



LINYA GRAPHICA

BRAND GUIDE BOOK 2022





Design what you wish for.

- Linya Graphica

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LINYA GRAPHICA



INTRODUCTION

Linya Graphica is a global creative services company providing thousands of businesses with unlimited, high-quality design and illustration work at a flat rate. Founded in Richmond, BC. Linya Graphica was created to deliver reliable, affordable and scalable creative content to any business.

THE BRAND

Located in the heart of Richmond BC, the Linya Graphica company provides outstanding and unique graphic design solutions with a creative experience. If you are looking for a bright, determined, and hardworking graphic design company, you've come to the right place.

The Linya Graphica team consists of hard workers, and creative, unique ideas. We pride ourselves in having the ability to deliver effective strategies, being very diligent, and directly communicating with our clients to develop incomparable solutions to each and every scenario presented to us.

Founded by Lizette Gtachalian in the year 2021, the Linya Graphica team has grown in strength and experience over a year, and we are still growing to this day. We guarantee satisfaction to every customer.

Our Vision

Our jobs go far beyond Adobe files. Linya Graphica is powered through our purpose: To change lives through creativity. We believe in giving back to our community and are dedicated to helping others grow with our products, support, and resources.

Our Purpose

Linya Graphica mission is to be the most helpful creative company in the world. We are committed to achieving our mission through a three-pronged strategy.

Deliver

World-class creative services, products, and careers.

Create

Original content to inspire, entertain, educate, and inform others.

Advance

The covation of graphic design around the globe.

LOGO IDENTITY

Linya Graphica is a tagalog word means Line and Graphics. Founder Lizette Gatchalian chose these words as she wanted to use her own Language to represent her company. Linya Graphica's Logo are a combination of the word's initials. A mirrored letter L with the Letter G blending in.



LOGO VARIATIONS

PRIMARY LOGO



LINYA GRAPHICA

DESIGN WHAT YOU WISH FOR



LINYA GRAPHICA

DESIGN WHAT YOU WISH FOR

LOGO 2 IN BLACK



LINYA GRAPHICA

DESIGN WHAT YOU WISH FOR

LOGO 2 IN PINK



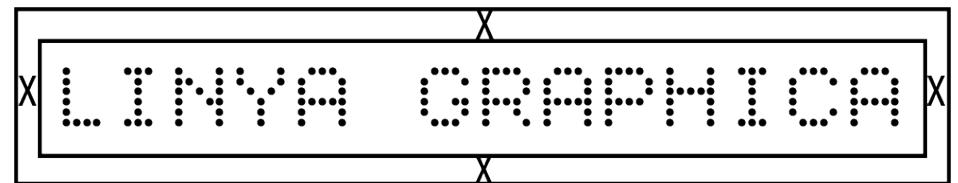
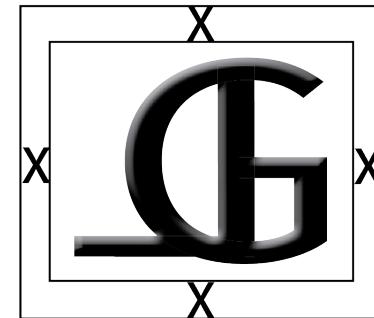
LINYA GRAPHICA

DESIGN WHAT YOU WISH FOR

LOGO 1 IN PINK, BLACK AND GREY

LOGO CLEARSPACE

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



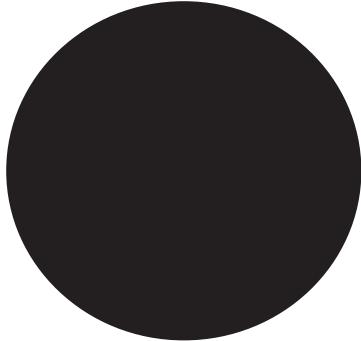
TYPOGRAPHY

Bitcount Mono Single

In an era of ever-higher screen resolutions, Petr van Blokland has released a hymn to pixel-shaped letters on coarse grids — a programmatic system for a playful design approach.

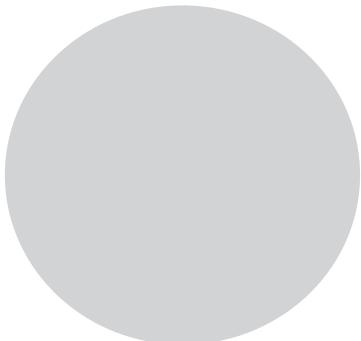
A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

COLOR PALETTE



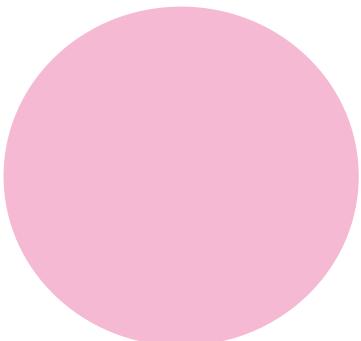
BLACK evokes a powerful, sophisticated, edgy, luxurious and modern feeling.

#000000 #333333 #5C5C5C #7D7D7D #979797 #ACACAC #BDBDBD #CACACA #D5D5D5 #DDDDDD White



GRAY can also be professional, modern looking, sleek, sophisticated and stylish.

#D2D2D2 #A8A8A8 #868686 #6B6B6B #565656 #454545 #373737 #2C2C2C #232323 #1C1C1C Black



PINK represent joyful, creative, refreshing, feminine and vibrant.

#F7B9D4 #C694AA #9E7688 #7E5E6D #654B57 #513C46 #413038 #34262D #2A1E24 #22181D

KEYWORDS

- LINYA GRAPHICA
- GRAPHIC DESIGN
- DESIGN
- PRINTING
- LOGO
- BANNERS
- FLYERS
- BUSINESS CARDS
- GRAPHICS
- DESIGNER
- RICHMOND DESIGNER

COMPANY SWAG

MUGS



*MUG STYLE #1
(BLACK)*



*MUG STYLE #2
(WHITE)*



*MUG STYLE #3
(SAGE)*





HOODIE (CREAM)

T-SHIRTS



FRONT



BACK



FRONT



BACK

**T-SHIRT DESIGN #1
(BLACK)**

**T-SHIRT DESIGN #2
(WHITE)**

WATER BOTTLE



BOTTLE DESIGN #1



BOTTLE DESIGN #2



BOTTLE DESIGN #3



BOTTLE DESIGN #4



WHITE DESIGN

**BAG DESIGN #1
(COLOFRFUL)**



BEIGE DESIGN

**BAG DESIGN #2
(BEIGE)**



BLACK DESIGN

**BAG DESIGN #3
(BLACK)**

BAGS



***BAG DESIGN #4
(BACKPACK WHITE)***

COMPANY BUSINESS CARD



BACK

W - 3.5" X H - 2"



FRONT

COMPANY LETTER HEAD

June 27,2022

John Smith
Chief Director
johnsmith@gmail.com
New York City, New York

greeting from Linya Graphica.

LOREM IPSUM

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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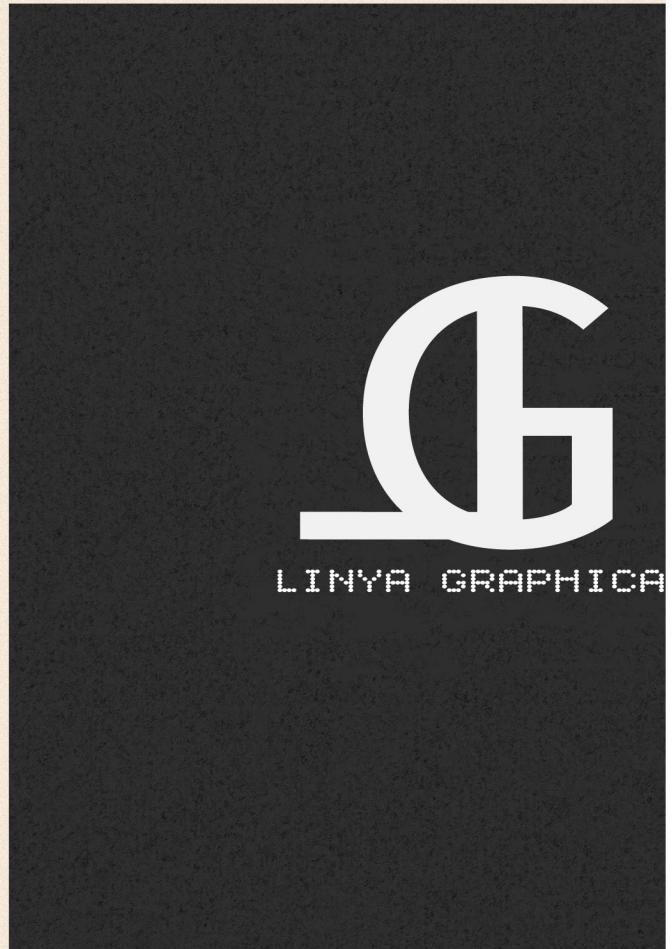
Thanks & Best wishes.

LIZETTE GATCHALIAN
Founder & CEO

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LETTERHEAD

W - 8.5" X H - 11"



ENVELOPE

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COMPANY POST CARD



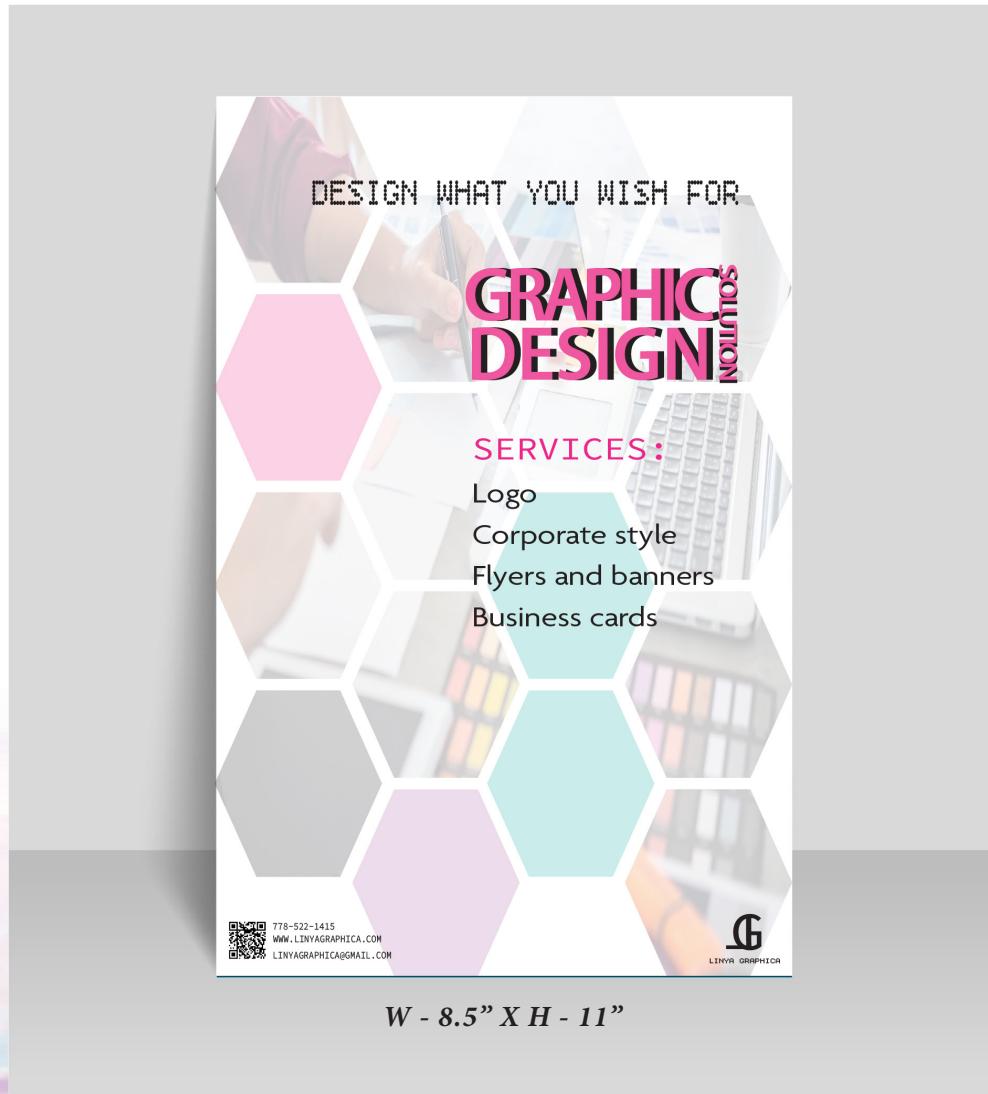
FRONT

W - 7" X H - 5"



BACK

COMPANY FLYER



EXHIBITION BACKDROP



W - 10' X H - 8'

EXHIBITION BANNER



W - 10' X H - 2.5'



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