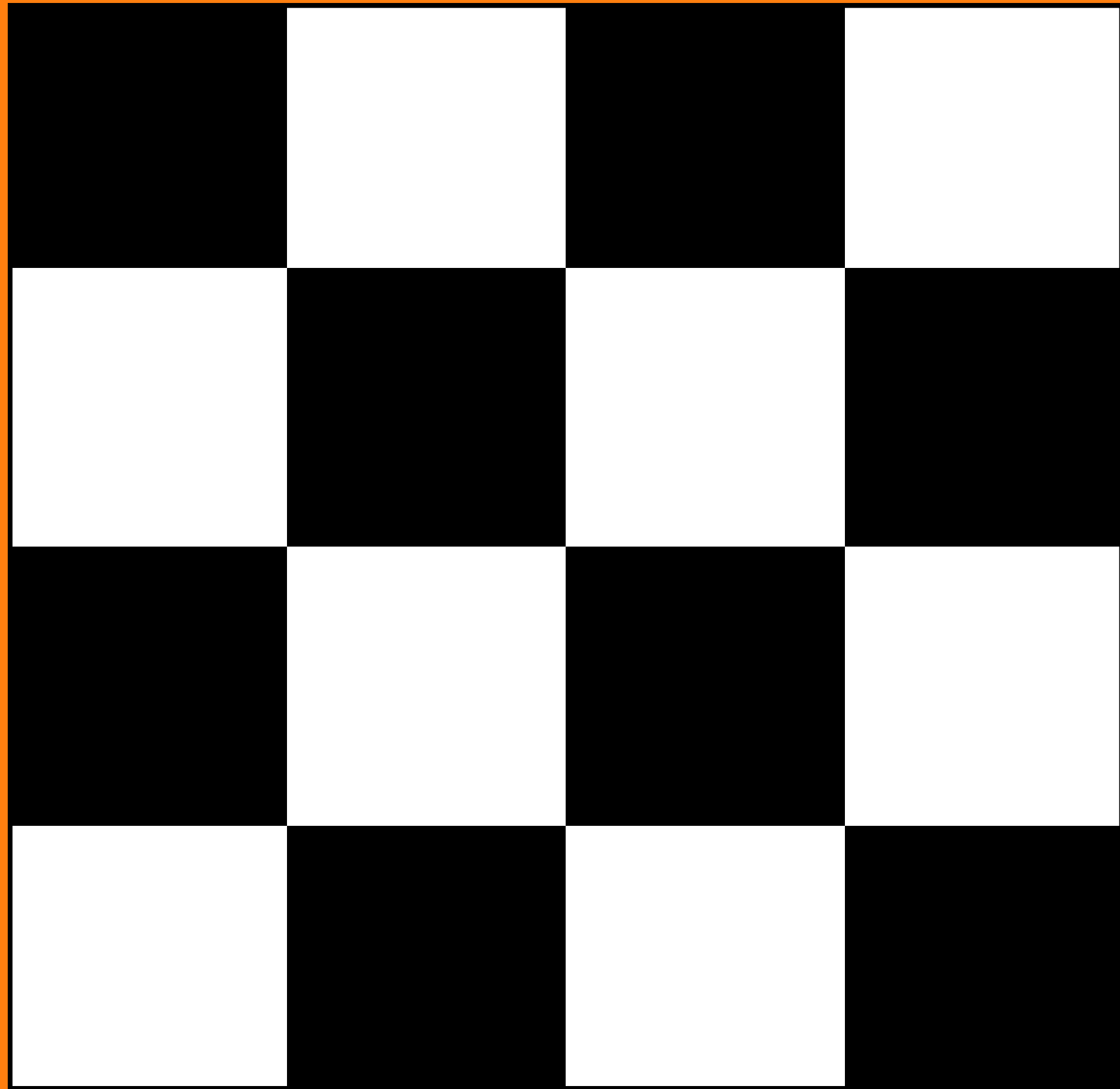


BRAND PRESENTATION

NAME OF THE BRAND

DESIGNED BY DESIGNELY



The Brand

Logo

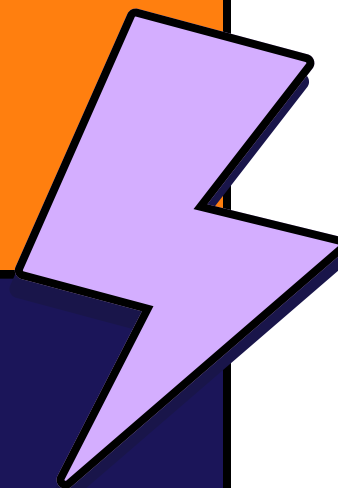
Typography

Color Palette

Graphic Elements

Applications

CONTENTS.



NAME OF THE BRAND

Here is where you are going to explain a little bit about the brand, who are they, what do they do, what are their goals. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Est diam, imperdiet phasellus sagittis amet volutpat.

 FRIENDLY

 GIRLY

 TRUSTWORTHY

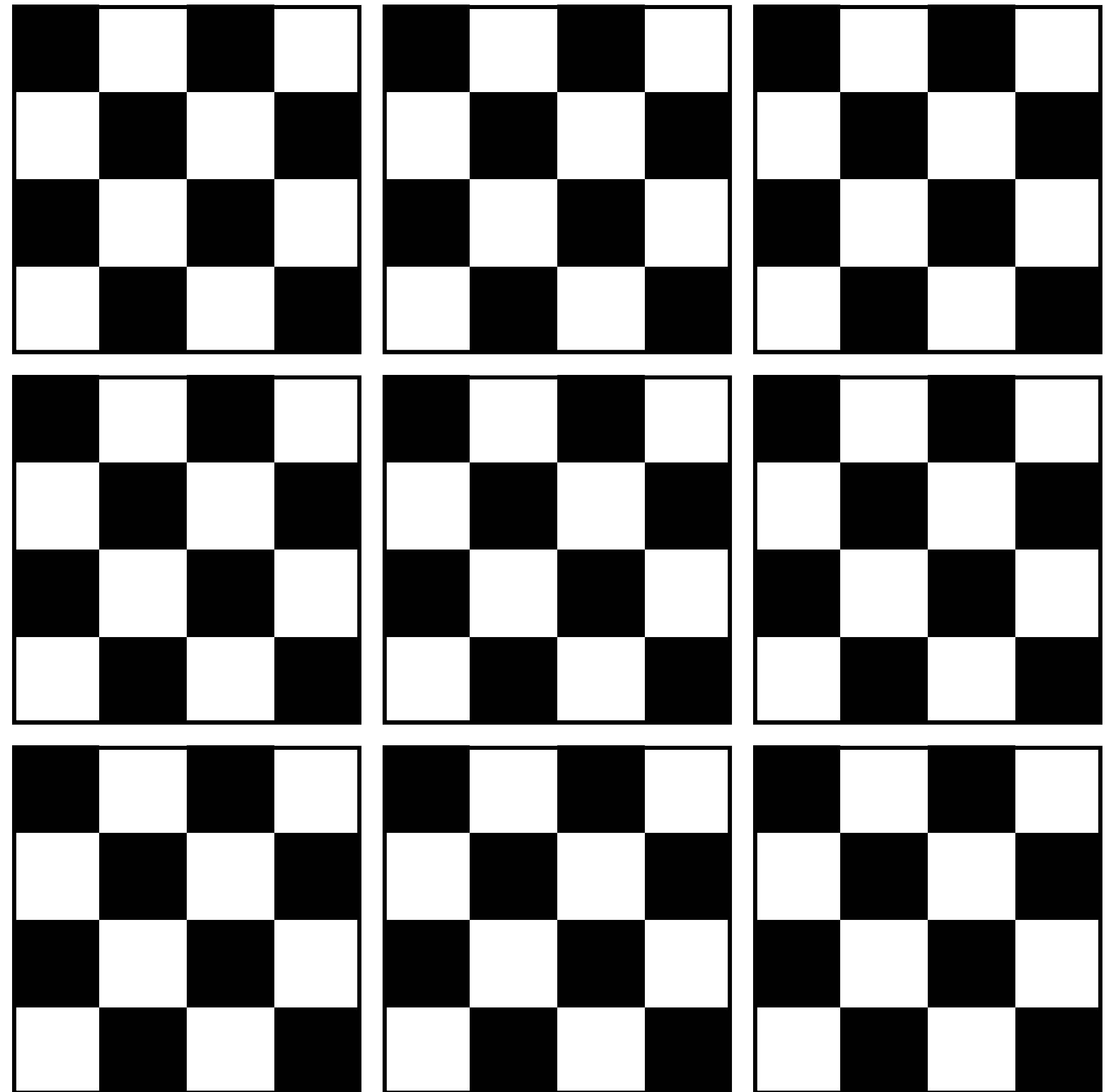
 CREATIVE

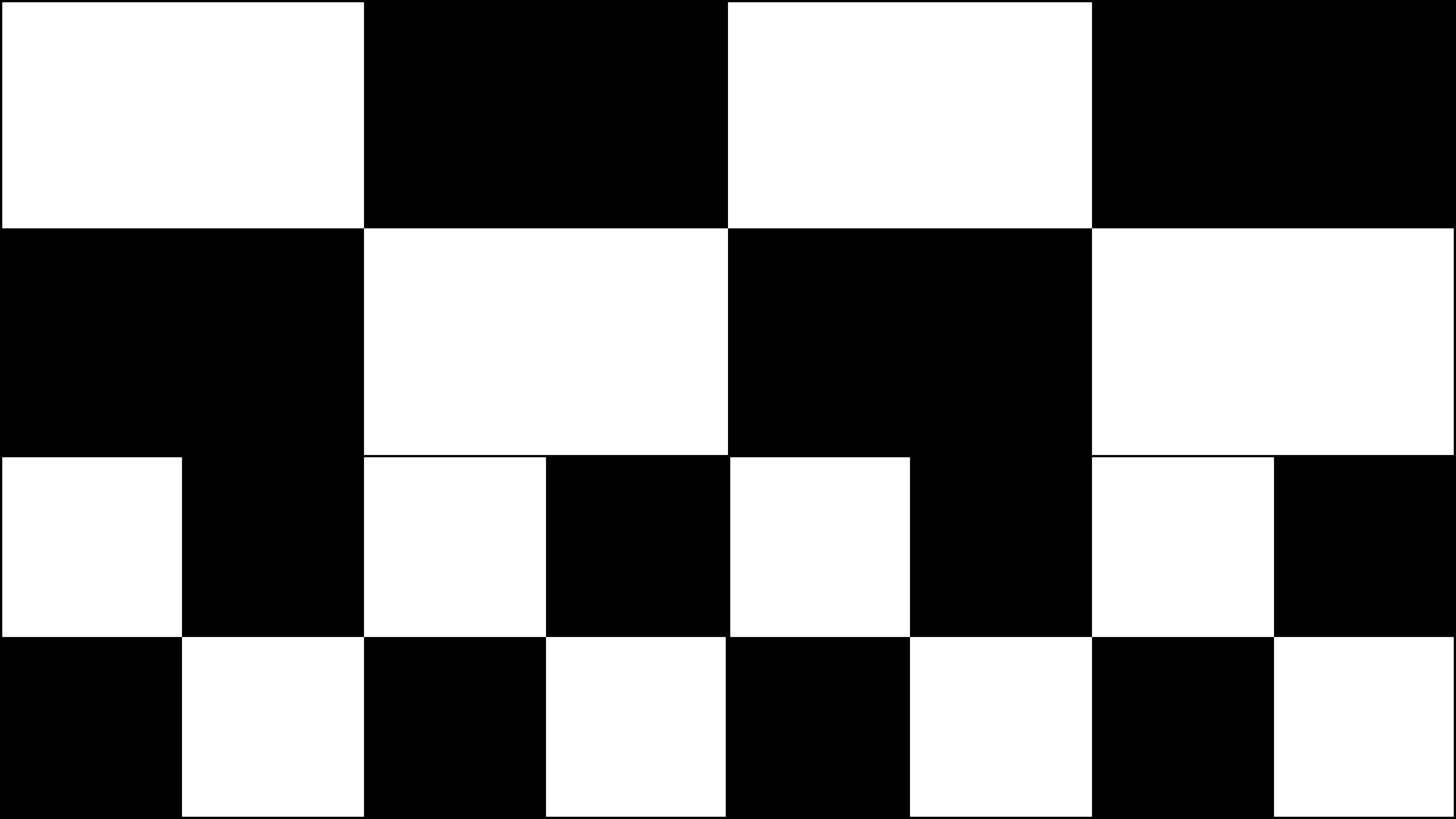
MOOD BOARD.

Use this space to show off examples of art direction that will be used throughout the brand.

NAME OF THE BRAND

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quam vitae id sed id eu, et adipiscing amet. Nisl nunc proin rhoncus nunc justo, ridiculus. Integer enim quam nunc, urna. Pharetra, nulla maecenas proin nisl. Morbi morbi vulputate purus, lacus, leo dictum odio potenti id. Dictumst.





PRIMARY LOGO.

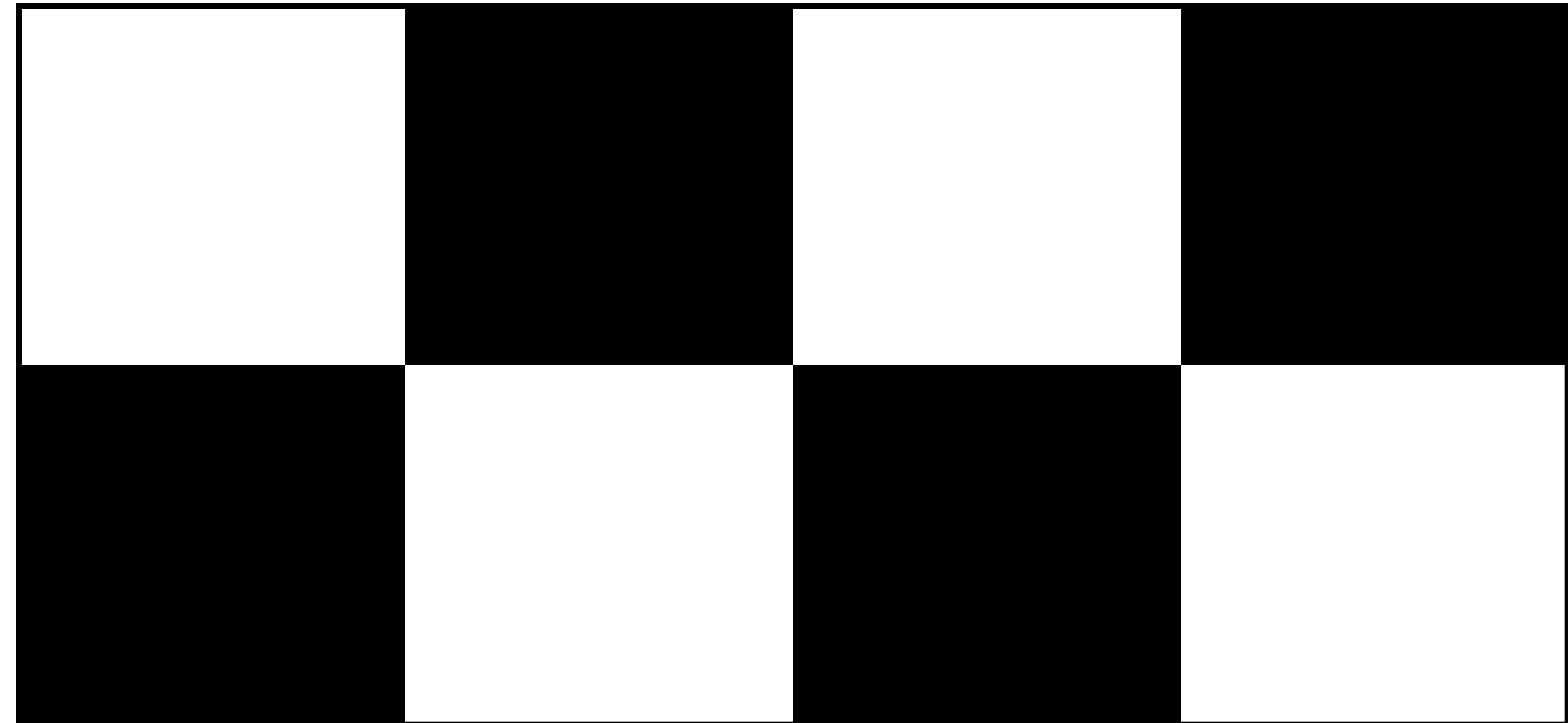
A primary logo is the main logo used to represent your brand. All other brand logos stem from this primary logo design. Your primary logo design needs lots of space because of its intricacies and size. Use your main logo in place where it has plenty of room to breathe.

Placements: Where would you typically see this logo be placed?

Use this bullet points to explain the different features of the logo



Use this bullet points to explain the different features of the logo



Use this bullet points to explain the different features of the logo



Use this bullet points to explain the different features of the logo

SECONDARY LOGO.

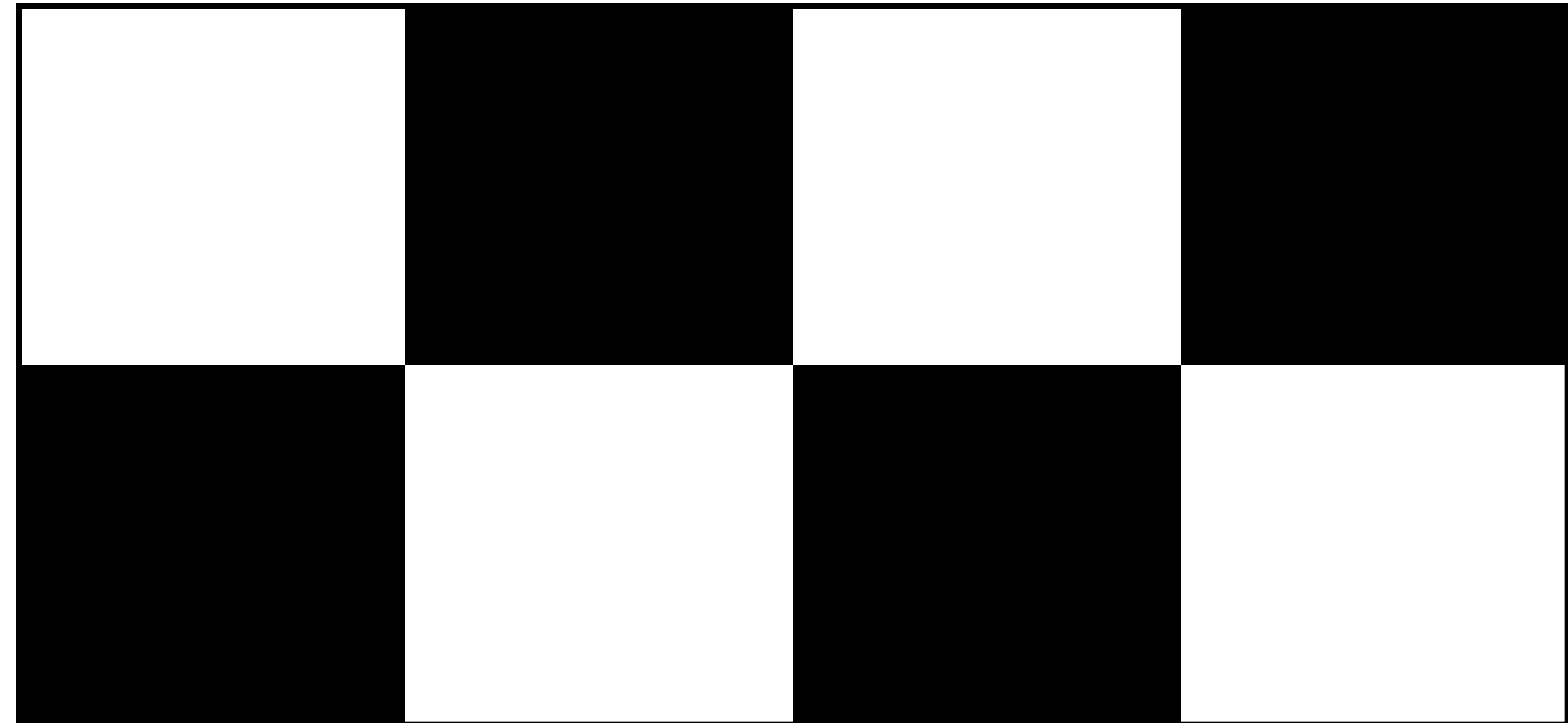
Your secondary logo is also know as an alternate logo. Here you explain the alterations that you have made to the primary logo to got this outcome. Has it now been stcked, or made horizontal?

Placements: Where would you typically see this logo be placed?

Use this bullet points to explain the different features of the logo



Use this bullet points to explain the different features of the logo



Use this bullet points to explain the different features of the logo



Use this bullet points to explain the different features of the logo

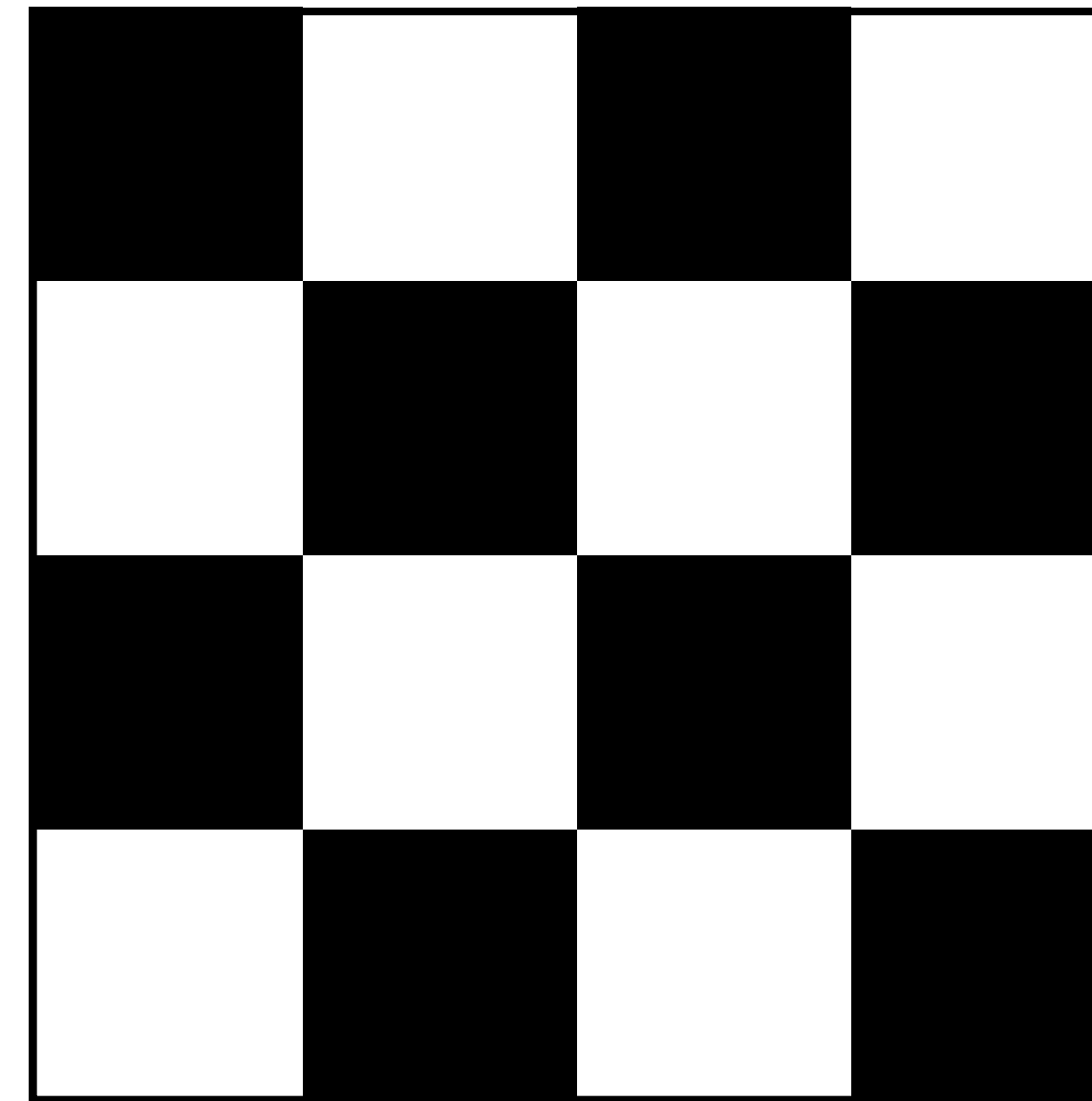


SUBMARK LOGO.

Submark logos are simple, small, but identifiable brand designs. Submark fit in condensed spaces where the larger variations won't work.

Placements: Will this be used for social media profile pages?

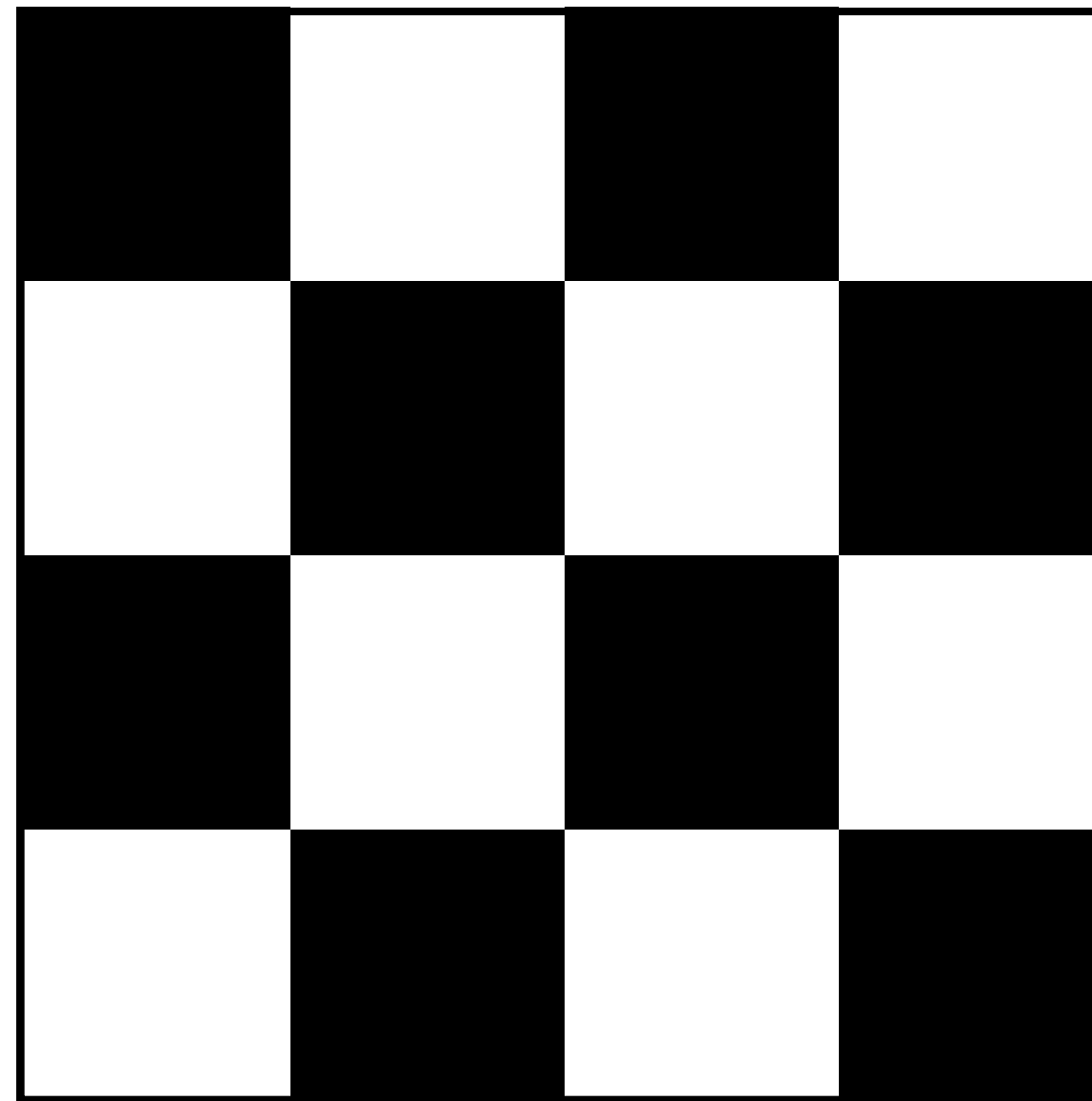
Use this bullet points to explain the different features of the logo



Use this bullet points to explain the different features of the logo

FAVICON LOGO.

A favicon is usually you logo down to it's simplest form and used mainly as the little icon next to your web address on the browser.



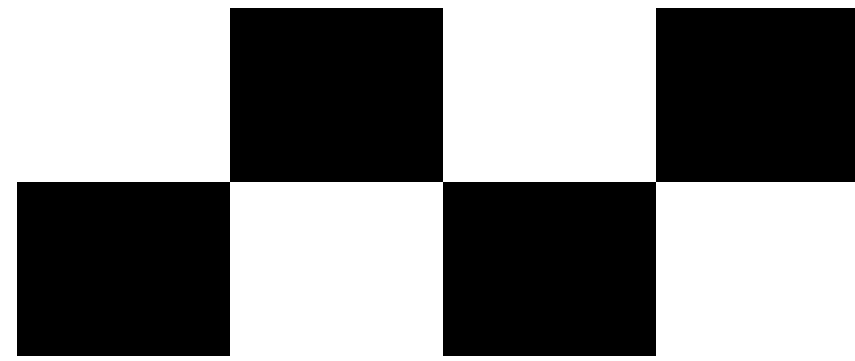
MINIMUM WIDTH:
20MM, 75PX



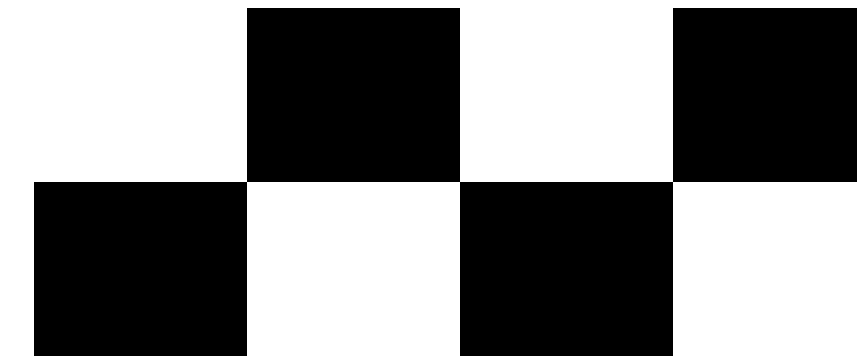
MINIMUM WIDTH:
8MM, 30PX

LOGO MISUSE.

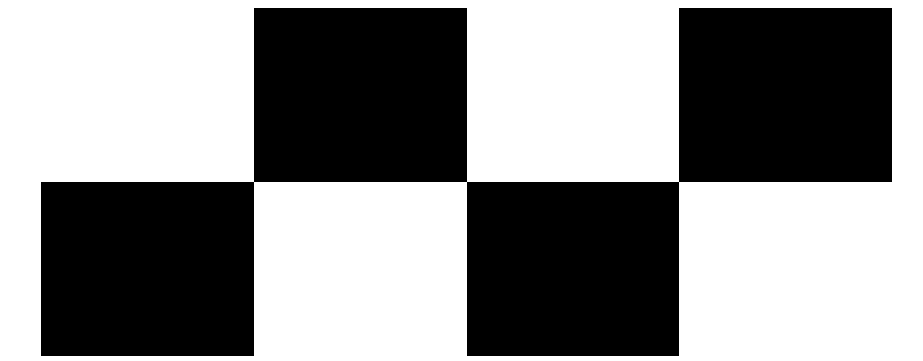
These are the common logo misuse. To ensure consistenct throughout your brand please make sure that you do no use the logo in the below variants.



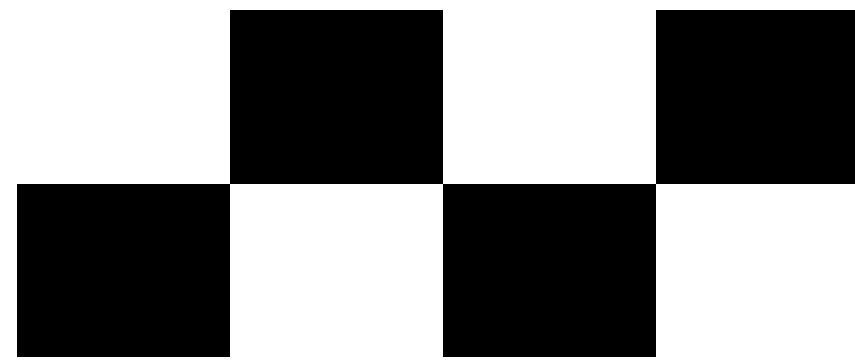
Do not change the letter colours



Do not rotate the logo



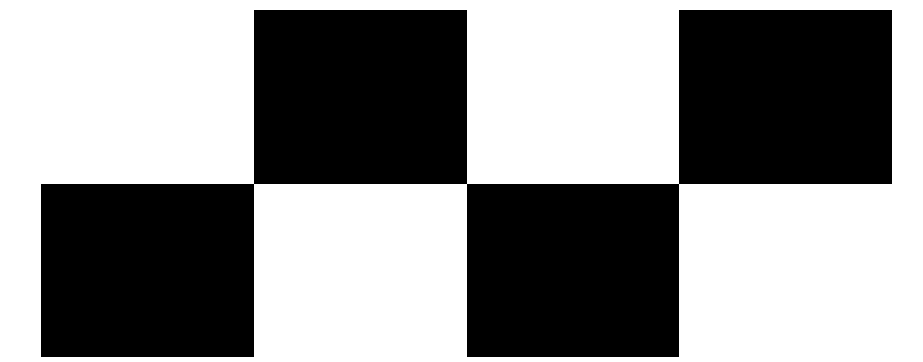
Do not outline the logo



Do not add drop shadow



Do not add in any othe text

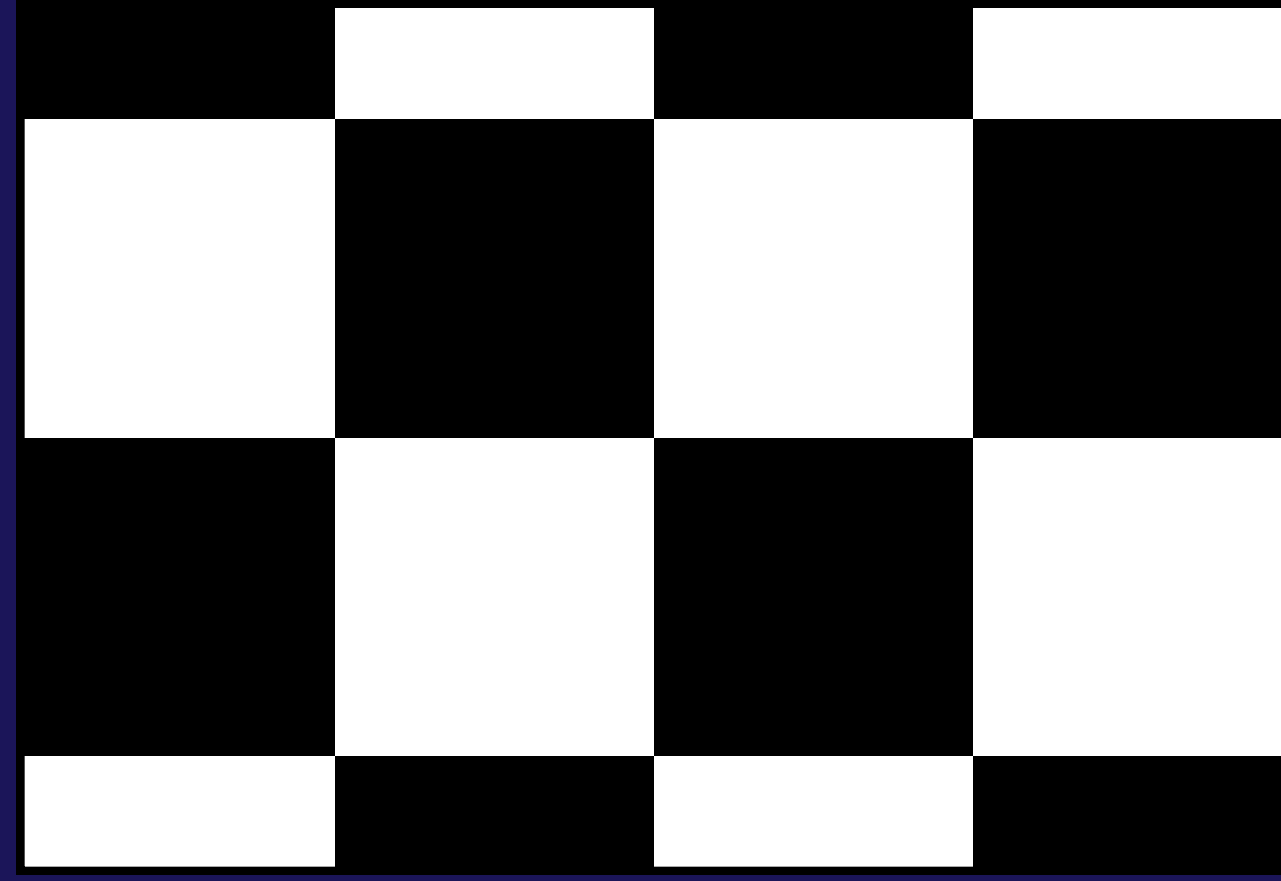
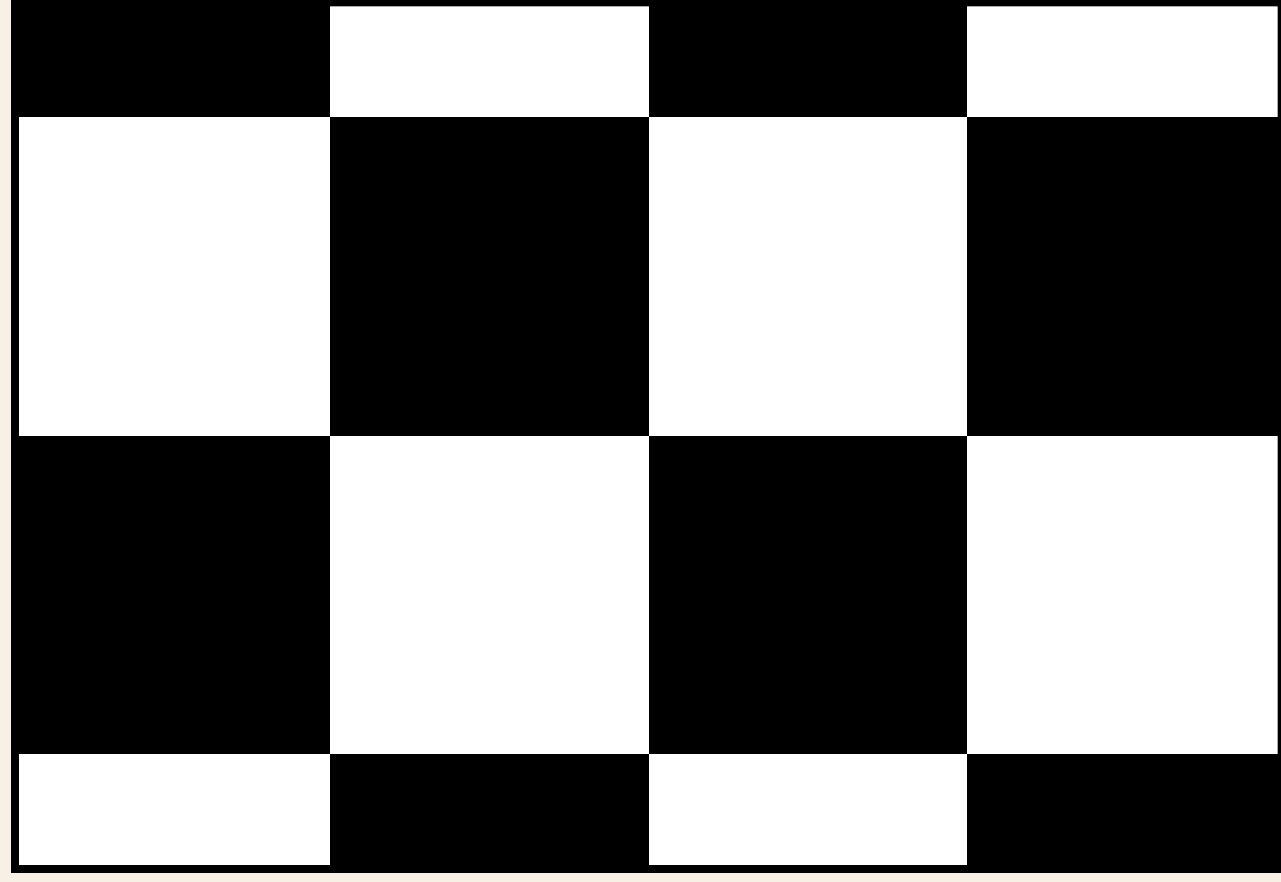
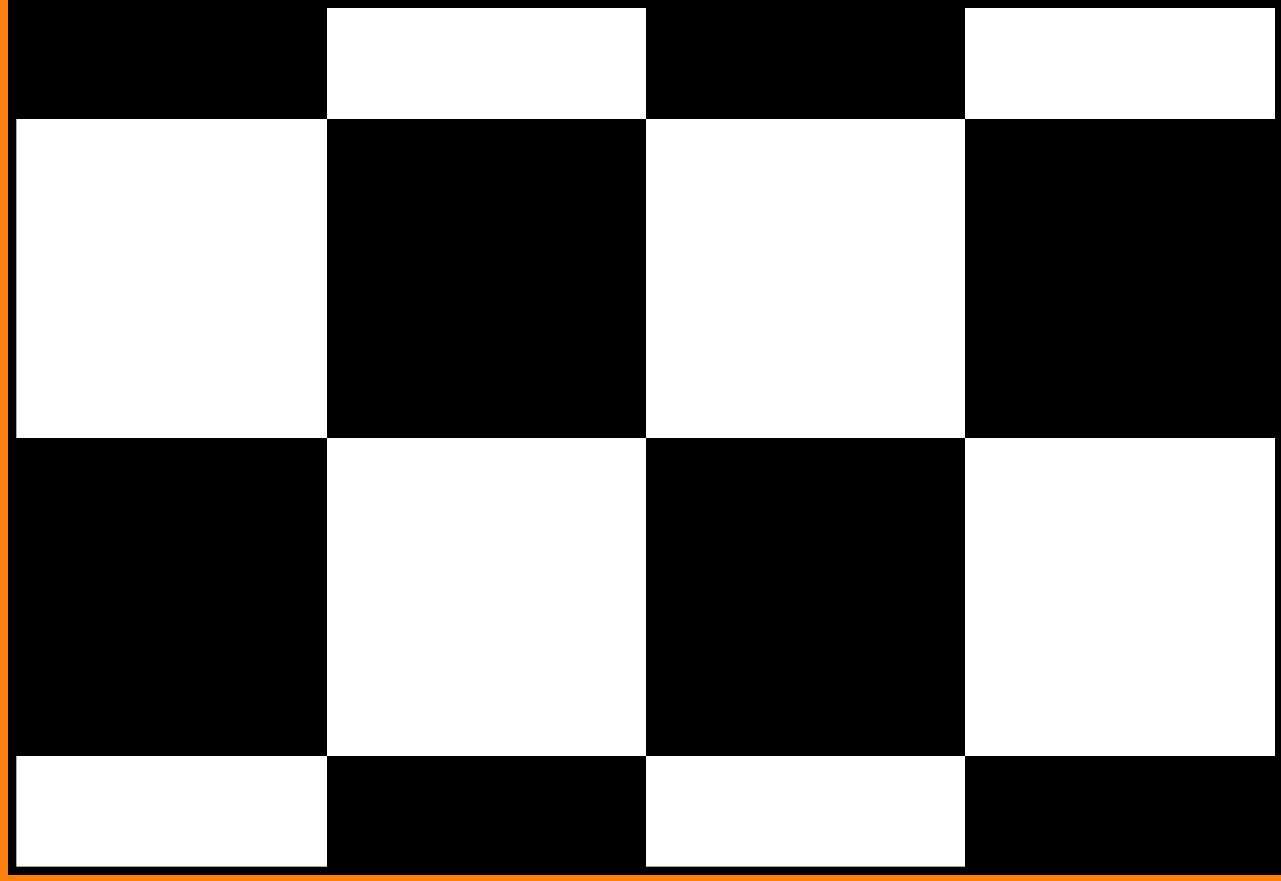


Do not place the logo in a shape

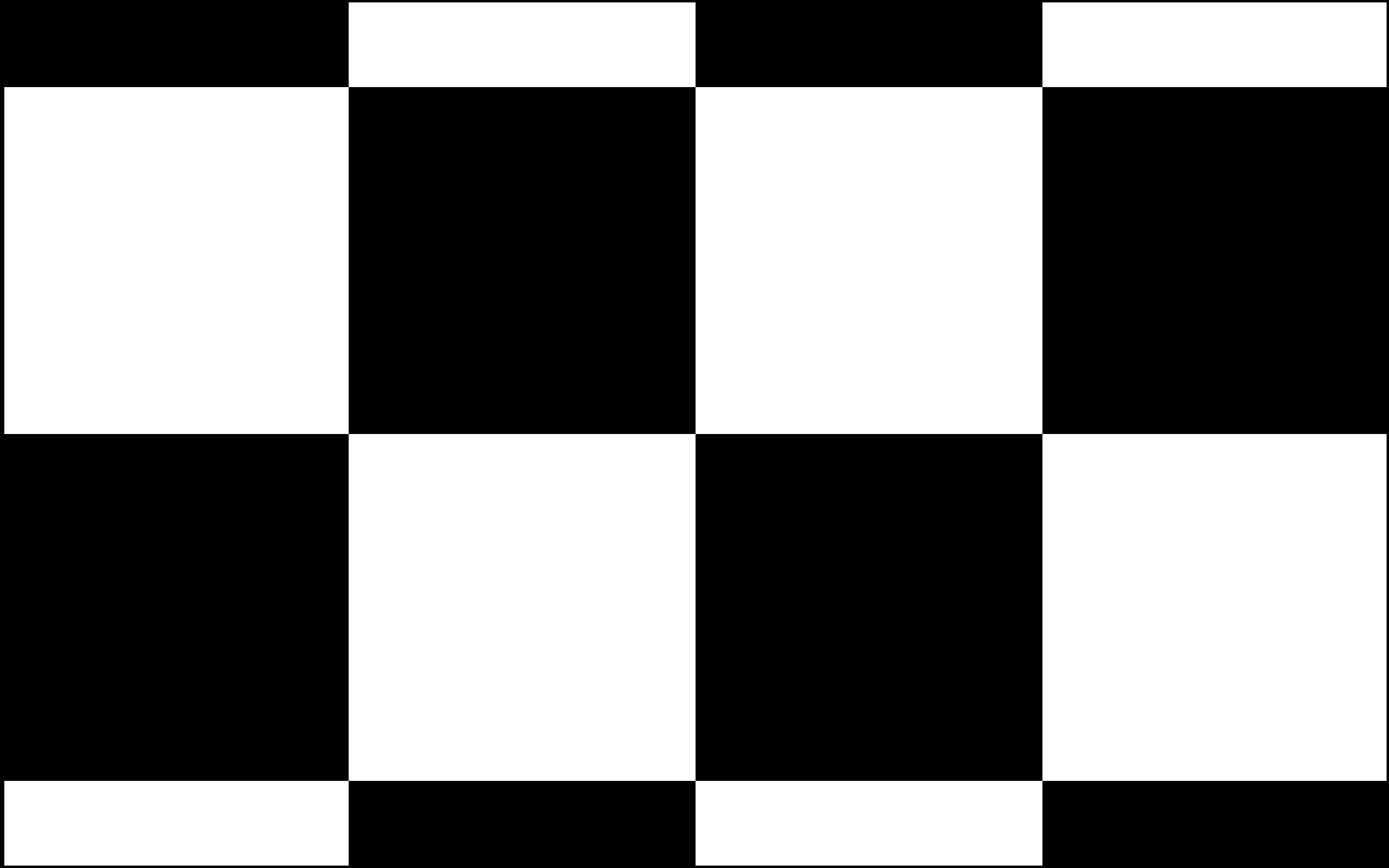


Do not stretch or wrap the logo

COLOR OPTIONS.



VISUAL.



PRIMARY TYPEFACE.

Here is where you show off typographic hierarchy, how will each of the fonts in previous page be used. What is the leading, tracking and kerning for each font.

Montserrat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

-123456789

&!%@

Aa

SECONDARY TYPAFACE.

Here is where you show off typographic hierarchy, how will each of the fonts in previous page be used. What is the leading, tracking and kerning for each font.

Montserrat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

-123456789

&!%@

Aa

HIERARCHY.

Here is where you show off typographic hierarchy, how will each of the fonts in previous page be used. What is the leading, tracking and kerning for each font.

Title

SUBHEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sit scelerisque at diam non hac risus ornare imperdiet.

BUTTON FONT

BUTTON FONT

Title

Montserrat Extra Bold
150% Leading
Opt Tracking

Subheading

Montserrat Bold
Uppercase
115% Leading
Opt Tracking

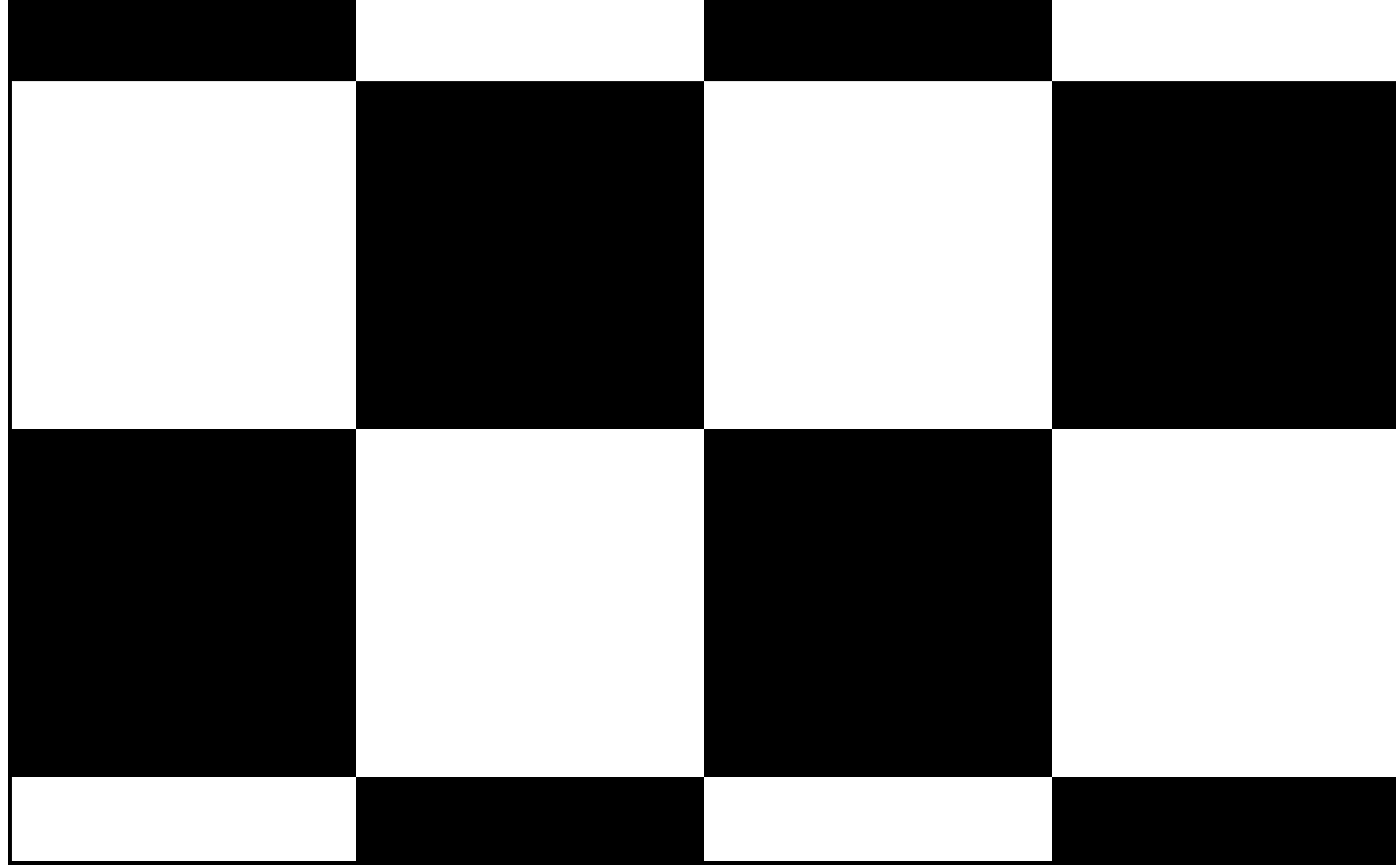
Body copy

Montserrat Medium
150% Leading
Opt Tracking

Buttons

Montserrat Semi Bold
115% Leading
-3% Tracking

FONTS IN ACTION.



COLOR PALETTE.

Here is where you can explain the color you have chosen and where it will be used within the brand

Color Name:

Color Name:

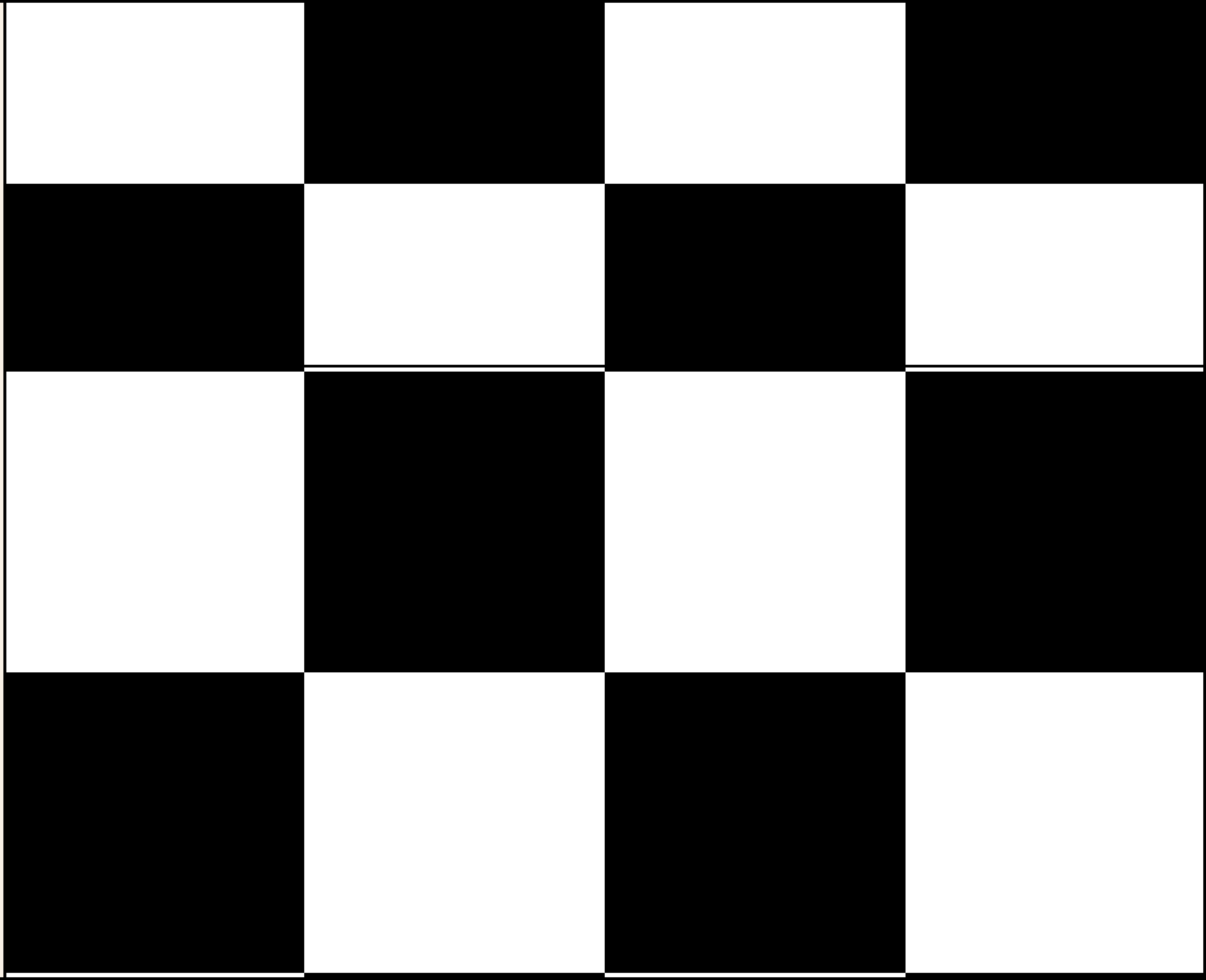
Color Name:

Color Name:

Color Name:

COLORS IN ACTION.

Here is where you can showcase the colors you have chosen on examples.

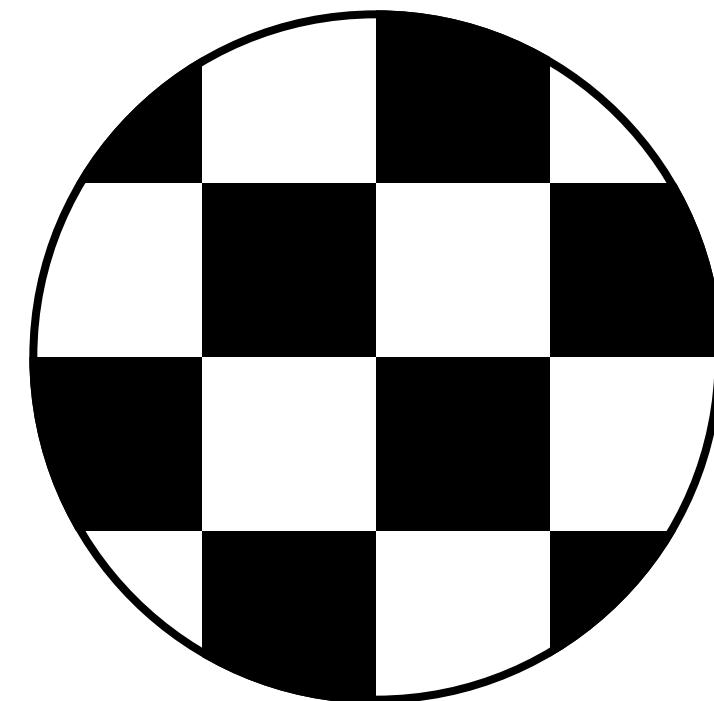
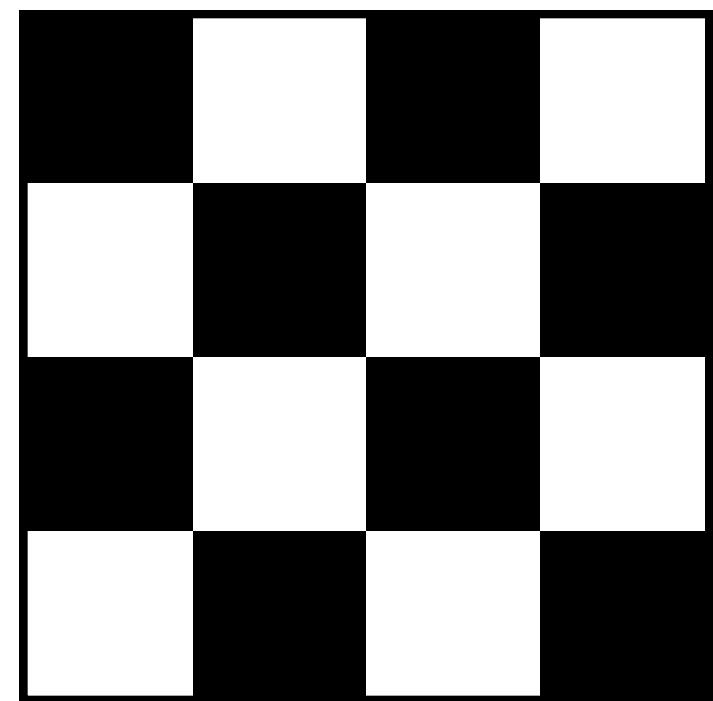
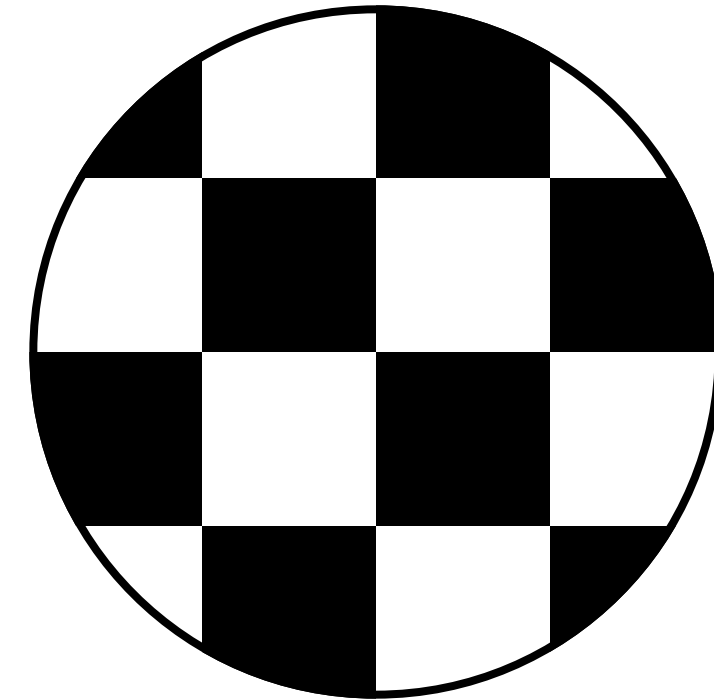
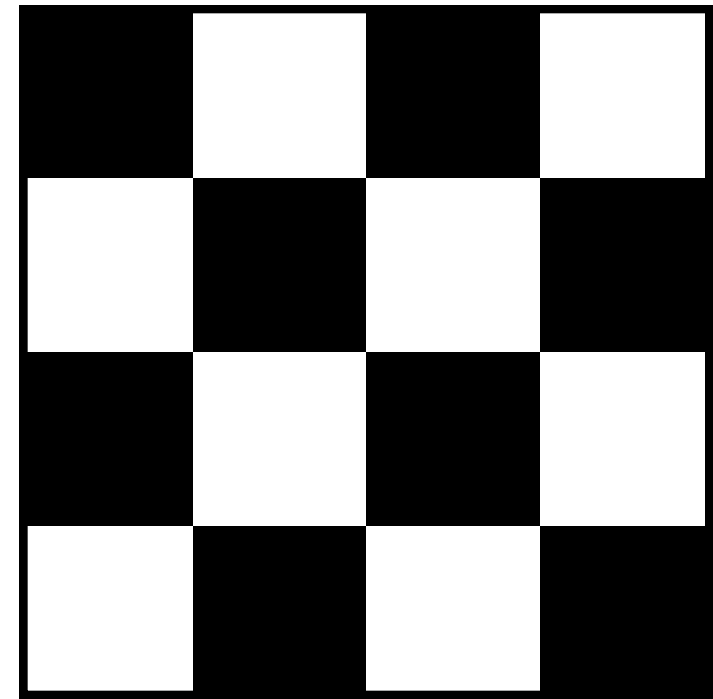


GRAPHIC ELEMENTS

TEXT EXAMPLE

SOCIAL MEDIA.

Use this space to show off the social media avatars the client will be using. Explain which color variations will be used for what platform



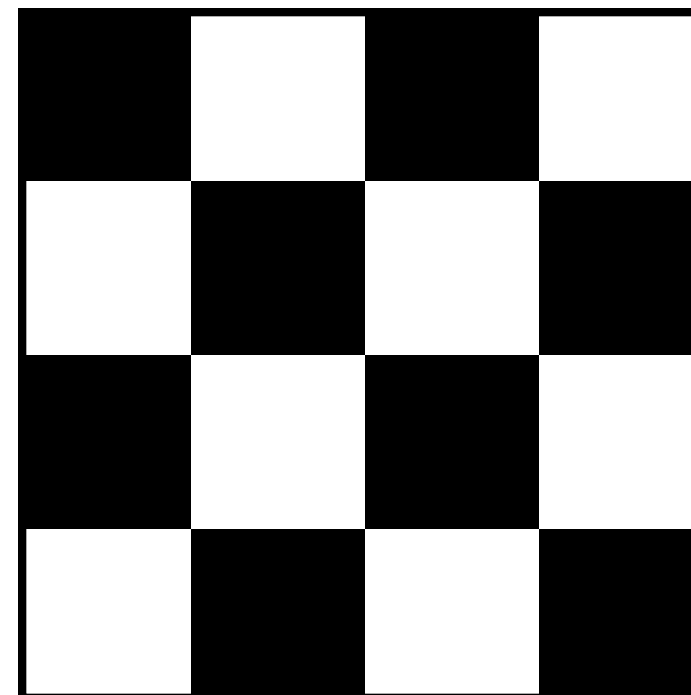
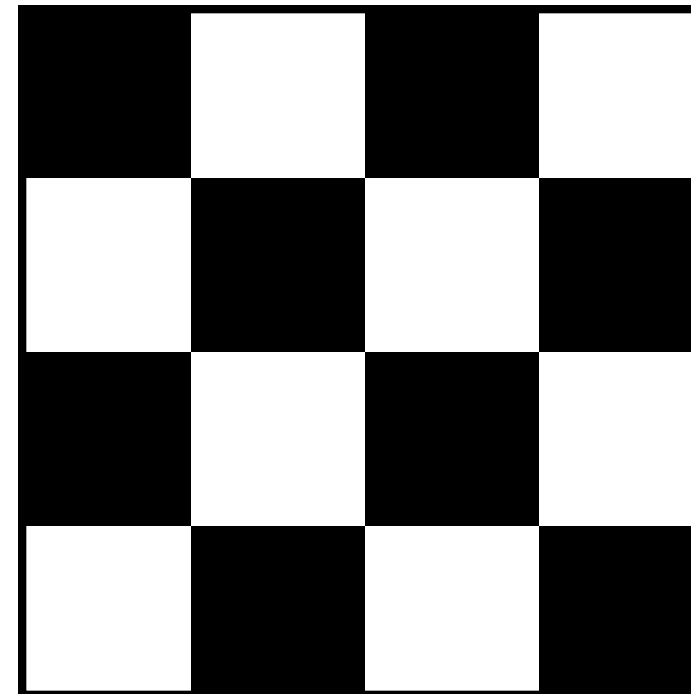
INSTAFGRAM POSTS.

This is where you will show off any social media templates that you have created for your client. Give some information on how these should be used to keep the brands feed looking at is best.

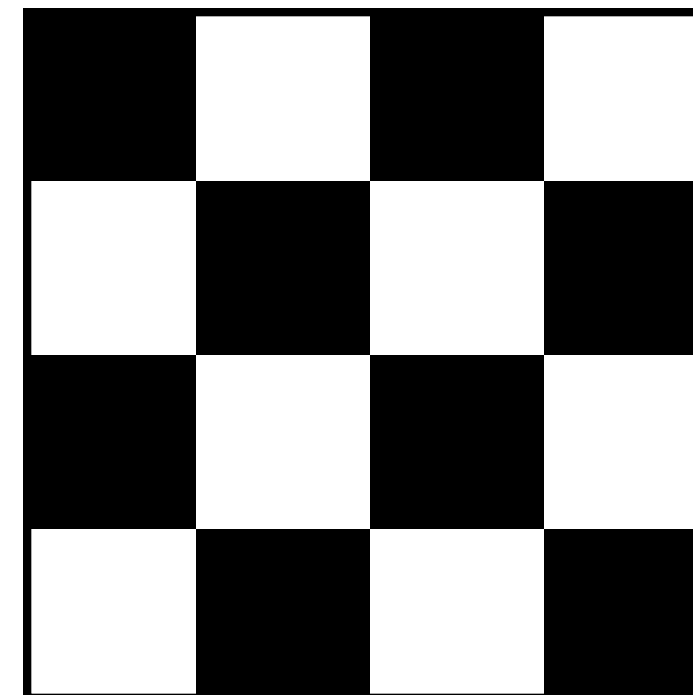
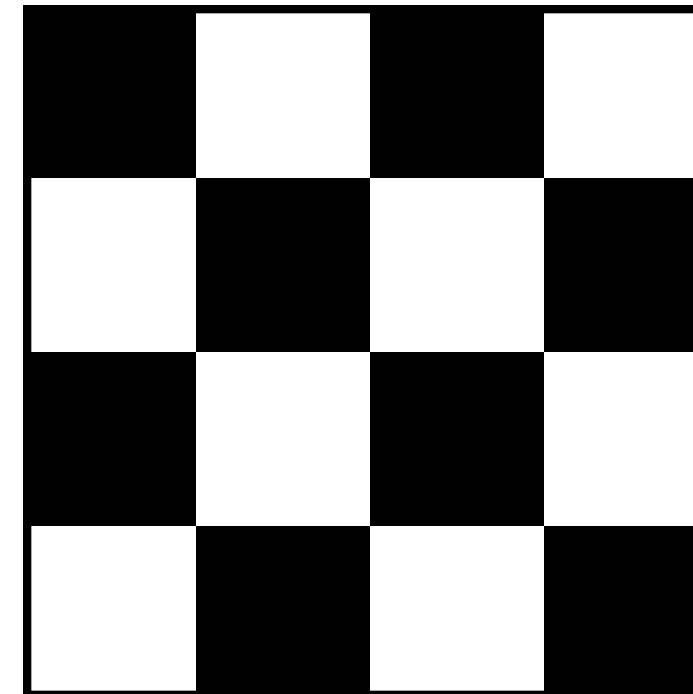
NAME OF THE BRAND

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sollicitudin sed ac aliquam integer cursus. Sed sed mauris elit amet, vel risus mauris. Netus semper malesuada mollis bibendum. Orci, nisi, viverra erat in pharetra habitant ut eu. Mi faucibus elementum sed egestas et. Suscipit.

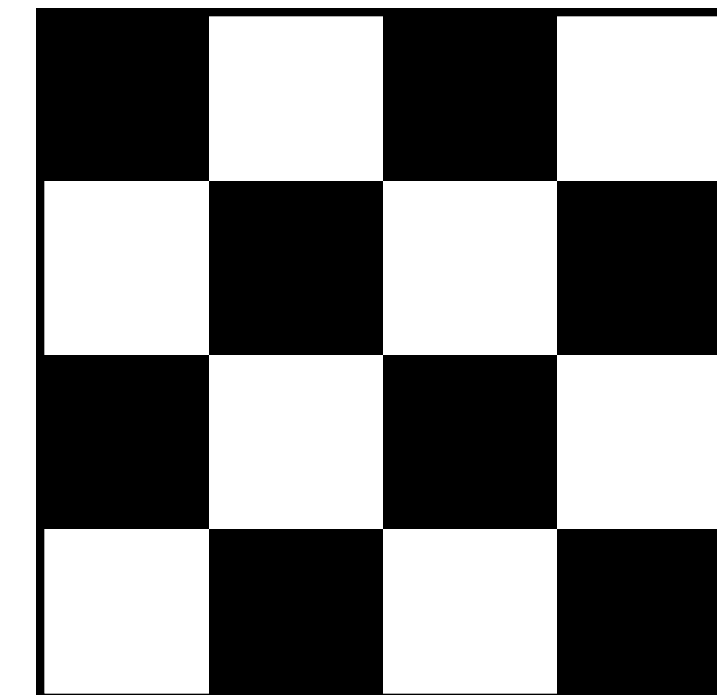
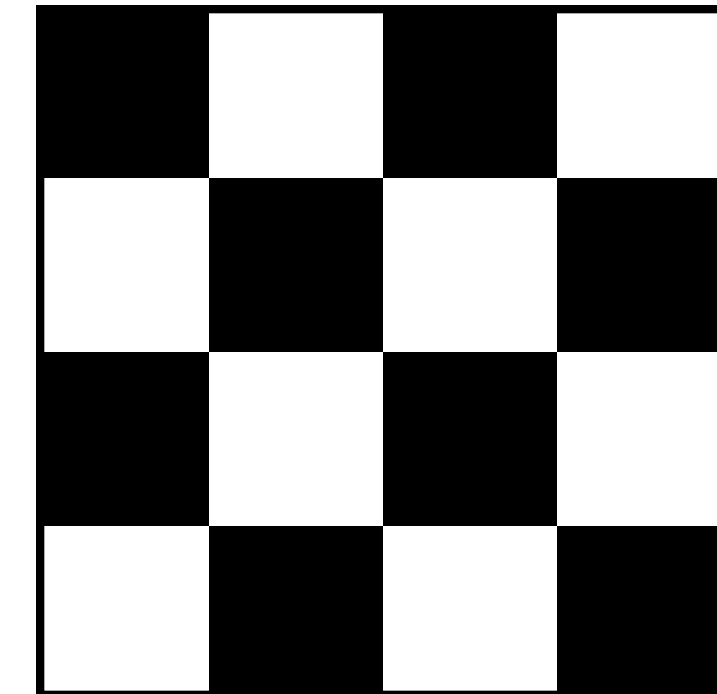
Use this bullet points to explain when to post this graphic



Use this bullet points to explain when to post this graphic



Use this bullet points to explain when to post this graphic

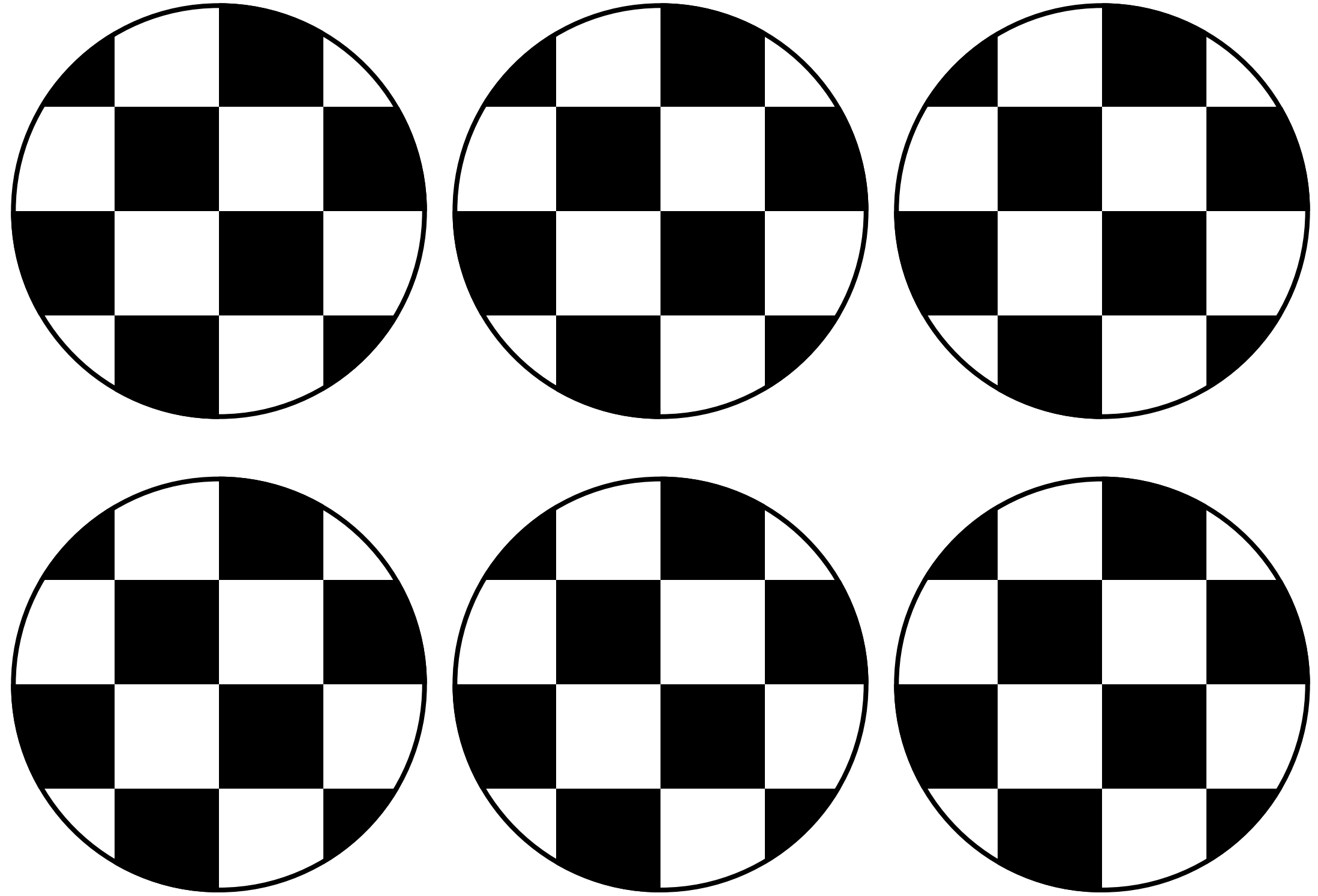


Use this bullet points to explain when to post this graphic



IG HIGHLIGHTS.

Have you created Instagram highlights for your client? If so share them here.



MOCKUPS

The next pages are for showing the brand identity in use.

This could be an stationary, packaging, apparel, digital design and so on. These page are the best as they really show off everything you have created.

FEEDBACK.

Feel free to email or message us with any questions you might have. We look forward to hearing from you soon!

WE CAN'T WAIT TO HEAR FROM YOU.