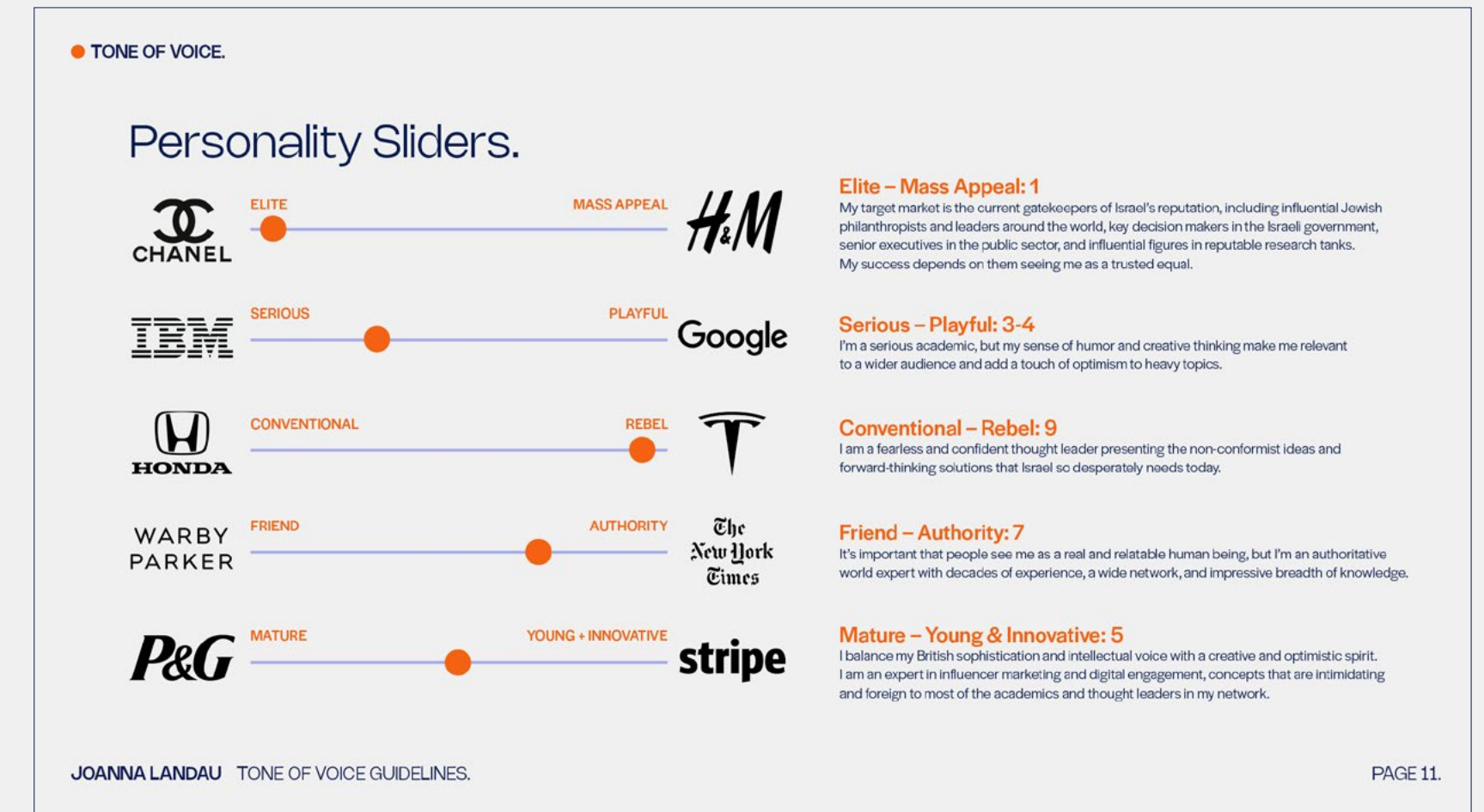
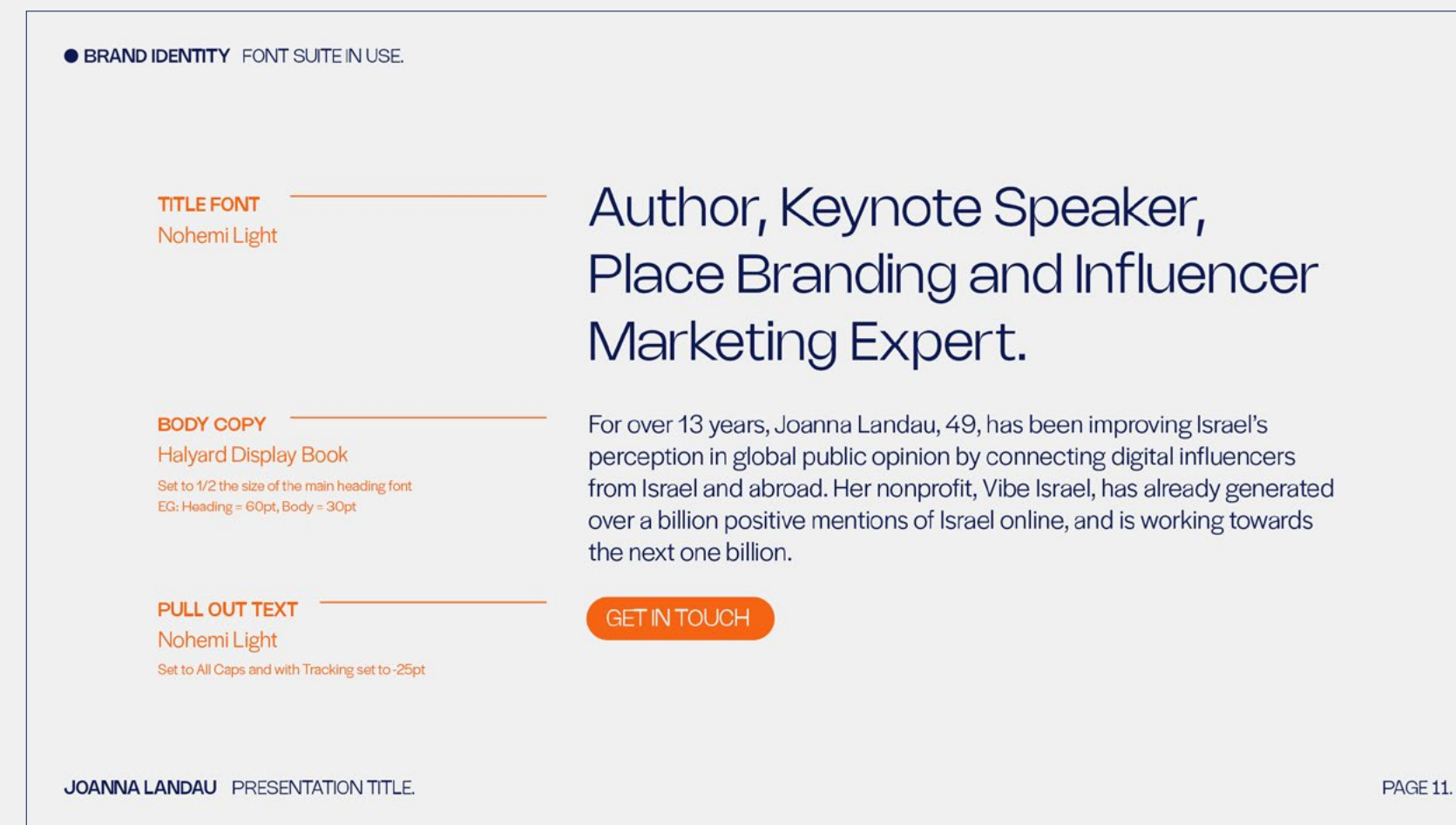
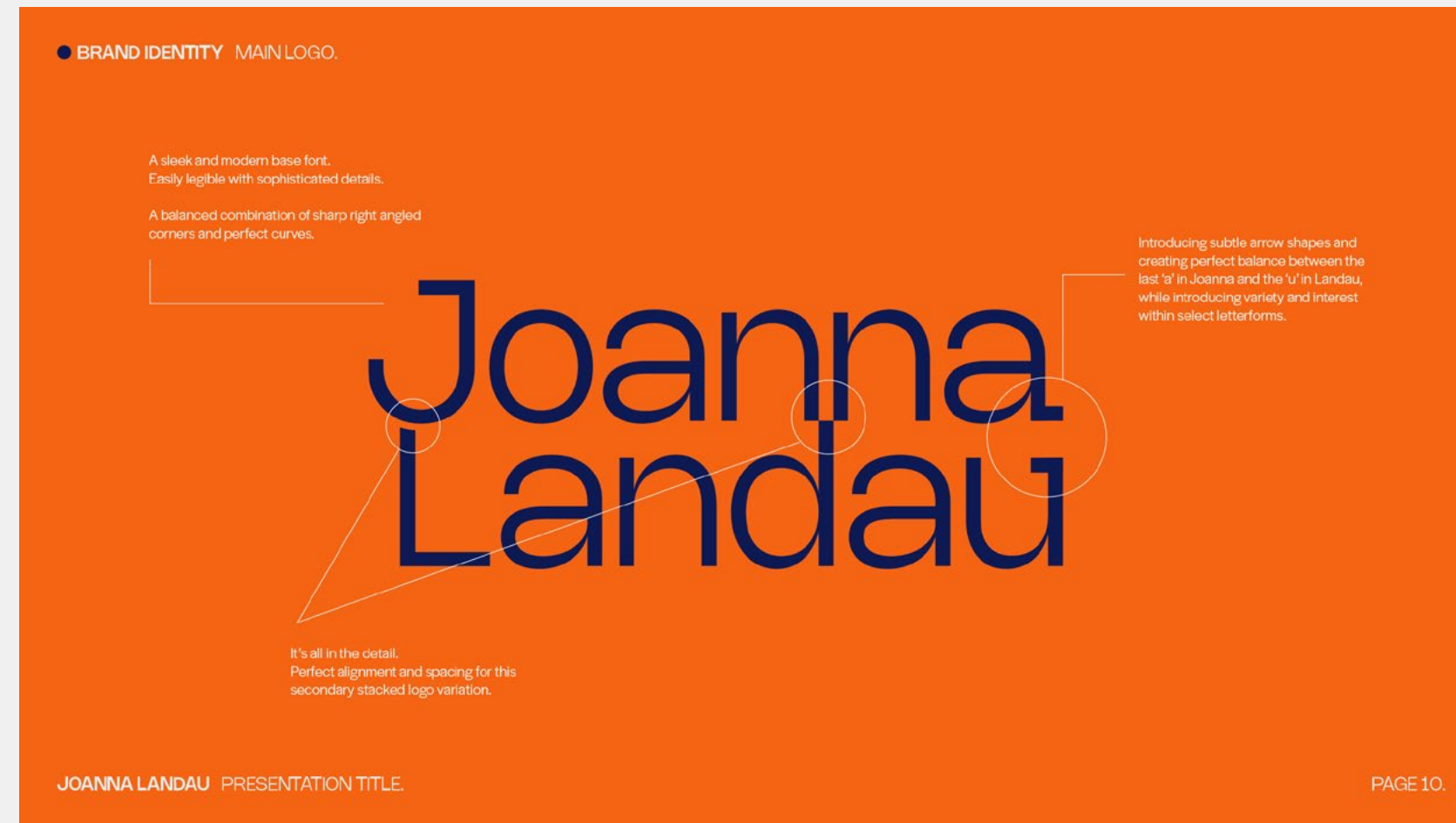
General Rules.

- Use American spelling.
- Stay away from gendered language. I'm speaking to everyone – but especially the younger generation who is sensitive to political correctness.
- Use digits instead of writing out numbers in words.
- Italicize words that are transliterated from Hebrew or Arabic, such as *sababa*, *chutzpah*, *yalla*, etc. Include a brief explanation or translation in brackets when using a term the audience may not understand.
- Be specific. Are you talking about the State of Israel, the government of Israel, or the people of Israel? Are you talking about the Jewish people, the Israeli people, or the Jewish Israeli people? Are you talking about Arab Israelis or Palestinians?
- When writing long content, use subheadings to keep things clear and summarize the essence of what you're communicating for readers who are just skimming through.
- When writing bullet point lists, make sure the points are short, related to each other, and consistent in style. Try to keep lists to a maximum of 4 points.

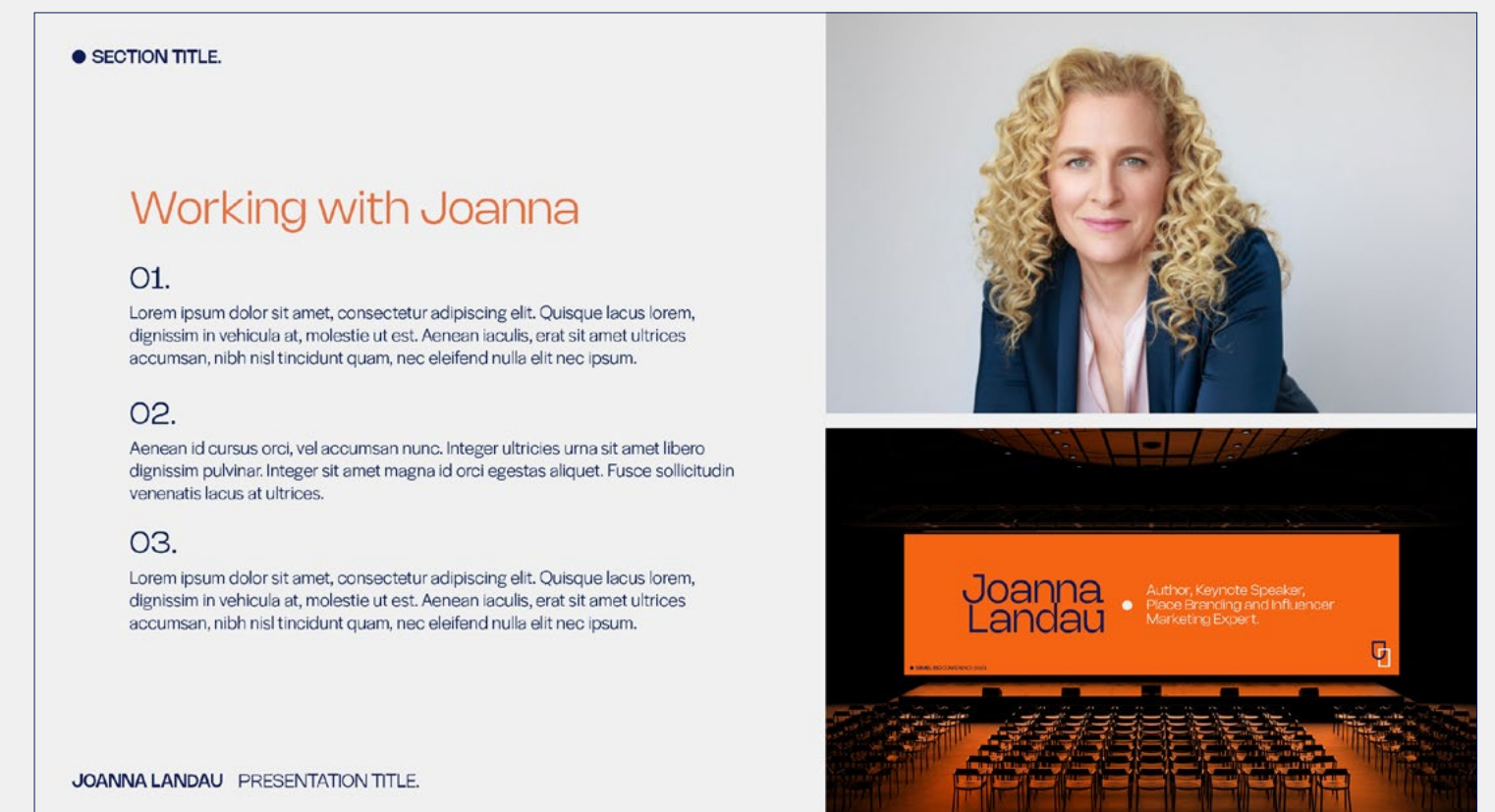
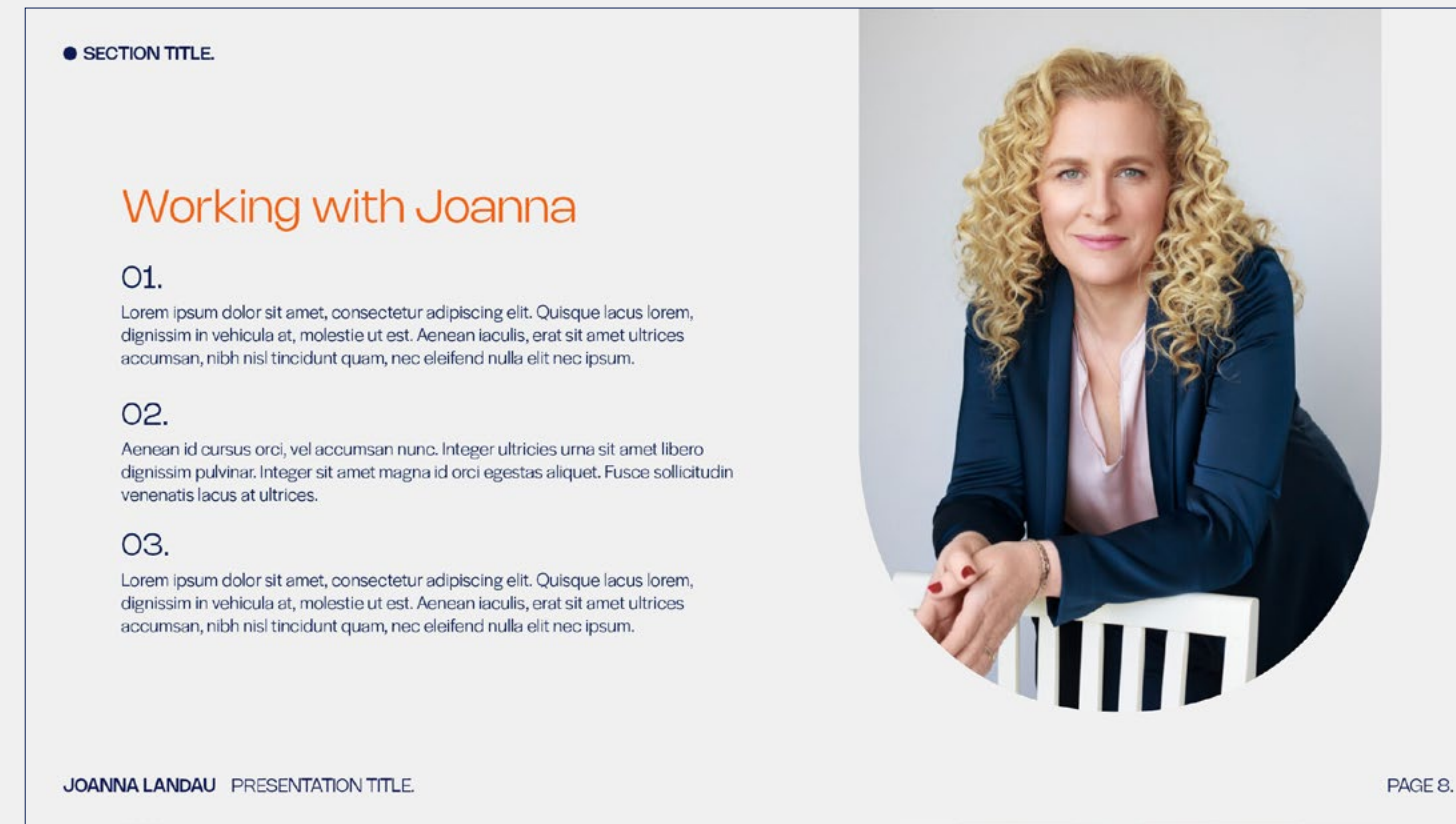
JOANNA LANDAU TONE OF VOICE GUIDELINES. PAGE 14.

- Lists or tables of information should be broken down visually – consider using different size or colours of text to help with visual hierarchy.
- Oversized bullet points can be used where suitable for lists.
- Tables should not be heavy grids – instead use open lines like in the above examples. Line weight should be thin but visible.

- When graphs or diagrams are used, thin lines must be used, with markers shown in a contrasting colour from the brand palette.
- Specific information or areas of an image can be highlighted with a simple circular outline and annotated like these examples.
- All graphs, maps and diagrams must be within the brand colour palette. If this isn't possible, the image / content must be shown with a greyscale overlay.



- Photography should be used sparingly per the brand guidelines. When used, photos can be full bleed, cropped into the crest shape, or simply positioned on the page mirroring text.
- When photography is used within a presentation, it should take up significant space on the page, it should not be a small image. Typically, no more than one photograph per page, unless there is a specific and strategic reason for more.
- In instances where multiple images are required for the page content, format the images equally and stack in an orderly fashion either horizontally or vertically. Images should always have purpose, and should never be collaged together. Please refer to Page 35 in this document for additional guidance.



Brand Application Examples.

Joanna Landau is straight talking yet approachable. Her brand must always be presented clearly and professionally. Brand assets should be used strategically to create visual interest, but they must not become the focal point or overwhelm the design. Brand assets are there to enhance the message and direct the viewer / reader.

The next few pages showcase examples of the visual brand in use, to be used as inspiration when creating additional branded content.

● BRAND IDENTITY IN USE BRAND APPLICATION EXAMPLE.



GET IN TOUCH

Joanna Landau

Author, Keynote Speaker, Place Branding and Influencer Marketing Expert.

For over 13 years, Joanna Landau, 49, has been improving Israel's perception in global public opinion by connecting digital influencers from Israel and abroad. Her nonprofit, Vibe Israel, has already generated over a billion positive mentions of Israel online, and is working towards the next one billion.

TALK TO JOANNA



01. Sed placerat, sem ut varius pulvinar, dolor ipsum pretium nisi, sit amet ornare mi est eget velit. Mauris id ligula ut turpis venenatis sagittis. Quisque ut ultrices odio, ut consequat sapien.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Praesent nec libero eu orci vehicula lobortis. Duis at dapibus ligula. Pellentesque non faucibus neque. Phasellus ac luctus augue.

GET IN TOUCH

02. Sed placerat, sem ut varius pulvinar, dolor ipsum pretium nisi, sit amet ornare mi est eget velit. Mauris id ligula ut turpis venenatis sagittis. Quisque ut ultrices odio, ut consequat sapien.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Praesent nec libero eu orci vehicula lobortis. Duis at dapibus ligula. Pellentesque non faucibus neque. Phasellus ac luctus augue.

GET IN TOUCH

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GET IN TOUCH



"Joanna is inspiration with a capital 'I'." In everything she does she instills faith, grace and charisma. There are those who dream and talk and there are those who simply "do." Joanna is of the second type. She is changing this country and the world one bit at a time, with integrity, drive and passion. I am honored to have had the chance to be a pebble in her journey."

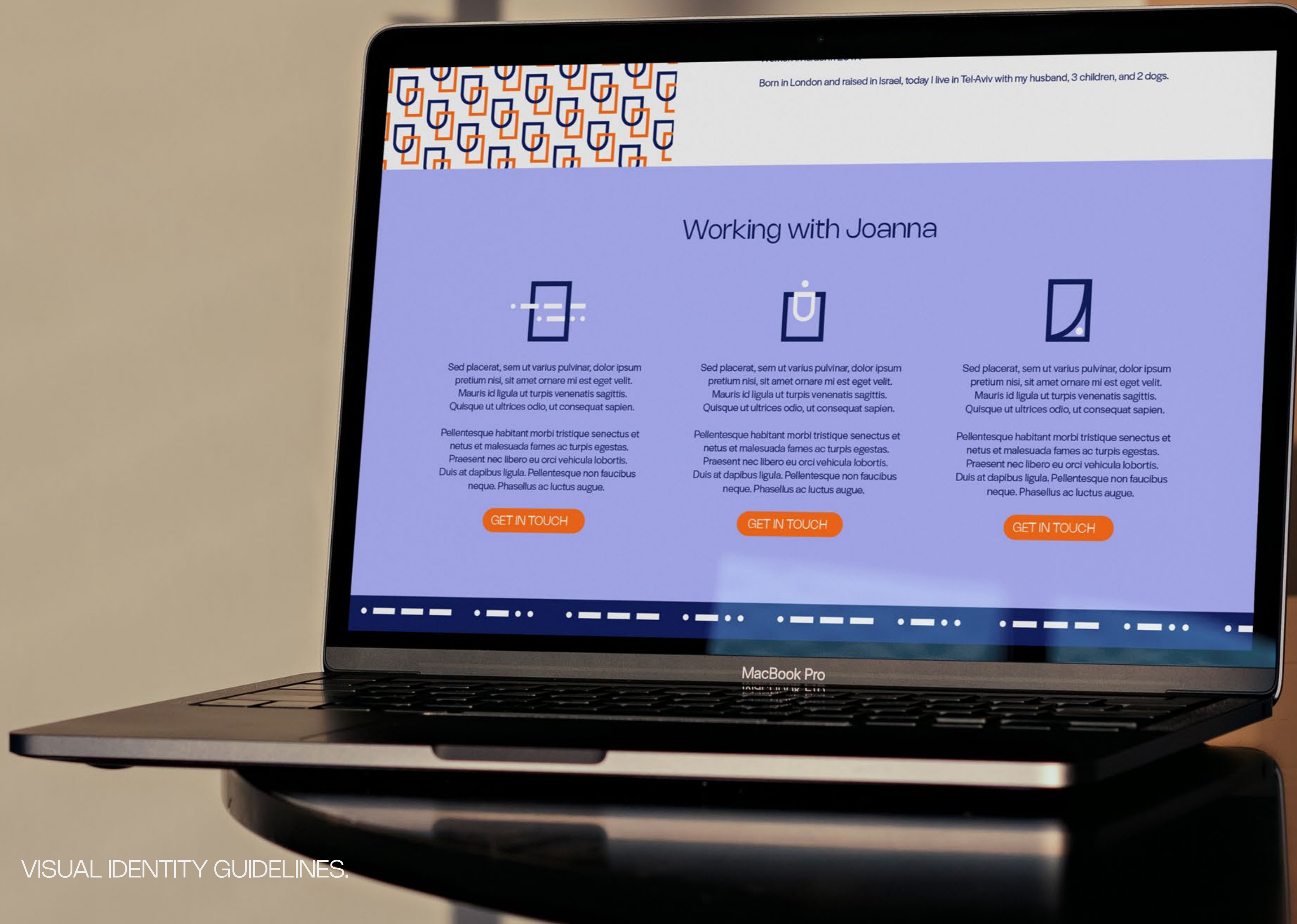
- Donna Griffith, Corporate Storyteller and Best Selling Author

Joanna Landau

- Author, Keynote Speaker, Place Branding and Influencer Marketing Expert.

● ISRAEL 21C CONFERENCE 2023







Author, Keynote Speaker, Place Branding and Influencer Marketing Expert.

01

JOANNA LANDAU

UPCOMING SPEAKING EVENTS

- October 10th 17:00 @ Event Name Here
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque lacus lorem, dignissim in vehicula at, molestie ut est.
- November 6th 17:00 @ Event Name Here
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- December 1st 17:00 @ Event Name Here
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02

JOANNA LANDAU



“Joanna is inspiration with a capital ‘I.’ In everything she does she instills faith, grace and charisma. There are those who dream and talk and there are those who simply ‘do.’ Joanna is of the second type. She is changing this country and the world one bit at a time, with integrity, drive and passion. I am honored to have had the chance to be a pebble in her journey.”

– Donna Griffith, Corporate Storyteller and Best Selling Author

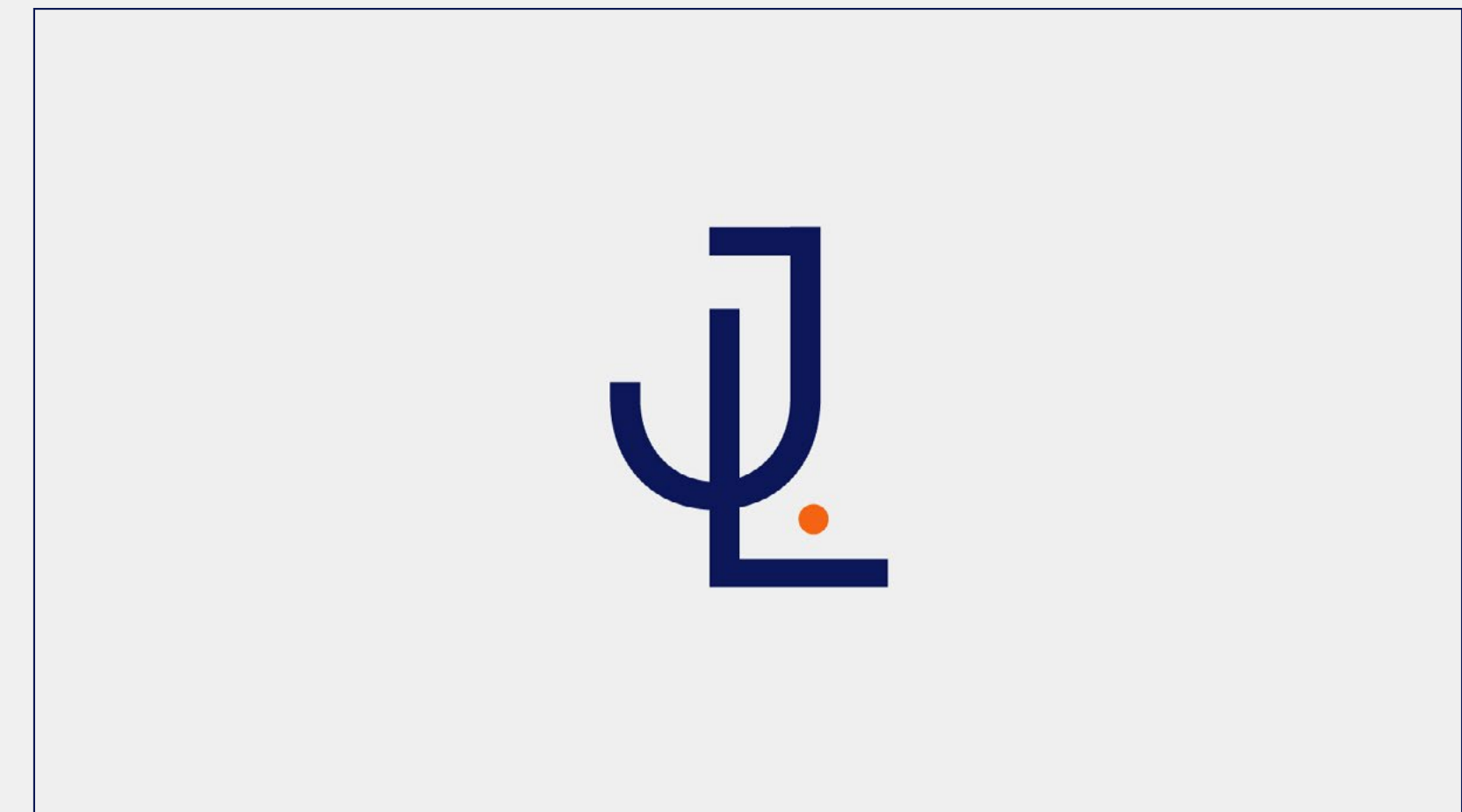
JOANNA LANDAU

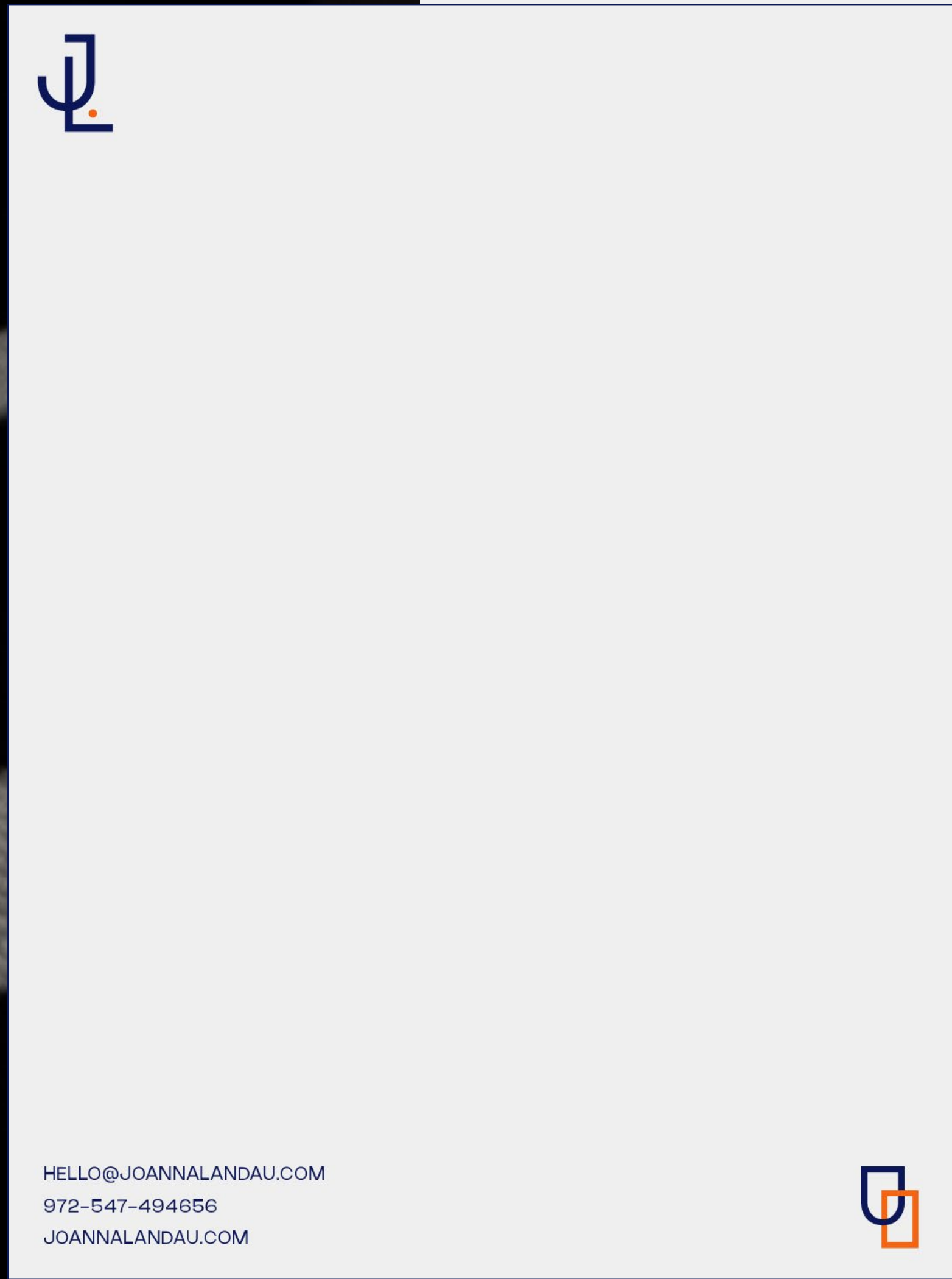
Working with Joanna

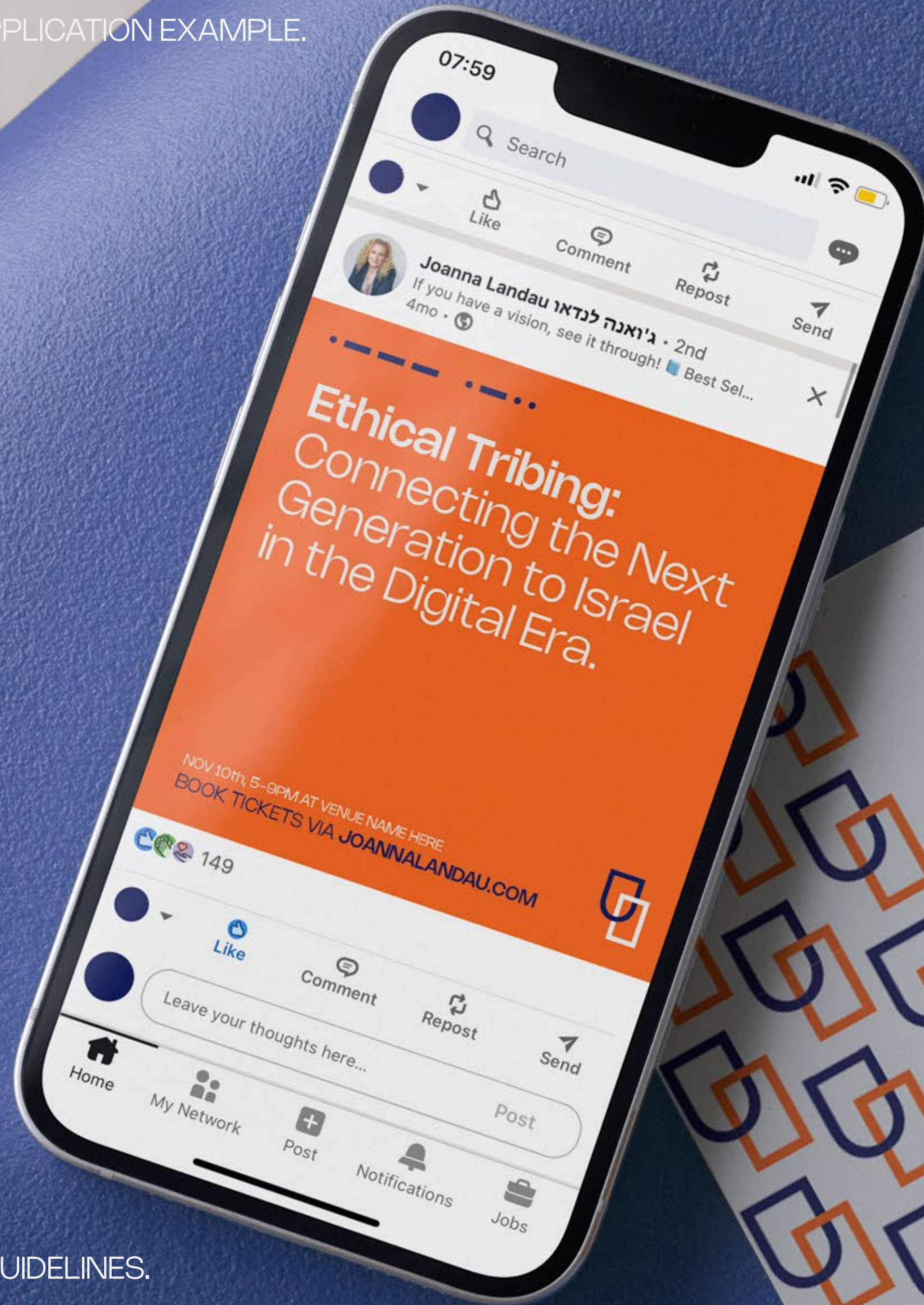
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04

JOANNA LANDAU









Thank you.