



BRAND GUIDE

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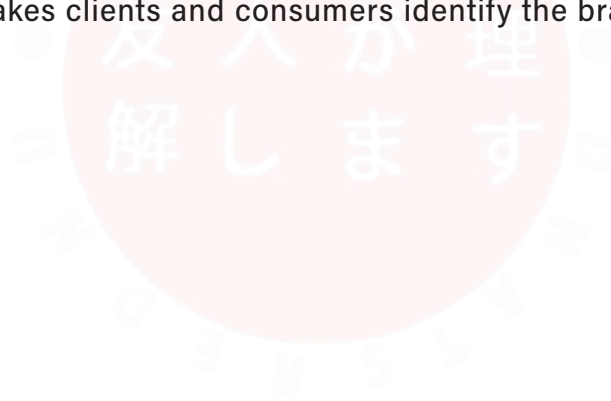


ABOUT

The “FriendsUnderstand” art cooperation/art house is a talent grooming/management and recreational registered firm that has several services to contribute to a friendly environmental system. “FriendsUnderstand” has been in existence and been influence greatly by the eighties and nineties fashion and music culture.

A group of art minds with positive energies created an art community that eventually grew up to these heights. Our firm is environmental friendly since we deal with humans and our services satisfy nature through various artforms.

Appreciation of art is a focal quality we dwell on and strive to inculcate into the society as a first form of giving back. In this sense, the firm needs a friendly but strict environmental appeal that makes clients and consumers identify the brand whenever, where ever.





BRANDING

Vision: creating and seeing the world comprehend the elements that makes life in an art eye perspective.

Aim: to understand life to bring the best out of it in an art perspective.

CORE VALUES

Sacrifice , Honesty , Teamwork , Respect , Love

Our Goal:

To honor all promises and commitments.

REASONS FOR THIS MANUAL

This manual is to serve as a guide to how Friends Understand should be visually represented to its customers and business partners.



IDENTITY DEVELOPMENT

upon growing in number and popularity, we challenged members associated with professional graphic design, and art inclined personalities to bring out a simple and well recognized identity visually.

Creating of a logo, an environmentally friendly but simple logo that can stand the test of time. A workshop was organised, orienting creatives on how members came together, how they want the logo to tally with the energies and the success story of the firm.

Motives and diverse cultures influence the firm. We always pondered on how the Japanese kept their secrets in words in spite of the colour race and colour influence. We then demanded an inscription of a Japanese writings to signify the bond that kept us from the day one until the future. With our core values, they are qualities we pose that are brought forth over time in the coarse of dealing with members. Understanding is the key quality which holds all other core values. Understanding will make or allow one to let it go to make peace rain and as friends, we ought to understand each other. F.U means Friends Understand.



LOGO

Logo

Any form of symbol or design crafted to represent a firm, product or service is said to be a logo. With this said, the brand "FriendsUnderstand" needs an effective way both the symbol and the firm name are classically and simply made.

Choice of logo type

We settled on the "Combination Mark logo type" and as time goes on it will evolve into an "Emblem Mark logo type".

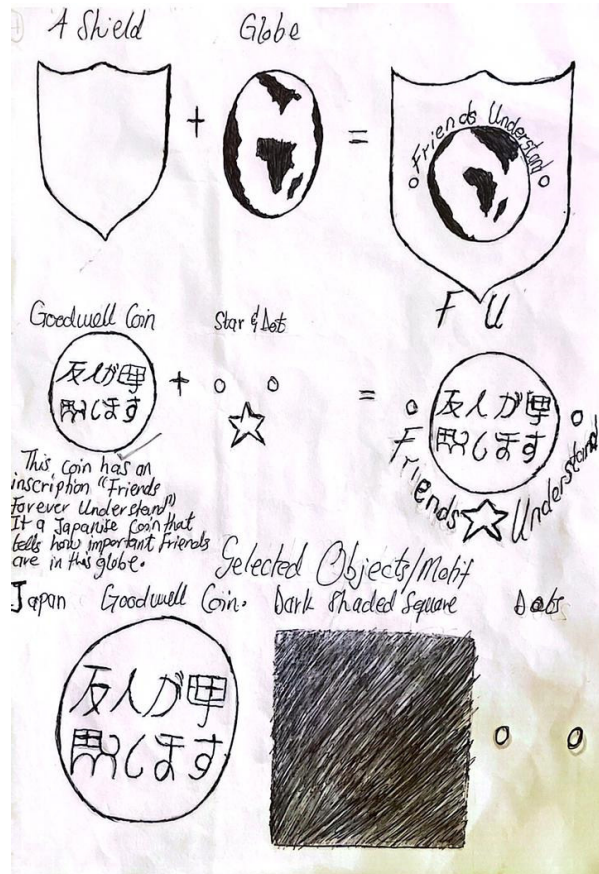
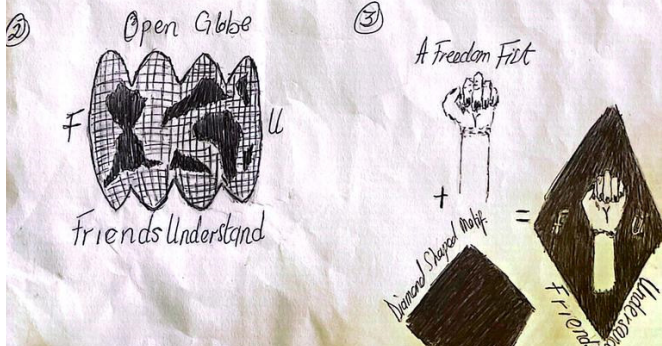
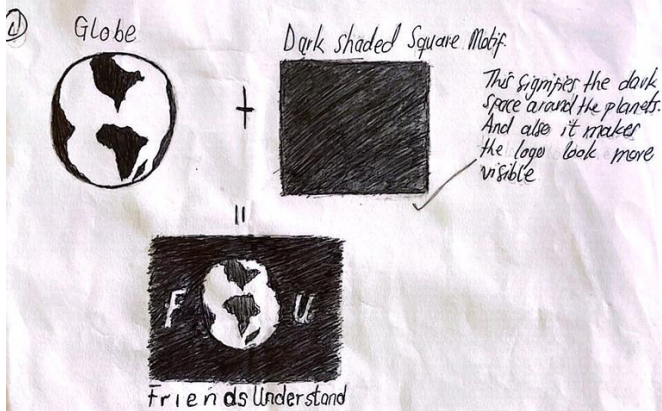
Reason

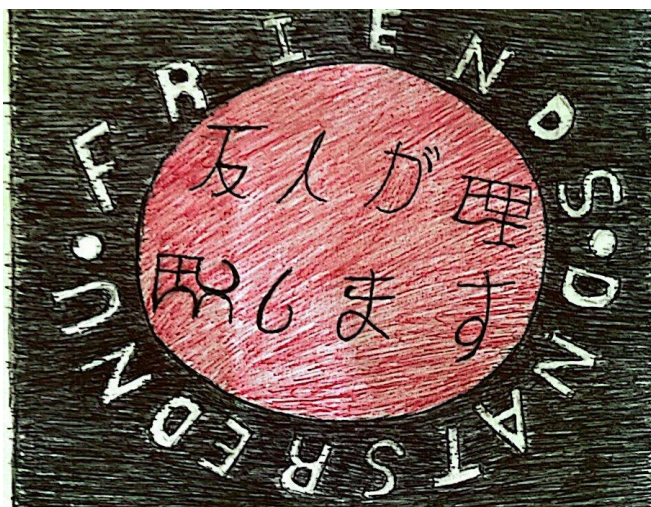
As easy and simple how target audience grasp brand's identity based on it simplicity, layout and style and also will transcend from simple to classic looks that why the choice "Combination Mark logo type" and the "Emblem Mark logo type" were selected.

Shapes to consider

To keep it extremely simple, the ONLY shape used is the "circle".

Idea Development/Map





CORRECT USE OF LOGO

The logo must always be used in compliance with the guidelines of this corporate brand manual.



INCORRECT USE OF LOGO

Incorrect use of Sukcex Grafix logo can weaken and damage the intergrity and impact of the brand. Comon examples of incorrect usage are outlined here





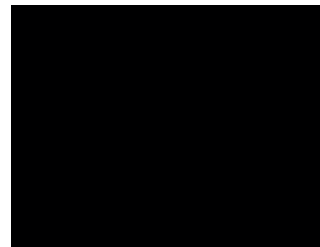
COLOUR

The colour of the logo is the most recognizable aspect of our brand identity.



HEX (#ff0000)
RGB (255,0,0)

RED



HEX (#010202)
RGB (2,2,3)

BLACK



HEX (#ed2124)
CMYK (0,99,100,0)

RED



HEX (#000000)
CMYK (75,68,67,90)

BLACK





TYPOGRAPHY

The logo of Friends Understand has a custom typeface (ACUMIN VARIABLE CONCEPT). To ensure all marketing materials displays uniformity, the controlled usage of font is necessary. The use of defined fonts on all surfaces en-sures recognition of Friends Understand as the sender and provides a clear and tidy impression to the reeiver. Only the font shown here are to be use in Friends Understand corespondence and marketing materials.

Acumin Variable Concept

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SemiCondensed Medium


ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



STATIONARY








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SOUVENIRS











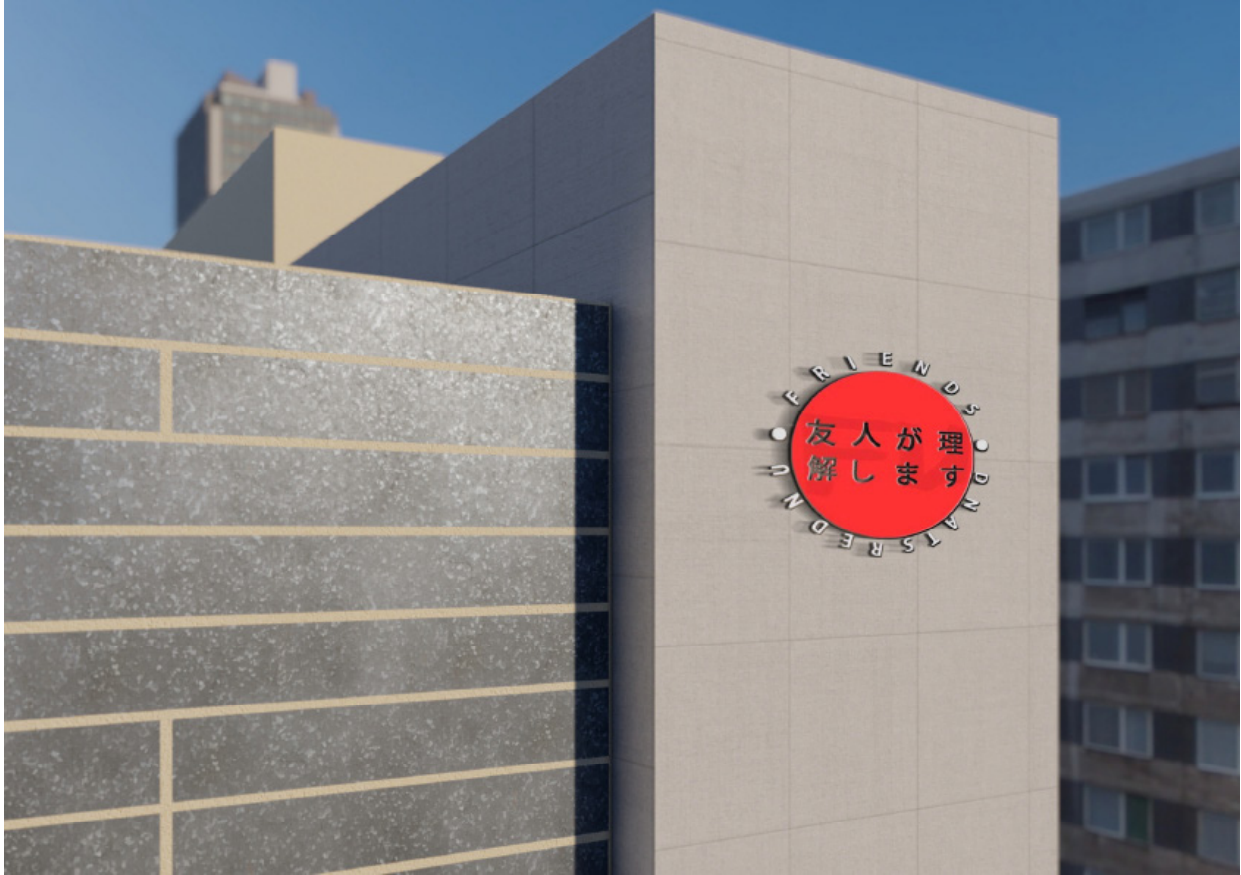


SIGNAGES

















VEHICLES

















FRIENDS



UNDERSTAND

