

PLUS

Brand & Visual Identity

by morganadesign.it

PROJECT PLUS

PLATFORM LABOUR IN URBAN SPACES

A human centered concept.

A symbol that reminds to a human figure with open arms.

A figure built by combining three different colorful pieces. They represent three important keywords:

Fairness

Welfare

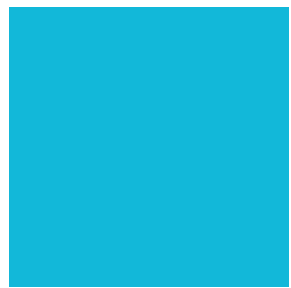
Development

Moreover the figure reminds also of a “+” symbol, that is the acronym of our brand “Platform Labour in Urban Spaces”.

COLOR INSPIRATION



COLOR PALETTE



Pantone 311c
#12b8d9
71c 0m 13y 0k



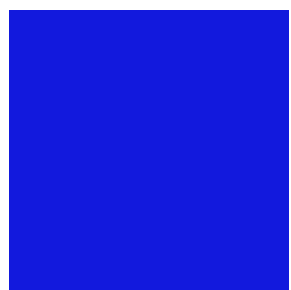
Pantone 144c
#f39313
0c 50m 95y 0k



Pantone 660c
#3974b9
80c 50m 0y 0k



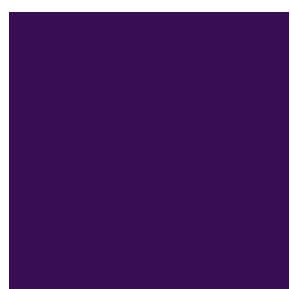
Pantone Rubine Red
#e5006f
0c 100m 18y 0k



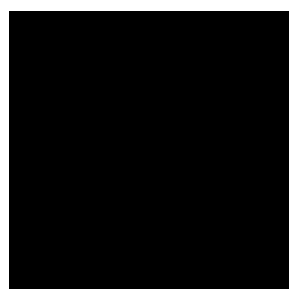
Pantone Blu 072
#1219dd
95c 80m 0y 0k



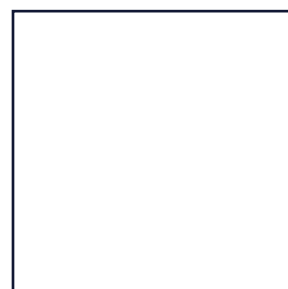
Pantone 7621c
#bc1818
18c 100m 100y 18k



Pantone 2617c
#390e54
90c 100m 30y 30k

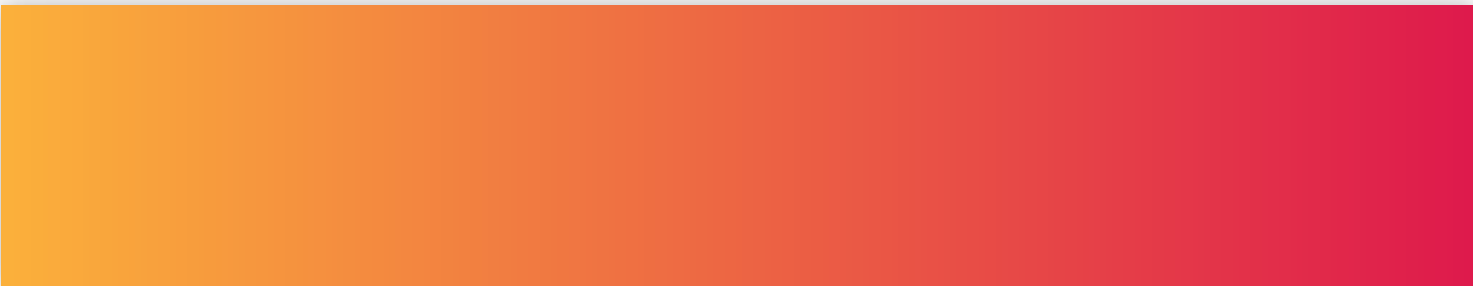



Pantone Black
#000000
0c 0m 0y 100k

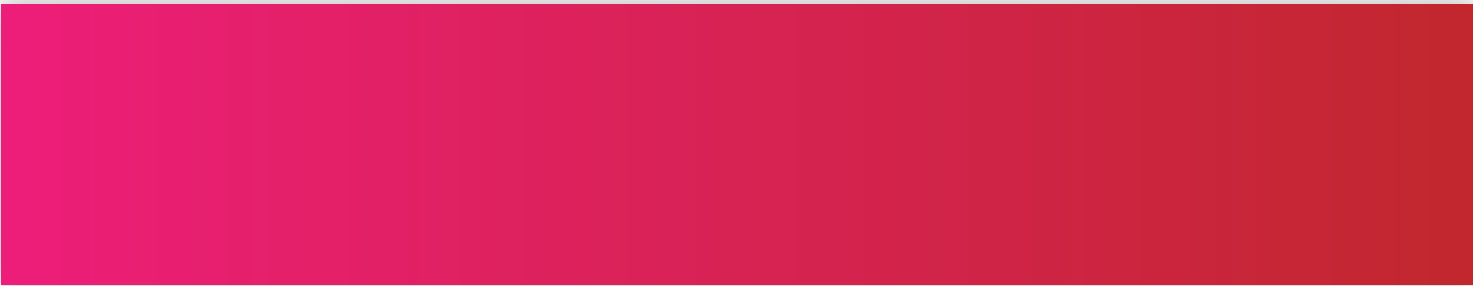


White
#ffffff
0c 0m 0y 0k

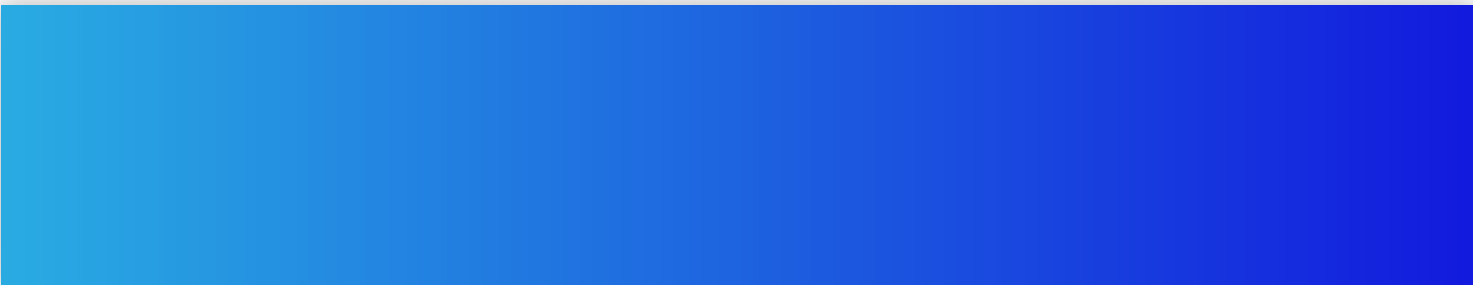
COLOR GRADIENTS



 #f39313  #e5006f



 #e5006f  #bc1818



 #12b8d9  #1219dd



 #3974b9  #1219dd  #390e54

TYPOGRAPHY

Memphis Bold
Logotype (modified)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
{[(:;.,_!"£\$%&/+=?*|-)}

Memphis Medium
Payoff

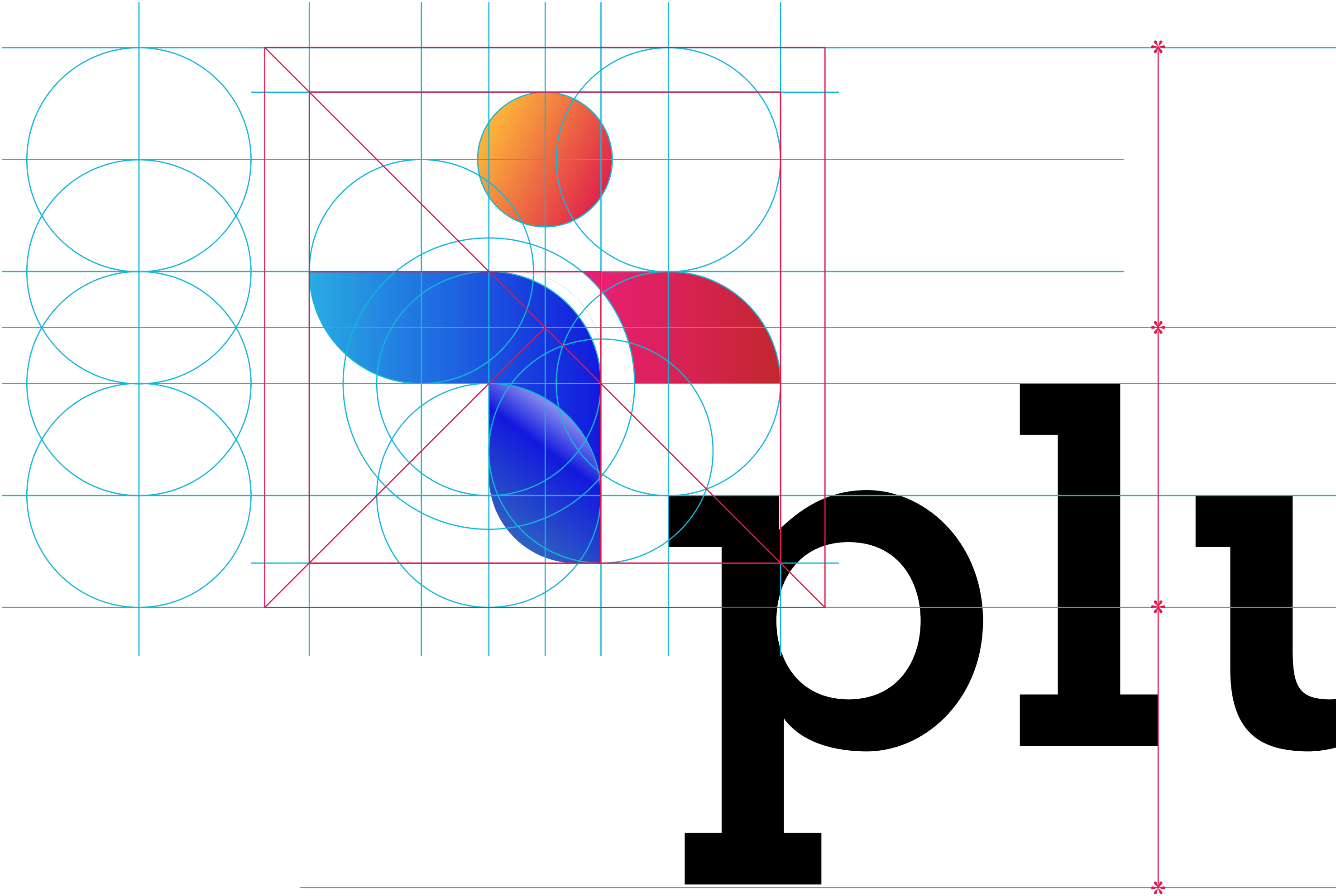
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
{[(:;.,_!"£\$%&/+=?*|-)}

Work Sans Regular
Bodycopy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
{[(:;.,_!"£\$%&/+=?*|-)}

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 exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate

FRAMEWORK



RESPECT AREA

The Logotype legibility is better if the space that surrounds it is sufficiently large, this space, defined as “respect are”, is to be considered minimal, therefore, when it is possible, it must be increased. The respect area is proportional to the size of the logotype. The same rule is valid also when you use logotype with payoff.



LOGOTYPE + PAYOFF

Never write payoff beyond the logo plus a measure called "x" which is as wide as the pictogram. Payoff is left under the logotype and it is far from the logotype as much as the space that separates the pictogram's "arm" from the letter "p"



MINIMUM DIMENSIONS

The logotype can be read at minimum dimensions; however, never use it smaller than the dimensions indicated in this manual. There are no limits for enlargement.



PICTOGRAM 10x10 mm



LOGOTYPE 20x10 mm



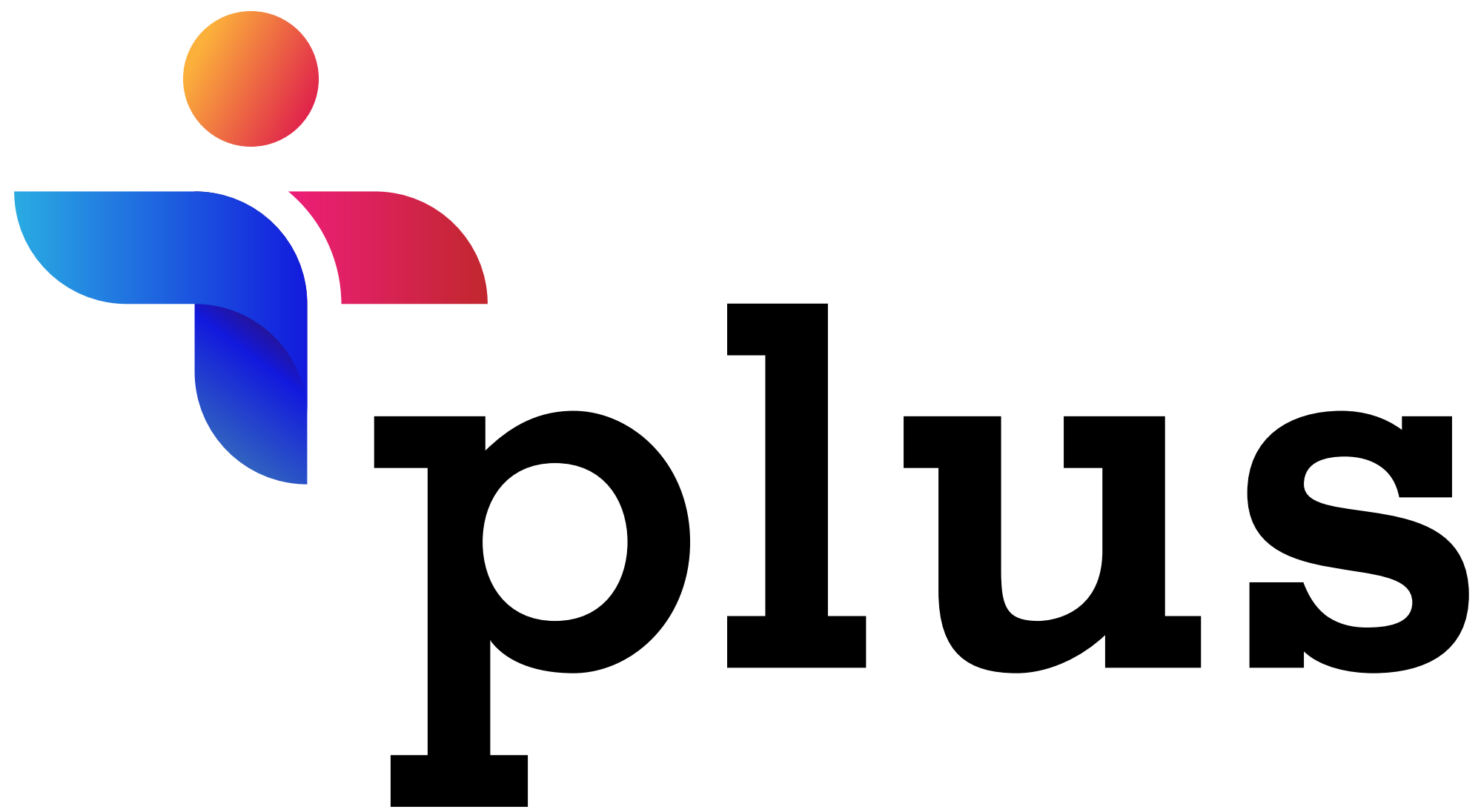
LOGOTYPE + PAYOFF 28x18 mm



Pictogram

plus

Logotype



Brand



**platform labour in
urban spaces**

Brand + payoff



Panoramic version Brand + payoff



Pictogram on dark color

plus

Logotype on dark color



Brand on dark color



platform labour in
urban spaces

Brand + payoff on dark color



Panoramic version Brand + payoff on dark

LOGOTYPE PLUS
SPECIAL EDITION
ONLY FOR 1 COLOR PRINT
AND RUBBER STAMP



Brand



**platform labour in
urban spaces**

Brand + payoff



Panoramic version Brand + payoff



Brand on dark color



platform labour in
urban spaces

Brand + payoff on dark color



Panoramic version Brand + payoff on dark

THANK YOU!