



FABRICA DE DESIGN

BRAND GUIDELINES



PURPOSE

Concrete

Fabrica de Design develops all sort of branding related services. It's concern is about understanding the core of things and expressing it on a large array of mediums. This calls for integrated identity services ranging from graphics to built environments. The struggle to build complete brand identities goes through custom object design, finding new mediums of expression and might include consultancy in every little detail that might concern the expression of brand.

Brands are like living beings. They need education and guidance to define their personality, to express themselves and do good.

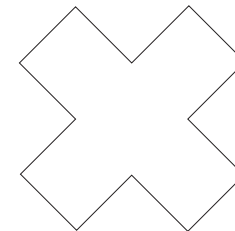
Control over expression and doing innovative things is what drives Fabrica de Design.

Abstract

The soul of stuff. Build according to human nature. Contrast is key. Finding proper combinations of materials or techniques, overlapping in search of harmony. The power of something usual with a kink. Trying to achieve complex personalities, not just based on a single predominant feature.

Fabrica de Design is simple, it's alive, it cares for people. It's bright but serious, sharp and witty at times. It likes rigour, but sometimes leaves room for intuition. It's logical and expressive.

Fabrica de Design is positive.



LOOKS

Intro

Fabrica de Design logo uses Houschka Pro Light, black colour. It's minimal it relies on adjacent elements to bring aesthetic value.

Fabrica de Design loves white. Its vehicles are clean, bright, contain strong, saturated colours, simple graphics which carry a story, natural materials. Fabrica de Design has no key visual, it has a key style, which gives new results on every occasion. Each Fabrica de Design material requires the designer to put thought into creating some content related expression with minimal graphic means. Thus graphics are subtle and intriguing at times.

Fabrica de Design doesn't use photography to communicate the brand, it relies on simple, as universal as possible, graphic elements.

FABRICA DE DESIGN

BRAND ELEMENTS

1. The logo
2. The colours
3. The patterns
4. The graphic style
5. The fonts
6. The invention

FABRICA DE DESIGN



LOGO

The **Fabrica de Design** logo should be

- a. left undistorted
- b. White or black
- c. Houschka Pro Light
- d. All caps
- e. Able to “breath”

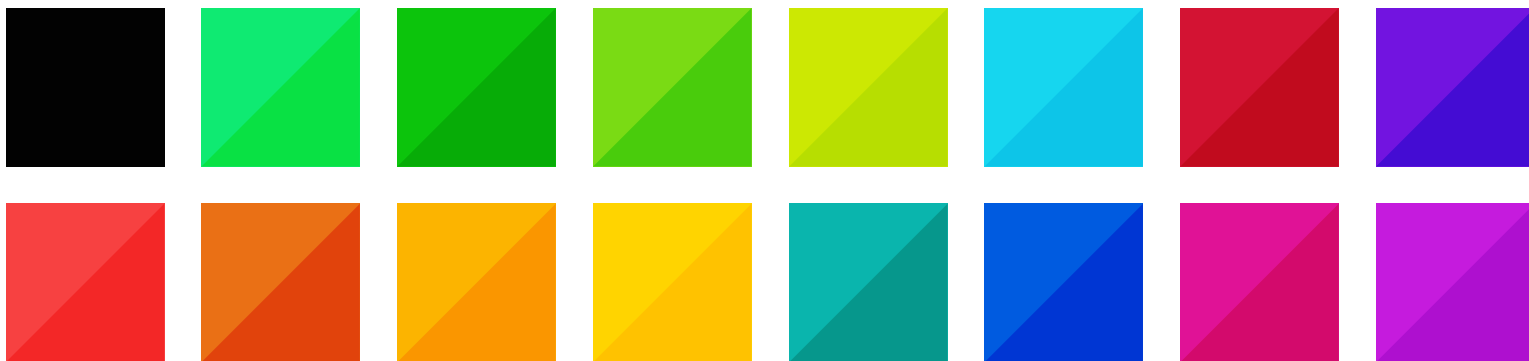
it could be rotated 90° counterclockwise if needed

FABRICA DE DESIGN

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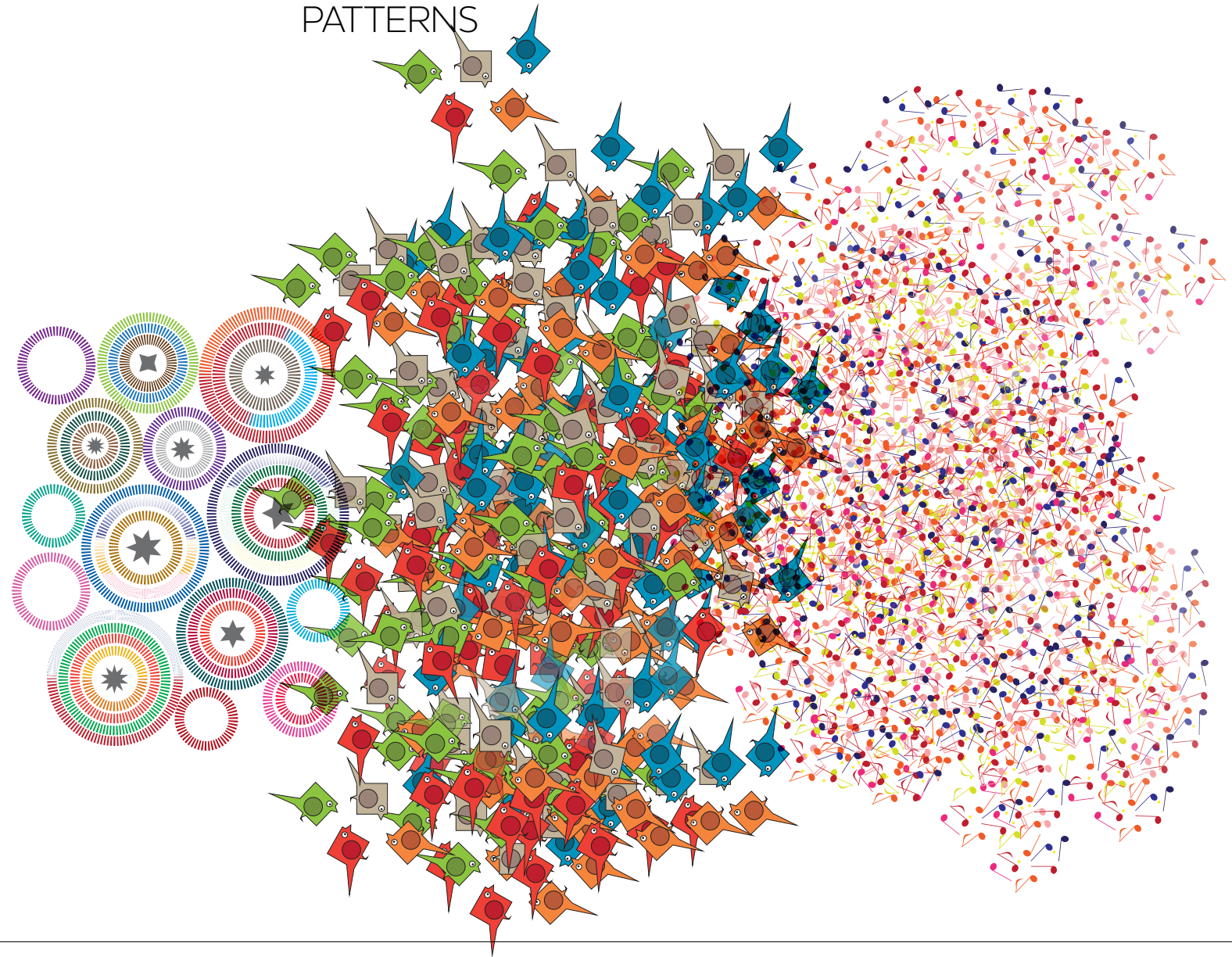
COLOURS

Fabrica de Design works with any strong vibrant colour like



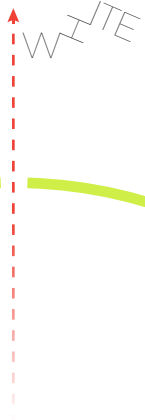
PATTERNS

Fabrica de Design likes patterns because they work in all the different mediums but also because they're nice.

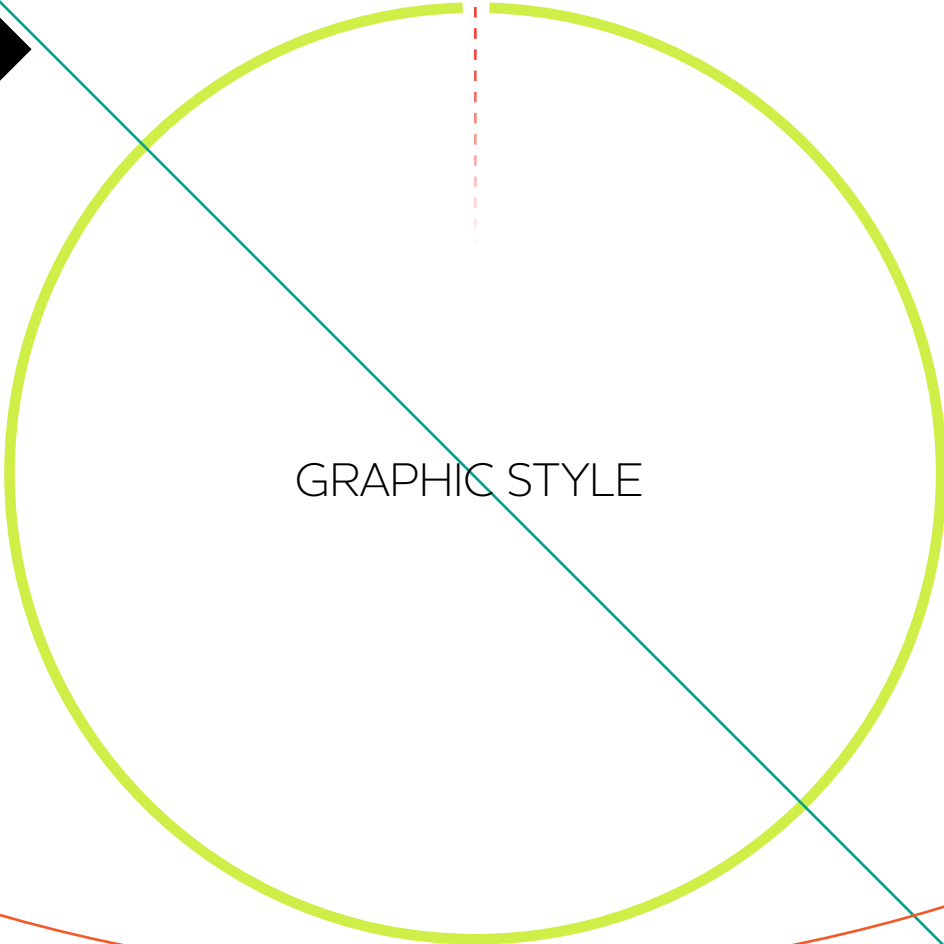




LINE
GRAPHICS

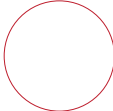


WHITE

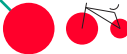


GRAPHIC STYLE

strong



CLEAR



DYNAMIC COMPOSITION

FONTS

Print, headers

It's the main font, it should be used for the most visible text parts, but nothing more. Overusage makes it dull.

HOUSCHKA PRO LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Text body

The font for large text areas. It's very well balanced and pleasant to the eye.

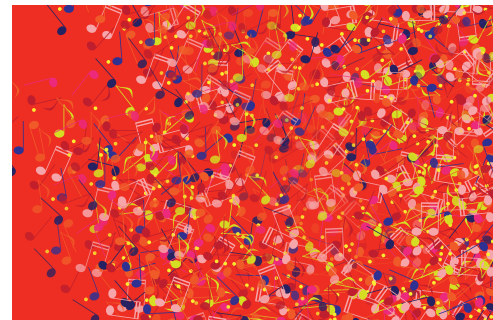
Myriad Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Web

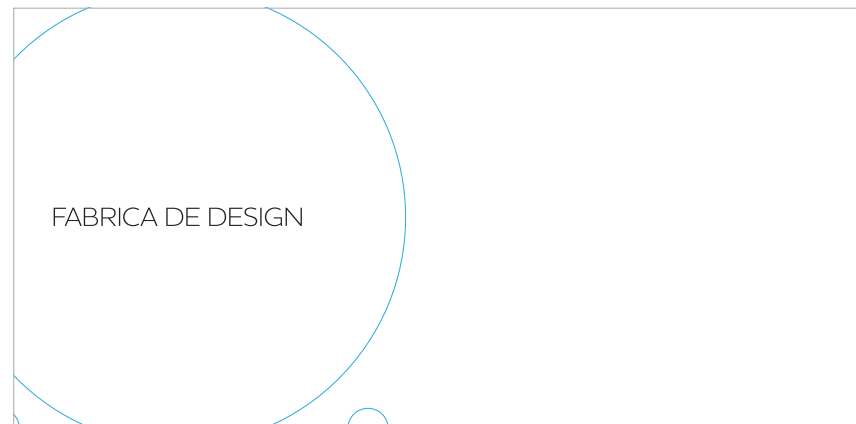
The one to use for online and e-mail. Still nice, still a classic.

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

TRAVELLING ITEMS BUSINESS CARDS



TRAVELLING ITEMS ENVELOPES



TRAVELLING ITEMS PRICE LIST

FABRICA DE DESIGN

PRICE LIST

FABRICA DE DESIGN

Identity	x eur	Web logo
	x eur	Logo + stationery
	x eur	Logo + stationery + key visual + brand book
	x eur/sqm	Brand interior design
Graphics	x eur/h	DTP
	x eur/h	Illustration
	x eur/h	Web design
	x eur/page	Booklet design
	x eur/slide	Presentation design
	x eur	Poster design
	x eur	Cover design
Photography	x eur	Product (pc.)
	x eur	Hour
	x eur	Day
Object design	on demand	Brand specific object
Web coding	x eur	hour

DTP - min. x eur/item, VAT not included

TRAVELLING ITEMS
TOTES



TRAVELLING ITEMS BUSINESS CARD BOX



ONLINE TRAVELLING ITEMS
BANNERS



THANK YOU FOR FOLLOWING