BRAND

IDENTITY GUIDELINE FOR

MEENA
GROUP
BUILD UP YOUR DREAM

Table of Contents

BRAND OVERVIEW	01
TABLE OF CONTENTS	02
INTRODUCTION	03
DESIGN PROCESS	04
COLOR PALETTE	05
TYPOGRAPHY	06
ICONOGRAPHY	07
LOGO B&W	08
MOCKUP	09-12

INTRODUCTION

MEENA
GROUP
BUILD UP YOUR DREAM

ABOUT PROJECT:

CONSTRUCTIONS, ARCHITECTURE, DEVELOPMENT, COMMERCIAL AND RESIDENTIAL.

DESIGN PROCESS

THE EAGLE SHAPE REPRESENTS STRENGTH, VISION, AND LEADERSHIP.

THE HOME-SHAPED ELEMENTS INTEGRATED WITHIN THE EAGLE'S WINGS SUBTLY REFLECT THE COMPANY'S FOCUS ON RESIDENTIAL AND COMMERCIAL PROJECTS.

COMPANY NAME

COLOR PALETTE

#C27F46

#F5D095

#FFFFFF

#070707

TYPOGRAPHY

Argesta Text Bold

Aa

abcdefghijklmn
pqrstuvwxyz

ICONOGRAPHY

The logo should never be too small to read. It is not recommended to use the logo at less than 20mm or 60 pixels in width. The favicon graphic is linked with the website: it is a smaller representation of the brand for the browser and for the mobile interfaces. Take into account that the favicon is not the brand logo and should never replace the logo.

70mm | A2

45mm | A3

30mm | A4/A5

Minimum Size

20mm | 60px

BLACK & WHITE LOGO

MOCKUP- 01

MOCKUP- 02

MOCKUP- 03

MOCKUP- 04