

Our brand identities help us to build a flexible and consistent branded communications. It reinforces our vision, mission, and values. It communicates our work in a clear and distinctive way.

This brand guidelines will help in using color palette, typography, photography, and other design elements as a flexible system of elements to create exciting designs aimed at a broader market range.

This manual familiarizes users with the identity program through use of examples. This should be use as a guide when producing, updating and creating new graphics for Visage.

FLEXIBILITY

Flexibility is essential to work across a range of applications, content types and environments.

CONSISTENCY

It’s important to maintain a consistent approach to communicate Visage brand effectively in different applications.