



Visual Soft Branding Guidelines

DESIGNED BY MAZCODEX



About the Project			
About the Project	Goal	Concept	Idea

Design Goal

The primary design goal for the branding of Visual Soft company was to embody sophistication and professionalism that appeals to high-end Class A clients. Our target audience includes leading businesses and corporations in major markets such as London, UAE, Kuwait, and Egypt. We aimed to create a visual identity that reflects the innovative and cutting-edge solutions our company offers, while also instilling a sense of trust and reliability that resonates with the upper echelon of the business world.


Concept

The concept behind our branding strategy is "Elegant Innovation". We sought to blend advanced technological appeal with a classic and elegant aesthetic to captivate and engage our distinguished clientele. By using a color palette that combines boldness with sophistication, the brand aims to stand out in the competitive landscape of ERP solutions and convey a message of unparalleled quality and service excellence.

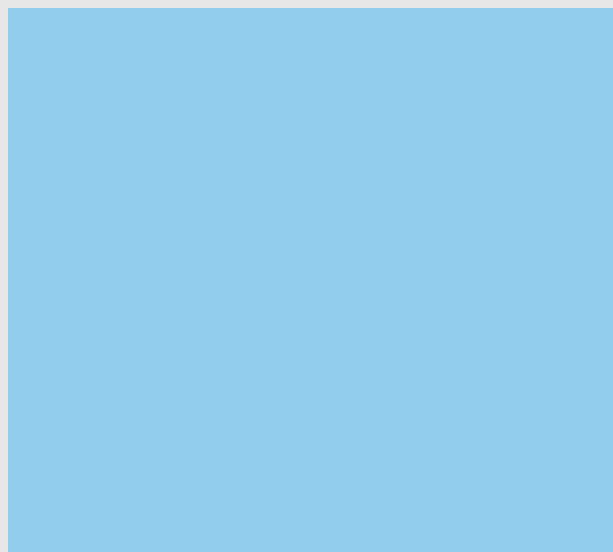
Color Palette




#AD343E



#FFB03A



#93CDED



#013355

- Burgundy (#AD343E):** This deep red shade represents our passion for technology and commitment to delivering impactful solutions. It invokes a sense of ambition and drive.
- Vivid Orange (#FFB03A):** The bright and inviting orange adds a touch of creativity and enthusiasm to the brand, symbolizing the innovative approach to solving complex business challenges.
- Sky Blue (#93CDED):** A calming and clear blue, this color adds a professional and trustworthy element to the palette, reflecting the reliability and the clarity we bring to the client's operations.
- Deep Sea Blue (#013355):** This darker blue conveys strength and depth, emphasizing the robust and secure solutions designed for substantial and complex business environments.

TYPHOGRAPHY

AaAa

Bw Modelica BlackRoboto

Your Heading Here

Your subheading here

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FONTS GUIDELINES

Your Title Here

Font: Bw ModelicaSize: Bold or BlackWeight: 36pt to 48pt

Usage: Use for main branding elements such as logos and primary headers on websites and print materials.

Your subtitle here

Font: GT Super DisplaySize: MediuWeight: 24pt to 30pt

Usage: Usage: Position directly beneath titles or as secondary headers.

Your Heading Here

Font: Avenir NextSize: Demi BoldWeight: 18pt to 22pt

Usage: Suitable for key headers in documents or as section titles in presentations and reports.

Your subheading here

Font: Proxima Nova SoftSize: Regular or SemiboldWeight: 14pt to 16pt

Usage: Utilize for subheaders that categorize information under main headings.

Your Section Header Here

Font: Montserrat AlternatesSize: BoldWeight: 14pt to 18pt

Usage: Ideal for smaller section breaks within detailed documents or web pages.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur malesuada congue purus, sed facilisis nulla tempus vitae. Nullam at ipsum porttitor, iaculis metus sit amet, laoreet lorem. Donec ac ipsum eget ligula ullamcorper eleifend id et est. Nulla facilisi. Donec in molestie nisi. Vivamus placerat quis velit quis consequat. Nulla facilisi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris porta nisl odio, vel elementum ipsum pellentesque ac. In nec lectus eget magna rhoncus accumsan in a nisl.

Font: RobotoSize: RegularWeight: 10pt to 12pt

Usage: Main text for documents, websites, and emails to ensure comfort and readability.

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.”

Font: Playfair DisplaySize: Italic Bold or Italic BlackWeight: 14pt to 18pt

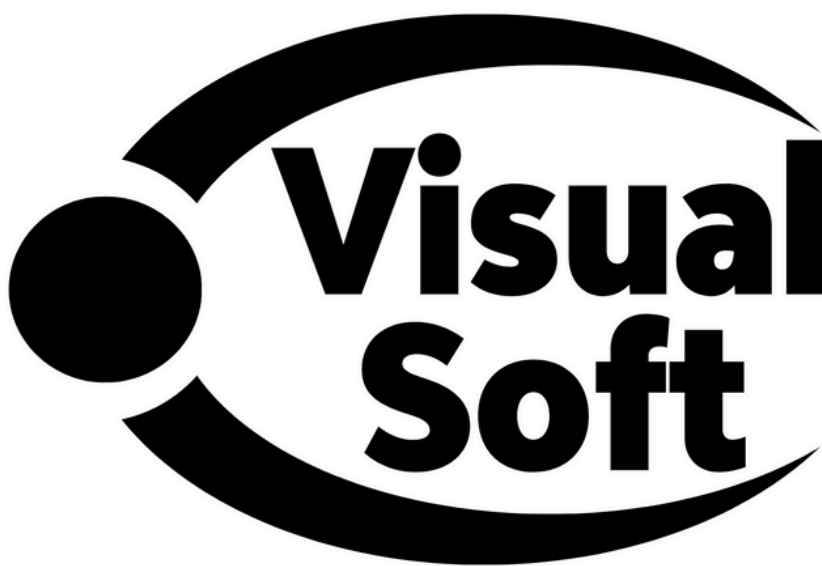
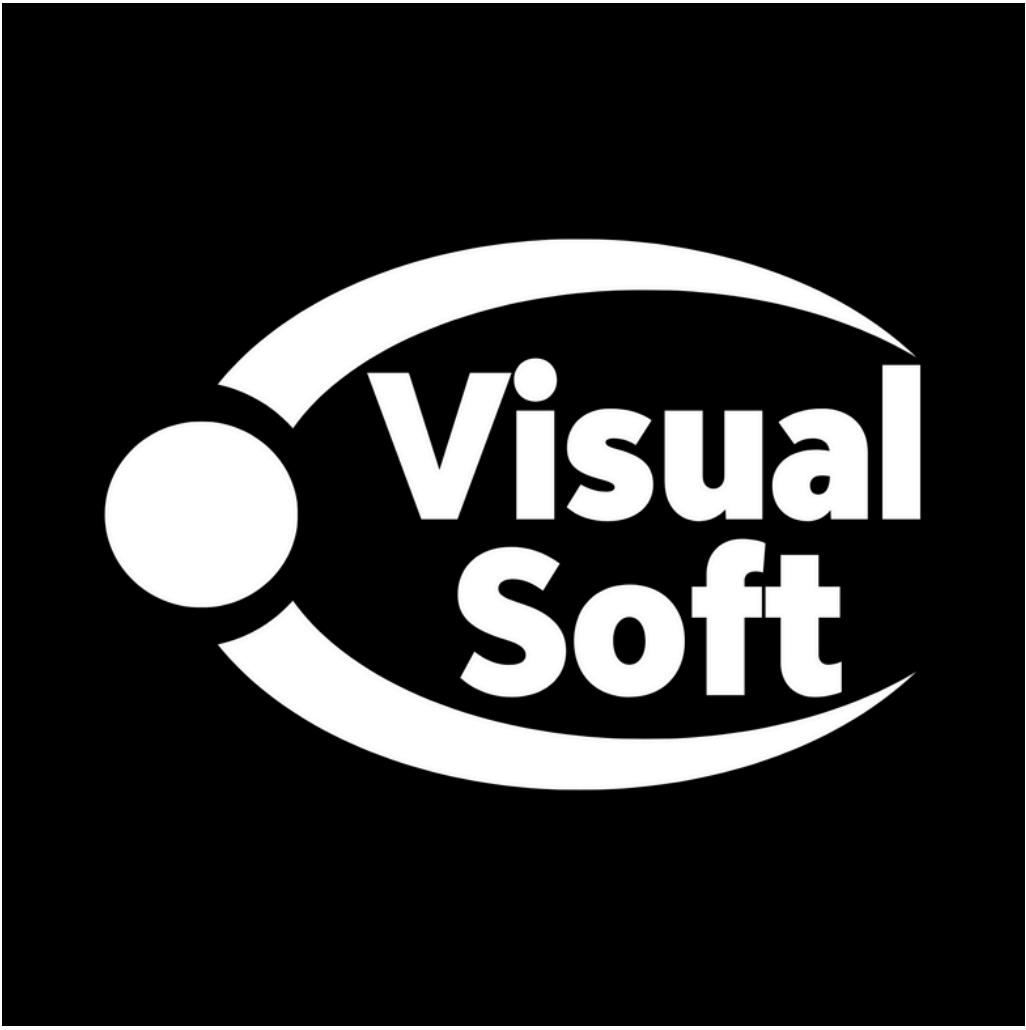
Usage: Emphasize quotations or testimonials with a distinct and elegant look.

Your Caption here

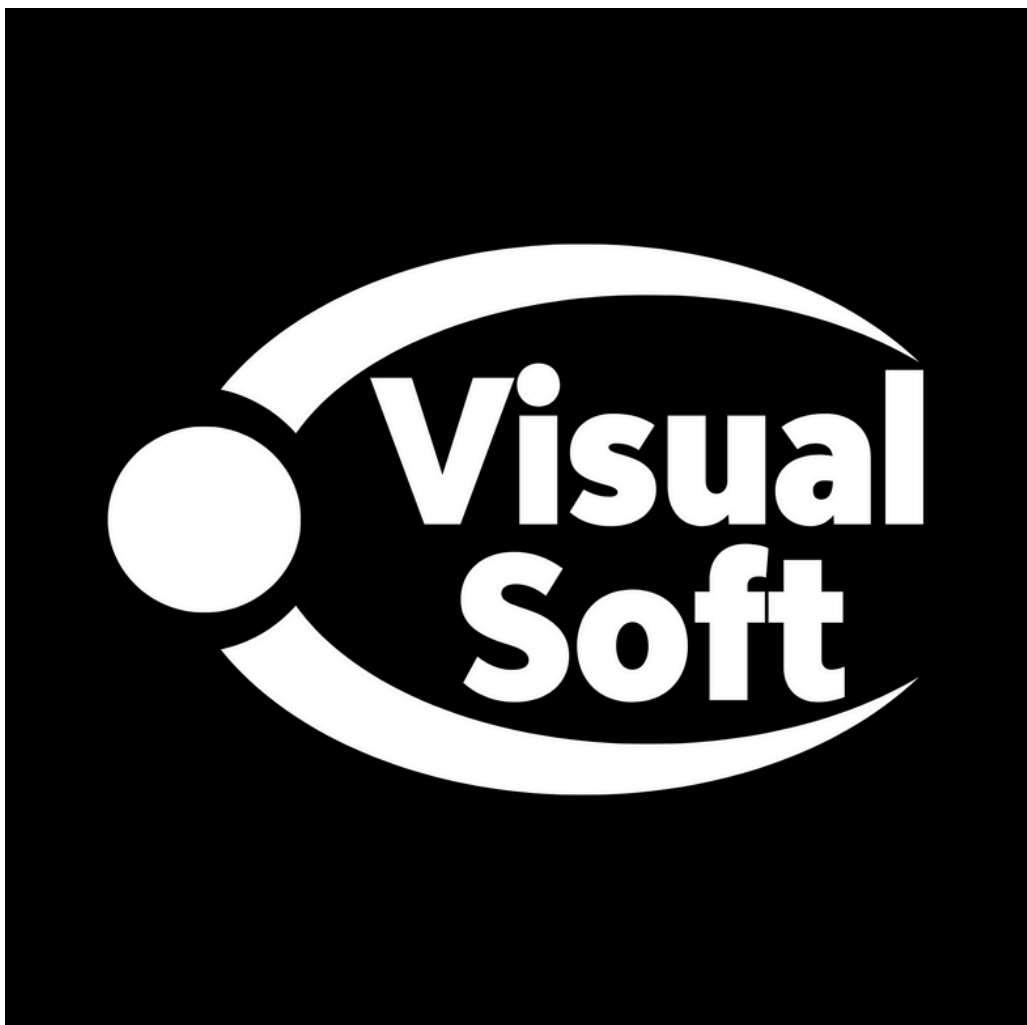
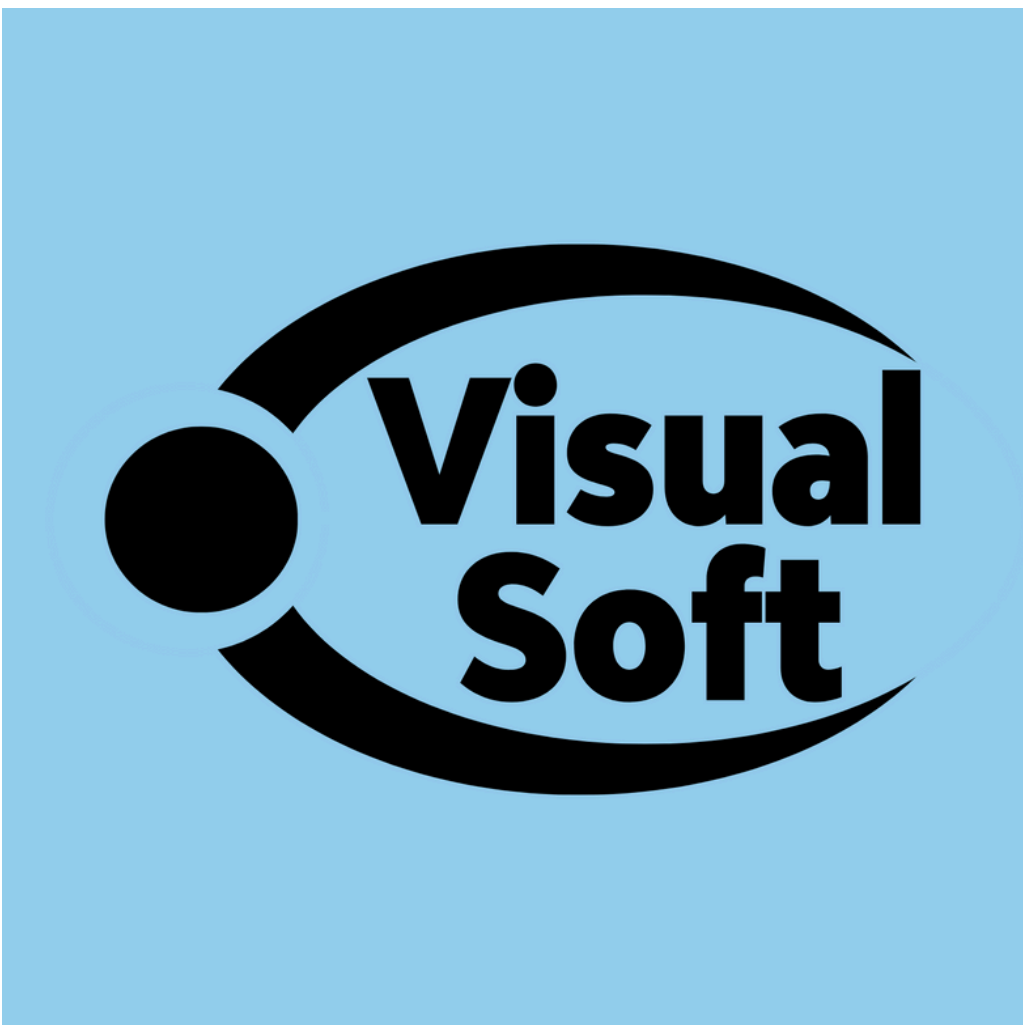
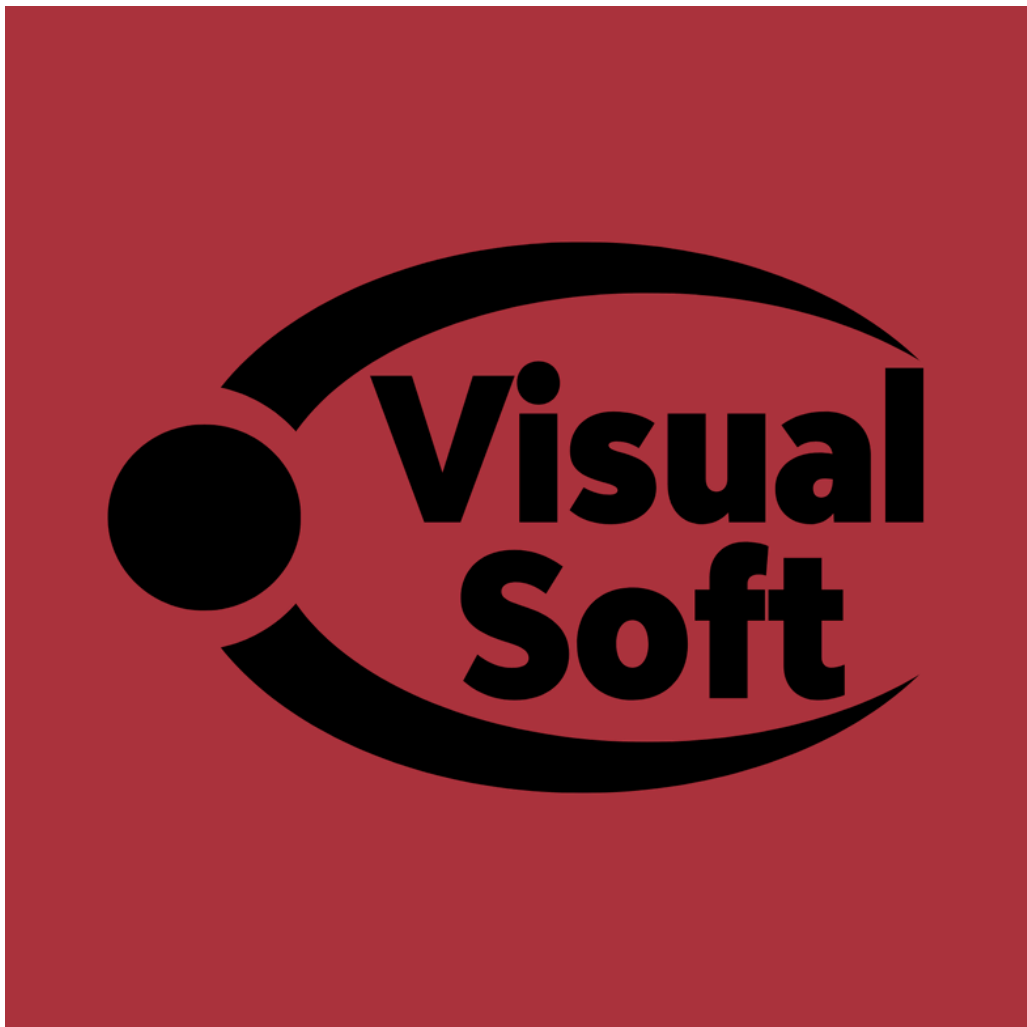
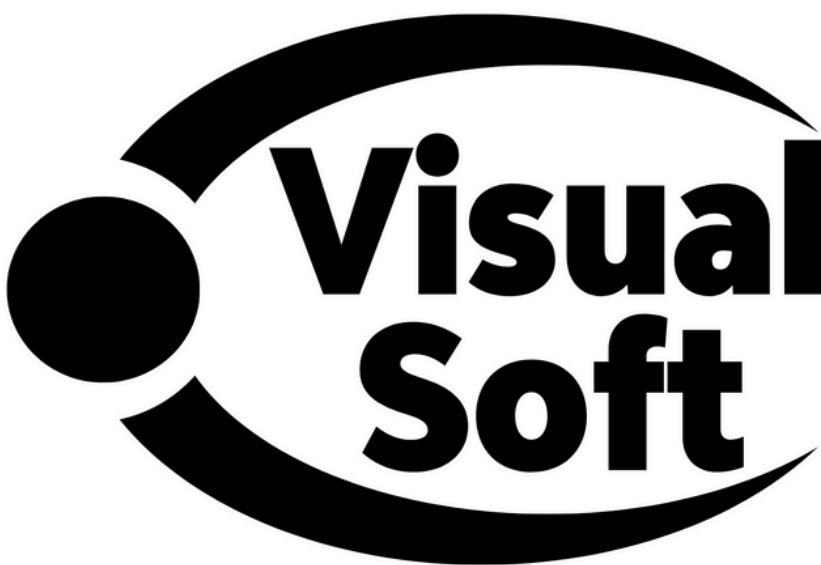
Font: Open SansSize: Light or RegularWeight: 8pt to 10pt

Usage: Appropriate for image captions, footnotes, or secondary information.

PRIMARY LOGOS



LOGO VARIATIONS



BUSINESS CARD DESIGN 4



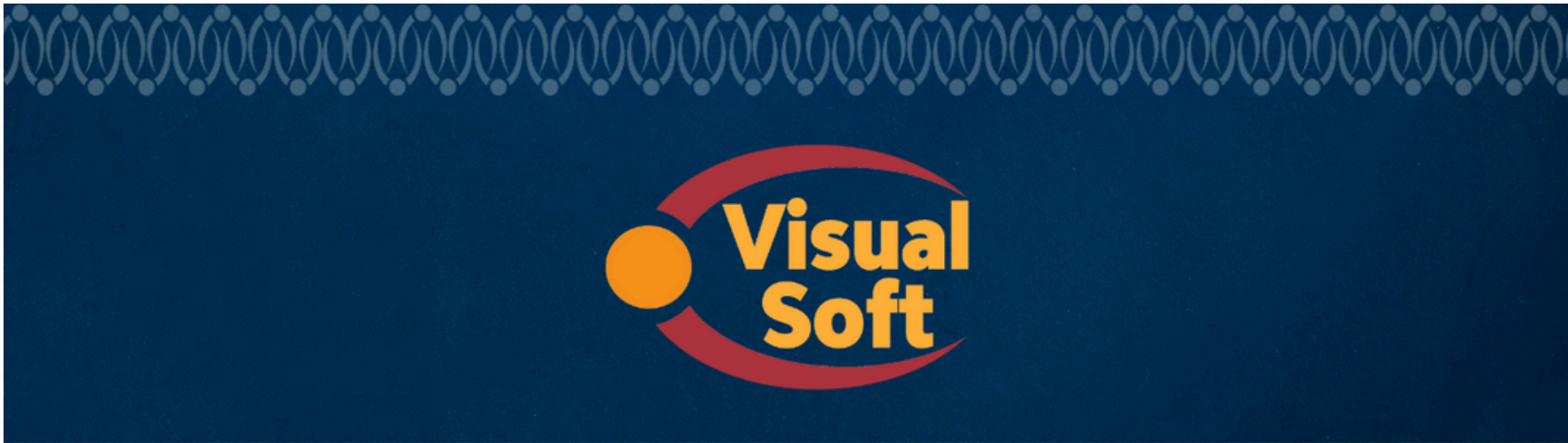


MAHER MOSALAMA
BUSINESS MANAGER

- +20 123-456-7890
- hello@reallygreatsite.com
- www.reallygreatsite.com
- 123 Anywhere St., Any
City, ST 12345



LETTERHEAD DESIGN



Name Surname

Senior Executive
123 Anywhere St., Any City
hello@reallygreatsite.com
+123-456-7890

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro voluptatem sequi nesciunt. Nemo enim ipsam voluptatem quia voluptas.

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Maher Mosalama
Business Manager



LETTERHEAD MOCKUP



FOLDER MOCKUP



FOLDER DESIGN



NOTES

Folder Design Specifications

Our branding extends to the design of custom folders, which play a vital role in organizing and presenting our company's documents in a professional and polished manner. For our standard folders, we recommend using a 9 x 12-inch format to accommodate letter-sized documents comfortably. These folders should feature our brand's logo prominently, aligned with the consistent use of our color scheme and typographic style as outlined in this guide. The inside of the folder can have pockets on one or both sides to hold additional papers and business cards securely. The choice of a durable, high-quality material is crucial to ensure the folder withstands frequent use while maintaining its aesthetic appeal. Custom folders not only help in keeping documents organized but also reinforce our brand’s image during presentations, meetings, and other professional interactions, making every point of contact with our brand a reinforcing moment of our identity and values.



ENVELOPE MOCKUP



STANDARD ENVELOPE DESIGN



+20 123-456-7890
hello@reallygreatsite.com
www.reallygreatsite.com
123 Anywhere St., Any City, ST 12345

LEFT-WINDOW ENVELOPE DESIGN

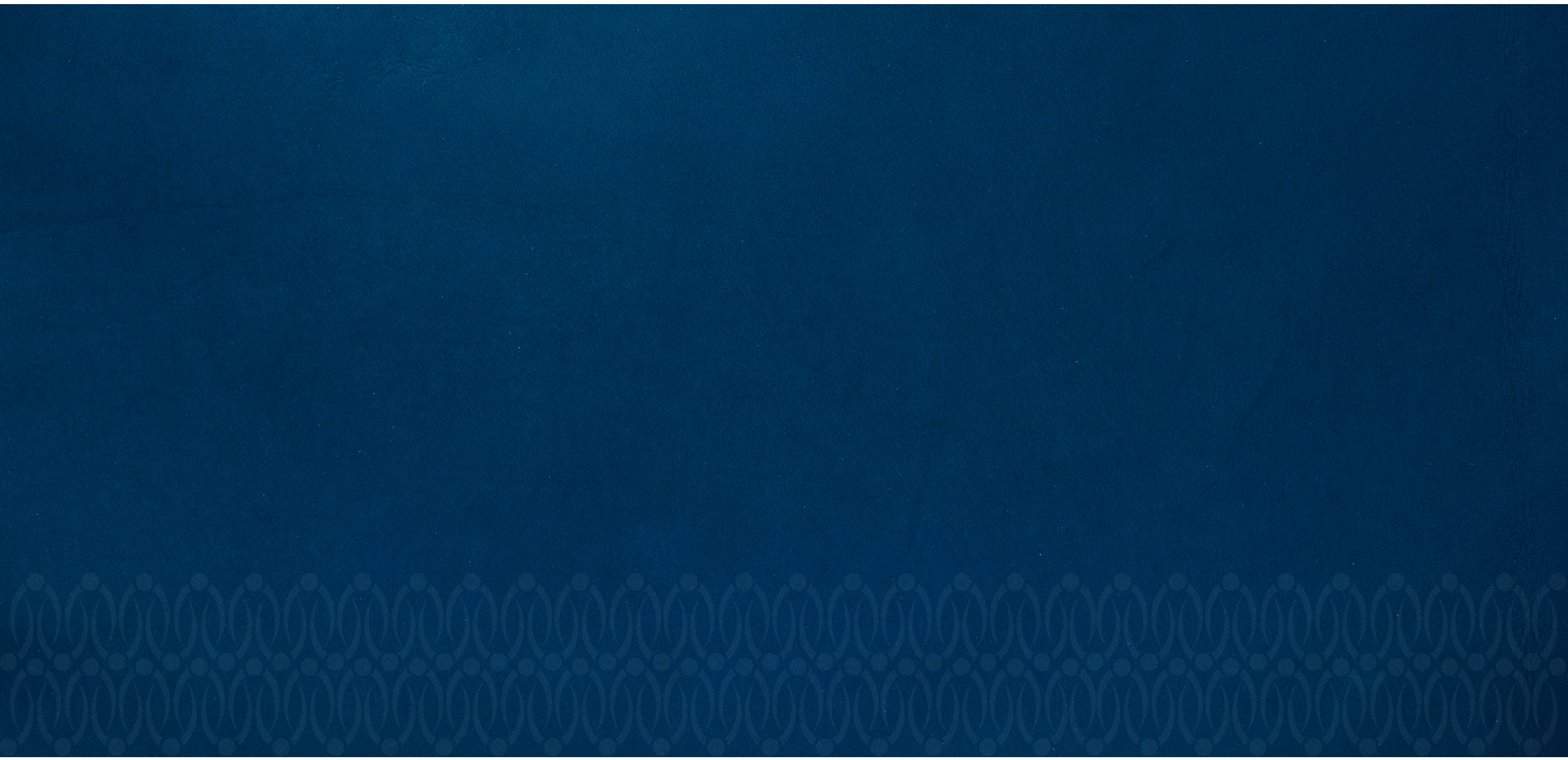


+20 123-456-7890
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www.reallygreatsite.com
123 Anywhere St., Any City, ST 12345

RIGHT-WINDOW ENVELOPE DESIGN



+20 123-456-7890
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www.reallygreatsite.com
123 Anywhere St., Any City, ST 12345



PATTERN



NOTES

DL Envelopes: Standard Size with Window Feature for Enhanced Brand Presentation

In our branding guide, we emphasize the importance of maintaining a cohesive visual identity across all communication channels, including physical mailings. The DL envelope, measuring 110mm x 220mm, is a standard choice for business correspondence due to its sleek and professional appearance. It comfortably houses A4 documents folded into thirds, making it ideal for sending letters, invoices, and other official documents. For added functionality and a touch of sophistication, we recommend using DL envelopes with a window. The window feature not only showcases the recipient's address through a transparent pane, eliminating the need for additional labeling but also aligns with our commitment to efficiency and precision in presentation. These envelopes should be branded consistently with our logo subtly positioned, ensuring that every piece of correspondence upholds and extends our brand identity professionally. This approach reinforces our brand's visibility and ensures a uniform experience for all recipients.

NOTEBOOK DESIGN



NOTEBOOK MOCKUP



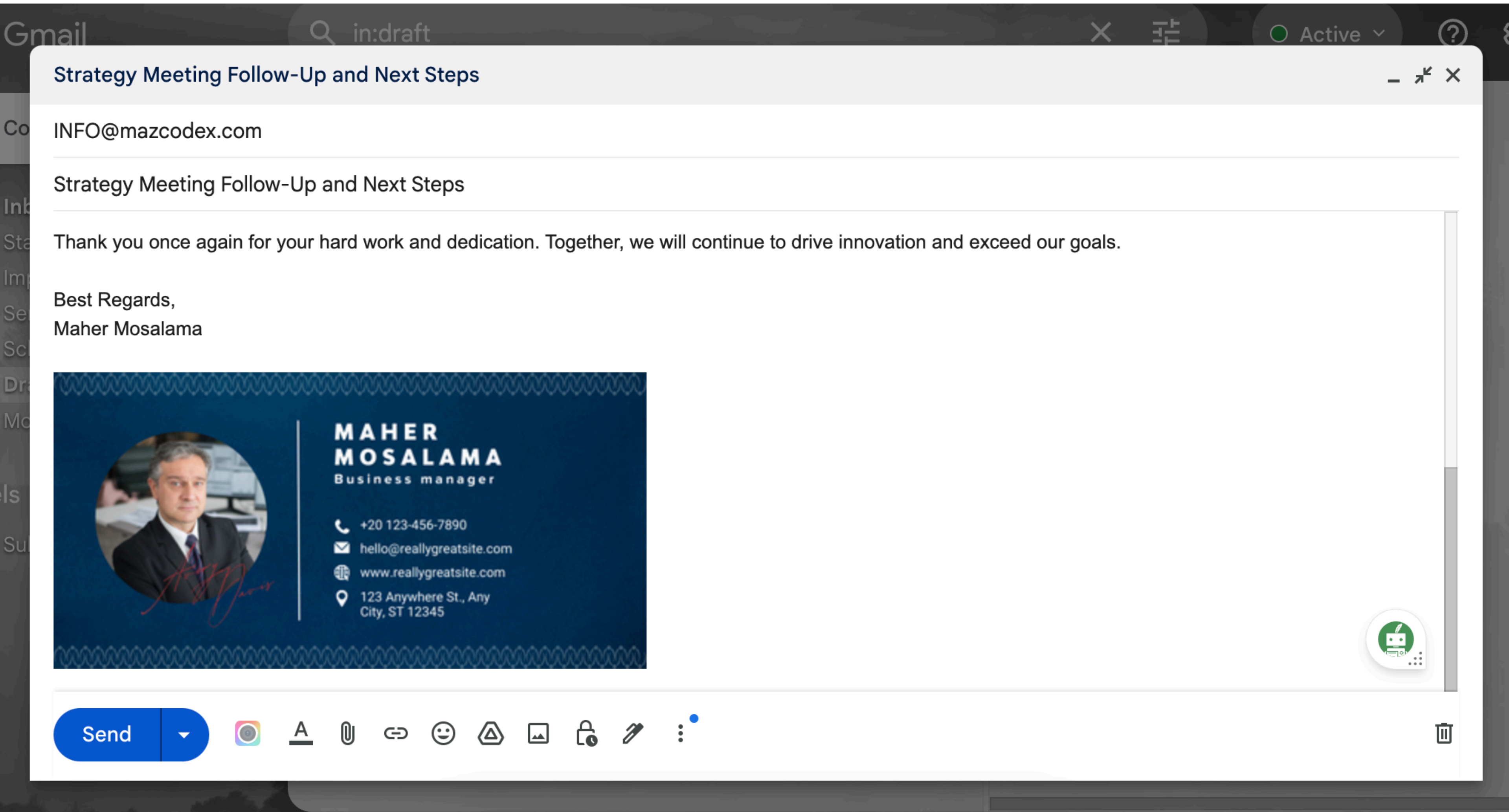
NOTEBOOK MOCKUP



EMAIL SIGNATURE DESIGN



EMAIL SIGNATURE MOCKUP



NOTES

Email Signature Design Guidelines

Our email signatures serve as a vital component of our professional correspondence, ensuring consistency and brand visibility in every digital interaction. The design of the email signature should be clean and uncluttered, focusing on essential information only. This includes the sender’s full name, title, direct phone number, and email address, followed by the company name and website URL. Optionally, links to professional social media profiles (such as LinkedIn) or a corporate blog can be included if relevant. The company logo should be featured prominently at the top or side of the signature in a size that is noticeable but not overwhelming. Typography should align with our brand’s fonts and color palette to maintain uniformity across all communications. To enhance the professional appearance and utility of our email signatures, we also recommend including a legal disclaimer if required by industry regulations, and an environmental note encouraging eco-friendly practices like digital communication over printing.

INVOICE DESIGN

Visual Soft

NO: INV-12345-1

INVOICE TO :

Aron Loeb

P : +123-456-7890

E : hello@reallygreatsite.com

A : 123 Anywhere St., Any City, ST 12345

TOTAL DUE

\$12345

No: 1234567890

Date : 12/07/2023

SSERVICE	TOTAL
Service 1	\$240
Service 2	\$400
Service 3	\$240
Service 4	\$390
Service 5	\$240

Payment Method :

Bank Name :Francisco Andrade

Bank Account : 1234567890

Sub-total :

\$1,735

Tax :

\$55

Total :

\$1,680

Maher Mosalama

+20 123-456-7890

hello@reallygreatsite.com

www.reallygreatsite.com

INVOICE MOCKUP







04 / 卯月

月	火	水	木	金	土	日
				01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	







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DIGITAL TRANSFORMATION

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