CORMANICO
Organize and Manage
Individuals and Corporations

Corporate Identity Manual

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LOGO SYSTEM

Brand Development

This guide serves as a roadmap to follow when interacting with a variety of brand elements on a daily basis.

A great deal of time and thought was put into the process while many factors were put into considerations when developing the identity, some of which are: the customers, industry, the people, the environment, and the competitors.

VARIATIONS

The logo can be used in the following three variations:

The Primary logo is the horizontal version of the logo with the brand full name.

The Secondary/Short form logo is the horizontal version of the logo with the brand tag line.

Then the Secondary/Short form logo without the full name.

Then black and white horizontal logos are to be used where the full colour version of the logo can't be used

LOGO RATIONALE

ORMANICO

ORMANICO's logo is designed to represent the brand's commitment to delivering on their promise which is to EMPOWER YOU TO THRIVE (as shown in the tagline). A **combination logo** was incorporated (Abstract Mark and Wordmark) to create brand memorability. The **welded circles** creates a sense of **organic growth and enlargement** with the 1st small circle linked together with the the corresponding larger circles to form an abstract whole. This reinforces the brand's commitment to ensuring their clients grow and thrive organically.

VISUAL SYSTEM