

MNGSN  
STHLM  
DSGN

# Trendimport

## Brand Identity Proposal

### **Project**

Suggest a name, create a logo and propose a graphic design for a want to create a new interesting brand name, logo and graphic profile to a garage door segment. The key issue is to offer the same standard as the competitors but with a more reasonable price. High quality with good price. That is the brands position. The brand will communicate with dealers and consumers.

### **Scope**

A comprehensive identity based on “High quality with good price.”  
The profile includes a name and a logotype and a graphic manual together with the graphic profile implemented on a future website.

### **Clients expectation?**

Trendimport would like a name and logotype that works well in different countries.

Key values:

- Know-How
- Safety
- Fresh newcomer feeling
- An easier day for the consumer

### **Our aim**

To create a contemporary brand identity that is elegant and vivid.

### **What makes a winning brand name?**

A name that requires no introduction, no explanation and very little advertising to give it power. A great brand name is one of the most powerful forces in branding and marketing. It is what makes you different from your competitors and what connects you with your audience – all in one or a few words.

### **Great brand names roll off the tongue.**

The sound of the spoken name, regardless of what it means, is a big consideration for brand names. An easy-to-understand pronunciation translates across languages is more likely to be remembered.

### **Our proposition**

We suggest the brand name abierto – it is spanish for "open". The name sounds modern, ambitious and highly positive. And it is short and easy to pronounce.

But a brand name is nothing without a clear identity and communication strategy...



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# Brand Identity Guidelines

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Version 1.0

abierto 

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Logo

abierto

## Logo variations

abierto<sup>o</sup>

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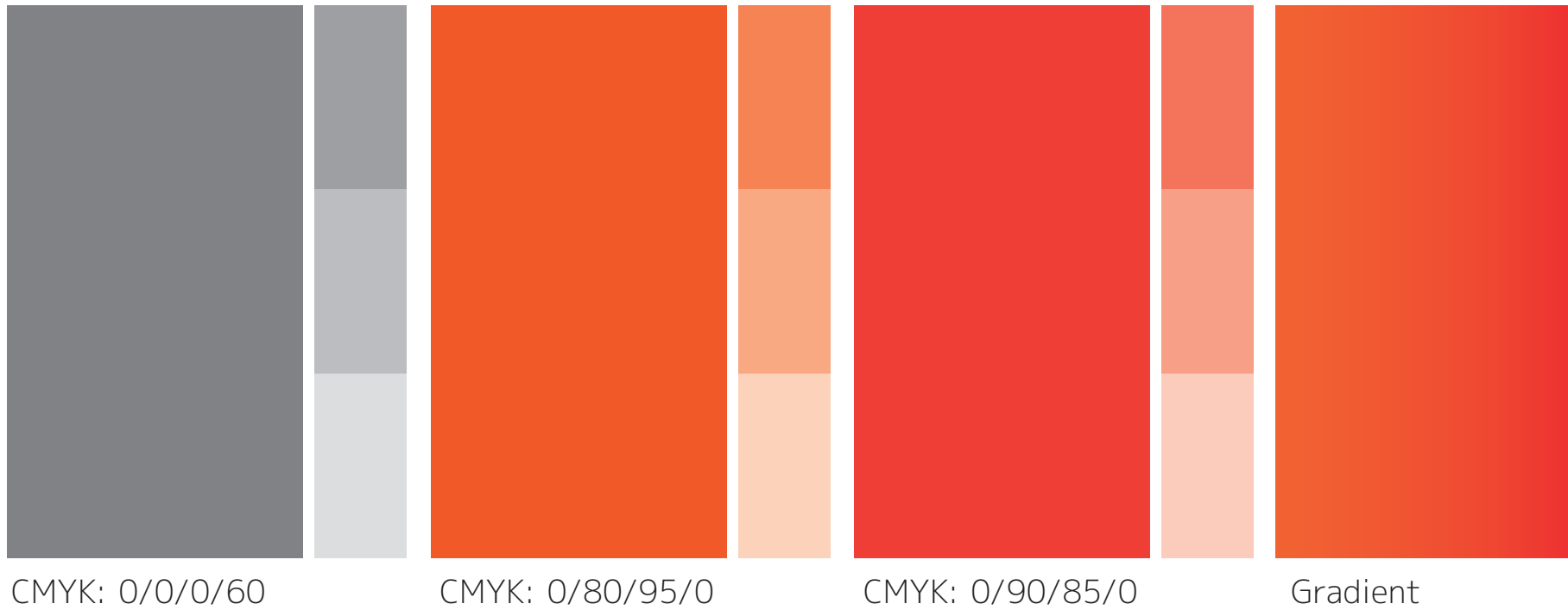
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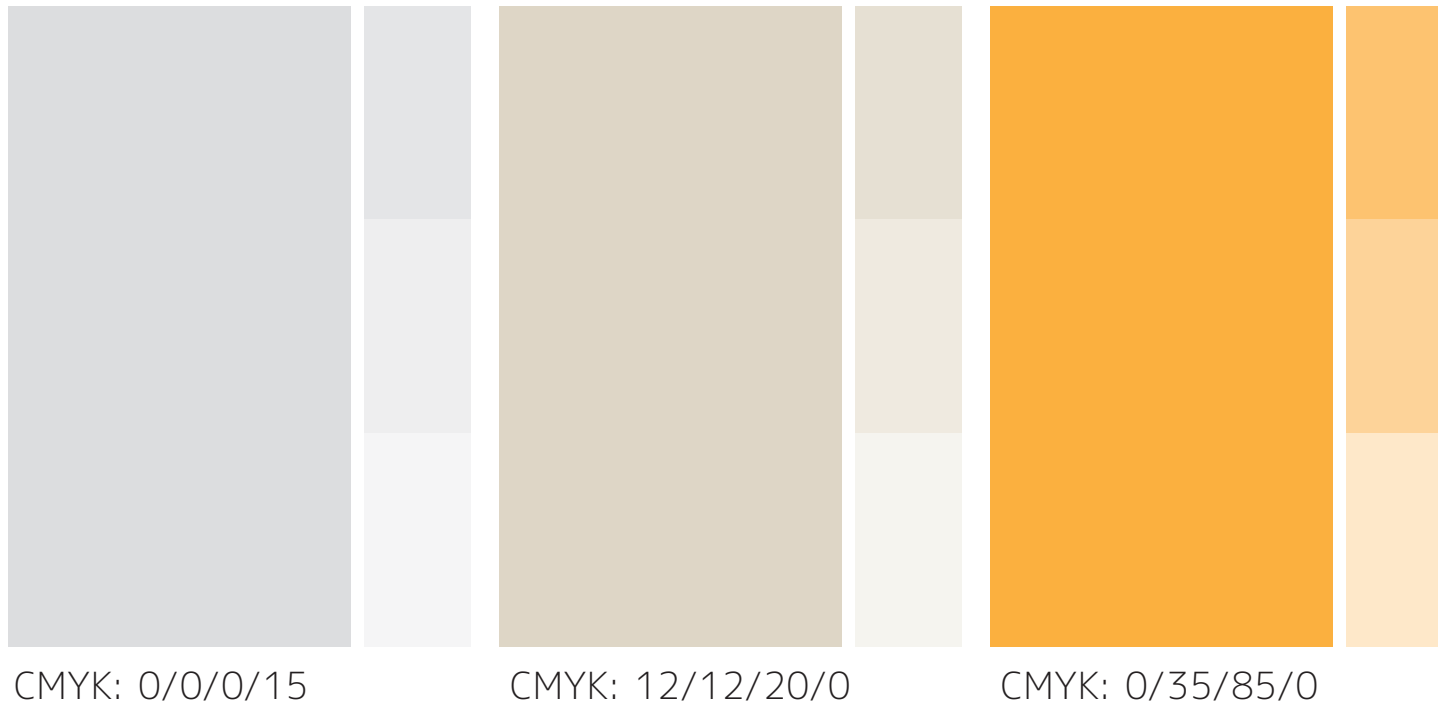
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# Primary colours



# Complimentary colours



Primary typeface – M+

AaBbCcDd01234

The quick brown fox jumps over a lazy dog.

**Lorem ipsum dolor sit amet**

Abierto garageportar

# Implementation



# Implementation



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### **Summary**

We have more ideas on how you can develop the brand identity with things like: packaging design, display and communication systems etc.

Thank you!

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