



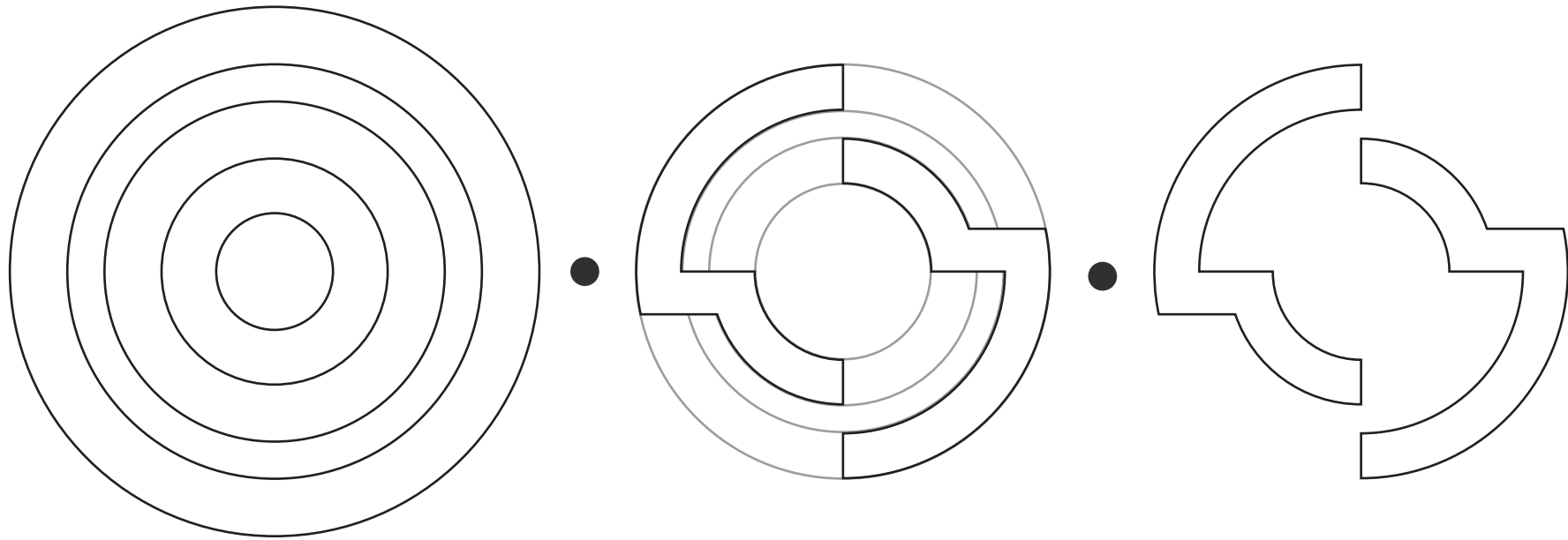
BRANDGUIDE

LOCKEY.com.au

Challenge

Create a brand that convey abstract form the service provided by the company as a symbol that can be translated into a pattern for the development of visual identity.

Symbology

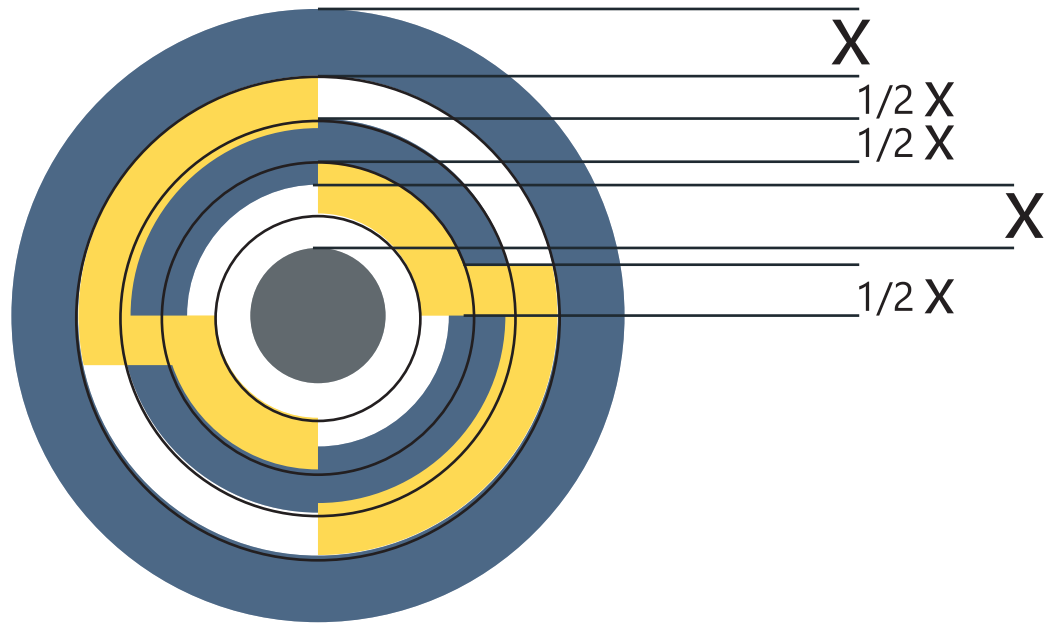


Solution



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Construction



Colors

CMYK C 20 | M 0 | Y 0 | K 95

RGB R 35 | G 41 | B 44

PANTONE 433C

CMYK C 100 | M 50 | Y 0 | K 70

RGB R 0 | G 43 | B 79

PANTONE 7463C

CMYK C 0 | M 20 | Y 100 | K 0

RGB R 255 | G 204 | B 0

PANTONE 109C



Font Family

Leelawadee Regular

AaBbCcDd0123456789,.;?!({[]})|@#\$\$%&

Leelawadee Bold

AaBbCcDd0123456789,.;?!({[]})|@#\$\$%&

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Applicability



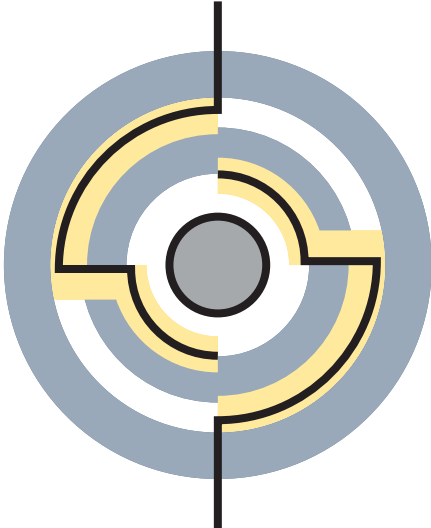
Applicability

what you can't do

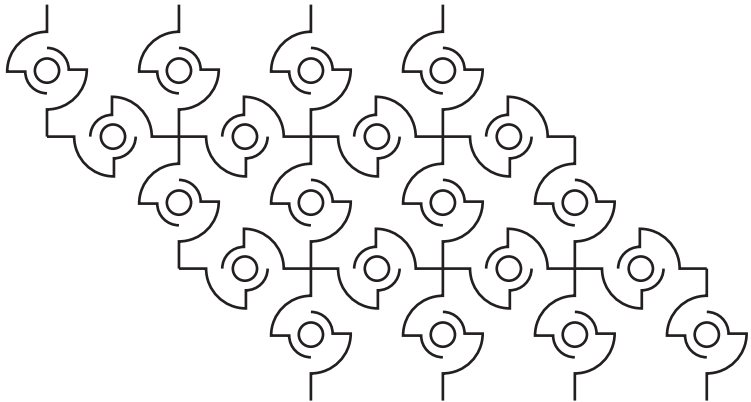
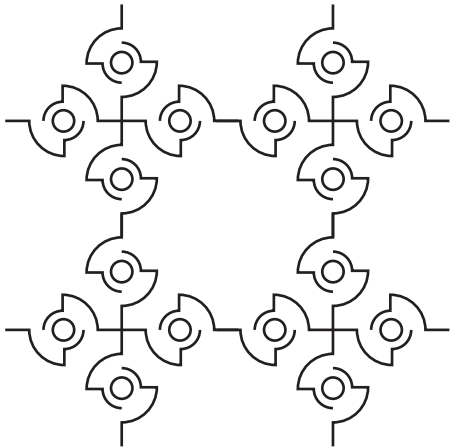
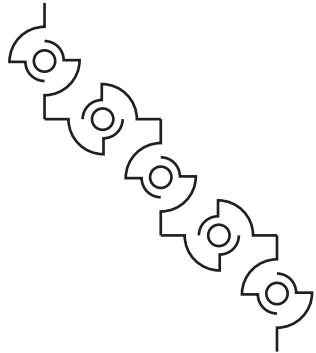
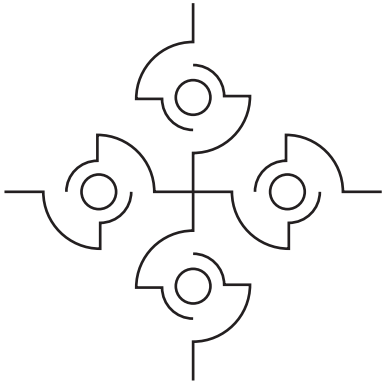


Pattern

base



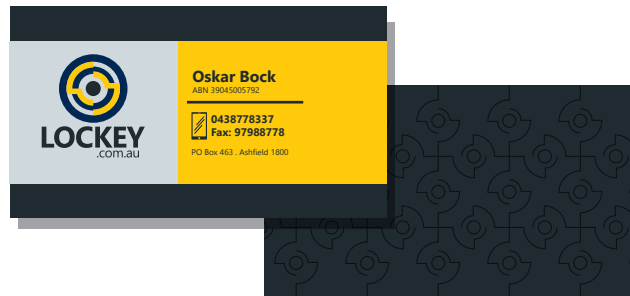
applicability



Visual Identity

examples

CARD



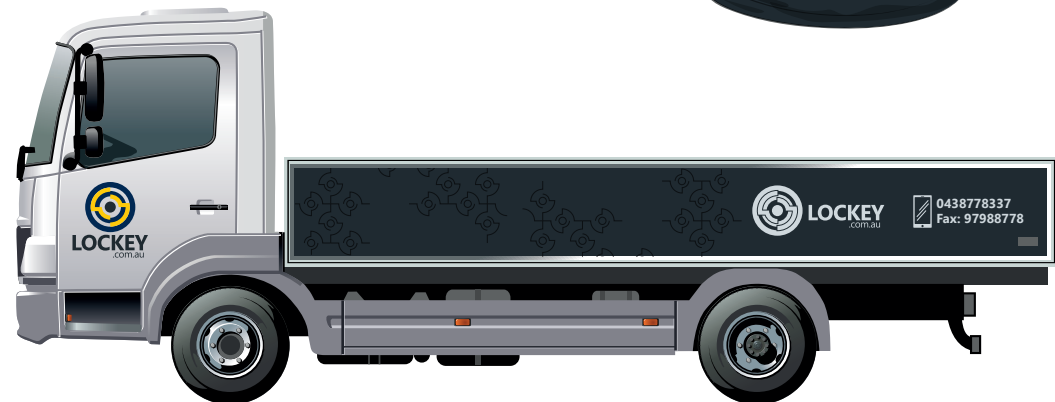
Brochure



T-SHIRT



Truck





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developed by



**THIAGO
FURQUIM**
art director . graphic designer