

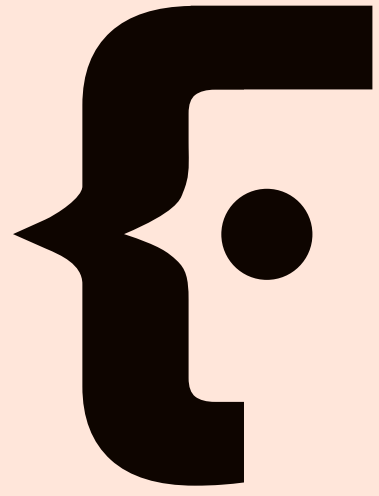


EXAMPLE BRAND GUIDELINE

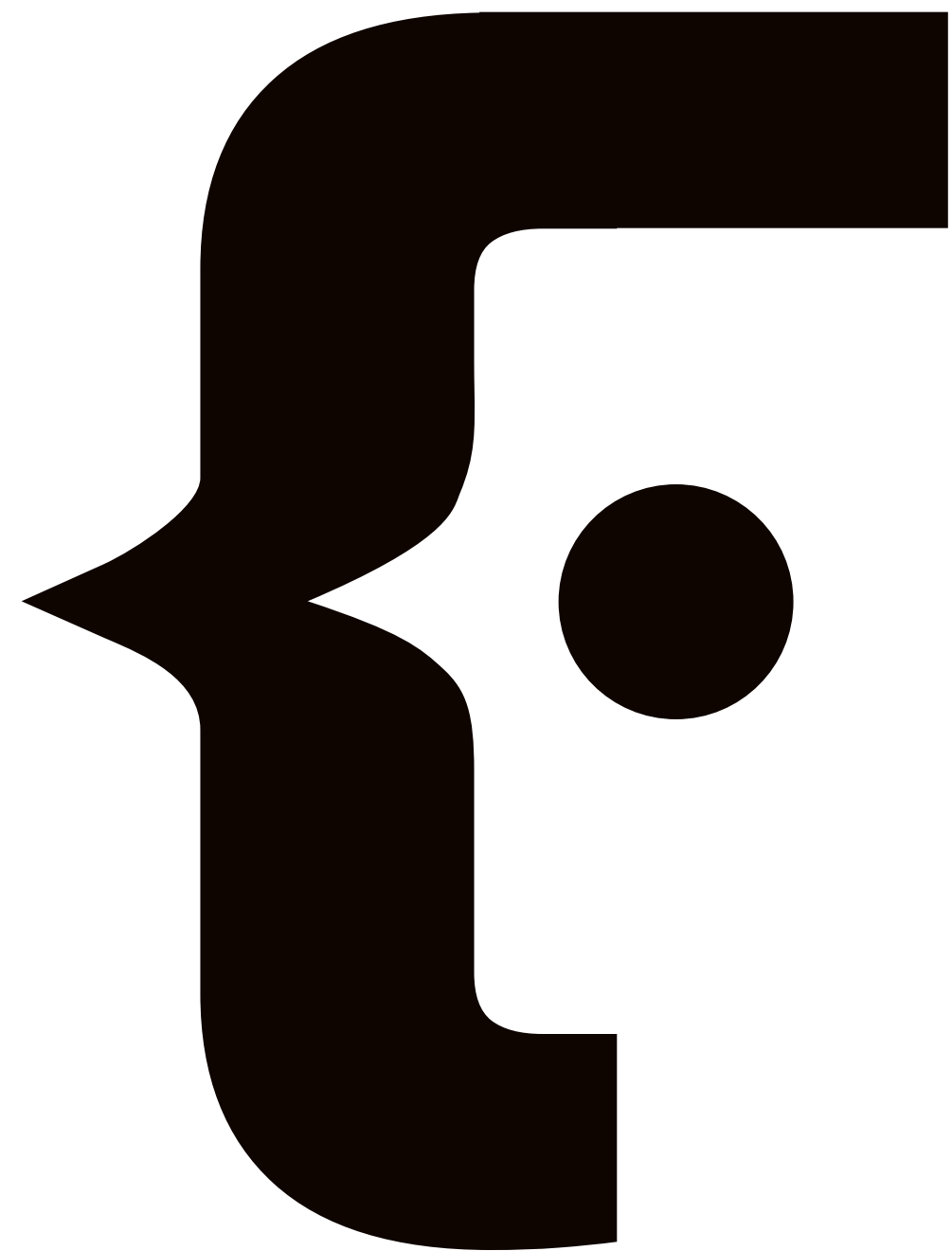


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LOGOS



logo mark

fernando a. uribe

word mark

f.a.u.

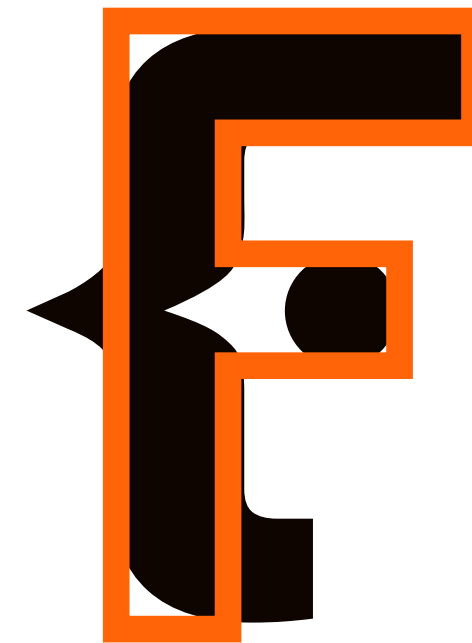
shortened word mark

LOGO MARK ANALYSIS



The first thing your brain notices is the face in the logo. Fernando wants your clients to connect with your brand on a personal level in order to bring out that deeper understanding of their needs, wants, and desires.

We also want to remember that your and my end-users are always people, and that we must design with the needs and tendencies of real human being, not hypotheticals.



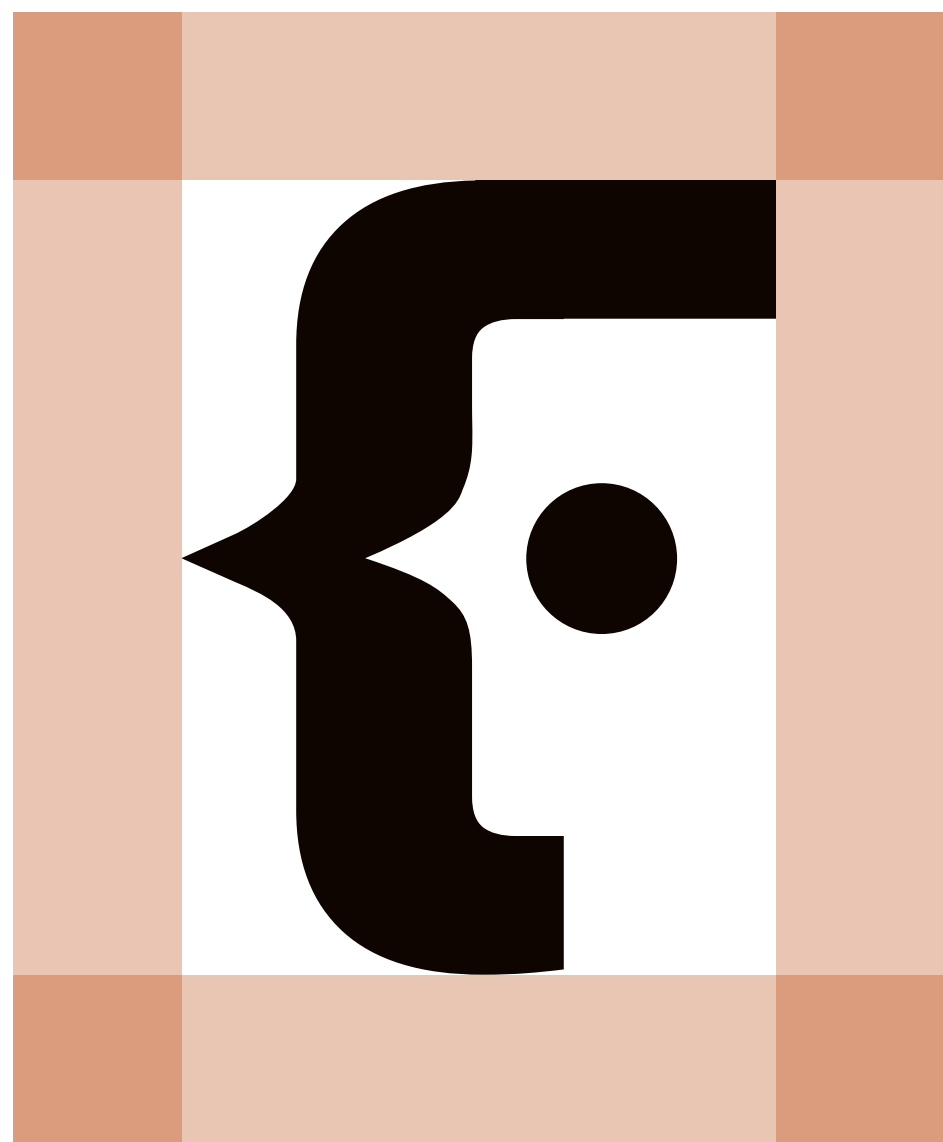
Next, your eyes notice the "F". This is a reflection of Fernando's personal mission to always look for the profound, unseen meaning in design and development.

This is also meant to emphasize Fernando's commanding aesthetic in his work. While collaboration is always the priority, he strives to work with clients that share his bold design visions that inspire an emotional response.



Lastly, you'll notice the "curly brace" in the logo. This highlights Fernando's web development background as the forward-facing part of the company.

In web development, the curly brace `{ }` is often used to evaluate an expression in JavaScript, and thus continues Fernando's desire to provoke emotional responses through his work.



logo mark



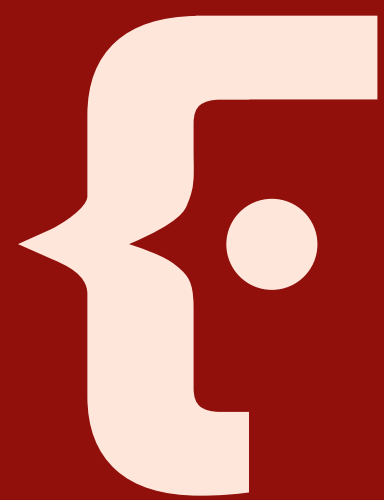
word mark



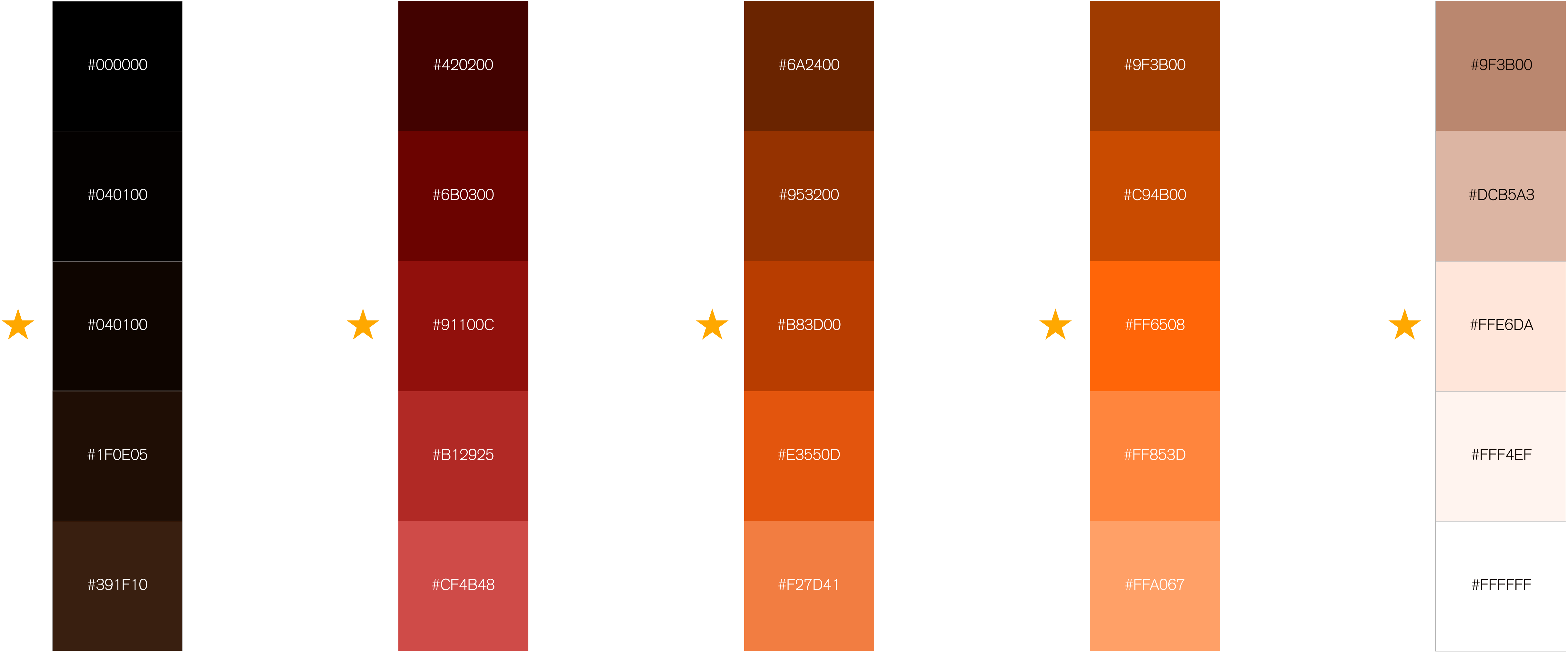
shortened word mark







COLORS





TYPOGRAPHY

PRESENTATIONS/PRINT:

- presentation title: **DRUK WIDE BOLD**
- headers and slide titles: **DRUK WIDE** (uppercase)
- subtitles: **druk wide bold** (lowercase)
- text: Akzidenz Grotesk Roman / Akzidenz Grotesk Light

DRUK

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
medium 0 1 2 3 4 5 6 7 8 9

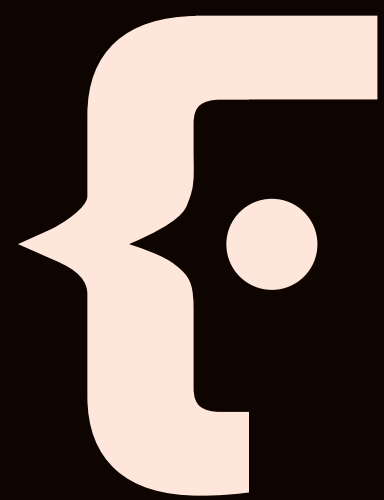
Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
wide 0 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
bold 0 1 2 3 4 5 6 7 8 9

Akzidenz Grotesk

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
roman 0 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
light 0 1 2 3 4 5 6 7 8 9



THANK YOU!