

Brand Guidelines

KUZU

— Meat —

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Logo

1- Primary Logo

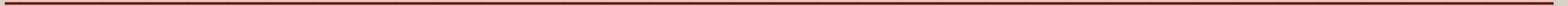
2- Secondary Logo

3- Logo Usage

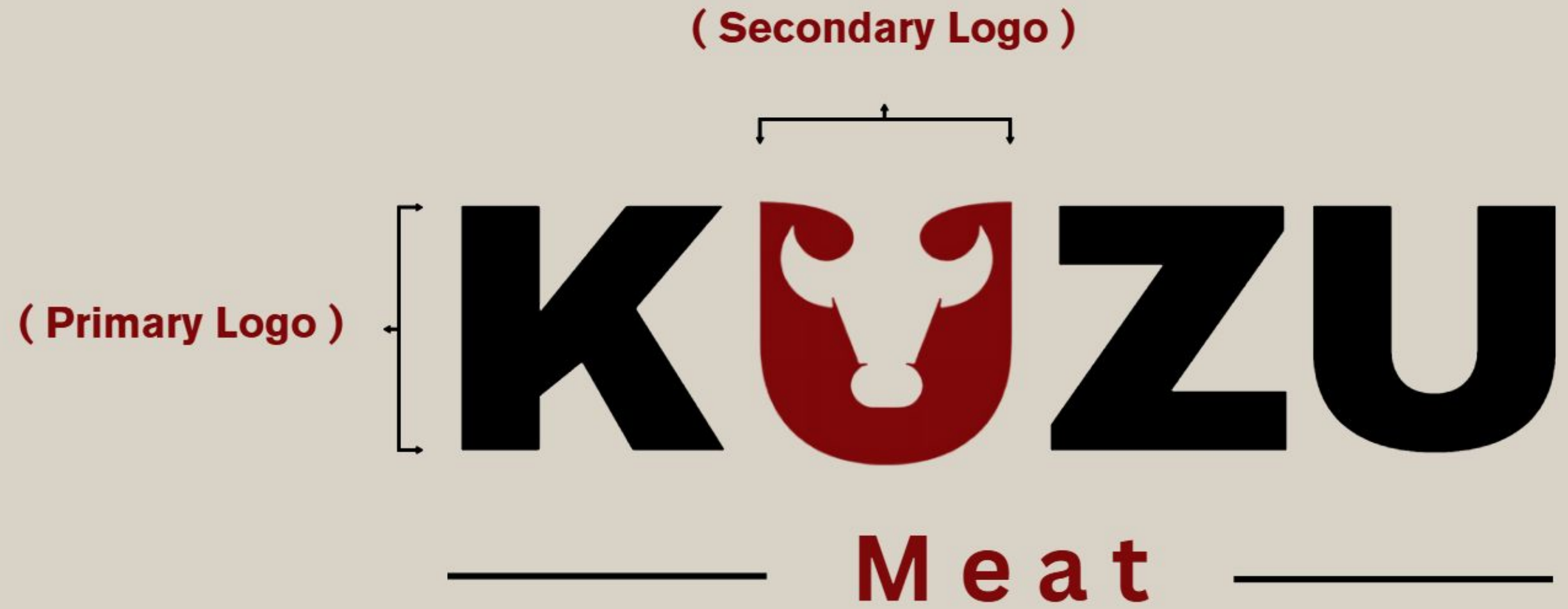
4- Logo Incorrect Usage

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6- Logo on photographs



Our Logo



Primary Logo



The **bull's head** was incorporated into the design to symbolize the goal of the project and was connected to the letter “ **U** ” to form an integral element of the design.

(**Short version of the logo**)

KUZU

Meat

Meat

Project specialization definition

KUZU

It is the project's primary name and means "**sheep**" in Turkish.

Secondary Logo



Quality & Taste

Logo Usage

Main Logo

Master Logo : This is the project's primary logo, which will be utilized in all official contexts and on the external storefront.

Secondary logo

The secondary logo will serve as both the project's visual identity and a variety of functions, including digital platforms like social media and others.

Main Logo



Secondary logo



Quality & Taste

Logo Incorrect Usage

Logo Incorrect Usage

- Don't introduce new colors
- Don't stretch or distort the logo
- Don't Do any effect on the logo
- Don't rotate the mark
- Don't introduce any strokes to the logo
- Don't place the logo on other text



Logo on Backgrounds

The primary colors and secondary colors comprise the **Kuzu** brand's color palette.
The background's colors were chosen to accommodate all purposes.



Logo On photographs

Logo On photographs

Always place the png logo directly on the images ,you can put the logo on the images with a background for the logo when possible. Choose colorful images and backgrounds that have enough contrast with the colors of the logo to maintain the integrity of the logo.



Colors

Primary Colors

Secondary Colors

Color Palette

Colors are as important to our brand, as the logos themselves just as punctuation and volume set the tone for our written and verbal style. Color helps set the tone for our visual style

The chosen colors complement the project's goals and areas of interest.

Primary



Secondary

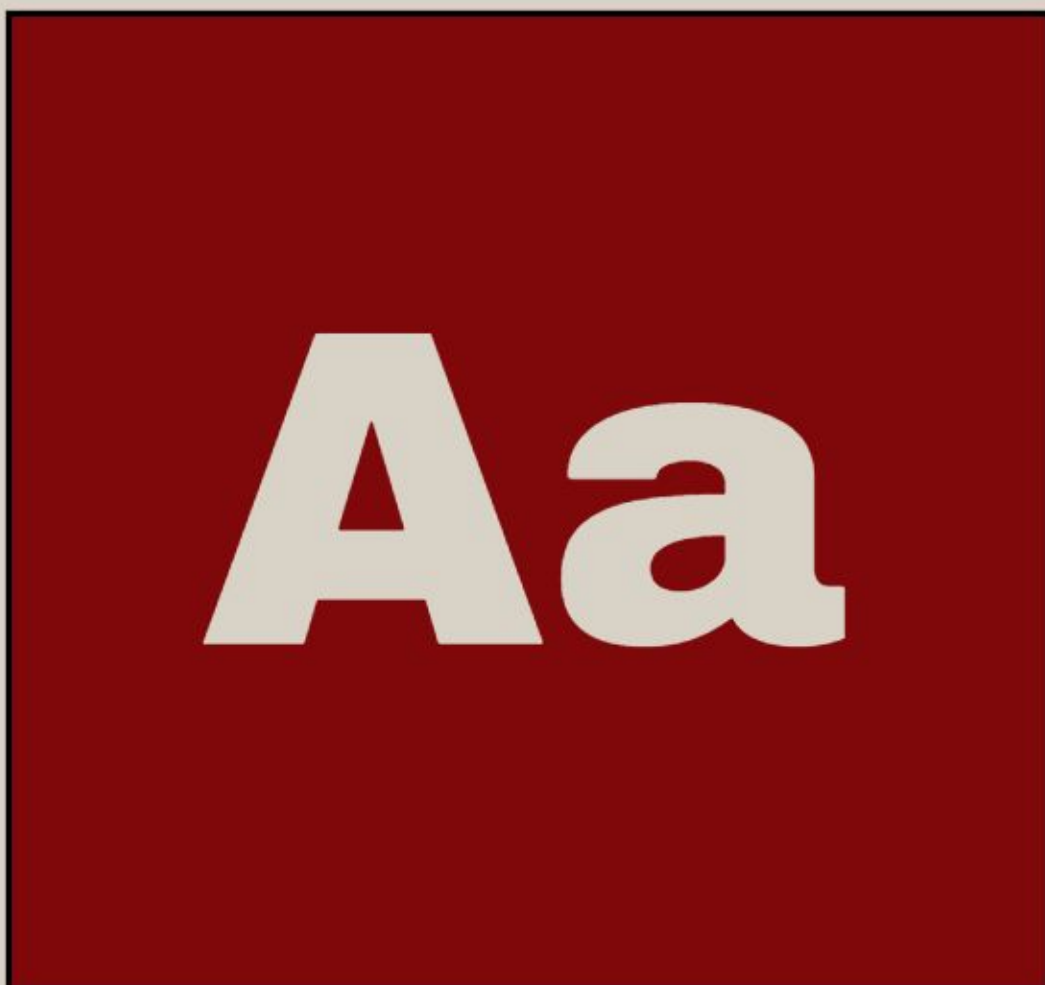


Typography

Primary Typeface

Secondary Typeface

Primary Typeface

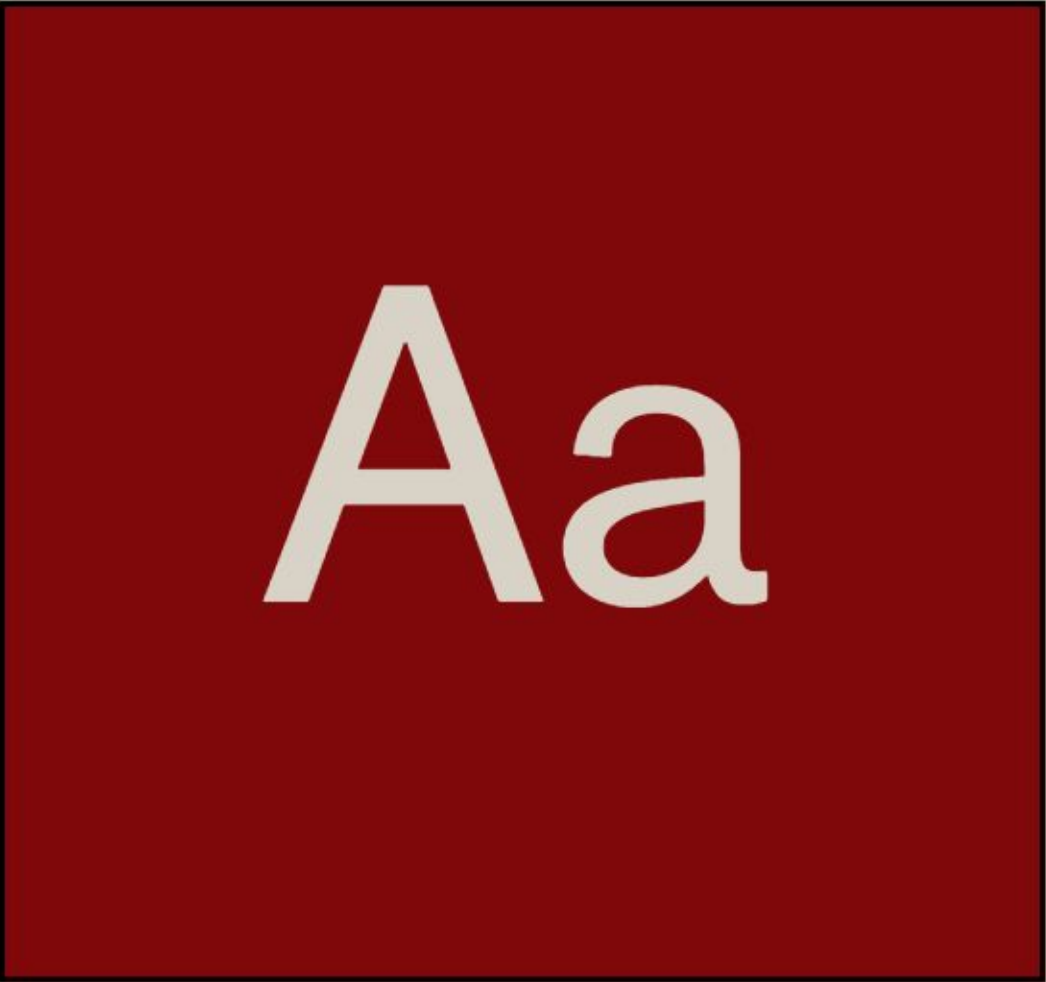


Archivo Black (Primary Typeface)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789

Secondary Typeface



Aa

Akzidenz-Grotesk (Primary Typeface)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

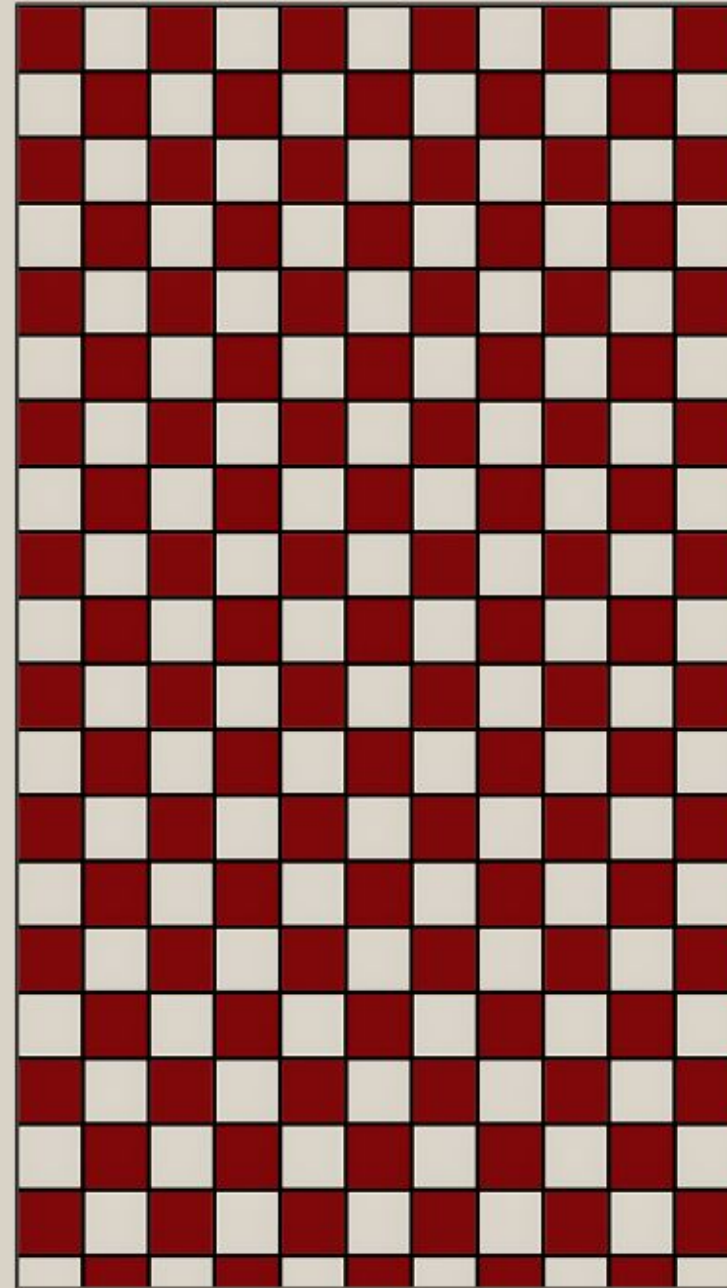
Branding Elements

Patterns

Design elements

Patterns

We always prefer to use graphics and signs that represent our brand and our products, all of which demonstrate this through patterns and graphics that express us and are preferred by our audience.





Design elements

Some of the branding elements
that you can use in your designs



Design elements

These are some ideas for using the elements in your designs



Business Collaterals

1- Business Cards

2- Paper Bag

3- Internal interface

4- Store Plate

5- Caps

6- T-Shirt

7- Apron

8- Receipt

9- Stickers

10- Posters

11- Boxes

12 - stamp

13- letterheads and envelopes

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Quality & Taste



Paper Bag



A person wearing a beige sweater and white pants is holding a brown paper bag with both hands. The bag is placed on a small, round, light-colored wooden stool. The background is a wooden wall with horizontal panels.

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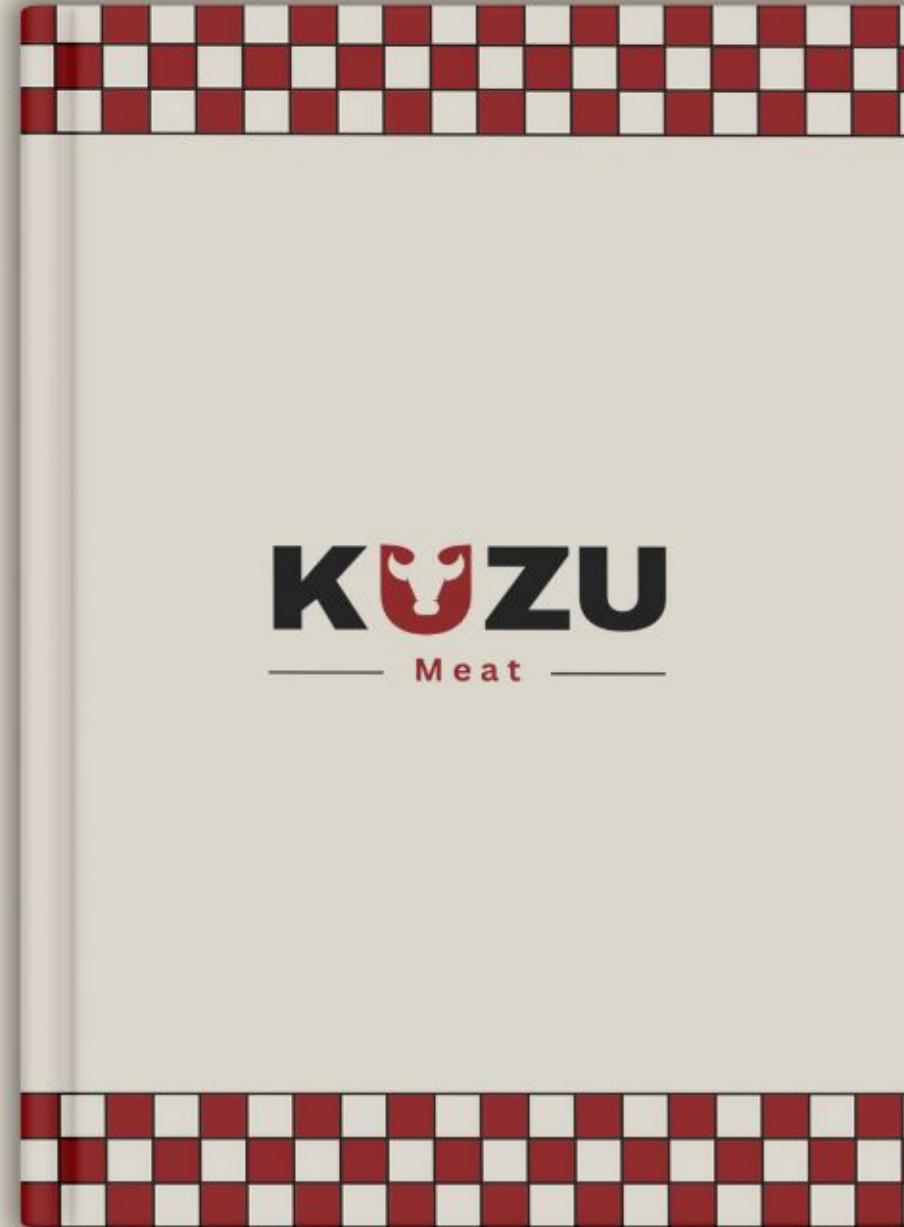
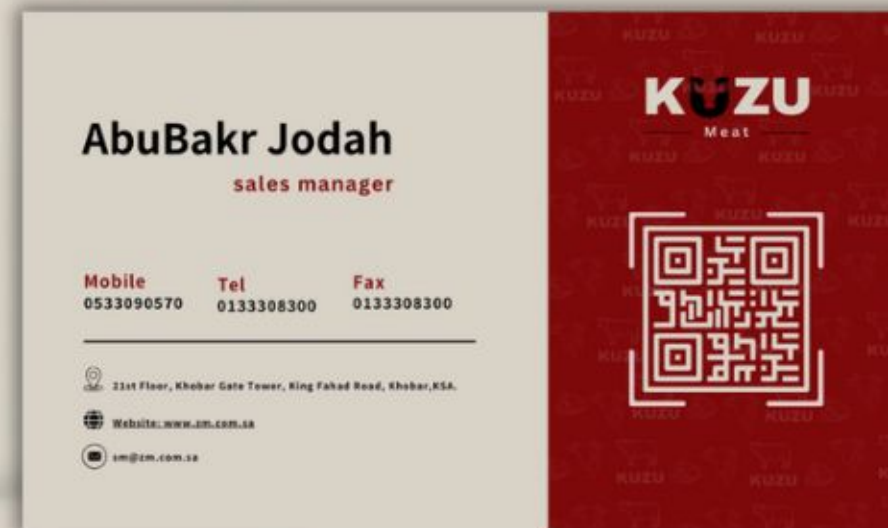


Boxes









Internal interface



Store Plate



Caps



T-Shirt



Apron



Receipt



Stickers



Posters



Social Media

Instagram posts

Instagram Stories

Instagram Appearance

Instagram posts

Some of the social media designs that will be used on social media that reflect the spirit of the brand taken from its attractive colors and designs

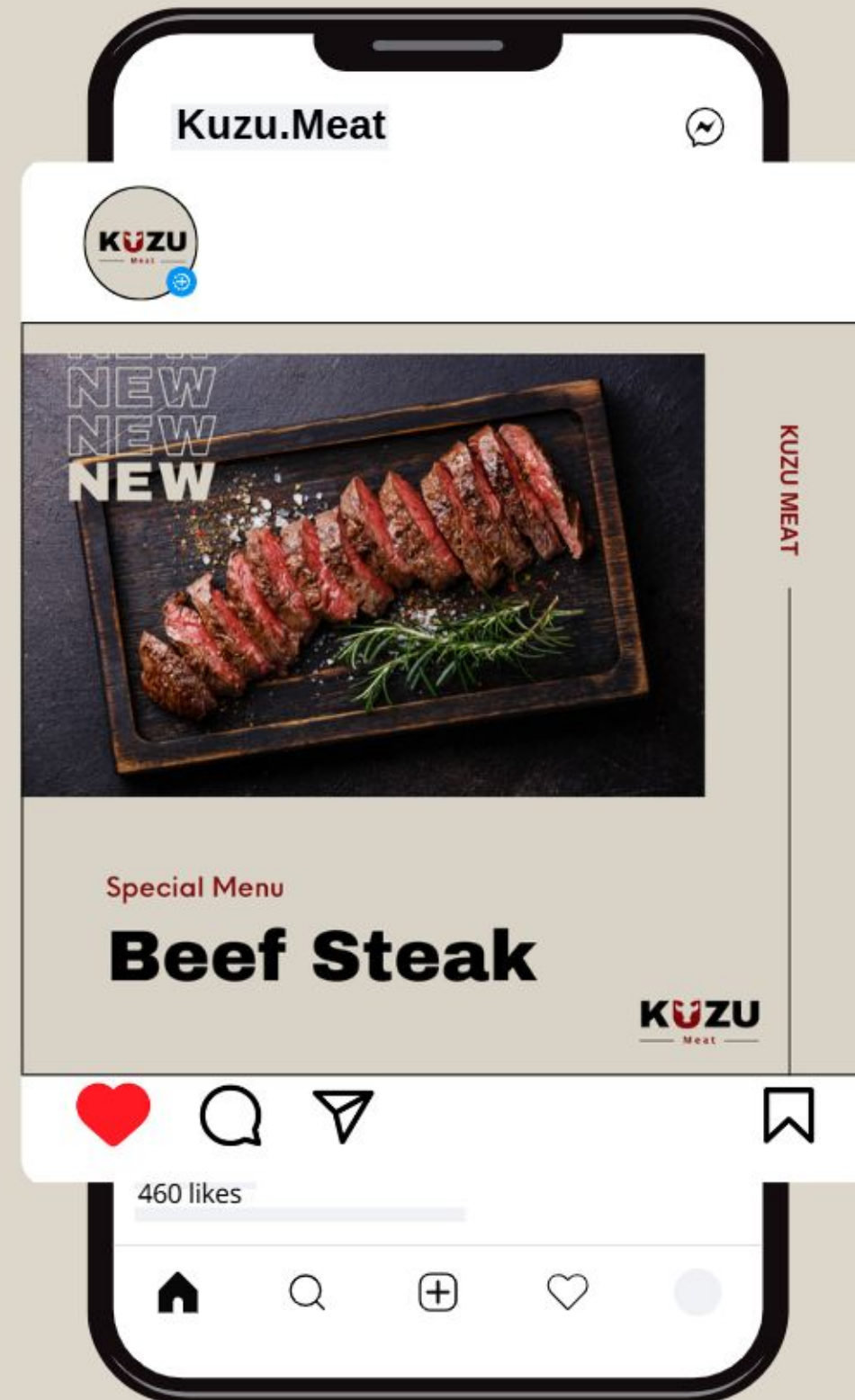
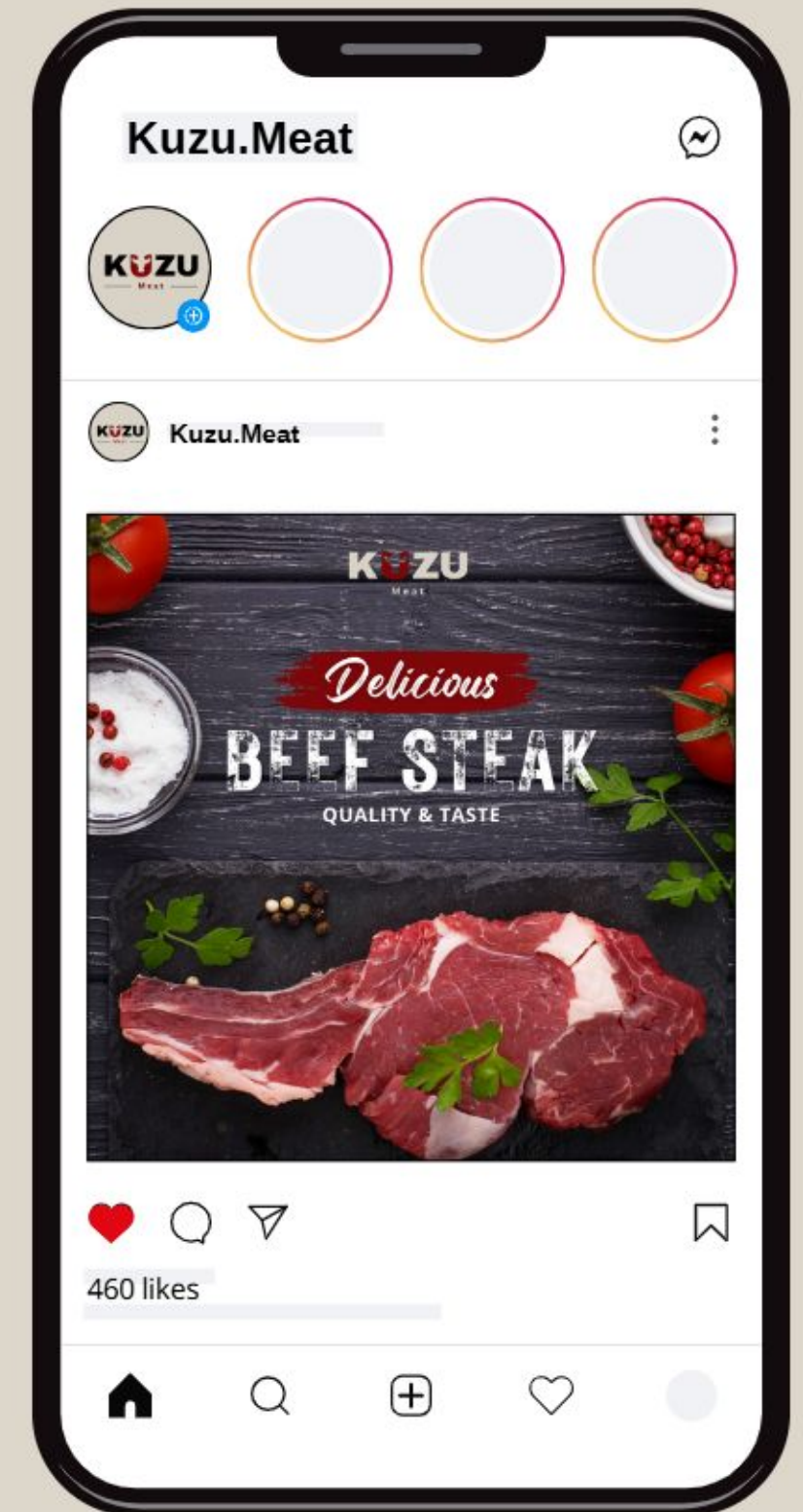


Instagram Stories



Instagram Appearance

These are some directions in designing social media posts for Instagram. More than one different design has been worked on so that you can get inspiration from the design soul in the brand



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DONE BY :

CRE8
Marketing Agency

