

LOGO



COLOR SCHEME



FONTS

STENCIL STD- TITLE

KOMIKA TITLE - SUBTITLES

Eras Demi ITC – Text

About the design: The logo is meant to convey a vintage, or rugged vibe. When we hear the word brand in "BrandED," we think of a casting iron used to brand animals. We got inspiration from real branding websites and studied different authentic branding styles. Our logo uses a very simple letter and circle branding design. The 'B' inside the circle uses the Tiza font to give an eroded design to show that it has been used before. The word BrandED is written in Stencil STD on the spine of the "B" to create more of an engraved look and is also used as our title font for other documents. Our slogan "Gear Up" is written in Komika Title to give a fun and creative feel to the logo. Komika title is also used to write any subtitles we have. Finally, Eras Demi ITC is used for any other text we have. In our competition pieces, you will see this font being consistently used in both digital and print items. The overall image gives BrandED a professional look, while also maintaining our vintage style.



BRANDED

What is Branded? Branded is a company that helps enhance school spirit and encourages community involvement. Branded promotes all sports teams and clubs by offering spirit wear to fit your needs. Our products range from different types of apparel, to accessories, to fun spirit day items to promote spirit and we make it easier for teams, staff, student and parents to find branded apparel that is affordable and easily accessible. There are many unique and creative products that are totally customizable to make it your own. Branded designs are constantly updated along with inventory so there is always something new.

1430 E Covina Blvd, Covina, CA 91724

branded.ca@veinternational.org

(626) 915-5841

LETTERHEAD

- BUSINESS CARD
- DISCOUNT CARD





COVER PAGE



GEAR UP

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BANNER