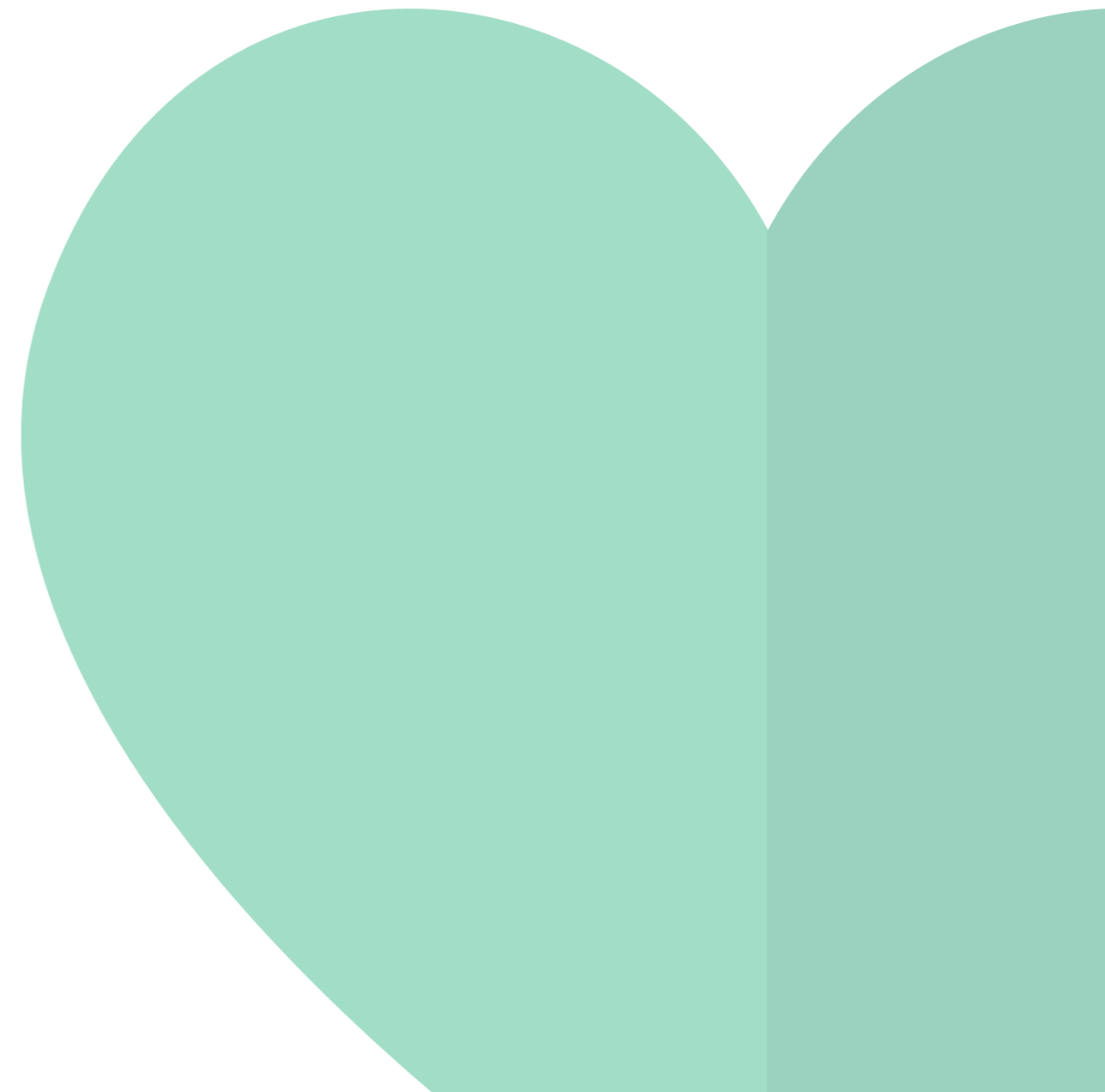


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Brand Guidelines

Fundamental Studio Brand Guideline

Version 1.0 | May 2023





01.

Introduction

Mission & Vision

Fundamental Studio is a modern digital company, offering different kind of services at your disposal. Whether you need a contemporary decision for your website, or have just decided to update your print materials - we are your trustworthy partner.

Design • Development •
Copywriting • Optimis

Key message for clients & prospects

People & culture

Customized Solutions:

We provide tailored solutions to meet our clients' unique business needs, delivering innovative and engaging designs that are both functional and aesthetically pleasing.

User-Centered Design:

We place great emphasis on user experience (UX) and user-centered design, ensuring that our clients' websites are intuitive and easy to use for their target audience.

Responsive Design:

We create websites that are responsive and optimized for different devices, ensuring that our clients' websites look great on desktops, tablets, and mobile devices.

Collaboration and Communication:

We believe in open communication and collaboration with our clients, working closely with them throughout the design and development process to ensure that their needs are met and their vision is realized.

Innovative Technology:

We stay up-to-date with the latest technology and design trends, ensuring that our clients receive cutting-edge solutions that are both efficient and effective.

Results-Oriented Approach:

We measure the success of our work through the results achieved by our clients, delivering solutions that are focused on achieving their business goals and objectives.

Verbal identity

Brand voice

Professional and authoritative

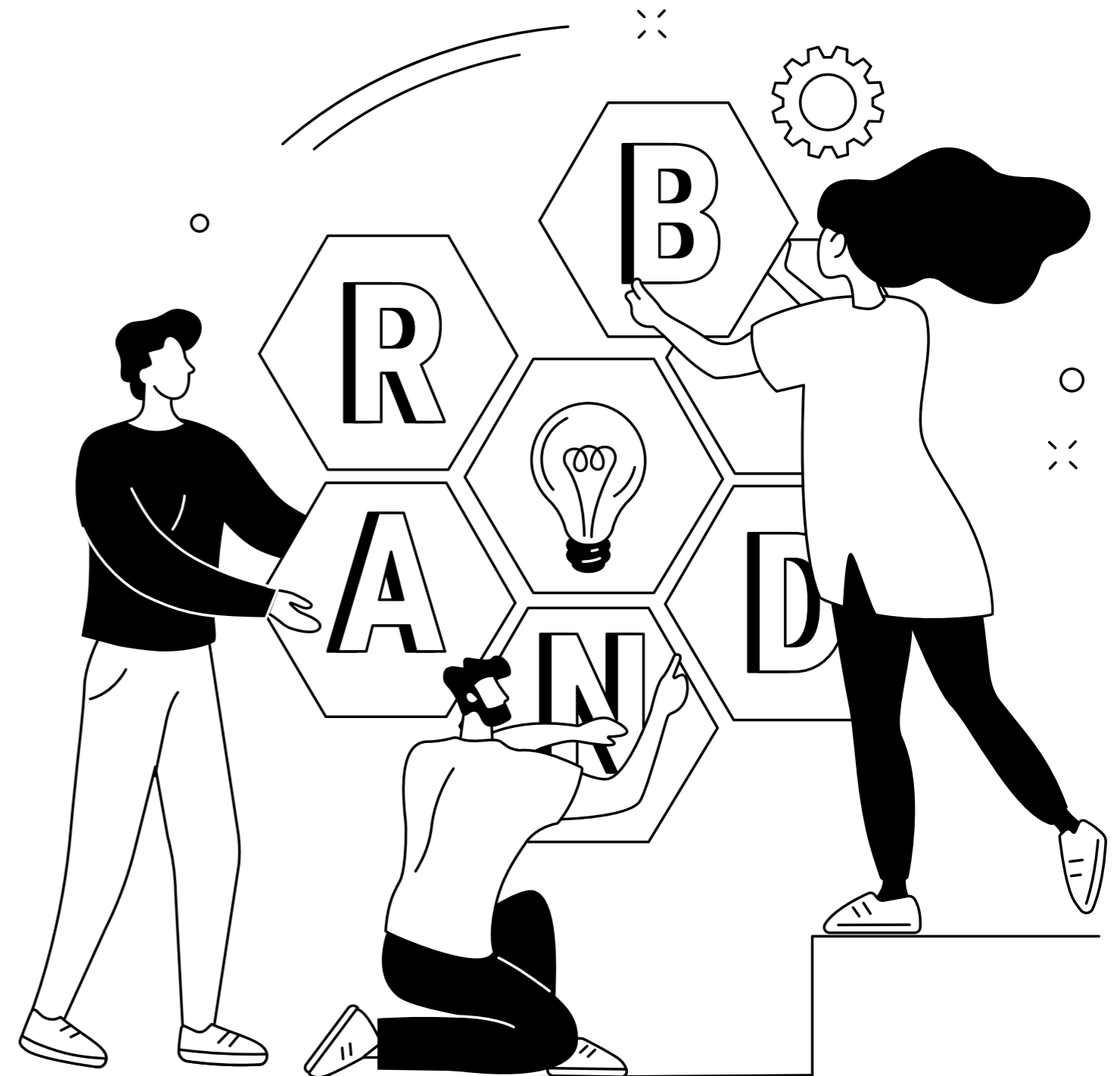
Our brand voice should be professional and authoritative, demonstrating our expertise and knowledge in web design and development.

Personable and approachable:

Our brand voice should be personable and approachable, making our clients feel comfortable and confident in working with us.

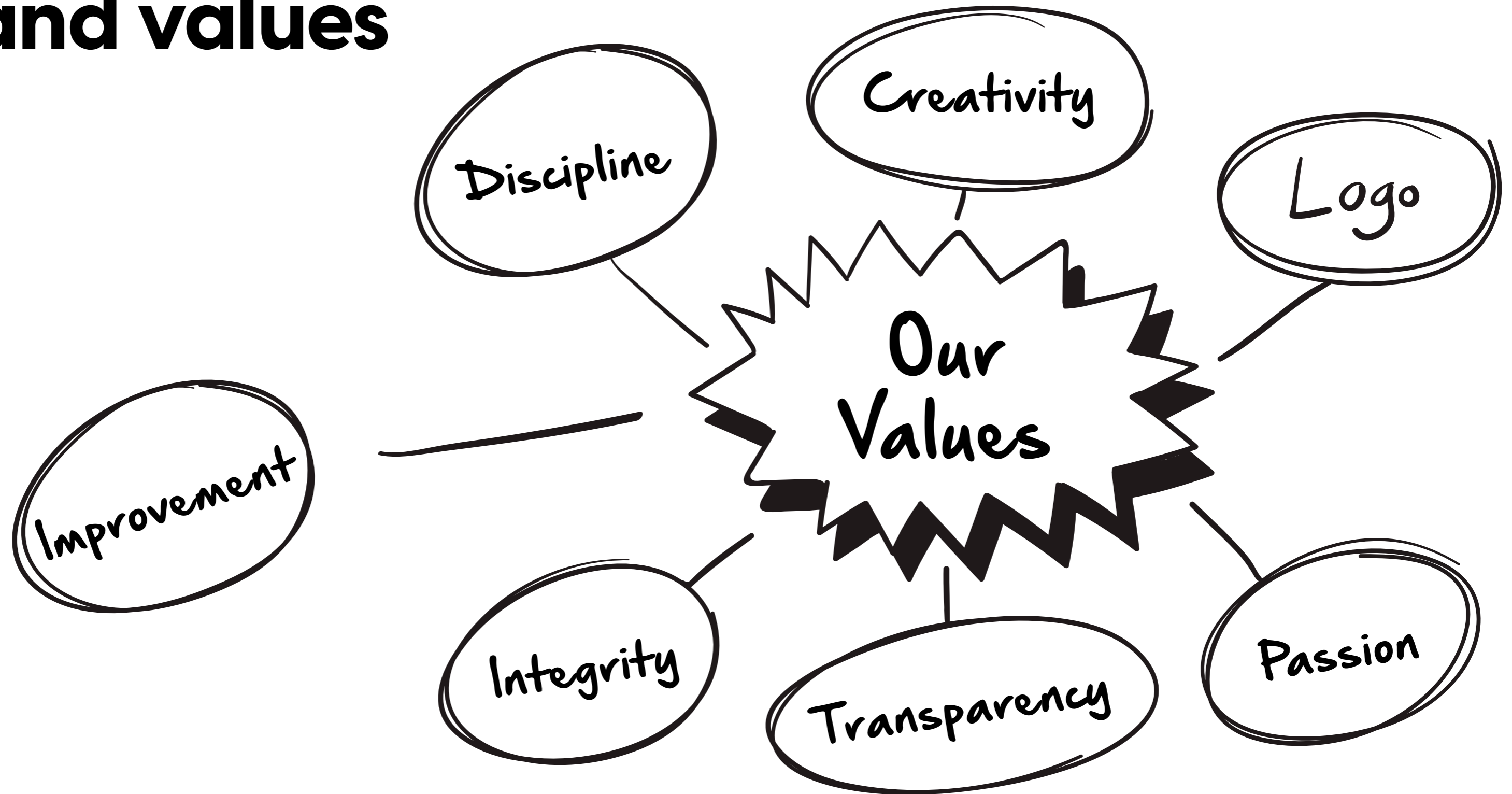
Trustworthy and reliable:

Our brand voice should be trustworthy and reliable, conveying our commitment to delivering high-quality work that meets or exceeds our clients' expectations.



Verbal identity

Brand values





02.

Logo Design

Logo Rules



DO NOT

stretch the logo, change the letter spacing or thickness of each letter



DO NOT

change the logo's orientation



DO NOT

use custom colors, custom background, gradients or shadows



Mark Origins

The logo mark (the heart) symbolizes the love that we invest in every single one of our projects. We thought that it would be catchy to also add a code as the letter "L" because it is easily recognizable and also refers to our slogan "made with love and code"



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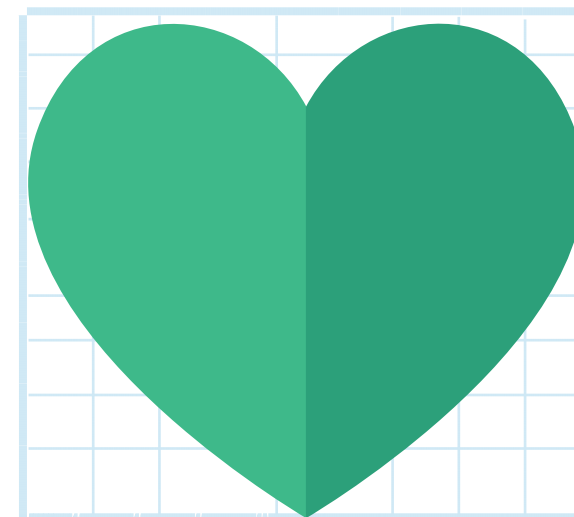
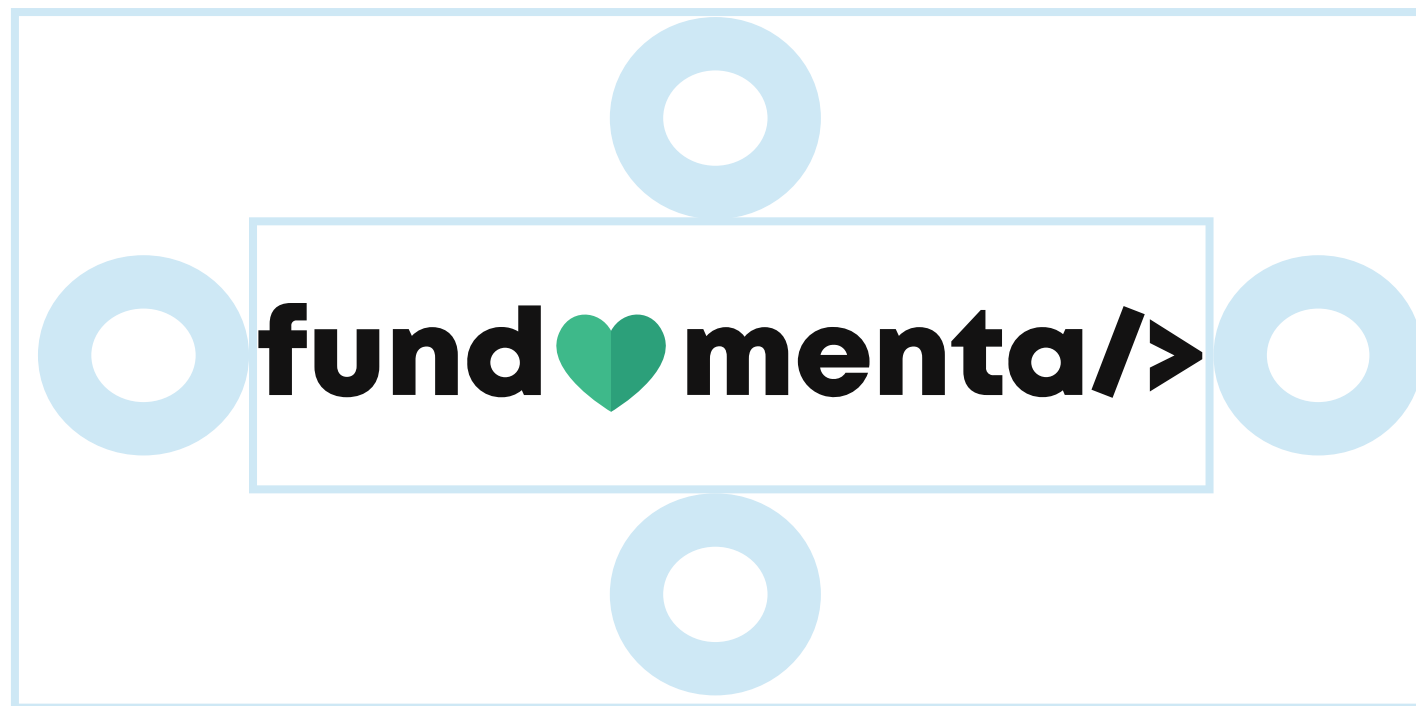
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Mark Construction

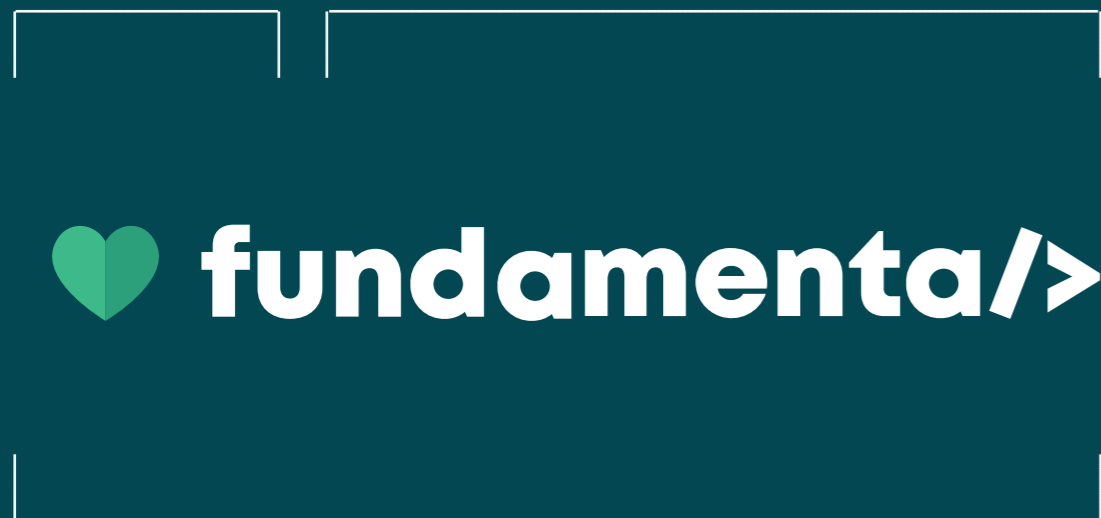
To allow our logotype to stand out, do not place any objects such as graphics or text in the clear space shown.



Horizontal Logo

Logomark

Logotype



Logo

An ideal shape for a logo is a horizontal rectangle. That doesn't mean that the actual shape of the logo needs to be a rectangle, but the live area should be like a wide rectangle.

Color Combinations

To allow our logotype to stand out, we need to make sure that it is used with the right color combinations.



03.

Colors

Color Palette



Green Jelly

CMYK(68,0,24,25)

HEX : #3EC091

RGB(62,192,145)

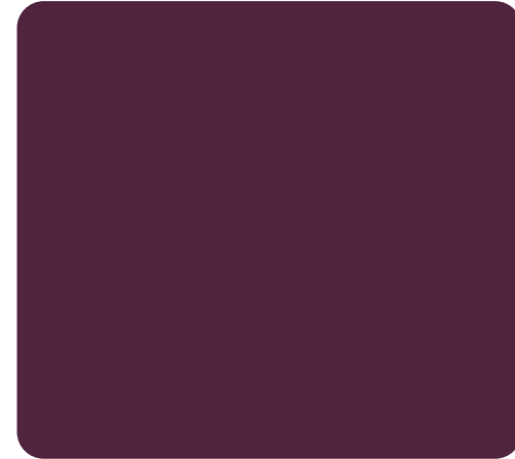


Aztec Jade

CMYK(68,0,24,25)

HEX : #3EC091

RGB(62,192,145)

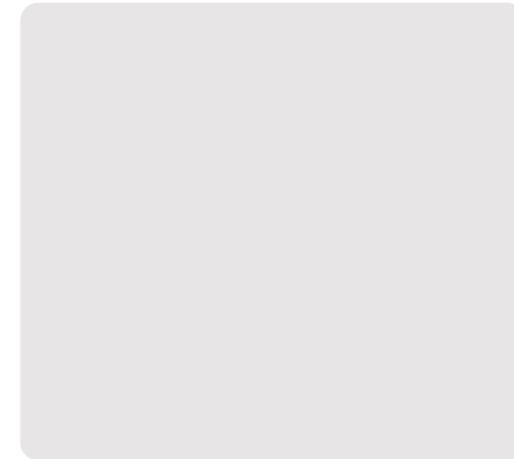


Murasaki

CMYK(68,0,24,25)

HEX : #3EC091

RGB(62,192,145)



Porcelain

CMYK(68,0,24,25)

HEX : #3EC091

RGB(62,192,145)

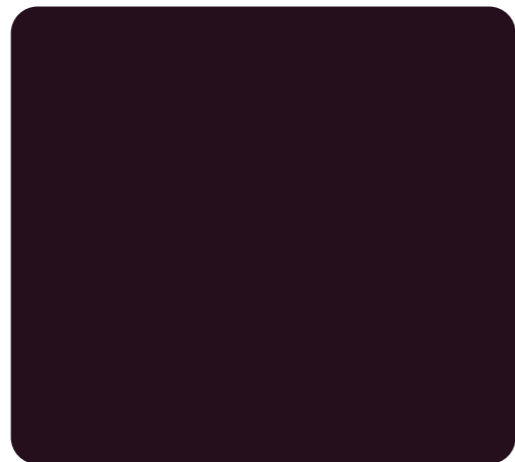


Royal Coronation

CMYK(68,0,24,25)

HEX : #3EC091

RGB(62,192,145)



Noir Fiction

CMYK(68,0,24,25)




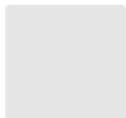


HEX : #3EC091

RGB(62,192,145)



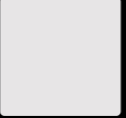





Accessibility

White or light background

-  **Green Jelly**
HEX : #3EC091
-  **Aztec Jade**
HEX : #2CA77A
-  **Murasaki**
HEX : #50243D
-  **Porcelain**
HEX : #EEEECED
-  **Royal Coronation**
HEX : #433A47
-  **Noir Fiction**
HEX : #260F1C

Black or dark background

-  **Green Jelly**
HEX : #3EC091
-  **Aztec Jade**
HEX : #2CA77A
-  **Porcelain**
HEX : #EEEECED
-  **Royal Coronation**
HEX : #433A47
-  **Murasaki**
HEX : #50243D
-  **Noir Fiction**
HEX : #260F1C



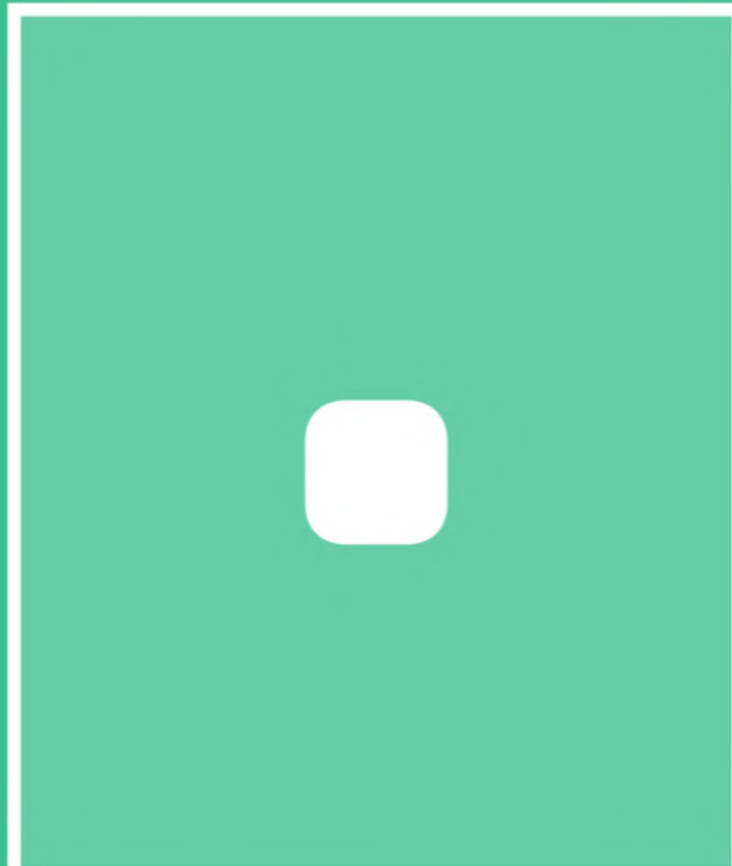
Main Color

ENERGY

STABILITY

GOOD LUCK

RENEWAL



Green Jelly



Green Jelly

CMYK(68,0,24,25)

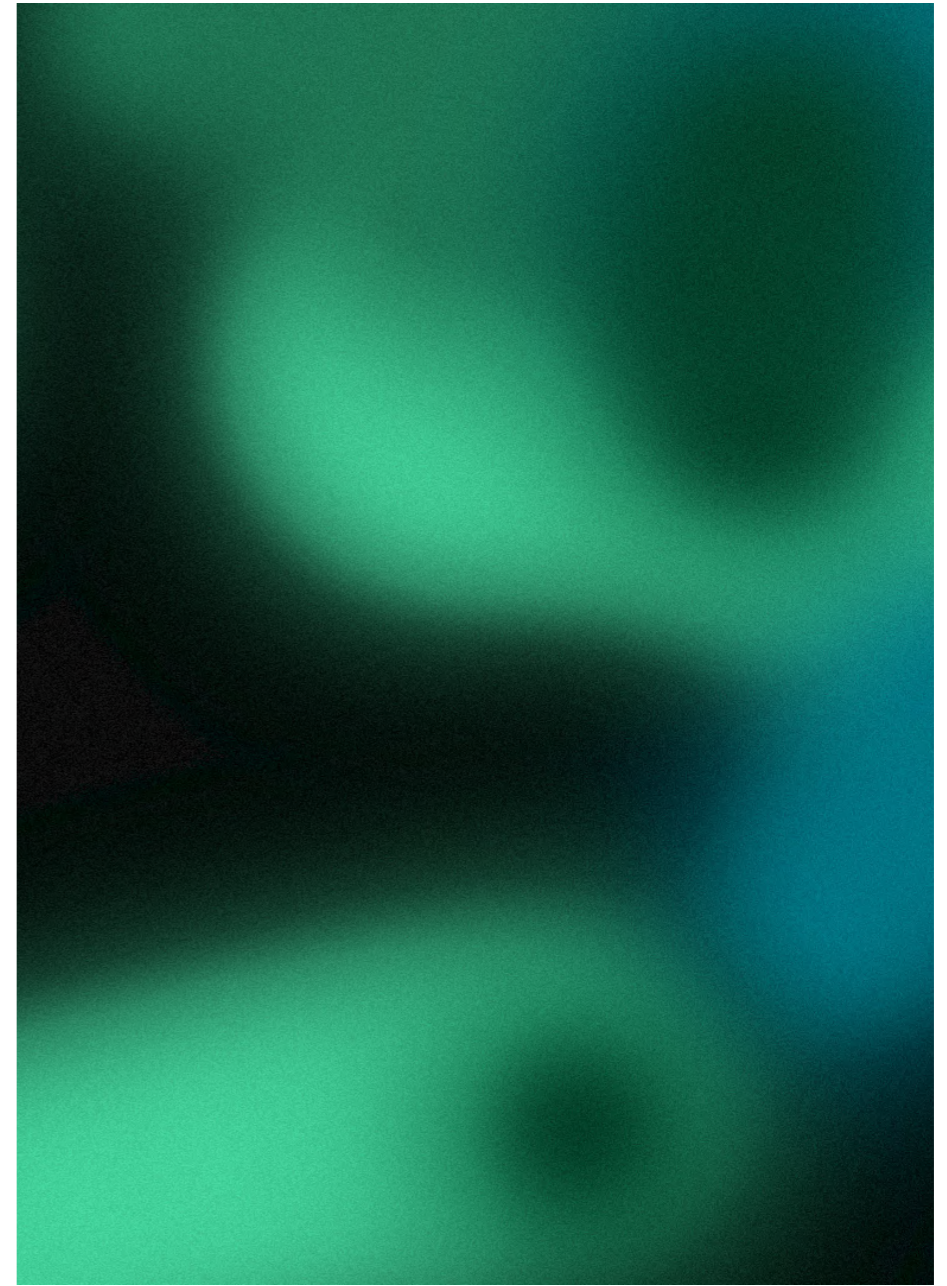
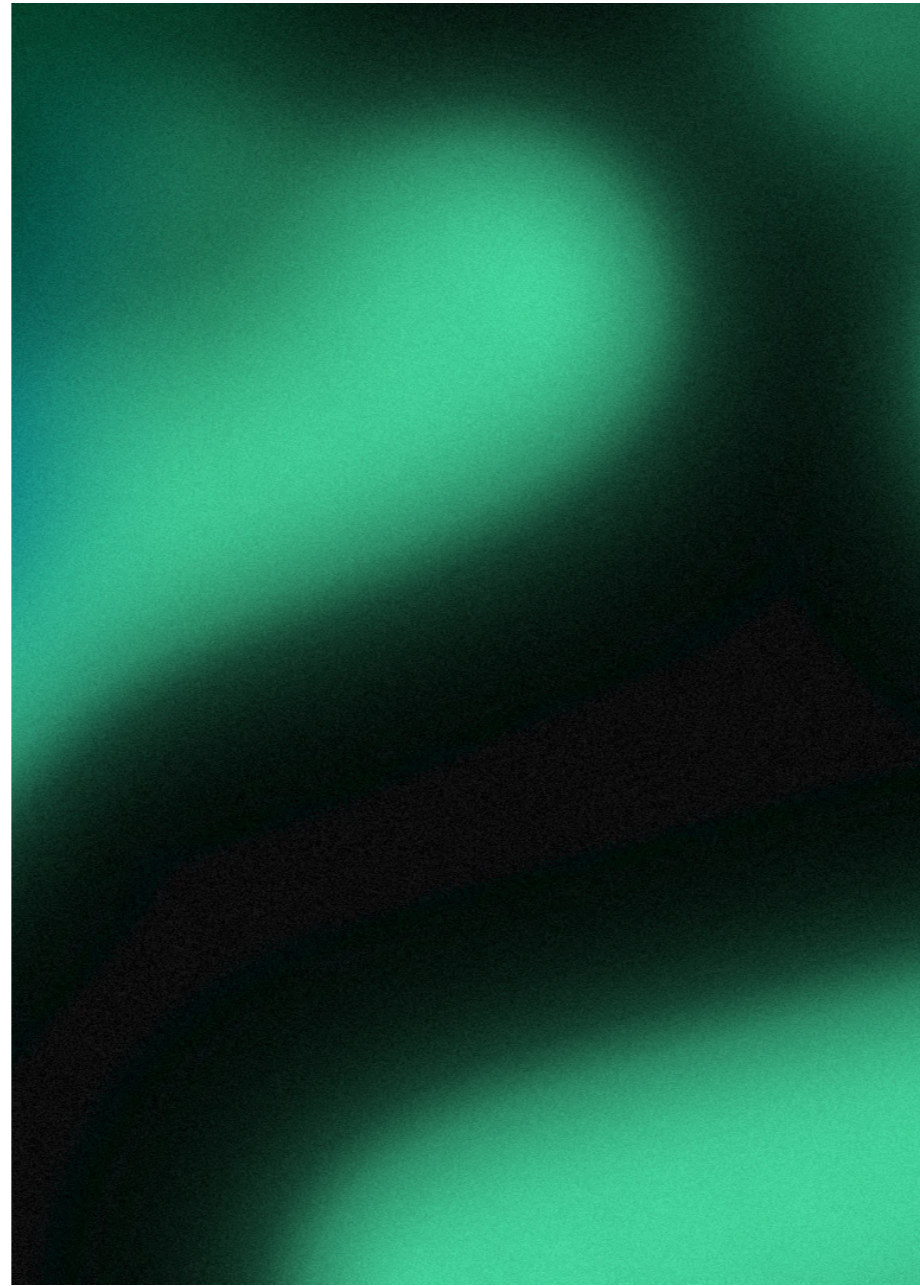
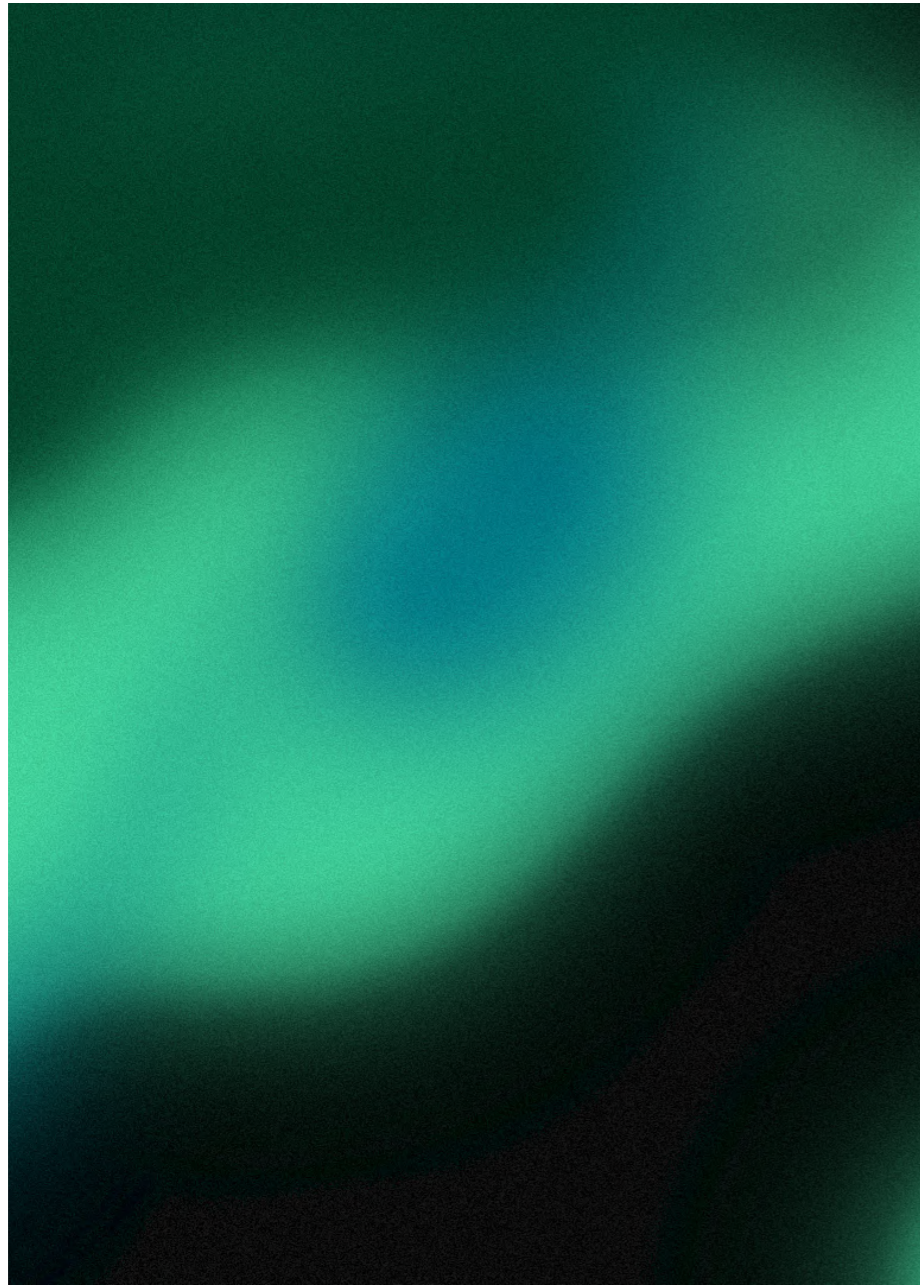
HEX : #3EC091

RGB(62,192,145)

Green symbolizes good health and it's also a healing color as it offers a balance between our body and mind. It brings harmony. The color green is the color of nature, growth, freshness, energy, and fertility.

Pattern Usage

To support one of our slogans "Blurring the line between art and technology"





04.

Typography

Logo

Mont Font

Heavy

Abcdefghijklmnopqrstuv

wxyz

abcdefghijklmnopqrstuv

wxyz

0123456789

Website Heading

Visby

Extra Bold

Abcdefghijklmnopqrst
vwxy

abcdefghijklmnopqrstu
vwxy

0123456789

-«+»!? .*\ \ / () £ € \$ ¥ ¢ +-

Body text

Raleway

Regular

Abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

0123456789

-«+»!? .*\ \ / () £ € \$ ¥ ¢ +-

± × ÷ = ≈ < > ≤

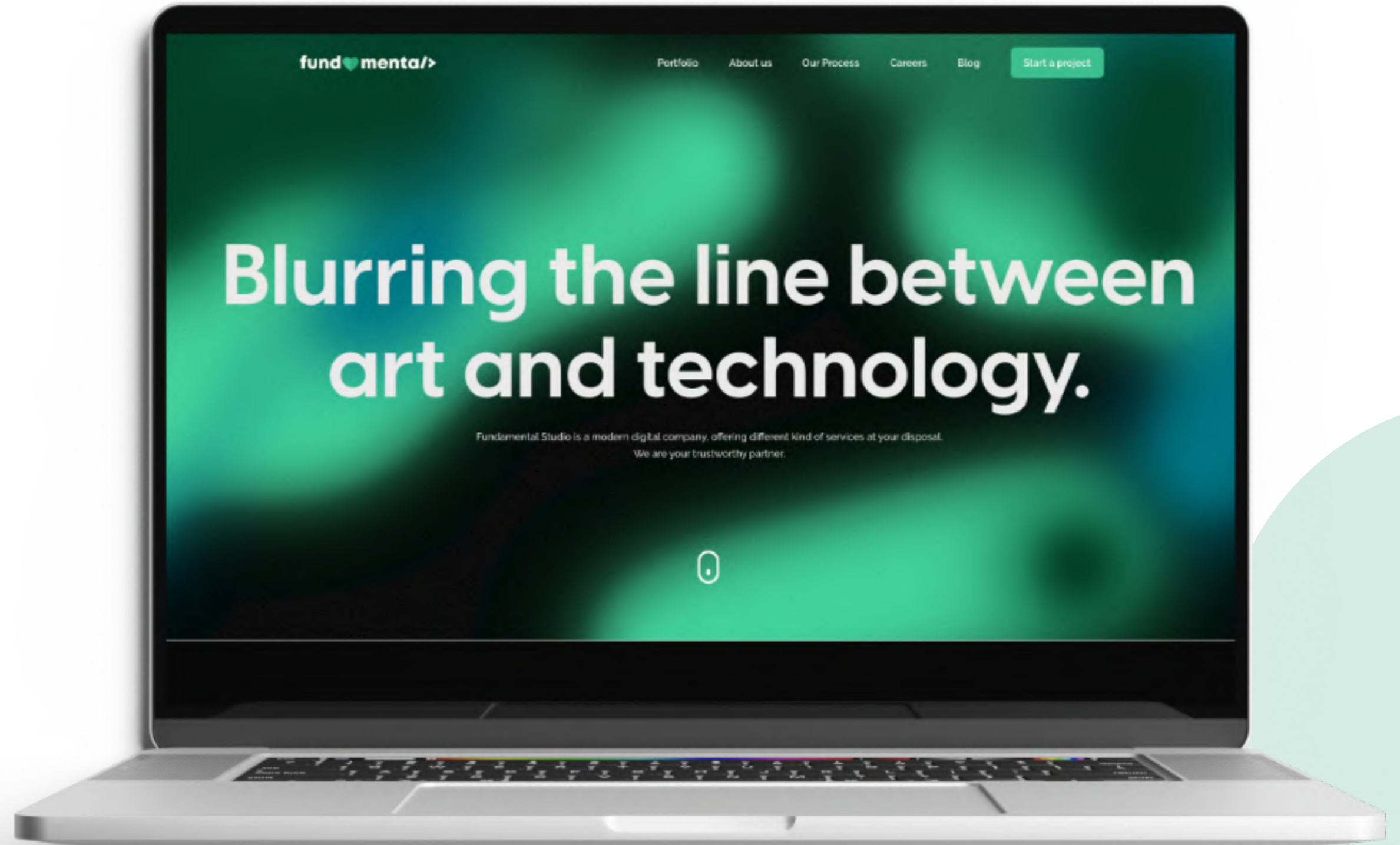
05.

Application

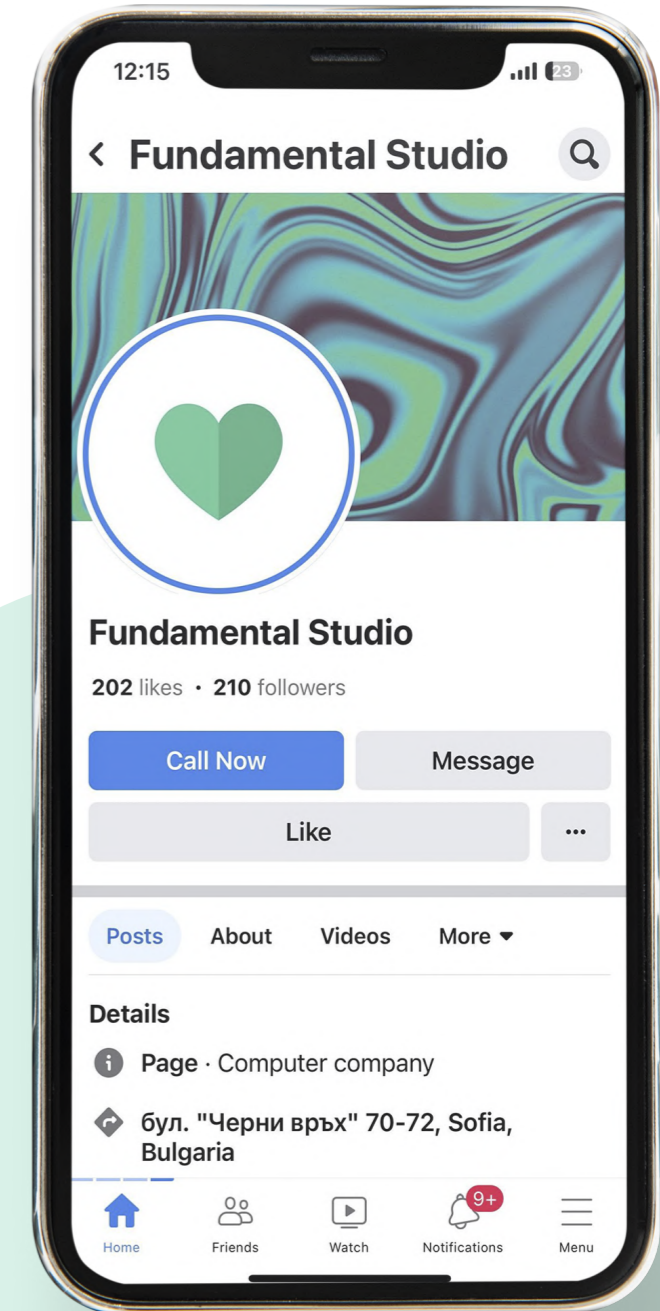
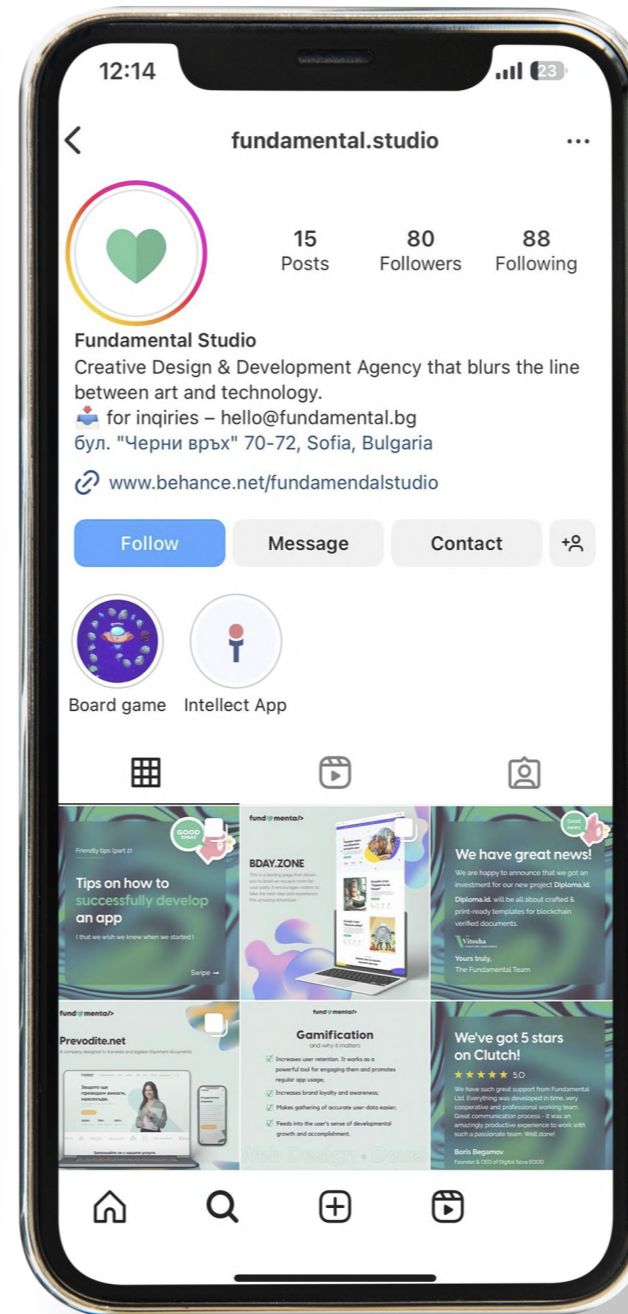
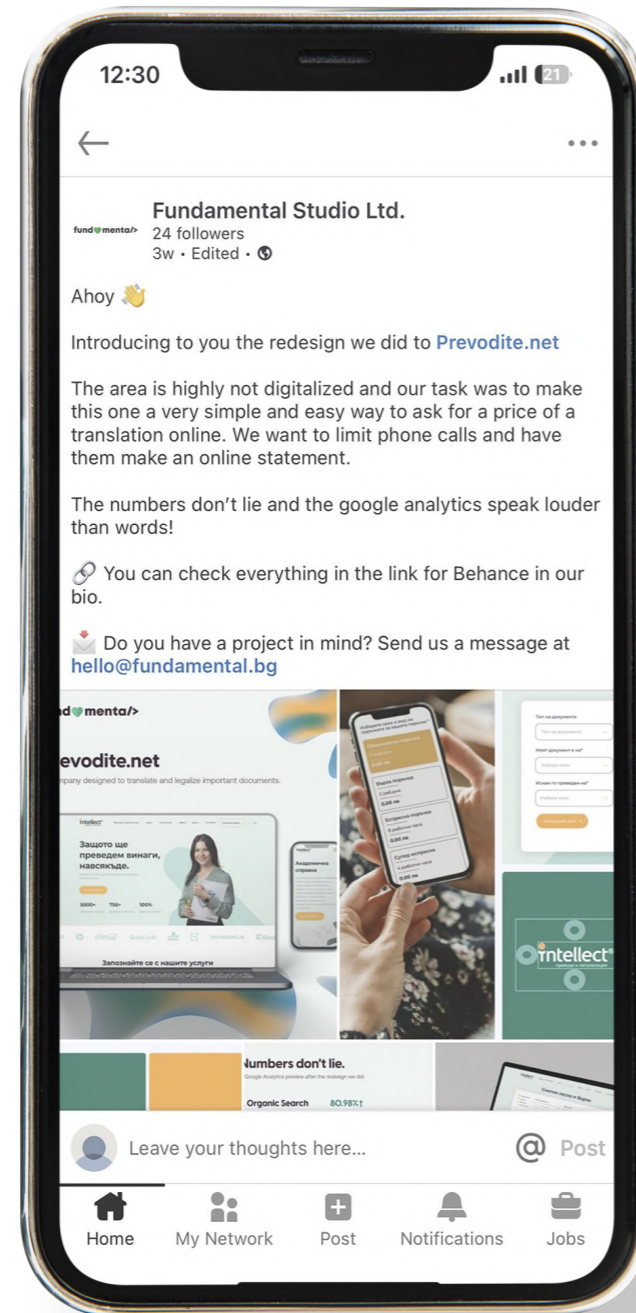
Merch



Website



Social Media



Presentation

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Project Proposal Presentation

PRESENTED TO
ZMT Group

PRESENTED BY
Fundamental Studio
www.fundamental.bg

"Made with love and code!"

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Welcome! Glad to meet you. :)

We strongly hope that our proposal will fit all your needs and we will have the great opportunity to work together. Add the background of the proposed project here.

Fundamental Studio is a modern digital studio for building breathtaking experience all over the web and mobile. Whenever you need a software development, website, redesign, print materials, corporate identity - we are glad to help, build the concept and the ideas needed and finally - make the dream come true.

Vanya Ananieva
Co-founder and Managing Partner

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Numbers don't lie.

Founded
2016

What we call ourselves:
Fundamental Studio Ltd.

Our motto:
"Made with love and code!"

- 60+ Different spheres of business work
- 50+ Clients we have worked with
- 150+ Successfully completed projects

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Some of our projects

Intellect Agency

www.prevodite.net

The translation agency provides one of the most sought-after and relevant services for the translation and legalization of documents from and into more than 27 languages. In the process of work, we managed to develop a business management solution, a website and a client system for sending and receiving transfers.

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Persina by Bike

danovutra.com/persina-by-bike

Persina by bike is an adventure that we had the pleasure to make a landing page for. It is a bike trail alongside the park Persina that lead to different beautiful locations. Our task was to make a landing page for this project.

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Intellect App

www.intellect.bg/my-intellect

Mobile application for organization of your tasks, homework and tests. It optimizes the learning process and facilitates online communication while learning.

Web Design • Development • Logo • Copywriting • Optimis

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Website Design & Development

After the action of brief analysis and interaction, our team at Fundamental Studio is offering the services available in this offer. For any further comments or questions, don't hesitate to ask our team.

The content of this proposal is highly confidential and should be preserved with caution.

Vanya Ananieva
Co-founder and Managing Partner

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Forecasted Timeline for Work

Working Timeline:
Week 2, September 2022 - Week 4, September 2022

Start date: Week 0, September 2022

Go Live: Week 6, September 2022

Phases: Start date, Mindmap, Wireframing, UI & UX Design, Front-end Development, Back-end Development, Quality Assurance.

The period of work on the project is indicative and represents a planned and presented period for the work of our team on the project. Unforeseen delays, missed submissions, or delayed responses would move the project work leading forward indefinitely.

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Thank you!

"Made with love and code!"

www.fundamental.bg

Hoping that our proposal will fit all your needs and ideas and will make the best for your current project. We will be glad working on your next project together.

Vanya Ananieva
Co-founder & Managing Partner
+359 878 4474 70
vanya@fundamental.bg

Konstantin Rachev
Co-founder & Managing Partner
+359 885 69 74 10
konstantin@fundamental.bg

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Thank you!

Fundamental Studio Brand Guideline

Version 1.0

