

GUARDIAN

your hidden hero



Company Branding

GUARDIAN

— your hidden hero

Logo:



Our company revolves around the concept of a guardian angel who protect people from harm. Our sleek logo implements the element of wings and a halo to signify that our company acts as a guardian angel for our customers.

Fonts:

Fredericka the Great
Raleway

Our selection of fonts are simplistic and timeless. We incorporated a playful contrast between having a “handwritten” font as well as a cleaner one that is easy to read.

Color Palette:

R: 164
G: 153
B: 140

R: 119
G: 119
B: 119

R: 000
G: 000
B: 000

R: 49
G: 124
B: 255

R: 220
G: 185
B: 119

Contrary to the typical image of an angel being associated with pure, light, and heavenly colors, Guardian wants to incorporate a powerful vibe to our branding, since we do emphasize the importance of self-defense. Our selection of colors are classic and sleek.



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Letterhead and Company Description

Guardian aims to be the “hidden hero” of our customers, providing them with a sense of reassurance and individual security whenever and wherever a potential threat may arise. Our company offers disguised self-defense products that are camouflaged as everyday ordinary items, specifically designed for discreet personal protection.

Business Card

Front



Back



Brand Applications: Product Packaging

Pepper Spray Lipstick

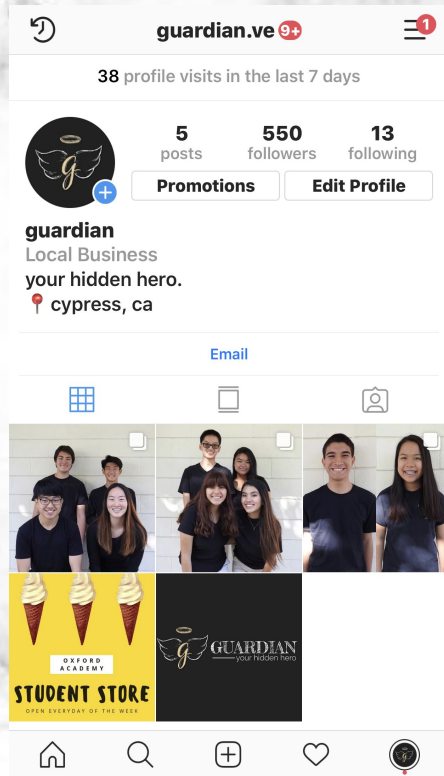


Pepper Spray Pen



Brand Applications: Social Media

Instagram:
@guardian.ve



Twitter:
@guardianVE



Brand Applications: Employee Uniform

