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.
BRAND ELEMENTS

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

*Fabrica de Design* works with any strong vibrant colour like:

![Colour Swatches](image_url)
Fabrica de Design likes patterns because they work in all the different mediums but also because they’re nice.
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
ABCDEFHJKLMNPQRSTUVWXYZ1234567890

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

Myriad Pro
ABCDEFHJKLMNPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

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

Arial
ABCDEFHJKLMNPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz
TRAVELLING ITEMS
BUSINESS CARDS

ANDREI TACHE
WWW.FABRICADEDENIGN.RO
andrei@fabricadedesign.ro
0757 03 03 13

FABRICA DE DESIGN
BRAND GUIDELINES
<table>
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<td>x eur/sqm</td>
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<td>x eur/h</td>
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<td>Brand specific object</td>
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<td>Web coding</td>
<td>x eur</td>
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DTP - min. x eur/item, VAT not included
TRAVELLING ITEMS TOTES

FABRICA DE DESIGN

FABRICA DE DESIGN
TRAVELLING ITEMS
BUSINESS CARD BOX
ONLINE TRAVELLING ITEMS
BANNERS
THANK YOU FOR FOLLOWING