



*BackPackPlus*

# BRANDING GUIDE

# Logo, Color Palette & Font



R: 192  
G: 192  
B: 192

R: 220  
G: 65  
B: 104

R: 116  
G: 195  
B: 253

R: 63  
G: 106  
B: 151

## *Caveat Bold*

*Caveat Bold is used in our logo, headers, and titles.*

## Calibri

Calibri is used for other bodies of text

## *Color Description*

We chose colors that represent protection, peace, and action.

Silver is associated with protection, while representing objects that are sleek, high-tech, and modern. This ties in well with our product's design, with its use of technology.

Blue is a calm and welcoming color. We chose it as our main color, because we wanted our customers to feel a sense of peace. By associating our brand with blue our company will be more welcoming.

Although red was used the least, it brings a warm color to the logo while representing action. This references to how our product allows customers to take action in dangerous situations.

## Company Description and Letterhead



BackPackPlus is a company that sells waterproof, solar powered backpacks that allow customers to charge their electronics with ease. The backpack features a first response, alert system located within the shoulder straps. This provides help to buyers who may find themselves in a threatening situation. Our backpack supports the environment through its use of solar panels, which creates solar energy from the sun. Our company is located in Antioch, California at 4700 Lone Tree Way. Our website is <https://thebackpackplus.wixsite.com/website>. This is where a majority of our sales came from, as it allows customers to browse through our collection.



BackPackPlus  
4700 Lone Tree Way  
Antioch, CA 94531  
(925) 779-7570  
TheBackPackPlus@gmail.com

Dear,

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Sincerely,  
Name

# Business Card

## Front



The front of the business card features a white background with blue and grey curved accents. On the left is a circular logo with a backpack and the text 'BackPackPlus Supply Co.'. To the right of the logo is the name 'Taylor Donaldson' and title 'Chief Executive Officer'. Below this is a red horizontal line, followed by contact information: a location pin icon for '4700 Lone Tree Way, Antioch, CA 94531', a phone icon for '(925) 779 - 7570', a globe icon for 'https://thebackpackplus.wixsite.com/website', and an envelope icon for 'thebackpackplus@gmail.com'. The word 'BackPackPlus' is written in a script font in the top right corner.

*BackPackPlus*

**Taylor Donaldson**  
Chief Executive Officer

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 4700 Lone Tree Way, Antioch, CA 94531

 (925) 779 - 7570

 <https://thebackpackplus.wixsite.com/website>

 thebackpackplus@gmail.com

## Back



# Envelope



BackPackPlus  
4700 Lone Tree Way  
Antioch, CA 94531



Banner



**BackPackPlus**

Supply Co. Brand