



trubambu



BRANDING GUIDE

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trubambu

LOGO & COLOR

Our logo is simple in design with a modern color scheme. Choosing green effectively reflects our message of being eco-friendly.



trubambu



trubambu

R: 188
G: 210
B: 139

R: 112
G: 146
B: 46

R: 92
G: 92
B: 92

R: 0
G: 0
B: 0

FONTS

Cooper Hewitt is used as our primary font. Its simple look carries over from the logo to give our branding and marketing message a minimalistic look.

Headline Sample

48 pt. Cooper Hewitt Medium

Bold head goes here.

14 pt. Cooper Hewitt Bold

(body copy) trübambū understands the importance of preserving our environment. Our mission is to produce eco-friendly bamboo products to combat deforestation. Each year 60,000 kilometers of trees are cut down for manufacturing goods. Utilizing bamboo as an alternative will create a more eco-friendly and eco-conscious world.

12 pt. Cooper Hewitt Book

1. Time to put an end to deforestation!

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LETTERHEAD/COMPANY OVERVIEW



43 Lilac Rd
Westhampton Beach
Suffolk County 11978 USA

Dear Name,

Founded in October 2017, trubambū is redefining the way bamboo is used in the world today. We are an ecofriendly company with the mission to reduce deforestation, by providing a wide range of products made from bamboo. Our high quality products are comparable to wood, however constructed of a rapid growing bamboo which rarely needs replanting. Trubambu's products will decrease our dependency on plastic as the universal main manufacturing material. The global market and planet is in desperate need of a natural, renewable resource. Our products fall into three categories: accessories, technology, and furniture. trubambū, just for YOU!

Sincerely,

trubambū

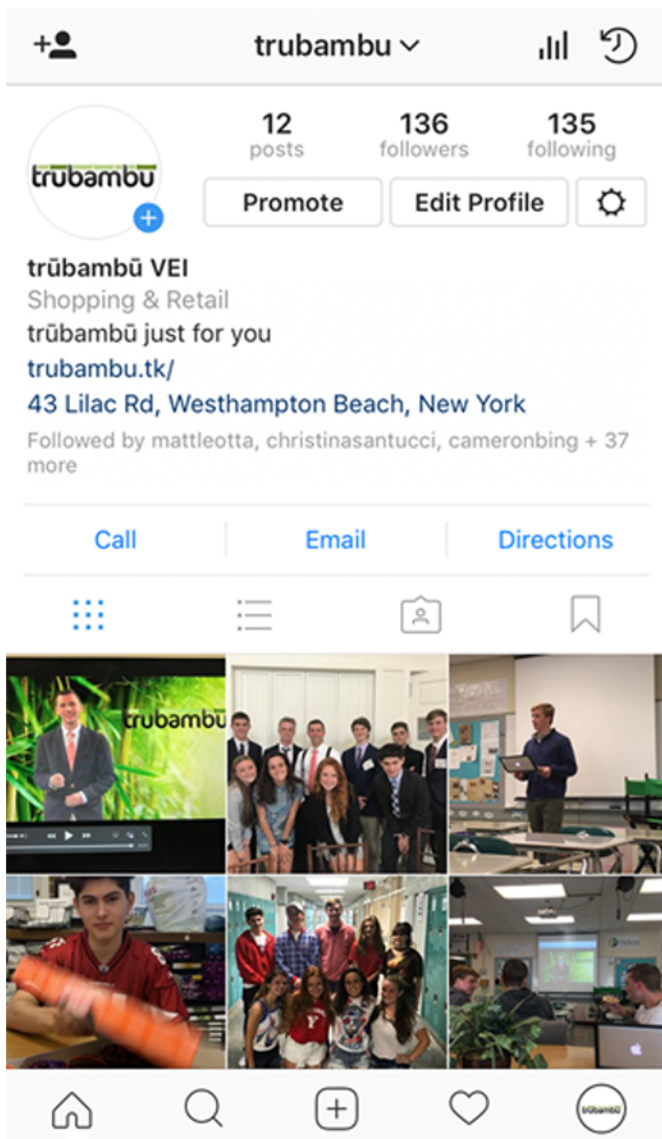
FLYER/BUSINESS CARDS



SOCIAL MEDIA



Instagram



Snapchat

