Welcome

Gifit Brand Guidline

giftit

Welcome to the visual identity guidelines for Giftit, your go-to destination for thoughtful corporate gifts. As a graphic designer, I've crafted this visual identity to encapsulate the essence of Giftit—blending creativity, professionalism, and the joy of giving. Let's dive into the elements that make Giftit's visual identity unique and memorable.

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The Brand

Scope of Work

Brand Identity Design

About the Brand

Giftit is a coporate gift development outfit. Primary Targets B2B

Objective

To create a simple yet unique visual signature.

Moodboard

Logo Rationale

The logomark is made up of a few elements.

The Letter G from the Initial of the first word of the business name "Giftit"

Second part "It" is also illustrated on the logo-mark.

The last but not the least is the STAR showing a new competition thats is very exciting, unique and classy.

LETTER G + LETTER I + STAR

Primary Logo

Primary Logo

Primary Logo

Monochrome

Clear Spacing

The Logo should be given a
space prominence on a page.
The area defuned by 20px X 20px
of the icon is a guide and space
needed to demacate for elements not
to come close near the logo.

Incorrect Logo Usage

Color Pairing

Do not change the brand mark color
to another color, except the brand colors.

Streched or Rotated

 Do not distort, skew, or modify ratio of the logo.

High Contrast & High Contrast

Avoid placing logo on high contrast
background or colorful background.

Correct Logo Usage

Primary use

White burn in

Secondary use

Brand Typography

Aa Montserrat Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Z
a b c d e f g h i j k l m n o p q r s t u v w x z
1234567890?.:;#$%&

Brand Color

The colors in the Giftit logo, orange and Navy blue, Beige, and White, are both excellent choices

Orange is a color that is often associated with joy, happiness, and excitement. It is a warm and inviting color that can evoke feelings of excitement and anticipation.

Navy Blue is a color that is often associated with trust, confidence, and security. It is a calming and reassuring color that can evoke feelings of peace and tranquility.

White and beige brings a neutral feeling of calmness and clean

The combination of these colors in the Giftit logo creates a sense of both excitement and security, calmness and class. It suggests that Giftit is a company that is fun and exciting to deal with, while also being trustworthy and reliable.

#173C58

#EAE8D6

#F36E46

#FBB639

#FFFFFF
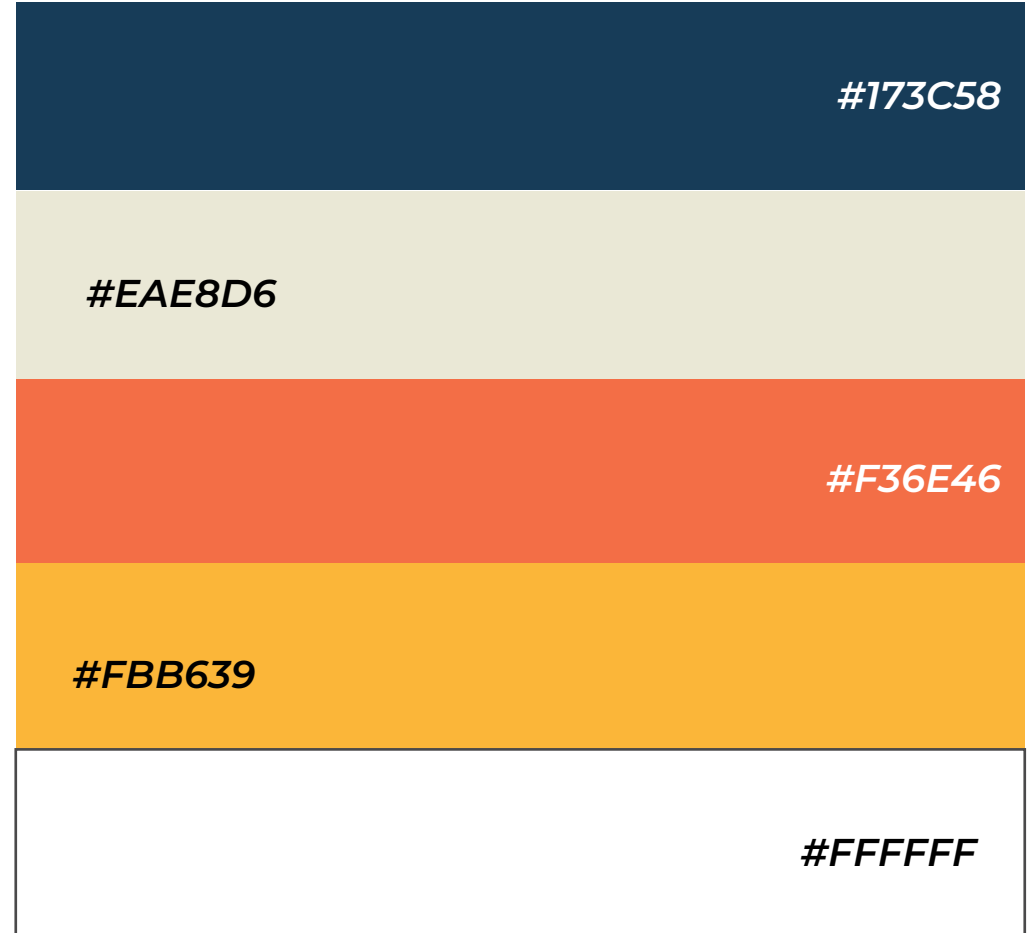
Pattern

Pattern Usage

Bright background

Dark background

White background

Mockup shirts

Mockup Coffee Cup

Mockup Letterhead

Mockup Envelope

Thank You for viewing.

2023