



# StemZone

...innovation breeders

We are the Master behind TechSolution

Brand Book.Vol.1.0 | Priment Design

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## BRAND GUIDE

# Brand Heart



### Purpose

Building house with Affordable price in Nigeria

### Mission

Come 2040 every Nigeria will afford a house

### Vision

A future in which every Nigerian will be able to afford house as low as 30% of the income

### Values

We work with client base on there income to achieve there dream house

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# Visual Identity



line Concept of the logo



the breeding operation between the brand & the co-target



final output

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# Brand Message

### Tagline

Get Branded

### Value Prop

Building the Best Brand

### Messaging Pillars

1. Adding value to brand
2. Fast and reliable design
3. Quality brand to the right client
4. Position your Brand to the right place

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## Logo Definition

The logo is the description of the brand experience and knowledge about tech and it's application to human need.



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## Logo Error

Logo dimension ratio of the logo cannot be changed as it will confuse the consumer and weaken the brand. The brand colour should not be change on any occasion.



## Typography

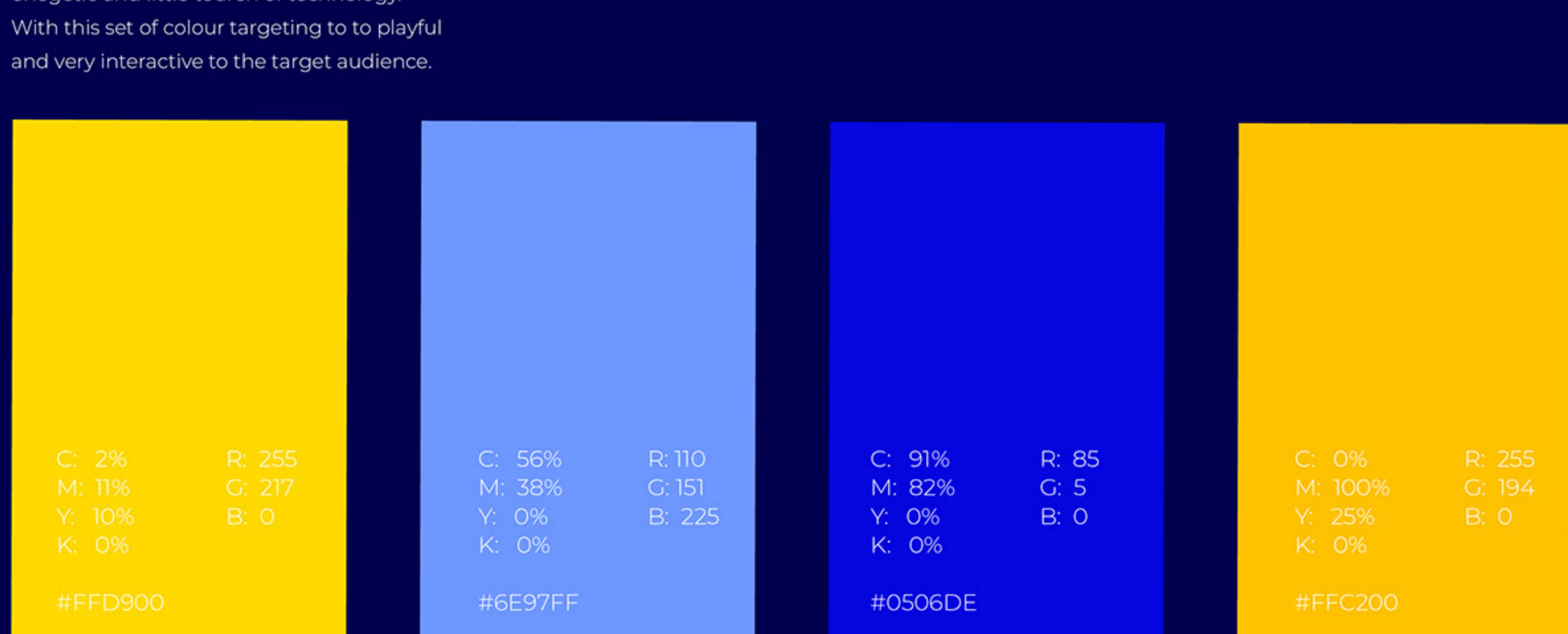
The set of this font was apply for visibility of reader and other set of font can be use but only san serif font and any form of font that designer will make use should be having a sense of cooperate touch.

## Montserrat Alternates

# Montserrat

## Color

The color use is a set of colour carrying sense of enepgetic and little touch of colour. With this set of colour targeting to to playful and very interactive to the target audience.



## Imagery

The image is an expression of joy and enepgetic. The background colour must be flowing along with the brand visual identity.



## Brand Support

For Booking and any details

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