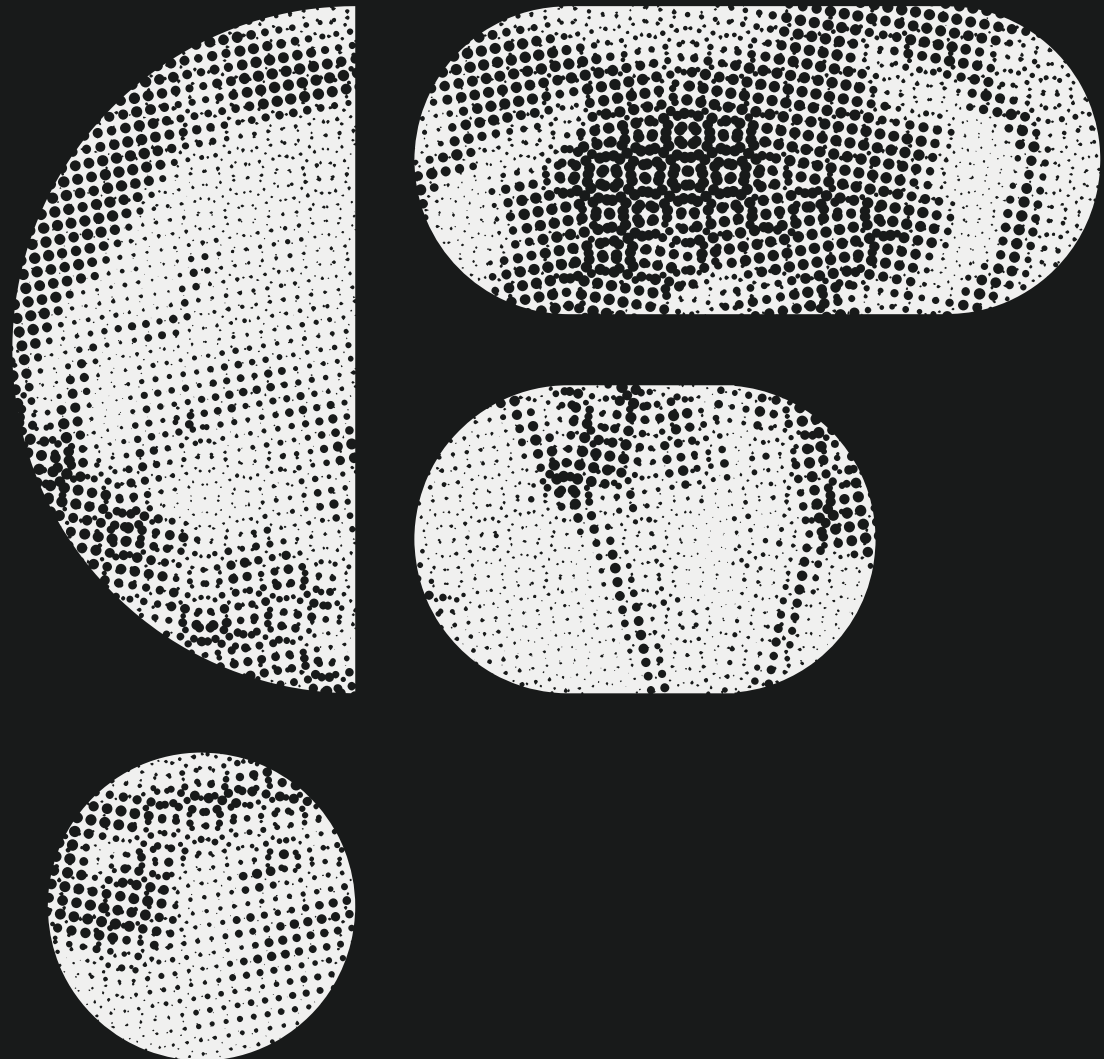




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Brand Manual & Guidelines 2023

01. This is your roadmap (and tour guide) to everything you need to know about the Fade Media brand.



Brand Manual
& Guidelines

2023

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Address:

Fade Media
Strada Cobadin, 3rd
București, România

Phone:

Phone: +40 766 456 235

Online:

contact@fademedia.ro
www.fademedia.ro

01

02

03

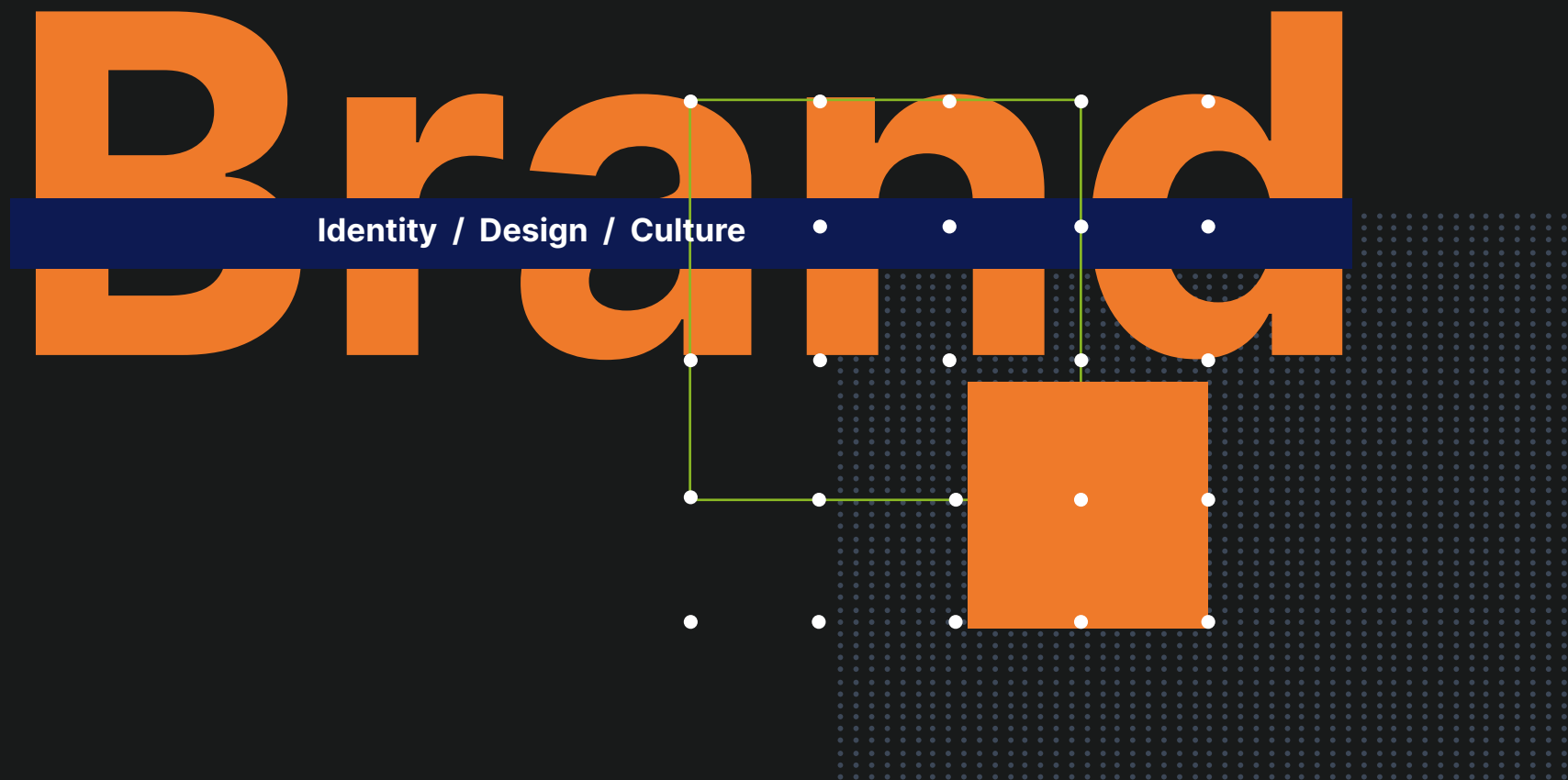
04

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01



Brand Guidelines.



Vision

At Fade Media, we envision a world where each visual piece we craft becomes a powerful instrument of communication, evoking emotions, and leaving an indelible mark on hearts and minds.

Our vision is driven by the belief that design is not just about aesthetics; it's about storytelling. We aspire to create designs that ignite curiosity, spark conversations, and make lasting connections.

In this vision, we see a future where every brand, no matter its size or industry, has the opportunity to express its unique identity with creativity, clarity, and consistency. We invite you to join us on this journey to turn our vision into a reality.



Mission

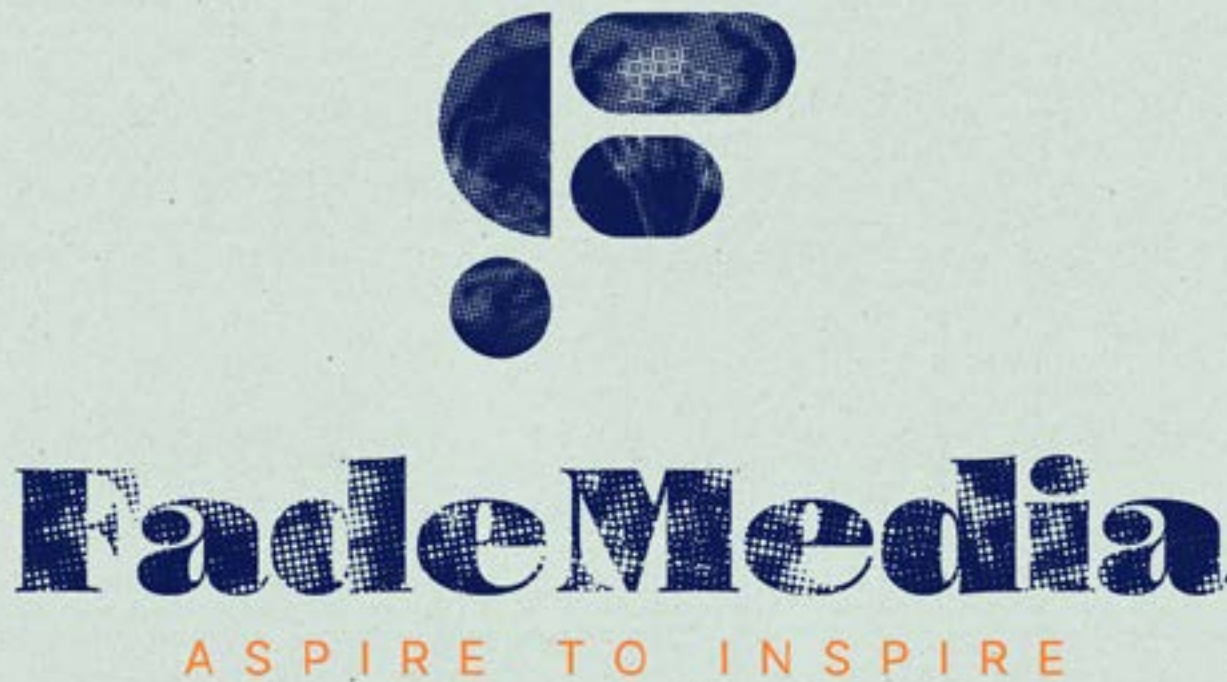
At Fade Media, our mission is clear and unwavering. We are dedicated to empowering brands with creative solutions that cut through the noise and leave a lasting impact. We believe in the power of design and motion graphics to shape narratives, provoke emotions, and engage audiences.

Our mission is to be the bridge between your ideas and their expression in the visual realm.

We are committed to helping businesses of all sizes, communicate their unique stories effectively, with the utmost simplicity and clarity. Every project we undertake is a testament to our mission, as we strive to make your message stand out.

Fade Media Identity.

Our brand identity.



Identity

Corporate Identity
How we are and wanna be.

We want to be recognized as the go-to partner for brands seeking to elevate their visual storytelling. In this vision, our identity remains rooted in simplicity, clarity, and the unwavering belief in the power of design. We want to be a source of inspiration, transforming our clients' ideas into captivating stories that connect with their audience.

Our identity is characterized by a commitment to simplicity and clarity, a dedication to delivering creative solutions, and a belief in the power of design to leave a lasting impact.

Design

Corporate Design
How we wanna look.

At **Fade Media**, we're all about embracing a unique and captivating visual style that sets us apart. Drawing inspiration from the world of arcade video games, we aim to inject a sense of adventure and excitement into our visuals. You can expect elements of pixel art, retro aesthetics, and a hint of 'game on' in our designs, all with a modern twist. This style is characterized by its fluid and engaging motion graphics, where every frame tells a story.

Culture

Corporate Culture
How we care about us and other.

Our corporate culture is built on a foundation of care, both for ourselves and for those we interact with. We believe that nurturing a positive and supportive environment internally is key to delivering the best results to our clients and partners.

Team Matters: We encourage professional development, creative freedom, and personal growth, as we know that happy and motivated team members deliver exceptional work.

Client Partnerships: We see every project as a collaboration, not just a task. We invest time in understanding their unique needs, challenges, and goals.

Brand goals.

The Consumer.



Brief.

Project Description
How we wanna be in the future.

Our goal is to continue evolving and growing as a creative powerhouse. We aim to expand our portfolio, engage in exciting new projects, and explore innovative techniques. We're dedicated to staying at the forefront of design trends, ensuring that we remain a source of inspiration in the industry.

We plan to foster even stronger relationships with our clients, strengthening our position as a trusted partner who delivers outstanding results.

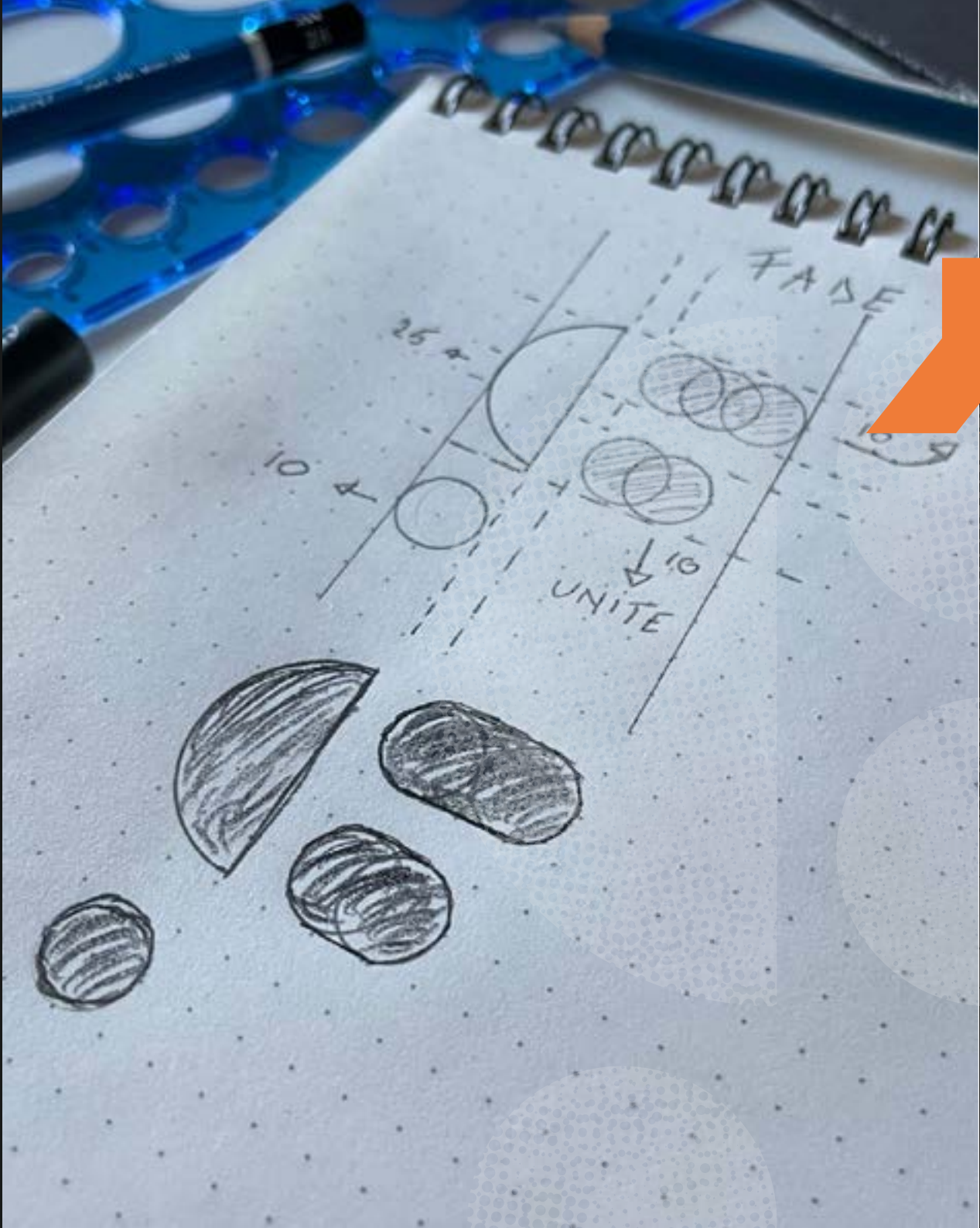
Goals.

Project Goals
What are our goals to win?

Strive for design and motion graphics that consistently stand out, capturing the essence of the client's vision and leaving a lasting impact.

Ensure that every client is not just satisfied but delighted with the results, building strong, long-lasting partnerships.

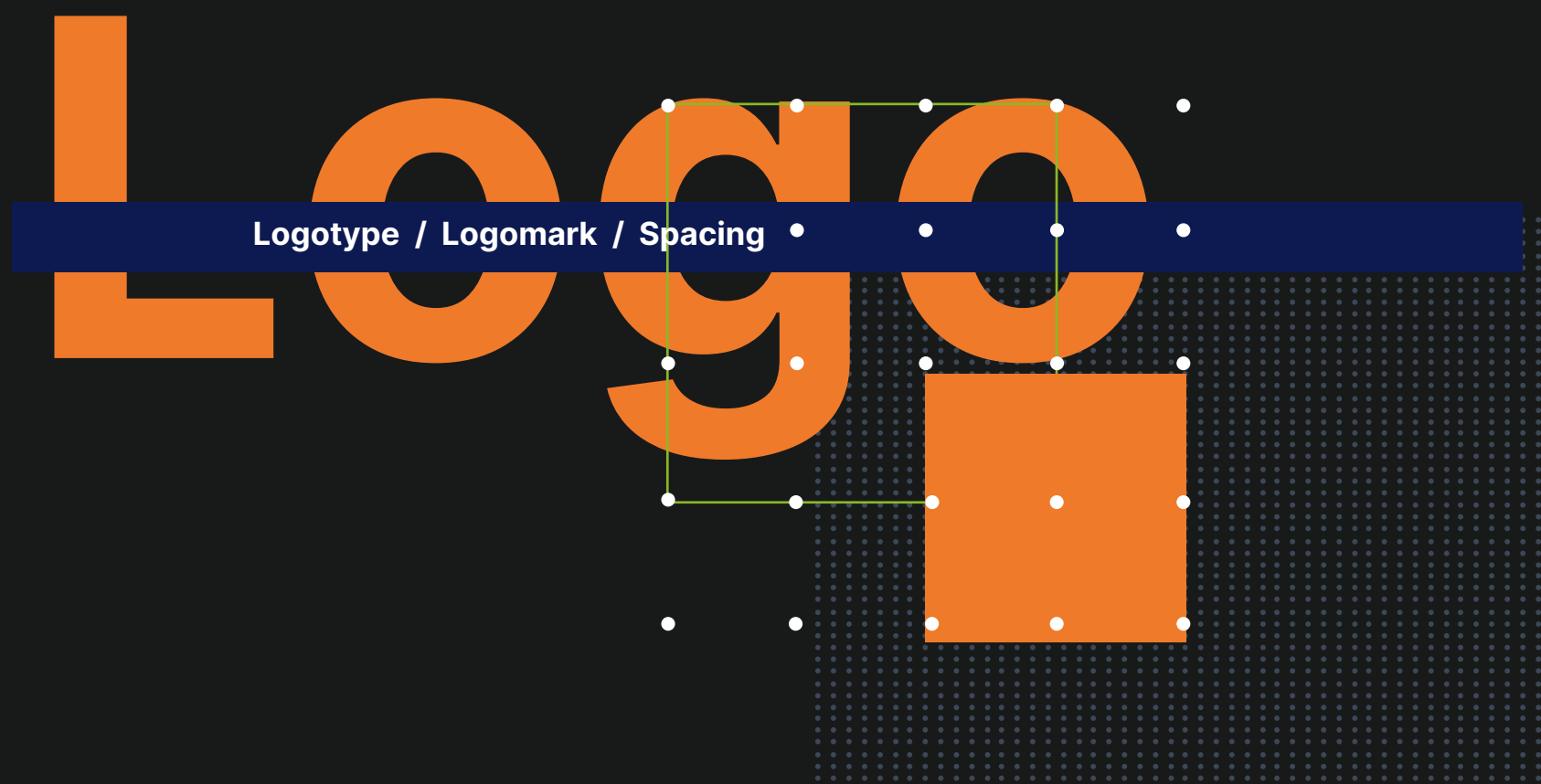
Expand our portfolio, reach new clients, and diversify our creative offerings to ensure continued growth and a broader impact.



The design process, at its best, integrates the aspirations of art, science, and culture.

Michael Anderson
Creative Director

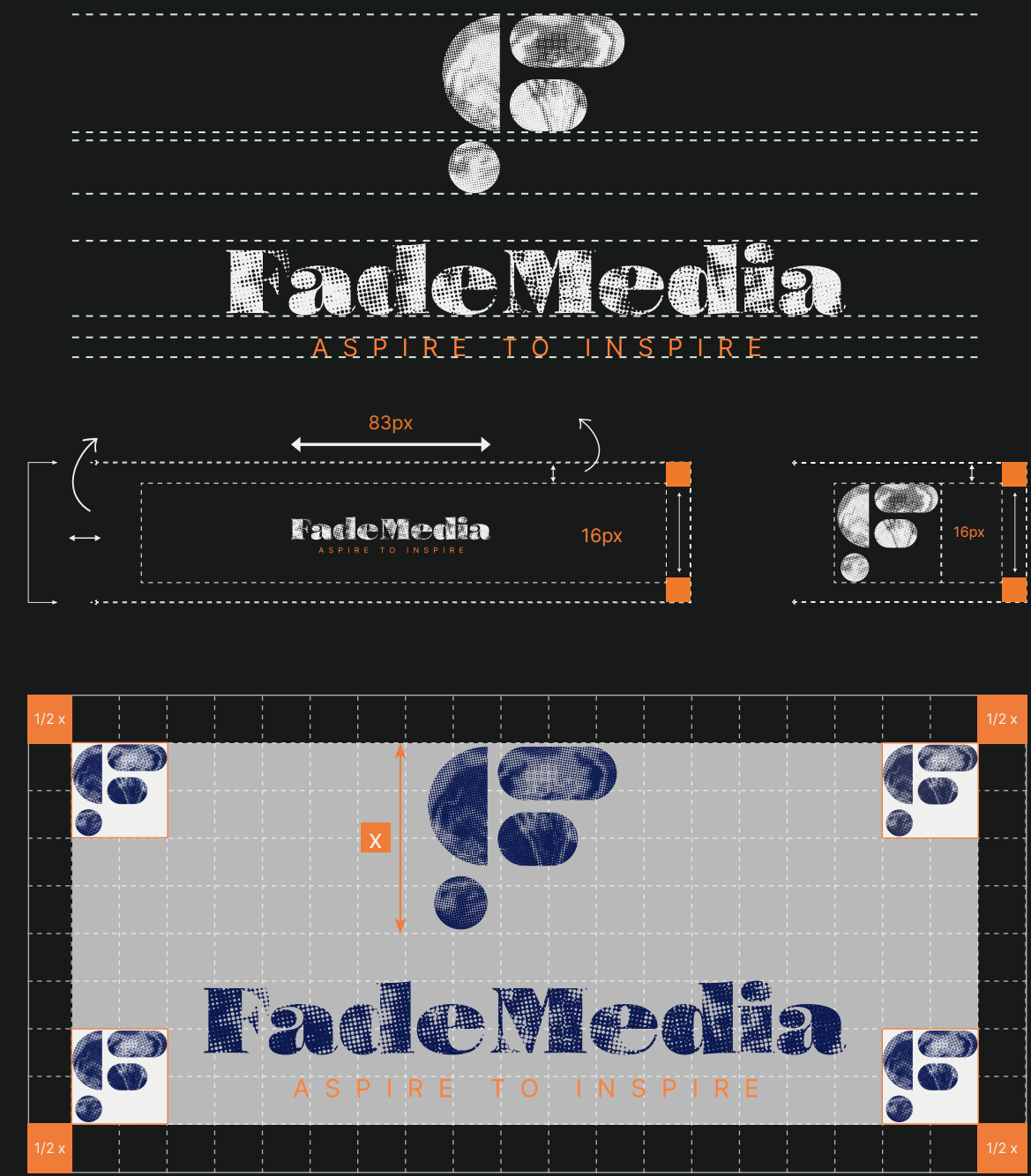
02



Logo and clearspace.

Fade Media logo.

At Fade Media, we understand that a logo is the cornerstone of your brand identity, a visual mark that should be not only memorable but also deeply reflective of your core values. Our logo embodies the essence of our company, where every pixel and line reflects our commitment to artistic precision and innovation.

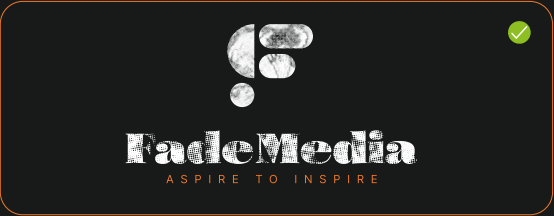


Logo.

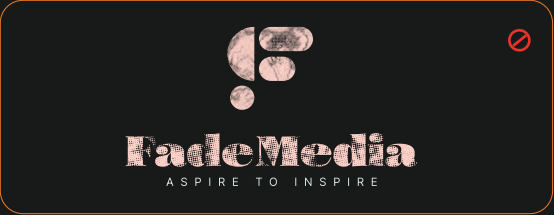
Logo usage.

Fade Media logo.

At Fade Media, we understand that a logo is the cornerstone of your brand identity, a visual mark that should be not only memorable but also deeply reflective of your core values. Our logo embodies the essence of our company, where every pixel and line reflects our commitment to artistic precision and innovation.



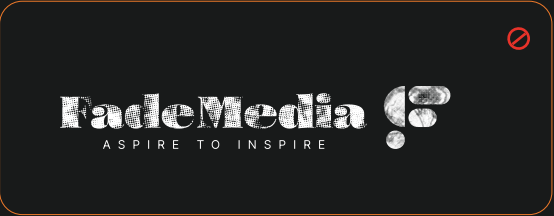
PRIMARY



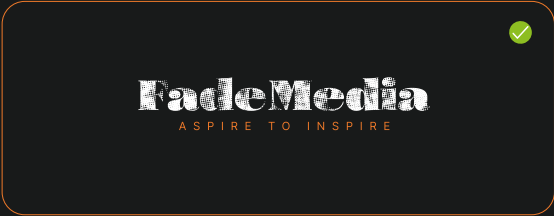
AVOID USING OF BRAND COLORS



AVOID EFFECTS



AVOID LOGOMARK



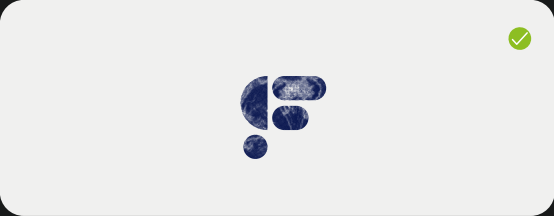
SECONDARY



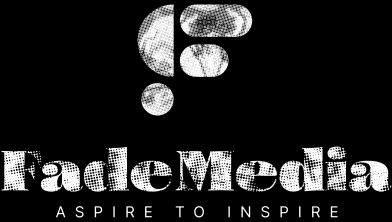
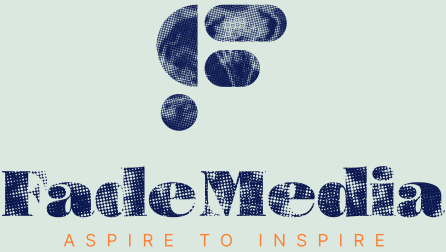
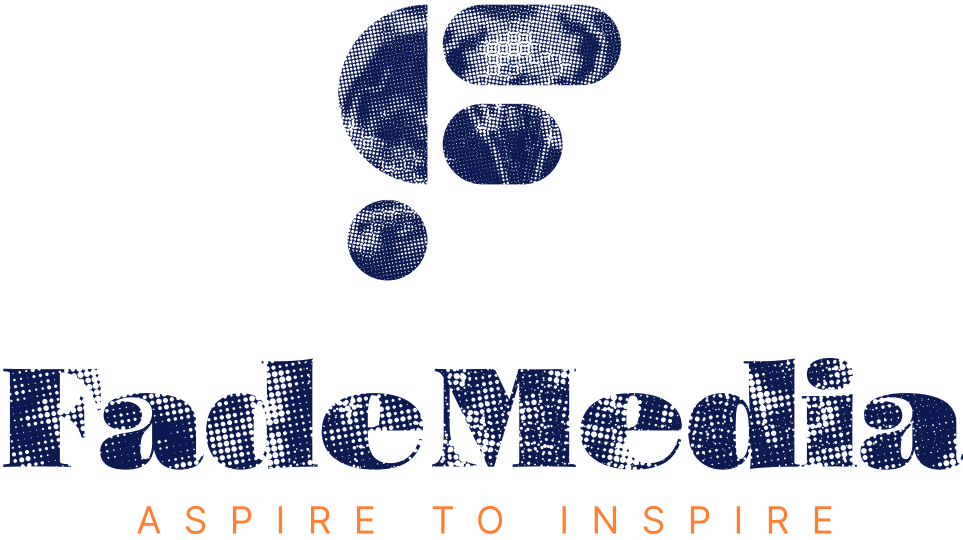
AVOID SIZING



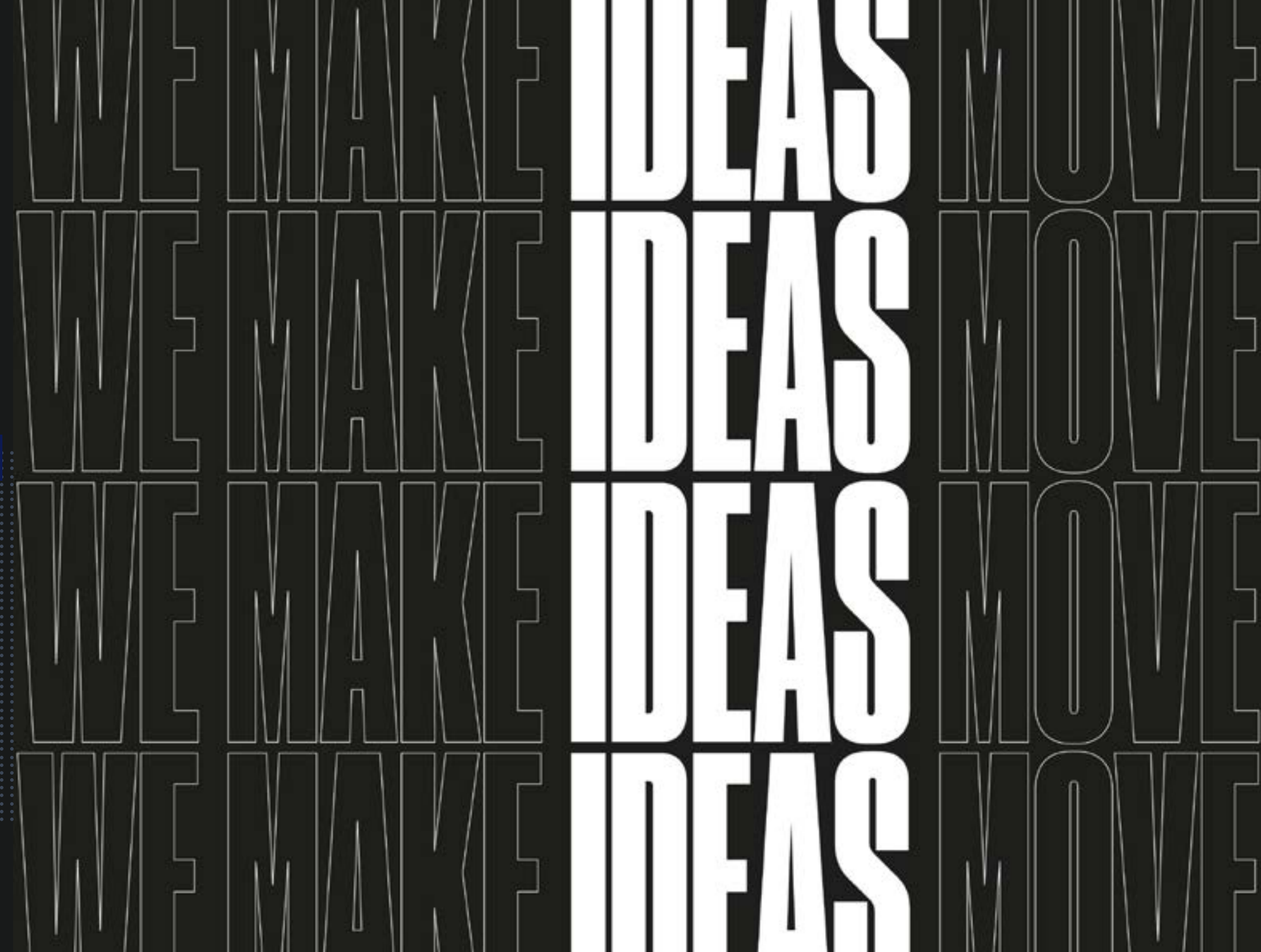
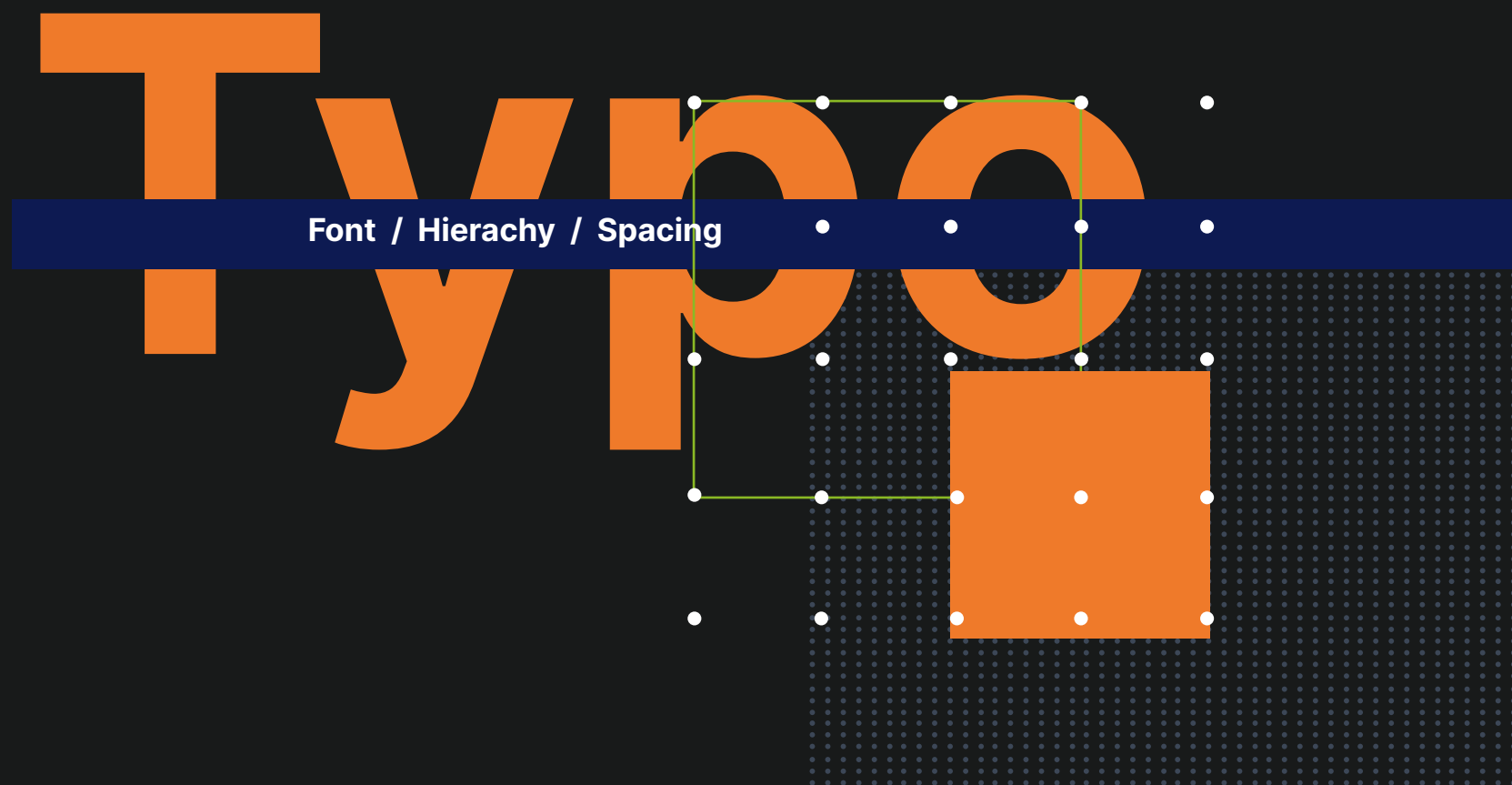
AVOID EFFECTS



ALTERNATIVE USE



03



Typography.

Typography and Usage.

Inter Font Family .

Font Description

A modern sans serif font for free.

Inter has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Inter doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types. It includes ExtraLight, Thin, Light, Regular, Medium, SemiBold, Bold and ExtraBold, Black weights with matching oblique styles rather than true italics.

Inter is a neo-grotesque sans-serif typeface family developed by Rasmus Andersson as an idea in his work on Figma. The entire font family has been created as a font meant to make it easier to read text on computer screens.

He released the first set of glyphs for Inter in August 2017, and he's been iterating on it continuously ever since.



Logotype

Poster- Monster

A pixel-perfect font
for our design.

Font Letter

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

Font Figures

1	2	3	4	5
6	7	8	9	0

Typography

Inter

A pixel-perfect
font **for our**
design.

Font Letter

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

Font Figures

1	2	3	4	5
6	7	8	9	0

Typography.

Typography and Usage.

Typography is the use of type to advocate, communicate, celebrate, educate, elaborate, illuminate, and disseminate. Along the way, the words and pages become art.

Corporate Typography

Aa

Regular

Donec ultrices cursus enim vel hendrerit. Vestibulum a nisl vel purus dictum laoreet. Donec tincidunt odio sed dolor consectetur interdum. Aliquam in varius eros, viverra semper enim.

Medium

Cras sit amet arcu libero. Maecenas dictum, sem ut pretium tincidunt, nisl velit ornare odio, porttitor fringilla lorem leo sed ante. Nunc nec faucibus Curabitur auctor, odio sit.

Bold

Nullam sed erat quam. Aliquam placerat dapibus justo, a euismod diam ultricies viverra. Cras dignissim accumsan felis, laoreet malesuada ligula mattis sed. Nunc ultrices vel tellus.

Title

H1

H2

Body Content

Type Hierarchy

Big Title

Font : Inter
Styles : Medium /Bold
Size : 50 pt

Heading 01

Font : Inter
Styles : Medium /Bold
Size : 28 pt

Heading 02

Font : Inter
Styles : Medium /Bold
Size : 18 pt

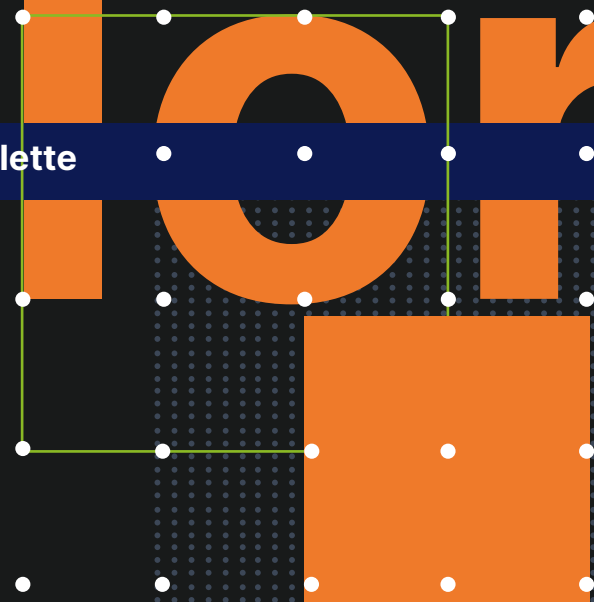
Donec ultrices cursus enim vel hendrerit. Vestibulum a nisl vel purus dictum laoreet. Donec tincidunt odio sed dolor consectetur interdum. Cras sit amet arcu libero. Maecenas dictum, sem ut pretium tincidunt, nisl velit ornare odio, porttitor fringilla lorem leo sed ante. Nunc nec faucibus sem. Nullam sed erat quam. Aliquam placerat dapibus justo, a euismod diam ultricies viverra.

Font : Inter
Styles : Medium /Bold
Size : 9 pt

04

Colors

Brand color / Usage / Palette



Keep your face to the sun and you will never see the shadows. ■ ■ ■ ■ ■



Turn your face towards the shadows and you will never see the sun. ■ ■ ■ ■ ■



The height
of cultivation
always runs
to simplicity.
Design is your
answer.

Primary color system.

Corporate Color System.

Brand colos and usage.

Color plays an important role in the Fade Media corporate identity program. The colors below are recommendations for various media.

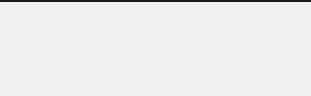
A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the Fade Media brand identity across all relevant media.

Check with your designer or printer when using the corporate colors and that they will be always be consistent.

Corporate colors



Oxford Blue
Primary Color A.



Bright Gray
Primary Color B.

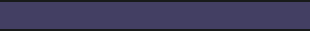


Orange (Crayola)
Primary Color C.

Color Tones



100%



80%



60%



40%

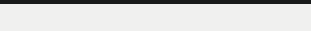


20%

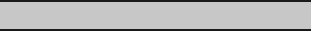


10%

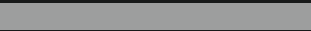
Color Tones



100%



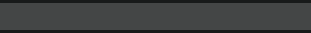
80%



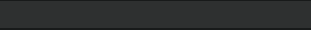
60%



40%



20%



10%

Color Tones



100%



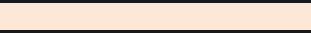
80%



60%



40%



20%



10%

Color codes

Oxford Blue
Primary Color A.

Primary Color A

Color Codes

CMYK : C100 M96 Y34 K38
Pantone : 2766 C
HSB : H227° S83% B32%
RGB : R13 G26 B82
Web : #0D1A52

Bright Gray
Primary Color B.

Primary Color B

Color Codes

CMYK : C005 M003 Y003 K000
Pantone : 7541 U
HSB : H21° S0% B93%
RGB : R239 G239 B239
Web : #EFEFEF

Orange (Crayola)
Primary Color C.

Primary Color C

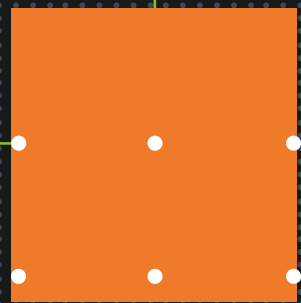
Color Codes

CMYK : C000 M062 Y088 K000
Pantone : 158 C
HSB : H21° S80% B100%
RGB : R255 G127 B50
Web : #FF7F32

05

Print

Brand color / Usage / Palette



Print communication.

Stationery System.

Stationery system.

Stationery is a primary means of communication and it is essential that every application be a consistent reflection of our corporate identity.

There is only one approved design format for all corporate and business unit stationery, although there are slight variations in size and content for different regions of the world.

It includes specifications for typography, color, printing method, paper stock.

Letterhead

This shows the approved layout with the primary elements of the Fade Media stationery system for the frontside of letterheads.

Usage:
The corporate letterhead will be used for all official external communication of Fade Media company.

Parameter

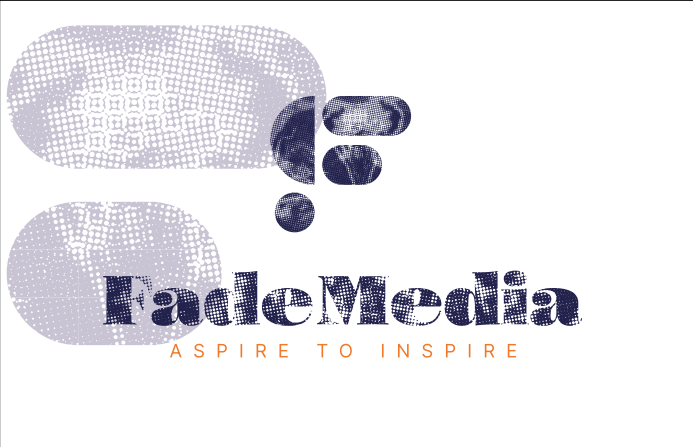
Dimensions:
A4

Paper Weight:
100 g

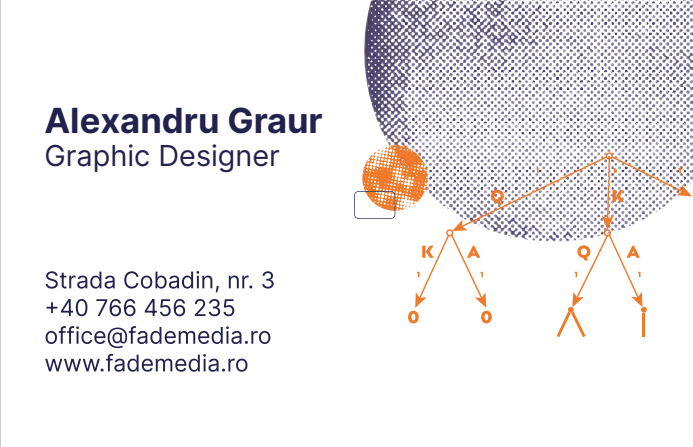
Print:
CMYK Offset



Front Side



Back Side



Business Cards

This shows the approved layouts with the primary elements of Fade Media stationery system for business cards.

Usage:
Corporate business cards will be used for all official contact and external communication of Fade Media Studio company.

Parameter

Dimensions:
85 x 55 mm

Paper Weight:
350 g

Print:
CMYK Offset

Visual basics.

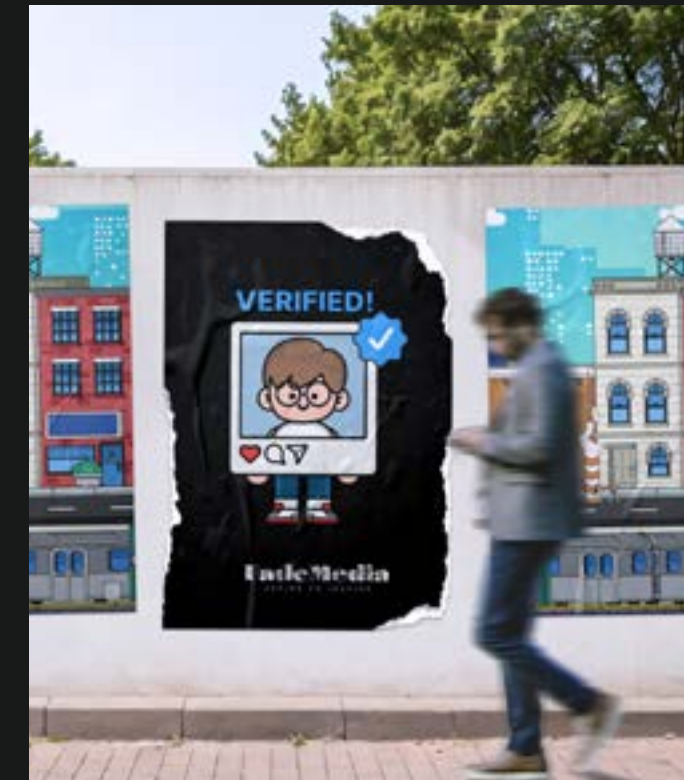
Print Design.

Explanation.

To place the Fade Media logo in the correct way please use one of the approved styles that are shown on the right. To place the Fade Media logo in other ways is not allowed.



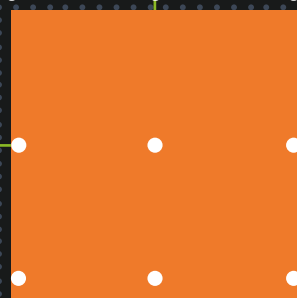
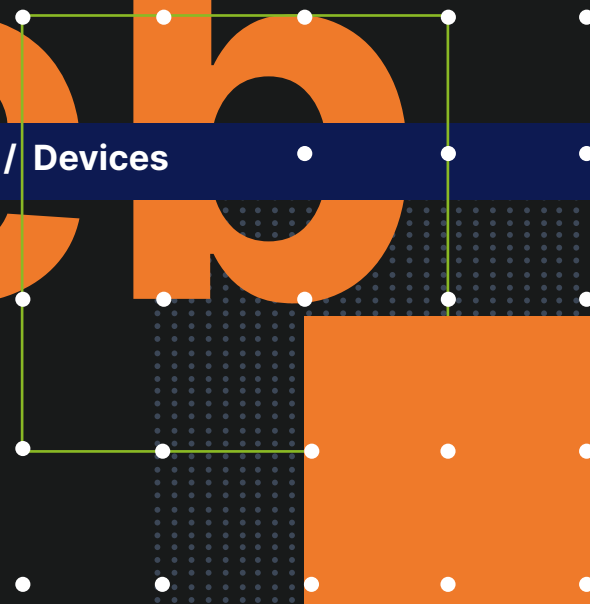
Outdoor & Indoor Materials.



06

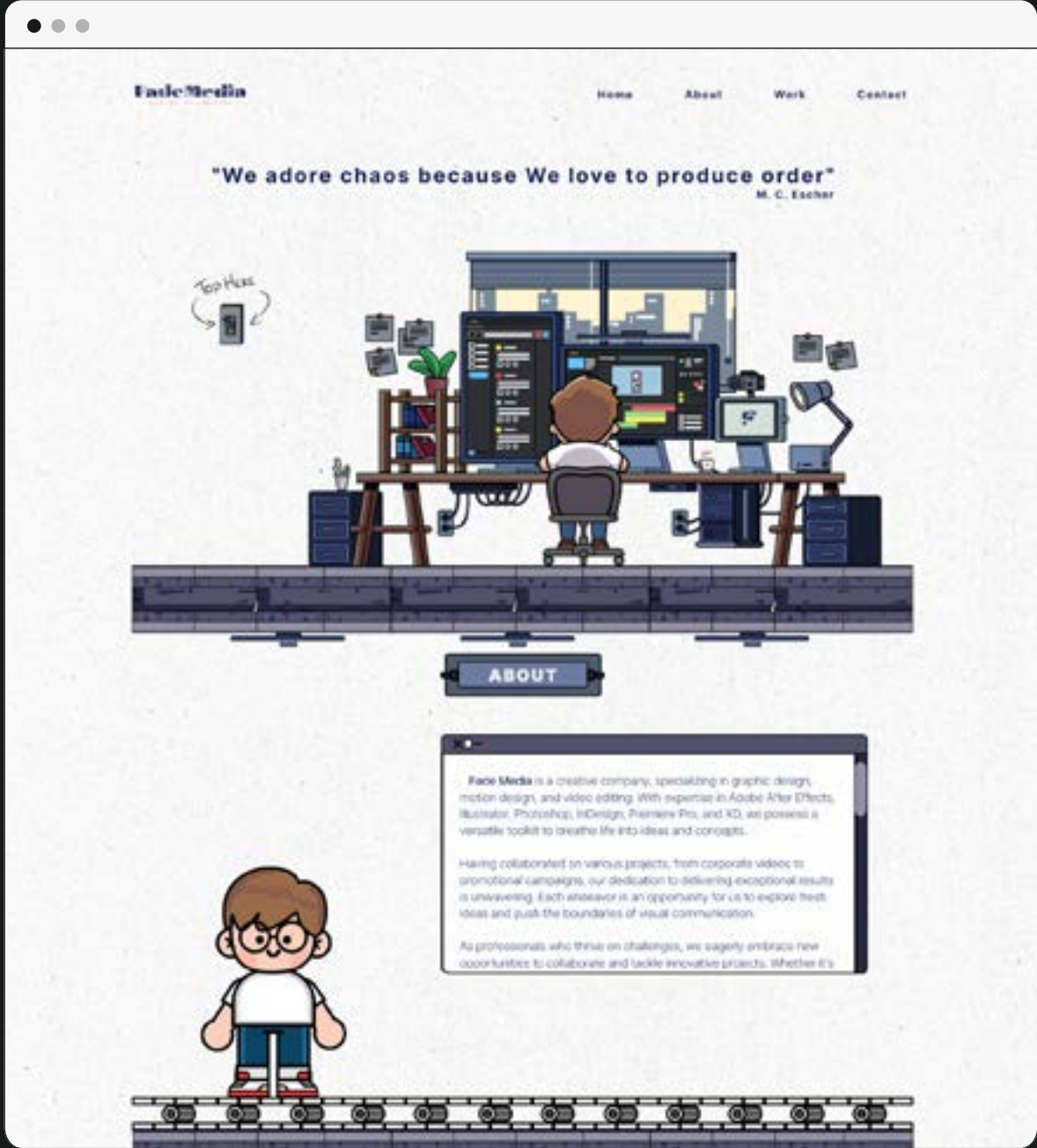
Web

Image / Social / Website / Devices



Website design.

Fade Media Website.



Mobile design

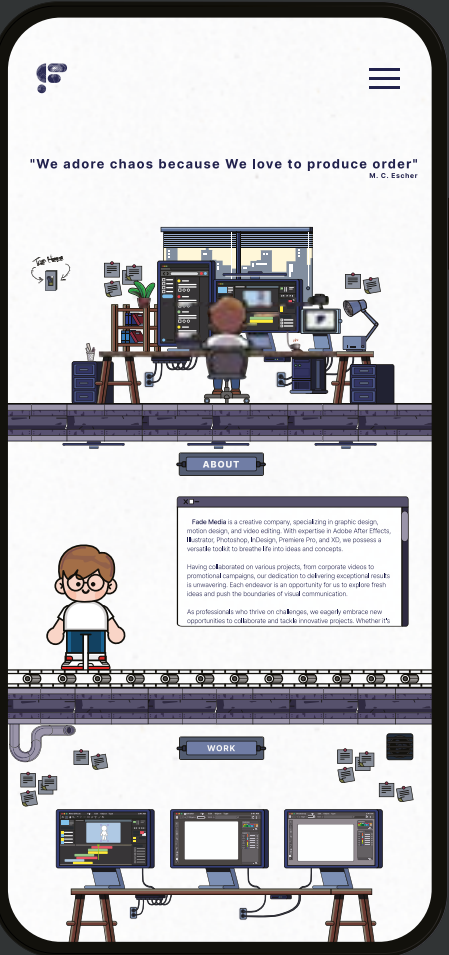


Image systems.

Brand Image System.

Fade Media image system.

Corporate Images are responsible to transfer the values of Fade Media to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc.

Fade Media use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.

Colored Images.

Requirements for
Fade Media Image System

-
- desaturate colours
- high contrast
- sharp images
- minimalistic look



Mood board

Image Mood Board

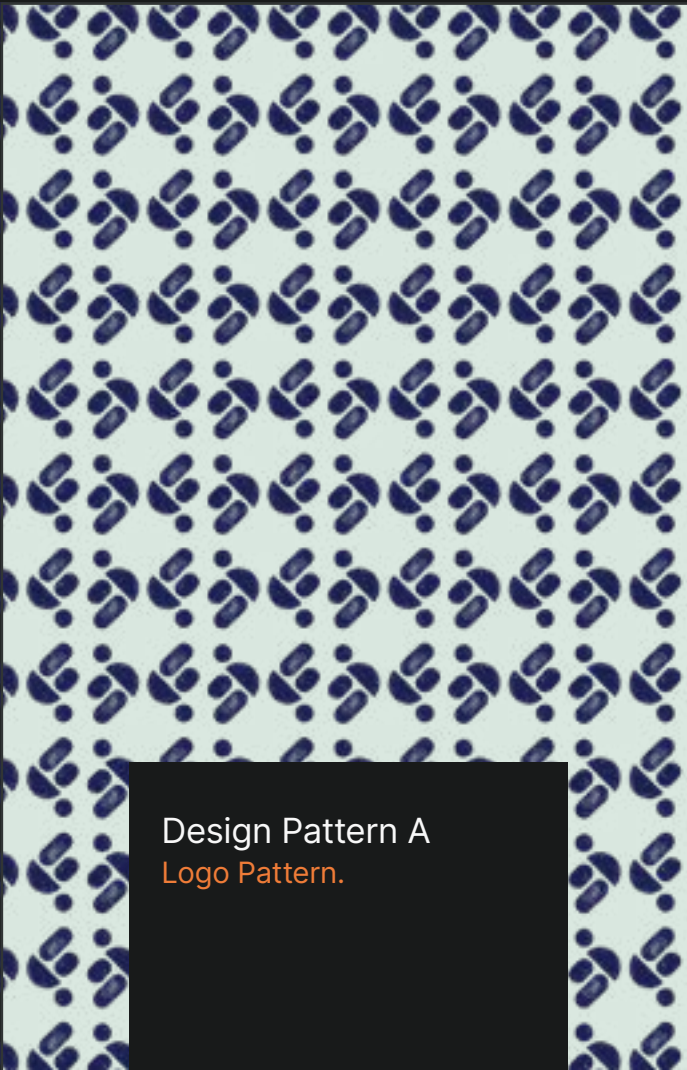
Fade Media mood
boards.

Mood boards and style elements are highly and extremely useful for establishing the aesthetic feel of a design structure. It usually fits into the process somewhere after wireframes and before design process and mockups. Things and designs that can be explored in the mood board include photography style, color palettes, typography, patterns and the overall look and feel.

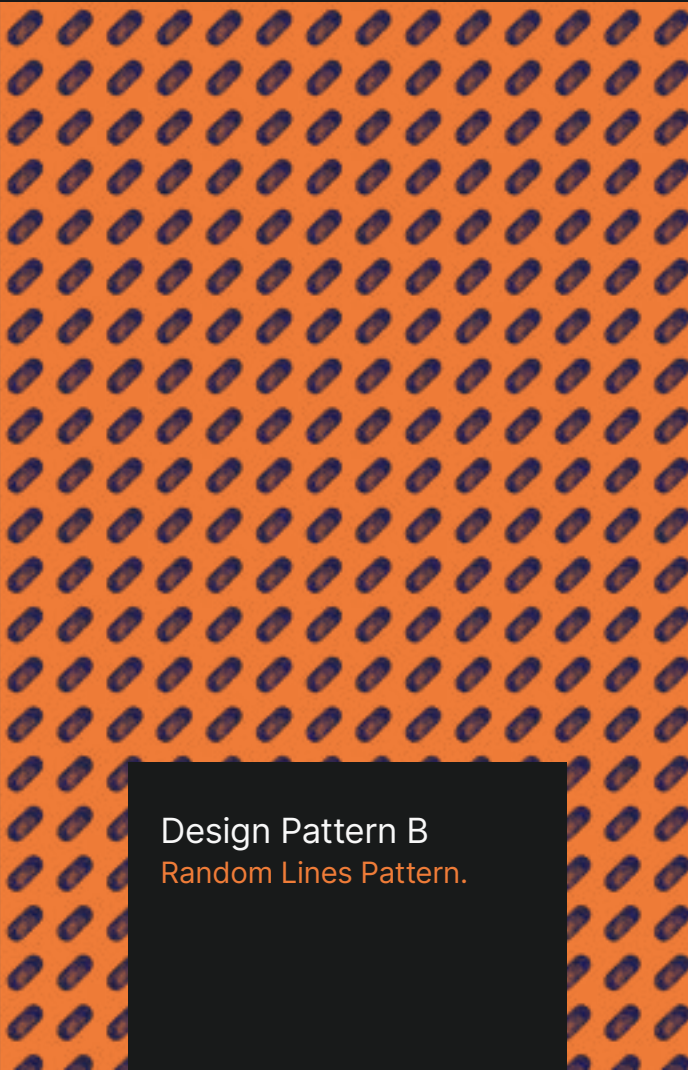


Design Textures and Patterns.

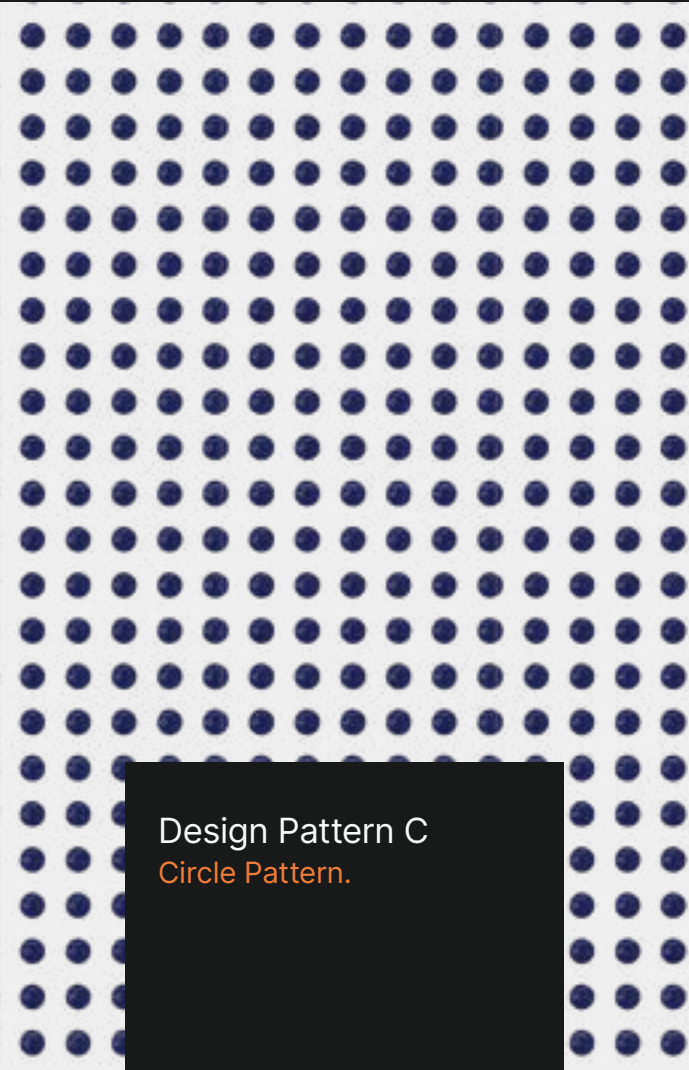
A rough collage of colors, textures and pictures is all it takes to evoke a specific style or feeling.



Design Pattern A
Logo Pattern.



Design Pattern B
Random Lines Pattern.



Design Pattern C
Circle Pattern.

Iconography system.

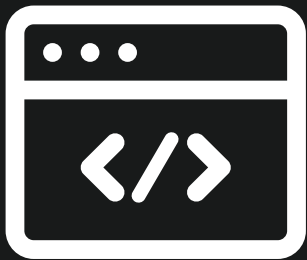
Iconography.

Fade Media Iconography.

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way.

The icon itself is a small picture or symbol serving as a quick, “intuitive” representation of a software tool, function, feature or a data file.

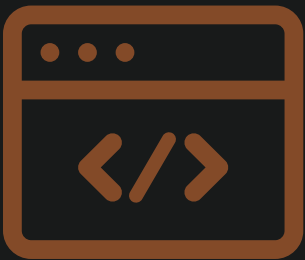
Icon types.



White Icon
No Background



Orange Icon
No Background



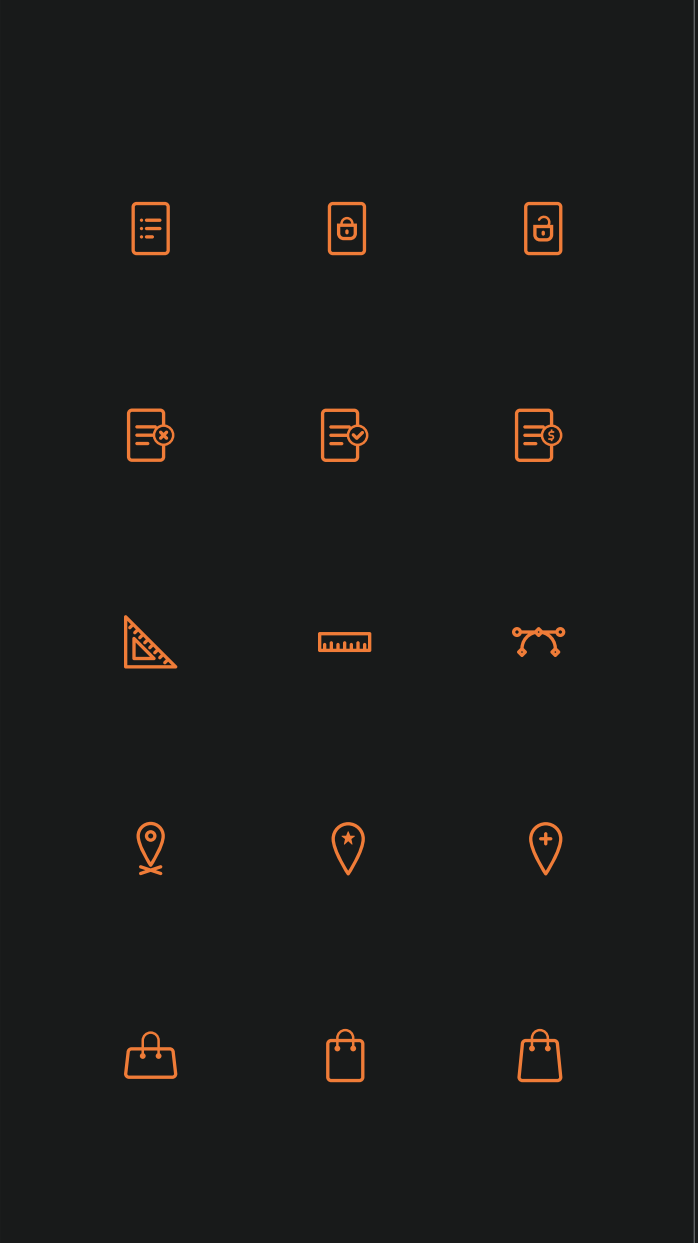
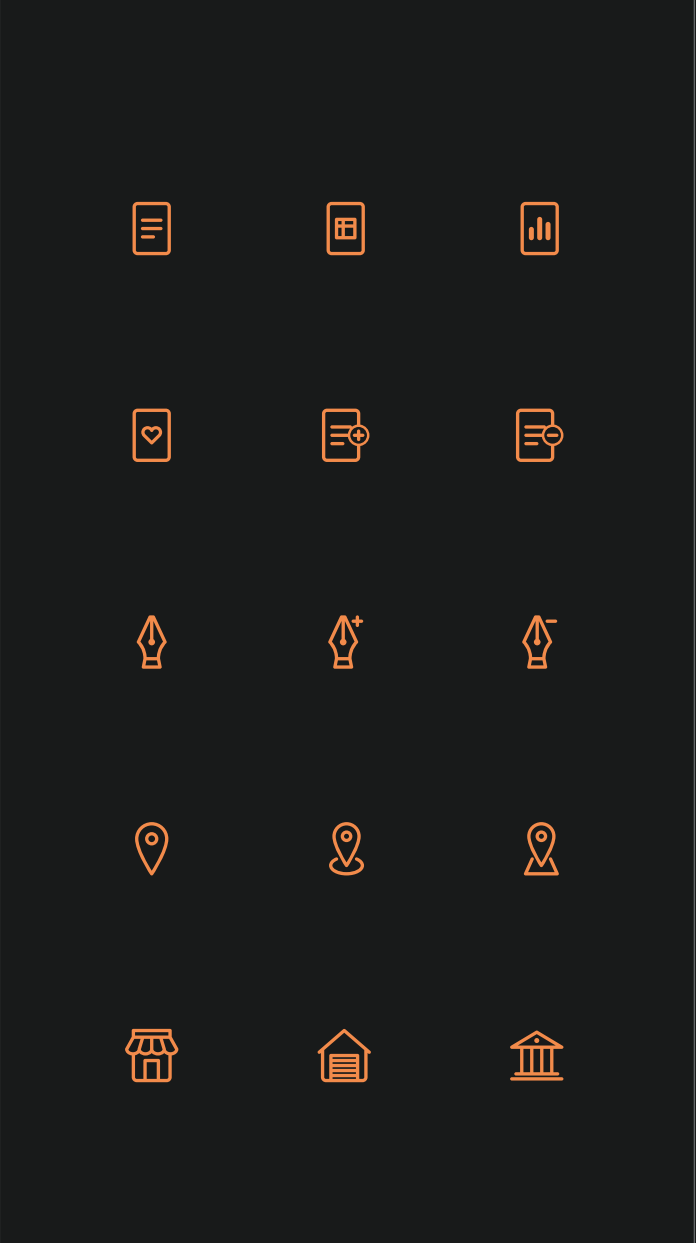
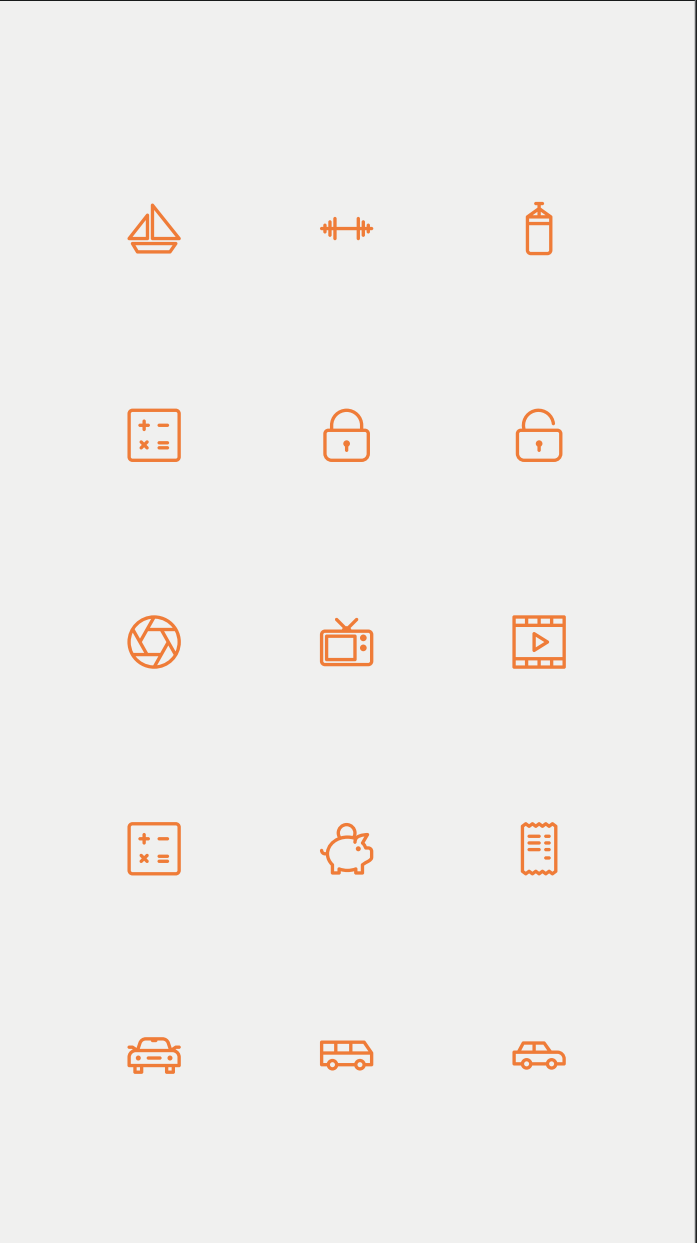
Orange Icon 50%
No Background

Use of Fade Media’s Icon Set.

You can use the approved icon set for your print and web design development.

If icons are missing or you need additional please contact your designer to create new icons in the corporate design style.

Icon Set Example



07

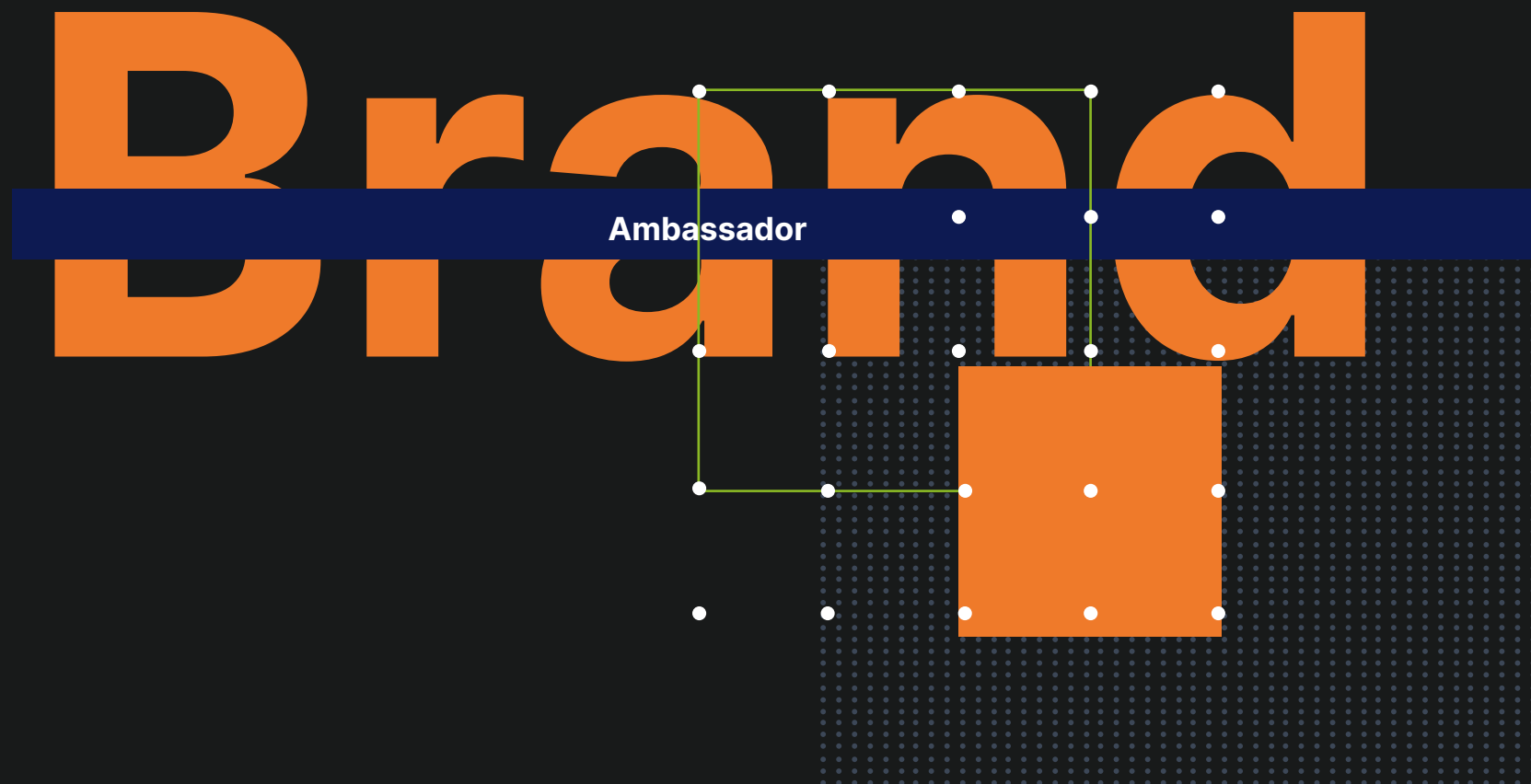
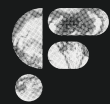


Image systems.

Introducing **Fadey**,
the charismatic and
endearing brand
character of **Fade**
Media!

Fadey brings a playful and
friendly vibe, making him the
perfect ambassador for Fade
Media. Whether he's navigating
the digital landscape or adding
a touch of whimsy to your
marketing materials, Fadey is
sure to capture the hearts of
audiences young and old.

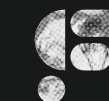




Thank you
for audience.

Fade Media.

www.fademedia.ro



Brand Manual & Guidelines

2023

Contact

Address:

Fade Media
Strada Cobadin, 3rd
București, România

Phone:

Phone: +40 766 456 235

Online:

contact@fademedia.ro
www.fademedia.ro



www.fademedias.ro

Phone: +40 766 456 235
Email: contact@fademedias.ro