

# BRAND BOOK

## Information about the company

This is a puzzle company named "PUZZLE PIECE". It is in the business of creating puzzles that are one-of-a-kind. The goal of the company is to get people to come together, have fun and together try to solve the mysteries that await them.

### Keywords and association:

A challenge

Mystery

Uniqueness

Game

Assembly

Entertainment

Puzzle piece

Idea

*Author: Stanislava Yordanova*

# Word mark – Cyrillic and Latin variants



Пъзел  
Пийс

Puzzle  
Piece



*The word mark must always be displayed together with the symbol!*

Vertical placement

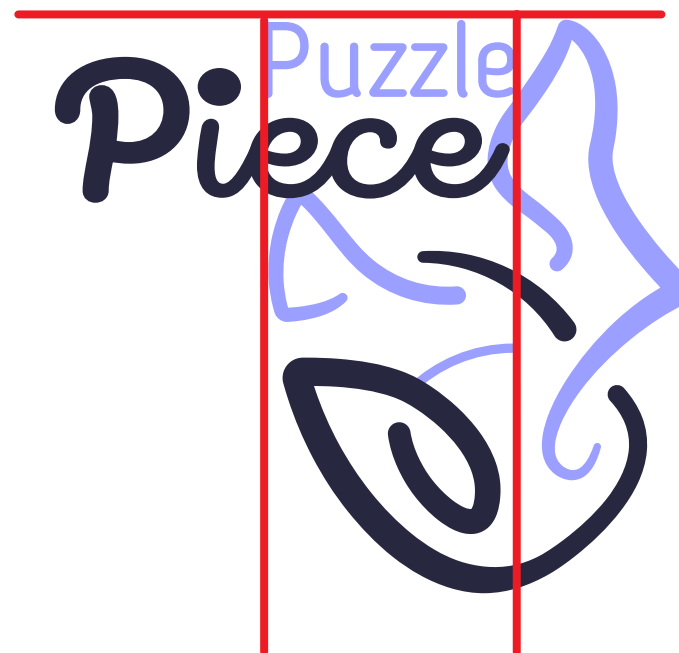


Ways to use the trademark

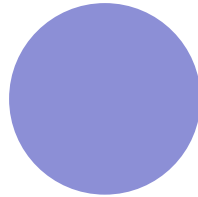


Horizontal placement

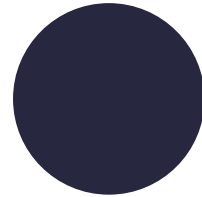
Placement of the  
word mark relative  
to the figurative  
mark



# Color solutions

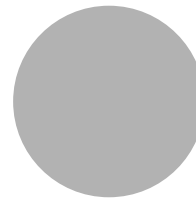


PANTONE 7452 C  
R 155 - G 159 - B 255  
C 48 - M 44 - Y 0 - K 0

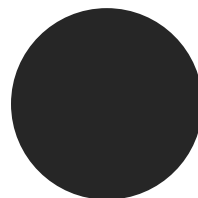


PANTONE 2767 C  
R 39 - G 40 - B 64  
C 89 - M 78 - Y 50 - K 74

30% BLACK  
R 178 - G 178 - B 178  
C 32 - M 25 - Y 26 - K 0



90 % BLACK  
R 38 - G 38 - B 38  
C 75 - M 68 - Y 67 - K 90



PANTONE 7540 C  
R 109 - G 110 - B 113  
C 58 - M 52 - Y 49 - K 18



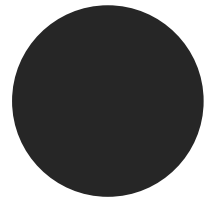
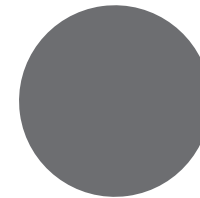
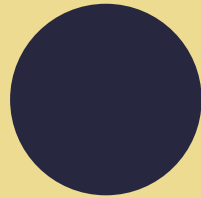
PANTONE 7541 C  
R 238 - G 238 - B 235  
C 5 - M 4 - Y 5 - K 0

The symbol mark can be used alone with the listed colors.

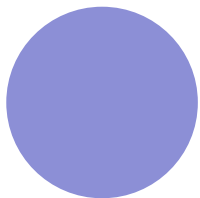
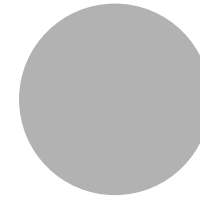
# Chromatic colors

B & W

Base colors



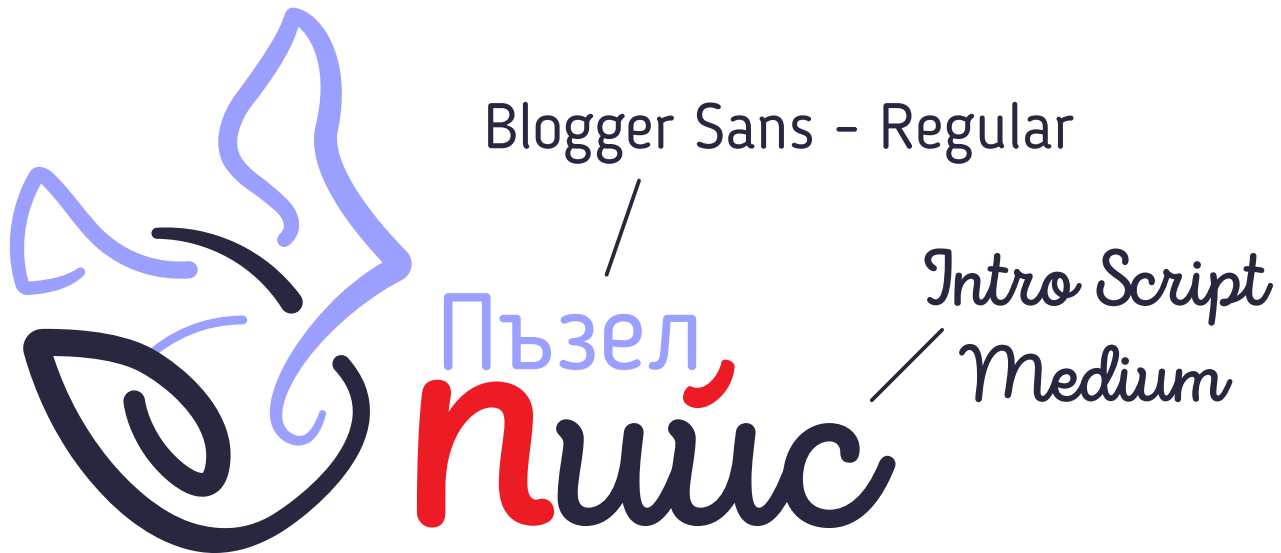
Accent colors



**This is the dominant color of the brand.**

The violet color can be associated with mystery, so it has become the main and accent color when choosing the color solution. It also encourages imagination and brings out the creative side of a person.

# Typography



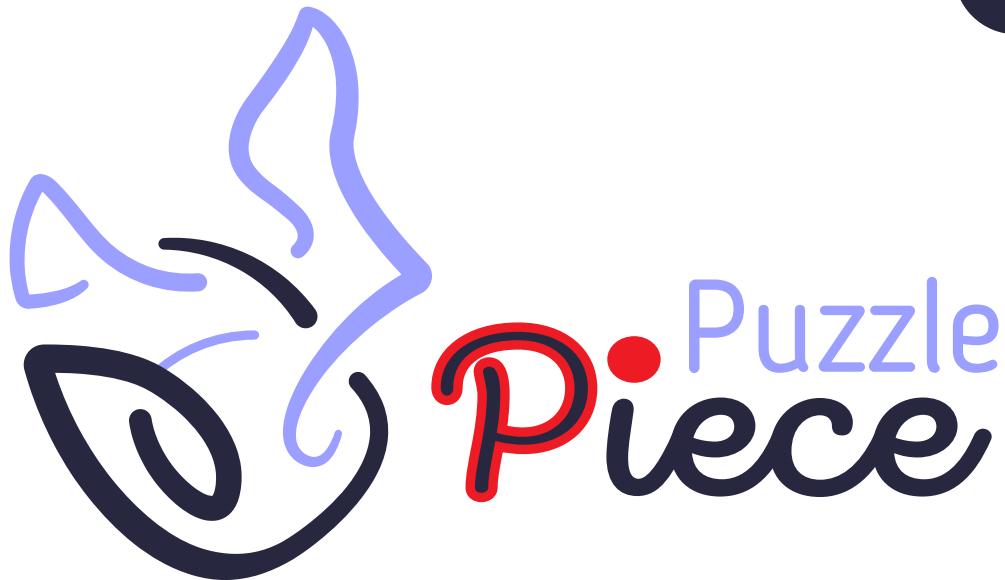
Blogger Sans - Regular

Tracking: -25

Intro Script - Medium

Tracking: 0

Font changes made.



Blogger Sans - Regular

Tracking: 10

Intro Script - Medium

Tracking: 20



## I will detail the changes I made to the font:

*Standard spelling*

*Nuñc*

*New spelling*

*núnc*

*Núnc*

For the letter "П" in the Intro Script font I used a lowercase letter as it looks better, then increased its size by 40 pt to make it look like a capital letter, but with that came the next problem - the letter "P" in the Latin version seemed much thinner, which made me change its thickness as well. I did this by adding a "stroke" - 1 mm for the kegel of this font - 125 pt.

*Piece* → *P**iece* *Piece*



Since I didn't like the way the diacritic of “й” looked in combination with the Blogger Sans font, I replaced it with a diacritic of “й” from another font: Nexa Script - Regular.

Пъзел  
Пийс → Пийс

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For the dot of the “i”, I decided to resize it to make it look more artistic. I enlarged it by 100 pt.

New spelling



Standard spelling