

BRANDING GUIDELINES

— Floor Living Identity Design —

Branding Process

Client Proposal

The client wanted a very clean and modern logo that mainly deals with a combination of a woman and map of Africa. The client didn't have a detailed brief so I need to create something from her thinking. About the Logo is WONDER program implemented in Kenya and Cameroon has been funded by AFDB AFAWA. The program aims to strengthen the capacity of 90 women entrepreneurs through training, to enhance business productivity and growth, in a period of 3 years.

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.

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.



Typography

Nexa - Font Type

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz

Aa

0123456789

!@#\$%^&*()?:"'\

ABC1234

ABC1234

ABC1234

ABC1234

ABC1234

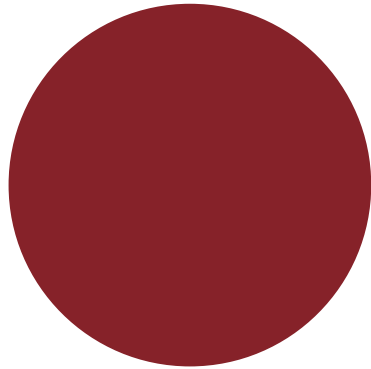
ABC1234

ABC1234

ABC1234



Color Palette



HEX

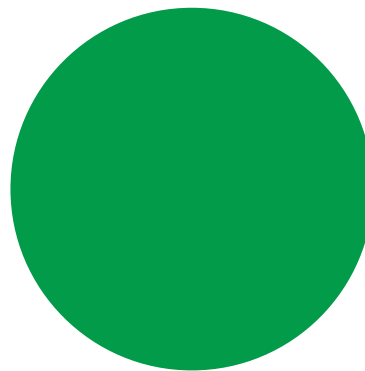
#993333

C - 27%

M - 90%

Y - 81%

K - 22%



HEX

#009933

C - 85%

M - 13%

Y - 100%

K - 2%



Brand Making

The O formed part of the woman to bring the woman perspective

The Africa formed the part of the letter R to complete the wonder name



The Word WONDER we used a simple font san serif to make it as simple as possible for east readability.

The Word PROGRAM we used a simple font san serif to make it as simple as possible for east readability.



Logo Presentation



Logo Used



Logo Used



Thank you

