



WHILE MAKING OUR BAM-BOARD LOGO, WE PRIORITIZED SIMPLICITY OVER EVERYTHING ELSE. WE WANTED A LOGO THAT WAS SIMPLE AND SOPHISTICATED, BUT ALSO SOMETHING CONSUMERS WOULD REMEMBER. WITH THE SIMPLE BLACK FONT AND THE GREEN BAMBOO ACCENTS, OUR COLOR PALETTE EMPHASIZES HOW BAM-BOARD IS A BARE NECESSITY, SOMETHING NATURAL. WE PUT A CREATIVE TWIST ON OUR LOGO BY MAKING THE "M" IN BAM THE "B" IN BOARD. THE V-SHAPE REPRESENTS ONE OF THE UNIQUE QUALITIES THAT OUR LONG BOARDS POSSES, ITS ABILITY TO FOLD IN HALF, TYING OUR PRODUCT INTO OUR LOGO

WHY THESE COLORS?

#6DBE45



THE COLOR LIGHT GREEN
HIGHLIGHTS ONE OF THE MOST
IMPORTANT FEATURES OF BAMBOARD, THE BAMBOO. OUR
LONGBOARDS ARE MADE FROM
BAMBOO INSTEAD OF MATERIALS
THAT MAY BE MORE HARMFUL TO
THE ENVIRONMENT.THE LIGHTGREEN TO EMPHASIZE THAT OUR
PRODUCT IS ECO-FRIENDLY.

#85512C



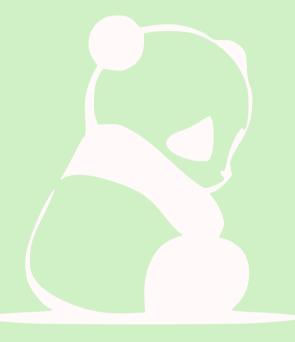
THE COLOR BROWN
REPRESENTS THE ACTUAL
LONG BOARD. BROWN
REPRESENTS DEPENDABILITY,
RELIABILITY AND STABILITY,
ALL CONCEPTS THAT OUR
COMPANY AND PRODUCTS
OBTAIN.

#000000



BLACK SYMBOLIZES BOLDNESS
AND MATURITY. OUR COMPANY
IS A SOPHISTICATED, GOALDRIVEN BUSINESS THAT
WANTS TO APPEAL TO
CUSTOMERS WHO SHARE THE
SAME MENTALITY.

#FFFFFF



WHITE SYMBOLIZES THE MODERNITY AND SLEEKNESS OF OUR PRODUCT



BRODY THE BAM-BOARD PANDA

BRODY REPRESENTS ALMOST EVERYTHING THAT BAM-BOARD IS.

FROM THE BAMBOO IN OUR BOARDS TO OUR SOCIAL

RESPONSIBILITY OF HELPING GET PANDAS OFF OF THE

ENDANGERED SPECIES LIST, BRODY HELPS US SEND A MESSAGE

AND REACH OUR CUSTOMERS. WITH EACH OF OUT COMPANY

COLORS, BRODY REPRESENTS THE ECO-FRIENDLY, DEPENDABILITY,

MATURITY, AND MODERNNESS OF BAM-BOARD



COVER PAGE-

ONE CHARGE. ONE POLD. BAM! FOLD. ROLL Learn about the latest investment trends and forecasts

As a service to our investors, our company arranges a yearly country-wide meeting for industry updates and forecasts.

LETTER HEAD





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https://bam-board.wixsite.com/bamboard

FONTS

BEBAS NEUE

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z

Agency FB

Aa Bb Cc Dd Ee Ff

Gg Hh li Jj Kk Ll

Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx

Yv Zz

The font we chose for our logo was Agency FB. Agency FB was chosen specifically for the logo to symbolize the stick-like shape of the bamboo that is also present in our logo. We believed that the bamaboo and Agency FB were cohesive and worked well together due to this fact. We chose a simple font to prevent drawing attention away from our overall logo. Bebas Neue is the font we chose for all of our other writing; the branding guide.

This font was chosen because it is simple and easy to read, but still sophisticated and elegant.

BUSINESS CARD



BAM-BOARD

PHONE NUMBER (###) ###-####

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WEBSITE HTTPS://BAM-BOARD.WIXSITE.COM/BAMBOARD



Boxes with dimensions of 24"x16"x10" guaranteeing that our Bam-Board, long boards fit in the packaging.



PROMOTIONAL ITEMS

