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BRANDING GUIDELINES

**Mirallas**

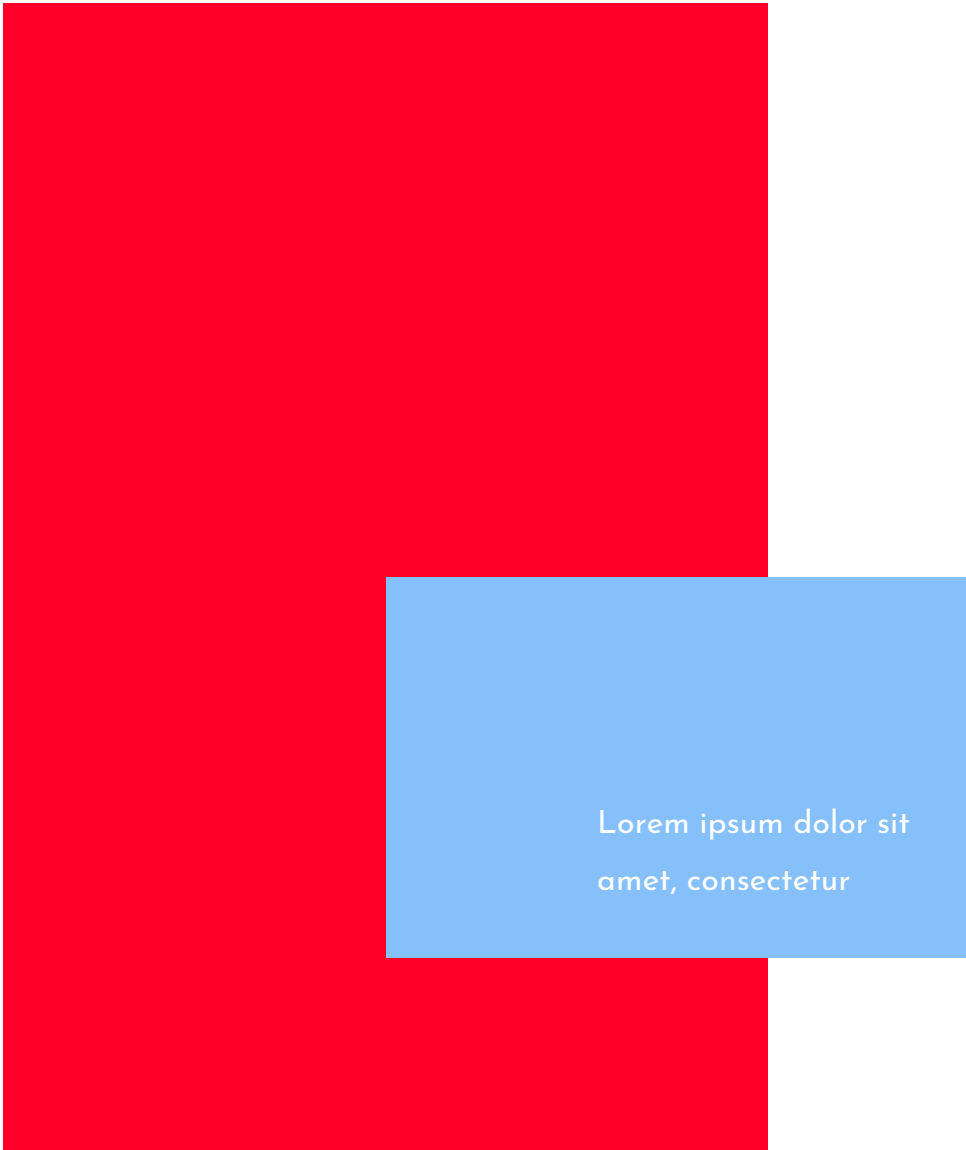
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BRANDING GUIDELINES

**Mirallas**



BRANDING GUIDELINES

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02.

BRANDING GUIDELINES

# Welcome

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Amey Jordan  
Director

03.

04.

– Howard Schultz

“If people believe they share values with a company, they will stay loyal to the brand.”

BRANDING GUIDELINES

— Quotation

# 05.

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BRANDING GUIDELINES

## Our Profile

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BRANDING GUIDELINES

— Our History



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BRANDING GUIDELINES

— Our  
Identity



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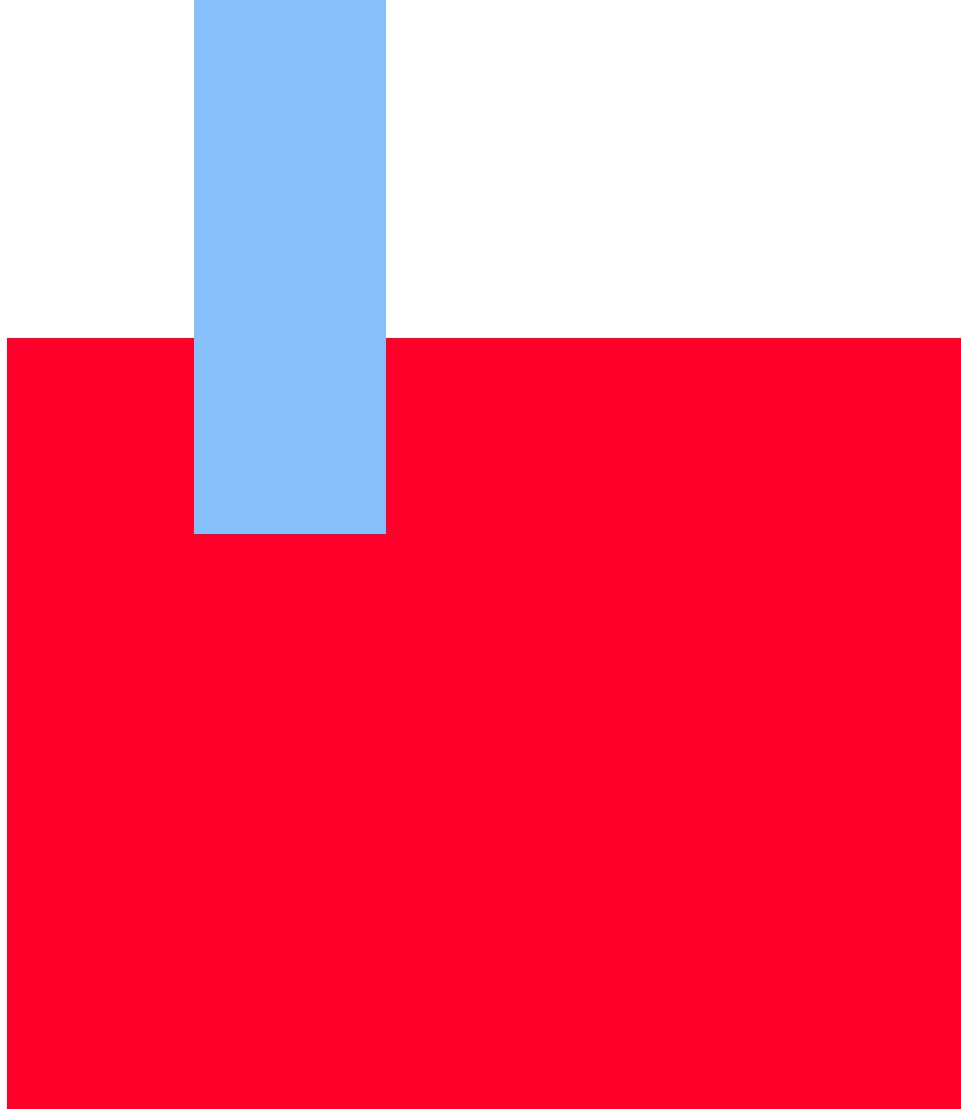
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BRANDING GUIDELINES

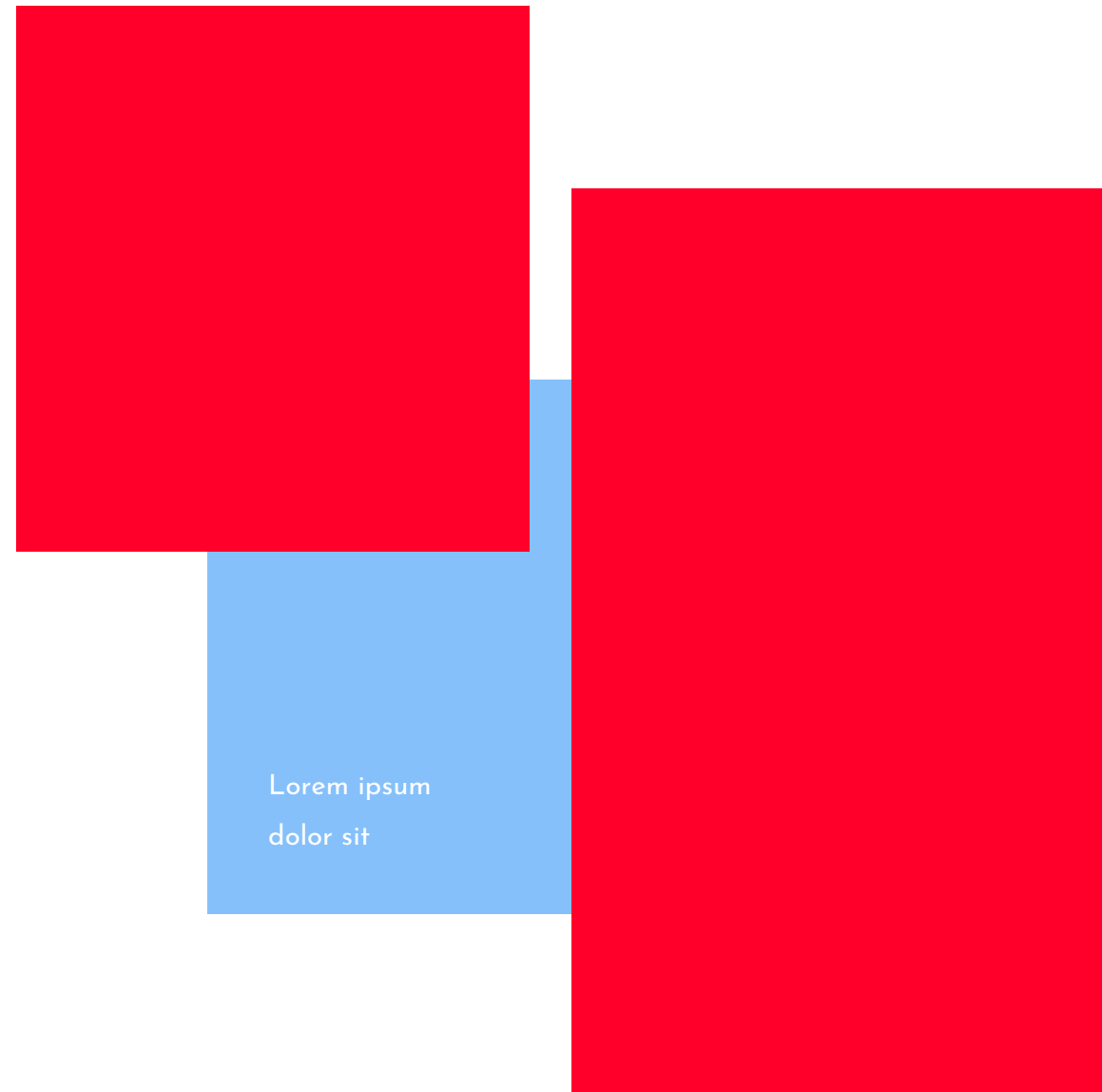
— Moodboard

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BRANDING GUIDELINES

## Color Philosophy



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BRANDING GUIDELINES

# Color Value

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BRANDING GUIDELINES

# Branding Studio

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BRANDING GUIDELINES

# Branding Focus

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BRANDING GUIDELINES

# — Branding Digital

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15.

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BRANDING GUIDELINES

We Are  
— Mirallas

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BRANDING GUIDELINES

— Design Mark

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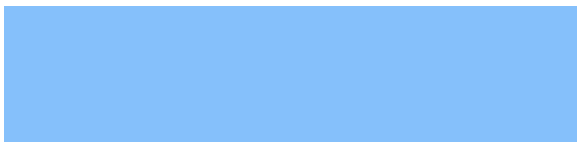
BRANDING GUIDELINES

# Some Misused

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# Photography

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# Our Features

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BRANDING GUIDELINES

# Project Proposal

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BRANDING GUIDELINES

# Business Card

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BRANDING GUIDELINES

# Company Focus



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BRANDING GUIDELINES

# Color Value V.2



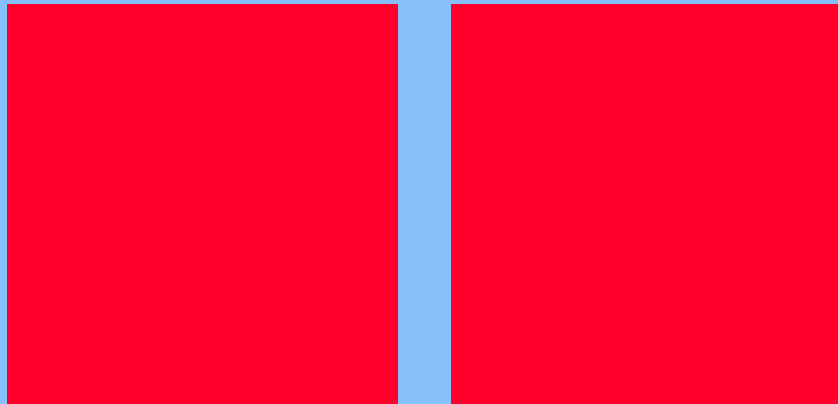
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BRANDING GUIDELINES

## — Concept & Meaning

# 25.

BRANDING GUIDELINES

## We Are — Innovative

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# Break Time — For Us

26.

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Color Pallete

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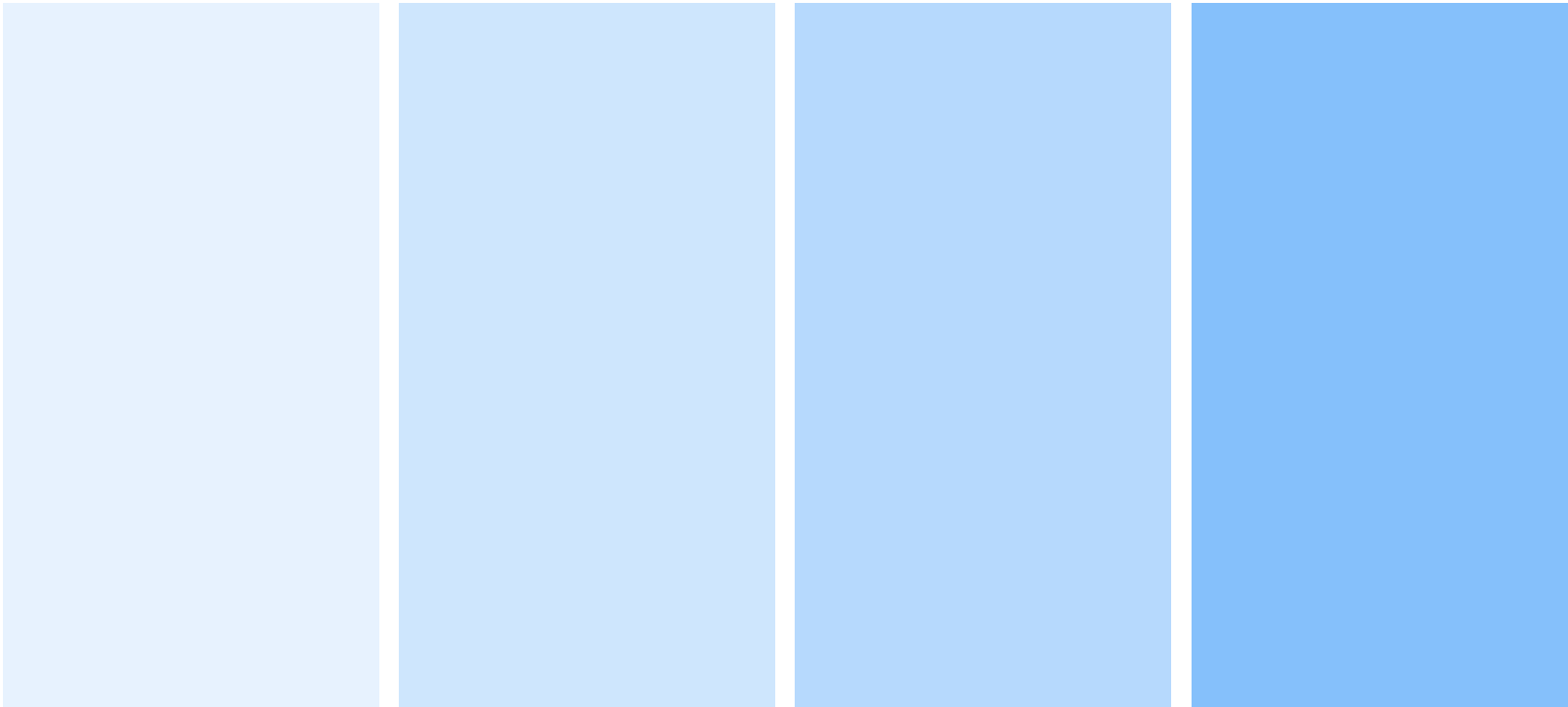
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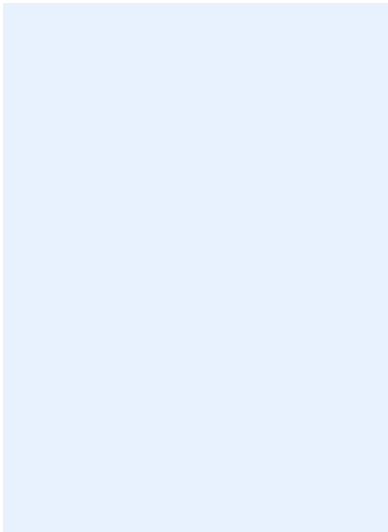


# Color Pallette

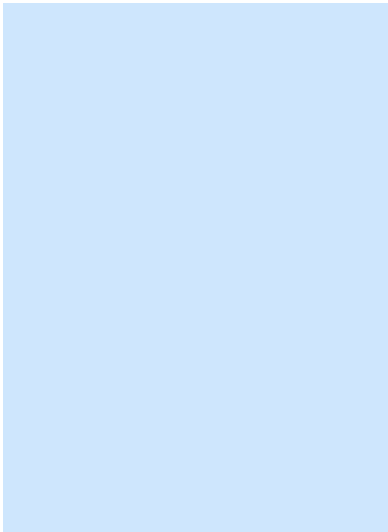
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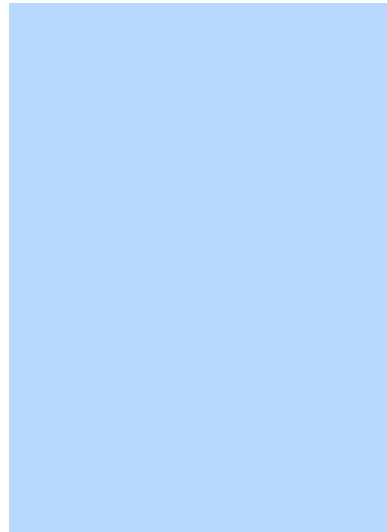
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Josefin Sans

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

BRANDING GUIDELINES

— Typography

LIGHT

REGULER

Semi Bold

# 30.

Cardo

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Abcdefghijklmnopqrstuvwxyz

1234567890

Josefin Sans

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Abcdefghijklmnopqrstuvwxyz

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BRANDING GUIDELINES

# — Typography

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# Device Mockup



## Minimal Design

On november 13, felix unger was asked to remove himself from his place of residence. That request came from his wife.



# Laptop Mockup



## What We Love

On november 13, felix unger was asked to remove himself from his place of residence. That request came from his wife.

Deep down, he knew she was right, but he also knew that someday.

# Laptop Mockup

**Subtitle Here**

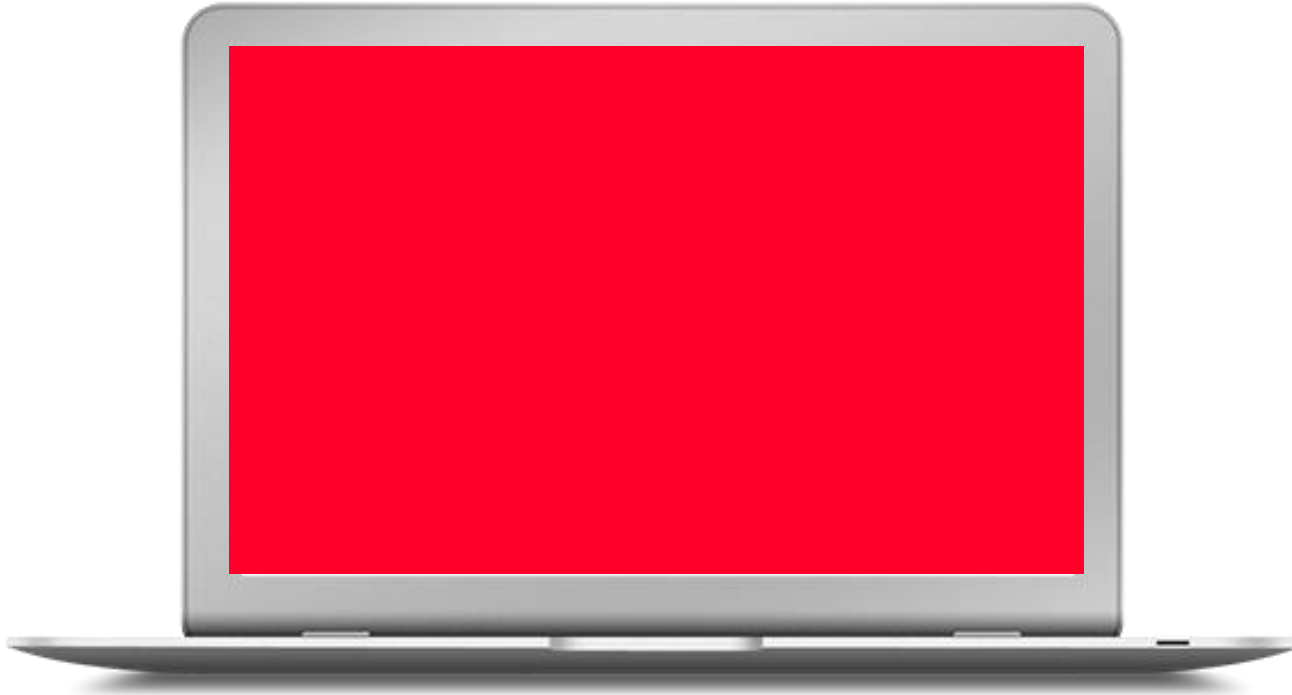
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Praesent non erat ligula. Curabitur nec turpis orci.

Duis



# Laptop Mockup



## Subtitle Here

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# Computer Mockup

## Subtitle Here

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# Phone Mockup

## Subtitle Here

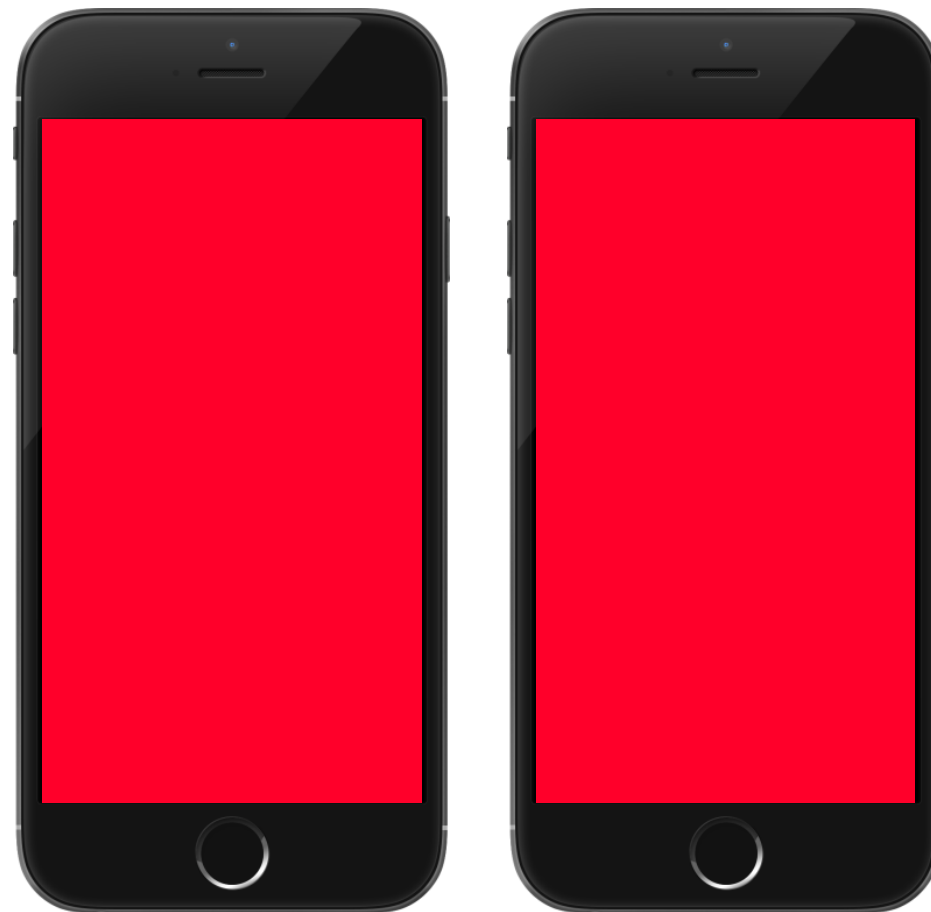
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# Phone Mockup

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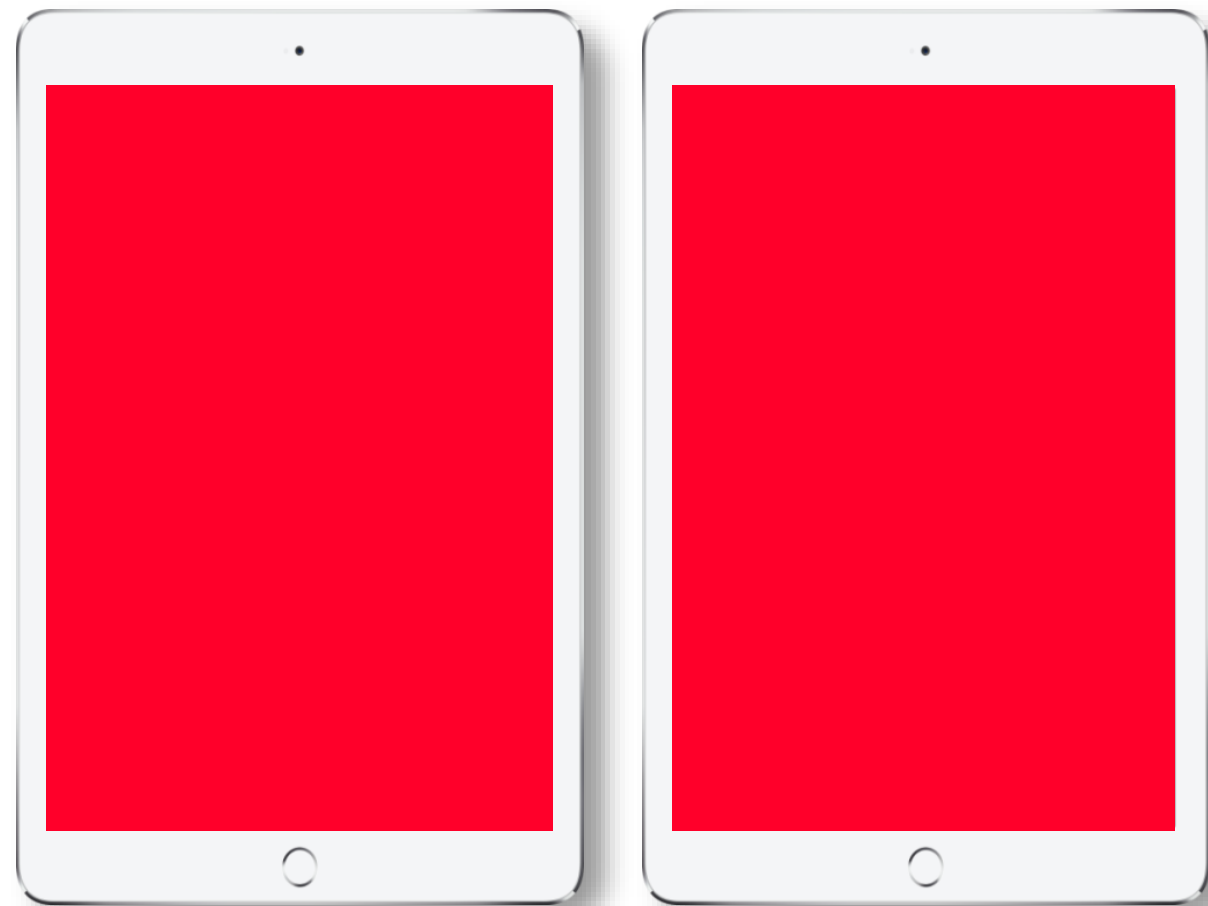
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# Tablet Mockup

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# Tablet Mockup

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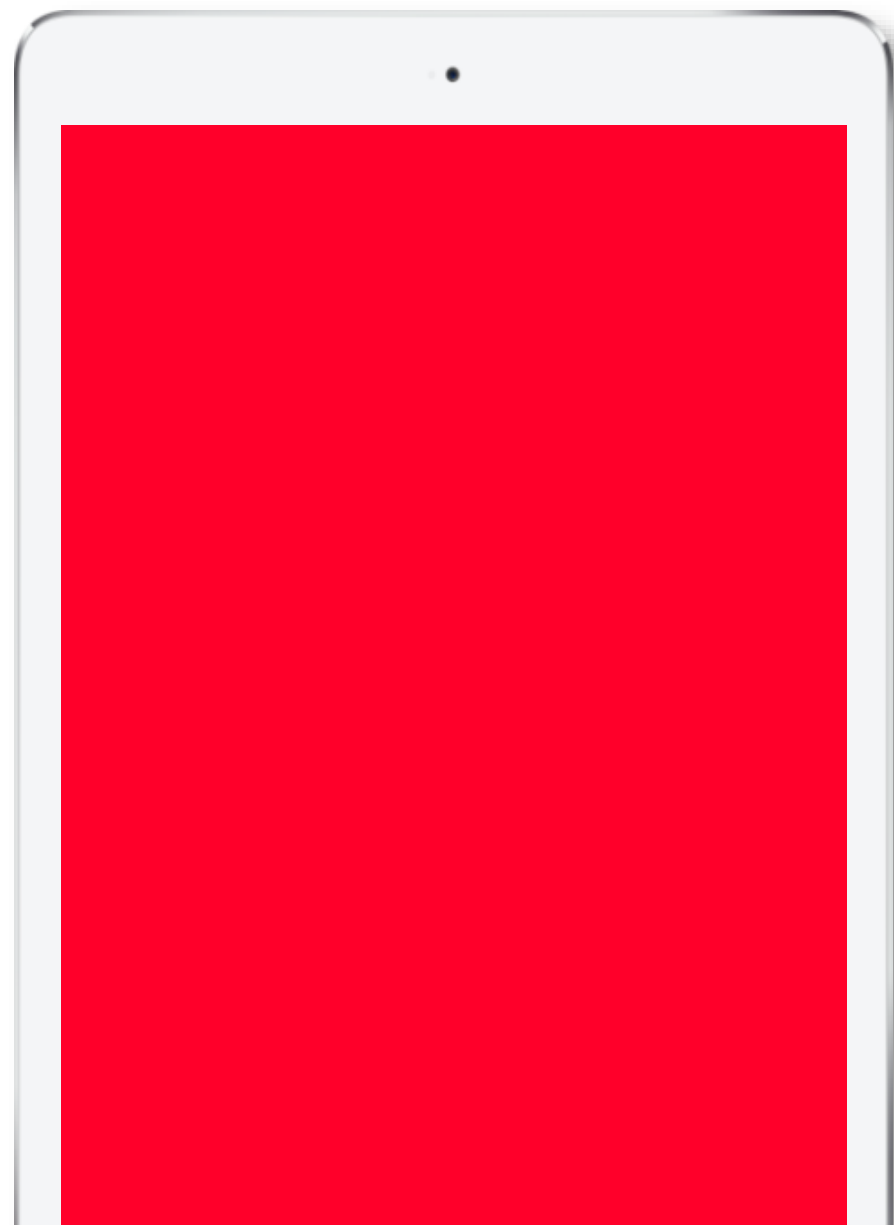




# Tablet Mockup

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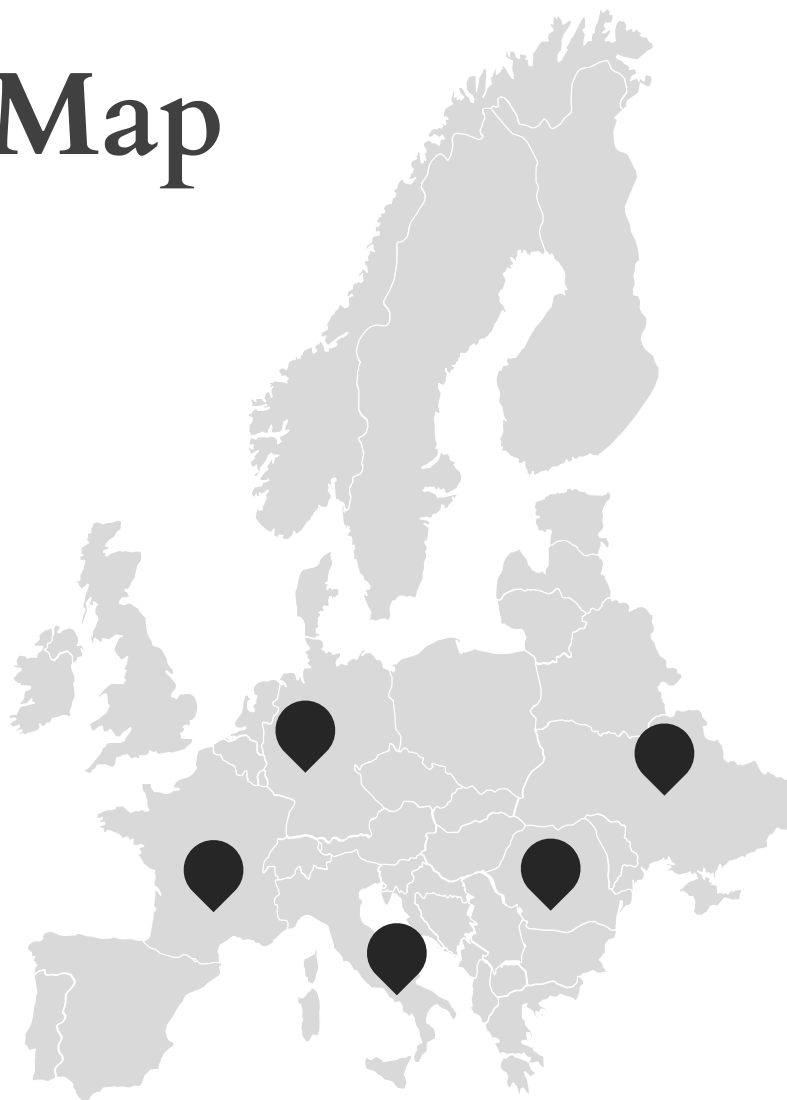
# World Map



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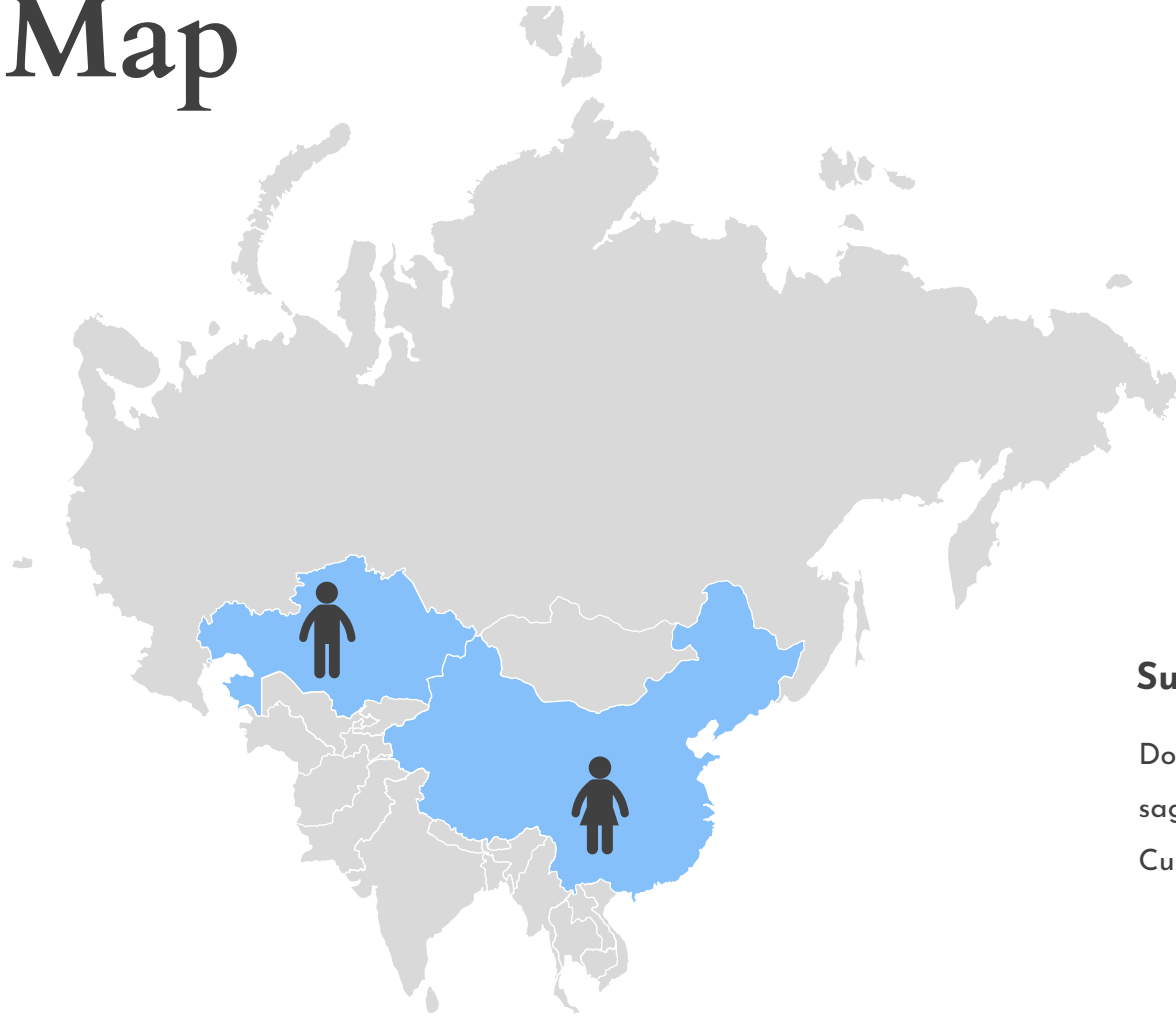
# European Map



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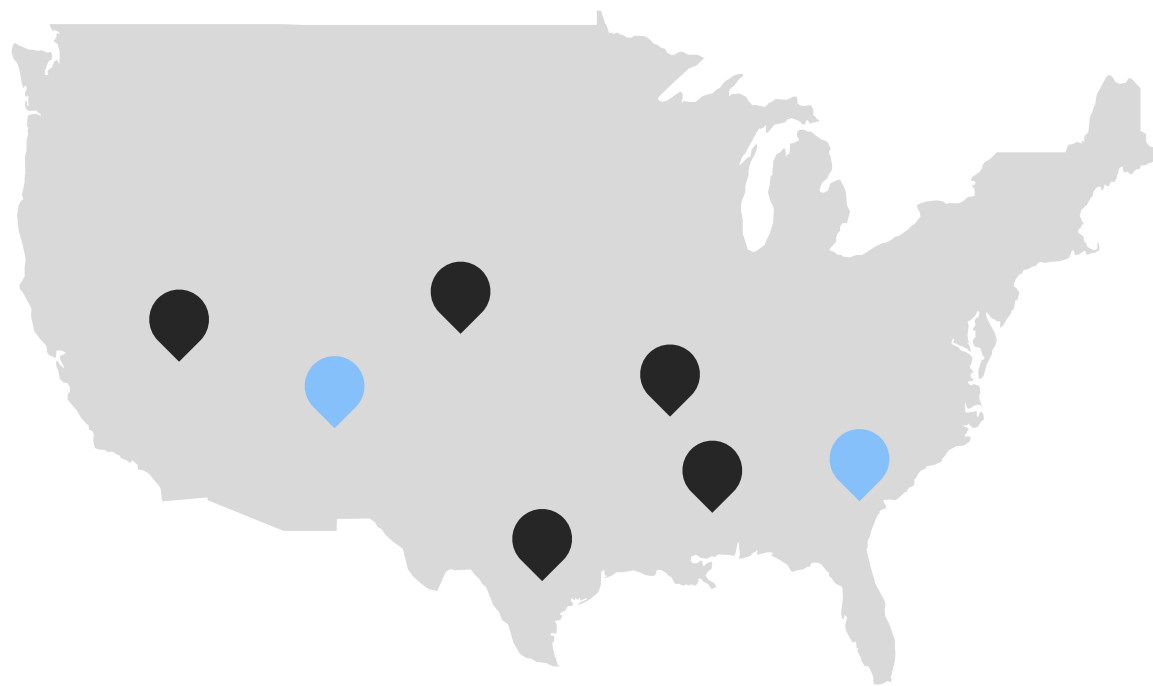
# Asian Map



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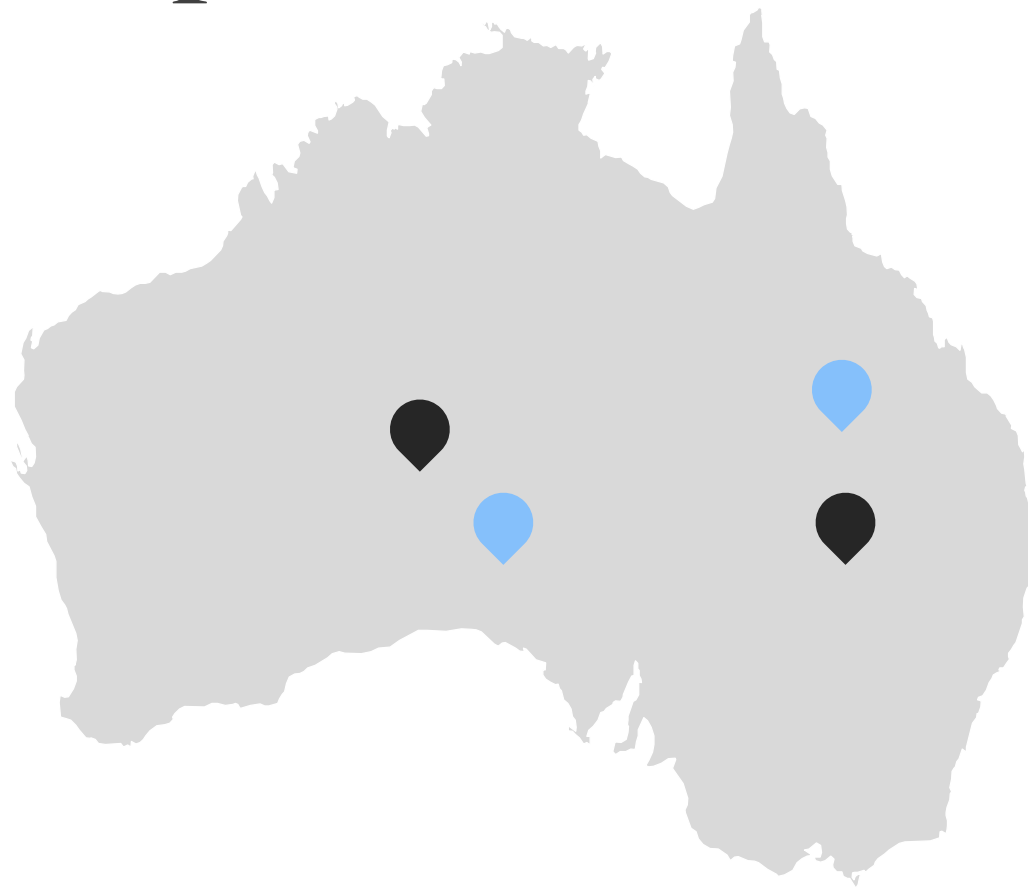
# USA Map



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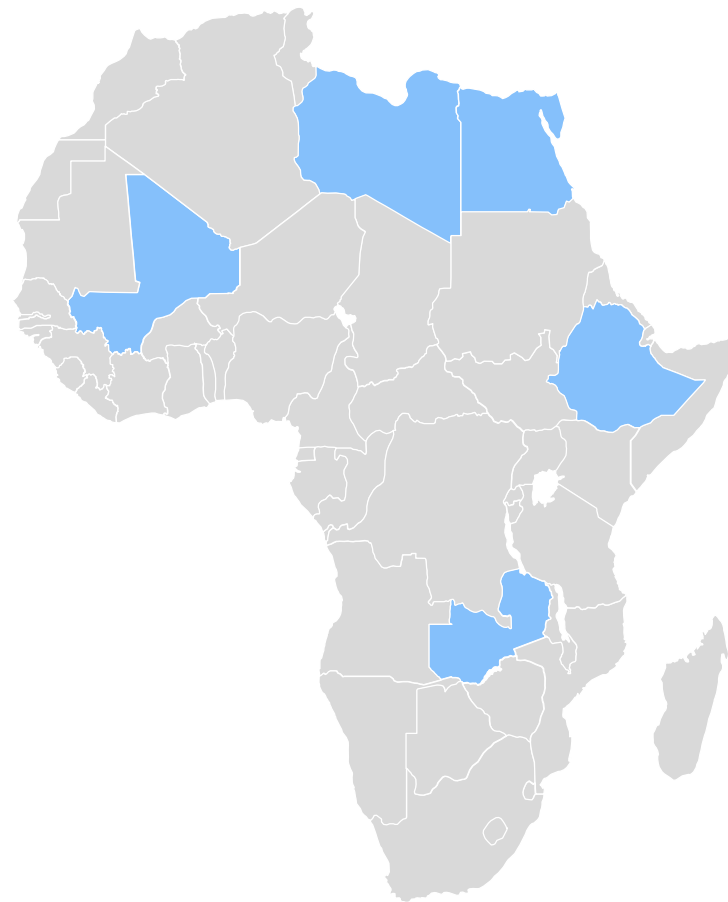
# Aussie Map



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# African Map



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— Thank You