

That



phone repair

Shop

.....  
Brand Package

# THAT PHONE REPAIR SHOP: CORE VALUES

*“A job worth doing is worth doing well.”*

The Brand:  
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**PERSONALITY:**  
Honest - Modern - Reliable



**VALUES:**  
Integrity - Commitment - Accountability



**ATTRIBUTES:**  
Quality - Versatility - Security



Design Response:  
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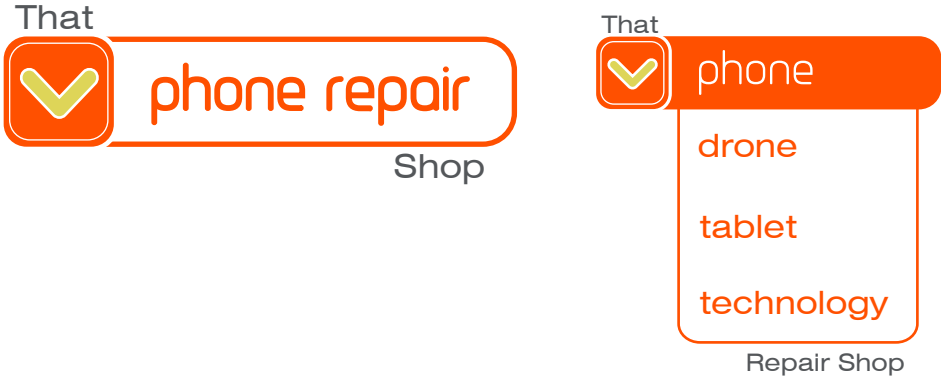
**SIMPLE + UNCLUTTERED:**  
The brand logo references a current/iconic technological element: the drop-down menu. The environment will reflect this element’s simplicity with a clean layout and finishes.

**BRIGHT - INVITING - COMFORTABLE:**  
Warm accent colors will both attract customers and distinguish areas of interest within the environment.

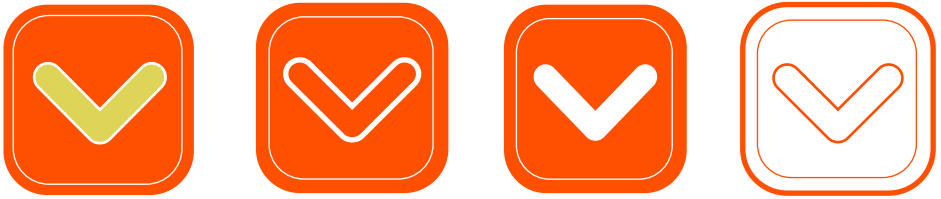
**PURPOSEFUL - INFORMATIVE - TECHNOLOGICAL:**  
With a versatile knowledge base, the various product and service areas will be visible and distinct. Also understanding the significance of each customer’s device, the environment will provide the assurance that data will be kept private and protected.

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WORD MARK



ICON



# TYPOGRAPHY

Swis721 EX BT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9



**Category**

Swis721 Lt BT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9



Product / Body Text






# COLORS

## Option A

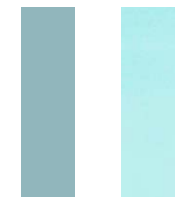
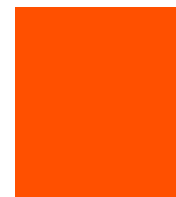
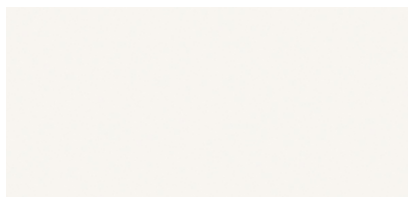
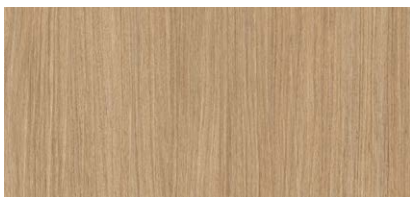
	PMS	HEX	COLOR THEORY
	021 C	FE5000	<b>Energy + Enthusiasm:</b>  The warmth of orange tones is inviting to customers. This color conveys a sense of positivity and motivation, while grabbing the attention of the viewer.
	584 C	D2D755	<b>Attention + Ease:</b>  This hue was chosen for its makeup of yellow and green. Yellow has attention-grabbing characteristics and promotes optimism. The hint of green fosters a calming attitude.
	5503 C	94B7BB	<b>Trust - Loyalty - Confidence:</b>  Known for its universal appeal, blue promotes productivity and conveys a sense of trust and confidence.
	425 C	54585A	<b>Distinguishing Backdrop:</b>  Gray serves as a neutral backdrop. Its cool nature offsets the bright accents, allowing areas of interest to become prominent.

# COLORS

## Option B

	PMS	HEX	COLOR THEORY
	021 C	FE5000	<b>Energy + Enthusiasm:</b>  The warmth of orange tones is inviting to customers. This color conveys a sense of positivity and motivation, while grabbing the attention of the viewer.
	136 C	FFBF3F	<b>Attention + Positivity:</b>  This hue was chosen for its makeup of yellow and orange. Both colors have attention-grabbing characteristics, and yellow promotes optimism.
	644 C	9BB8D3	<b>Trust - Loyalty - Confidence:</b>  Known for its universal appeal, blue promotes productivity and conveys a sense of trust and confidence.
	425 C	54585A	<b>Distinguishing Backdrop:</b>  Gray serves as a neutral backdrop. Its cool nature offsets the bright accents, allowing areas of interest to become prominent.
	COOL GRAY 8C	888B8D	

# INSPIRATION: ENVIRONMENTAL





# INSPIRATION: SIGNAGE

