



onida

Logo Branding



## Brand logo

A wonderful serenity has

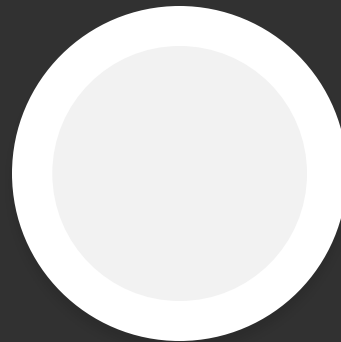
- Delivery message
- Brand design
- Modern shape



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## Modern brand modern implementation

A wonderful serenity has taken possession of my  
entire soul, like these sweet mornings



**Ferguso almantes**

Lead design team



# Brandbook table of contents

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart.

01. About brand

02. Brand strategy

03. Messages

04. Brand color

05. Brand typography

06. Target audience

07. Do and don'ts

08. Design process

09. Mood board

Different with the other and  
using **new trend**

A wonderful serenity has taken  
possession of my entire

Details

ABOUT BRAND

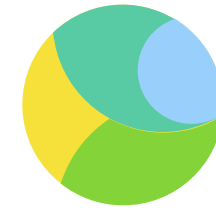
# Let me introduce our **new brand**

Check



## Brand element

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart.



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A wonderful serenity has taken possession of my entire soul, like these sweet mornings

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine.

# This is Brand historycal

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine.



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## Starting

A wonderful serenity has taken possession of my entire



## Planning

A wonderful serenity has taken



## Trusting

A wonderful serenity has taken

BRAND DESIGN



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## Logo Process

A wonderful serenity has taken possession  
of my entire soul

[www.yourwebsite.com](http://www.yourwebsite.com)



### Message delivery

A wonderful serenity has taken possession of my entire soul

Message indicator

+78

Brand messages

# Easier to read and good at delivering messages

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart.

Details

# Design best logo for new trend



## Description

A wonderful serenity  
has taken possession of  
my entire soul



## Description

A wonderful serenity  
has taken possession of  
my entire soul

VISIONS

MISSIONS

## Build fresh and modern culture with visualization

A wonderful serenity has taken possession of my  
entire soul, like these sweet mornings of spring  
which I enjoy with my whole heart. I am alone, and  
feel the charm of existence in this spot, which was  
created for the bliss of souls like mine.

Details

Information



# Brand Strategy

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine.

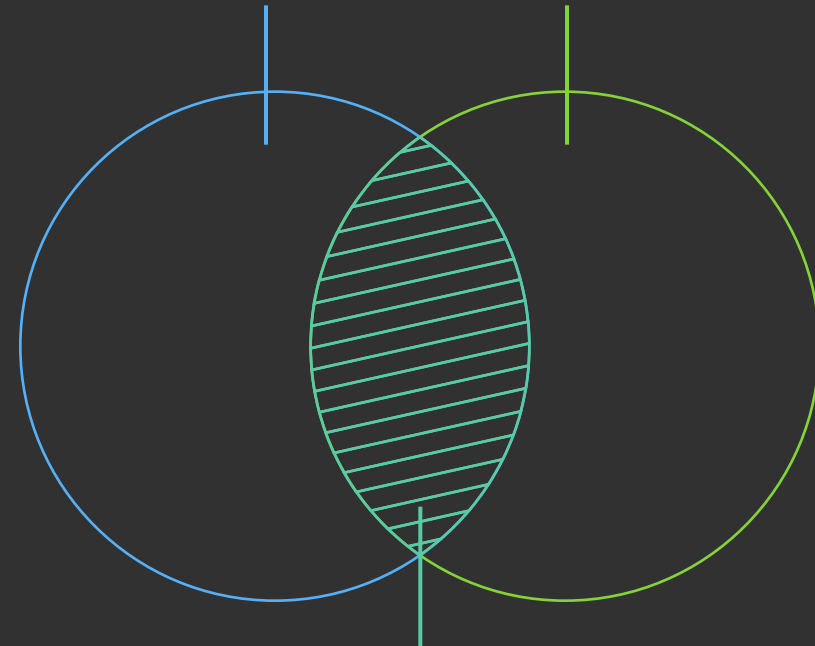
Performance A

Performance B

Combination

Side A  
Description

Side B  
Description



Great design

A wonderful serenity has taken

# Philosophy

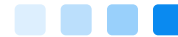
## Design Color

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart.

01



Frehs green



R: 188 G: 231 B: 132

Color hex: #BCE784

02



Old Green



R: 93 G: 211 B: 158

Color hex: #5DD39E

### Color use

A wonderful serenity has taken possession of my soul

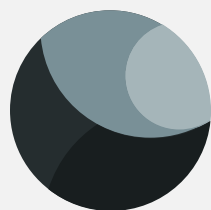
Fresh | Green | New trend |  
Color palette | Design



# Mono Color Alternative

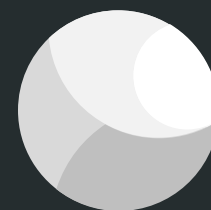
A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine.

[www.yourwebsite.com](http://www.yourwebsite.com)



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Dark theme color



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01 White theme color

02



# Brand Typography

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart.

- ✓ Right font for branding
- ✓ Good font combination
- ✓ Open source fonts

# Aa

**Heading** Lato

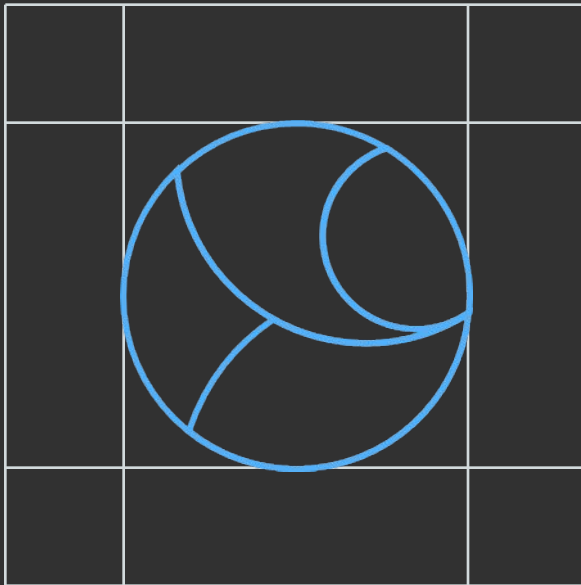
Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh
Ii	Jj	Kk	Ll	Mm	Nn	Oo	Pp
Qq	Rr	Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz						

# Aa

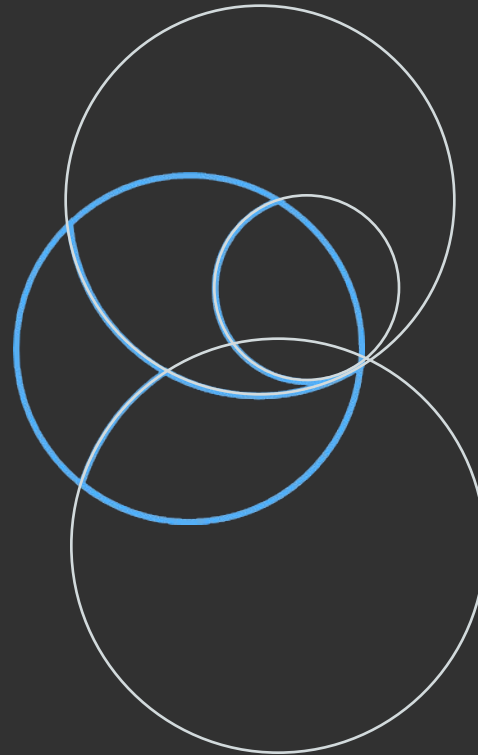
**Body text** Open Sans

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh
Ii	Jj	Kk	Ll	Mm	Nn	Oo	Pp
Qq	Rr	Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz						

# Brand Gridline



Rectangular gridline



Circular gridline

## Purpose use grind in brand design

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created

# Target Audience

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart.



## Brand target

A wonderful serenity has taken possession best



Personal



Community

## Community

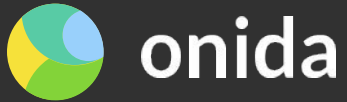
A wonderful serenity has taken of soul



# Logo Usage

## Do and dont

A wonderful serenity has taken possession of my entire soul



✓ *A wonderful serenity*



✗ *A wonderful serenity*



✗ *A wonderful serenity*



✗ *A wonderful serenity*



✗ *A wonderful serenity*



✗ *A wonderful serenity*

### Note:

A wonderful serenity  
has taken possession of  
my entire soul

✓ *Good implementation*

✗ *Don't do like this*



IMAGE



# Image Usage

SIMPLE

GREEN COLOR

UNIQUE

FRESH

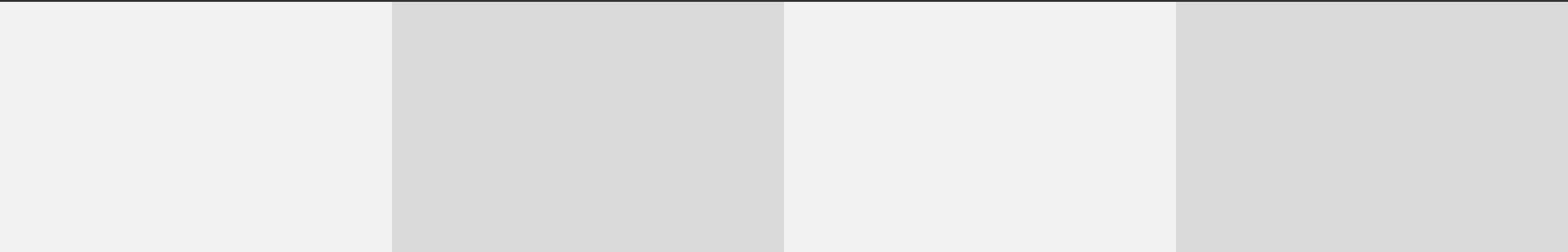
MEANING

HQ IMAGE

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine.

IMAGE USAGE ▼

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence

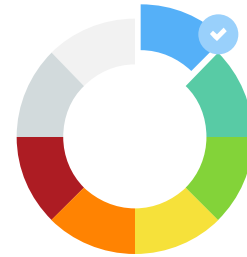




# Moodboard

A wonderful serenity has taken possession  
of my entire soul, like these sweet mornings  
of spring which I enjoy with my whole heart.  
I am alone, and feel

the charm of existence in this spot, which  
was created for the bliss of souls



R: 0

G: 137

B: 250

## Image use



A wonderful serenity has taken  
possession



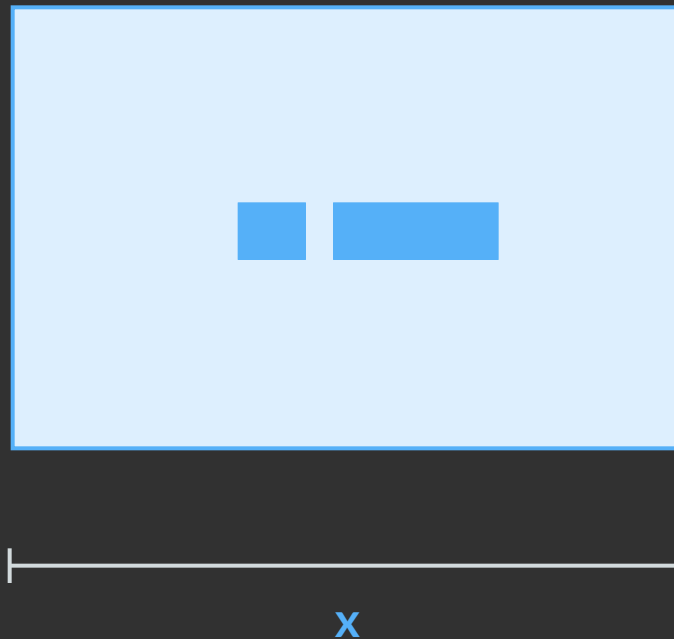
# Design Layout

A wonderful serenity has taken possession of my entire soul, like these sweet mornings



## Vertical

A wonderful serenity has  
taken possession best



## Horizontal

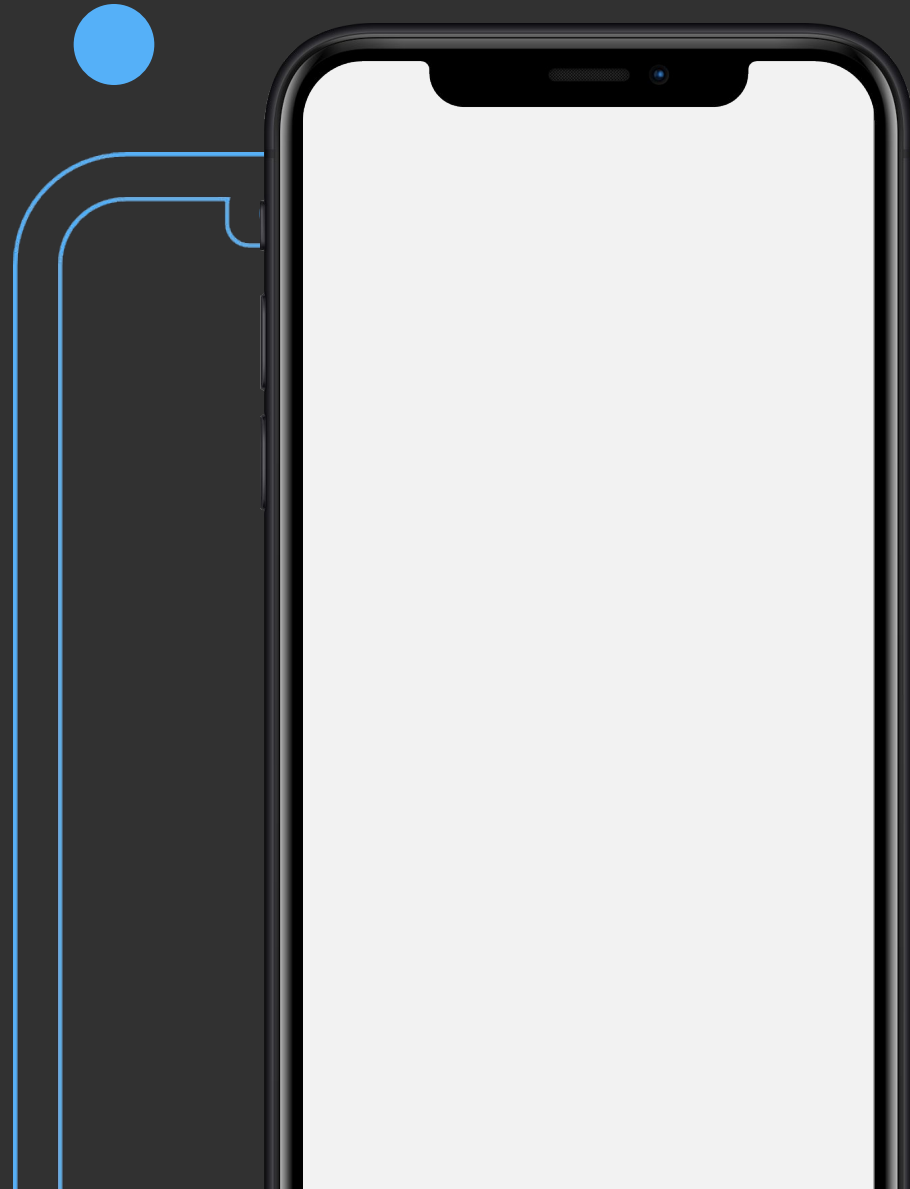
A wonderful serenity has  
taken possession best

87%

## Fluid design

A wonderful serenity

MOCKUP



# Brand design implementation

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine.



**Description**  
A wonderful



**Description**  
A wonderful

**Details**

Information

IMAGE



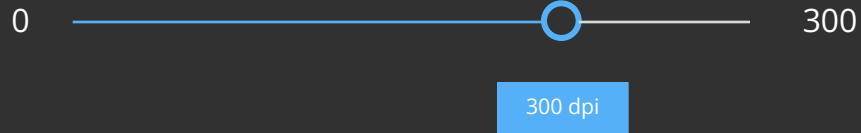
# Image is important for brand

A wonderful serenity has taken possession of my soul

[www.yourwebsite.com](http://www.yourwebsite.com)



# High quality image represent your brand



## Minimum resolution

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart.

*Check quality for image resolution*



# Logo Implementation



## High quality image

A wonderful serenity has taken possession  
of my entire soul, like these sweet mornings  
of spring which I enjoy

[www.yourwebsite.com](http://www.yourwebsite.com)



## Medium quality image

A wonderful serenity has taken possession  
of my entire soul, like these sweet mornings  
of spring which I enjoy

[www.yourwebsite.com](http://www.yourwebsite.com)

# Branding documentation

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine.

I am so happy, my dear friend, so absorbed in the exquisite sense of mere tranquil existence, that I neglect my talents.



# Brand tone of voice

## Professional

A wonderful serenity has  
taken possession best



## Good voice

A wonderful serenity has  
taken possession best



## Adult

A wonderful serenity has  
taken possession best



## Experienced

A wonderful serenity has  
taken possession best



## Fun person

A wonderful serenity has  
taken possession best







# Brand diagram & infographic

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel

Details

Information



# Logo Breakdown



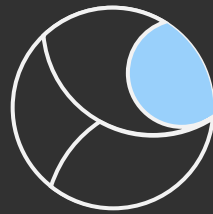
Element 1

+



Element 2

+



Element 3

+



Element 4

+

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Element 5

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine. I am so happy, my dear friend, so absorbed in the exquisite sense of mere tranquil existence, that I neglect my talents.

# Logo Process

## Inspiration

A wonderful serenity has  
taken possession best



## Connecting

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taken possession best



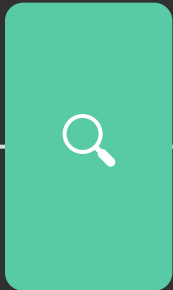
## Delivery

A wonderful serenity has  
taken possession best



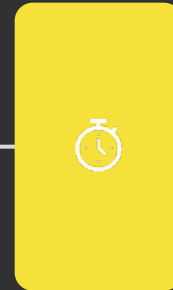
## Research

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taken possession best



## Timing

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taken possession best



# Structural

## First data

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### Description

A wonderful serenity

A wonderful serenity has taken of my entire soul, like these



### Description

A wonderful serenity

A wonderful serenity has taken of my entire soul, like these



### Description

A wonderful serenity

A wonderful serenity has taken of my entire soul, like these



### Description

A wonderful serenity

A wonderful serenity has taken of my entire soul, like these



## Finalization

A wonderful serenity has taken possession best





# Thank You

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart.