

casper



Brand Presentation

Initial Brand Identity

Apr
19



Designer: eniola johnson
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Prepared For: Favour
Casper

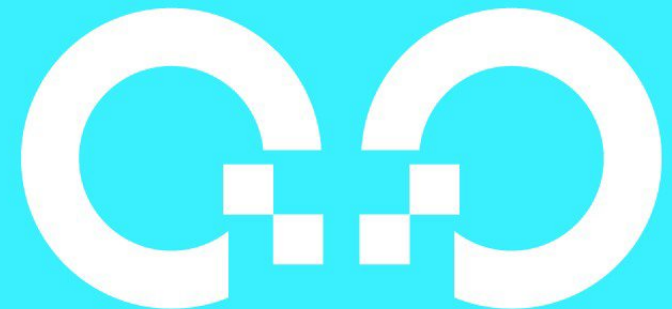
Casper IT Solutions
casper_it_solutions

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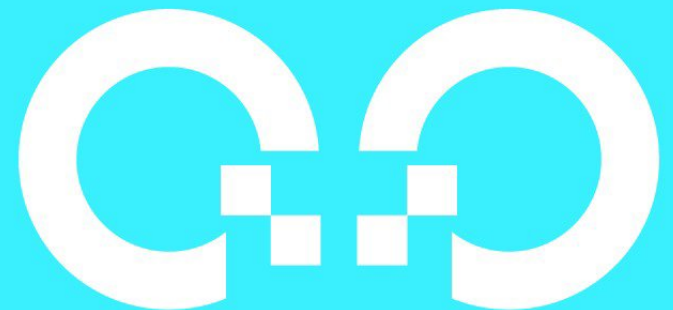
Welcome
to the casper brand presentation.
This presentation is designed to
help you bring the casper brand
to life.

C.casper



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The Casper Brand

. Strategy
. Visual Overview



01

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Why Do We Exist?

- . To solve problems
- . To create value
- . To contribute our unique skills
- . To drive innovation and progress and **to make a difference**

Who Do We Serve?

Business and Organizations who are:

- . Struggling with differentiation
- . Seeking to Elevate their position
- . Ready for Transformation
- . Looking for Strategic Guidance
- . Aiming for Long-Term Success

What Do We Stand For?

Helping brands to own their space, build confidence in their identity, and project authority in their market. With a clear understanding of brand's purpose, vision, and target audience.

How Do We Lead?

We operate outside the traditional branding landscape. By daring to break the rules and craft our own, **we awaken brands to their full potential**, imbuing them with the undeniable life authority

What Sets Us Apart?

- . We are not bound by traditional branding constraints
- . We are always willing to challenge the status quo and forge our own
- . **We focus on creating brands that are truly alive and resonant**

Where Are We Headed?

Creating a legacy of impact by empowering brands to achieve significant success, leaving a lasting impact on the business and industries

The Wordmark & Icon

- . Wordmark Breakdown
- . Visual Breakdown
- . Wordmark Variations
- . Logo Breakdown
- . Visual Breakdown
- . Logo Mark in Action

02

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Our Wordmark

The bold weight makes the wordmark stand out, easy to read even at small size. The friendliness of the font will connect with target audience.

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Key Feature 1

The round san-serif font stands for modern & trustworthy

Key Feature 2

The wordmark is simple and full of personality that will connect with the target audience

Visual Breakdown

p is made to look like a



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— r for outreach

unique fonts for trust

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Logo Breakdown

- . Color Pairings
- . Pantone
- . Color Packaging
- . Color in use

03

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Our Logo

This logo screams **bold, clean, and modern.**

The use of the lowercase and round fonts give it a friendly, approachable vibe. It looks like a brand that's here to help us.

 **casper**



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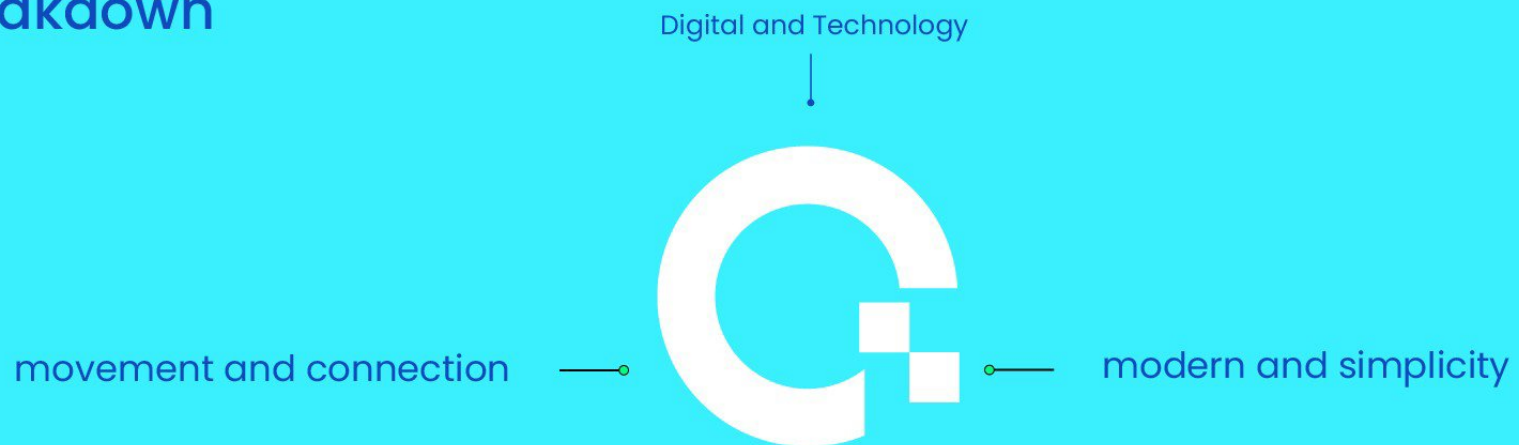
Key Feature 1

The dominant elements is a stylized letter "c" formed by a thick white stroke on a black background

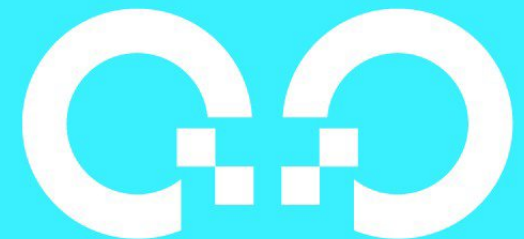
Key Feature 2

The clean lines and minimalist design convey a sense of use, which are often desired traits for financial technology companies.

Logo Breakdown



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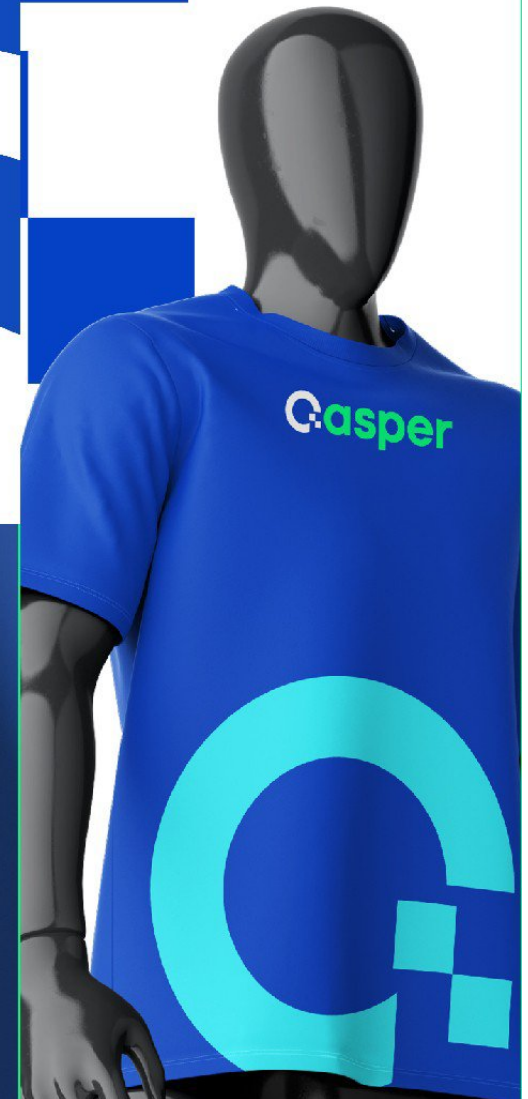


Logo in Action

Creating a legacy of impact by empowering brands to achieve significant success, leaving a lasting impact on the business and industries

Creating a legacy of impact by empowering brands to achieve significant success, leaving a lasting impact on the business and industries

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Color Selections

- . Color Pairings
- . Pantone
- . Color Packaging
- . Color in use

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Color Selection

- . Black signifies breaking boundaries.
- . White signifies new beginnings.
- . Electric green signifies excitement, vibrance and casper.
- . Forest green signifies growth

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Electric Green

HEX: #01F23A
RGBA: 1,242,58,1
CMYK: 99%,0%,76%,5%

Black

HEX: #000000
RGBA: 0,0,0,1
CMYK: 0%,0%,0%,100%

White

HEX: #FFFFFF
RGBA: 255,255,255,1
CMYK: 0%,0%,0%,0%

Light Gray

HEX: #ADACAC
RGBA: 173,172,172,1
CMYK: 0%,0%,0%,32%

Forest Green

HEX: #034411
RGBA: 173,172,172,1
CMYK: 76%,0%,76%,45%

Typography

Selections

Primary Type
. Secondary Type
. Type in use

04

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Primary Type

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laore.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laore.

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AaBbCc

Be free, be audacious,
Rule the world.

Figtree | Regular

abcdefghijklm-
nopqrst
vwxyz

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

1234567890 #\$\$\$@!^&*()_+|~

Figtree | Bold

abcdefghijklm-
nopqrst
vwxyz

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

1234567890 #\$\$\$@!^&*()_+|~

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Secondary Type

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laore.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laore.

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AaBbCc

Be free, be audacious,
Rule the world.

Outfit | Light

abcdefghijklm-
nopqrst
vwxyz

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

1234567890 #\$\$%@!^&*()_+|~

Outfit | Regular

abcdefghijklm-
nopqrst
vwxyz

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

1234567890 #\$\$%@!^&*()_+|~

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Brand in Action

. Identity in use examples

05

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Poppins | Bold | Regular

Poppins font which signifies friendliness and happiness. This makes your brand approachable and make it connect with the target audience

AaBbCc

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ber



HEX: #000000
RGBA: 0,0,0,1
CMYK: 0%,0%,0%,100%

HEX: #01F23A
RGBA: 1,242,58,1
CMYK: 99%,0%,76%,5%

HEX: #FFFFFF
RGBA: 255,255,255,1
CMYK: 0%,0%,0%,0%

HEX: #034411
RGBA: 173,172,172,1
CMYK: 76%,0%,76%,45%



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Brand Pattern



06

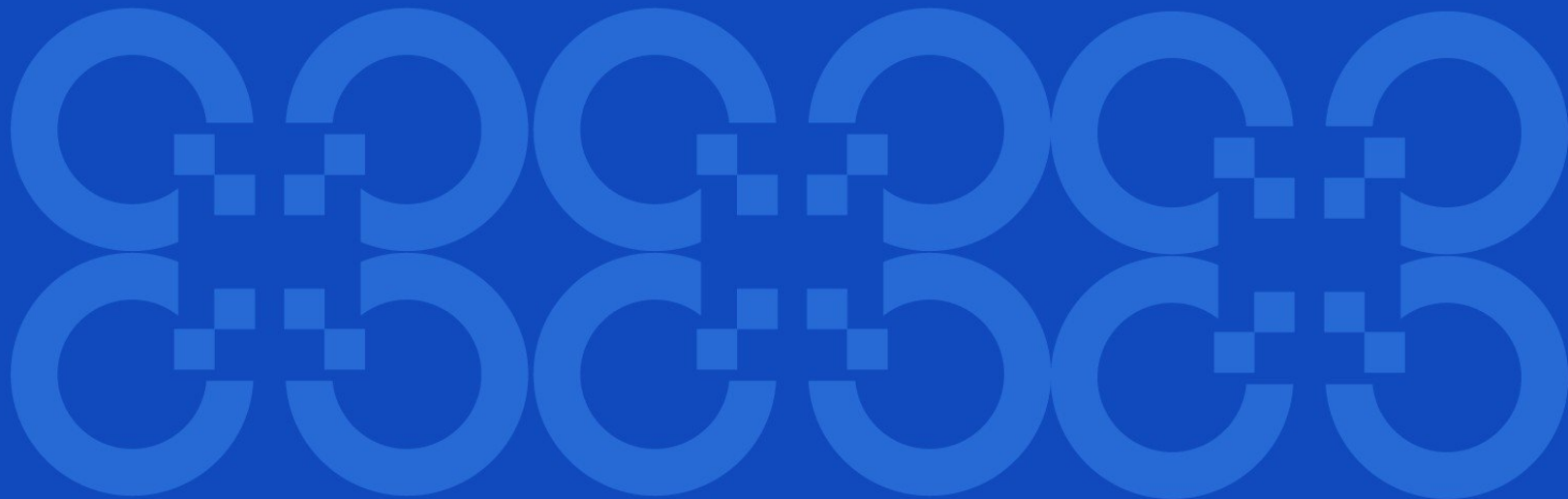


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Brand Name

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