GECO
STUDIO

Brand Guideline

Ver 01 2023

1   Introduction

Introduction

Get Comfy With Us

Geco Studio is an interior design company that tries to practice the essence of comfort and professionalism in a process driven approach towards any project.

Our studio's name; Geco is derived from the phrase, "Get Comfy With Us" which we strongly hold onto in carrying out our roles as consultants. The phrase reflects our commitment to creating spaces that are not just aesthetically pleasing but also inviting and relaxed, with all the necessary considerations taken care of. Our core values of comfort and professionalism - Laid back serious - are woven into every aspect of our work, from the design process to the technical considerations and project execution, to ensure that our clients experience will be a worry-less one where they can truly enjoy and appreciate the design considerations behind realising their vision into reality in both form and function. With this guide, clients will gain a better understanding of our brand identity and philosophy that guide our work, so that we can better help bring their visions to life.

Introduction

Mission and Vision

We believe that a comfortable interior space can have a profound impact on human behaviour. Our homes, workspace and the spaces we spend time in play a significant role in shaping our daily experiences and emotions. And, the design of these spaces can either enhance or detract from our overall well-being. By focusing on comfort as a core value, we encourage environments that support positive behaviours and promote happiness, creativity and productivity. In pursuit of this notion, the considerations and decision-making needed can get overwhelming if there is no structure in play as a guide throughout the entirety of the process. A level of professionalism is key when carrying out each step to get the most out of a project. The importance of these two core values are reflected in our philosophy and design, radiating energy to create spaces that not only look beautiful but also feel warm and relaxed.

At Geco Studio, we do our best to offer our clients ; Concept Introduction, Process Inclusion, Project Management and Construction services from the brief that has been refined together by the client and the consultant. Our journey so far has led us to obtain interior architectural experiences in the Retail, Residential and Office sectors.

We are currently a team of five with skills focusing on Interior, Architecture, Styling, Project Coordination, Management and Creative Direction. As a team, we collectively enjoy and appreciate all things design, always anticipating current progress and future explorations.

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Introduction

Mission and Vision

Mission:
Geco Studio's mission is to explore the potential of a space(s) within the given constraints and produce a solution for the issues at hand whilst introducing suitable design treatments to create interior spaces that are comfortable, performs functional and reflect clients' personalities and lifestyle. The studio is set out to facilitate all required duties that goes on in the interior design process to a project.
Laid-back serious.

Vision:
Geco Studio's vision is to lead our interior design practice as a start to leave impact to the design industry, with comfort, functionality and professional excellence. Our aim is to create spaces that look and feel premeditated for natural usage with comfort to respective users, making design accessible to all, to later transforming lives through design.

2 Logo Design

Logo Design

Studio Logo

1. Main Logo
The Main Logo, the company's elemental logo consists of two elements; The main word mark GECO as the primary and the sub-word mark STUDIO underneath.

2. Secondary Logo
Secondary Logo acts as a supporting and optical abbreviation from the Main Logo when less branding representation is needed.

1.   Main Logo

GECO wordmark

STUDIO sub-wordmark

2.   Secondary Logo

GECO wordmark

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Logo Design

Minimum Sizes

To ensure the logo designs remain legible at all times it should not be reduced below its minimum size.

1.   Main Logo

GECO
S T U D I O

Main Logo: Minimum sizes

Print   : 40 mm
Digital   : 70 px

2.   Secondary Logo

GECO

Secondary Logo: Minimum sizes

Print   : 20 mm
Digital   : 30 px

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Logo Design

Spacing - Buffer - Clearance

To protect the logo from other visual elements, it is important that it is surrounded by a minimum amount of clear space. No other graphic elements should encroach within this area and exceed the buffer.
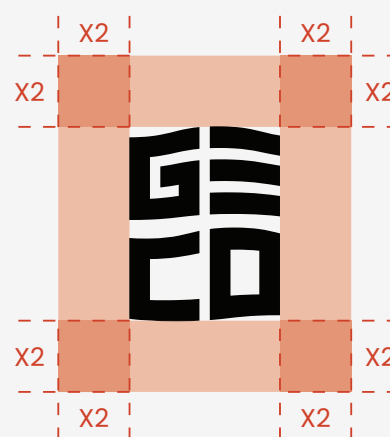
1.   Main Logo

X1 = Half the width of the letter 'E'

2.   Secondary Logo
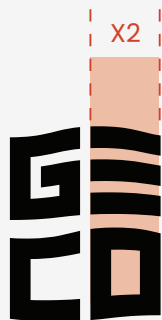
X2 = The width of the letter 'E'

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3   Typeface

Typeface

Brand Typeface

Content Typeface

The chosen typeface is *Poppins Font Family*, having suffice range of versatility in thickness and size hierarchy.

Poppins Font Family

1.   Header

Poppins - Bold - 14px
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+=;'<>,./?*

2.   Sub-Header

Poppins - Medium - 10px
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+=;'<>,./?*

3.   Body

Poppins - Regular - 8px
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
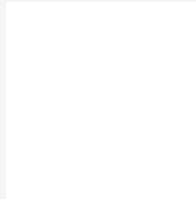0123456789
!@#$%^&*()_+=;'<>,./?*

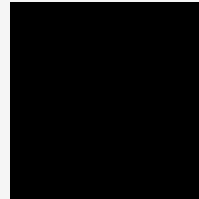# 4   Colour

Colour

Digital Documentation

Colour Pallete and Ratio

Having multiple colours selected as the theme, with the right ratio balance is vital between them which makes up for a clean, trustworthy brand identity.

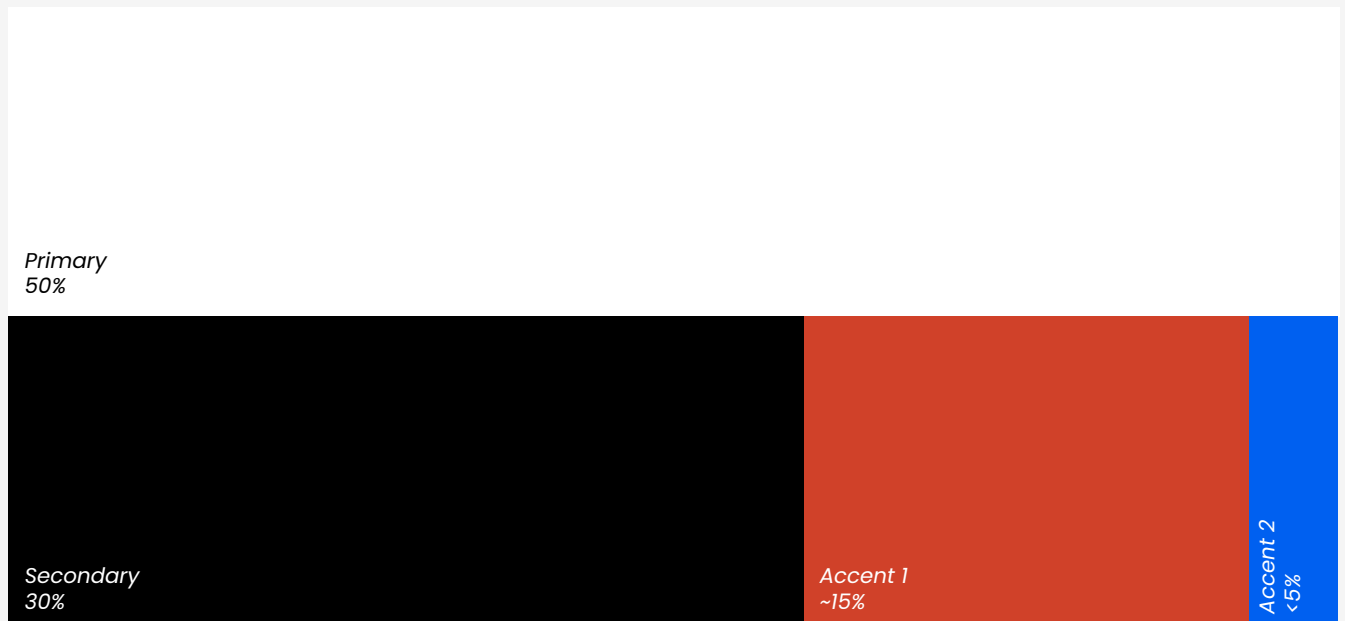## 1. Colour Pallete

White
#FFFFFF

Black
#000000

Geco Orange
#CF4128

Geco Blue
#0060f0

2. Colour Ratio

Primary
50%

Secondary
30%

Accent 1
~15%

Accent 2
<5%

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4   Collaterals

Collaterals

Business Card

The chosen typeface is Poppins Font Family, having suffice range of versatility in thickness and size hierarchy.

Accent colour is included as a subtle brand identity aid to the design.
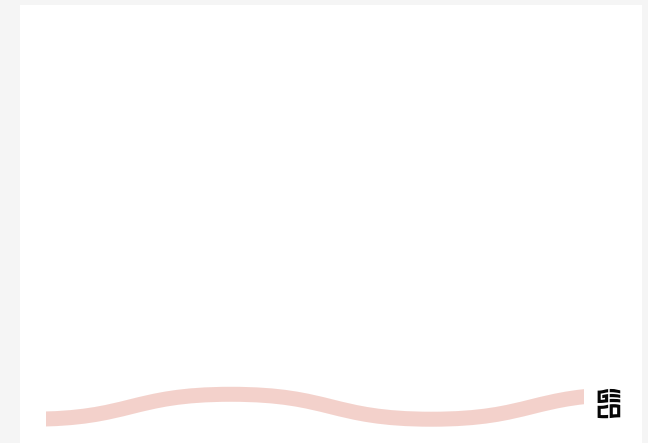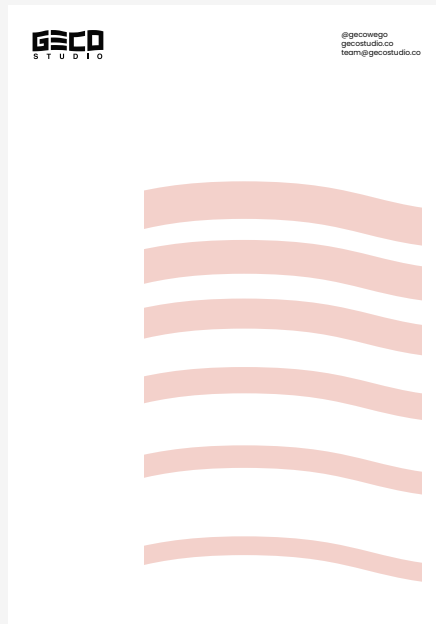
1.   Business card - front design

2.   Business card - back design

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Collaterals

Note Card

Two types of page orientation selected as an aide to document down notes and points for future reference being instrumental to company's documentation and archiving.

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Collaterals

Rubber Stamp

Content Typeface

For smaller sizes we have the logo version to increase legibility.

1.   Stamp Design