



Brand Identity Guidelines Presentation



www.greenmouseonline.com

A large green circle with a dashed white border, containing the text 'BRAND IDENTITY GUIDELINES' in white, bold, italicized capital letters. The background is dark grey with faint, wavy blue lines.

***BRAND
IDENTITY
GUIDELINES***

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Introduction

01

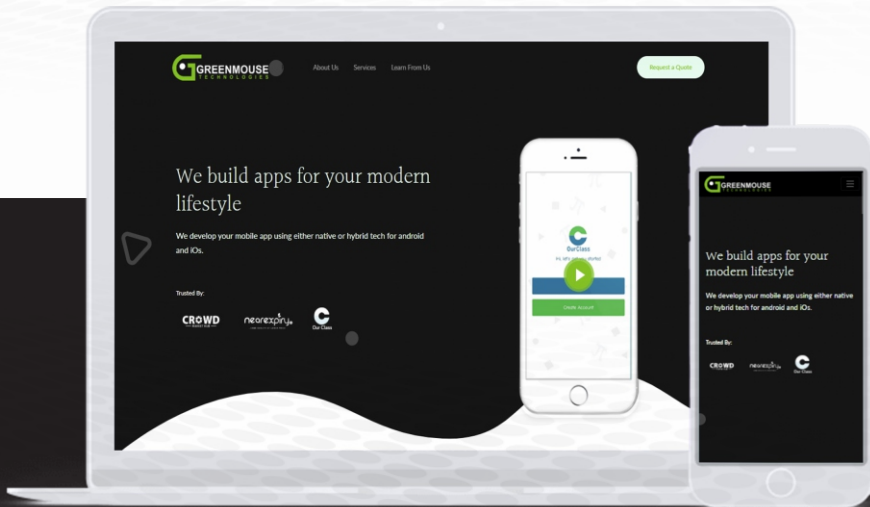
Our Brand





About Our Company

*We develop your mobile app using either native or hybrid tech for android and IOS. At **Greenmouse** we are committed to serve you better thus hoping you have great business experience with us.*



Logo Brand

02

Our Brand



G

Letter G

+



Mouse

=



Front view
(0 degree Rotation)



Front view

(180 degree Rotation)

- ▶ Strong
- ▶ Act wisely
- ▶ Always be virtuous in our actions

- ▶ Enhancement
- ▶ Speed / Movement
- ▶ Computer Pheripheral
- ▶ Control over your thoughts / expressions

=



Front view
(90 degree Rotation)



Front view

(360 degree Rotation)

Approved Usage



Logo – Identifies a business in its simplest form via the use of a mark or icon.

Brand – The perceived emotional corporate image as a whole.

Typography

03

Our Brand

Aa

Segoe UI Light

Segoe UI Light Italic

Segoe UI Semilight

Segoe UI Semilight Italic

Segoe UI

Segoe UI Italic

Segoe UI Semibold

Segoe UI Semibold Italic

Segoe UI Bold

Segoe UI Bold Italic

Segoe UI Black

Segoe UI Black Italic

Segoe UI Black Italic

Segoe UI Black Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 ! @ # % & * ? , : ; \$ () ~ ^



Color Palette

04 — Our Brand

#84C225

rgb (132 194 37)



#373435

rgb (254 254 254)



Brand System

05 — Our Brand





Victor Nwadinobi
Creative Director/CEO



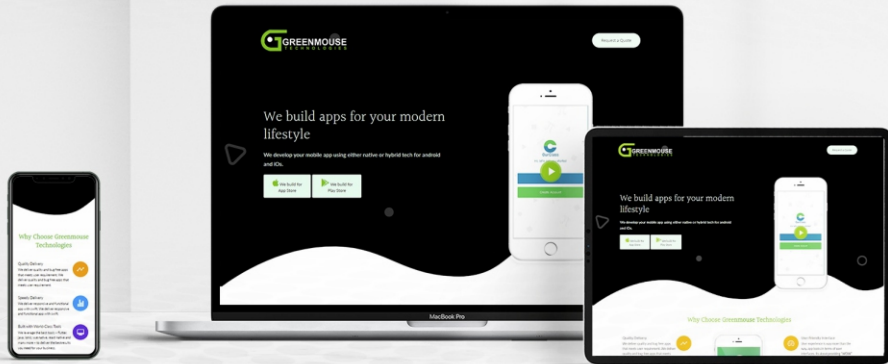
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WEB DESIGN PROPOSAL





THANK YOU