

# brand

BRAND  
IDENTITY  
DESIGN

ideas  
redefined

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# why brand?

Everything lies in the perception of your brand and its ability to create relationships with the audience.

Branding is a constant energy flow. Its power is derived from the definition and expression of your brand's values and of your verbal and visual identity, which then runs through online and offline communication channels and establishes quality relationships. To create or reposition a brand requires passion, experience, realism, and true commitment. That's where we come in.

Whether you wish to produce a brochure, rename your company, strengthen your online presence, create a logo or a new signage system, IDSbrands provides you with a dedicated team who speak the same language: **your language.**

## 1 | Signature Elements



## 6 | Colour Palette

### Primary Colours



PMS 312C  
Process Colour  
CMYK 100 0 100 0  
RGB Value  
R:144 G:55 B:138



PMS 309C  
Process Colour  
CMYK 100 100 100 0  
RGB Value  
R:192 G:192 B:192

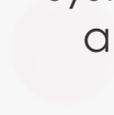
### Accent colours



PMS 720C  
Process Colour  
CMYK 0 0 100 0  
RGB Value  
R:210 G:174 B:109



PMS 671C  
Process Colour  
CMYK 0 0 100 0  
RGB Value  
R:225 G:248 B:179



PMS 220C  
Process Colour  
CMYK 100 0 100 0  
RGB Value  
R:255 G:179 B:255



## Spelt IDS, pronounced “IDEAS,” means IDentity Solutions.

IDSbrands is a Brand Identity and Digital Experience Design Agency.

At the center of everything we do is a passion for excellence and willingness to grow and exceed our present milestones. We are always seeking new ways to redefine ideas.

We transport brands from where they are in the mind of customers, using original ideas and tailor-made strategies, to where they naturally generate brand satisfaction and lasting impressions.

Our Values form our COMPASS: we are directionless without our **C**haracter, **O**riginality, **M**emorability, **P**rofessionalism, **A**dventure, **S**ynergy & **S**implicity.

# @IDSbrands

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## other services

