

BRAND VISUAL IDENTITY

LANCE LASSITER

PERSONALITY



LIVABLE

Feels personable and alive.



MOVEMENT

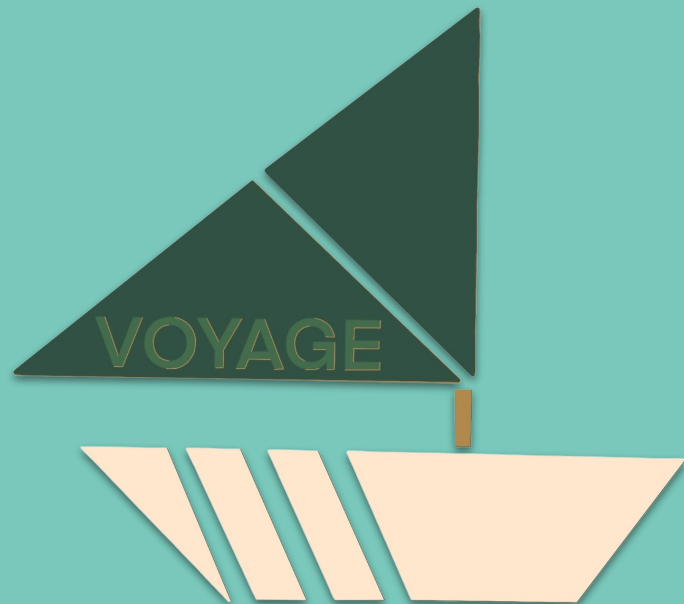
Movement in both terms of transit and as a dynamic push for the brand.



GREEN

Focus on sustainable development.

OUR LOGO



LOGO CONCEPT

CONCEPT

Sustainable Transportation
broke down into just the
words and its synonyms.
Used synonyms as a base
for the logo.



DOS



- Harmonize the colors with the overall design palette
- Keep size and placement not overwhelming
- Keep the drop shadow

DON'TS



- Change the overall palette
- Remove the drop shadow
- Change the typeface

COLOR STANDARDS



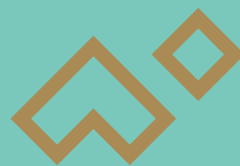
#395144

CMYK: 30,0,16,68
RGB: 57,81,68



#4e6c50

CMYK: 28,0,26,58
RGB: 78,108,80



#aa8b56

CMYK: 0,18,49,33
RGB: 170,139,86



#f0ebce

CMYK: 0,2,14,6
RGB: 240,235,206

TYPOGRAPHY

“VOYAGE”

In logo is EINA font family (
missing license on computer for
use)

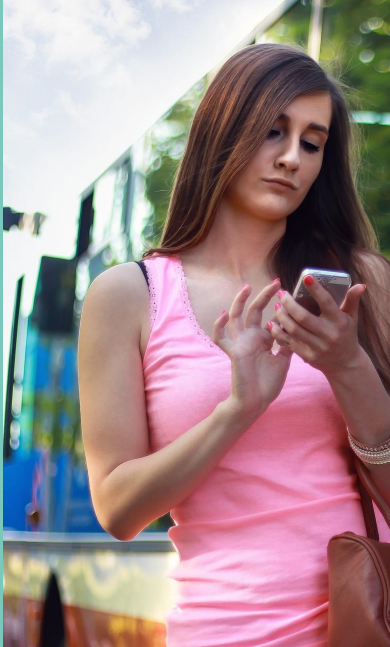
Alternative font is Lexend Medium





A PICTURE IS
WORTH A
THOUSAND
WORDS

IMAGE GUIDELINES



People Focused,
Expand the World



BRAND VOICE



TONE

Inspiring and Friendly



CHARACTER

Sincerity

Focus on Every
Day Life

LIVING; ONWARD AND UPWARD

Dynamic and
Adaptable



THANKS!

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