

The Brand Making

Client Proposal:- The client wanted a very clean and modern logo that mainly deals with or accouting tax and financial advisory. The client wanted something simple and minimalist logo that speaks with a welcoming voice. The choice of colors is blue.

Concepting I started with design thinking of how the logo might look with what the client wanted and during the discovery phase, I get going on early concepts of the logo and brand elements. We explored as many directions as possible and presented the strongest 2–3 concepts at the end of the design process.

The Idea behind this was to create a minimalist type of logo. First I created the number 64 and combine it to be part of the logo to form 64 consultant Itd. **Why the design?** The reason behind the idea was to create a very simple logo and straight to the point by combining elements to create the whole brand.

Finalize & Deliver The client picked the best logo out of the concepts I presented and I started standardizing the brand. High polish will occur during this phase, grid structure and a digital brand book will be created to use as needed. All logos and branding assets will be delivered in PNG, SVG, Ai and all additional formats that are required.

The Logo Use

Use the appropriate color

We'll usually ask you to use the full-color version of our logo on a white background. The grey or white versions are also acceptable when there are constraints.









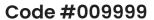
Do not apply auto-shades



The Color Use

Primary Color

Secondary Colors



R - 0 C - 81%

B - 153 Y - 20%

G - 153 M - 42%

K - 1%



Code #006666

R - 0 C - 90%

B - 102 Y - 42%

G - 102 M - 55%

K - 22%

The Typography Use

TITLES

Poppins BOLD abcdefghijklmnopqrstuvw This is a Sample Titling

ALTERNATIVE TITLES

Futura Hv BT

abcdefghijklmnopqrstuvw

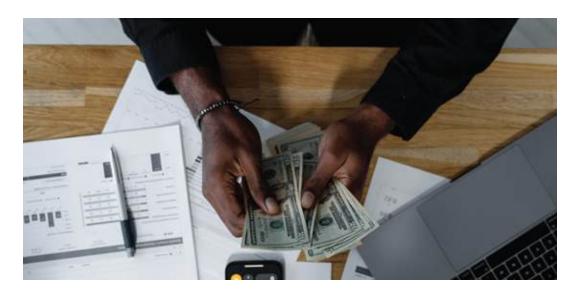
This is an Alternative Titling

BODY / PARAGARAPH TEXTS

Poppins Regular

abcdefghijklmnopqrstuvw ABCDEFGHIJKLMNOPQRSTUV WXYZ 1234567890! This is a sample paragraph. Left alignment is sggested over full justify since it flows in a more natural way and adds visual rythm to the involved text. Line spacing recommended is 150%.

The Image Use/Selection





Always select **natural** images.

Avoid digital **unnatural** effects. Real products, real people.





For printing purposes ensure **300** dpi resolution. For printed banners **150** dpi at real size.

For screen - digital usage **96** dpi

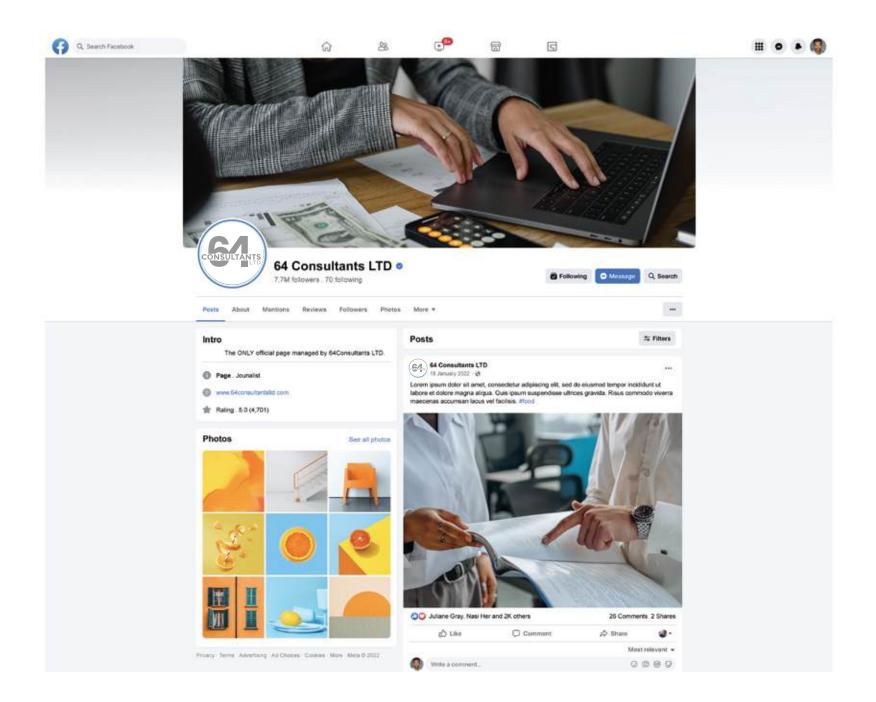
The Logo Spacing



The Logo Use - Polo Shirt



The Logo Use - Facebook



IMAGES

Source quality images for marketing materials from free sites as below: www.goodfreephotos.com www.pexels.com www.pixabay.com www.pxfuel.com pixnio.com www.stocksnap.io www.unsplash.com

CONSULTATIONS

Any doubt on production /
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