The new brand Markattack, Client: Good Karma Sagl, CH - Lugano

BRAND MANUAL & GUIDELINE

Rules for a correct use of the logo
and the Brand Identity

© Copyright 2023 Carrara Communication

Carrara communication
REDEFINING BRAND DESIGN

Graphic design, development and management of the markattack brand designed by Carrara Communication

The Brand is the combination of elements (such as name, slogan, logo, communication, history and reputation) that function as a distinctive sign and identifier of a company (and not only). The brand embodies image, values, meaning, etc. that differentiate it from its competitors, determining the relationship with the target audience. The meaning of brand is «everything that a product or service represents for consumers».

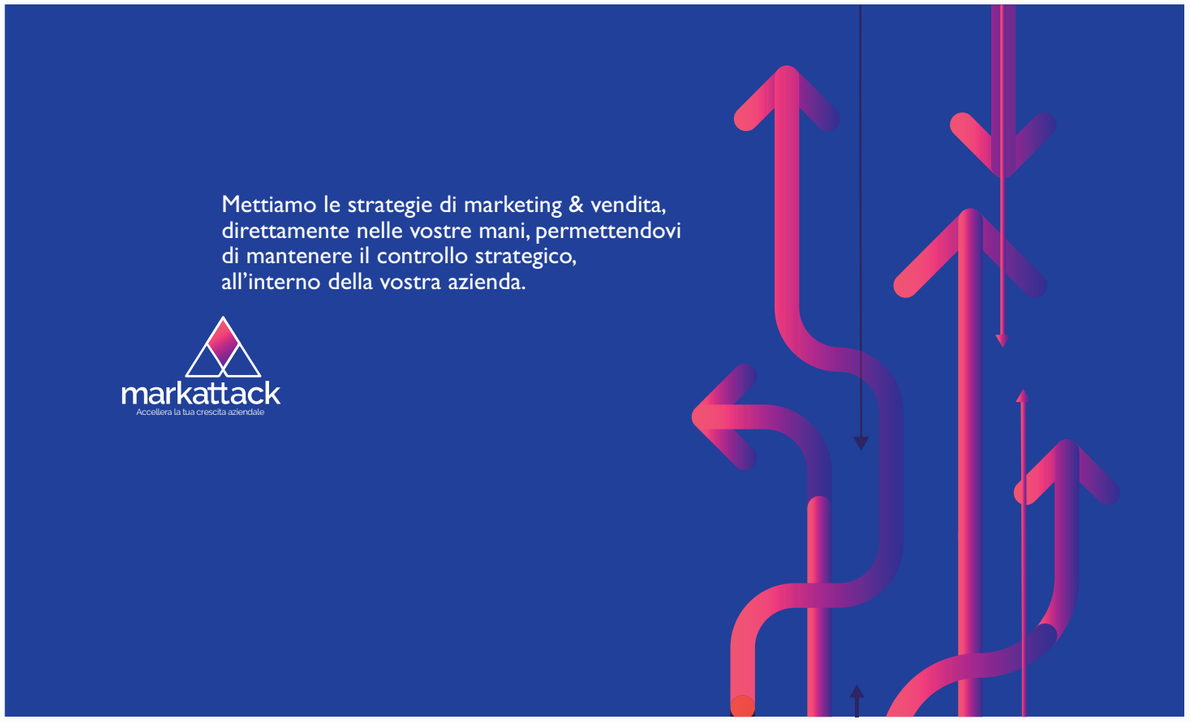
Brand identity is how people identify a company, its business and its products. The identity of a company does not only correspond to the logo or visual design present in the various marketing activities but is the set of all the elements that communicate something about the brand: Values / objectives, design & communication, business & products, processes creative, (paper and digital material) and promotional channels. The brand must be able to adapt to the various forms of digital and paper communication in a coordinated way, following guidelines and rules for its use and implementation.

Client’s briefing

The “**markattack**” brand must have a pop, youthful and dynamic image. The new brand must adapt easily to print and digital media.

Initial concept

Logo example 1



Initial concept

Logo example 2

The customer chose this example, but I need to developing it. I have to try to change the writing and the pay-off with a heavier character.

Initial concept

Logo example 3

LOGO

- Logo
- Artwork
- Minimal reduction
- Black & White
- Single color
- Incorrect uses

Logo

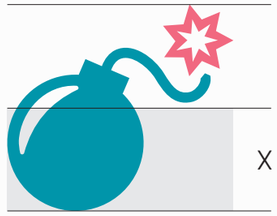
The Markattack logo, through the style of the name and the icon of the bomb , expresses a vision of excellence and growth in the world of marketing and advertising.

Pay-off → accelera la tua crescita aziendale

The Pay-off underlines the “core business” of the company

Artwork

The execution zone ensures readability
of the logo with the isolation of visual elements,
such as type text and graphic support material.



Minimal reduction

To maintain maximum legibility of the logo
and payoff, we recommend reproducing the
trademark of 230 px (for digital media)
and 50 mm (for printed media).
It is not allowed to go below these limits.

40 mm

Minimal reduction on printed media

230 pixel

Minimum reduction on digital media and web

Black & White

Both versions must be adopted where the use of the main, single-colour institutional logo is not possible. This can happen due to the absence of color in the work or in the case in which the overall chromatic layout requires the use of single color black or white due to conformit with other elements.

Logo principale monocolore nero

Logo principale monocolore bianco

Singol color

This page shows the single-color logo
in the institutional color of the brand and negative white
on backgrounds with the 3 institutional colours.

markattack
accelera la tua crescita aziendale

markattack
accelera la tua crescita aziendale

markattack
accelera la tua crescita aziendale

markattack
accelera la tua crescita aziendale

markattack
accelera la tua crescita aziendale

markattack
accelera la tua crescita aziendale

Incorrect uses

To ensure the correct application of the logotype anddo not make treatment errors, some rules must be respected.This page shows some incorrect uses of the main logo. The logo must never be modified or altered in any way from the versions provided.

X

Do not move the bomb icon

X

Do not alter the proportions between the bomb icon and the logotype

X

Don’t chance colours

X

Do not alter color outlines

X

Do not rotate the logo

X

Don’t change the position of any elements and do not reduce the pay-off

Use on photographic background

The application of the two versions of the logo, shown on this page, on a photographic background it is allowed on images that have a uniform area, that guarantees good readability.

X

X

BRAND

— Colours
— Typography

Brand colours

To achieve maximum brand recognition
it is necessary the use the colours number 1,2 and 3.
This page shows the complete color palette.
The institutional colors will be used
in the design of various paper and digital
support materials.

Color palette

1

Pantone 709C
CMYK 0 77 37 0
RGB 4234 71 101

2

Pantone 7707C
CMYK 97 18 33 0
RGB 0 133 153

3

Pantone 116C
CMYK 0 18 100 0
RGB 255 195 0

Typography

The main typeface of the brand involves the use of the Barlow font in the declinations shown in this page. The use of styles and weights will be established based on layout needs.

Typographic palette

Barlow

Vlorer iossitis alitem ipsunt archiliat volorit, nos atemquo et is aut

quatum voloribusam faccati uribus ad et rehenihiciae nimin nonse con ne pre, sus repel idellup tatioreiur.

Vlorer iossitis alitem ipsunt archiliat volorit, nos atemquo et is aut

quatum voloribusam faccati uribus ad et rehenihiciae nimin nonse con ne pre, sus repel idellup tatioreiur.

Light
ABCDEFGHIJKLMNOPRSUTVWXYZ
abcdefghijklmnoprsutvwxyz
0123456789

Regular
ABCDEFGHIJKLMNOPRSUTVWXYZ
abcdefghijklmnoprsutvwxyz
0123456789

Medium
ABCDEFGHIJKLMNOPRSUTVWXYZ
abcdefghijklmnoprsutvwxyz
0123456789

Semibold
ABCDEFGHIJKLMNOPRSUTVWXYZ
abcdefghijklmnoprsutvwxyz
0123456789

Bold
ABCDEFGHIJKLMNOPRSUTVWXYZ
abcdefghijklmnoprsutvwxyz
0123456789

ExtraBold
ABCDEFGHIJKLMNOPRSUTVWXYZ
abcdefghijklmnoprsutvwxyz
0123456789

BRAND IMPLEMENTATION

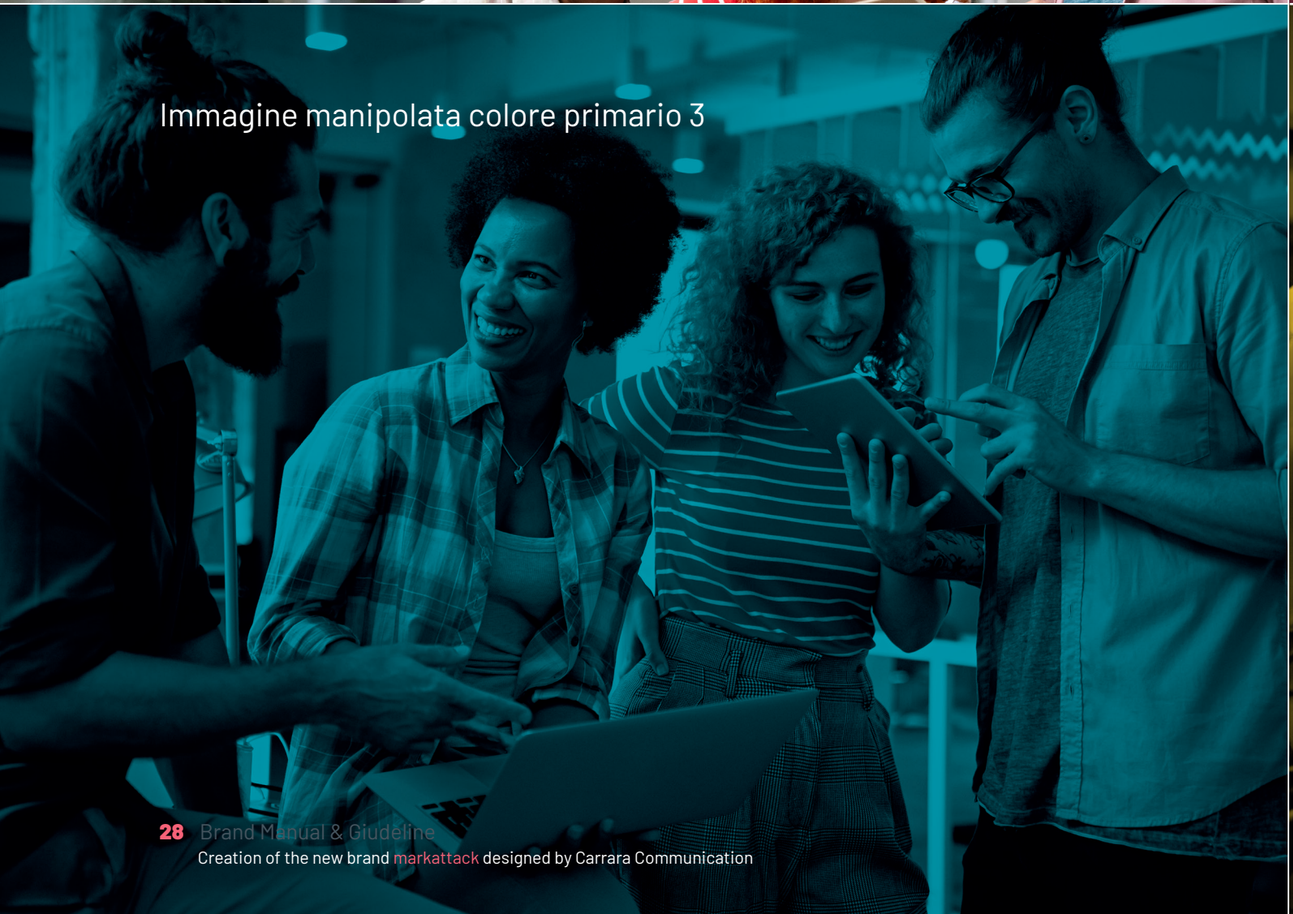
- Roll-up display
- Customized images
- Coorporate identity
- Advertising Flyer
- Poster for events
- Web site - Homepage
- Social network images
- Point presentation
- Personalized shirts
- Company's vehicle

Roll-up Display

L’immagine è stata manipolata usando
i colori primari per creare uno stile pop
attraente e giovanile.

Customized images

L'immagine è stata manipolata usando i 3 colori primari per creare uno stile pop attraente e giovanile.

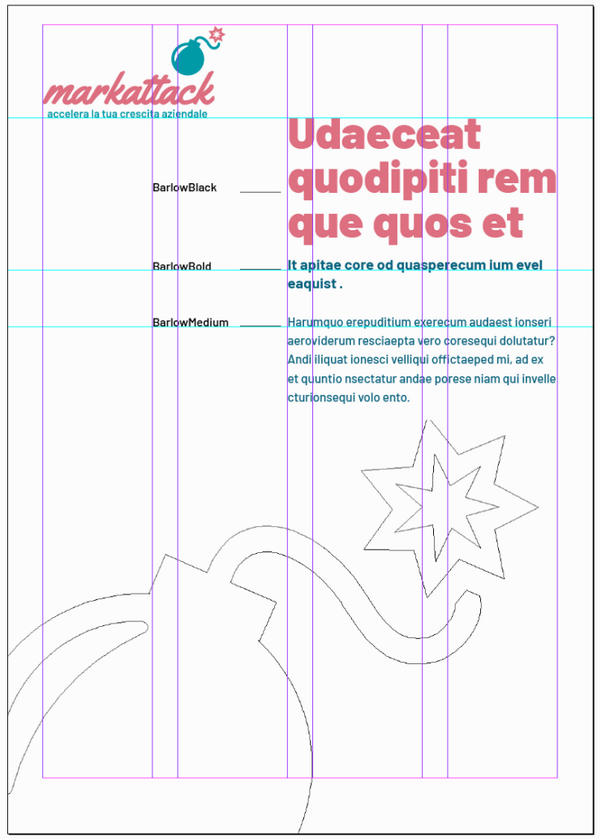


Coorporate identity

Company's brochure, business card, envelop and letterhade.

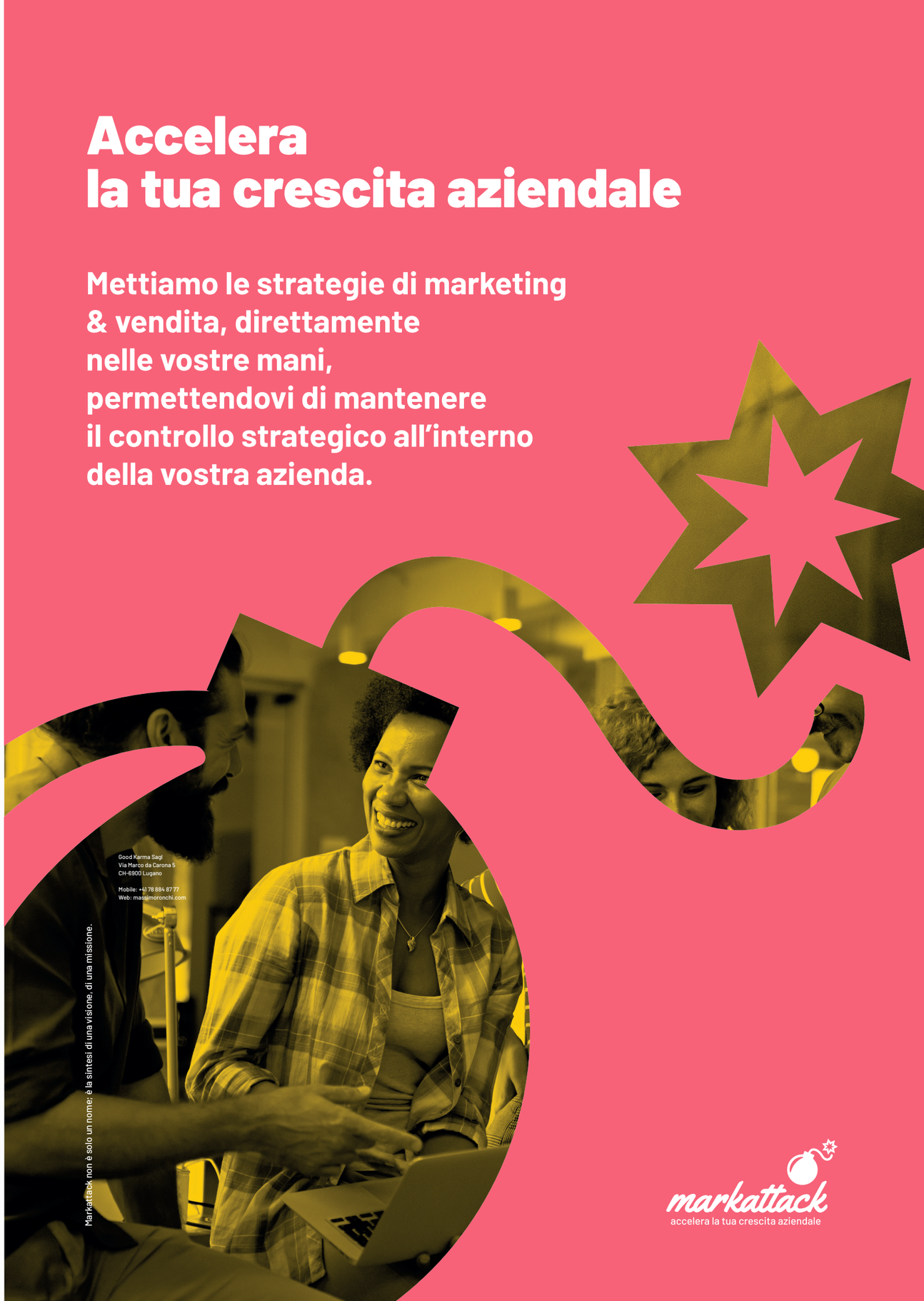
Advertising Flyer

We raccomend the use of title always in the font Barlow Black uppercase. The area occupied by the logotype compared to the layout
is shown below



Poster for events
version 1

To make the image more dynamic and youthful
you can use the 2 corporate background colors
with your the personalized image.

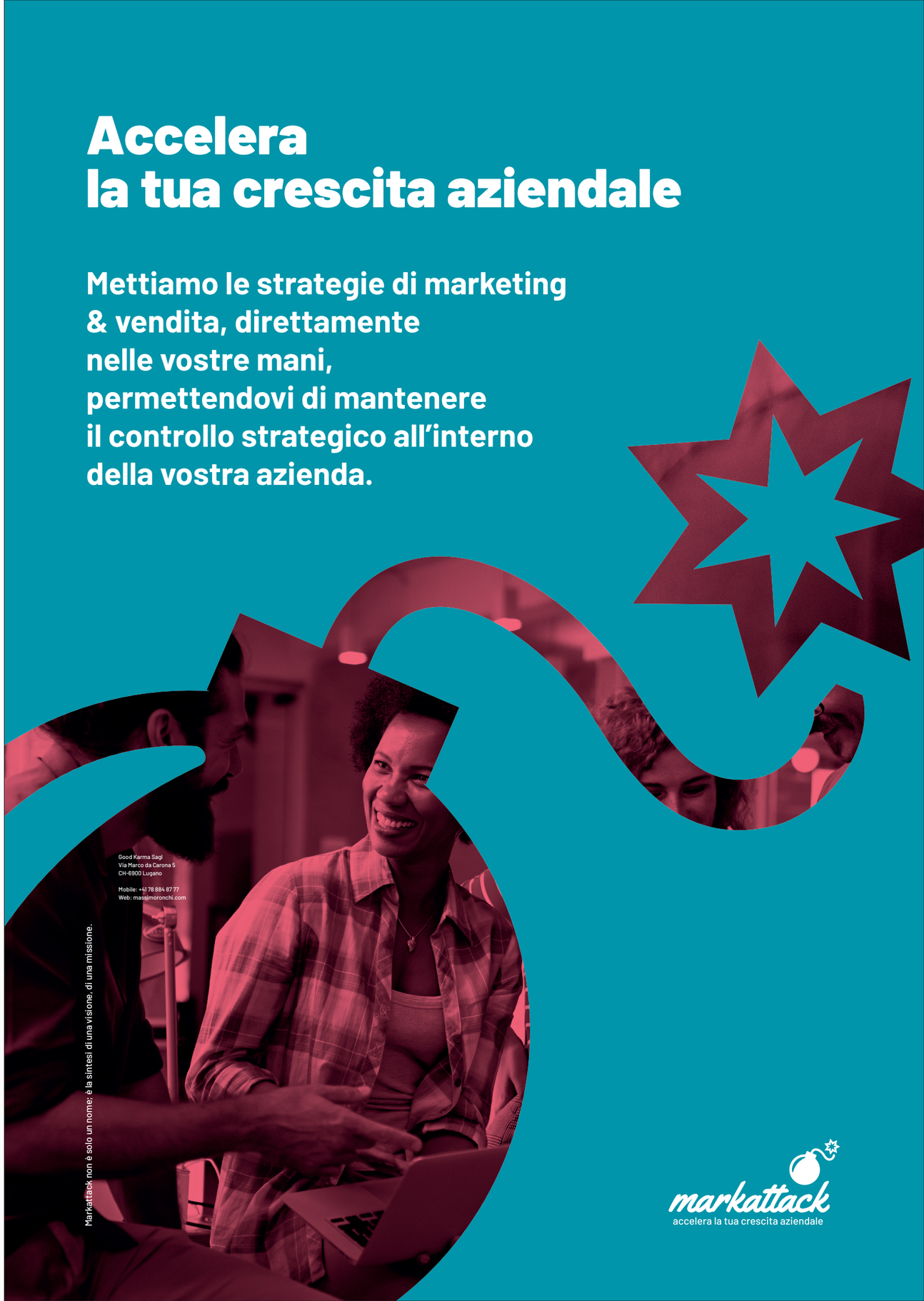


Poster for events
version 2

To make the image more dynamic and youthful
you can use the 2 corporate background colors
with your personalized image.

Accelera
la tua crescita aziendale

**Mettiamo le strategie di marketing
& vendita, direttamente
nelle vostre mani,
permettendovi di mantenere
il controllo strategico all'interno
della vostra azienda.**



Poster for events
versione 3

To make the image more dynamic and youthful
you can use the 2 corporate background colors
with your personalized image.

Website Homepage

Use of the logo and graphic manipulation of images for website design.

Homepage - Iphone device

Home page - PC device

Customized social network images

The use of personalzed image make a dinamic and youth background.

PowerPoint Presentation

The use of personalzed image make a dinamic and youth background.

Personalized shirts

The use of personalzed image make a dinamic and youth background.

Company's vehicle

The use of personalzed image make a dinamic and youth background.

1

2

3

The new brand Markattack, Client: Good Karma Sagl, CH - Lugano

BRAND MANUAL & GUIDELINE

Rules for a correct use of the logo
and the Brand Identity

© Copyright 2023 Carrara Communication

Carrara communication
REDEFINING BRAND DESIGN