

BRANDING GUIDELINE



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MISSION & VISION



1.MISSION & VISION

mission

To empower every customer with the latest in mobile technology and accessories by offering exceptional value, expert service, and a seamless shopping experience both in-store and online.

vision

To be the go-to destination for mobile devices and accessories, known for trust, and a commitment to keeping people connected in a rapidly evolving digital world.

LOGO



2.LOGO

primary

Use when brand visibility is critical.

Use it in:

Storefront signage

Website homepage

Business cards

Official documents and packaging



2.LOGO

Main logo variation



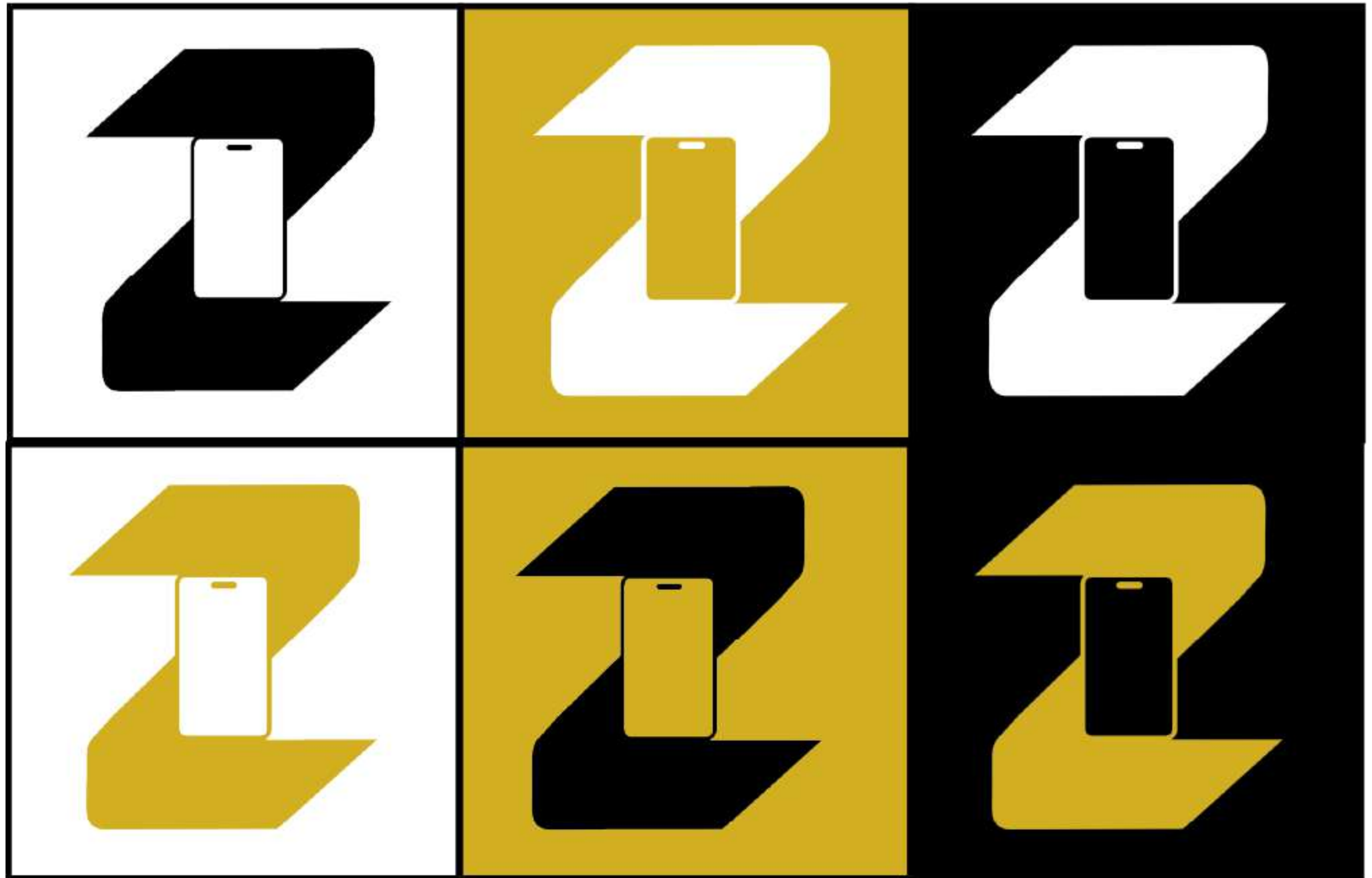
2.LOGO

secondary logo



2.LOGO

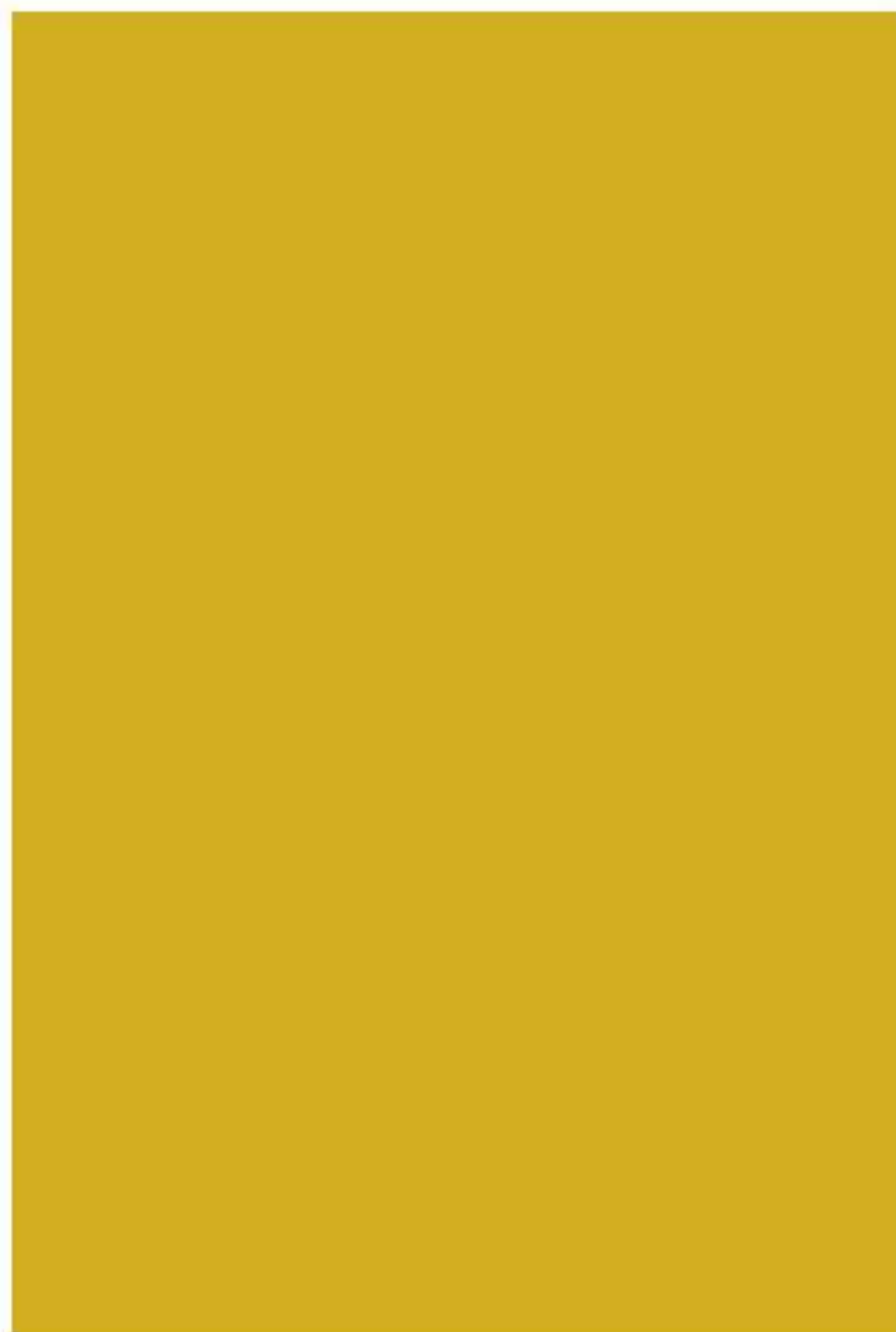
logo icon



COLOR PALETTE



3.COLOR PALETTE



#D2AF20

RGB 210, 175, 32



#FFFFFF

RGB 255, 255, 255



#000000

RGB 0, 0, 0

TYPOGRAPHY



4.TYPOGRAPHY

Primary Typeface: poppins

Use: Headlines, logos, major titles

Style: All uppercase only

Weight: Regular (Bold by design)

Note: Best used in large sizes.

Avoid for body text.

ab

ab

ab

ab

4.TYPOGRAPHY

SECONDARY TYPEFACE: MONTSERRAT

Use: Body text, subheadings,
captions, website content

Styles: Regular, Medium, Bold

Recommended Sizes: 12pt – 18pt

Note: Highly legible and modern,
perfect for supporting content.

Ab

Ab

Ab

Aa

mockups





THANK YOU

