

PACKAGE 1

Brand Foundation

Logo Designs

The logo for Brand Express AE is displayed on a white background. The word "brand" is in a black, lowercase, sans-serif font. Below it, the word "express" is in a similar font, with the letters "x", "p", and "r" colored in yellow, blue, and purple respectively. The ".ae" is in a smaller, black, lowercase font to the right of "express".

brand
express.ae

LIGHT MODE

The logo for Brand Express AE is displayed on a dark grey background. The word "brand" is in a white, lowercase, sans-serif font. Below it, the word "express" is in a similar font, with the letters "x", "p", and "r" colored in yellow, blue, and purple respectively. The ".ae" is in a smaller, white, lowercase font to the right of "express".

brand
express.ae

DARK MODE

Formats:

Adobe Illustrator (editable) + PDF (can be opened on Ai) + JPEG (for preview) + PNG (for web)

Brand Book (6 pages)

LOGO LIGHT MODE



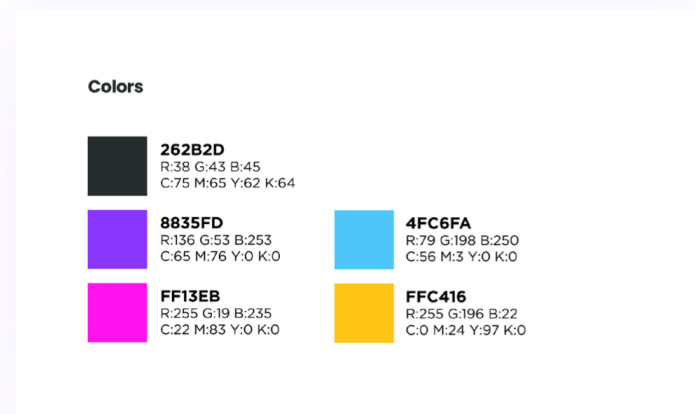
LOGO DARK MODE



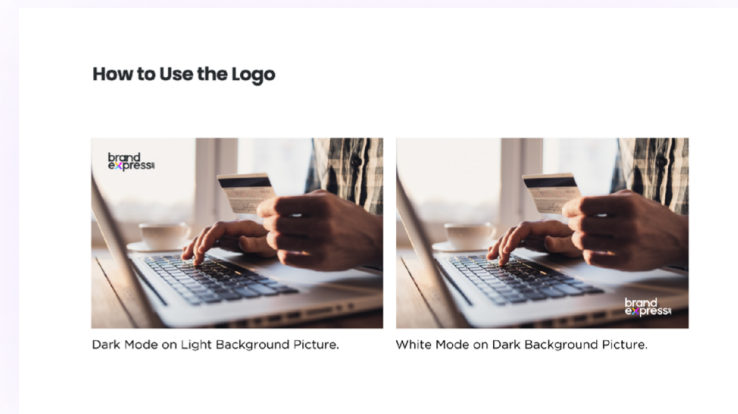
USED FONT(S)



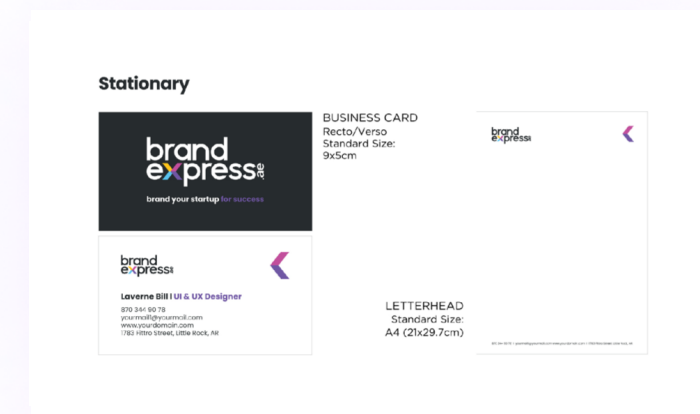
COLOR PALETTE (RGB & CMYK)



LOGO USAGE



STATIONARY



Formats:

Adobe Illustrator (editable) + PDF (combined for preview) + Font(s) (zip files)

Stationary



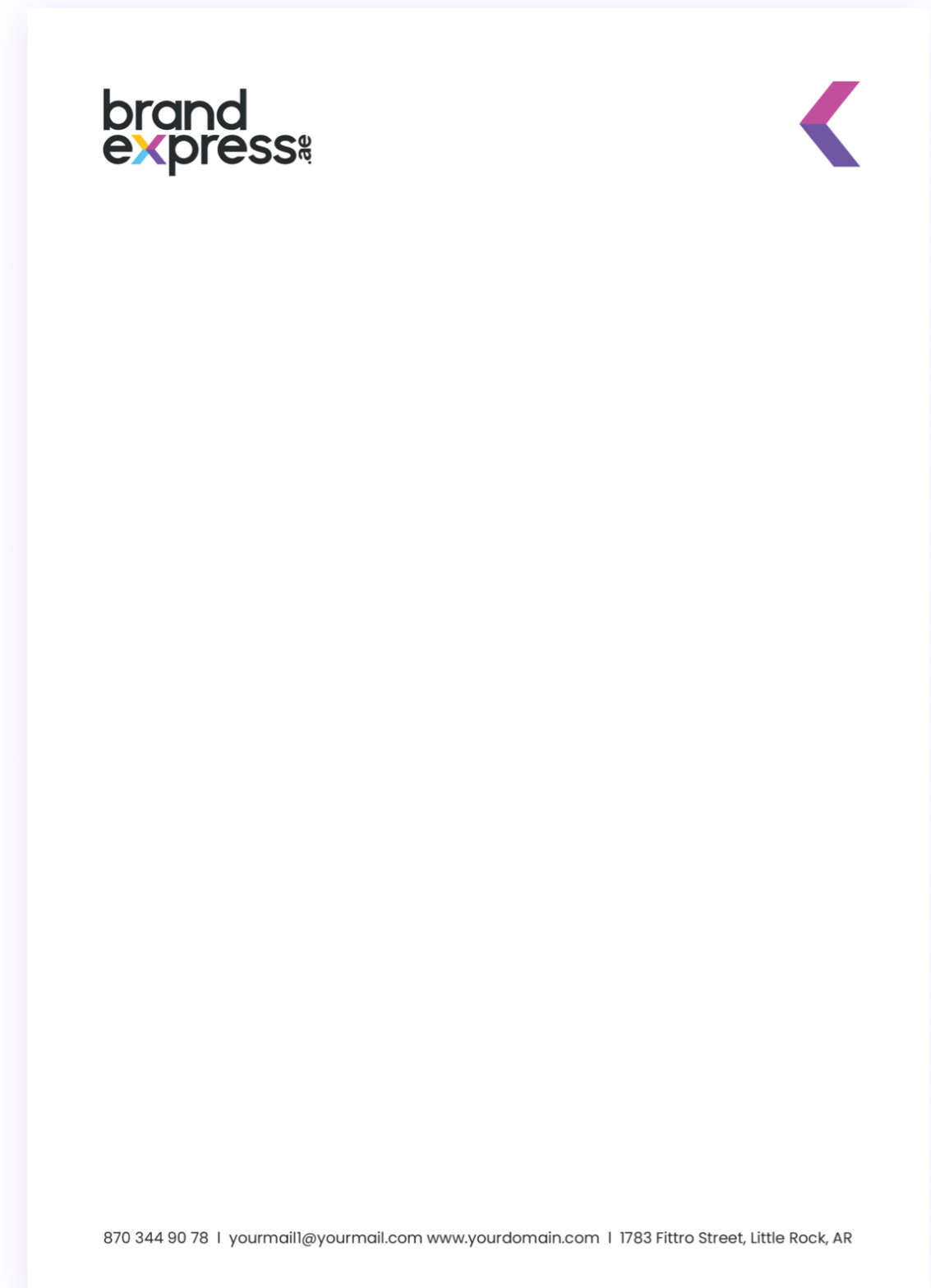
Business card

Recto/verso
Standard size
9x5cm



Letterhead

Standard size
A4 (21x29.7cm)



Formats:

Adobe Illustrator (editable) + PDF (for view) + Font(s) (zip files)