



Your company logo



Visual identity

BRAND MANUAL

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COMPANY MISSION STATEMENT

01 / CORE VALUES

Here you can describe the core values of your company.
Which statement best represents its heart and soul?

Is there any code of conduct your company follows or
a characteristic tone of voice that you keep consistent
across all touchpoints?

02 / LOGO

A logo is a graphic mark or a stylized name used to identify a company, organization, product, or brand. It can be combined with text and helps spread brand awareness. What is the story behind your logo and what does it represent?

Be sure to explain the technicalities, such as how to use your logo correctly, e.g.: "When using our logo, be careful of a safety zone around the logo the size of the letter "W". There should be no distracting elements in this safety zone. Do not change its color."

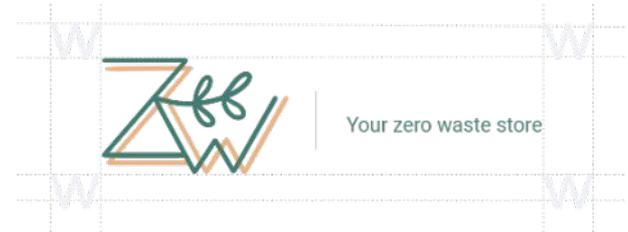
Basic logo



Vertical logo with text



Horizontal logo with text



How to use our logo correctly:

These are some examples of correct color combinations.



What to avoid:

Don't place the logo on low-contrast backgrounds and make sure it doesn't cover important elements.

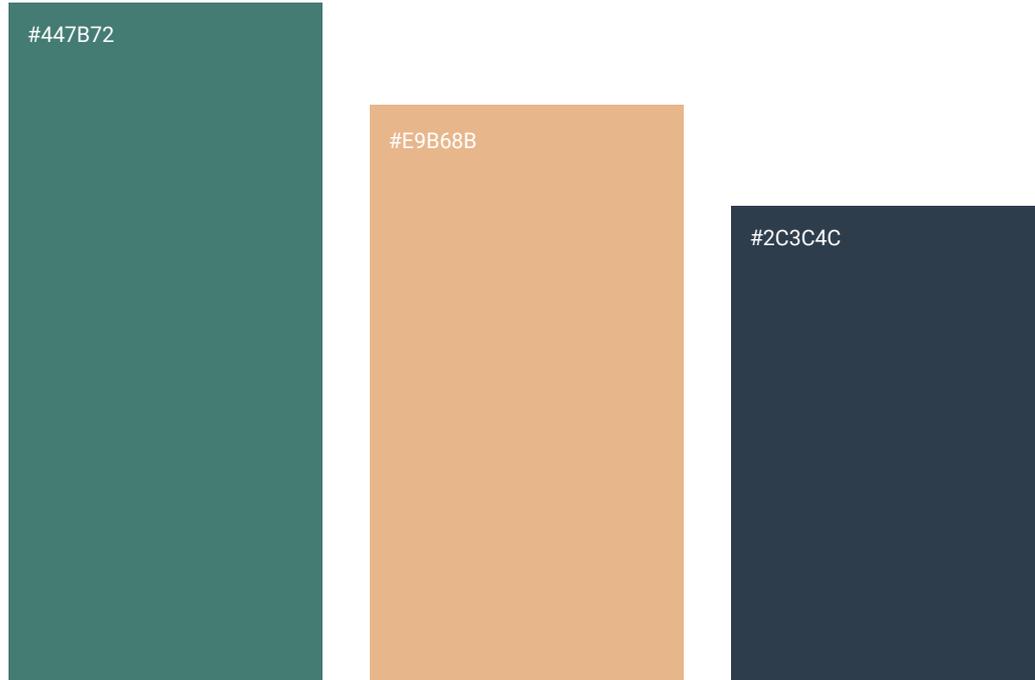


A consistent color palette through all outlets will help with brand recognition. You can explain the meaning behind the chosen color palette and add examples of where and how to correctly use your colors.

03 / COLORS

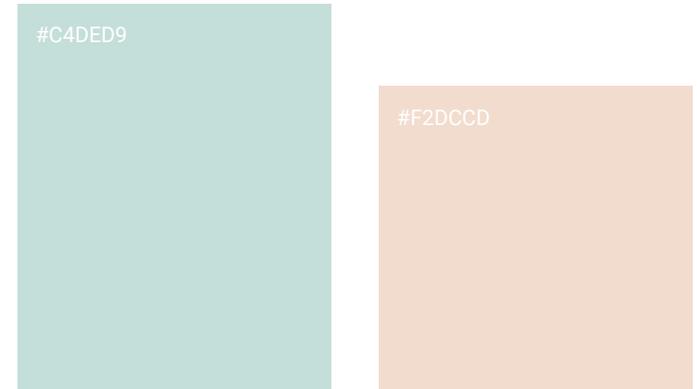
Primary colors

Used for logo, fonts, icons, website and promo materials



Secondary colors

Used for logo, fonts, icons, website and promo materials



04 / TYPOGRAPHY

Which font or set of fonts are you using and what are their main characteristics?

Did you pick a font because it's playful, serious, elegant or modern? How does it reflect your brand and which sizes and font weights are you using?

Typeface weights

Roboto
Bold

**AaBbCcDdEeFfGgHhIiJjKLIMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")**

Roboto
Normal

AaBbCcDdEeFfGgHhIiJjKLIMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")

Structure

Title, H1
40px, bold

Subtitle, H2
20px, normal

Body text - P
16px, normal

Heading, H3
24px, bold

Hero Body
18px, normal

CTA
16px, normal

Your favorite business

We are here for you

Our shop firmly believes in the zero-waste philosophy as we care about the environment and people.

The easiest way to get your goods

Everything you need to lead a zero-waste lifestyle in one online store.

Buy now



05 / ASSETS

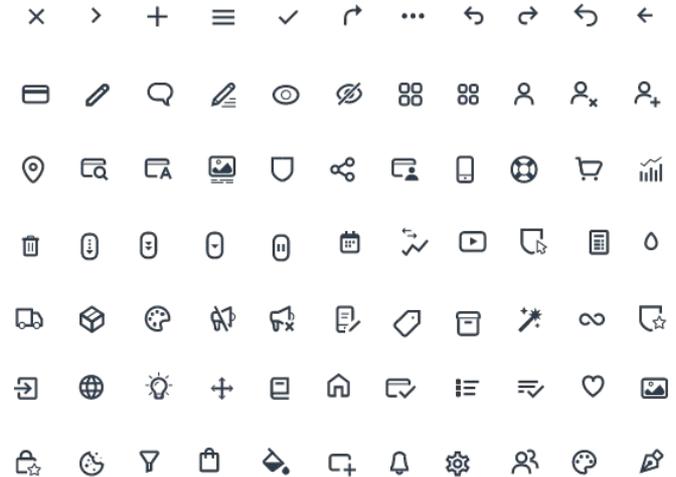
Is your company using any specific assets such as illustrations, icons, photographs of people or objects in certain elements?

Use this space to define the style of your assets and provide real-life examples. Keep your assets consistent to further strengthen the recognition of your brand.

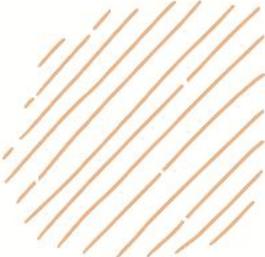
Photography style



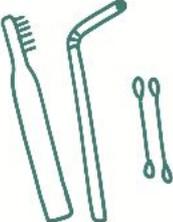
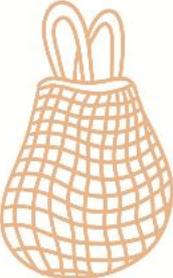
Iconography



Patterns



Illustrations



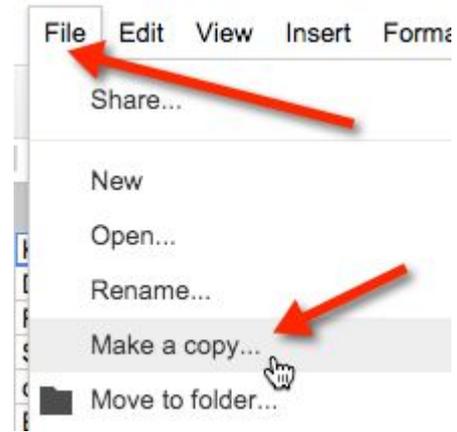


Your company logo

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