

BRANDING PROCESS

1 CLIENT INTERVIEW

There is, and probably always be, this difference between the way we see ourselves in contrast to any external view.

Step 1 of the branding process starts with a client interview to begin to understand the vision of the company, its personality, its unique traits and its goals for the future.

SECURE technology
passion INNOVATIVE
SPEED *premium design*
SUSTAINABLE DISRUPTIVE
ESTABLISHED classy

EMOTIONAL DIRECTION 2

Words that inspire the brand direction

3 AESTHETIC DIRECTION

Images that inspire the brand direction



LOGO DIRECTIONALS 4

Various logo for client feedback

5 LOGO & DESIGN LANGUAGE

Upon final logo selection, fonts and secondary colors will be identified for brand consistency



CMYK: 33 / 94 / 80 / 44
RGB: 112 / 29 / 35
HEX: 701D23

PMS: 7409
CMYK: 3 / 32 / 98 / 0
RGB: 244 / 178 / 35
HEX: F4B223

PMS: 437
CMYK: 51 / 57 / 48 / 17
RGB: 122 / 101 / 105
HEX: 7A6569

PMS: 187
CMYK: 22 / 100 / 88 / 16
RGB: 170 / 24 / 44
HEX: AA182C

Avenir Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz