



AZZURRO

Brandbook

# Index

1	Defining The Brand
2	Logo
3	Colour
4	Typography
5	Photography

1

# Defining The Brand



## ***Articulate the mission statement.***

What are the company's core values? What sets this brand apart from its competitors?

## ***Explain the name and tagline.***

What makes the company name memorable and important? The tagline should be the first thing you want people to know - a quick expression of value, in the brand's voice.

## ***Identify the voice and tone.***

If the brand were a person, would it speak informally with contractions, slang and humor? Or would it be more buttoned-up and serious? Does it refer to itself with the royal "we" or does it use the third person? Would it use active voice to inspire urgency or passive voice to project neutrality? Each guideline should reflect an understanding of intended audience and the purpose of the communication.

## ***Introduce the intended audience.***

Describe the buyer personas that make up your customers, prospects and referrals. The better your designers and writers know the brand's audience, the better they'll communicate with them

2 Logo



# The Logo



**Alternate Logo**



**AZZURRO**

# Logo Usage

Colour:	Black	colour white:	White
			
 <b>AZZURRO</b>	 <b>AZZURRO</b>	 <b>AZZURRO</b>	 <b>AZZURRO</b>
Use the colour logo on very light backgrounds	Use the black logo on light backgrounds	Use the colour white logo on very dark backgrounds	Use the white logo on coloured or black backgrounds



Icon



# Icon Usage

The colour of the icon can never blend in with the background

Colour:



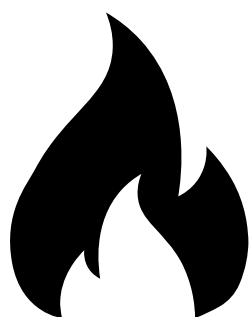
Use the colour icon on very light backgrounds

White



Use the white icon on coloured or black backgrounds

Black



Use the black icon on light backgrounds

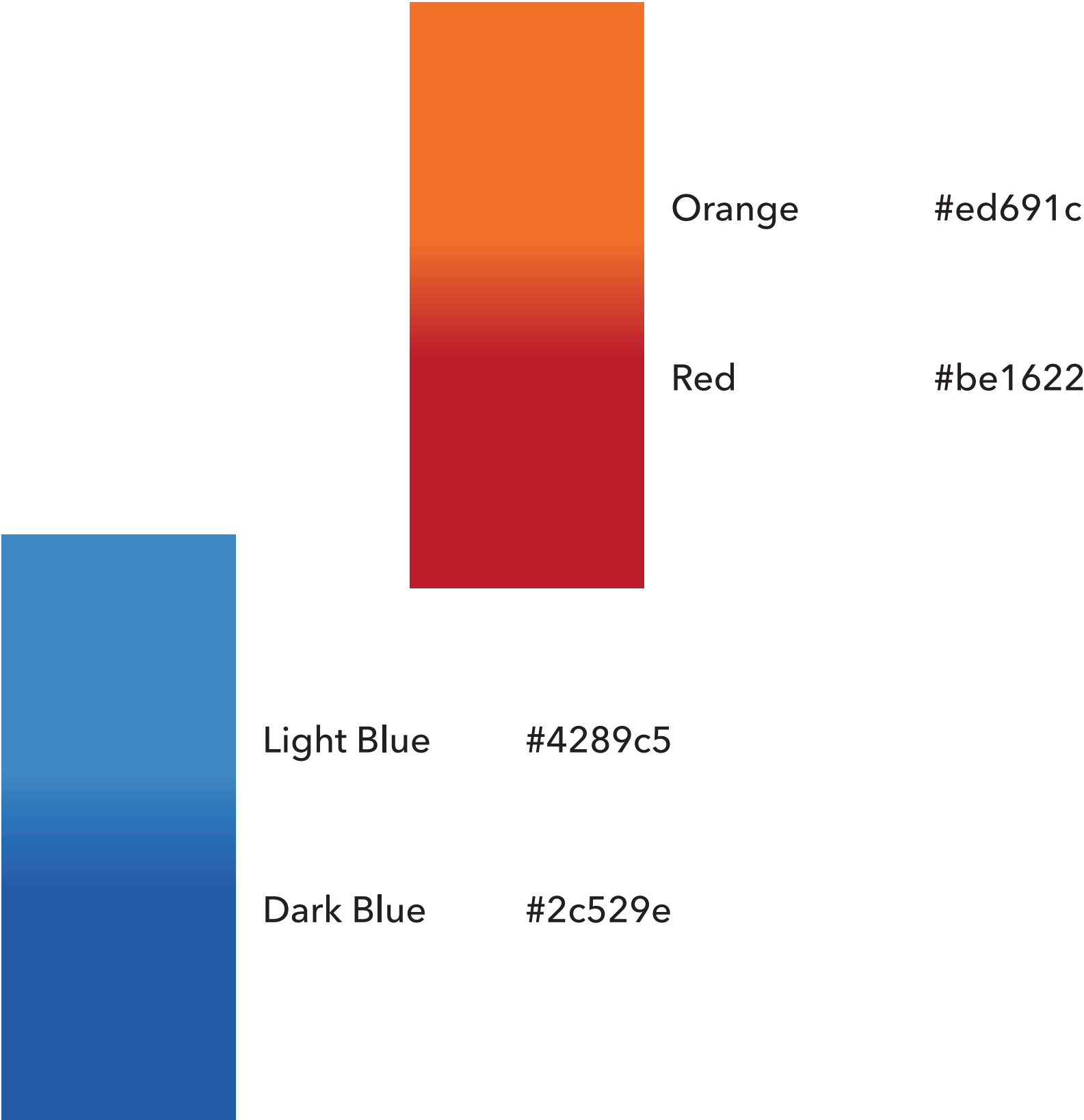
# Bad Logo Usage



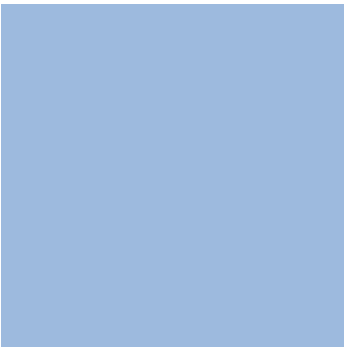
# 3 Colour



# Brand Colours



# Colour Usage



# 4 Typography



# Typography

## Title

Minion variable concept bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Heading

Avenir Next Demi Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Paragraph

Avenir Next Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



5

Photography



# Photography

Define the brand's photographic style. Is it candid or posed? Professional or casual? Is it a purple-haired young woman at a music festival? An elderly couple walking on the beach? Refer back to your buyer personas to define the types of photos that will appeal to each.