

IDENTITY & BRAND CREATION



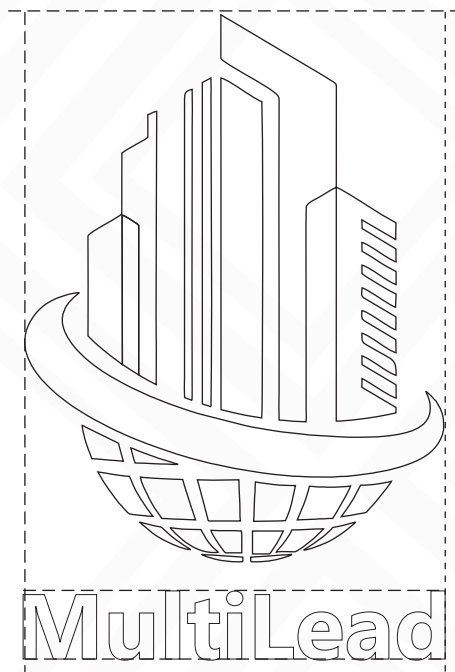
MultiLead



Brandguide

logo + Typography + Color + Photography





Logo

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages,

and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Logo Development



Logo

Logo placement



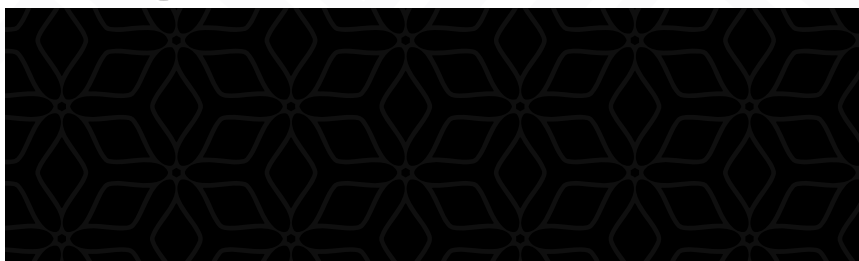
Graphic element



• **combination mark**
this is a representation of the
elements and the word mark of the
brand name fused together
to create a perfect brand identity

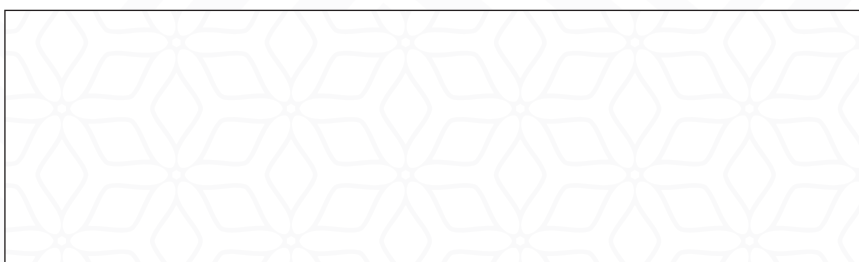


Logo



**Background
Color / Element**

**#201E1E
#A9ABAE**



**Background
Color / Element**

**#FEFEFE
#A9ABAE**





MultiLead





MultiLead



Typography



Main header

**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**

Century Gothic | Typeface

Small header

**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**

numeral and symbols

!@#\$%^&*()_+{}|:”<>?

Co Headline | Typeface |



Colors



Colors

Scheme

Flat Color



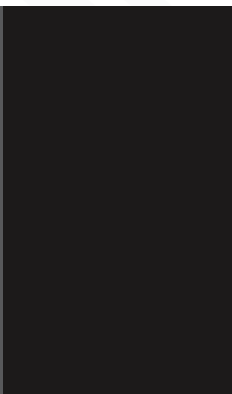
#AC1E44

Flat Color
compliment



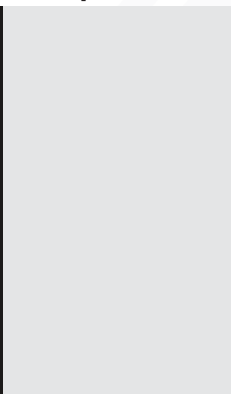
#606062

Flat Color



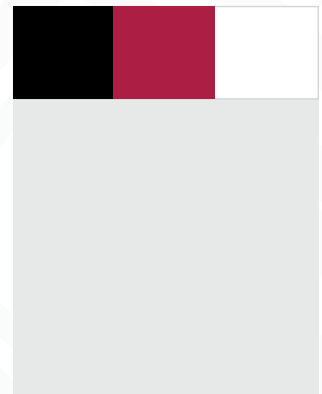
#333131

Flat Color
compliment



#E3E4E5

Base color



Header

A globe is the only accurate way to study the whole Earth. A globe has not distortion. Shape, size, distance and direction are all shown accurately on a globe. The advantage of the globe is that it promotes visual accuracy.



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Photography



Photo Treatment

Internet Image



Color Grade



Color Grade

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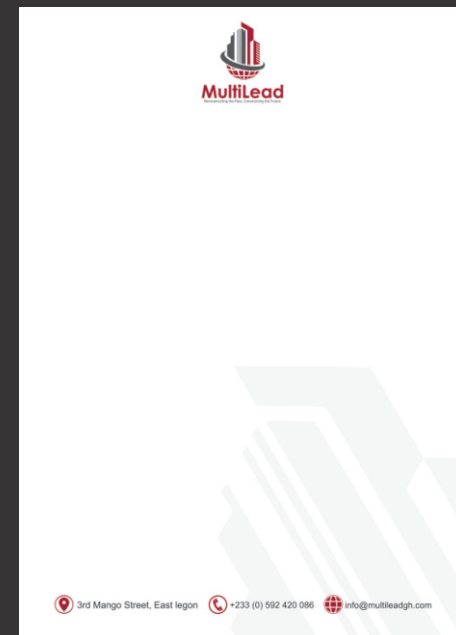
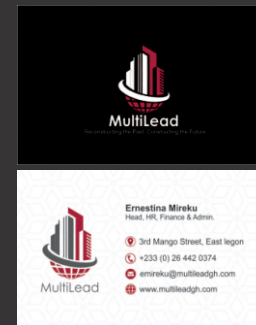
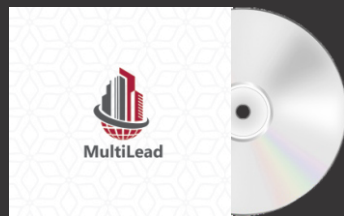


Branding

Branding Advertising . Marketing . Public



Office Stationery Branding







MultiLead

Construction & Consultation

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Constructing the future

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Interior

