

Coderella

Brand Identity / Final

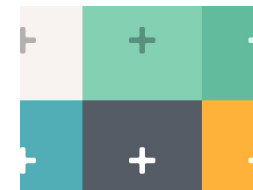
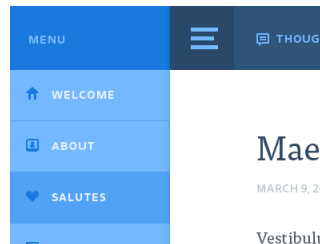
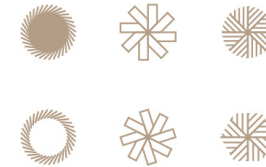
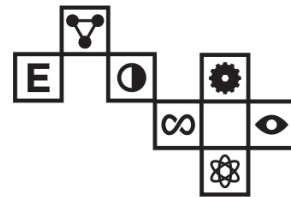
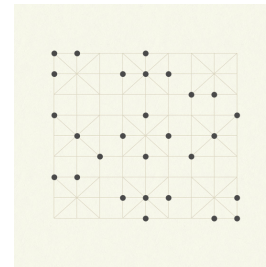
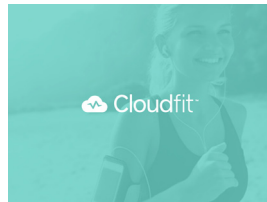
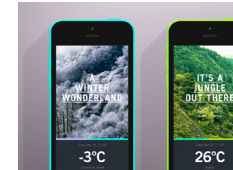
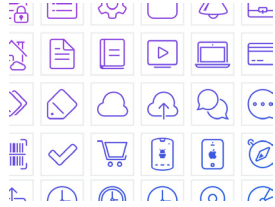
06.19.14

Brand Promise

Using their extensive tech industry expertise, Coderella will empower your business to connect with users and foster growth, through creative, strategic communications.

Mood Board

Coderella Brand Identity / Mood Board



Foodology



FictiveKin



Logo Variations

.coderella

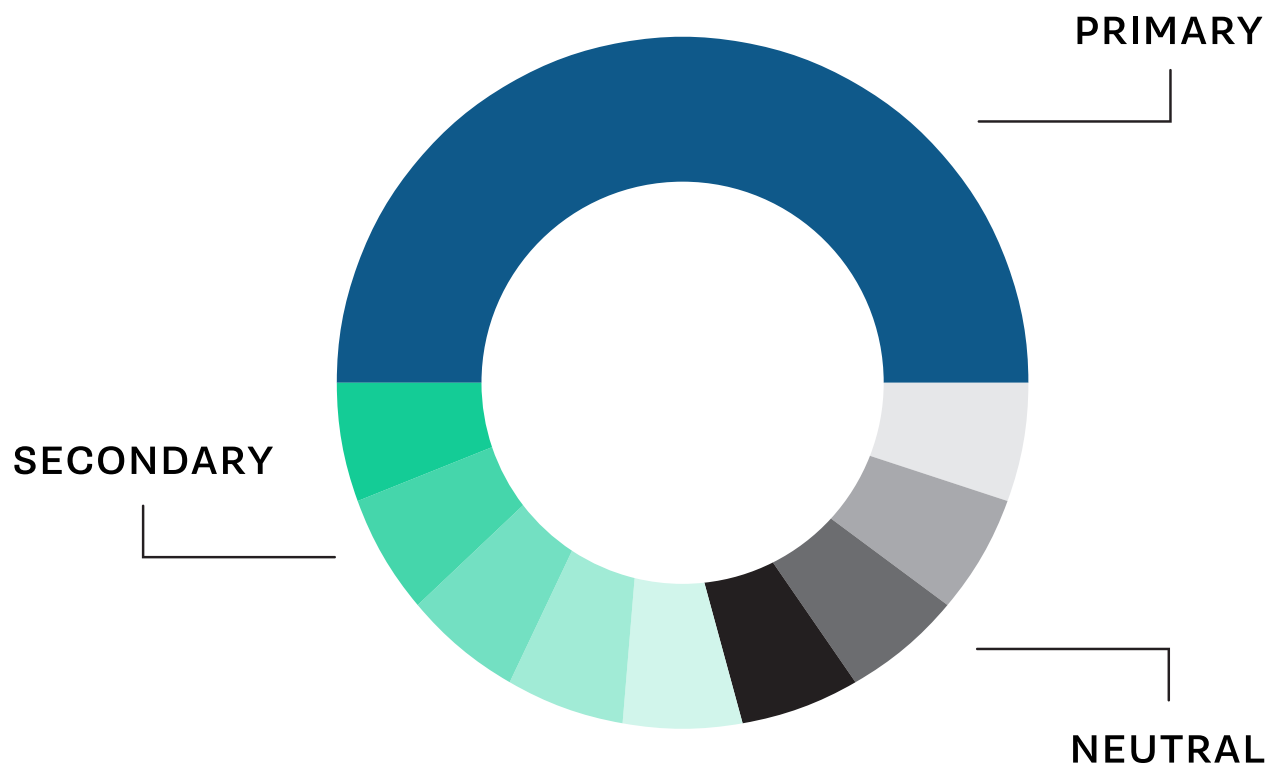
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Color Palette

Coderella Brand Identity / Color Palette



Typography

PRIMARY TYPEFACE: NATIONAL

Tech-Focused

*Creative and strategic
communications
for the tech industry.*

Aenean lacinia bibendum nulla sed consectetur. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Curabitur blandit tempus porttitor. Maecenas sed diam eget risus varius blandit sit amet non magna.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALTERNATIVE / FALLBACK TYPEFACE: CHIVO

Tech-Focused

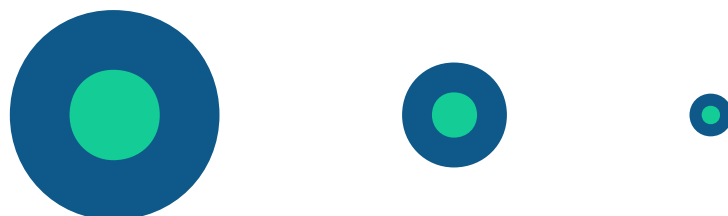
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communications
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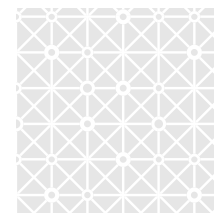
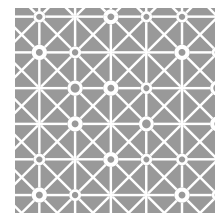
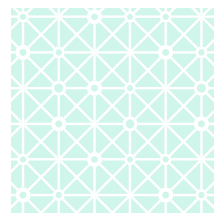
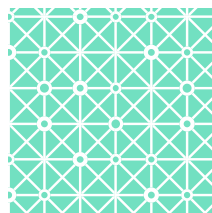
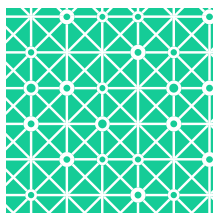
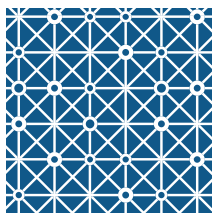
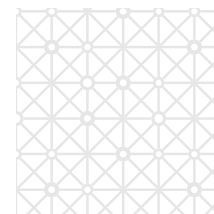
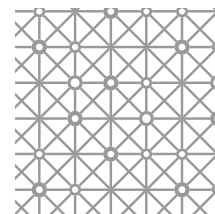
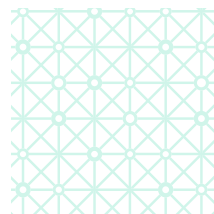
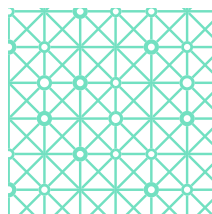
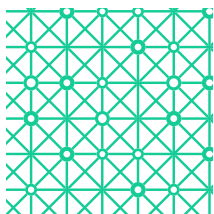
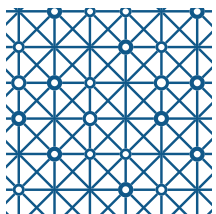
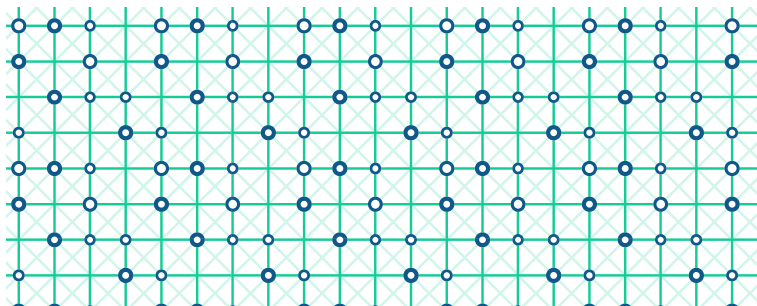
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Graphic Elements

Coderella Brand Identity / Secondary Logo Mark



Coderella Brand Identity / Pattern Variations



NEXT STEPS

01

Coderella →

Approve final Brand Identity

02

Seamless Creative →

Provide final artwork and style guide (immediately following final payment)

03

Coderella & Seamless Creative →

Discuss next steps

Get in Touch

General:

 seamlesscreative.com

 347.559.8232

Personal:

 *Courtney:* courtney@seamlesscreative.com

 designworklife

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 *Brian:* brian@seamlesscreative.com

 @brianeliseo

Thank-you!

SeamlessCreative