

Sample PPT for IFP 7 Day Design Challenge – Brand Book Category

Images are only for representation

Logo and Name

A write up explaining why this name and logo.

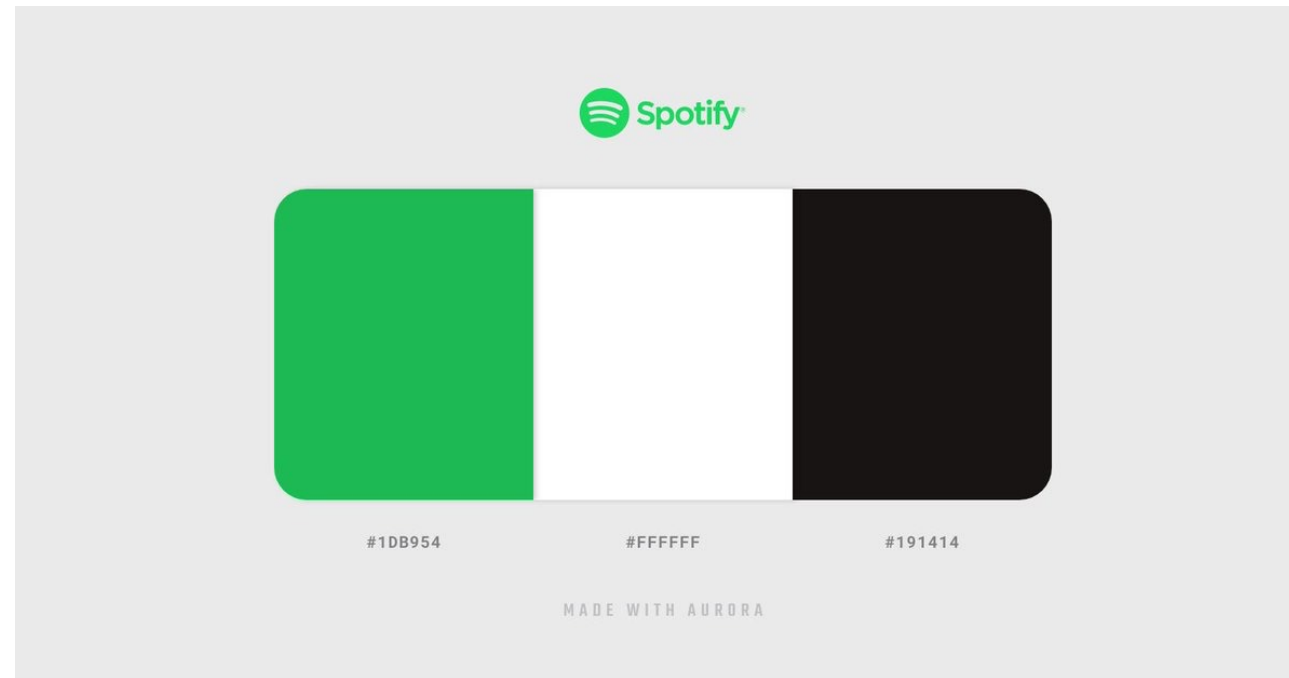


Brand Language

Write up explaining body of words, phrases, and terms that you will use to describe its purpose or in reference to its products.

Images are only for representation

Colour Scheme



Images are only for representation

Brand Logo and its Variations



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Font Used

(Write up about 100 words explaining how this font suited your brand language)

For reference:

It was created specifically for the music streaming platform and is designed to be modern and playful. The font features clean lines and a simple sans-serif design, with a minimalist look that is easy on the eyes. It is used for all of the text on Spotify's website, as well as in its mobile app and other branding materials.

Spotify Circular



Circular

**The quick brown fox jumps
over the lazy dog**

0123456789

Images are only for representation

Images that reflect the brand



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Communication during marketing of the brand

Write up explaining what will be the communication style of your brand, for e.g, formal or informal, appealing the emotions of the audience, or cool and withdrawn.

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Print Ad

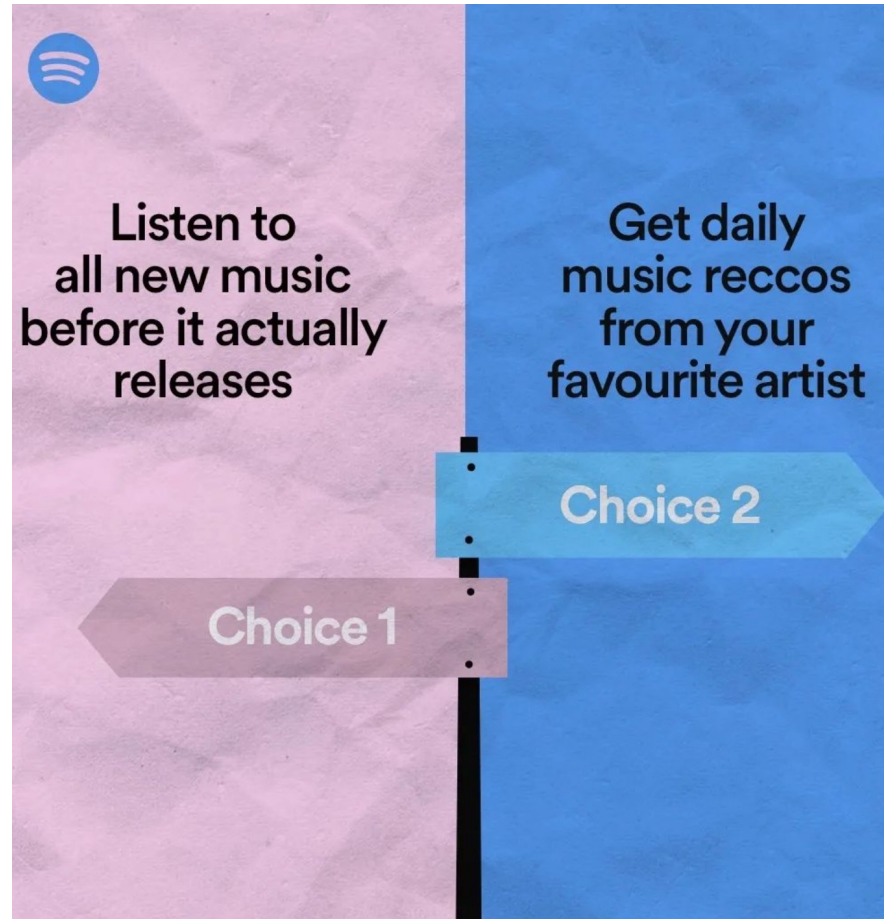
Things to be mentioned :

1. Newspaper or a magazine ad
2. Size of the print Ad



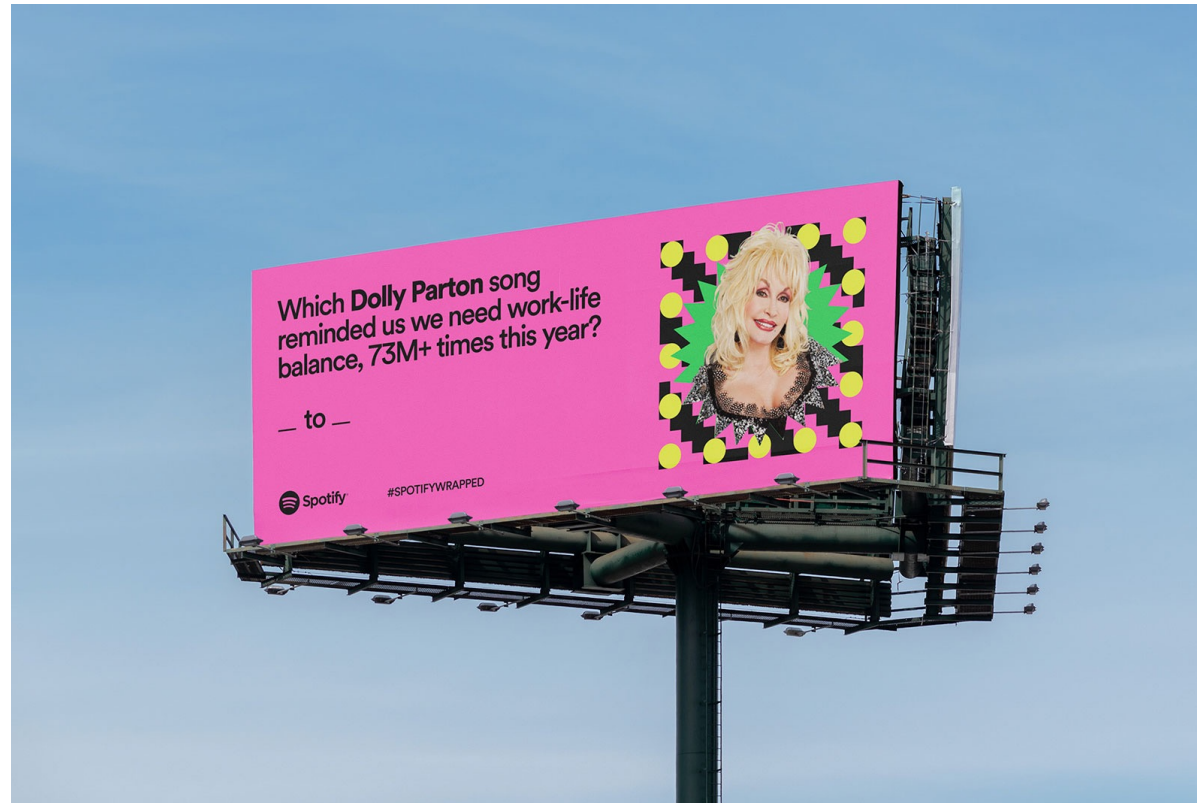
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Digital Ad (can be static or animated)



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Billboard Ad



Name -

Creator ID -