



PIEDRA & PIEDRA CO.

Logo Guidelines

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Moodboard

Brand Personality



BLUE LIGHT NEON



Their Miami future is sleek, young, reliable, trustworthy, and professional.



FUTURE VISION

The legacy built by Mr. Piedra is being taken to new heights with Monica's leadership, with a vision for the company that is always looking ahead, searching for innovative business strategies to implement and new horizons to broaden.



COLOR PALETTE



Moodboard

Brand Personality




PIEDRA & PIEDRA co.



COLOR PALETTE

Logo

Typographic Logo



When using the logo together with other graphic elements, text, image, among others; a certain space (exclusion zone) must be respected to give it a break visually. This space must be in all applicable versions that are allowed.

So that the logo does not lose its visual impact, it should not be used at a minimum of 25% of its original size.

PIEDRA & PIEDRA co.

25%

Logo

Typographic Logo Vertical Option



Ideal for vertical spaces

So that the logo does not lose its visual impact, it should not be used at a minimum of 25% of its original size.

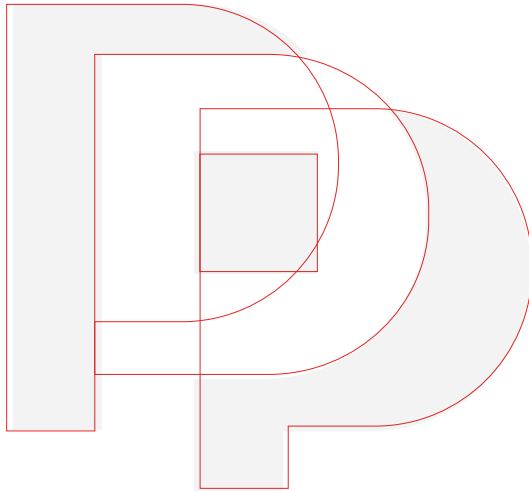
PIEDRA
& PIEDRA co.

25%

Symbol

Exclusion zone and minimum size

CONSTRUCTION



When using the symbol together with other elements graphics such as text, image, among others; must respect the area known as the exclusion zone. This allows to give a “visual breather” to the logo and must be present in all the versions allowed.

To increase the readability and visual impact of the symbol, do not must be used at less than 25% of its original size.



25%

Typographic Logo / Symbol

Distribution



(Horizontal)



(Center)



(Vertical)

Typographic Logo / Symbol

Background color



The typographic logo and symbol of Piedra & Piedra must always be used in blue, white or gray when used in backgrounds with the corporate colors of the brand (blue, light blue, gray and dark gray). Any other color is ruled out.

Typographic Logo / Symbol

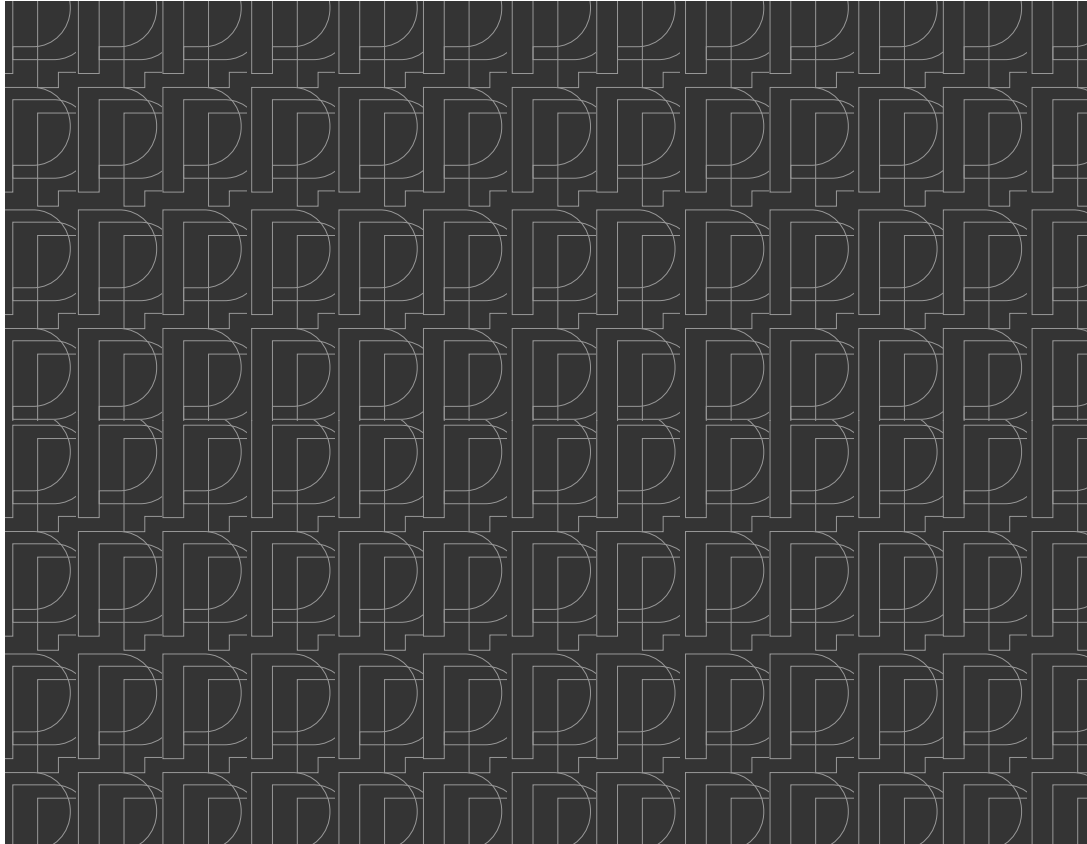
Metal color



For use only on dark gray background

Symbol

Background Pattern



Logo monogram pattern
use for background

Symbol

Incorrect Usage



Do Not Apply Borders



Do not apply special effects such as gradients or bevels like others.



Do not use non-corporate colored backgrounds.



Do not warp, rotate or invert the logo.



Do not multiply the logo.



Do not apply the logo inside a containing figure



Do not fill the logo with colors that are not corporate



Do not apply patterns

PIEDRA
& PIEDRA_{CO.} 

PIEDRA 
& PIEDRA_{CO.}

Do not change the position of the symbol with respect to the typographic logo

Logo

Typographic Uses

The typeface family 'Trajan Pro' has been selected for use by the P&P co brand. Where Trajan is not available, it is acceptable to use Time New Roman for subtitle and paragraphs.

Trajan Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Time New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Logo

Typographic Uses

The typeface family 'Helvetica' has been selected for use by the P&P co brand for use in Headlines.

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Stationery

Business Card



FRONT

BACK



Branding

Branding is defined as the process of coming up or making a unique name or design for a certain product.

Having a good brand strategy allows you to have a major advantage in gaining a large increase in your market competitions. Your brand tells your customers what they can expect from the products and services you offer.

Are you innovative or are you the experienced type? Do you offer a high-cost, high-quality product, or a low-cost, high-value product? It's impossible to be both. You should consider thinking what your customers need you to be. Your logo is the main foundation of your brand. All the promotional materials should be connected with your logo to communicate with your brand.

Brand messages are delivered and planned based on the questions how, what, when, to whom and where your brand strategy is. Advertisement, visual communication, and distribution channels are parts of brand strategy.

The branding strategy you have should be consistent as it leads to a strong brand equity.

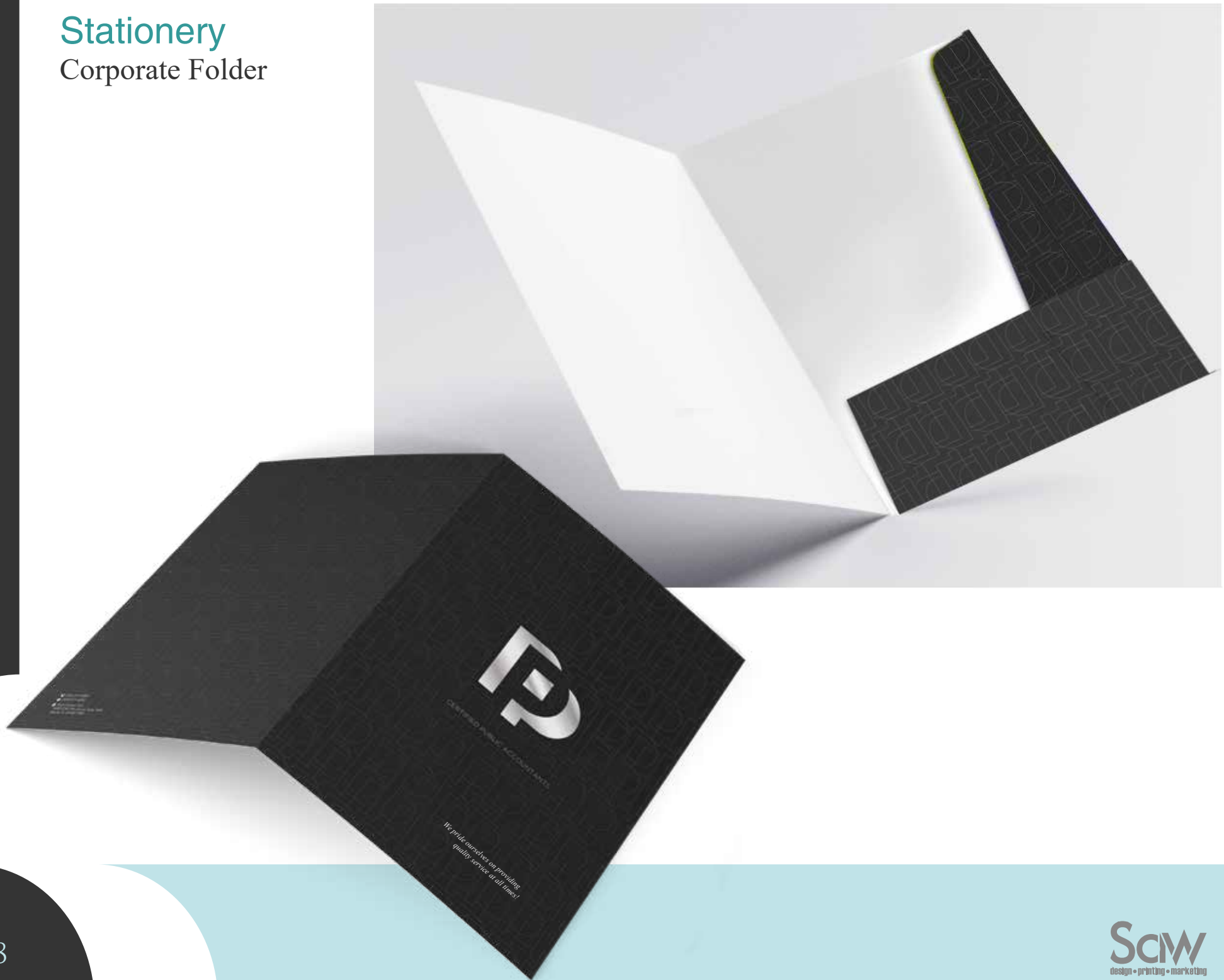

NAME SURNAME

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Stationery

Corporate Folder



Stationery

A4 Envelope



Stationery

Commercial Envelope





OUR MISSION

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum.

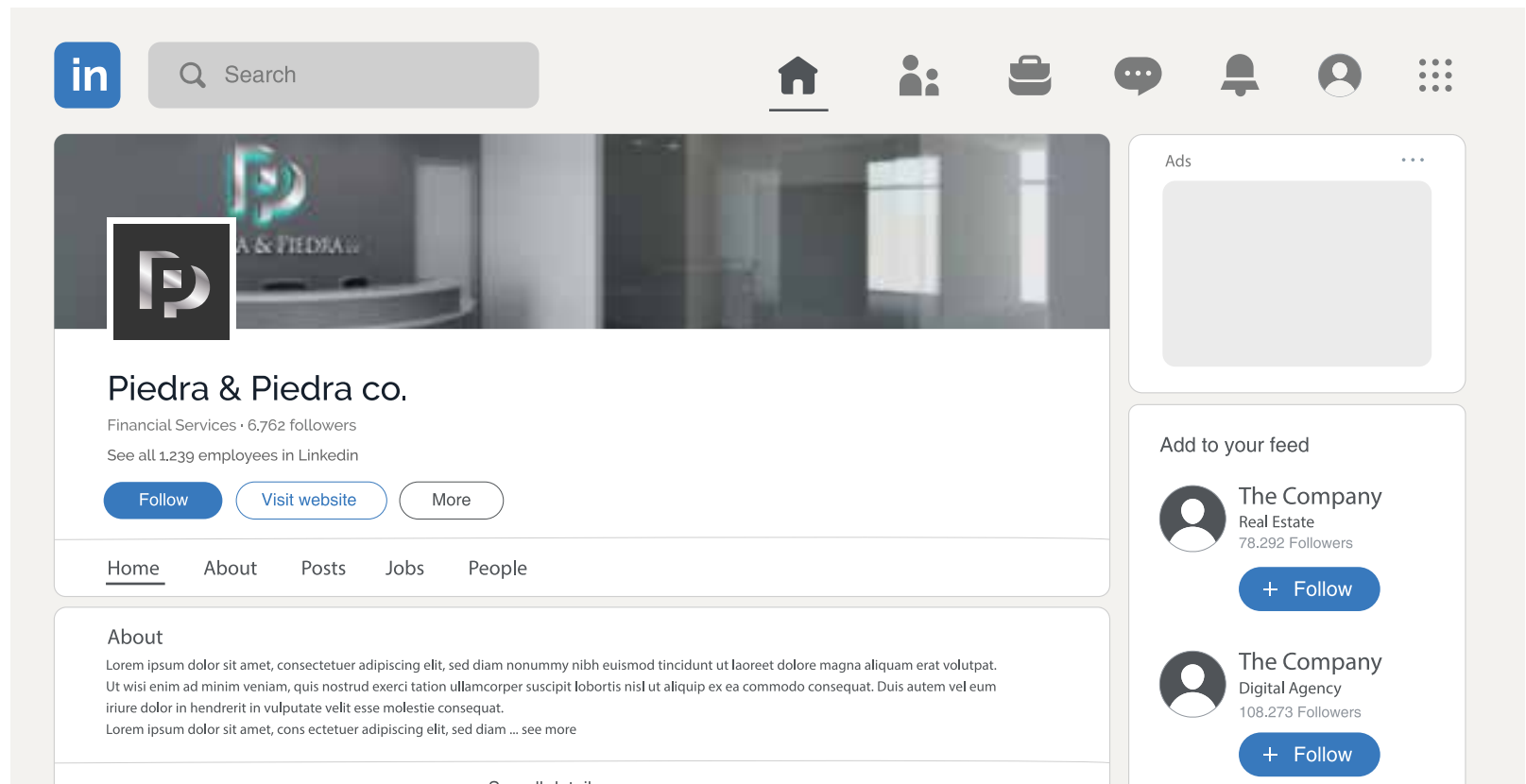
Digital Format

Email Signature



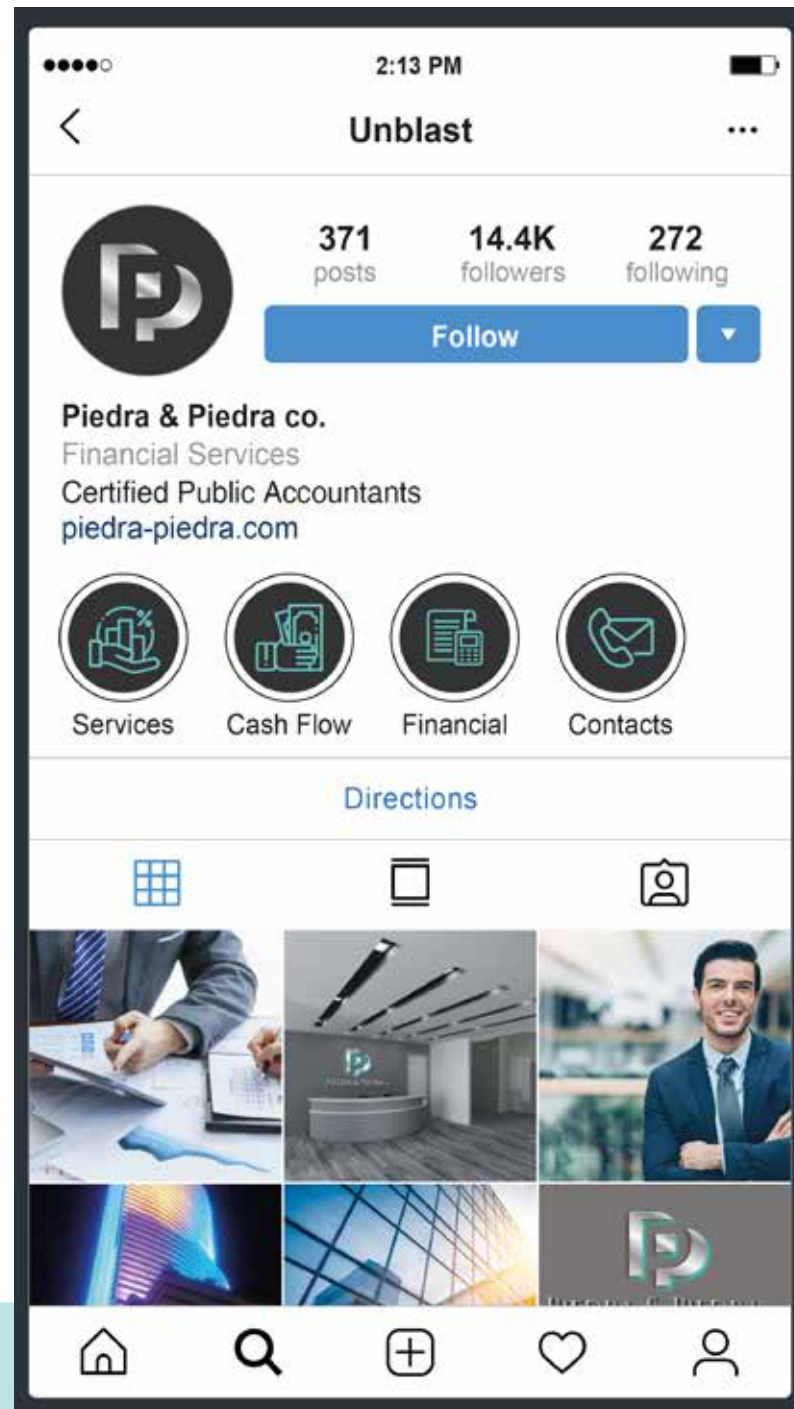
Digital Format

Linkedin Profile



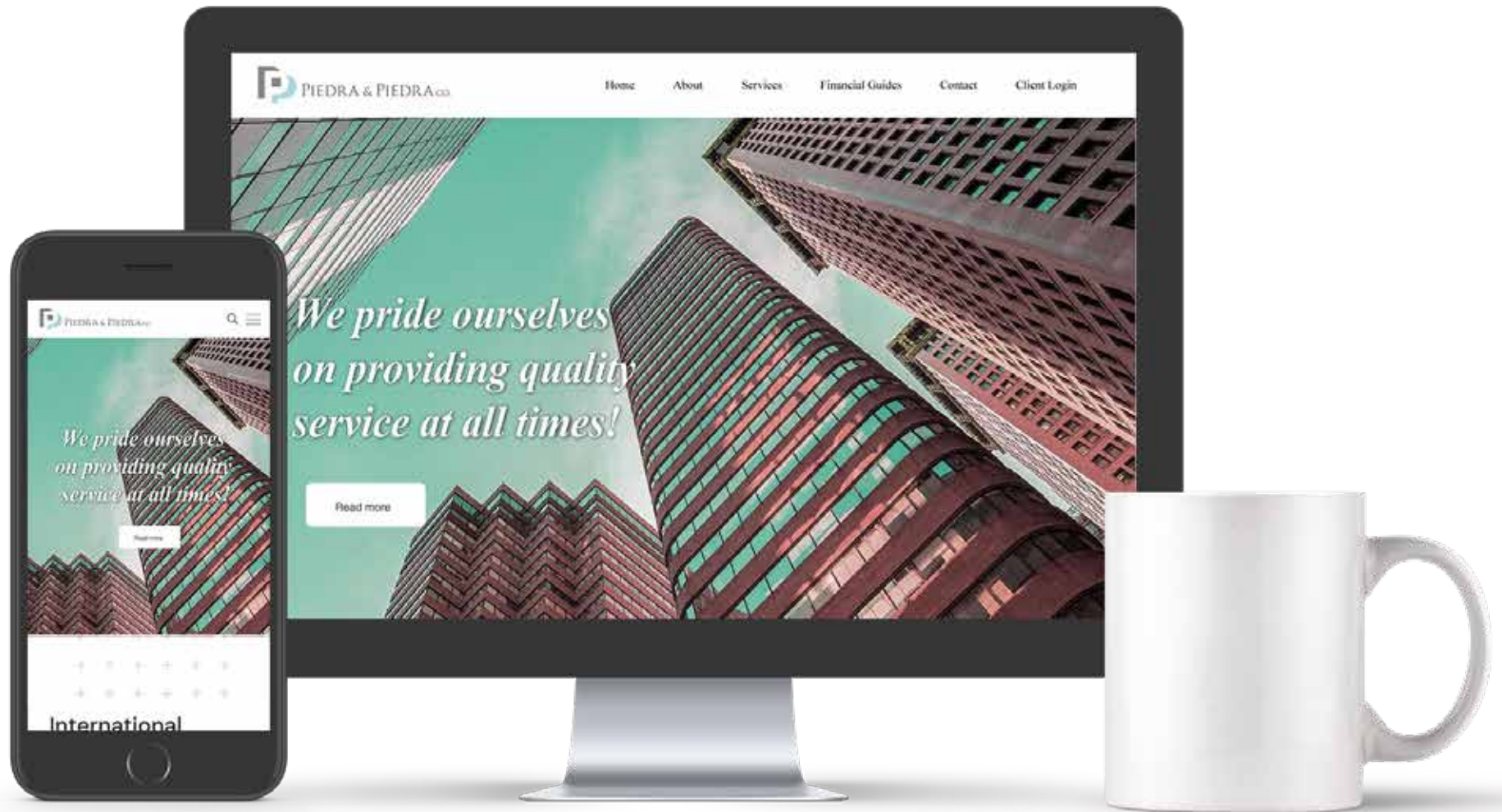
Digital Format

Instagram Profile



Digital Format

Website



Commercial Print

Roll Up Banner



Commercial Print Ads Magazine



Corporate Signs

Frosted Vinyl Film for Windows



Corporate Signs

3D Signs



