

Brand Identity Design

# THE INVESTMENT ARCHITECT

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 **Edgard Salo**  
Graphic Design



## *Words of Wisdom*

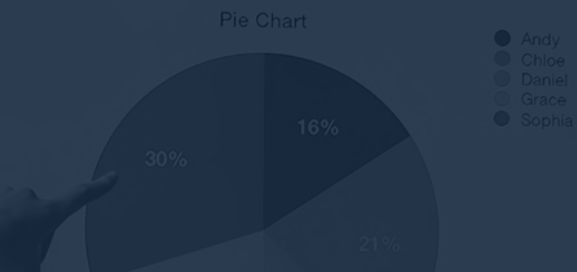
"A good trademark is not about what one likes or dislikes;  
it's about what works."

**Sagi Haviv**

Creator of many of the world's most  
iconic and enduring brands.

Column, bar, and pie charts compare values in a single category, such as the number of products sold by each salesperson. Pie charts show each category's value as a percentage of the whole.

PARTICIPANT	UNITS SOLD
Andy	11
Chloe	15
Daniel	9
Grace	14
Sophia	21



# Characteristics of a Great Logo

Criteria of a logo that works.



## Appropriate

The form and the concept must be appropriate to the personality, the character, and feeling a brand, a company, or an organization wants to show.



## Distinctive & Memorable

Have an element that is distinct or unique enough to make it memorable to the people who see it.



## Simple

Basic in form, simple, and not complicated. The simplicity will ensure that it will be consistent everywhere it appears.

*“What do we want to achieve  
in this brand identity design?”*

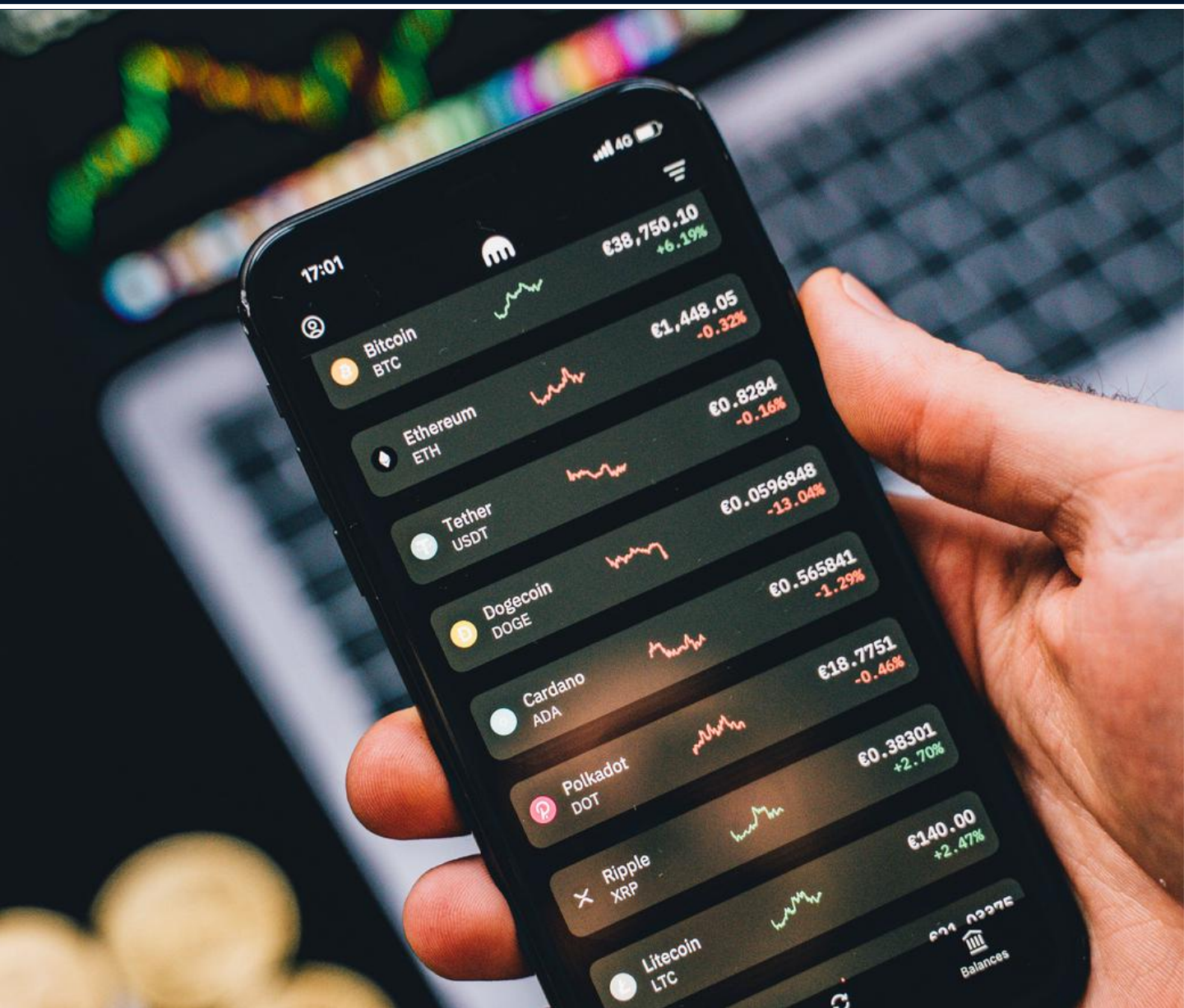
# Design Objectives

Our goal is to build a new visual identity to build your brand for long-term, organic growth.

Promoting brand loyalty and retention. Making you a top-of-mind brand and go-to expert in your industry (finance, properties and self development).



Checked



✓ Minimalist

# Words To Describe The Brand

✓ Calm

✓ Honest

These are all the important words that we drew out of the discovery session.

The client want his brand to be honest and bold, calm but aggressive and minimalist straight-forward.



# Brand Identity Design

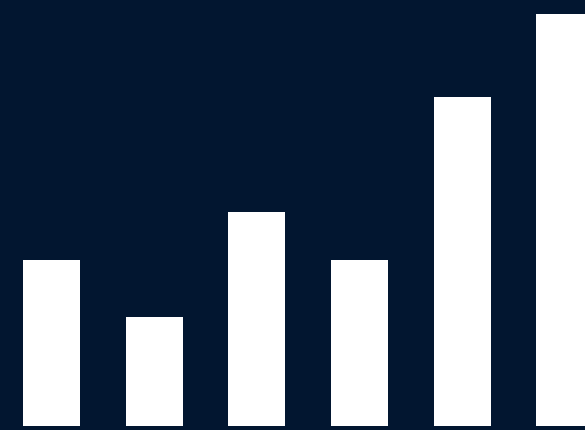


# Design **Concept**



Isometric Building View

Symbolizes real estate property investments



Investment Graph

Symbolizes financial investment



Uptrend Line Graph

Symbolizes growing trend investment growth

# Design Elements

Shapes



Straight edge, straight lines, and precise logo shapes - **stability, endurance, strength, professionalism, and efficiency.**

Colors



Blue - **trust and security** while  
Orange - **warmth, energy and change.**  
Black and White - **neutral colors**

Font

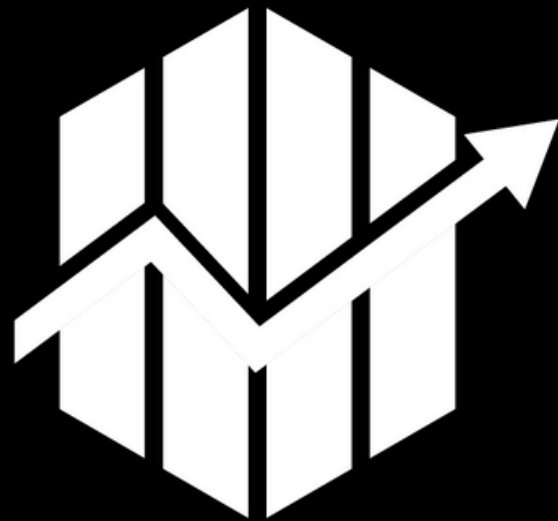
**GALANO GROTESQUE BOLD**

Clean, modern and engaging. Used to demonstrate a straightforward, simple and no-nonsense brand image. Indicates sense of honesty and sensibility.

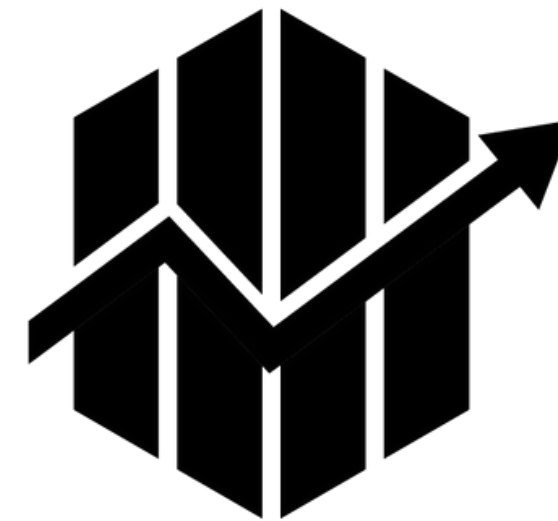




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Main logo



Icon mark



Vertical logo



Word mark



# Logo Applications





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# THANK YOU



LET'S WORK TOGETHER



**Email**

edgard.f.salo@gmail.com



**Linkedin**

Edgard Salo



**Website**

[sites.google.com/view/es-design](https://sites.google.com/view/es-design)

