

Manual De Branding

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MANUAL DE BRAND Consistenta si claritate in manifestarea unui brand. Realizarea unui manual de brand sau brandbook, nu ingradeste dezvoltarea creativa, ci stabileste un set de reguli care sa permita crearea unor aplicatii capabile sa transmita coerent si unitar identitatea brandului in comunicarea catre audiente.

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With our company’s growth and new direction, we need a brand identity that is efficient to use, flexible across applications, and able to feature localized content in a globally consistent way. These guidelines cover 9 elements: logo, color, composition, iconography, illustration, motion, photography, tone of voice, and typography.

Uber Brand

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