

Brand Book



Creative Appliance Store

Our Renaissance!

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Company description and philosophy

About company

Graf-it is a company that produces tools, accessories and decor for the creation and implementation of all creative ideas. We develop our lines of art, office, pottery supplies, etc.

Our product will be of interest to those who are fond of various types of art, office workers, schools and kindergartens who purchase materials for working with children.

We also want to note that our product is available for every level of wealth. Our products are quite relevant due to the fact that now a lot of people are engaged in art, and each of them wants to find something special for themselves. We have a wide selection, so you will definitely find your instrument and your field of art.

Company description and philosophy

One of our special features is that that we produce paints from natural dyes, use new technologies so that you can not worry about allergic reactions when working with these products.

We believe it is very important that everyone finds their favorite instrument. We really want to take care of your health when working with materials.

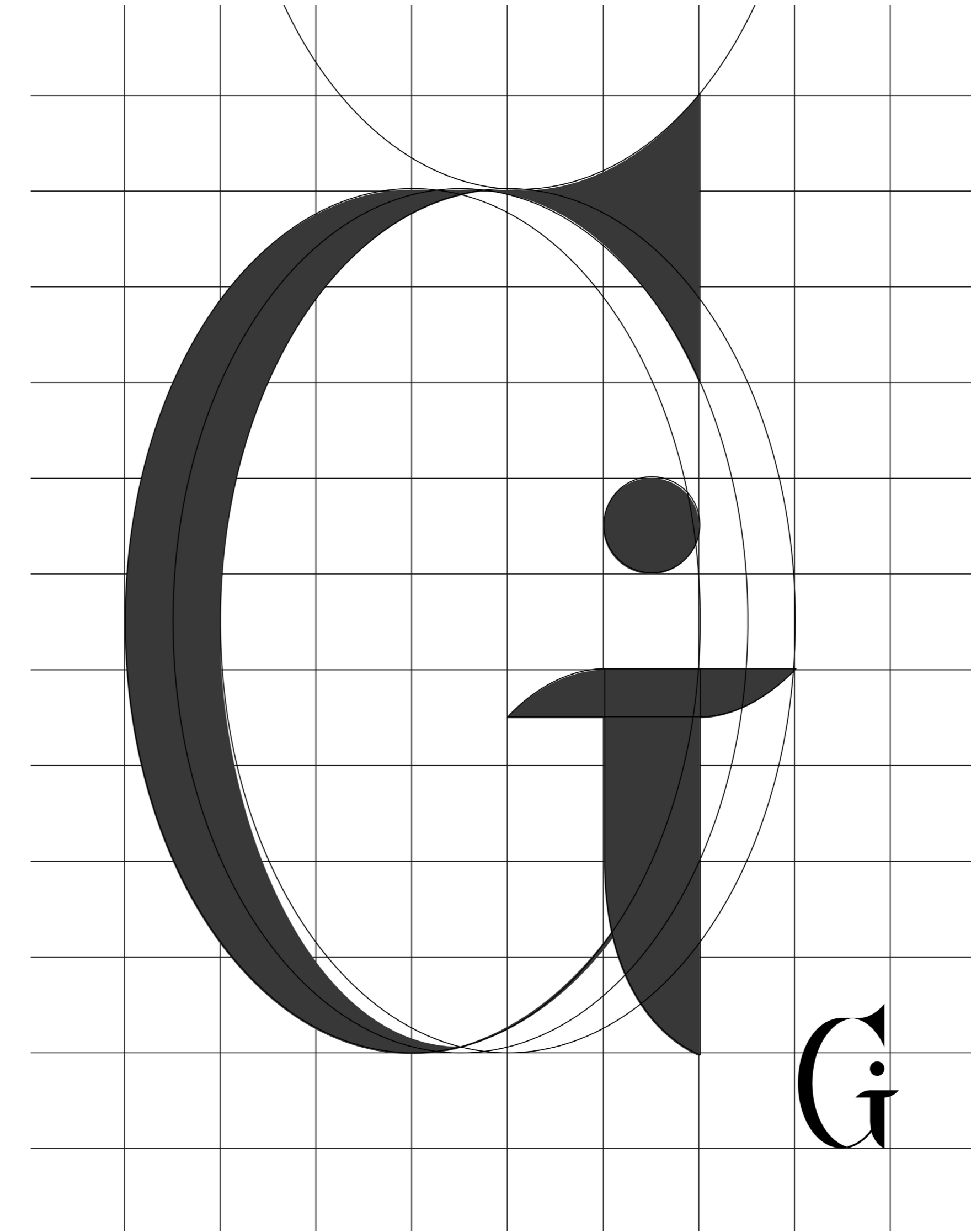
Because now there is a very large number of toxic products on the market, which enjoy their popularity only because of the price. And our goal is to provide you with something that will be comfortable, cheap, and above all safe for you. During the month, we are opening a chain of stores across the country. But we plan to expand in the future.

Building a logotype

The logo has two variants, both a simple graphic sign and a combined one, which includes graphic and font parts. The use of text separately from the graphic part is prohibited. As for the graphic sign, it can be used without the text part.

The logo concept idea is the letters 'G', 'T' and small 'i', which are contained in the company name. In another interpretation, this is a person who is covered by a wave of inspiration.

The logo is built from ellipses, circles, vertical and horizontal lines.

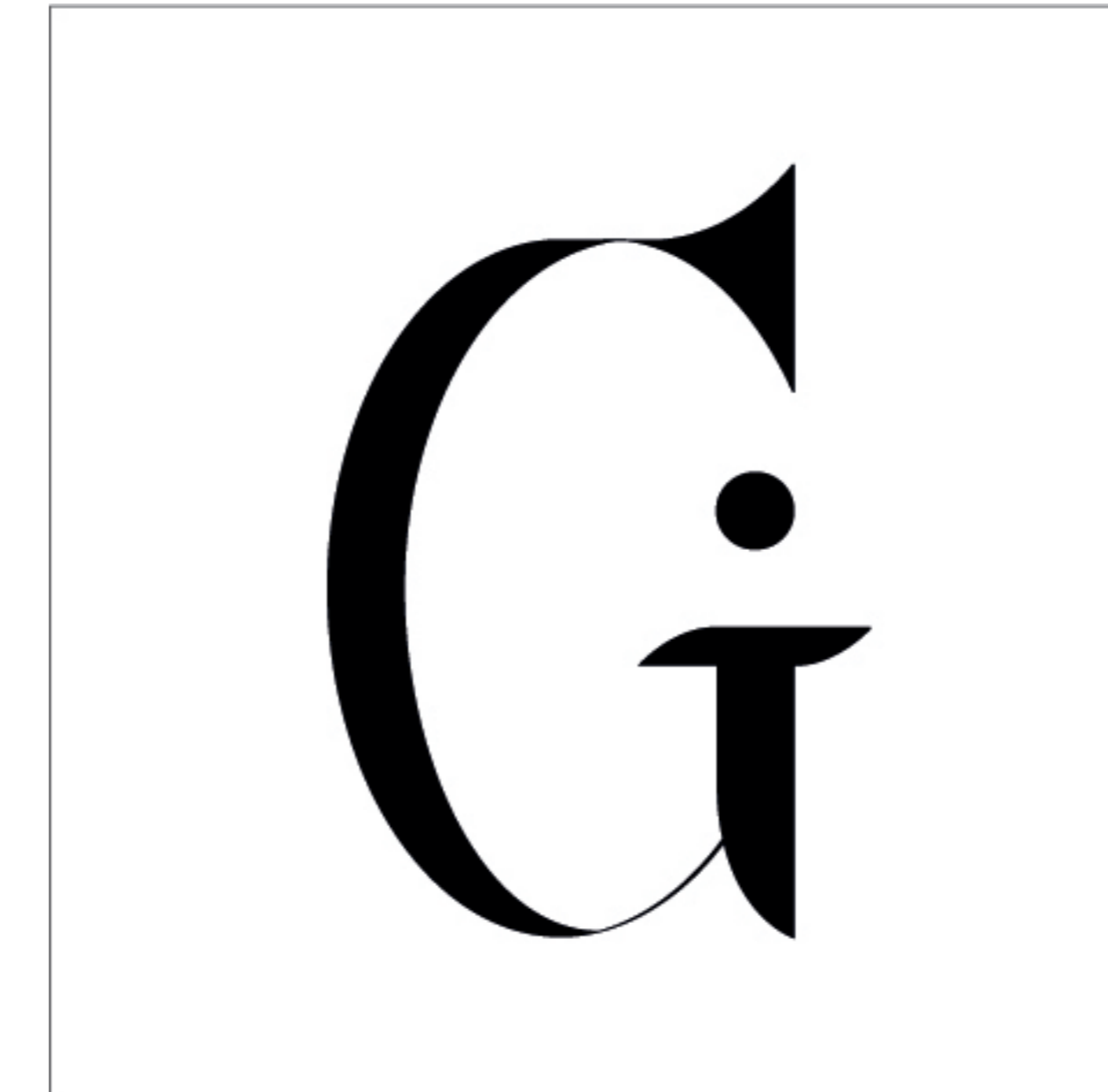


Monochrome version of the logo

Monochrome variants of the logo should be used for application with the techniques of engraving, embossing, etc.

White logo with black background, must be used on dark backgrounds.

Black logo with white background, should be used in light colors.

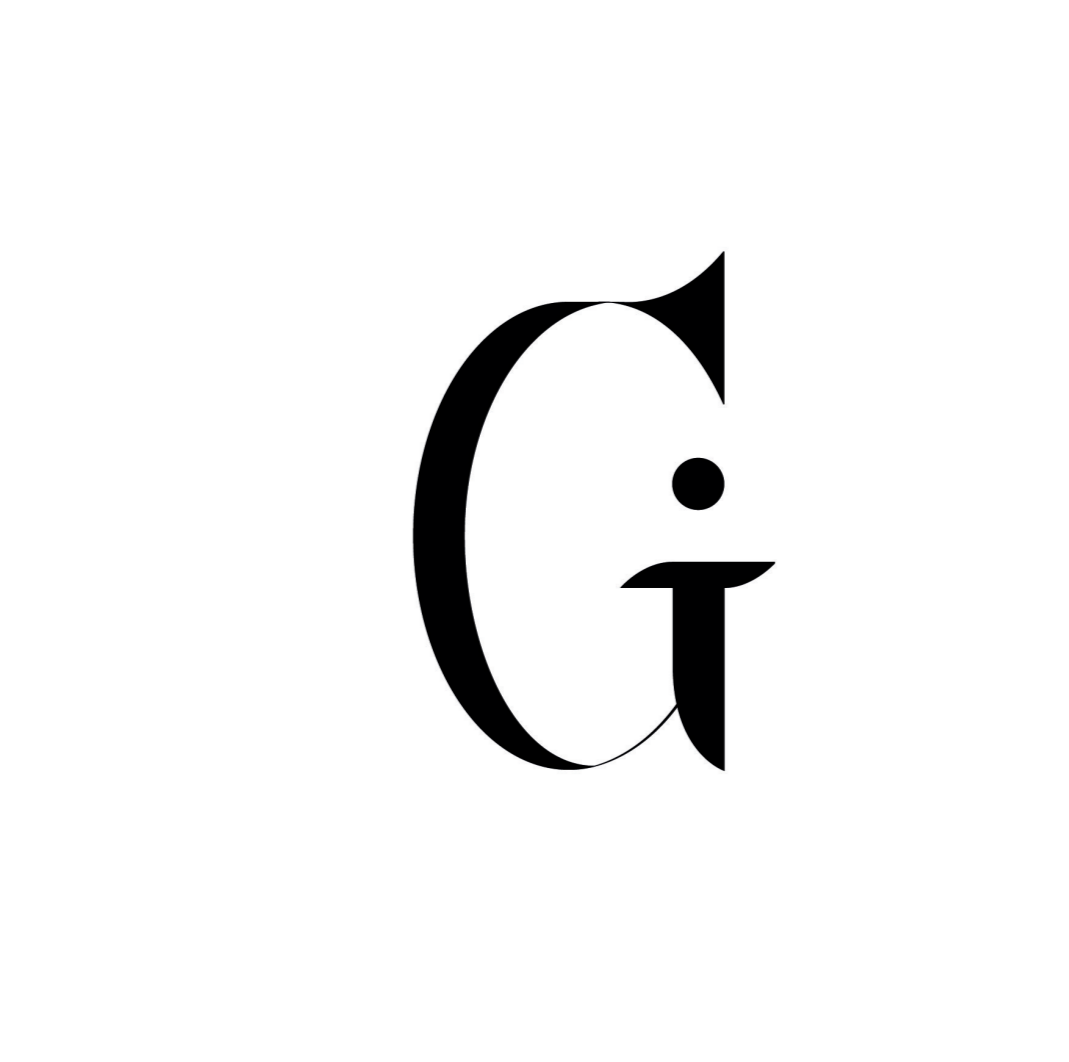
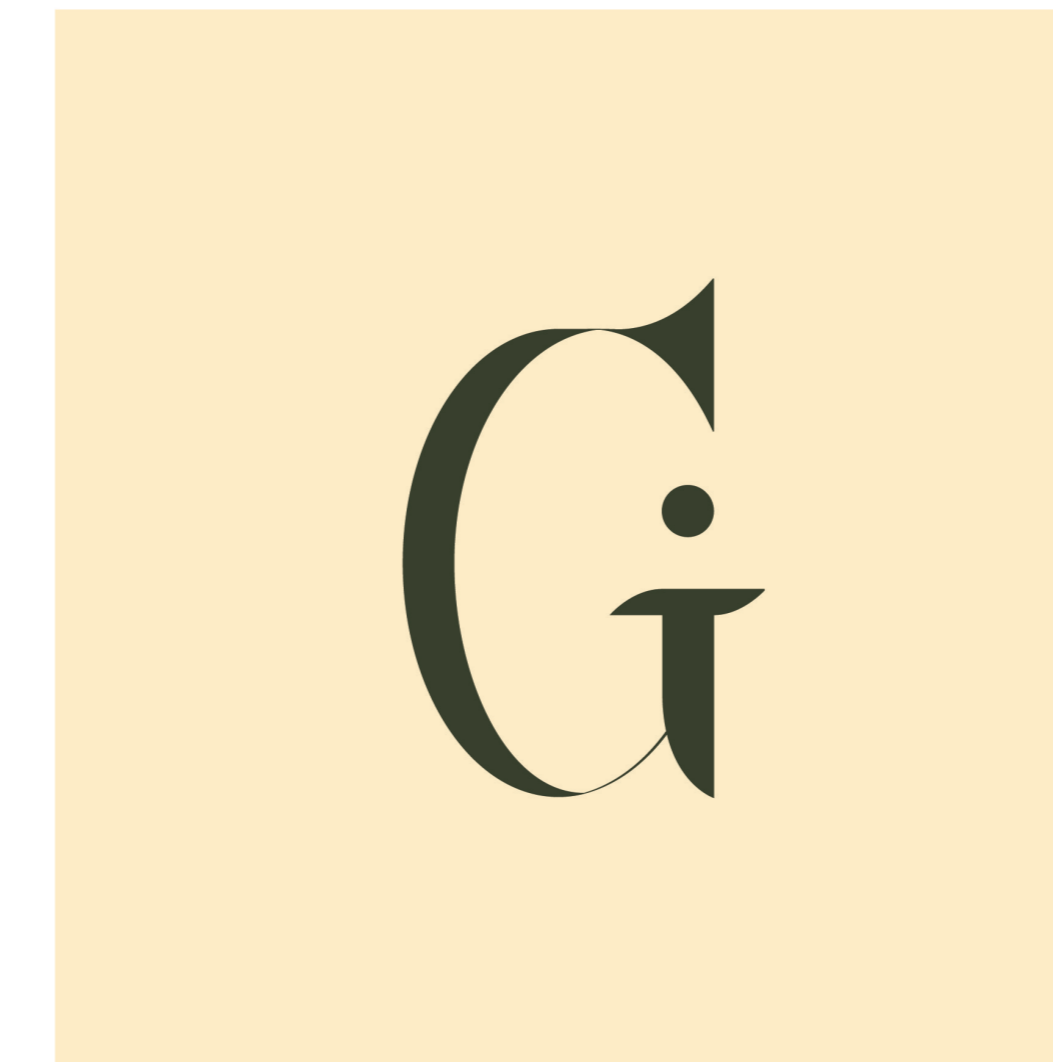


Color image of the logo

Two colors are used in the color versions: soft yellow and dark green.

The green color reflects the leaves of grapes, which evokes the atmosphere of ancient Greece. The peace you feel when you are doing your favorite thing.

The yellow color symbolizes parchment, on which you have the opportunity to depict anything you want.



Color image of logo with text

Two colors are used in the color versions: soft yellow and dark green.

The green color reflects the leaves of grapes, which evokes the atmosphere of ancient Greece. The peace you feel when you are doing your favorite thing.

The yellow color symbolizes parchment, on which you have the opportunity to depict anything you want.



Allowable reduction of the logo

We need to reduce the size of the logo when we apply it to small surfaces. It is recommended to use such dimensions as in the example. This is necessary so that the logo does not lose its meaning, readability and recognition.

The use of a logo with a small font is prohibited.



10mm x 14,3mm

Minimum allowable reduction

Fonts for printing and web

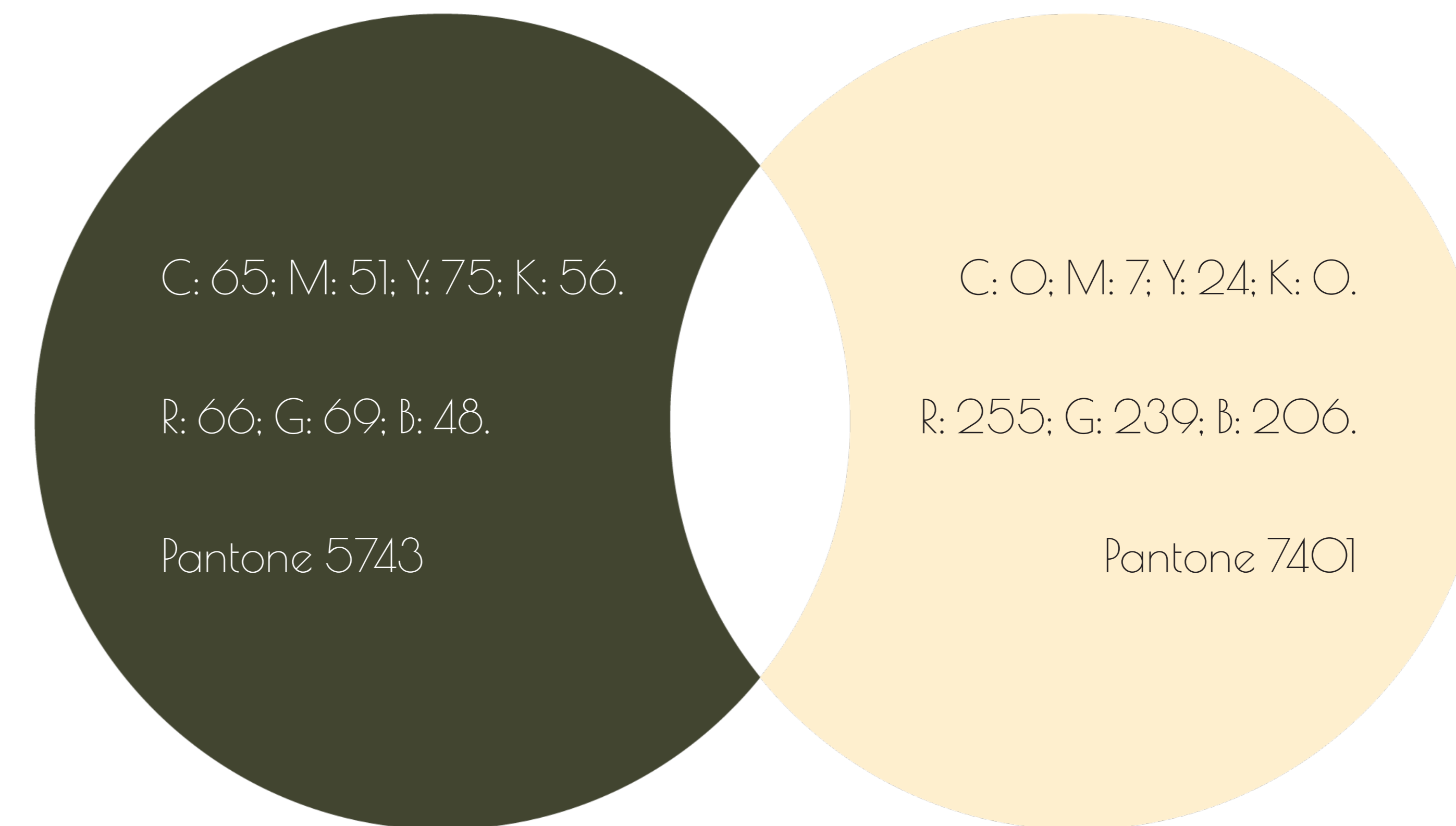
Poiret One, a grotesque with an interesting drawing, was chosen as the font. It is used in the logotype and in the main text.

Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet

Corporate colors

The green color reflects the leaves of grapes, which evokes the atmosphere of ancient Greece. The peace you feel when you are doing your favorite thing.

The yellow color symbolizes parchment, on which you have the opportunity to depict anything you want.



Brand pattern

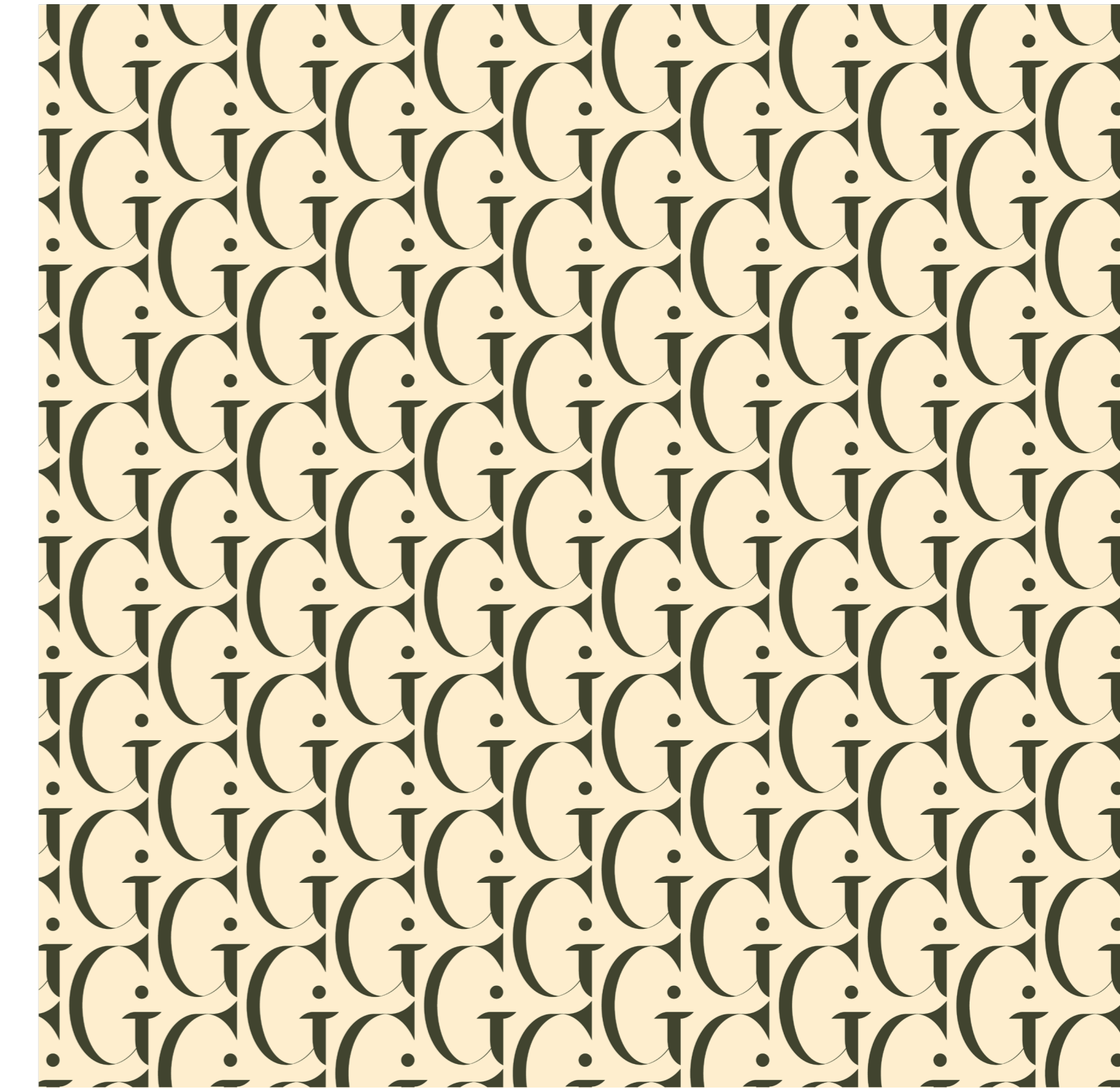
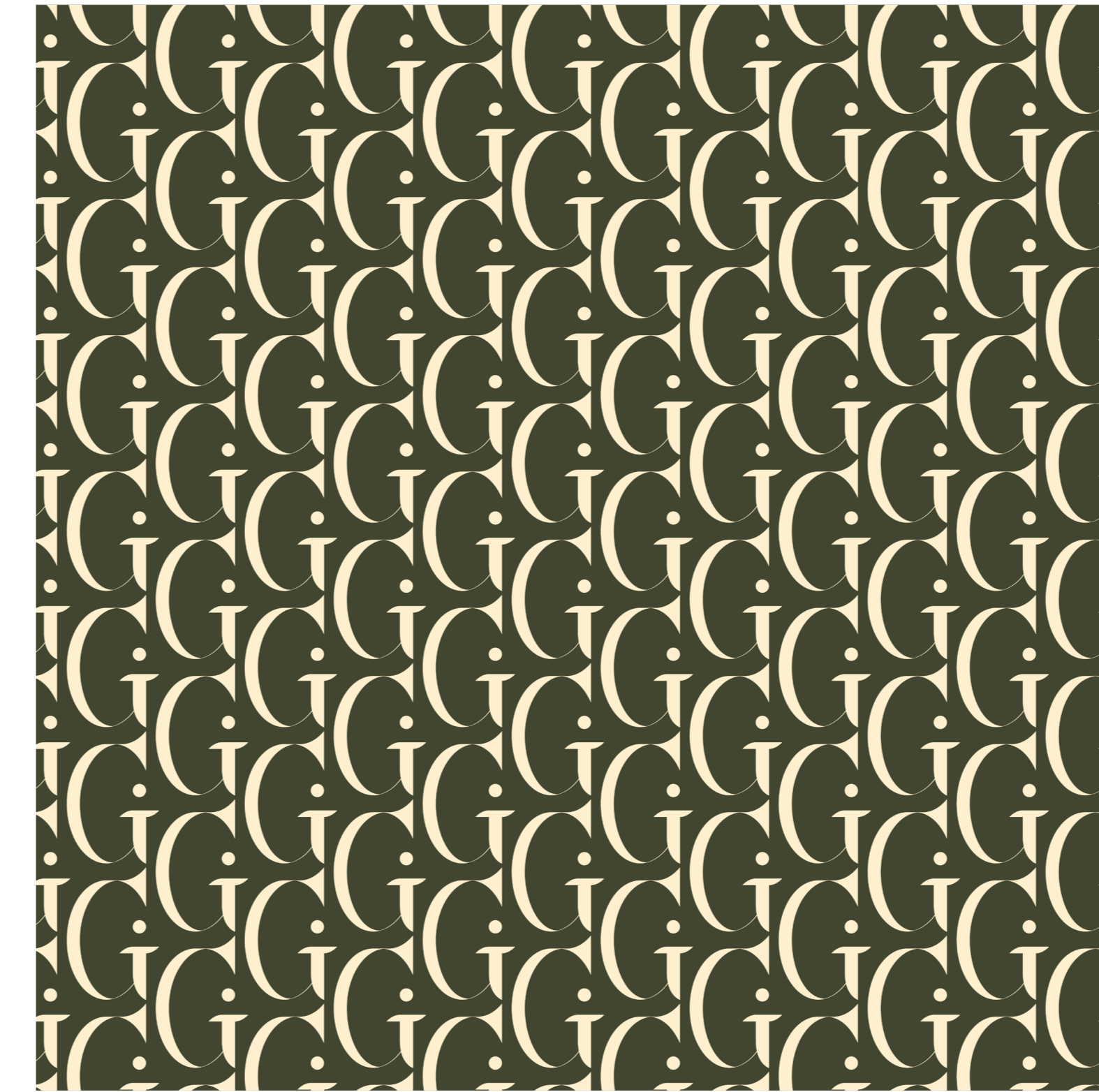
The logo was used to build the pattern.

The signature pattern exists in two color solutions:

A combination of a yellow logo on a dark green background.

A combination of a dark green logo on a yellow background.

The corporate pattern can be used in the design of a business card documentation, souvenir products, advertising products, printing products and web design.



Documentation

Preparation of business documentation

The company's business documentation includes: business card, company letterhead in two formats - A4 and A5, and company letterhead envelope.

All elements of business documentation must be designed according to brand standards.

Documentation



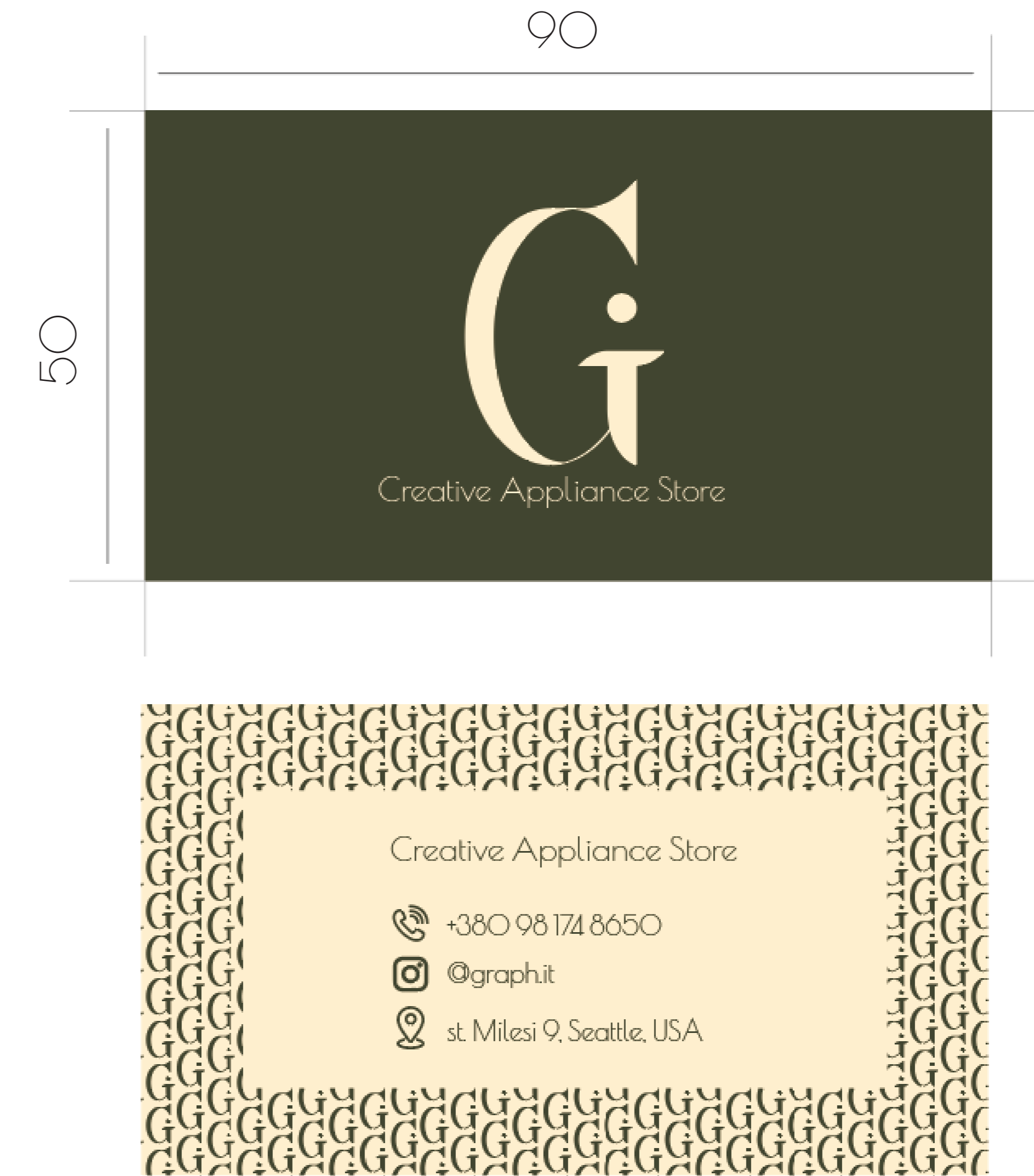
Documentation

Business card

The business card size 90x50 mm is completed in corporate colors.

Font Poiret One for the contact part, drawing Regular, pin 10 pt.

Documentation

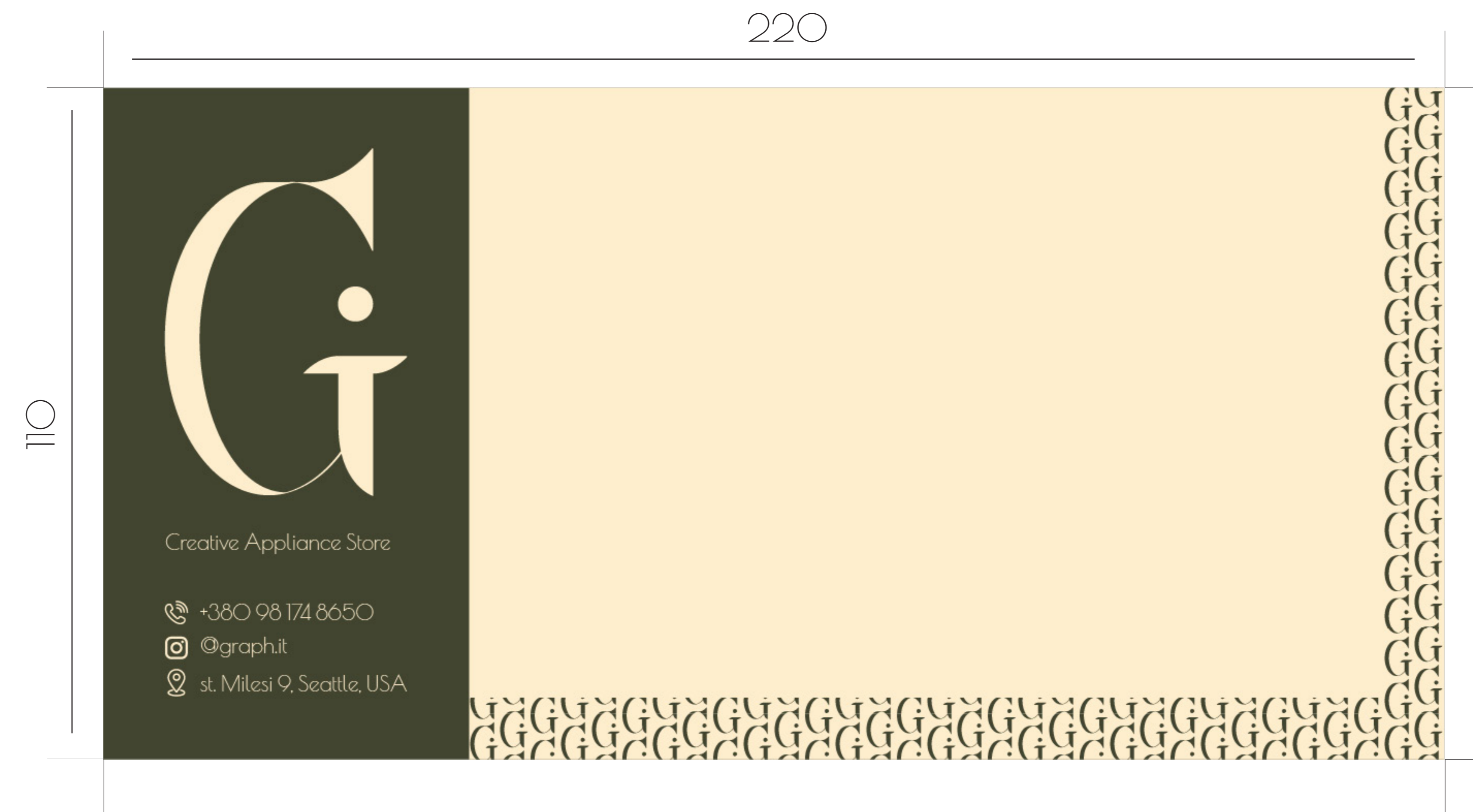


Documentation

Envelope

Company envelope size 220x110 mm designed in corporate colors.

Documentation



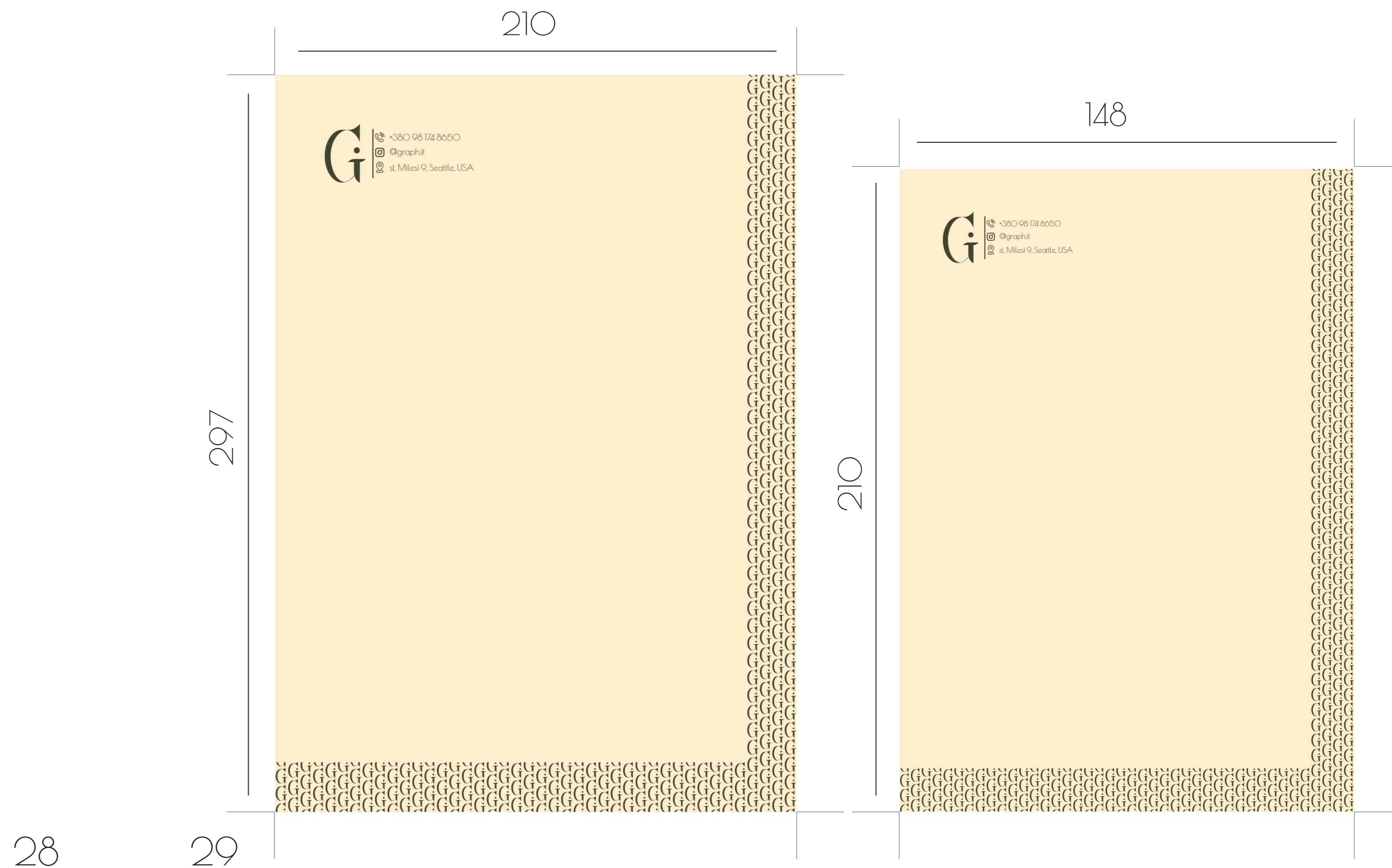
Documentation

Letterhead

The letterhead is designed in two formats - A4 (210x297 mm) and A5 (148x210 mm) designed in corporate colors.

The font for designing contacts in the letterhead Poiret One, regular stroke, 8 pt.

Documentation



Souvenir products

Souvenir products

Souvenir products play the function of a «reminder» of the company. Therefore, it should always be therein front of my eyes We offer to use as souvenir products, items that are often applied by our customers.

O1. Notebook - corporate pattern is used.

Use the color combination only as in the image*

O2. The T-shirt is also a combination of corporate colors. The logo is applied in the upper left corner of the front of the T-shirt.

O3. Thermal bottle - an exclusively monochrome version of the logo.

O4. Shopper - corporate colors, combination of logo and slogan. Logotype applied to the upper right corner of the front part of the shopper. The slogan is applied to the lower left corner.

O5. Tubus - corporate colors, logo image.

Reproduction of souvenir products is possible only in the illustrated example.

Souvenir products



