



onida

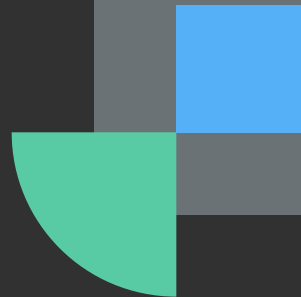
Logo Branding



Brand logo

A wonderful serenity has

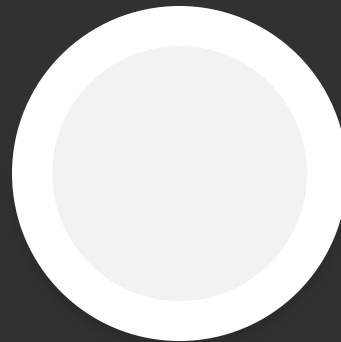
- Delivery message
- Brand design
- Modern shape



onida

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

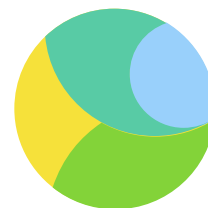
Let me introduce our **new brand**

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.



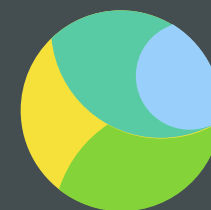
onida

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.



onida



Starting

A wonderful serenity has taken possession of my entire



Planning

A wonderful serenity has taken



Trusting

A wonderful serenity has taken

BRAND DESIGN



onida

Logo Process

A wonderful serenity has taken possession
of my entire soul

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.

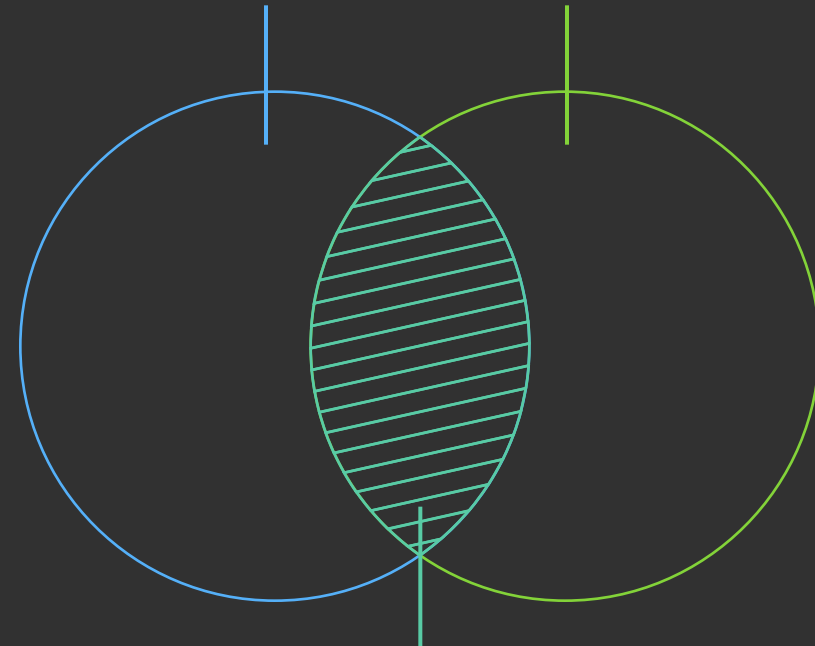
Performance A

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

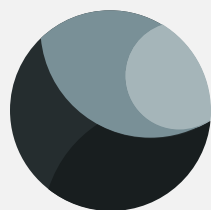
Fresh | Green | New trend |
Color palette | Design



Mono Color Alternative

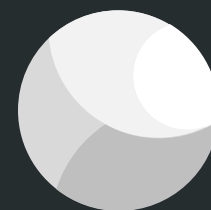
A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine.

www.yourwebsite.com



onida

Dark theme color



onida

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

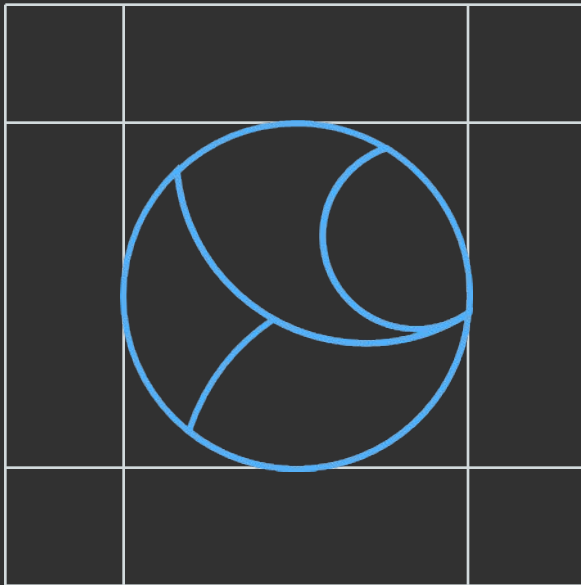
Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh
Ii	Jj	Kk	Ll	Mm	Nn	Oo	Pp
Qq	Rr	Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz						

Aa

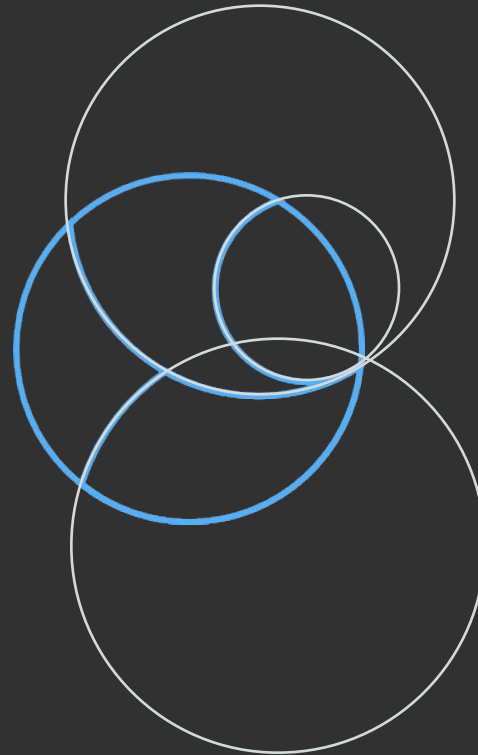
Body text Open Sans

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.

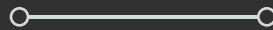


Brand target

A wonderful serenity has taken possession best



Personal



Community

Community

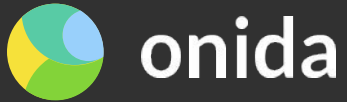
A wonderful serenity has taken of soul



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

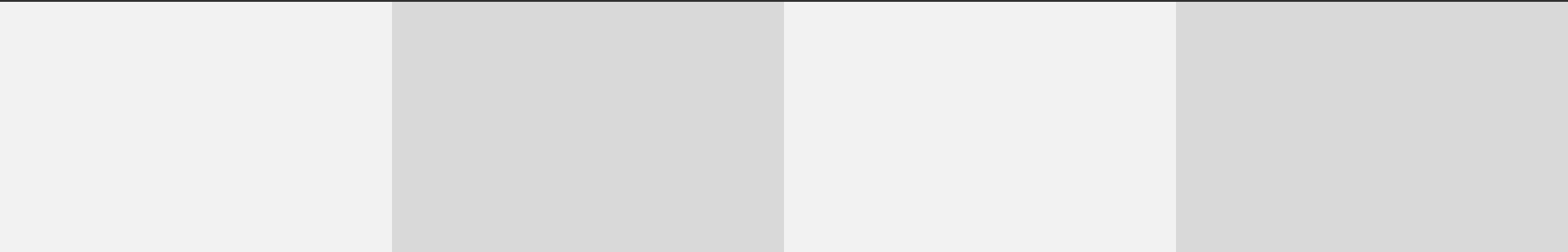
MEANING

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 ▼

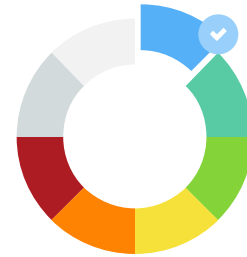
A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence



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

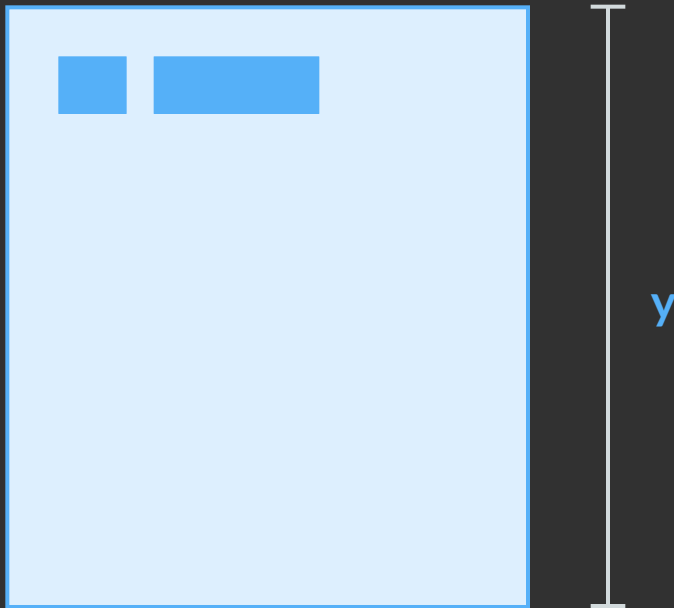


A wonderful serenity has taken
possession



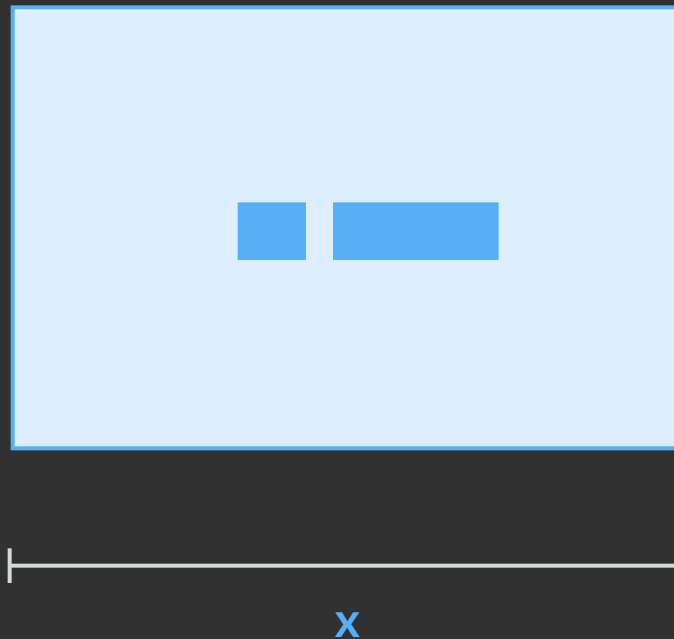
Design Layout

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



Vertical

A wonderful serenity has
taken possession best



Horizontal

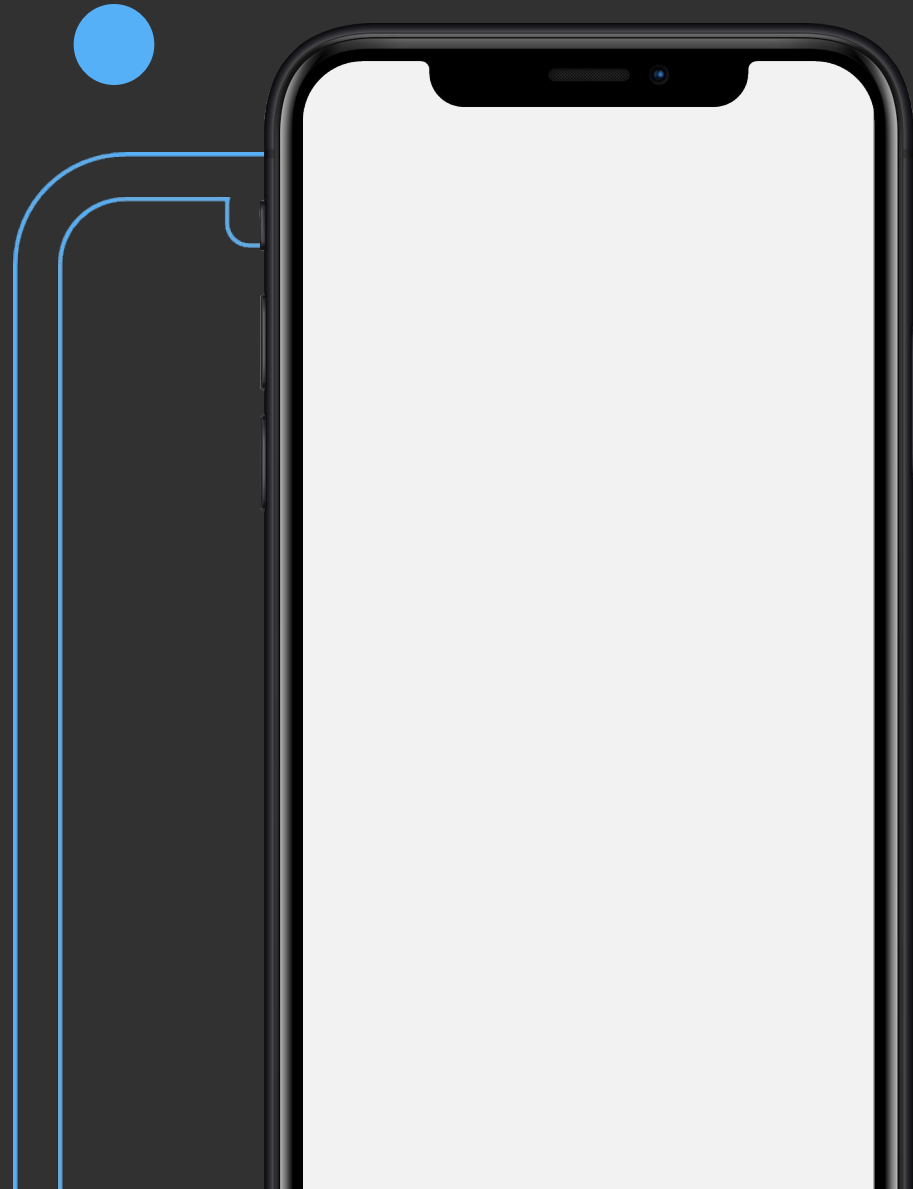
A wonderful serenity has
taken possession best

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



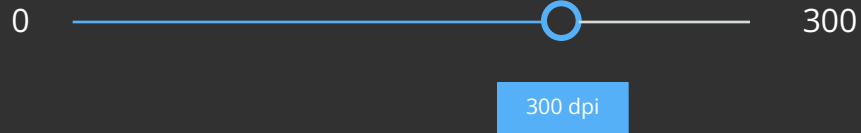
Image is important for brand

A wonderful serenity has taken possession of my soul

www.yourwebsite.com



High quality image represent your brand



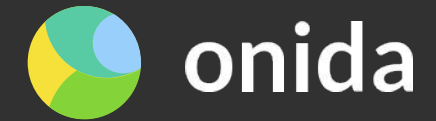
Minimum resolution

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



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

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



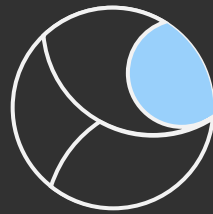
Element 1

+



Element 2

+



Element 3

+



Element 4

+

onida

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

A wonderful serenity has
taken possession best



Delivery

A wonderful serenity has
taken possession best



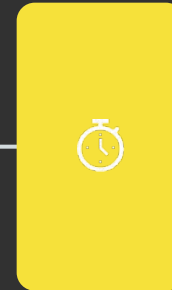
Research

A wonderful serenity has
taken possession best



Timing

A wonderful serenity has
taken possession best



Structural

First data

A wonderful serenity has taken possession best



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.