iCabbi Brand Guidelines

0.1 Introduction

The document includes the fundamentals of our branding guidelines from the usage of our logo to the visual identity of our brand.

Welcome to the iCabbi Brand Guidelines. Our brand is more than just a logo or a colour palette – it's a representation of our mission, values, and the experiences we aim to provide for our customers. This document serves as a comprehensive guide for all stakeholders to ensure consistent representation and implementation of our brand across all touchpoints.

The purpose of this brand guidelines document is to provide a clear understanding of the iCabbi brand and to ensure consistency in all brand representation. This includes the use of our logo, colour palette, typography, imagery, and tone of voice. It is intended for internal teams, external partners, and suppliers who are responsible for the representation of our brand.

Consistency is key in maintaining the integrity and strength of our brand over time. We encourage all stakeholders to closely adhere to these guidelines and to provide feedback and suggestions for updating and refining them in the future.

We hope that this document serves as a valuable resource for all those involved in representing our brand. Let's work together to bring the iCabbi brand to life.

0.2

Table of Contents

The document includes the fundamentals of a branding guidelines from the usage of a logo to the visual identity.

01 The Logo

p. 5 The Logo
p. 7 Brandmark
p. 8 Logo Usage
p. 9 Logo Safezone
p. 10 Taxi Alliance
p. 11 Mobilize

02 Typography

p. 13 Typography
p. 14 Typography Hierarchy
p. 15 Typography Expressive

03 Color Palette

p. 17 Color Palette

04 Photography

p. 19 People
p. 20 Product
p. 21 Places

05 Grid System

p. 23 System

06 Iconography

p. 30 Product
p. 33 Generic

07 Illustration

p. 35 Use

08 Graphic System

p. 38 Next Generation
p. 39 Route

09 Social Media

p. 41 Icon
p. 42 Templates
p. 43 Label System
p. 44 Channels

10 Motion

p. 48 Logo Lockup
p. 49 Line Illustration

11 Website

p. 51 Styling

12 Applications

p. 56 Brand in Action

01 Logo

1.1 Logo

The logo is a critical component of iCabbi's branding strategy as it visually represents the brand's personality, values, and aesthetic. It is the face of the brand and often the first point of contact with potential customers.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Motion
Social Media
Website
Applications

Minimum size:

Print:
1,6 centimeters
1 inch

Digital:
48 pixels

1.2 Logo

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Motion
Social Media
Website
Applications

1.3 Brandmark

The brand-mark, or symbol, is an important element in iCabbi's visual identity, working in tandem with the logo to represent the brand. The brand-mark is a simple, unique, and recognisable visual element that signifies the journey of fleets to the Centre of Mobility.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Motion
Social Media
Website
Applications

1.4 Logo

Usage

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Motion
Social Media
Website
Applications

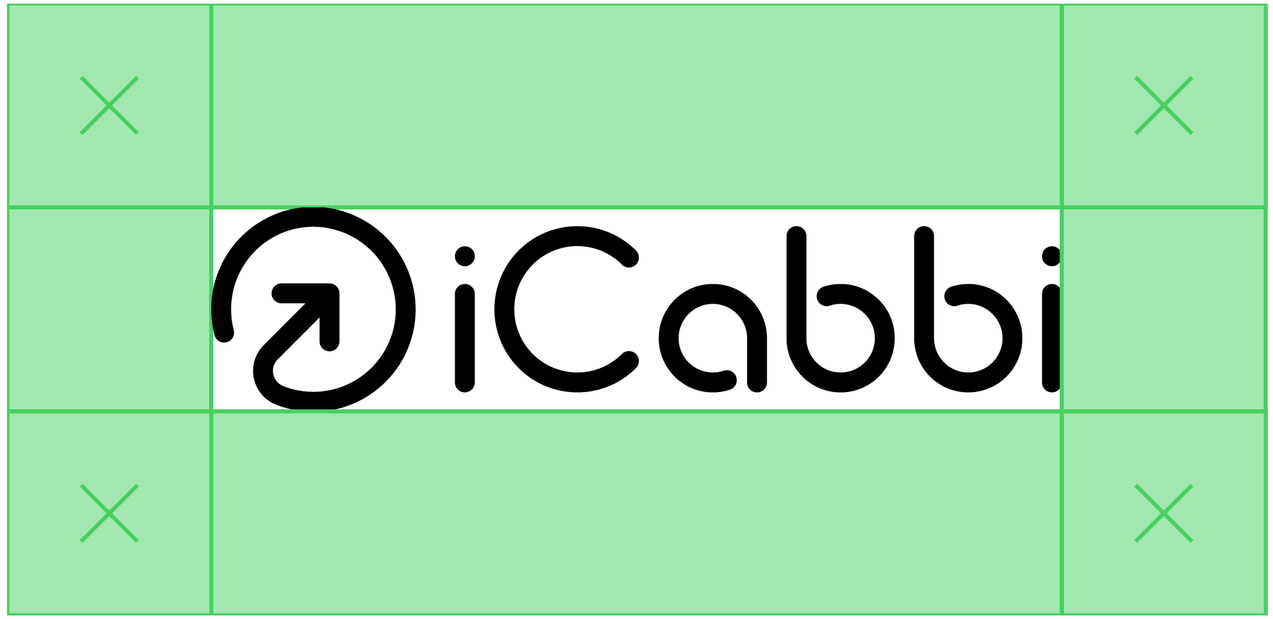
1.5

Logo

Safezone

The logo safezone is an essential consideration in iCabbi's branding system. It is a designated area around the logo that ensures the logo is surrounded by sufficient space, free of any other design elements or text. This helps to maintain the logo's visibility, legibility, and impact, making it stand out from other visual elements on the page. The logo safezone is particularly important when the logo is used in smaller sizes or when placed in a crowded visual environment. By protecting the logo's visibility, the logo safezone helps to reinforce brand recognition and consistency.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Motion
Social Media
Website
Applications



1.6 Taxi Alliance Lockup

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Motion
Social Media
Website
Applications

02 Typography

2.1

Typography

Poppins is a modern and versatile typeface that plays an important role in iCabbi's visual identity system. As a sans-serif font, it communicates simplicity, modernity, and elegance, which are all key attributes of the brand. The typeface is used consistently across all brand touchpoints, creating a cohesive and recognisable visual identity. Its versatility allows for use across various mediums, from product packaging to website design. The use of Poppins in iCabbi's brand system helps to create a strong and memorable brand identity that reinforces the brand's personality and values.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Motion
Website
Applications

Poppins

Poppins Regular

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
0123456789
!”$%=()|[]:+?;

Poppins Bold

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
0123456789
!”$%=()|[]:+?;

2.2

Typography

Hierarchy

The typography hierarchy of Poppins is an important consideration in iCabbi's brand system. The typeface has 9 weights and 18 styles that create a clear hierarchy, allowing for a consistent and organised use of typography across various brand touchpoints. The hierarchy rules help to establish visual hierarchy, guiding the viewer's eye to the most important information. It is used consistently across all brand materials, reinforcing the brand's personality and values.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Motion
Website
Applications

Heading

Subheading

Transform your living room into a modern oasis with the Hoge Bank, the epitome of style and comfort. Featuring clean lines, plush cushioning, and a durable construction, this couch is designed to last. Choose from a variety of colors and fabrics.

Learn More

Header
Poppins - Regular
Text size: 192 pt
Lineheight: 110%

Sub Heading
Poppins - Semibold
Text size: 96 pt
Lineheight: 110%

Body Copy
Poppins - Regular
Text size: 36 pt
Lineheight: 110%

Call to Action
Poppins - Bold
Text size: 24 pt
Lineheight: 110%
With underscore

2.3

Typography

Expressive

The use of expressive custom typography styles is integral to iCabbi's visual communication and brand system. By using custom typography that follows a path, it depicts a sense of journey that captures the attention of our audience and convey our commitment to cutting-edge technology.The custom typography adds a unique visual flair to our marketing materials, presentations, and user interfaces, ensuring a consistent and memorable brand experience. This creative approach to typography helps us stand out in the competitive landscape of dispatch technology, making our communication both impactful and recognisable.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Motion
Website
Applications

03 Color Palette

3.1 Color Palette

The overall green (Emerald) and tonal colour palette for iCabbi's brand identity reinforces the brand's focus on a fresh approach to dispatch technology, a sense of positivity and innovation within the industry. The primary green colour creates a natural and calming effect while representing the brand's dynamic vision.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Motion
Website
Applications

Emerald
cmyk 76,0,7,55
rgb 28,115,107
HEX #47d061

Dark Green
cmyk 81,50,88,65
rgb 18,52,24
HEX #123418

Light Green
cmyk 17,0,1,25
rgb 158,191,189
HEX #9EBFBD

White
cmyk 0,0,0,0
rgb 255,255,255
HEX #FFFFFF

Black
cmyk 0,0,0,0
rgb 255,255,255
HEX #FFFFFF

Natural
cmyk 1,0,0,9
rgb 229,232,232
HEX #E5E8E8

Nuclear
cmyk 0,12,19,21
rgb 201,176,163
HEX #C9B0A3

04 Photography

4.1

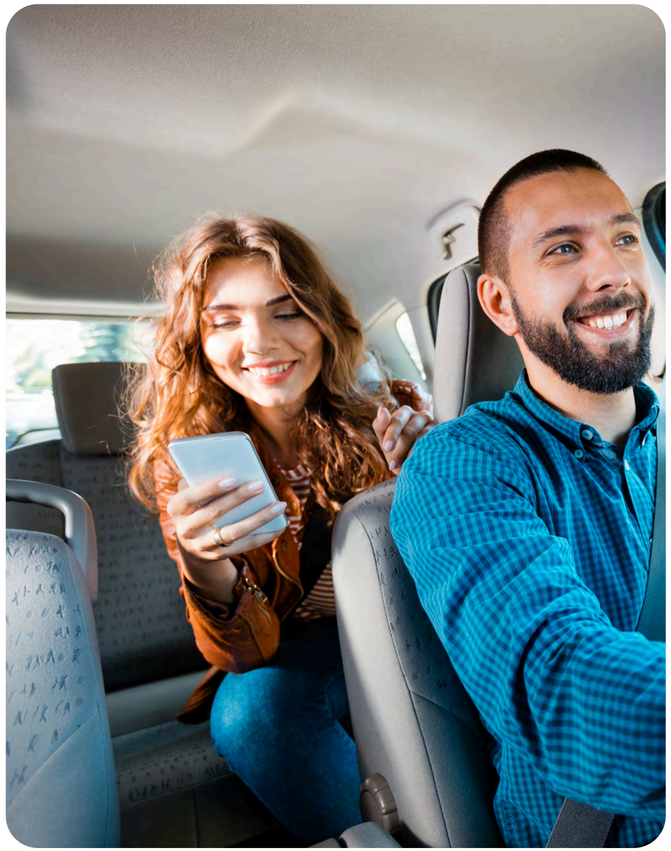
Photography

People

iCabbi's use of photography is a critical component of our visual identity, designed to convey the dynamic and customer-centric nature of our brand. Our art direction emphasises authenticity, capturing real moments within the private hire taxi industry. Key characteristics include natural lighting, candid interactions, and vibrant cityscapes that reflect the fast-paced environment our technology supports.

Our imagery focuses on drivers, passengers, and the seamless operation of our dispatch systems, highlighting the human element and the efficiency of our solutions. By using high-quality, relatable, and contextually relevant photos, we create a visually engaging narrative that underscores iCabbi's commitment to innovation, reliability, and exceptional service in the dispatch technology industry.

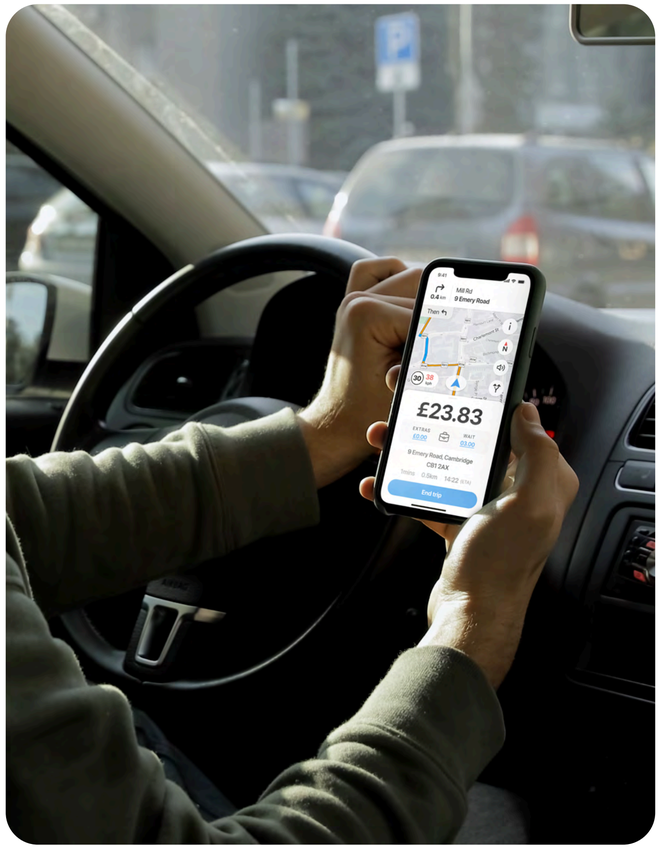
Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Motion
Website
Applications

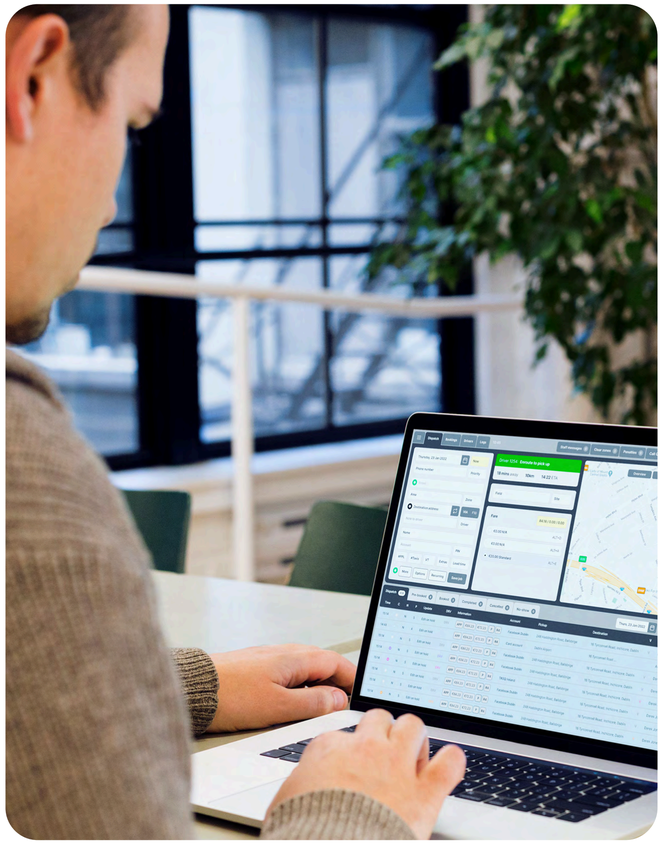


4.2 Photography

Product

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Motion
Website
Applications

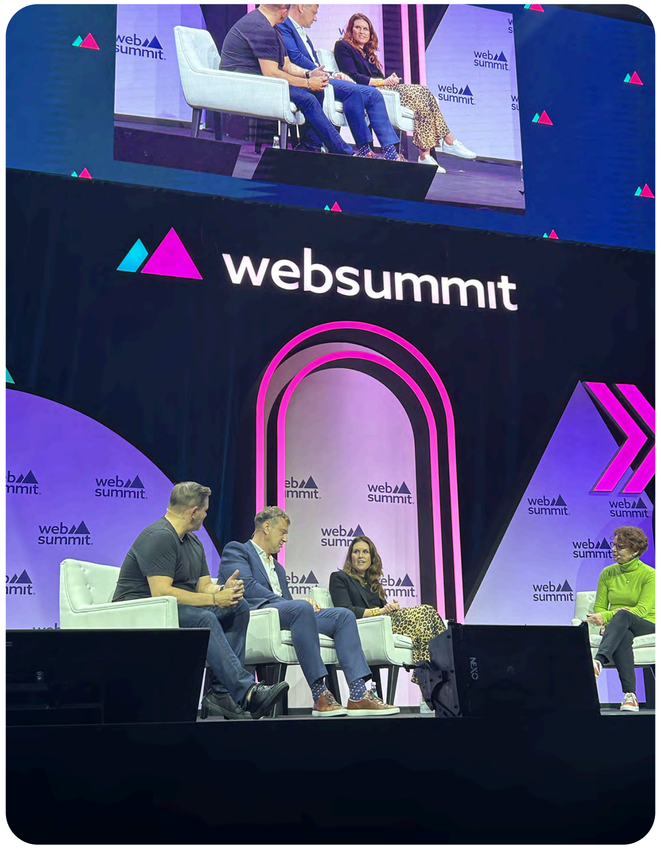




4.3 Photography

Places

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Motion
Website
Applications



05 Grid System

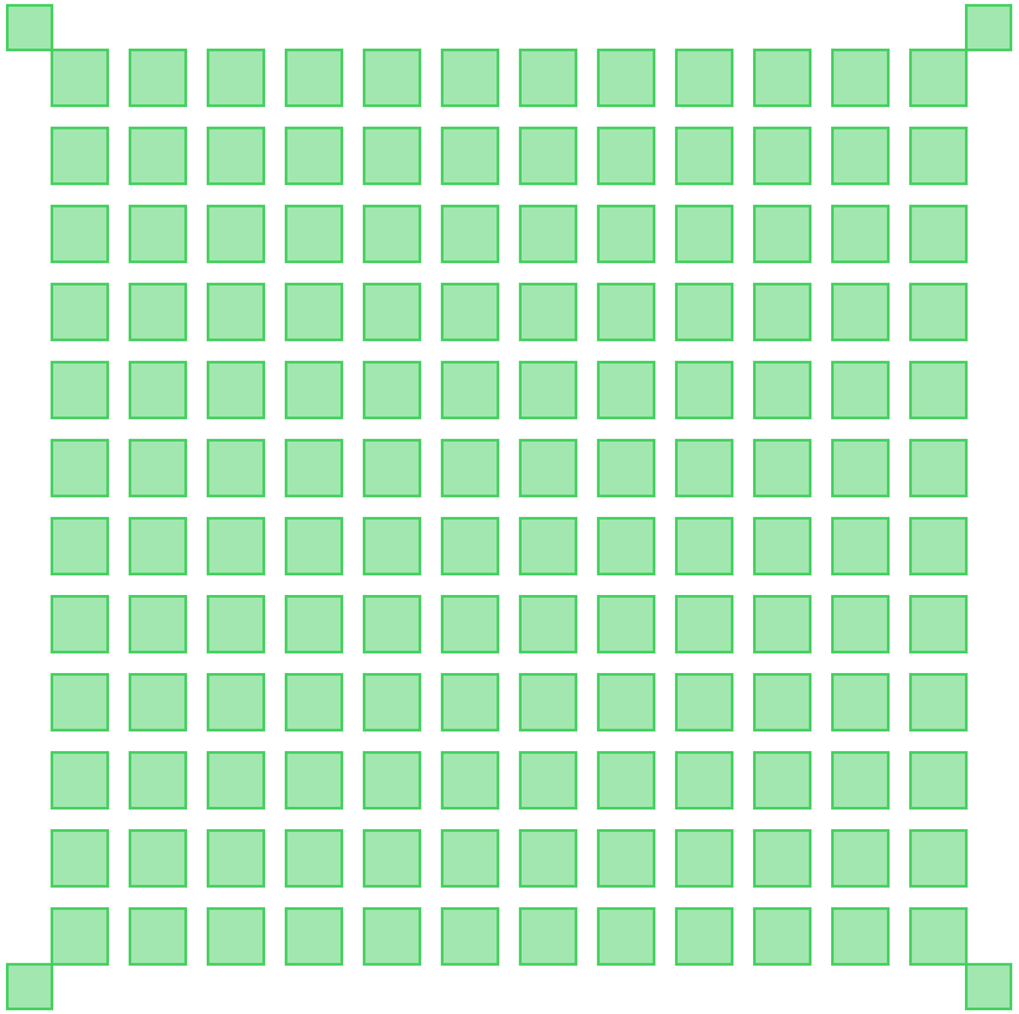
5.1

Social Media Grid System

1080x1080px

The iCabbi grid system is a foundational element of our visual identity, offering both flexibility and consistency across all communications. By employing a structured grid layout, we ensure that our content is well-organized and visually coherent, enhancing readability and user experience. This system allows for the adaptable arrangement of text, images, and other design elements, making it easy to maintain a consistent look and feel across various mediums, from digital platforms to printed materials. The grid system supports creative expression while upholding the integrity of our brand, ensuring that every piece of communication is professional, polished, and instantly recognisable as iCabbi.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Motion
Website
Applications



Margin **48px**
Column **12**
Rows **12**
Gutter **24px**

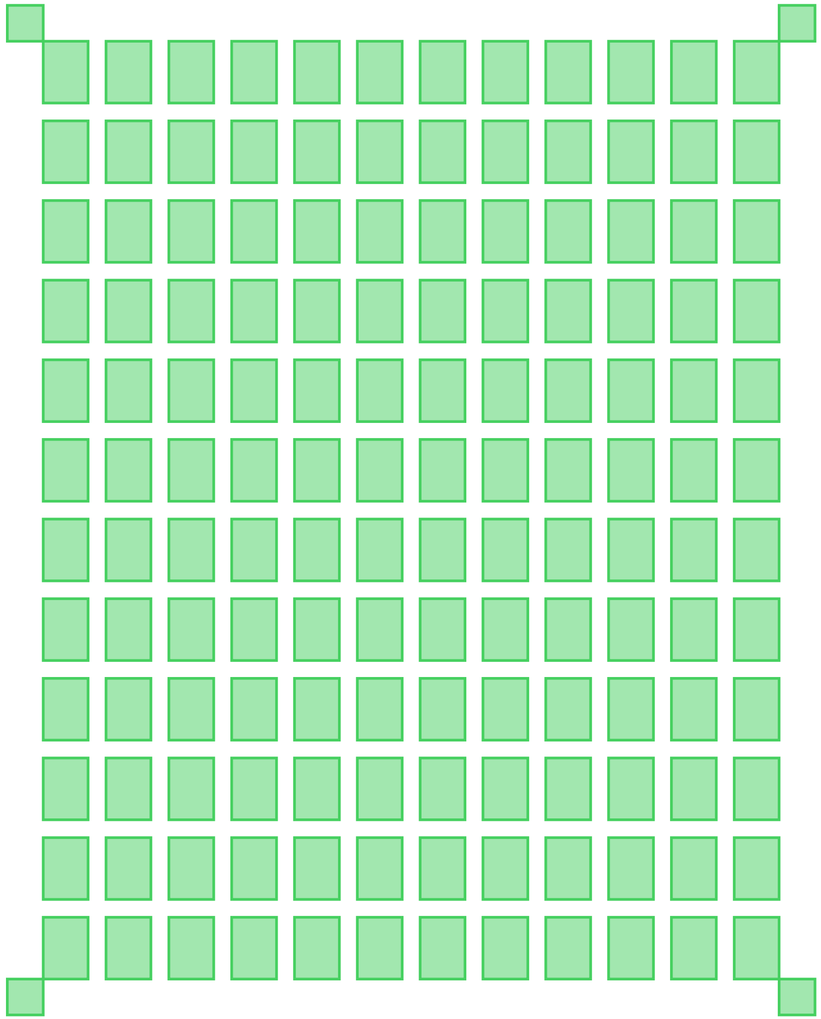
5.2

Social Media Grid System

1080x1350px

The iCabbi grid system is a foundational element of our visual identity, offering both flexibility and consistency across all communications. By employing a structured grid layout, we ensure that our content is well-organized and visually coherent, enhancing readability and user experience. This system allows for the adaptable arrangement of text, images, and other design elements, making it easy to maintain a consistent look and feel across various mediums, from digital platforms to printed materials. The grid system supports creative expression while upholding the integrity of our brand, ensuring that every piece of communication is professional, polished, and instantly recognisable as iCabbi.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Motion
Website
Applications



Margin **48px**
Column **12**
Rows **12**
Gutter **24px**

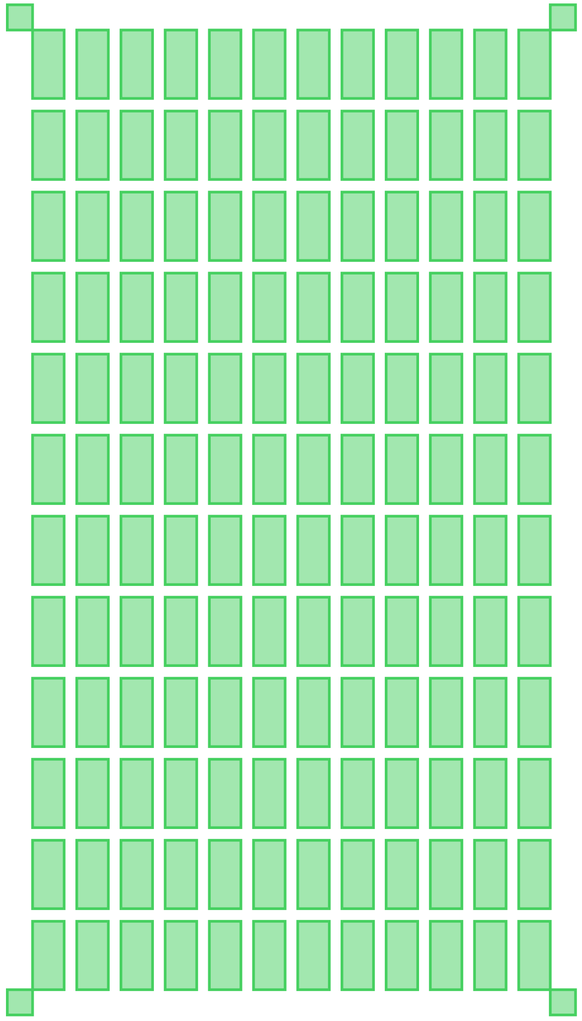
5.3

Social Media Grid System

1080x1920px

The iCabbi grid system is a foundational element of our visual identity, offering both flexibility and consistency across all communications. By employing a structured grid layout, we ensure that our content is well-organized and visually coherent, enhancing readability and user experience. This system allows for the adaptable arrangement of text, images, and other design elements, making it easy to maintain a consistent look and feel across various mediums, from digital platforms to printed materials. The grid system supports creative expression while upholding the integrity of our brand, ensuring that every piece of communication is professional, polished, and instantly recognisable as iCabbi.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Social Media
Website
Applications



Margin **48px**
Column **12**
Rows **12**
Gutter **24px**

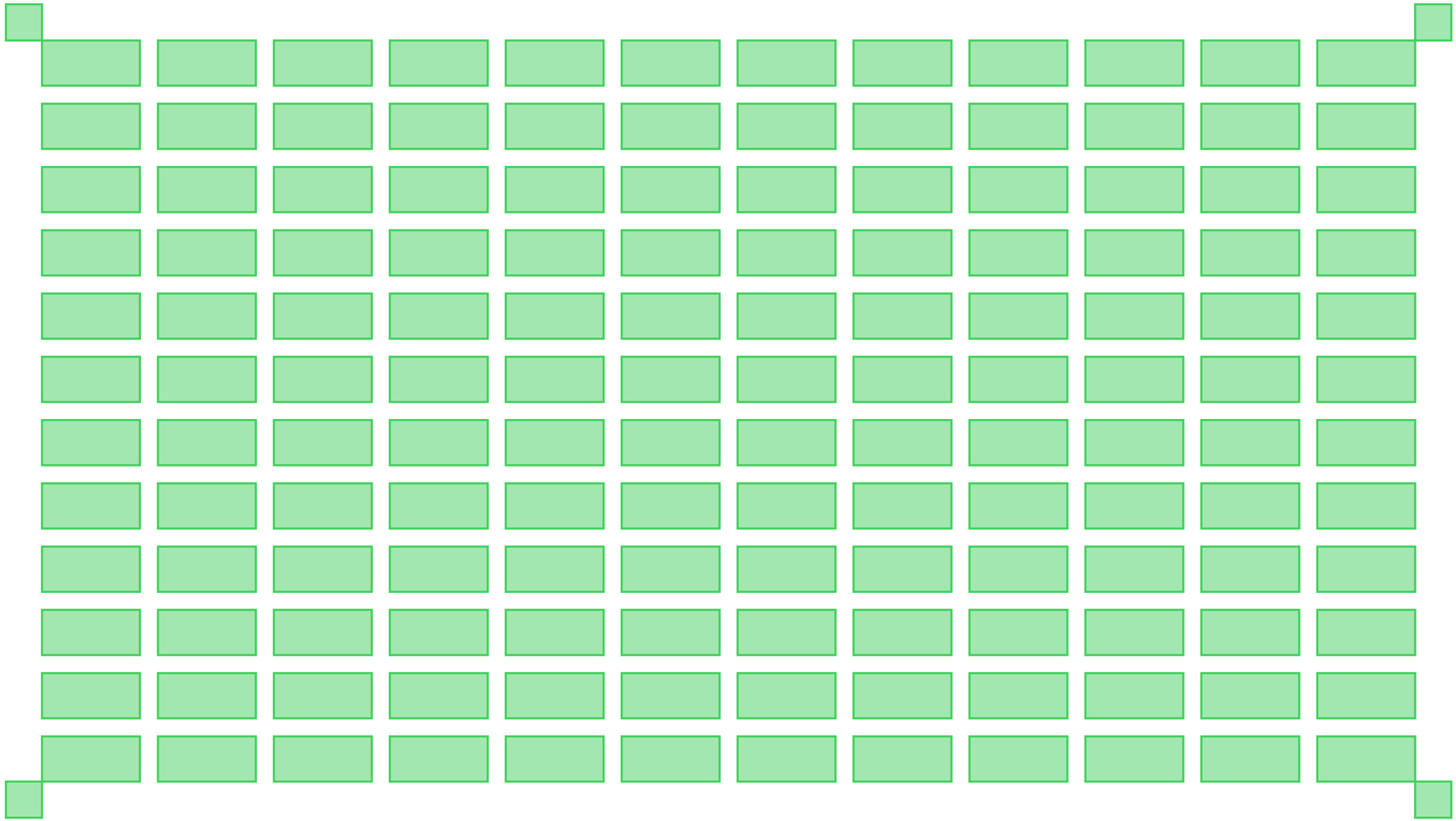
5.4

Social Media Grid System

1920x1080px

The iCabbi grid system is a foundational element of our visual identity, offering both flexibility and consistency across all communications. By employing a structured grid layout, we ensure that our content is well-organized and visually coherent, enhancing readability and user experience. This system allows for the adaptable arrangement of text, images, and other design elements, making it easy to maintain a consistent look and feel across various mediums, from digital platforms to printed materials. The grid system supports creative expression while upholding the integrity of our brand, ensuring that every piece of communication is professional, polished, and instantly recognisable as iCabbi.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Social Media
Website
Applications



Margin **48px**
Column **12**
Rows **12**
Gutter **24px**

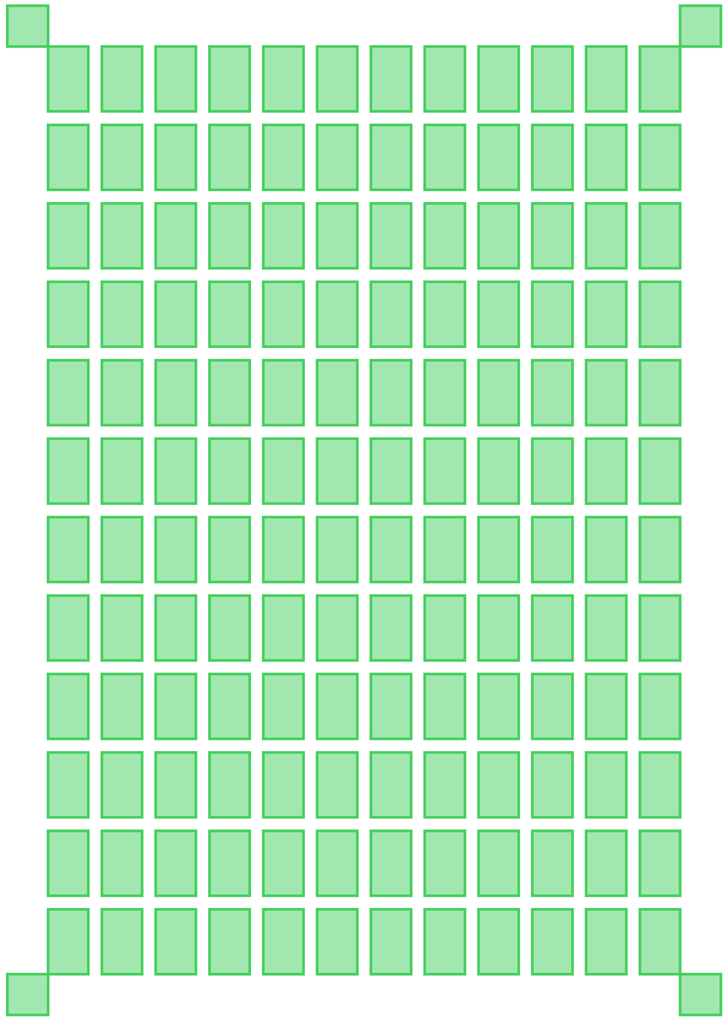
5.5

Brochure & Report

A4 - 297mm x 210mm

The iCabbi grid system is a foundational element of our visual identity, offering both flexibility and consistency across all communications. By employing a structured grid layout, we ensure that our content is well-organized and visually coherent, enhancing readability and user experience. This system allows for the adaptable arrangement of text, images, and other design elements, making it easy to maintain a consistent look and feel across various mediums, from digital platforms to printed materials. The grid system supports creative expression while upholding the integrity of our brand, ensuring that every piece of communication is professional, polished, and instantly recognisable as iCabbi.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Social Media
Website
Applications



Margin **12mm**
Column **12**
Rows **12**
Gutter **4mm**

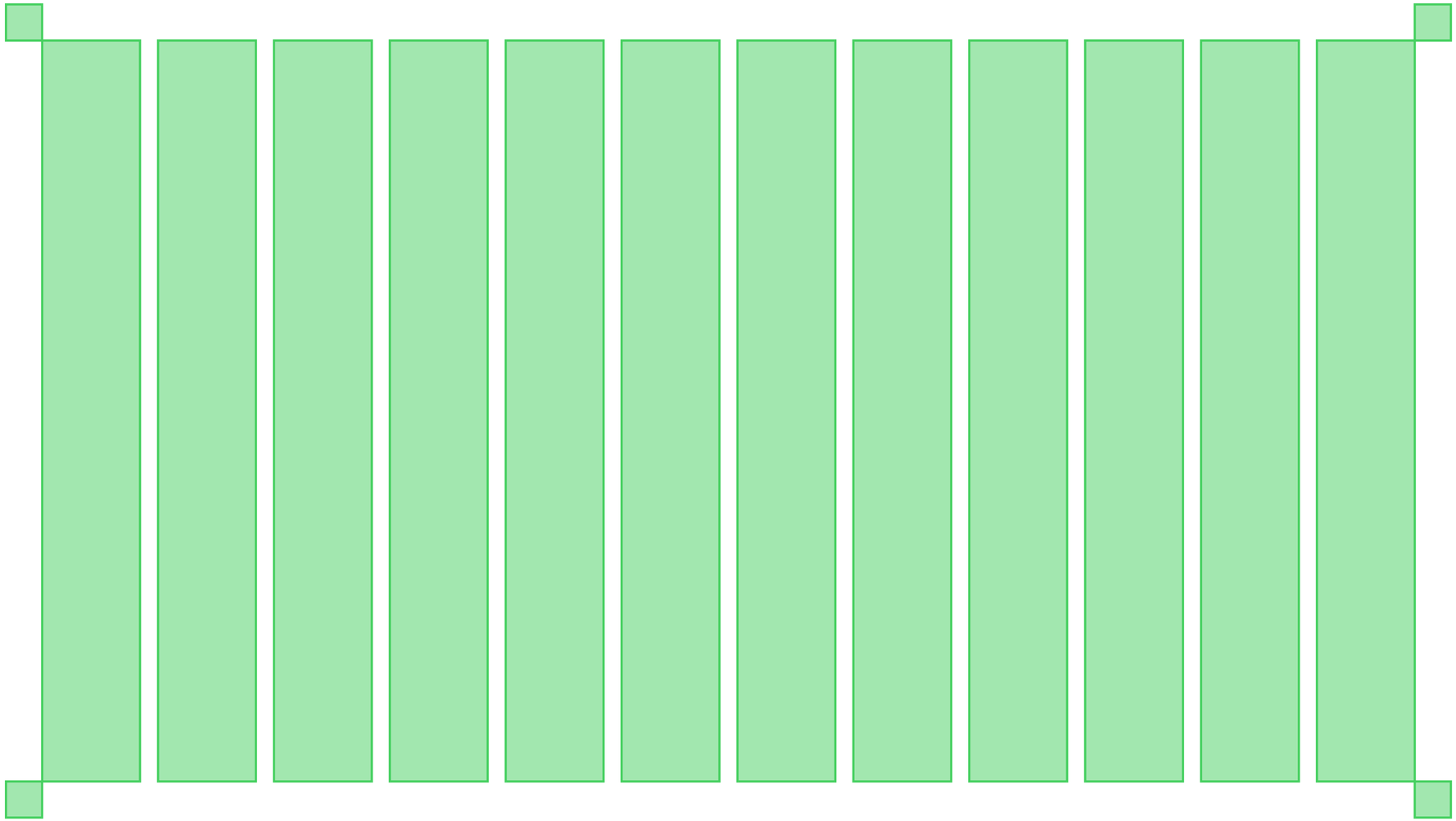
5.6

Website Grid

Desktop

The iCabbi grid system is a foundational element of our visual identity, offering both flexibility and consistency across all communications. By employing a structured grid layout, we ensure that our content is well-organized and visually coherent, enhancing readability and user experience. This system allows for the adaptable arrangement of text, images, and other design elements, making it easy to maintain a consistent look and feel across various mediums, from digital platforms to printed materials. The grid system supports creative expression while upholding the integrity of our brand, ensuring that every piece of communication is professional, polished, and instantly recognisable as iCabbi.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Social Media
Website
Applications



Margin **48px**
Column **12**
Gutter **24px**

06 Iconography

6.1

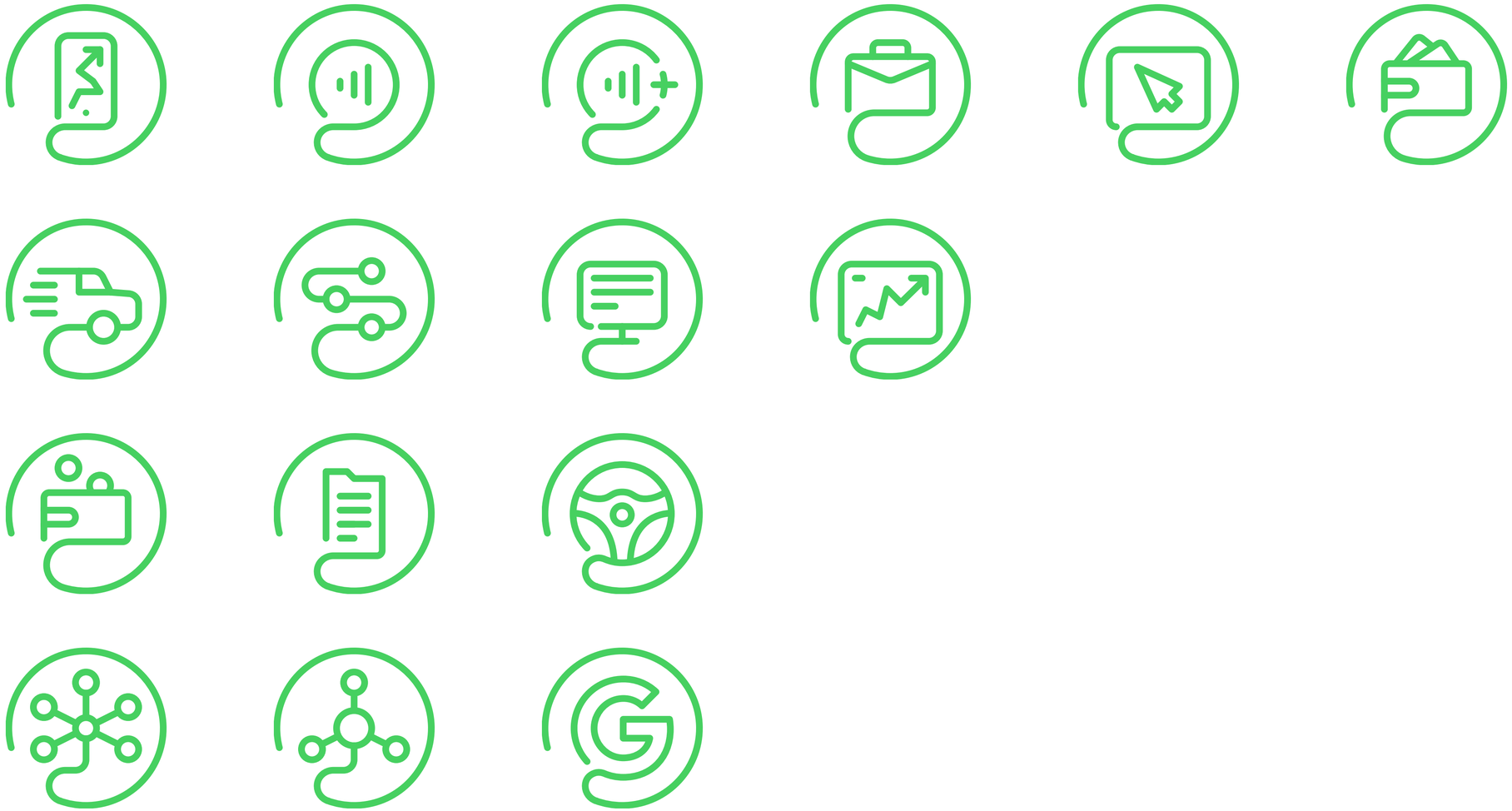
Product Icons

Light

Iconography plays a significant role in iCabbi's visual identity and product ecosystem. The icons are used across various brand touchpoints, from packaging to the website design. The iconography reinforces the brand's focus on simplicity and functionality while providing visual interest and improving the user experience.

The use of consistent iconography contributes to the brand's recognition and creates a cohesive and memorable brand identity.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Motion
Website
Applications



6.2

Product Icons

Dark

Iconography plays a significant role in iCabbi's visual identity and product ecosystem. The icons are used across various brand touchpoints, from packaging to the website design. The iconography reinforces the brand's focus on simplicity and functionality while providing visual interest and improving the user experience.

The use of consistent iconography contributes to the brand's recognition and creates a cohesive and memorable brand identity.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Motion
Website
Applications

6.3

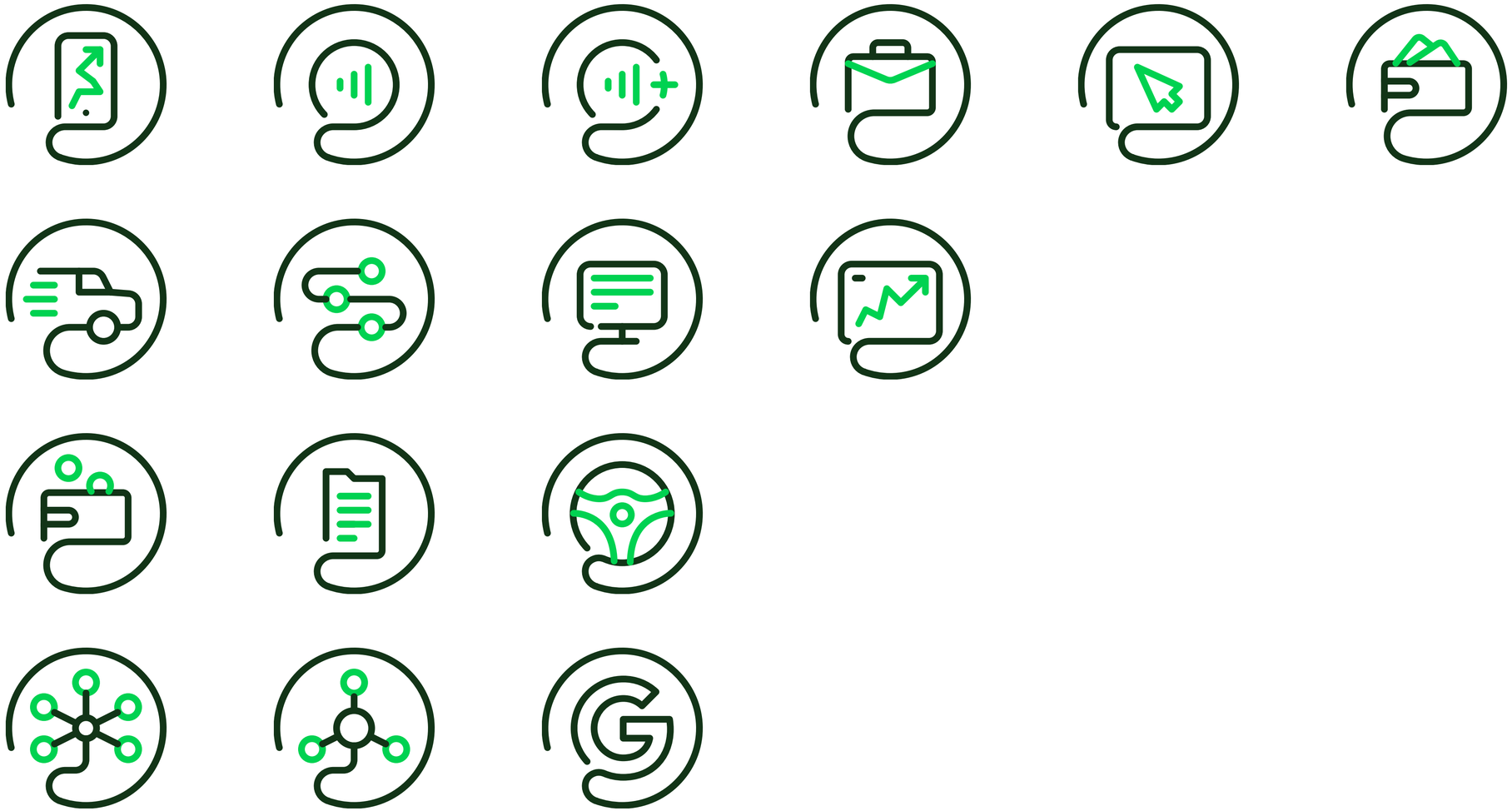
Product Icons

Duotone

Iconography plays a significant role in iCabbi's visual identity and product ecosystem. The icons are used across various brand touchpoints, from packaging to the website design. The iconography reinforces the brand's focus on simplicity and functionality while providing visual interest and improving the user experience.

The use of consistent iconography contributes to the brand's recognition and creates a cohesive and memorable brand identity.

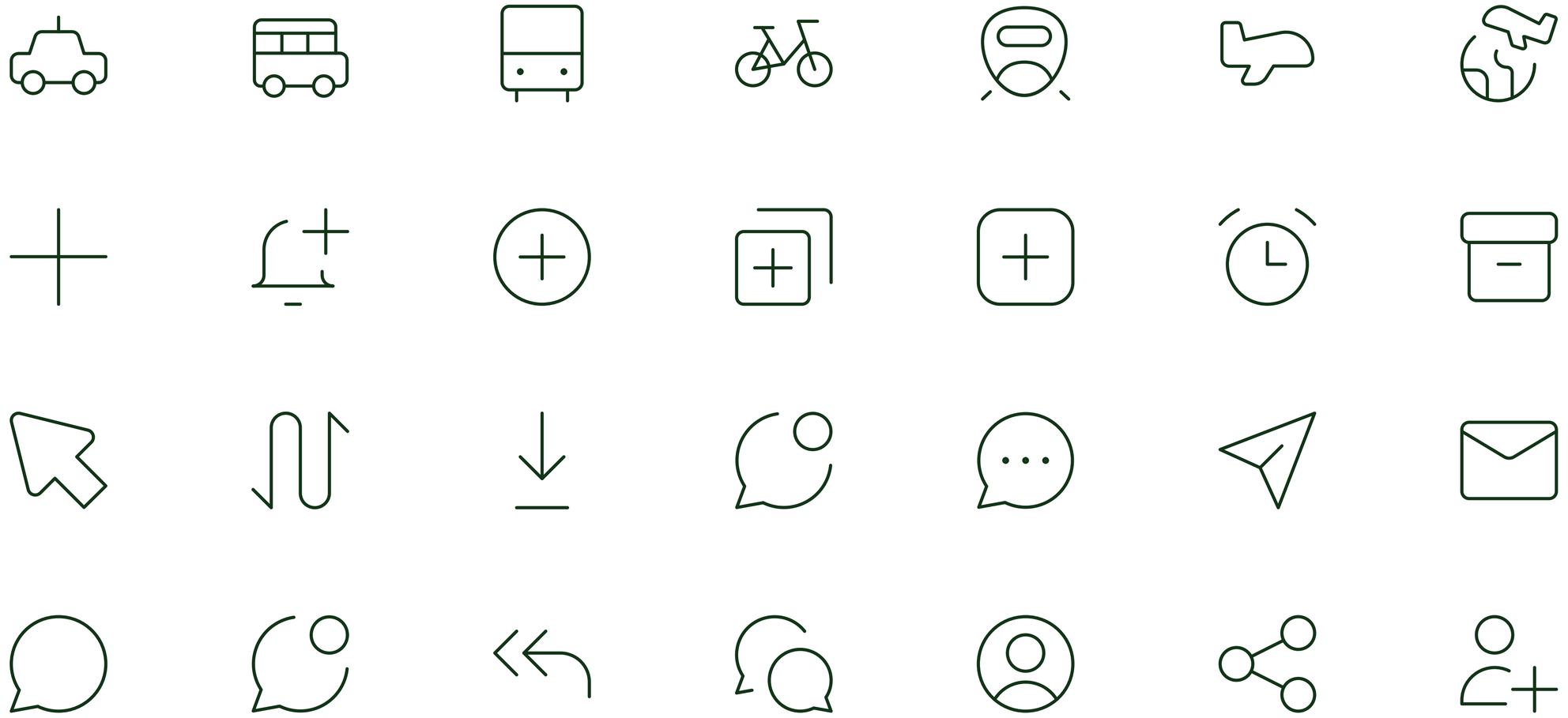
Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Motion
Website
Applications



6.4 Generic Icons

iCabbi's generic icon system is a key component of our visual communication strategy, designed to enhance clarity and engagement across all platforms. Our icons are clean, modern, and universally recognisable, ensuring they effectively convey information at a glance. Consistently styled with our brand's aesthetic, these icons provide intuitive visual cues that support user navigation, interaction and further reinforces our commitment to user-friendly design and cohesive brand presentation, making complex information more accessible and our communications more visually appealing.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Motion
Website
Applications



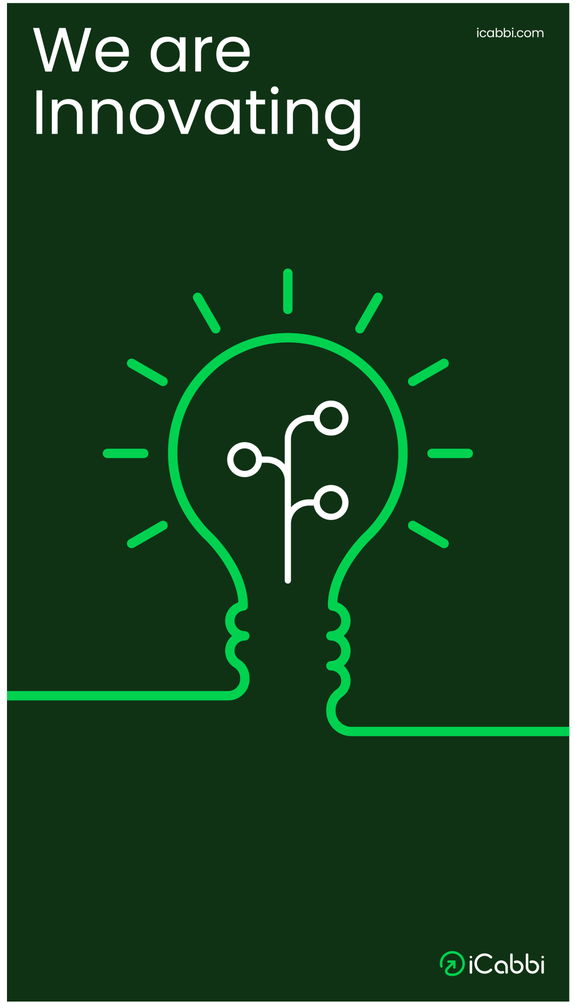
07 Illustration

7.1 Illustration

iCabbi's unique line illustration style embodies the brand's characteristics and essence of journey, reflecting our commitment to innovation, reliability, and seamless experiences. These illustrations capture the dynamic nature of the private hire taxi industry, showcasing the fluidity and interconnectedness of journeys facilitated by our technology.

With clean lines and a minimalist aesthetic, our illustrations evoke a sense of clarity and efficiency, mirroring the user-friendly interface and intuitive functionality of our dispatch solutions. Each illustration tells a story of movement and progression, symbolising the journey towards success and efficiency that our clients embark on with iCabbi.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Motion
Website
Applications



7.2

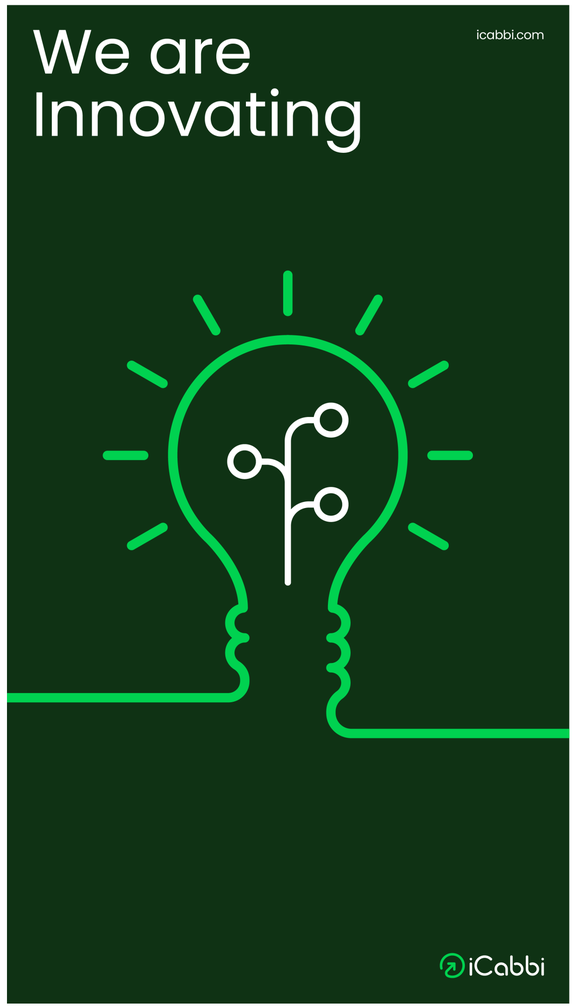
Illustration

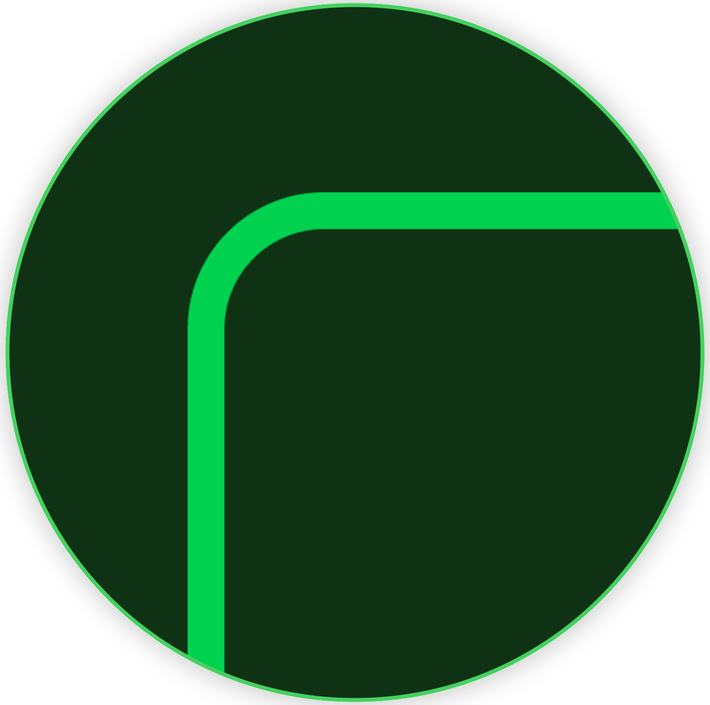
Builder

iCabbi's unique line illustration style embodies the brand's characteristics and essence of journey, reflecting our commitment to innovation, reliability, and seamless experiences. These illustrations capture the dynamic nature of the private hire taxi industry, showcasing the fluidity and interconnectedness of journeys facilitated by our technology.

With clean lines and a minimalist aesthetic, our illustrations evoke a sense of clarity and efficiency, mirroring the user-friendly interface and intuitive functionality of our dispatch solutions. Each illustration tells a story of movement and progression, symbolising the journey towards success and efficiency that our clients embark on with iCabbi.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Motion
Website
Applications





08 Graphic System

8.1

Graphic System

Next Generation Graphic

iCabbi's unique motion-inspired graphic system embodies the new brand message of 'Next Generation', symbolising the forward-thinking innovation and dynamic energy of our dispatch technology. These graphics pulsate with vitality, echoing the constant movement and evolution within the private hire taxi industry. Our motion-inspired graphics captivate attention and convey a sense of progress and advancement. They evoke a feeling of momentum, reflecting iCabbi's commitment to pushing boundaries and driving the industry forward. By integrating these graphics into our communications, we reinforce our brand's position as a leader in next-generation dispatch solutions.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Motion
Website
Applications

8.2

Graphic System

iCabbi Route Graphic

iCabbi's unique map pattern graphic serves as a visual representation of the journey-driven ethos at the core of our brand. This intricate pattern, inspired by the intricate network of routes and destinations within the private hire taxi industry, reinforces the notion of movement, progress, and connectivity. With its dynamic interplay of lines and shapes, the map pattern evokes a sense of exploration and adventure, reflecting the diverse journeys facilitated by our dispatch technology. Incorporating this graphic into our communications further enhances the narrative of journey and reinforces our commitment to providing seamless, efficient transportation solutions that empower both drivers and passengers alike.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Motion
Website
Applications

09 Social Media

9.1

Social Media

Icon

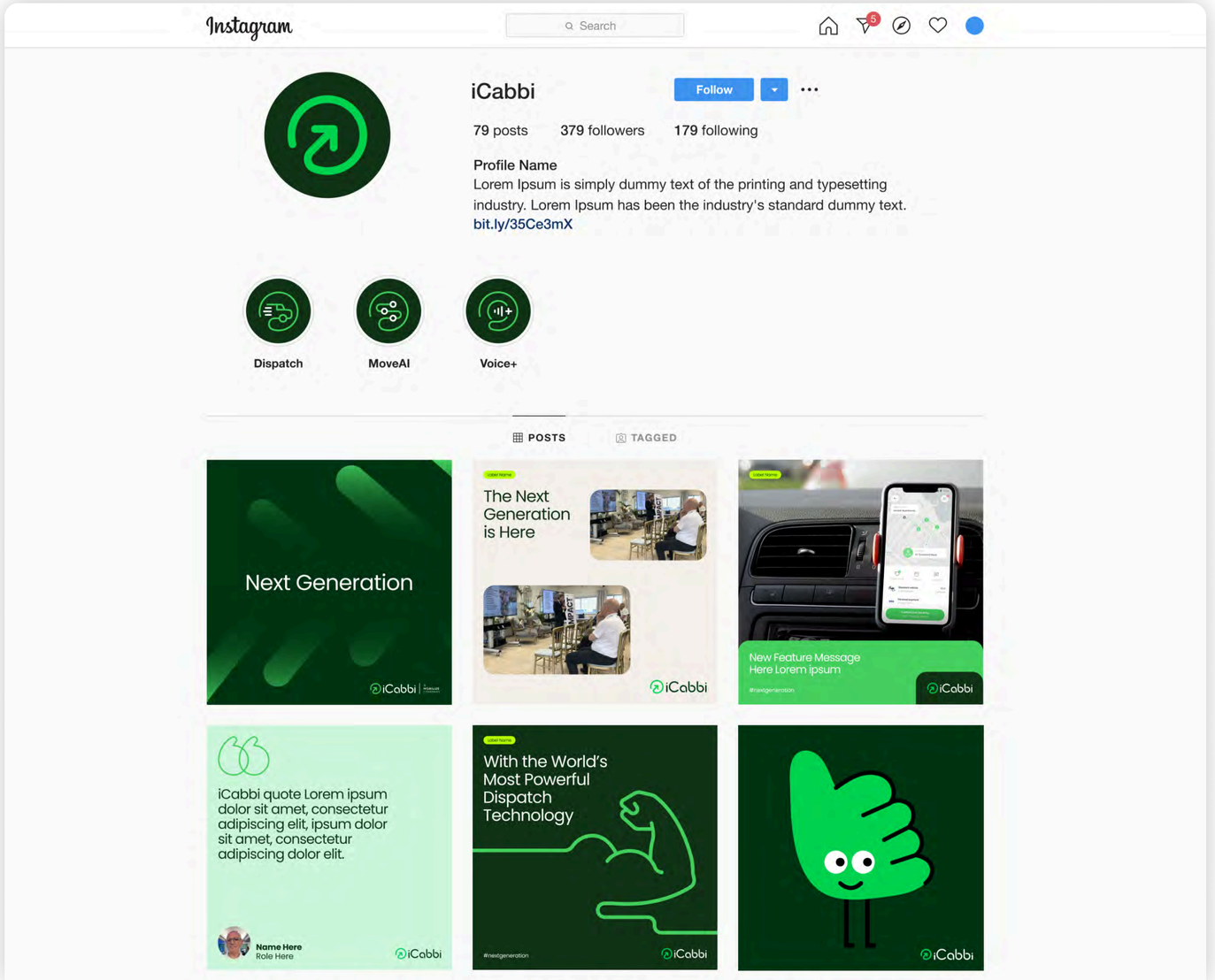
iCabbi's unique brand symbol for social media is a visual representation of our commitment to revolutionising the private hire taxi industry through innovative technology. This symbol, a sleek and modern interpretation of our brand identity, serves as a recognisable mark of distinction across social media platforms.

Its dynamic design captures the essence of iCabbi's forward-thinking approach and conveys a sense of reliability and trustworthiness.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Motion
Website
Applications

Light

Dark

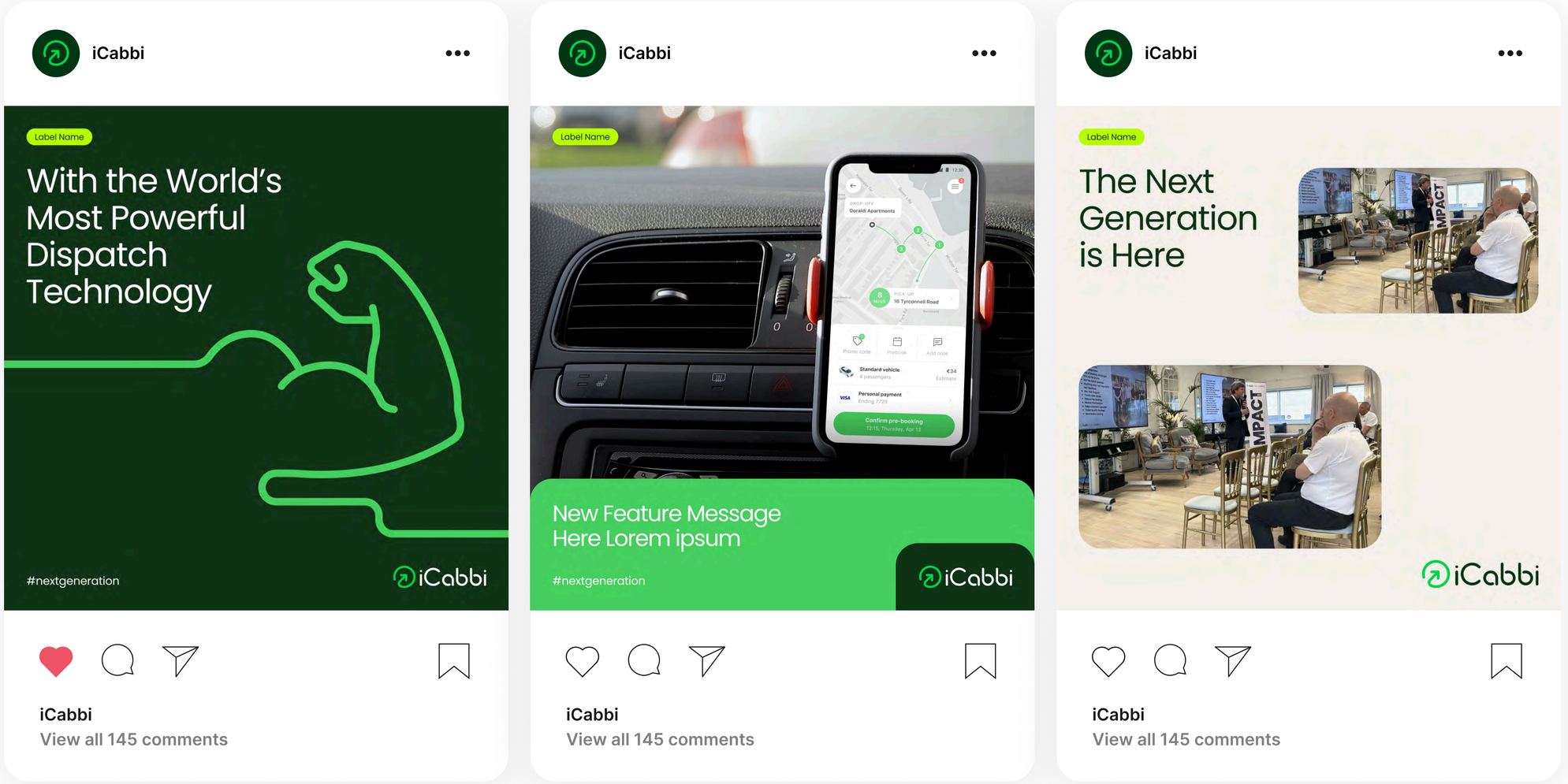


9.2 Social Media

iCabbi's flexible social media toolkit empowers our team and partners to effectively communicate our brand message across various social media platforms. This comprehensive toolkit provides a range of resources, including customisable templates, engaging graphics, and informative content guidelines.

Whether it's announcing new features, sharing industry insights, or celebrating milestones, our toolkit equips users with the tools they need to create compelling and cohesive social media posts that resonate with our audience.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Motion
Website
Applications



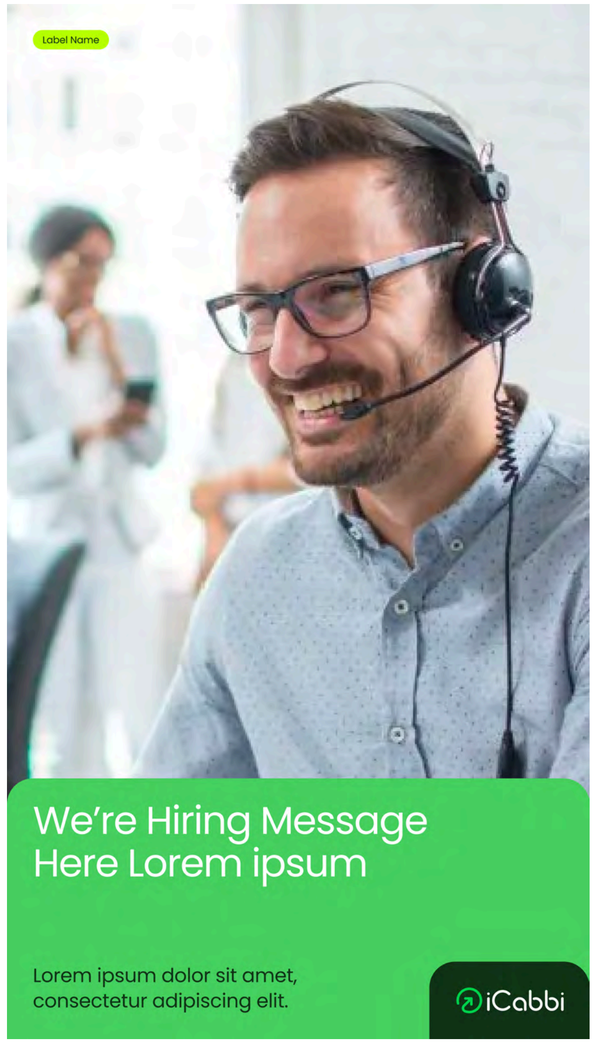
9.3

Social Media

Label System

iCabbi's content labelling system streamlines the organisation of content types, ensuring clarity and accessibility across all platforms. Whether it's informational case-study posts, customer quotes and insights, new product feature, career advertisement, or instructional videos, our labelling system ensures that each piece of content is clearly identified and easily distinguishable. By implementing this system, we optimise user experience, enabling our team to effectively deliver valuable and relevant information to private hire taxi companies and their drivers.

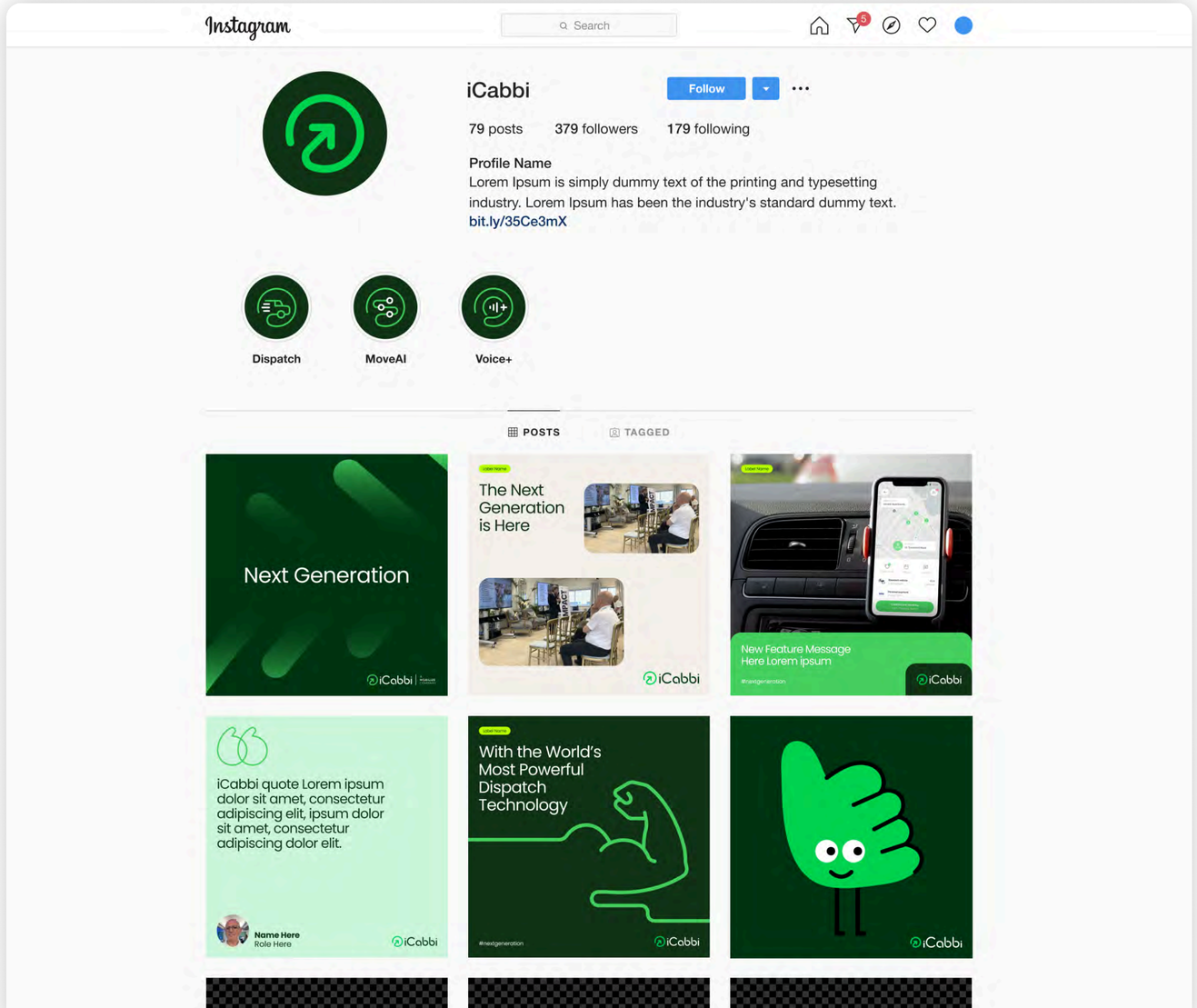
Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Motion
Website
Applications



9.4 Social Media

Instagram

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Motion
Website
Applications

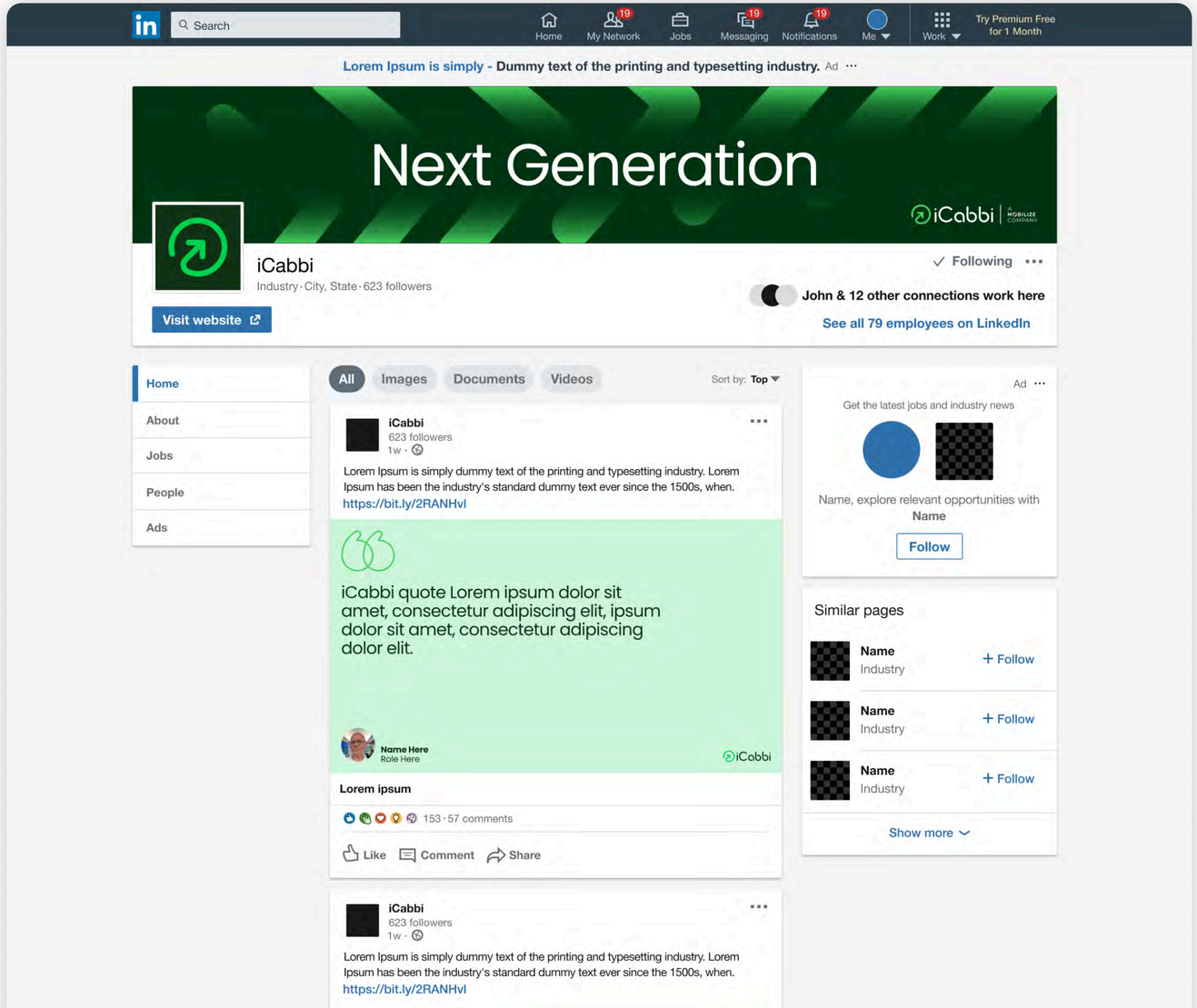


9.5

Social Media

LinkedIn

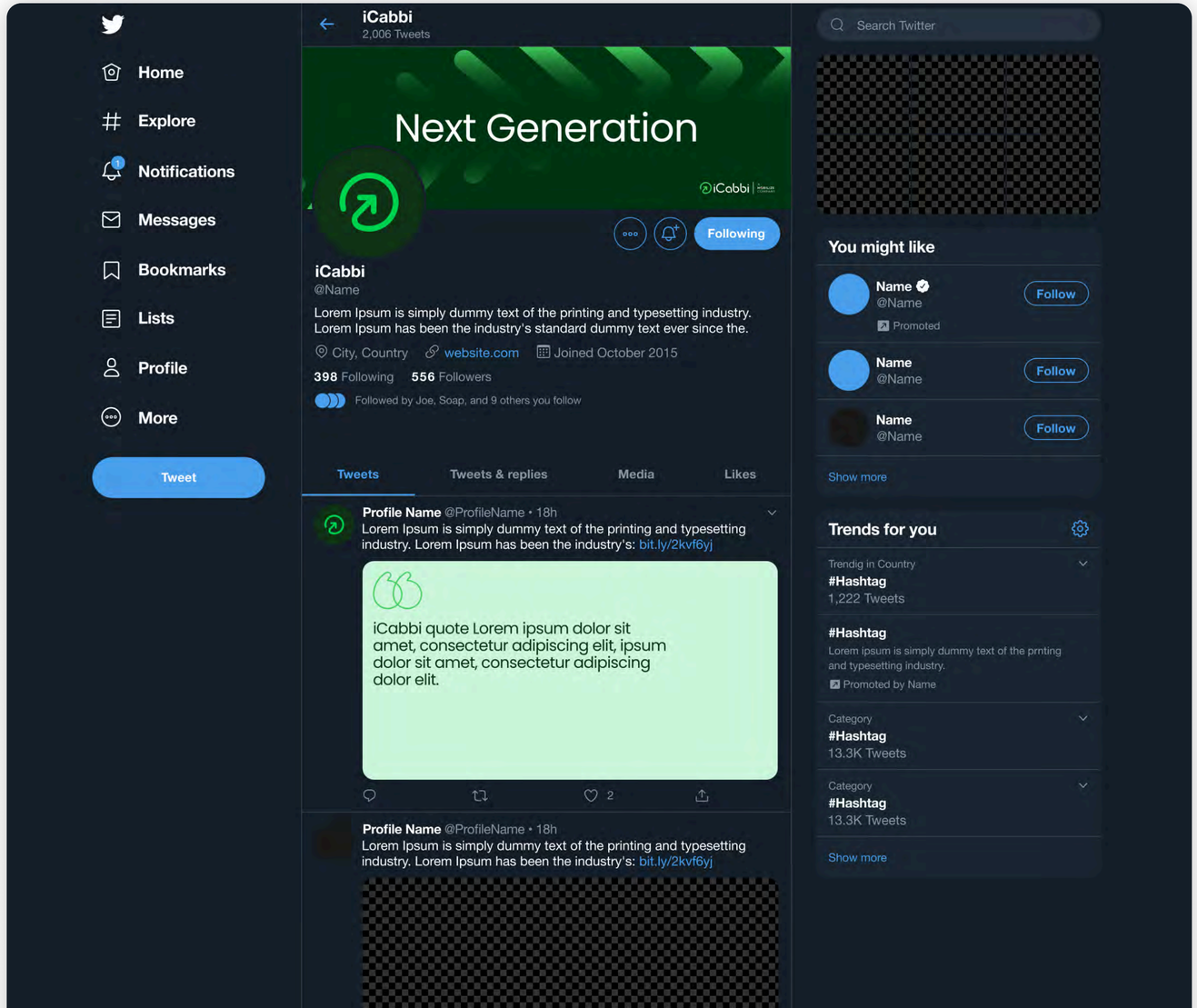
Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Motion
Website
Applications



9.6 Social Media

X

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Social Media
Motion
Website
Applications



10 Motion

10.1

Motion

Logo Lockup

iCabbi's use of a kinetic logo lockup within our communications exemplifies our brand's innovation and forward momentum. This animated version of our logo brings our partnering brands to life, adding a layer of dynamism and energy that reflects our cutting-edge dispatch technology. The motion lockup presents captivating visual display that captures the essence of movement and progress inherent in our services. By incorporating this element into our motion graphics, we reinforce our brand identity and communicate a sense of modernity and agility, ensuring that our visual communications are both engaging and memorable.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Motion
Social Media
Website
Applications

10.2

Motion

Line Illustration

iCabbi's use of bold motion graphics and animated line illustrations serves to articulate specific product information in a visually impactful and engaging manner. These dynamic elements capture attention and enhance comprehension by breaking down complex information into easily digestible and memorable visuals. The bold motion graphics create a sense of energy and innovation, while the animated line illustrations provide clear, step-by-step depictions of our product features and benefits. Together, they ensure that our communications are not only informative but also visually compelling, reinforcing iCabbi's brand identity as a leader in next-generation dispatch technology for the private hire taxi industry.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Motion
Social Media
Website
Applications

11 Website

11.1

Website

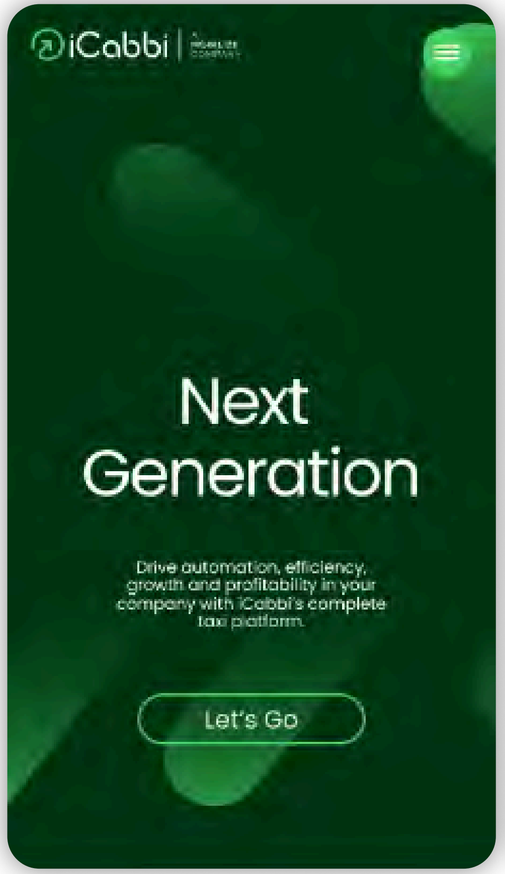
iCabbi's new website embodies a sophisticated, sleek, and premium aesthetic, designed to provide a seamless user experience with well-organised information. This modern design reflects our commitment to cutting-edge technology and high-quality service, presenting our brand as a leader in the dispatch technology industry. The intuitive navigation and clear layout ensure that users can easily access detailed information about our products, services, and industry insights. High-quality visuals, clean lines, and a refined colour palette enhance the site's professionalism and appeal, making it a reliable resource for private hire taxi companies seeking innovative dispatch solutions.

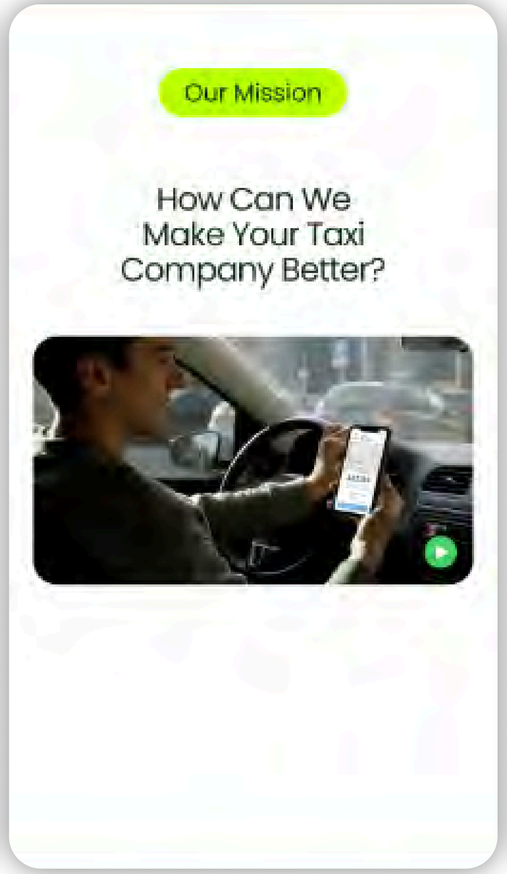
Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Motion
Social Media
Website
Applications

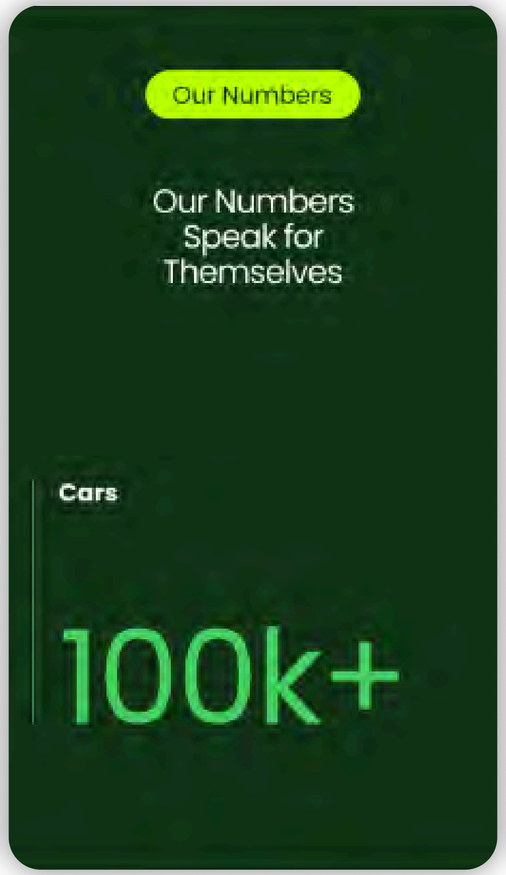
11.2 Mobile Website

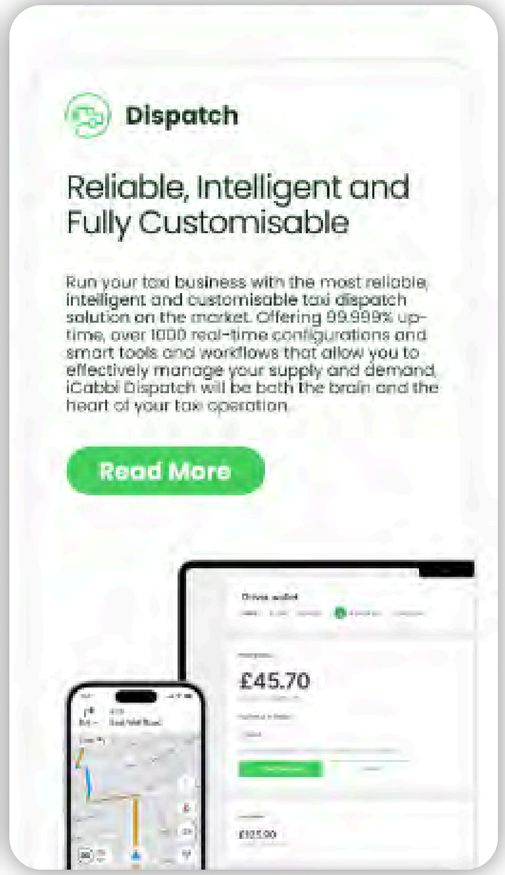
iCabbi's new mobile website features a sophisticated, sleek, and premium aesthetic, meticulously designed for an optimal user experience on-the-go. The clean and modern design reflects our brand's commitment to innovation and excellence, presenting our dispatch technology in a visually appealing and professional manner. With well-organised information and intuitive navigation, users can effortlessly access detailed insights about our products and services. The mobile site's responsive design ensures seamless performance across all devices, maintaining the high-quality visuals and refined colour palette that define our brand. This mobile-friendly platform not only reinforces iCabbi's premium brand image but also enhances accessibility, providing a polished and efficient resource for private hire taxi companies anytime, anywhere.

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Motion
Social Media
Website
Applications









11.3 Desktop Website

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Motion
Social Media
Website
Applications

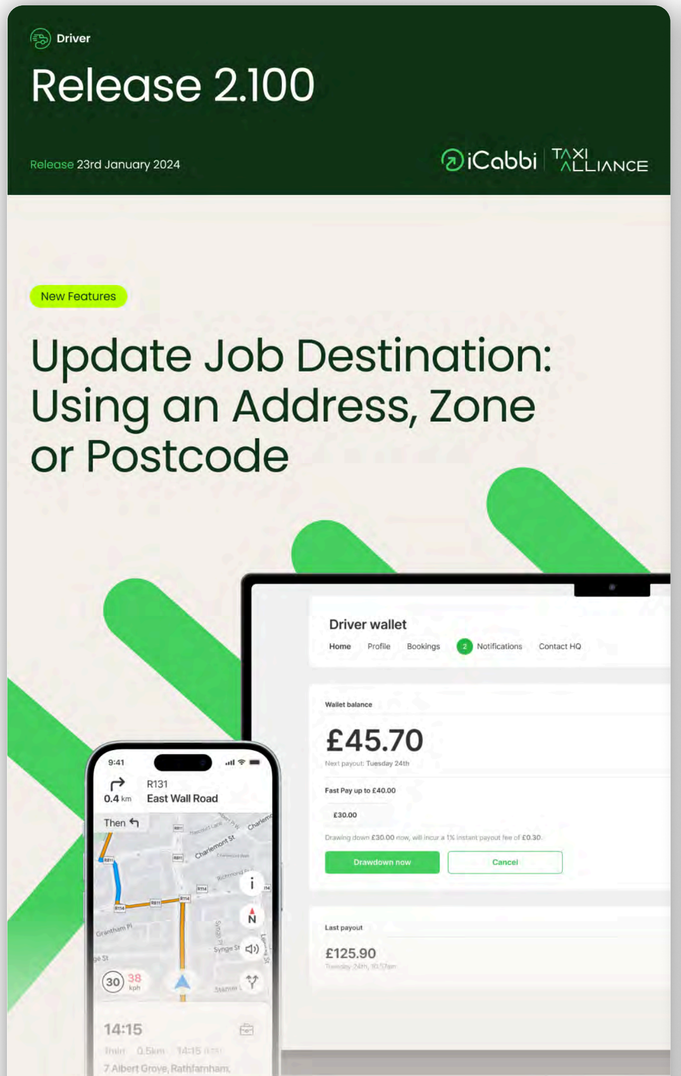
11.4 Mobile Website

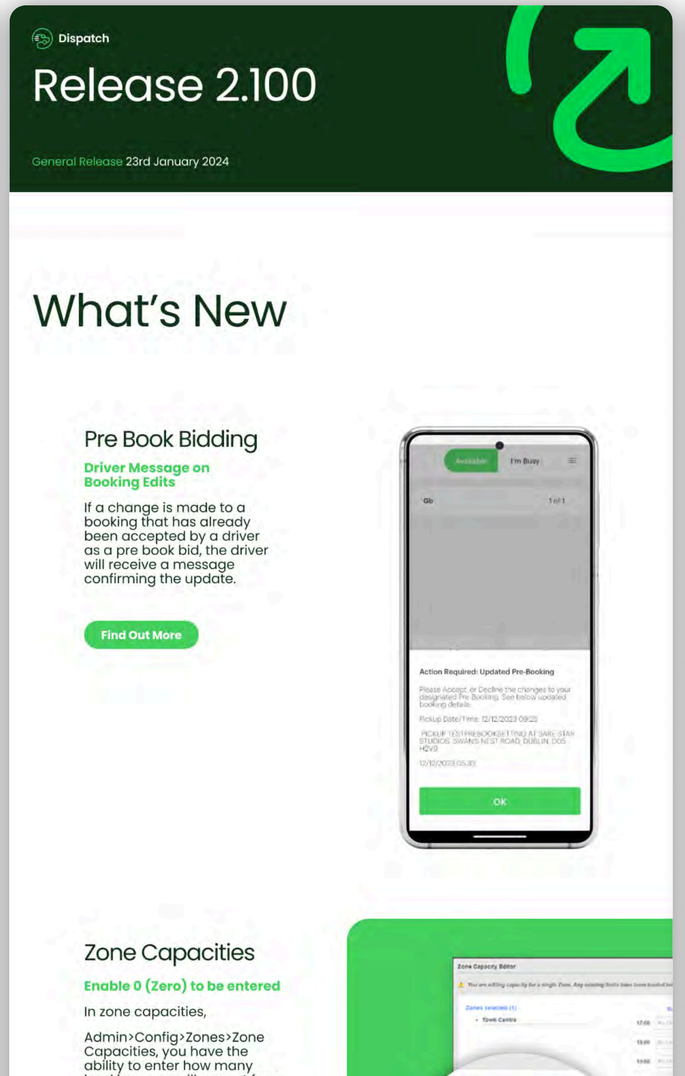
Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Motion
Social Media
Website
Applications

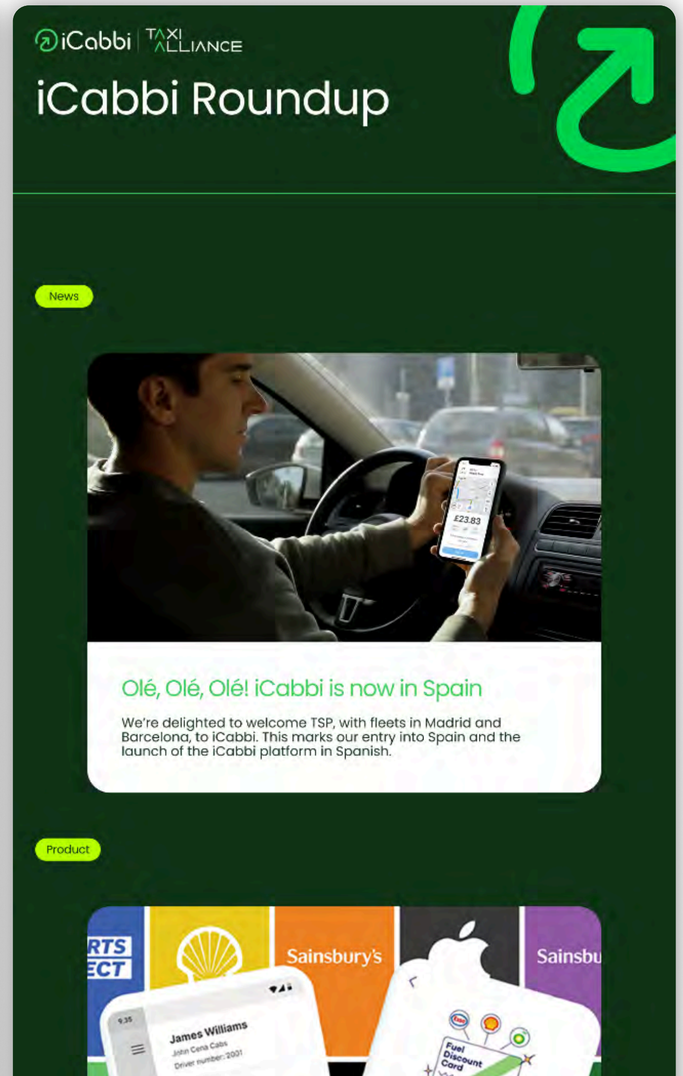
12 Applications

12.1 Email

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Motion
Social Media
Website
Applications







12.2 Business Cards

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Motion
Social Media
Website
Applications

12.3 ID Card

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Motion
Social Media
Website
Applications

12.4 Brochures & Reports

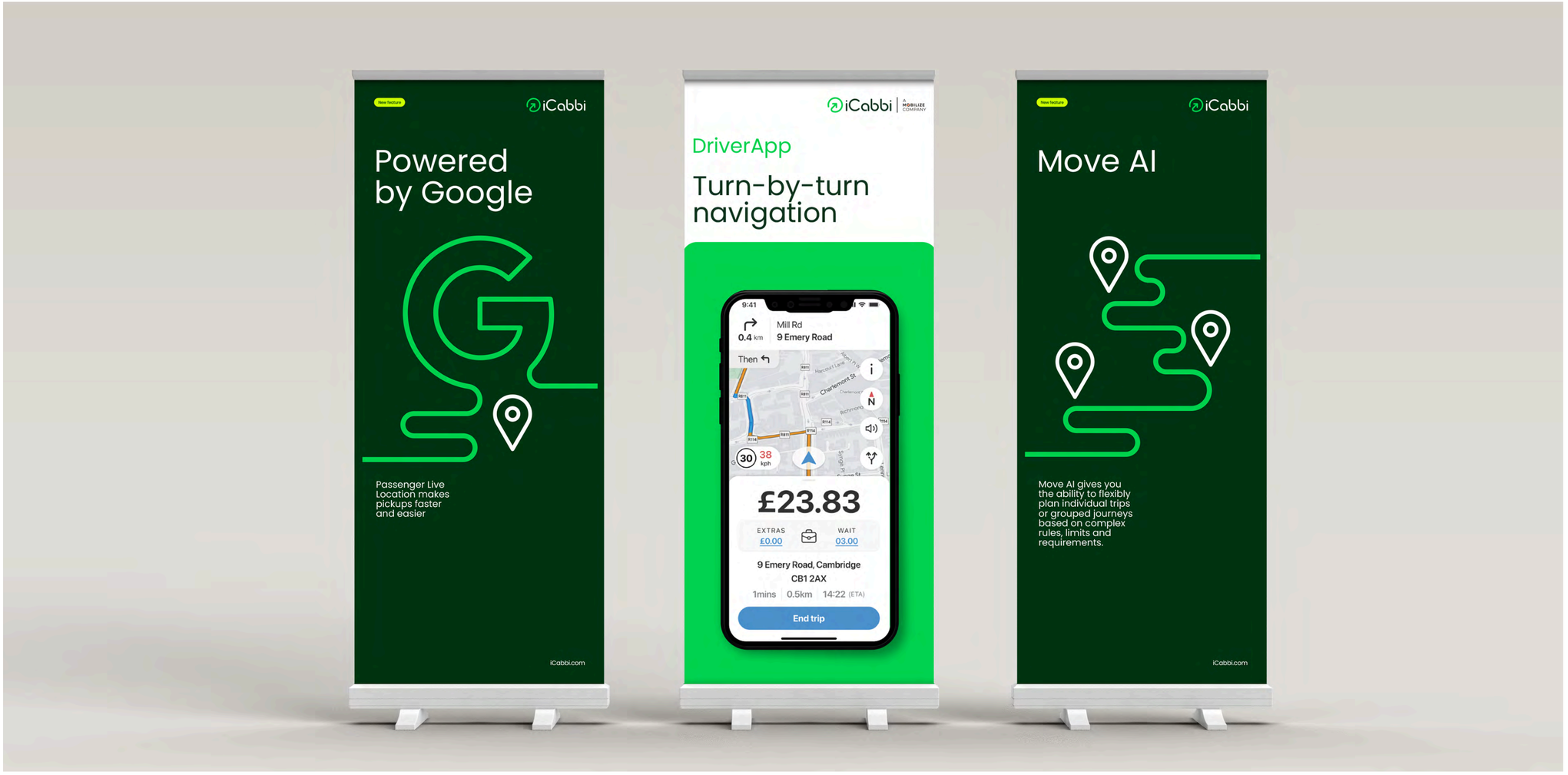
Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Motion
Social Media
Website
Applications

12.5 Social Banners

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Motion
Social Media
Website
Applications

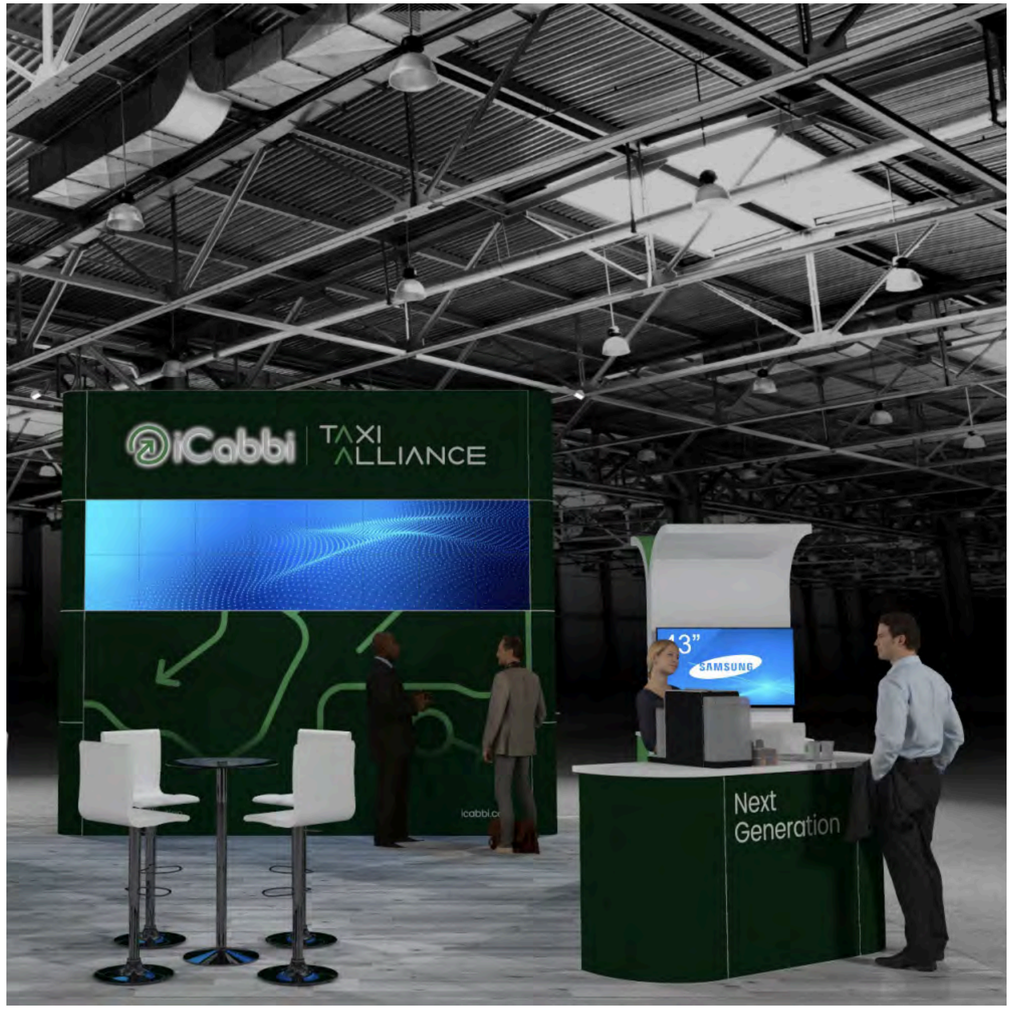
12.6 Display Banners

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Motion
Social Media
Website
Applications



12.6 Event Stand

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Motion
Social Media
Website
Applications



12.7 Communications

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Motion
Social Media
Website
Applications

12.8 Communications

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Motion
Social Media
Website
Applications

12.9 Communications

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Motion
Social Media
Website
Applications

12.10 Totebag

Our Brand
The Logo
Typography
Color Palette
Photography
Grid System
Iconography
Illustration
Graphic System
Motion
Social Media
Website
Applications

10 Thank you