Brand Guidelines

SHABIR DIGITAL

An Overview

This document communicates the brand identity of MATTONIS. Clearly articulating the mission, values and persona for the design of all subsequent brand artifacts.

01

Founder Vision

Our vision is to become the premier provider of high-quality, sustainable bricks that inspire exceptional construction projects. We are committed to redefining the standard of excellence in the brick industry by consistently delivering products that exceed the expectations of our customers, from suppliers to contractors and beyond.

" **Inspire Exceptional Construction Projects with High-Quality, Sustainable Bricks** "

01.

Table of Contents

02.

Mission Statement

"

Drawing on our deep roots in the ancient brick-making traditions of the Indus Valley Civilization, we combine technology, eco-friendly practices, and an unwavering dedication to customer satisfaction to revolutionize the modern brick industry.

03.

Brand Values

01.
Transparent

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

02.
Customer-Centricity

Placing the needs and satisfaction of our European and UK customers at the heart of everything we do, providing exceptional service and support.
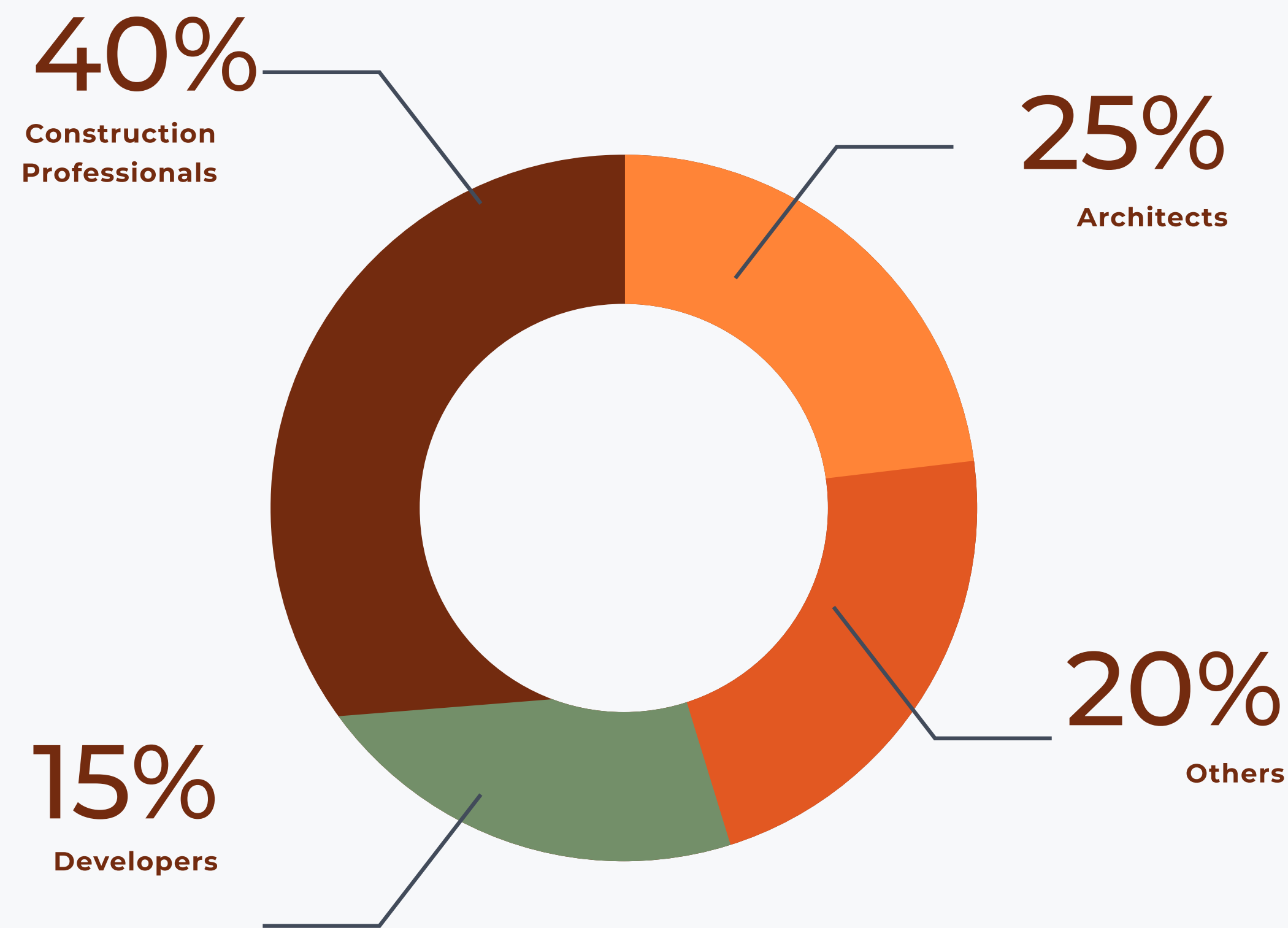
03.
Integrity

Conducting business with honesty, transparency, and ethical practices to build trust and long-lasting relationships with our customers.

04.

Customer Personas

40%
Construction
Professionals

25%
Architects

20%
Others

15%
Developers

Audience Breakdown

Focusing on these top 4 personas - construction professionals, architects, builders, and developers - We can align the branding, marketing, and sales efforts to most effectively reach and engage the core customer base in the European and UK markets.

01

Construction Company Owner

Name: Hans Müller

Age: 35-50

Location: Major cities in Europe

Goals: To source high-quality, durable, and sustainable bricks for large projects.

Challenges: Finding reliable suppliers who can meet large order quantities & deliver on time.

Values: Quality, reliability, and sustainability.

Preferred Channels: Industry trade shows, professional networks, and LinkedIn.

02

Real Estate Developer

Name: Sophie Dubois

Age: 38

Location: UK

Goals: To find aesthetically pleasing and durable bricks for residential and commercial projects.

Challenges: Balancing cost with quality and sustainability.

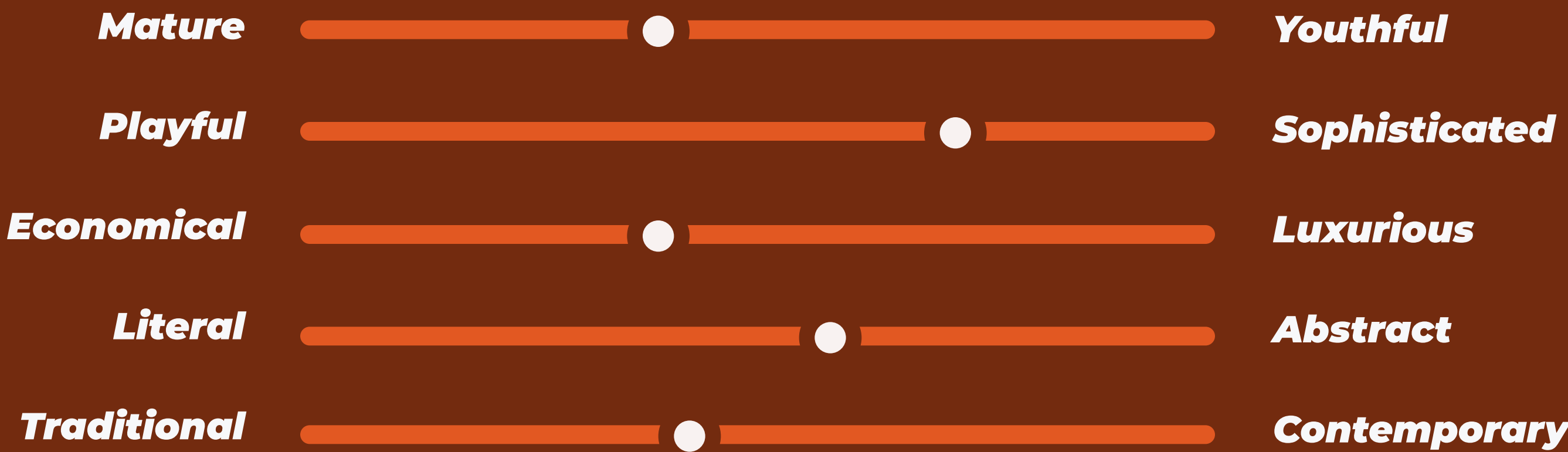**Values**: Quality, durability, and sustainability.

Preferred Channels: Industry magazines, online research, and professional referrals.

05.

Brand Personality

Brand Personality

Brand personality is how your company expresses itself through its tone of voice, core values, beliefs, and visual identity. It's not just about what your brand looks or sounds like — it's about how customers feel when interacting with your business.

Mature		**Youthful**
Playful		**Sophisticated**
Economical		**Luxurious**
Literal		**Abstract**
Traditional		**Contemporary**

06.

Brand Colors

Primary Colours

Our brand colors are inspired by the natural hues of clay, fire, and the sun - elements that are intrinsically linked to the brick-making process and the warm, earthy tones of brick itself.

This color palette evokes a sense of strength, durability, and timelessness that aligns with our brand values and the construction industry we serve.

Flame Red
E25822

Raw Umber
732B0F

Burnt Orange
FF8437
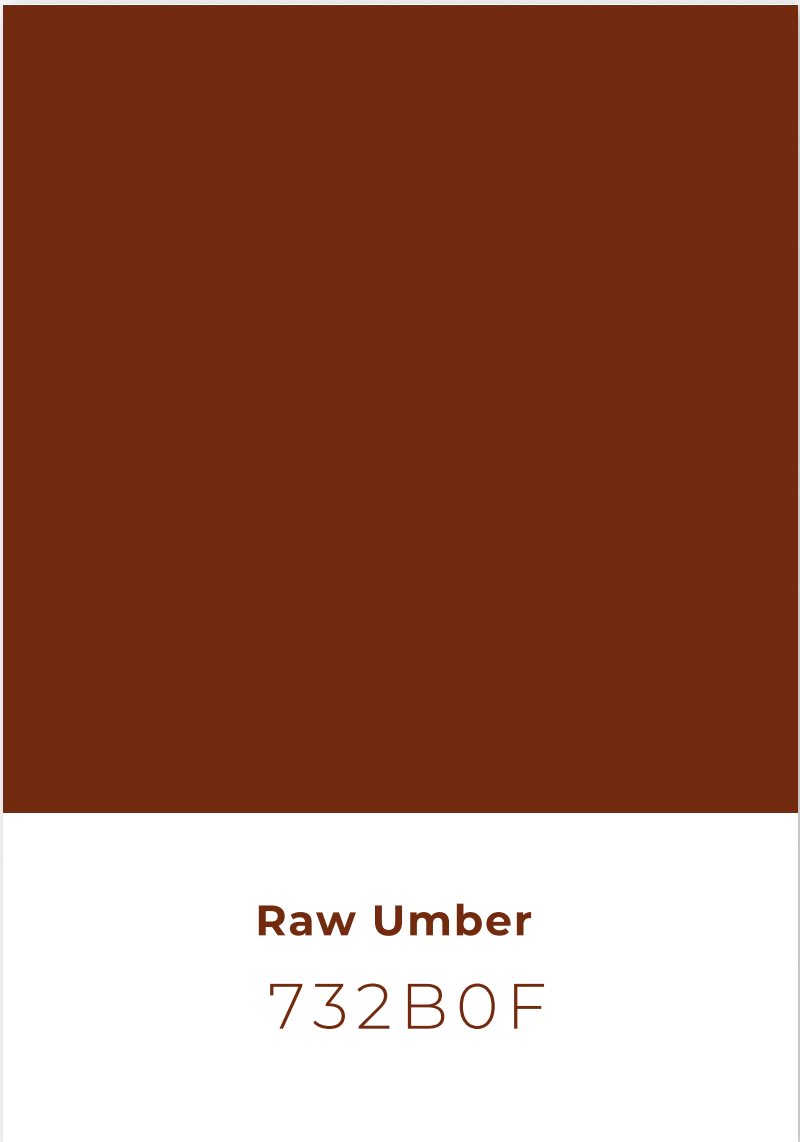
Secondary Tint

Color tint refers to the creation of a lighter version of a color by adding white to it. This technique is fundamental in design, as it allows for creating a range of hues within a single color family.
Tints help to create a cohesive and visually appealing color scheme. Lighter tints can be used for text or backgrounds to improve readability.

E25822

EC906C

F5C7B5

White

732B0F

E25720

F1AB90

White
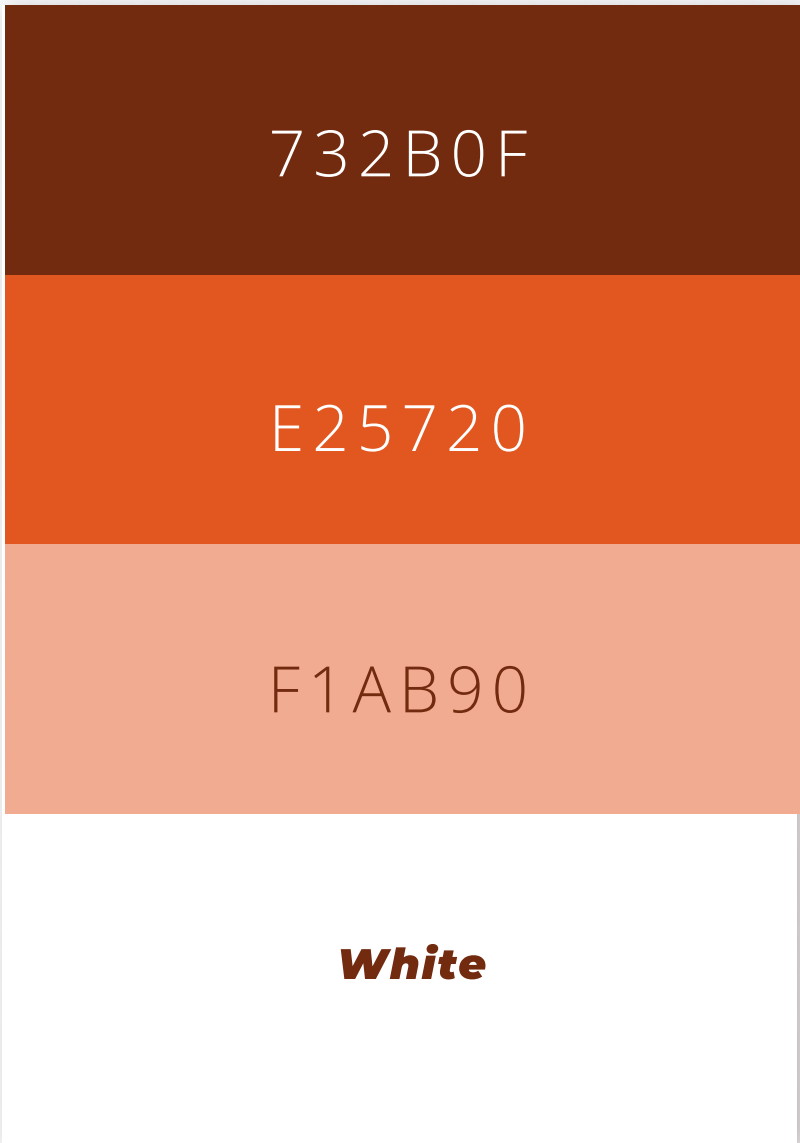
Color Usage

The golden ratio can be applied to color usage in brand identity to create a harmonious, balanced palette. By scaling color values based on the golden ratio, you can achieve visual consistency and appeal.

Fair Pink
F7E8E6

Dark Cerulean
732B0F

Burnt Orange
FF8437

Mandys Pink
F1AC90

Xanadu
738F69

Flame Red
E25822

Hurricane
8B7C76

**Fair Pink**
1A0A03

07.

Logo & Usage

The Ifalgo Logo

The logo is the heart of the brand's visual identity. It is the most recognizable and powerful element that represents the company. These guidelines will ensure the logo is used consistently and effectively across all touchpoints.

The iconic 'M' shape with a tactile, brick-like appearance and a dynamic, upward-trending graph, the logo visually communicates the brand's focus on delivering exceptional, innovative brick solutions that help construction projects reach new heights.

The angled 'M' form a subtle upward growth graph, symbolizing the company's commitment to innovation and progress.

The custom lettering for the company name is also designed with angular, architectural forms to integrate with the brick-based aesthetic seamlessly.
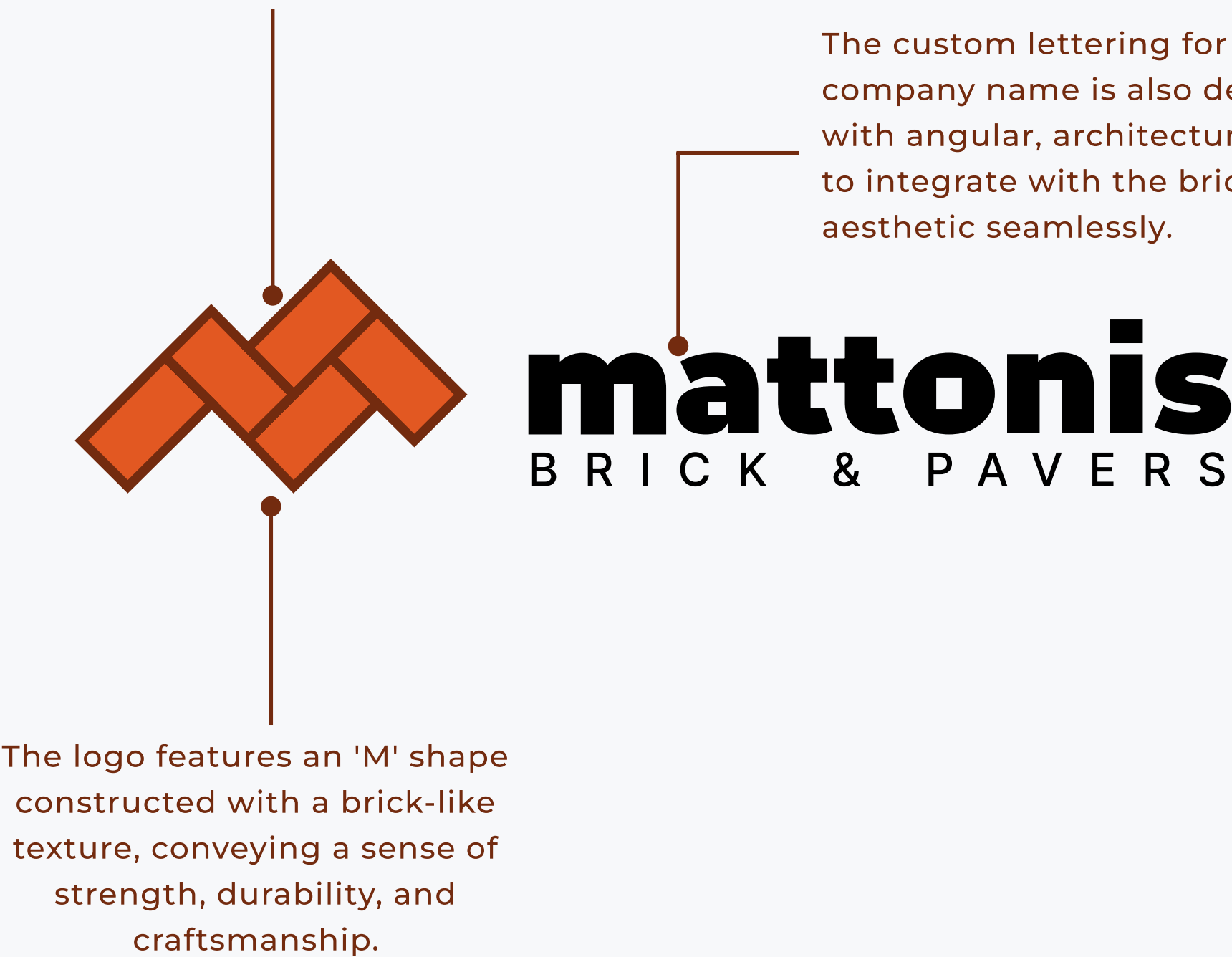
The logo features an 'M' shape constructed with a brick-like texture, conveying a sense of strength, durability, and craftsmanship.

mattonis
BRICK & PAVERS

Minimum Logo Size

Consistent logo placement is crucial for building brand recognition. Your guidelines should specify:

- Minimum clear space around the logo
- Ideal logo size and scaling for different applications
- Acceptable and unacceptable logo placements (e.g., do not rotate or distort the logo)

5 x

1 x

1 x

Logo Variations

Logo variations may include simplified versions of the primary logo, logomarks (symbol only), or alternative color treatments. Depending on your brand's needs, you may have additional logo variations, such as:

- Animated logos for digital use
- Monochrome versions for one-color printing
- Reversed logos for use on dark backgrounds

Ensure these variations maintain the core elements and visual identity of your primary logo.
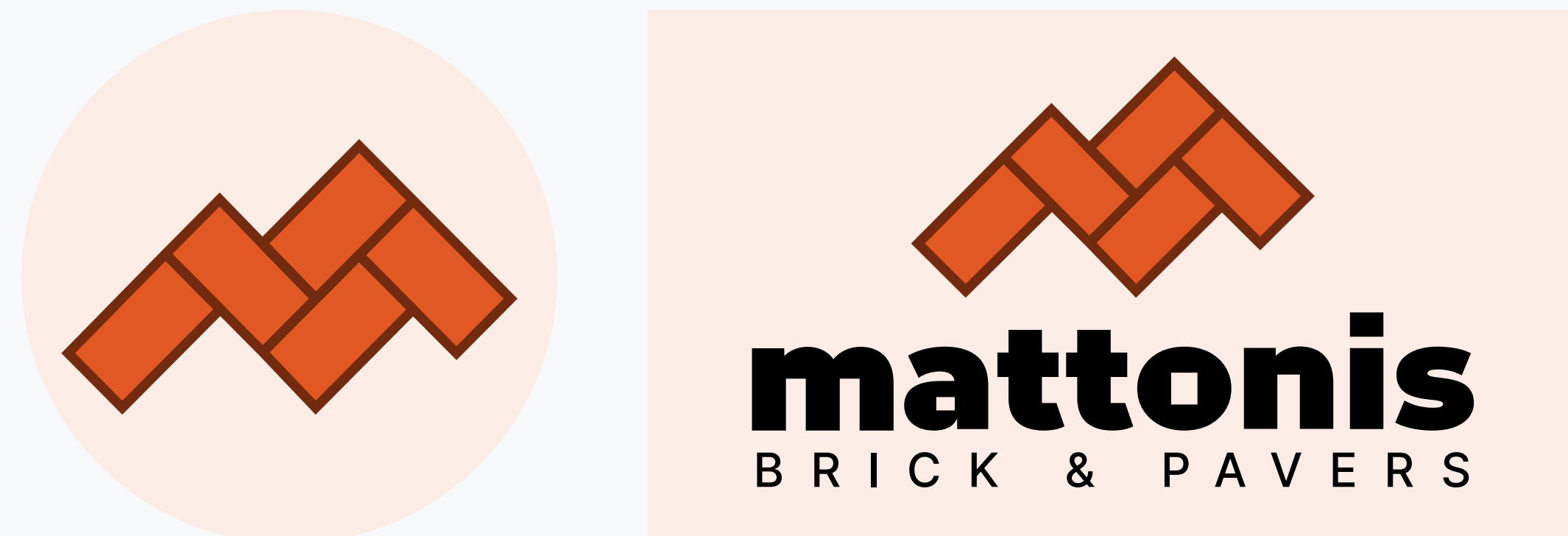
08.

Typography

Aa

Montserrat

The Montserrat font is a geometric sans-serif typeface designed by Julieta Ulanovsky, an Argentine graphic designer, and released by Google in 2011. The font was inspired by the signs, posters, and painted windows of the historic Montserrat neighborhood of Buenos Aires from the first half of the 20th centuryop

Light

Light italic

Medium

Medium italic

Black

Black italic

Typographic Scale

Typographic scale, is a selection of font sizes and styles that designers use to create balance and harmony in digital products. It's similar to a musical scale for musicians, and it's used to create order among different text sizes, line heights, and text spacing.

Header1

68.66px - Line height 152px

Header 2

54.93px - Line height 104px

Header 3

43.95px - Line height 72px

H4

35.16px - Line height 48px

H5

28.13px - Line height 32px

H6

22.5px - Line height 24px

Paragraph

18px - Line height 24px

Footer

14.4px - Line height 16px

09.

Visual Guidelines

01

Images

The image style should align with Western design aesthetics, emphasizing minimalism, clean lines, and natural elements.

These images should primarily focus on showcasing the company's brick products in various applications, such as:

- Close-up shots highlighting the texture and finish of the bricks
- Bricks being used in construction projects or architectural settings
- Aspirational lifestyle imagery featuring luxurious, beautifully designed spaces

02

Illustrations

Illustrations can be used to complement the brand's visual identity and provide a more conceptual or abstract representation of the company's offerings. Potential illustration styles may include:

- Geometric patterns or textures inspired by brick materials and construction
- Architectural sketches or technical drawings of buildings and structures
- Stylized icons or symbols representing masonry tools, construction processes, or sustainability
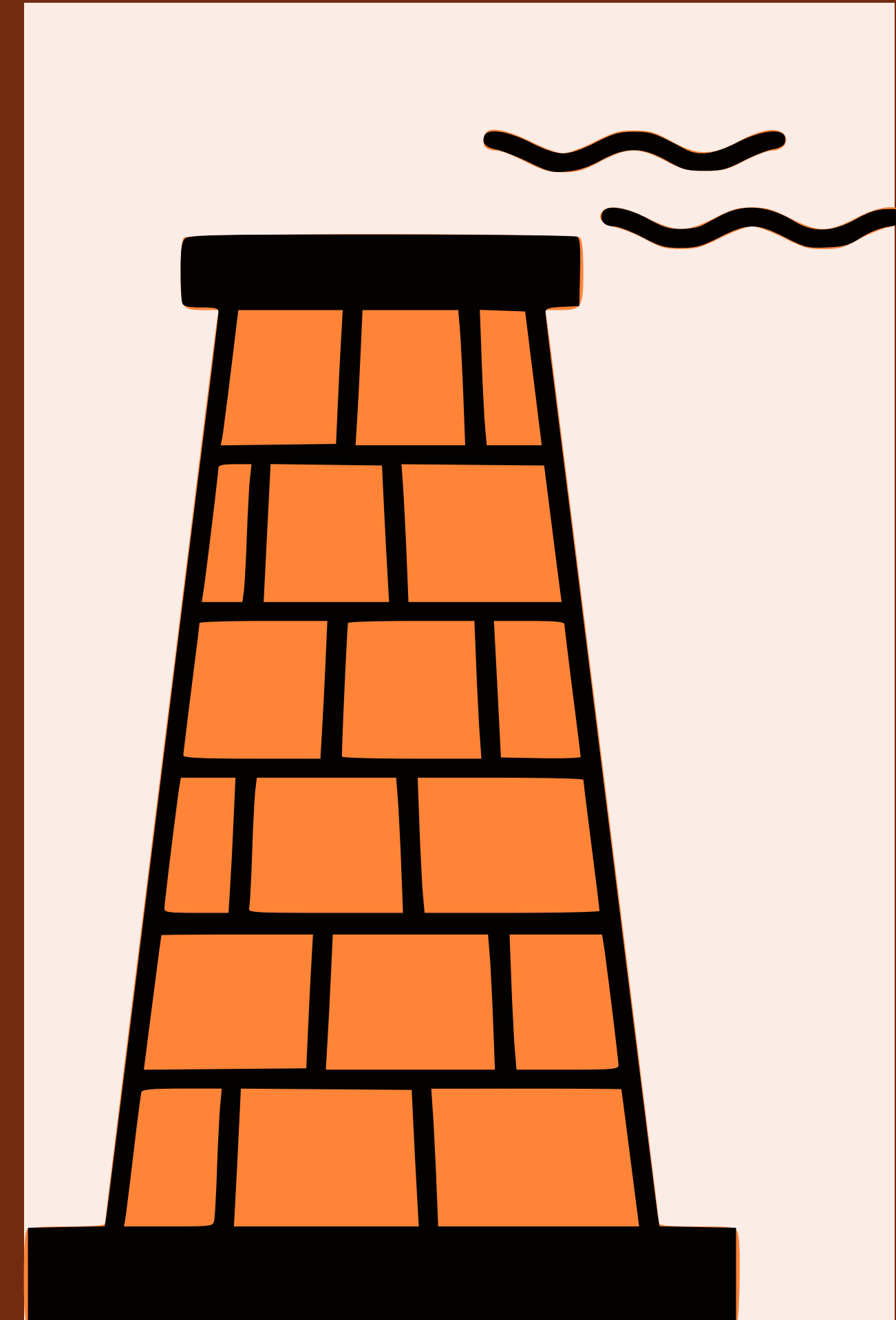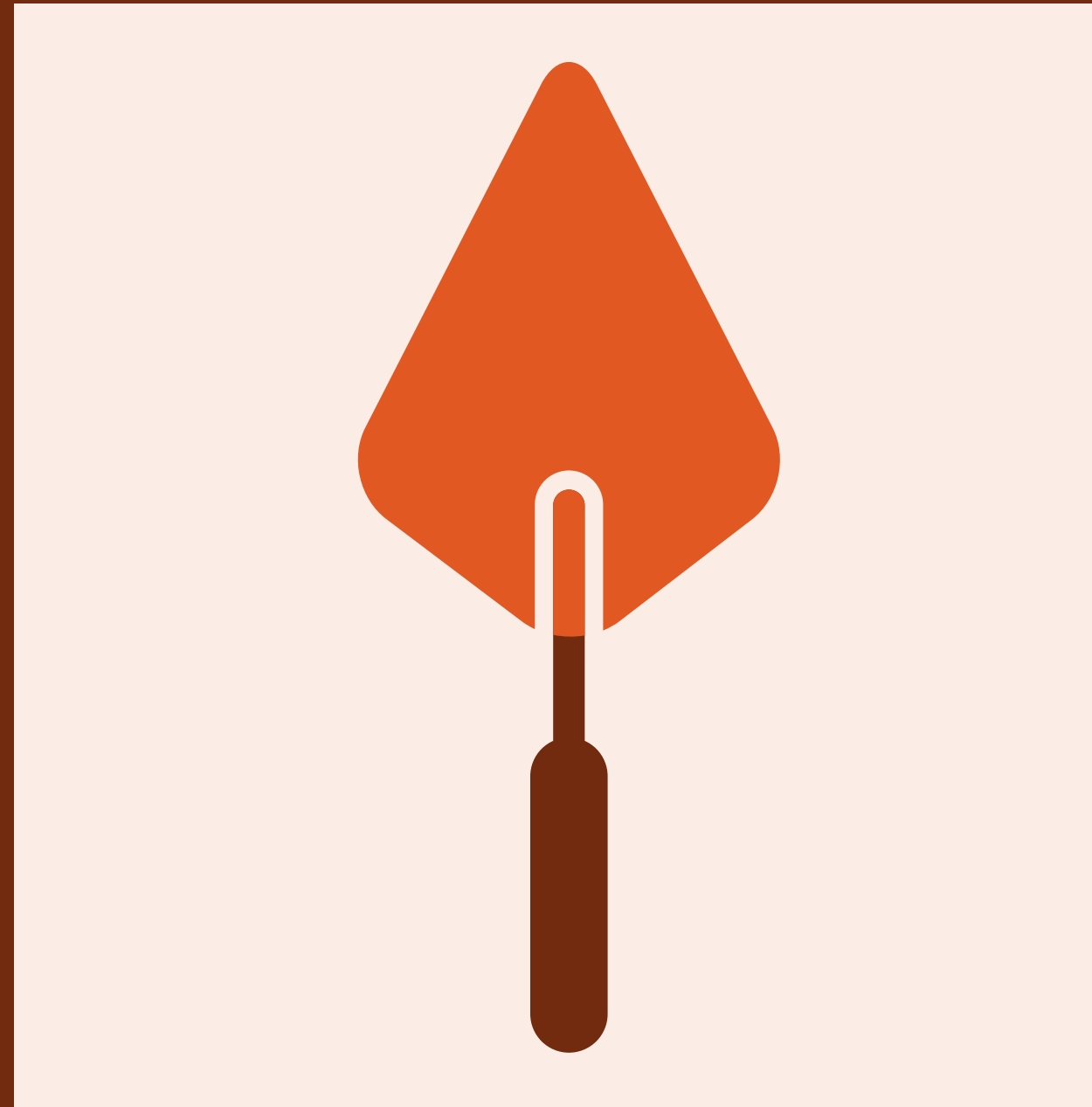
03
Patterns

Subtle, repeating patterns can be used as design elements to add visual interest and texture to the brand's assets. Potential pattern ideas may include:

- Brick or masonry bond patterns (e.g., running bond, herringbone, basket weave)
- Geometric shapes and lines reminiscent of architectural elements
- Abstract patterns inspired by the materiality and production process of bricks
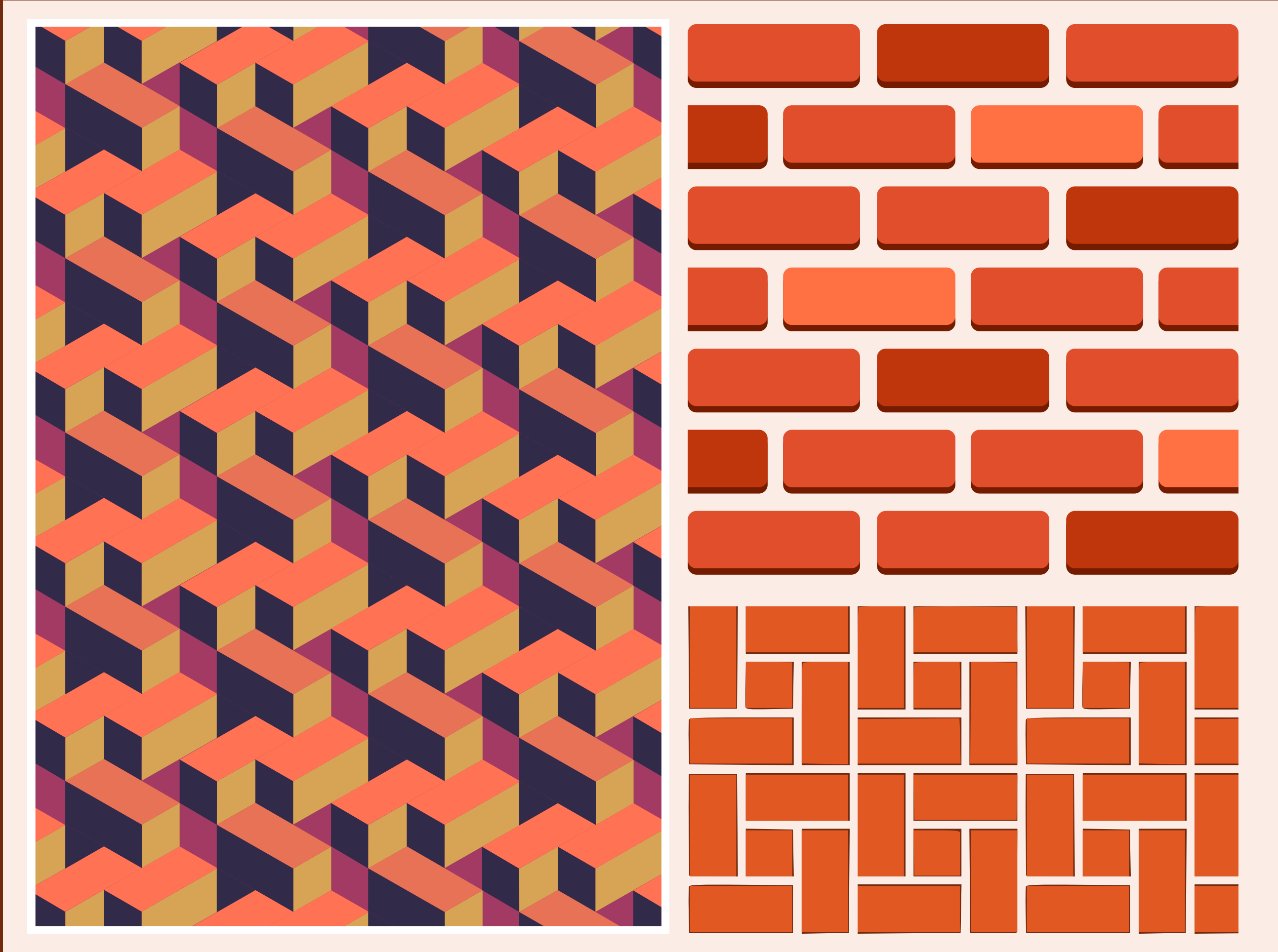
09.

Merchandise & Mockups

01

Gifts & Merchandise

Brick-Shaped Promotional Items: custom-shaped merchandise like keychains, paperweights, tissue box or coasters in the form of bricks. This can help reinforce the company's core product and branding.

02
Mockups

Mockups demonstrate how the brand identity translates to real-world applications. Provide examples of:

- Signage and vehicle wraps with the logo and color scheme
- Uniforms and workwear featuring the logo and patterns
- Stationery suites including letterhead, envelopes, and business cards

Mockups help bring the brand guidelines to life and provide inspiration for implementing the identity across touchpoints. Ensure mockups adhere to all visual standards.