



onida

Logo Branding



Brand logo

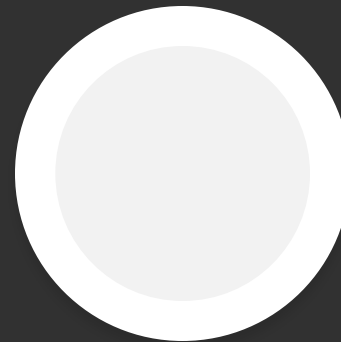
A wonderful serenity has

- Delivery message
- Brand design
- Modern shape



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



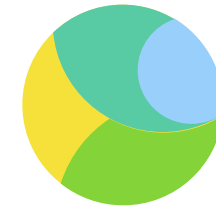
Let me introduce our **new brand**

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

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Planning

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Trusting

A wonderful serenity has taken



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Logo Process

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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.

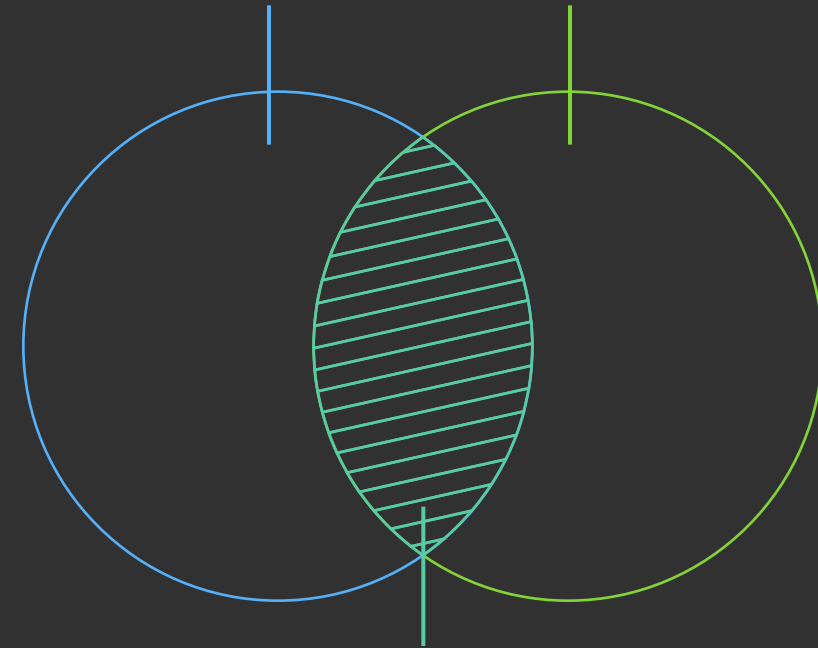
Performance A

Performance B

Combination

Side A
Description

Side B
Description



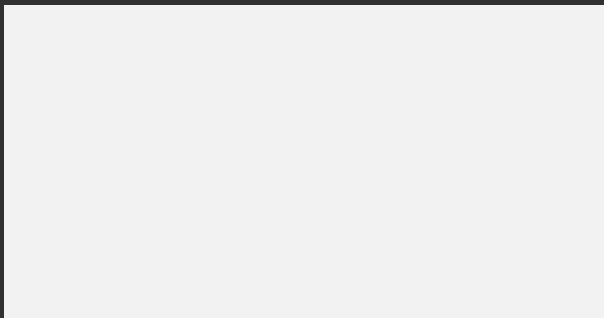
Great design

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

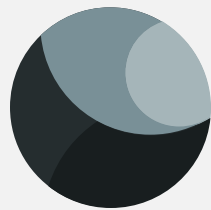
Fresh | Green | New trend |
Color pallete | Design



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.

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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

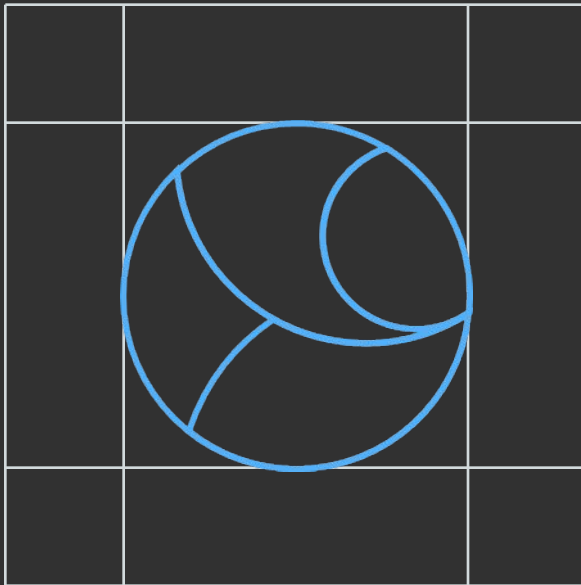
Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz

Aa

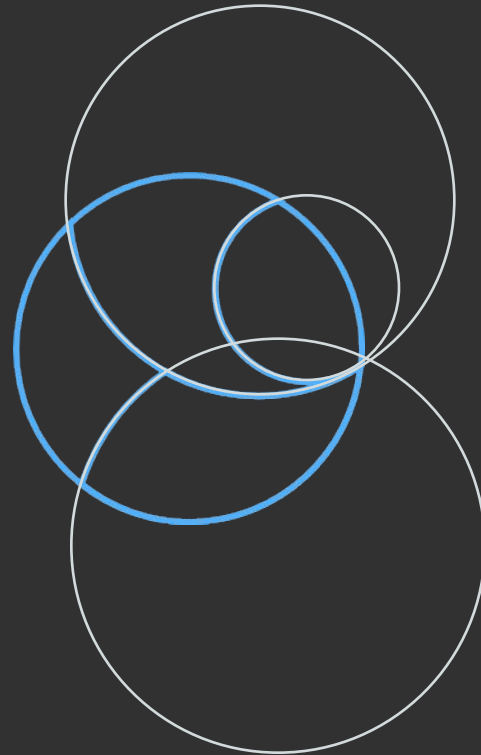
Body text Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll M Nn Oo Pp
m 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.

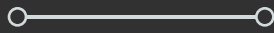


Brand target

A wonderful serenity has taken possession best

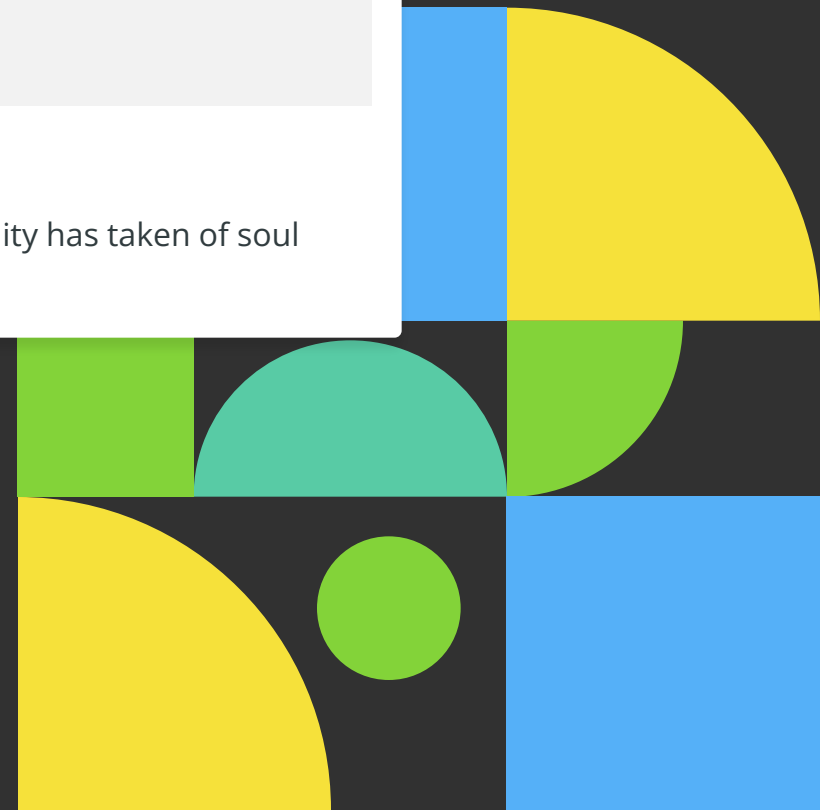


Personal



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

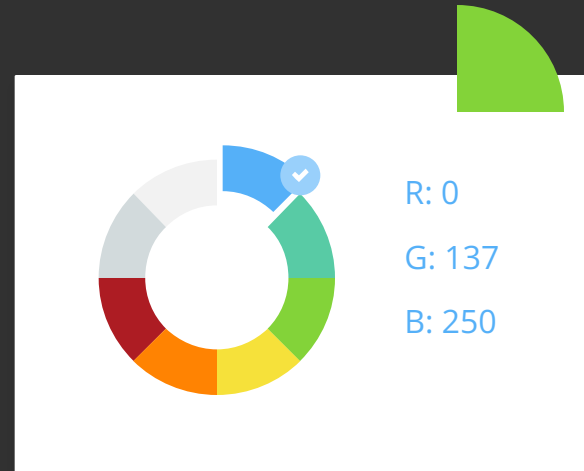
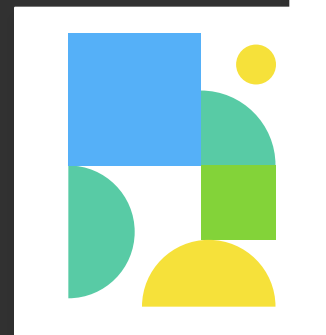
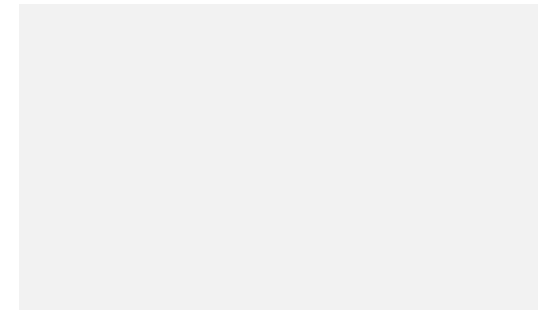


Image use

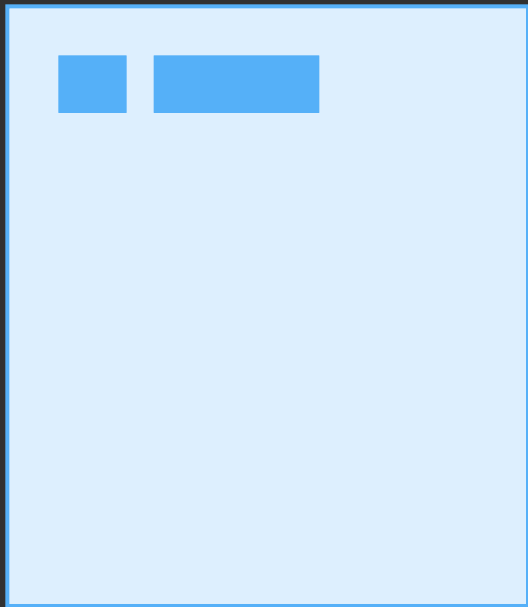


A wonderful serenity has taken possession



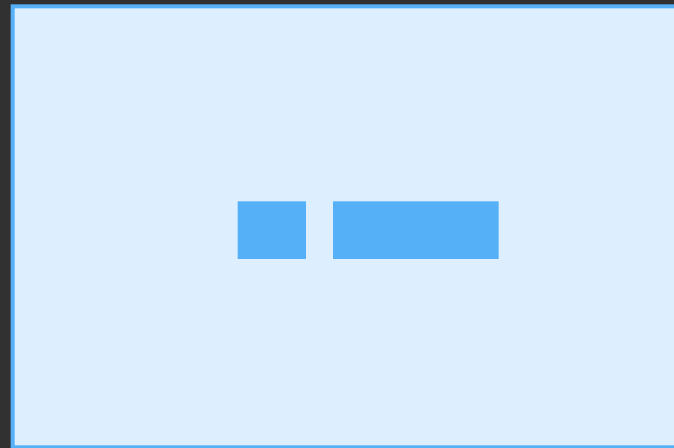
Design Layout

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



Vertical

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Horizontal

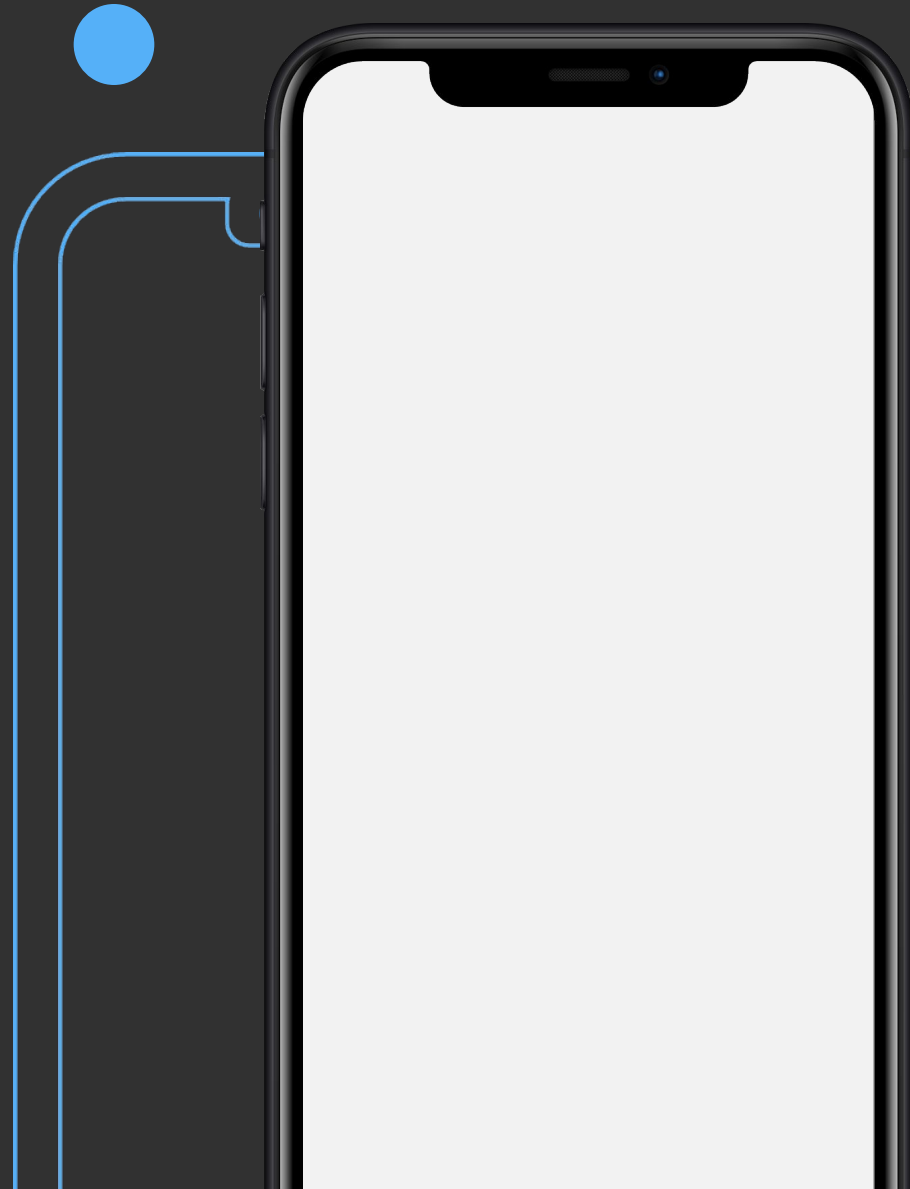
A wonderful serenity has taken possession best

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



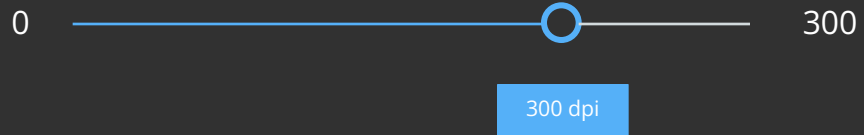
Image is important for brand

A wonderful serenity has taken possession of my soul

www.yourwebsite.com



High quality image represent your brand



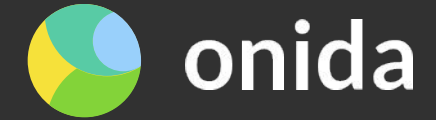
Minimum resolution

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

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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



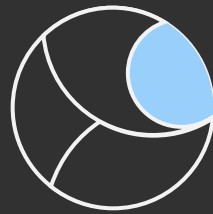
Element 1

+



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

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Connecting

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Delivery

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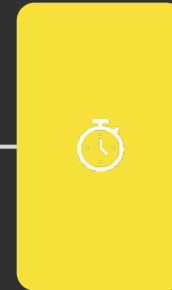
Research

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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





USA Result

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

■ Small data

A wonderful serenity has taken possession of my entire soul

■ Medium data

A wonderful serenity has taken possession of my entire soul



-12% ↓

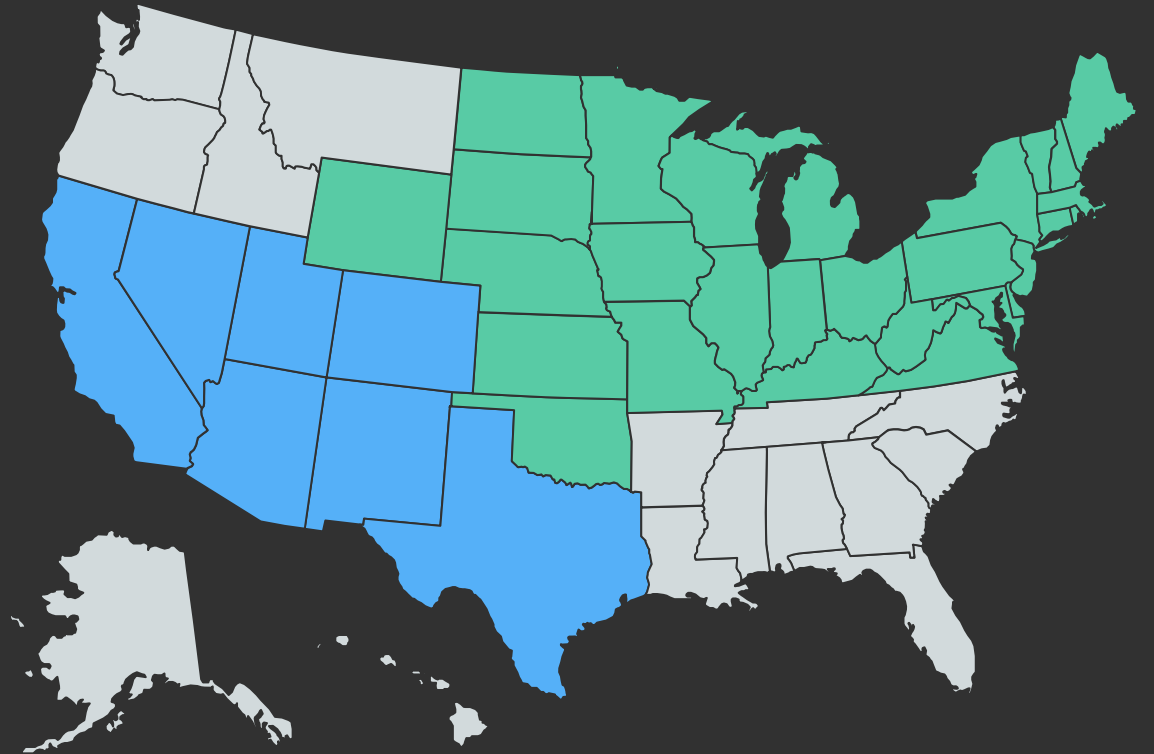
Small data

A wonderful serenity has taken

Small data

A wonderful serenity has taken

+16% ↑





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.