

BRINGING NEW COLORS

BRAND
BOOK



TABLE OF CONTENTS

- P30 |Do's and dont's
- P31 |NEGATIVES
- P36 |Logo over color and photo background
- P39 |How to use
- P40 |Security guidelines
- P42 |Savory menu
- P44 |Brigadeiros menu
- P46 |Cakes menu
- P48 |Mock-ups



BRINGING NEW COLORS

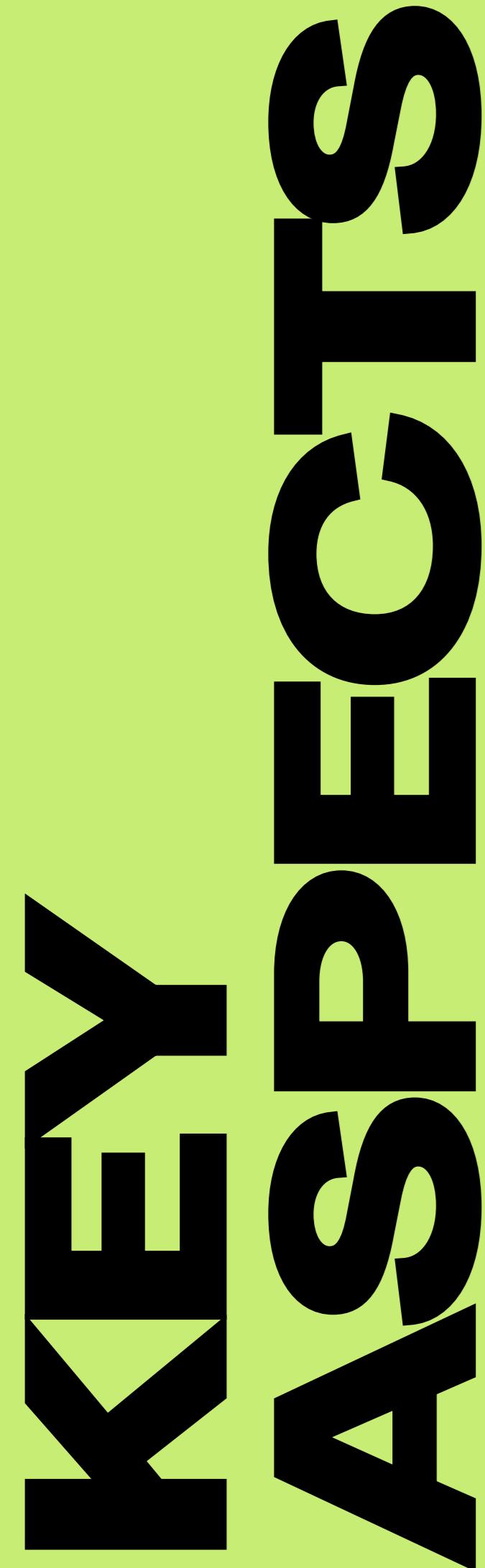
ABOUT US

Welcome to the colourful world of Bringing New Colours, where we change the way you think about your shoes. At BNC, we think that every step you take is an opportunity to show your unique style, personality, and originality. Our brand is about more than simply shoes; it's about customization, uniqueness, and a hint of artistic flair. We cordially encourage you to set out on a trip that

reimagines what it means to walk in style, starting with the pages that follow. This brand book is your key to grasping the essence of Bringing New Colours and how we bring your ideas to life one step at a time. We're happy to introduce you to the heart and soul of BNC, from our core principles to our design philosophy, from our unique craftsmanship to the limitless possibilities of personalising your own pair.

MISSION & VISION

The mission of BNC is to change our perception on footwear. Our commitments are to sustainability, knowledge, and excellence. Our goal is to raise awareness of environmental issues and encourage responsible consumption by supporting the lifespan of shoes. BNC appeals to people who respect sustainability and style because it reflects quality, craftsmanship, and a dedication to a greener environment.



CLEANING

Cleaning: BNC provides professional cleaning services for footwear, helping to remove dirt, stains, and odors. They use specialized techniques and products to give shoes a new lease on life.

RESTORATION

BNC specializes in restoring worn or damaged footwear. Whether it's repairing scuffs on leather shoes or revitalizing the overall appearance, their team is skilled at rejuvenating shoes.

CUSTOMISATION

One of BNC's unique features is its shoe customization service. Customers can collaborate with the BNC team to create unique designs and express their personal style through their footwear.

CIRCULAR ECONOMY

BNC promotes sustainability and the circular economy. Instead of encouraging overconsumption, they emphasize the importance of extending the lifespan of shoes. Through restoration and CUSTOMISATION services, BNC helps customers make the most of their existing shoes and reduces the need to buy new ones.

QUALITY & EXPERTISE

BNC values its expertise and commitment to quality. The team consists of qualified professionals who understand different shoe materials, ensuring careful treatment.

ENVIRONMENTAL AWARENESS

BNC is likely to adopt eco-friendly practices in its shoe cleaning and restoration services, including the use of sustainable products and responsible waste management, contributing to reducing environmental impact.v

OUR BRAND LOGO



LOGO VARIATIONS



**SECONDARY
LOGO**

scg

LOGO VARIATIONS

300

POSITIVE AND NEGATIVE



POSITIVE AND NEGATIVE

positive

negative

SECURITY MARGINS



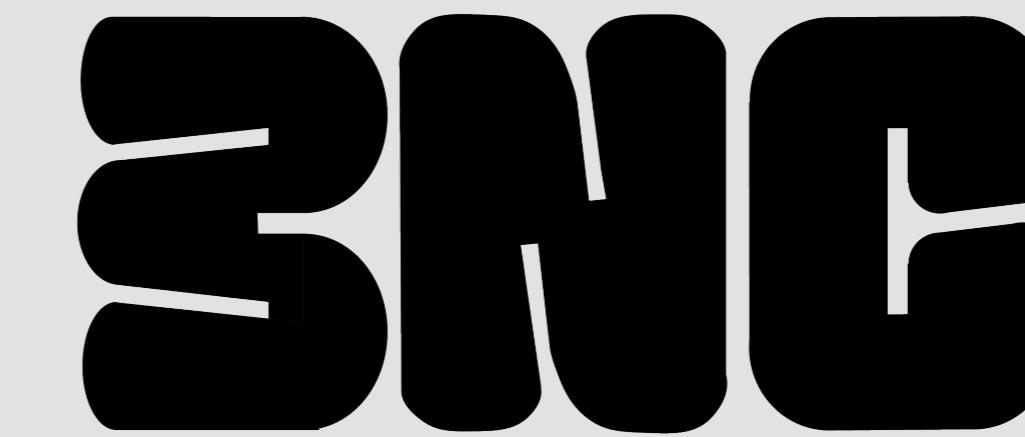
MIN & MAX



max : 38mm



min : 30mm



max : 70mm



min : 30mm

COLORED BACKGROUND



COLORED BACKGROUND





DONT'S

Please stick to the colors provided; don't use any other combinations.

DON'T USE ANY SPECIAL
EFFECTS



DONT'S

Please stick to the colors provided; don't use any other combinations.

DON'T STRECH
OR DISTORT THE LOGO



DON'T'S

Please stick to the colors provided; don't use any other combinations.

DON'T ROTATE THE LOGO



TYPOGRAPHY

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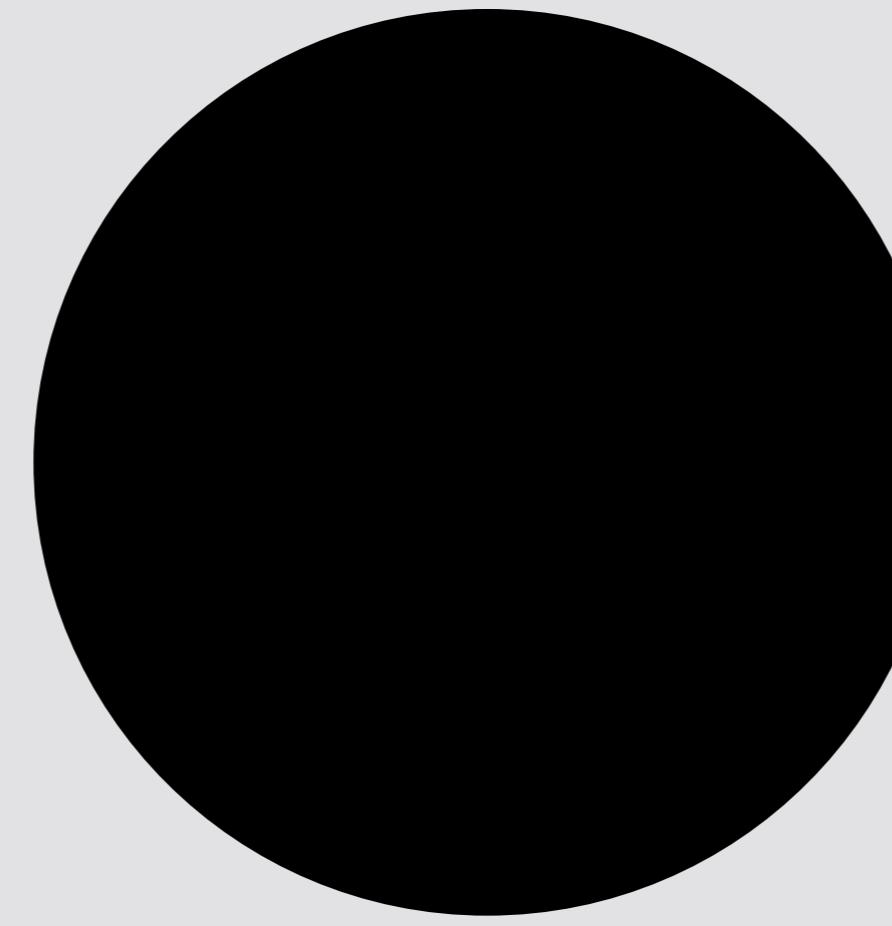
TYPOGRAPHY

FRIENDS

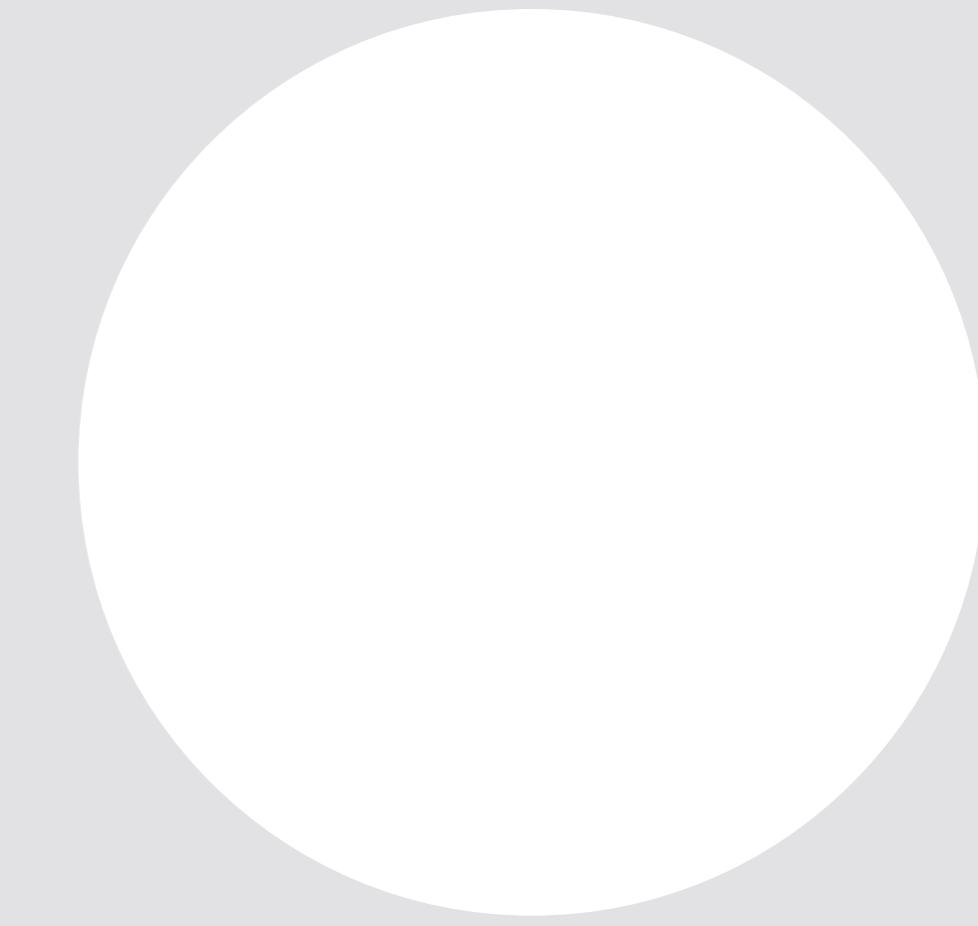
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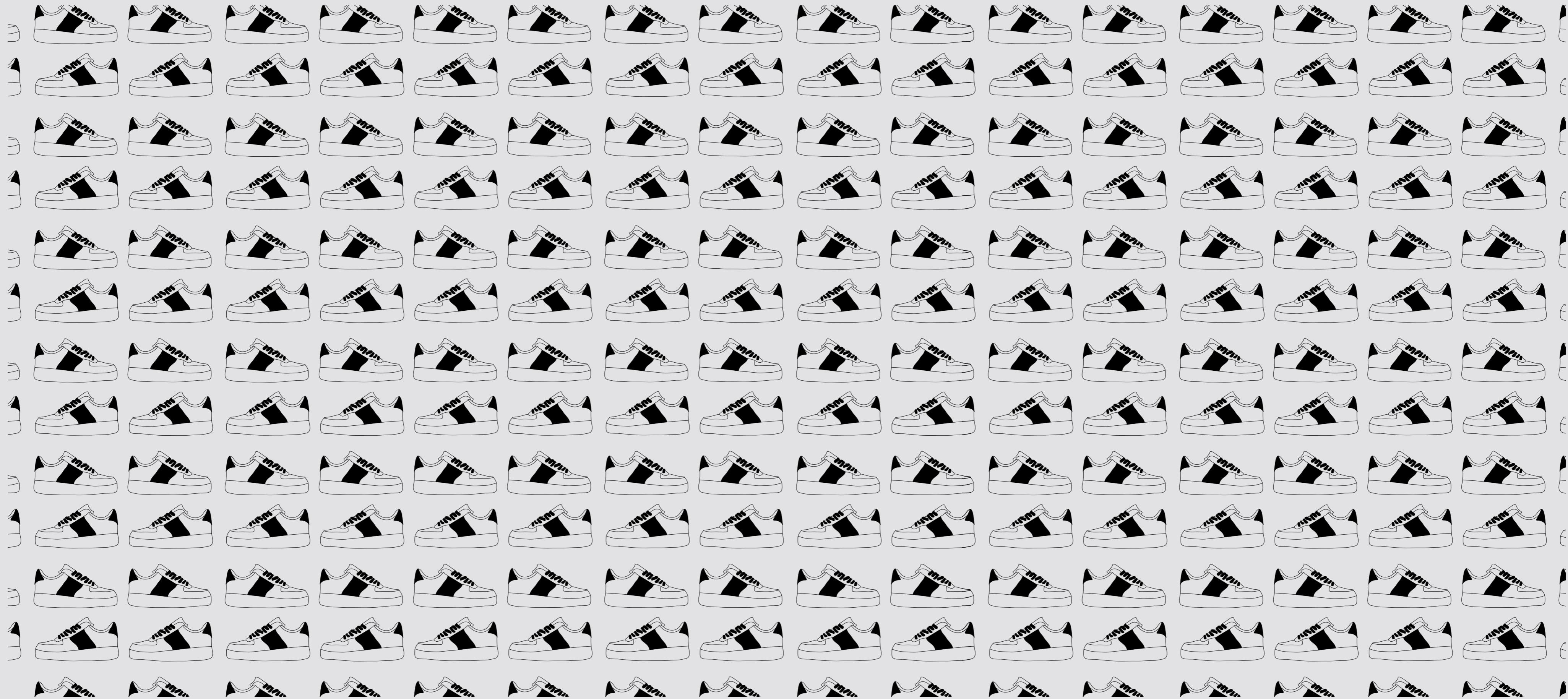
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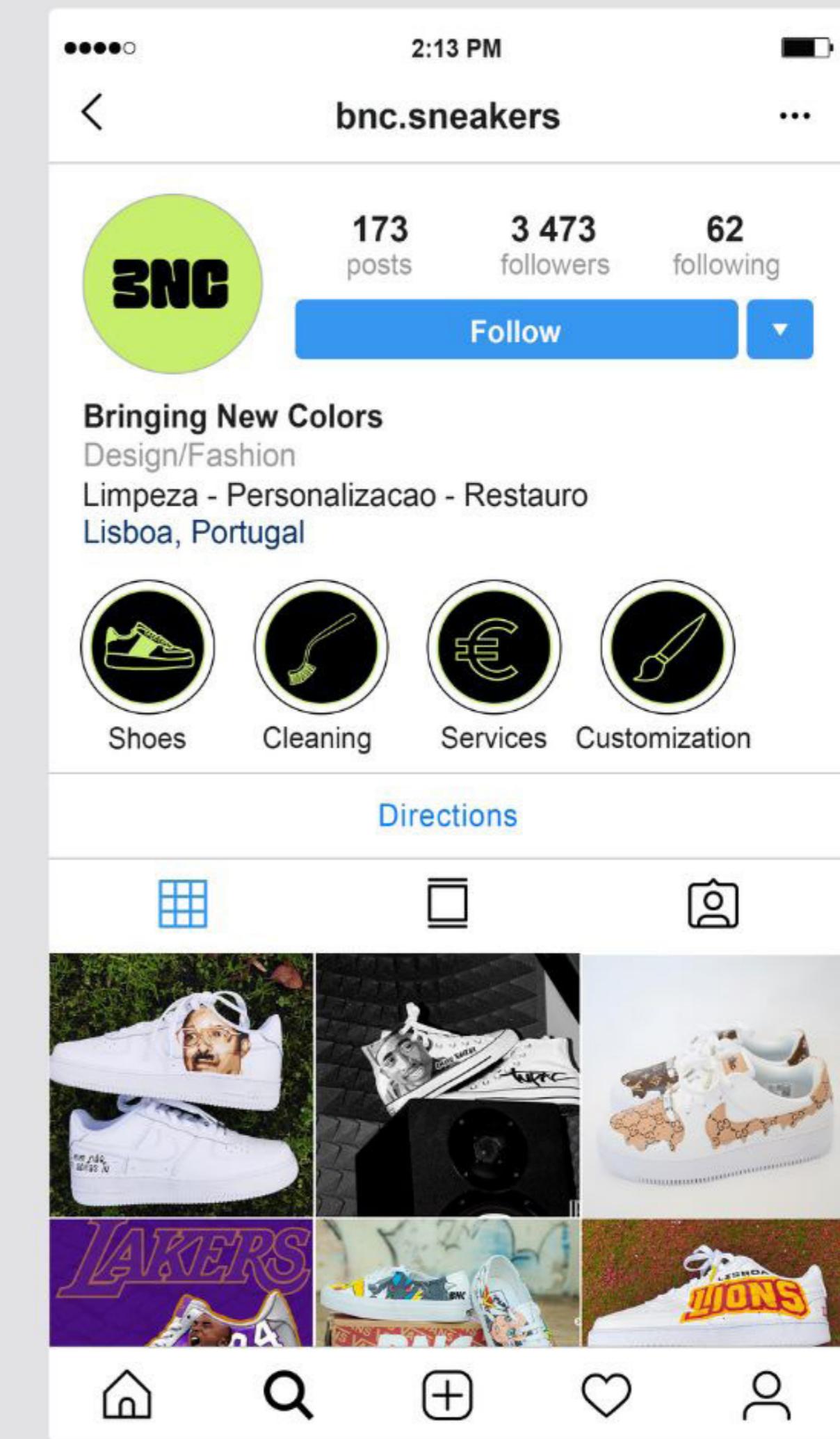
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COLOR PALETTE

PATTERNS



ICONS & IG



MOCKUPS



MOCKUPS

A black and white photograph of a smiling man with a beard, wearing a light-colored button-down shirt. He is positioned on the right side of the frame against a solid black background. On the left side, there is a large, bold, black logo with the letters "3NC". Below the logo, in a smaller black font, is the address: "RUA BENTO GONÇALVES 727, LOJA A 1950-360 LISBOA".



MOCKUPS



