

BRAND

Guidelines

CREATING RICH EXPERIENCES

Eyestone



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Our Values

CLEAR CRISP COMPACT

01

Our Philosophy

We strive to delight YOUR customers.

Our Mission

To set high standards internally through continuous improvement, thereby achieving YOUR objectives, aspirations, and customer satisfaction.

Our Vision

To be YOUR partner of choice.



Logo Identity Usage

02

These guidelines describe the visual and verbal elements that represent Eyestone LLCs corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are, is essential to presenting a strong, unified image of our company.

These guidelines reflect Eyestone commitment to quality, consistency and style.

The Eyestone brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the Eyestone name and marks.

LOGO BRAND

03

The Design Masterbrand or Corporate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of design services - the connection between the strength of communication and the different points that influence.



04

Logo Ratio



LOGO VARIATIONS

05

Eyestone

Dark Moderate Blue

Eyestone

Vivid Pink

Eyestone

Greyscale Variation

Eyestone

Black Variation

Eyestone

Dark Background

Eyestone

Light Background

SIZING

06

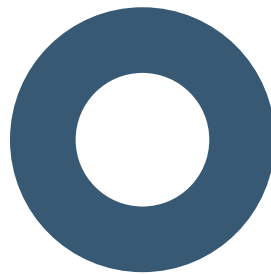
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



PRIMARY BRAND COLOR

07

Color plays an important role in the Eyestone corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme.



DARK MODERATE BLUE

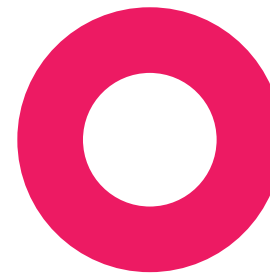
FOR WEB USE

R: 55 G: 89 Blue: 116

FOR PRINTING US

C: 0.53 M: 0.23 Y: 0 K: 0.55

PANTONE: 8482 C



VIVID PINK

FOR WEB USE

R: 237 G: 26 Blue: 99

FOR PRINTING US

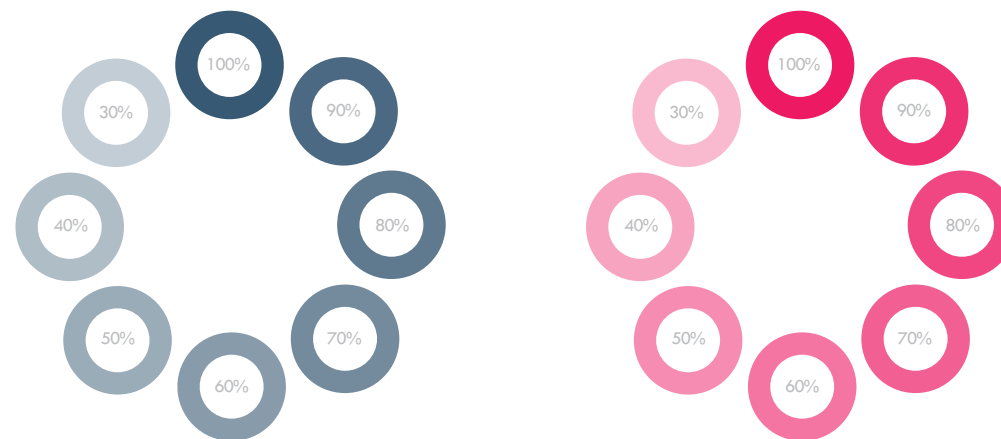
C: 00 M: 0.89 Y: 0.58 K: 0.07

PANTONE: 17-1755 TPX

NO'S & TINTS

08

Consistent use of these colors will contribute to the cohesive and harmonious look of the Eyestone brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.



Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Eyestone communications.

ENGLISH FONT

Museo Sans Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

Typo
graphy

Heirachy

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Title (Font Size 22) PT

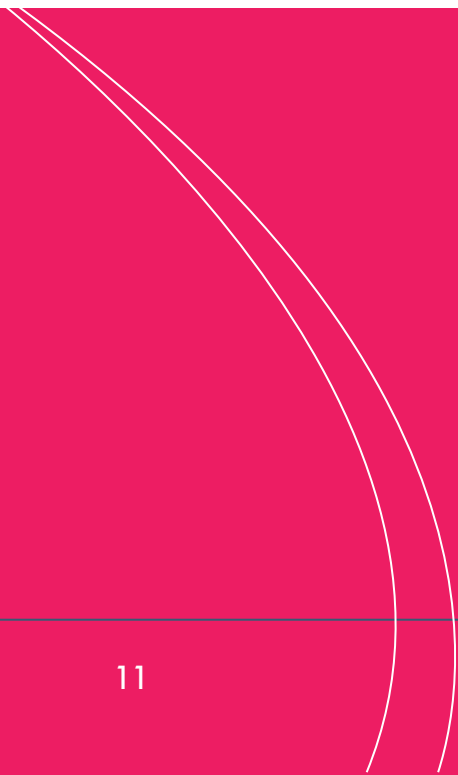
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,"""
123456789£\$?!<>{}[]#¢™®

Headline (Font Size) 16 PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,"""
123456789£\$?!<>{}[]#¢™®

Content (Font Size 9 PT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,"""
123456789£\$?!<>{}[]#¢™®



Print Media

11

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat est laborum.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

Business Card

12





Letter Head

13

P.O BOX 1229, POSTAL CODE 117
MUSCAT, SULTANATE OF OMAN
(968) 91758053
eyestonellc@gmail.com
www.eyestonellc.com



Envelope

14



Merchandise

16

Print marketing helps present your brand in a communicative and meaningful way to reach a personal attention space. It is considered more engaging as you physically interact and respond to the print marketing contents. Print marketing can also be viewed by specific target audiences based on placement.

Print media appeals to the senses. We are inherently sensory living beings. We get motivated and inspired by listening, smelling, reading, feeling or just looking at the elements around us.

T-SHIRT

17



MUG

18



LYNARD

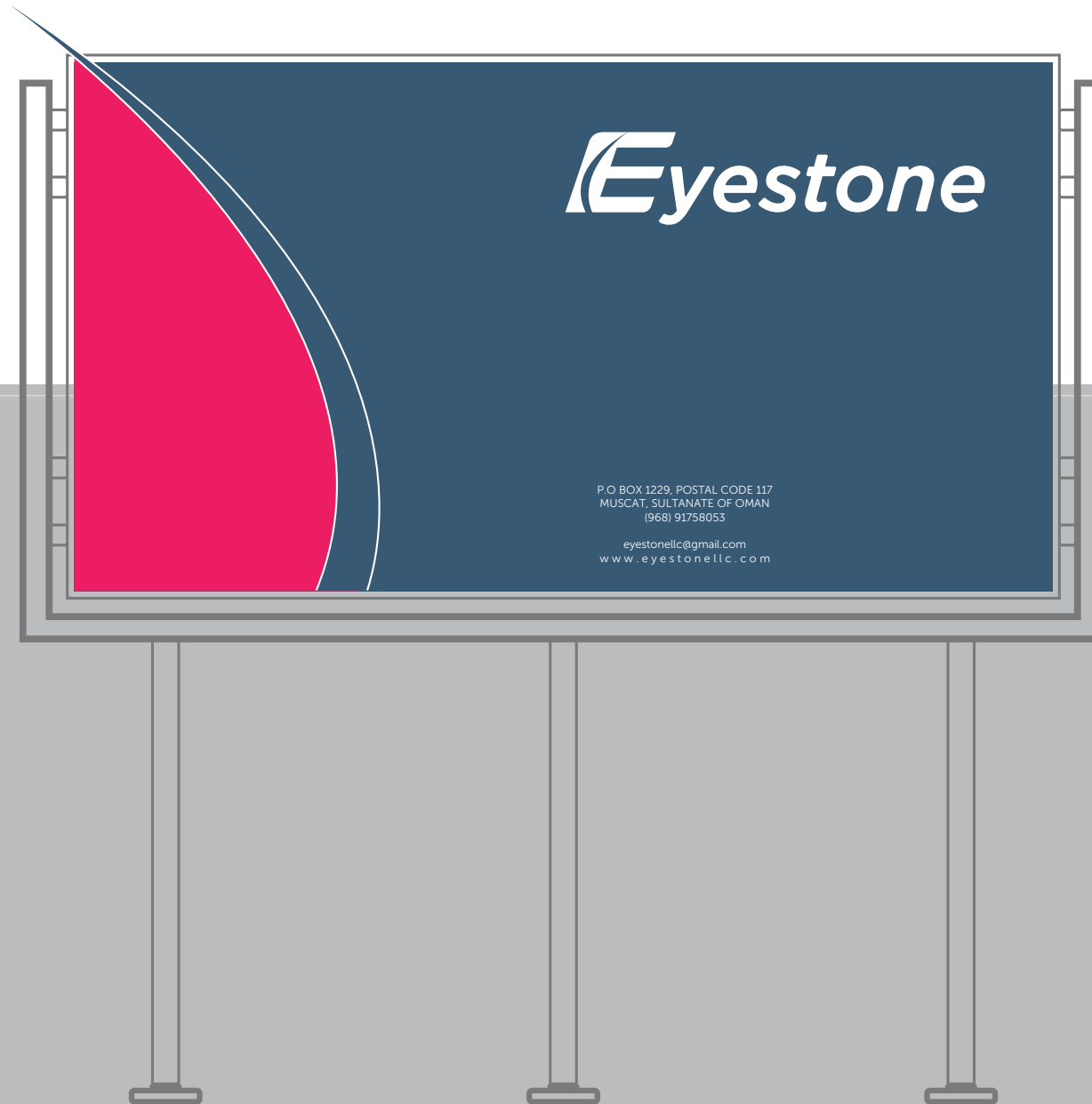
19



Outdoor

20

Outdoor advertising boosts sales by providing maximum exposure. As consumers our exposure to products on a repetitive basis usually equates to two things: brand familiarization and potential sales. Maximum exposure is created by purchasing media in the areas most heavily trafficked by your target audience.

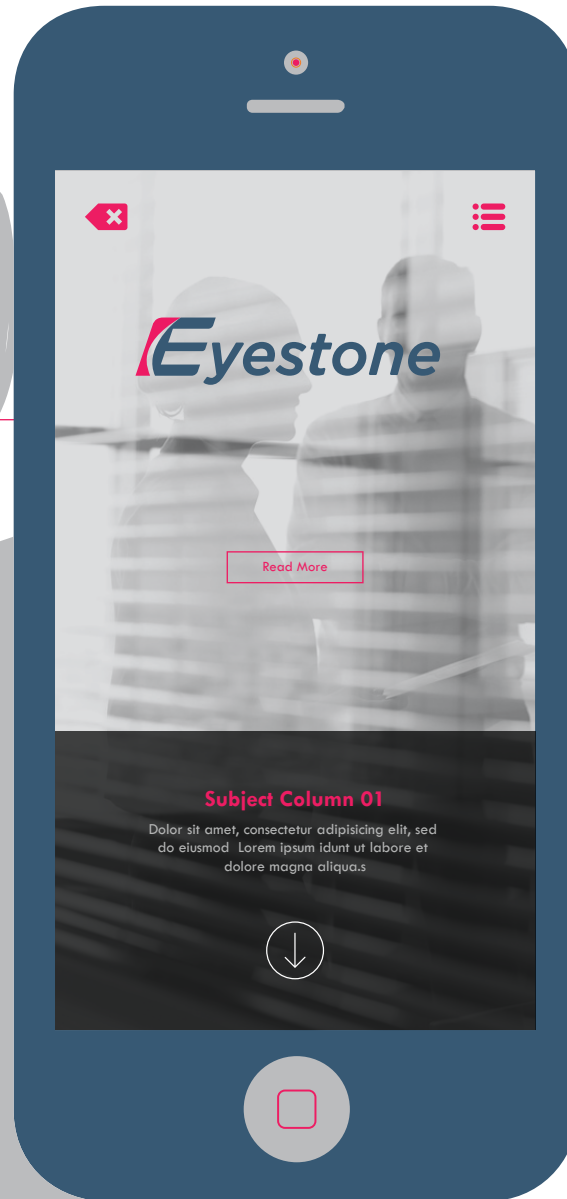




Mobile App

Developing a mobile App for business can offer valuable marketing opportunities and help you reach your target audience, as well as many other advantages that will help put you ahead of your competition.

One reason why businesses need an App is to improve direct communication with clients and consumers. With access to a wealth of information at just a touch of a button. Business mobile application development has opened the door to clear and direct communication between customers and businesses. The information gathered from customers using these Apps is invaluable for any business, due to the analytics gained from shopping or behavior and trends.

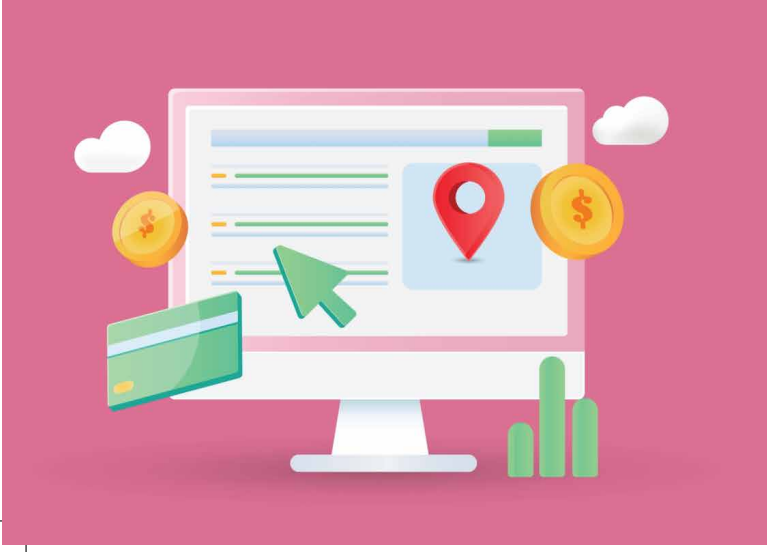
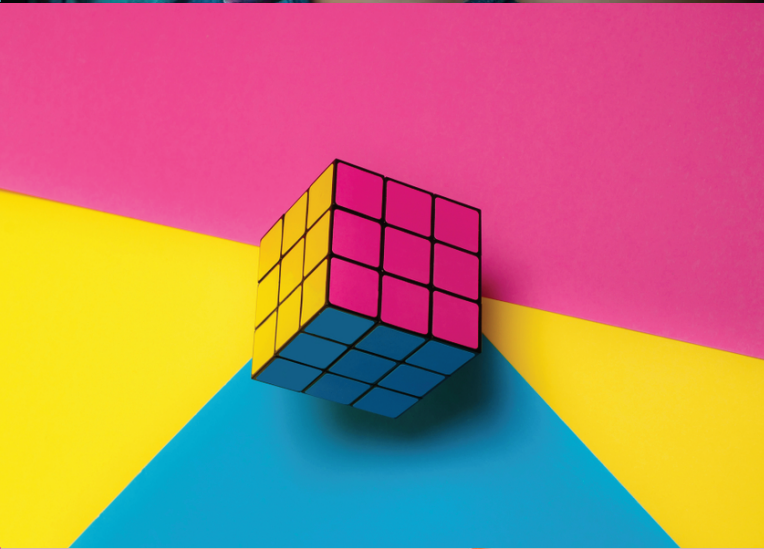
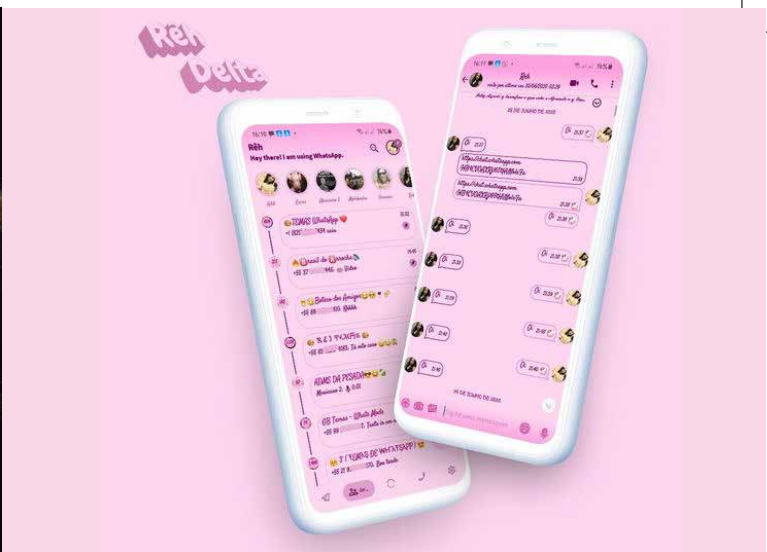


Website

25

A business's online presence, regardless of industry, can have a massive impact on its success. In this day and age, some businesses still don't realize that a majority of their customers will visit their website before making a purchase.





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