

Version 1.0
2021



PRESTIGE
ISLAND EXPORTS
LUXURY WINDOWS & DOORS

Branding Identity



00

Overview

Prestige Island Exports offers industry-leading Impact Windows and Doors, all specifically aimed to protect properties located in coastal zones such as the Caribbean and the South Florida Region.

Industry

Architecture and Construction

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Branding Identity

01

Logo Design Inspiration

A lot of design inspiration can be taken from our day to day lives. With the **Prestige Island Exports Brand**, Arch, Doors and Windows, and Palm Tree are our top spot.



Arch



Window and Door



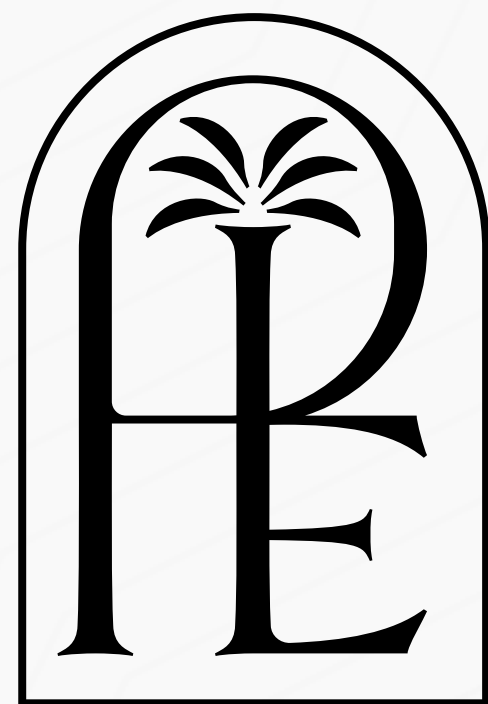
Palm Tree

02

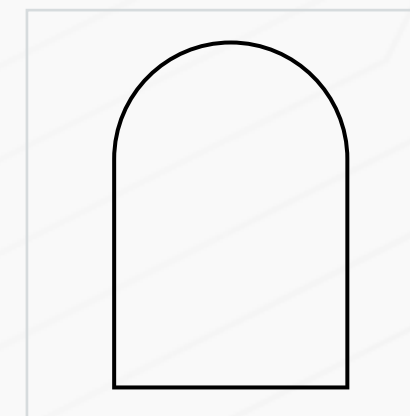
Logo Composition & Definition

To understand what a logo is, we first must understand their main purpose. This design process aims to make the logo immediately recognizable, inspiring trust, admiration, loyalty and an implied superiority.

Illustrated on the page are the definition and composition of the **Prestige Island Exports Brand**.



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Arch Shape

As with many symbols, the arch has a more down-to-earth meaning today than in the past. In logos it often represents architecture, real estate, engineering and construction. Positive symbolic associations include efficiency, strength, sturdiness and the ability to carry enormous weight.



Brand Initials

Decorative monogram initials for easy brand recognition and brand recall.



Palm Illustration

Like most trees, a palm tree also represents growth and change. The way it steadily grows and reaches towards the sky makes it comparable to someone who rises above all challenges.

The Romans awarded palm branches to celebrate military successes and reward those who won athletic contests. The close association between palm trees and such achievements can be seen in how the Latin word 'palma' became almost synonymous with victory.



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Branding Identity

03

Combination mark

The combination of the official logo and the logo-type allows the **Prestige Island Exports Brand** for greater freedom to creatively represent the brand, while ensuring the company name is associated with it. This combination mark offers the benefit of a strong brand identity.



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Type Specifications

Type Family

TRAJAN

Trajan is a serif typeface designed in 1989 by Carol Twombly for Adobe. The design is based on the letterforms of capitalis monumentalis or Roman square capitals, as used for the inscription at the base of Trajan's Column from which the typeface takes its name.

Montserrat

Variant : Light

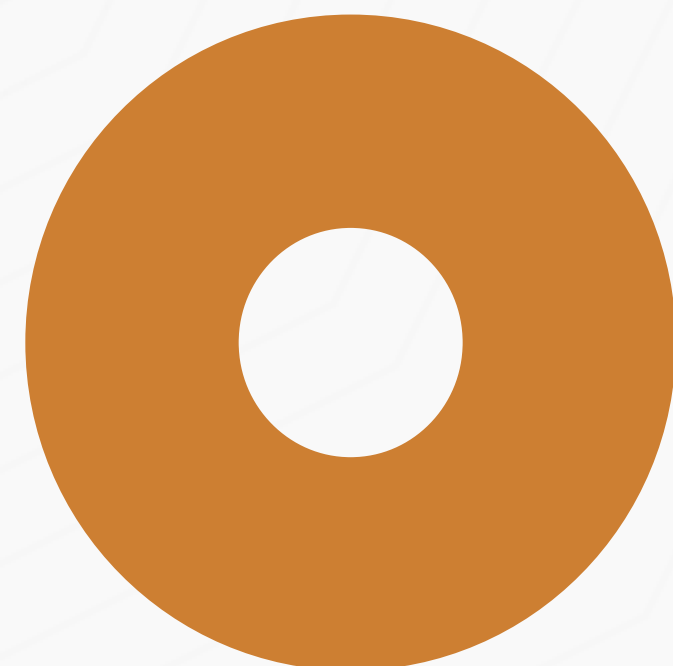
Tracking : 0



Branding Identity

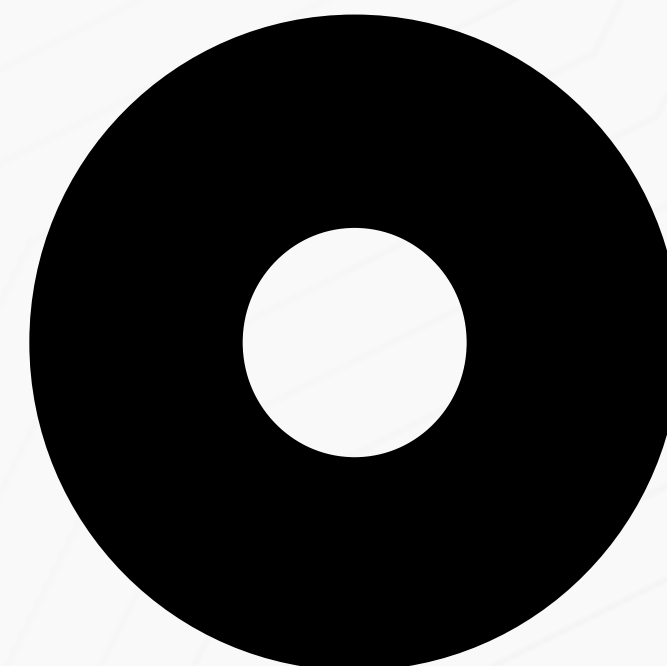
04

Primary Colors



Bronze

RGB 205/127/50
CMYK 17/56/96/3
HEX #CD7F32



Black

RGB 0/0/0
CMYK 75/68/67/90
HEX #2A94D0

Secondary Colors



Payne's Grey

RGB 64/65/70
CMYK 70/63/56/44
HEX #404146



Old Lace

RGB 255/246/229
CMYK 0/2/9/0
HEX #FFF6E5



White

RGB 255/255/255
CMYK 0/0/0/0
HEX #FFFFFF

Primary Colors

The primary colors will become a recognizable identifier for the **Prestige Island Exports Brand**. The brand will have 2 official colors, namely, **Bronze and Black**.

It's important to use these colors correctly for their specified purpose.

Secondary Colors

The secondary colors are complementary to our official colors. These colors will be **Maya Blue, Bizzare & White**.

The secondary colors is a collection of bespoke, brand specific colors. Secondary colors are generally used for bespoke brand embellishment.



Primary Brandmark

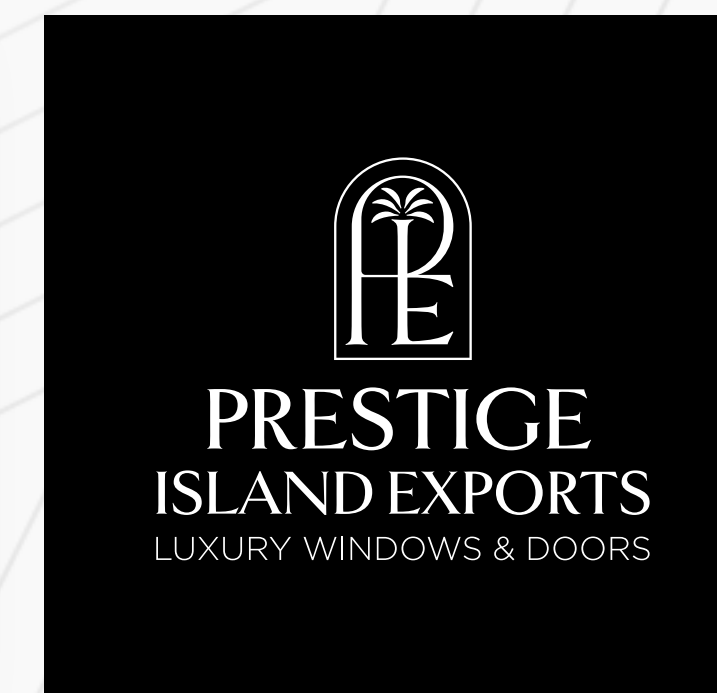
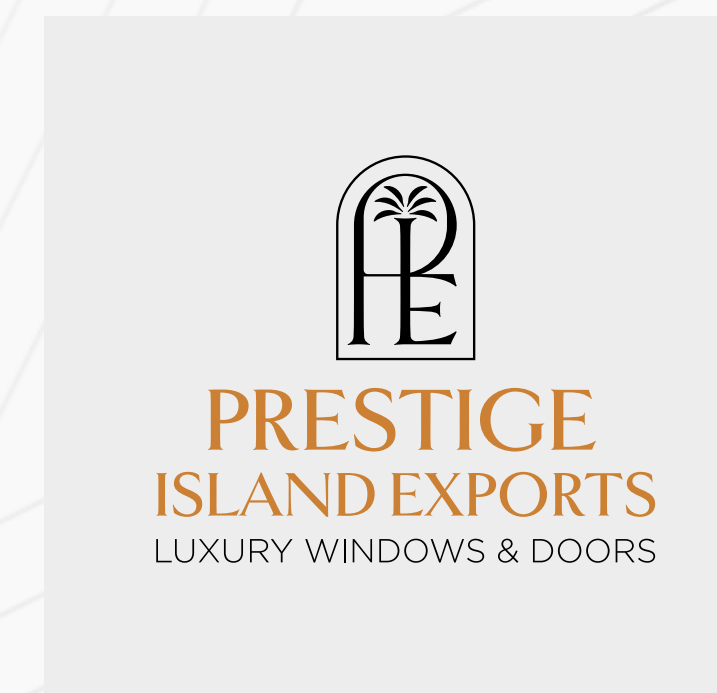


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Color palette applications

The following configurations display the versatility of the **Prestige Island Exports Logo** on our official color palette.

Upon using the **Prestige Island Exports Logo**, one must adhere to the official brand colors to maximize brand recognition.



Logo Variants

Illustrated on the page are the different configurations of the official **Prestige Island Exports Logo**.

The logos should not be changed or altered in any way.

The logos must be positioned on most colored backgrounds or images.

Use the primary logo version whenever you can to achieve maximum stand-out.

Use the standalone mark as an icon in areas where text spaces are very limited.
Example: Website Favicon and App Icons.



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Icons

07

Primary Typography

TRAJAN PRO

Trajan is a serif typeface designed in 1989 by Carol Twombly for Adobe. The design is based on the letterforms of capitalis monumentalis or Roman square capitals, as used for the inscription at the base of Trajan's Column from which the typeface takes its name.

AA

BB

CC

Font Family

BOLD
REGULAR

Numericals

01

02

03

04



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Secondary Typography

Montserrat

Montserrat is a geometric sans-serif typeface designed by Julieta Ulanovsky, inspired by posters and signage from her historic Buenos Aires neighborhood of the same name. It is rather close in spirit to Gotham and Proxima Nova, but has its own individual appearance—more informal, less extended and more idiosyncratic.

Font weights

Regular

Montserrat Regular should be used as the primary typeface for body paragraphs, descriptions and other vital information.

Light and Medium

Montserrat Light and Medium can also be used interchangeably on some body paragraphs and descriptions. Use sparingly.



Branding Identity

Aa

Bb

Cc

Dd

Trajan Pro

CUSTOM-BUILT TO YOUR NEEDS

Montserrat Regular

Each brand offers a specific look whether you envision a classic Mediterranean villa or a modern contemporary architectural home.

Aperture Project	CARVED
CREATIVE	Custom

09

Imagery

These words sum up the look.

**Passionate. Luxury.
Knowledge and
Trustworthy.**

Key Principles

Across all photography, we should aim for high quality, professionally shot images.

Images should always be sharp and high resolution, and should steer clear of a 'grainy' style.

Images should be well-composed, and show interesting perspectives (where appropriate).

Images should be beautiful, striking scenes and modern in feel.



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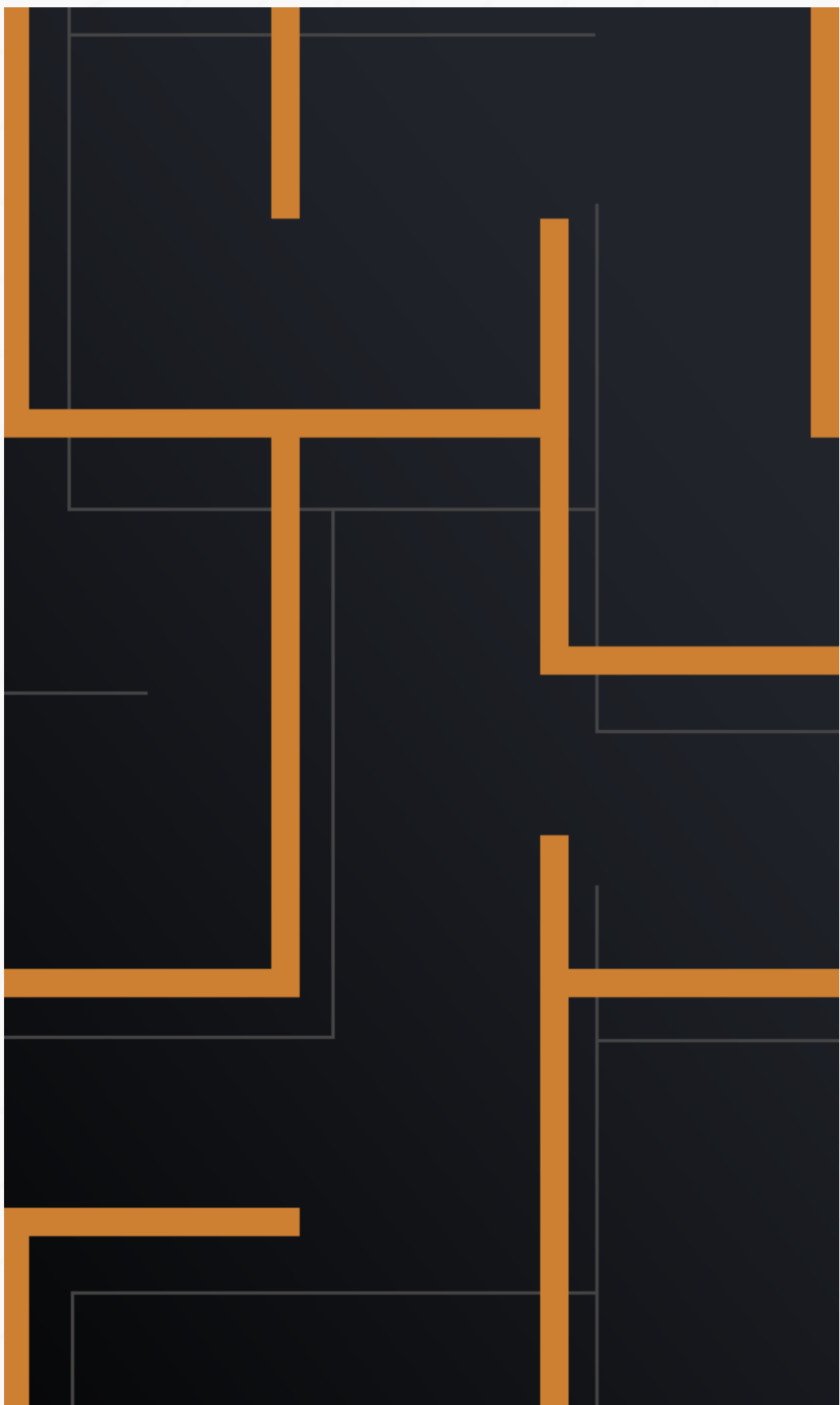
10

Visual Identity

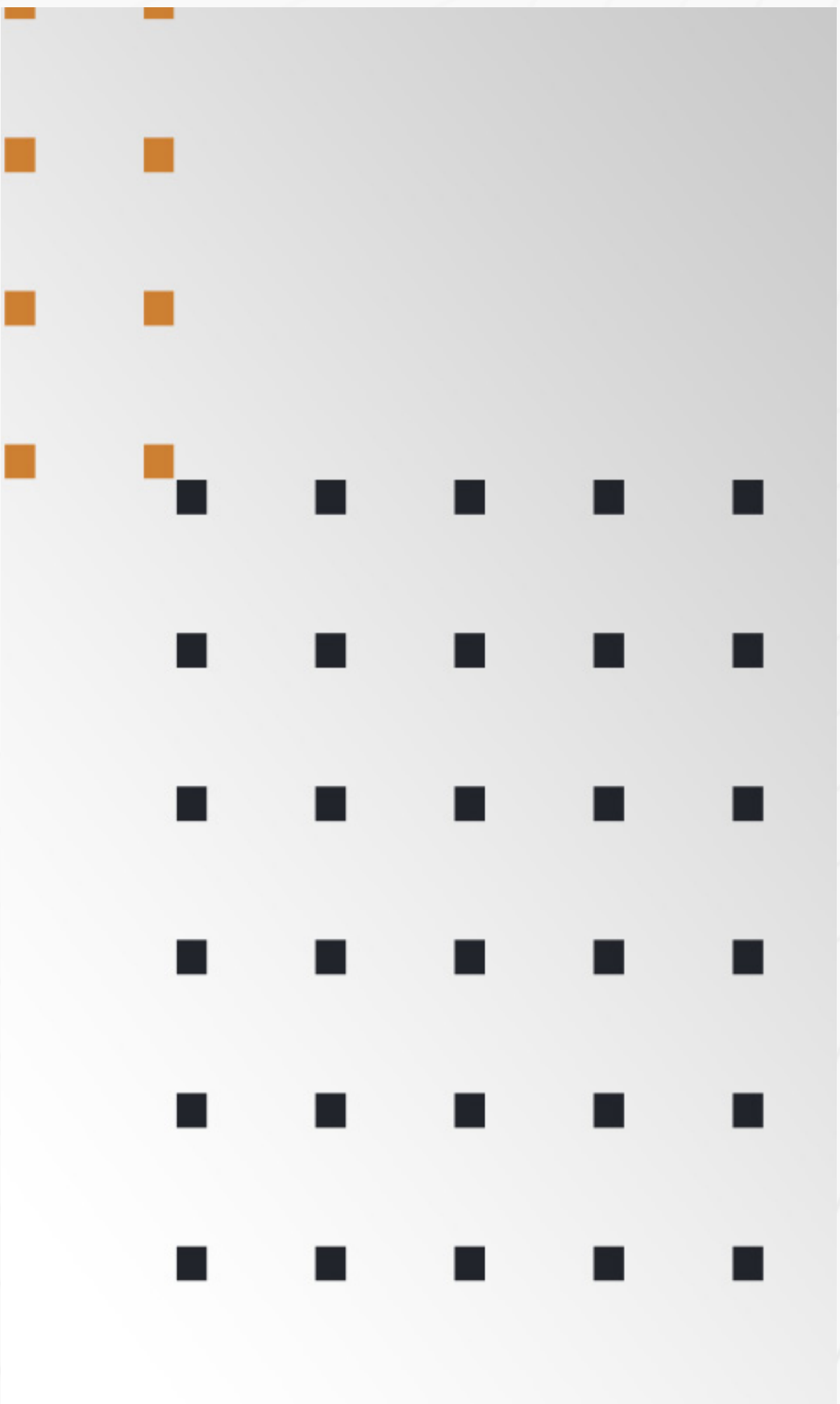
Key Principles

The **Prestige Island Exports** visual identity includes several design features which can be incorporated into all of our graphics.

These features are incorporated on this page and include:



Architectural Draw Lines



Dotted Patterns



Doors and Windows Illustrations

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Brand Application



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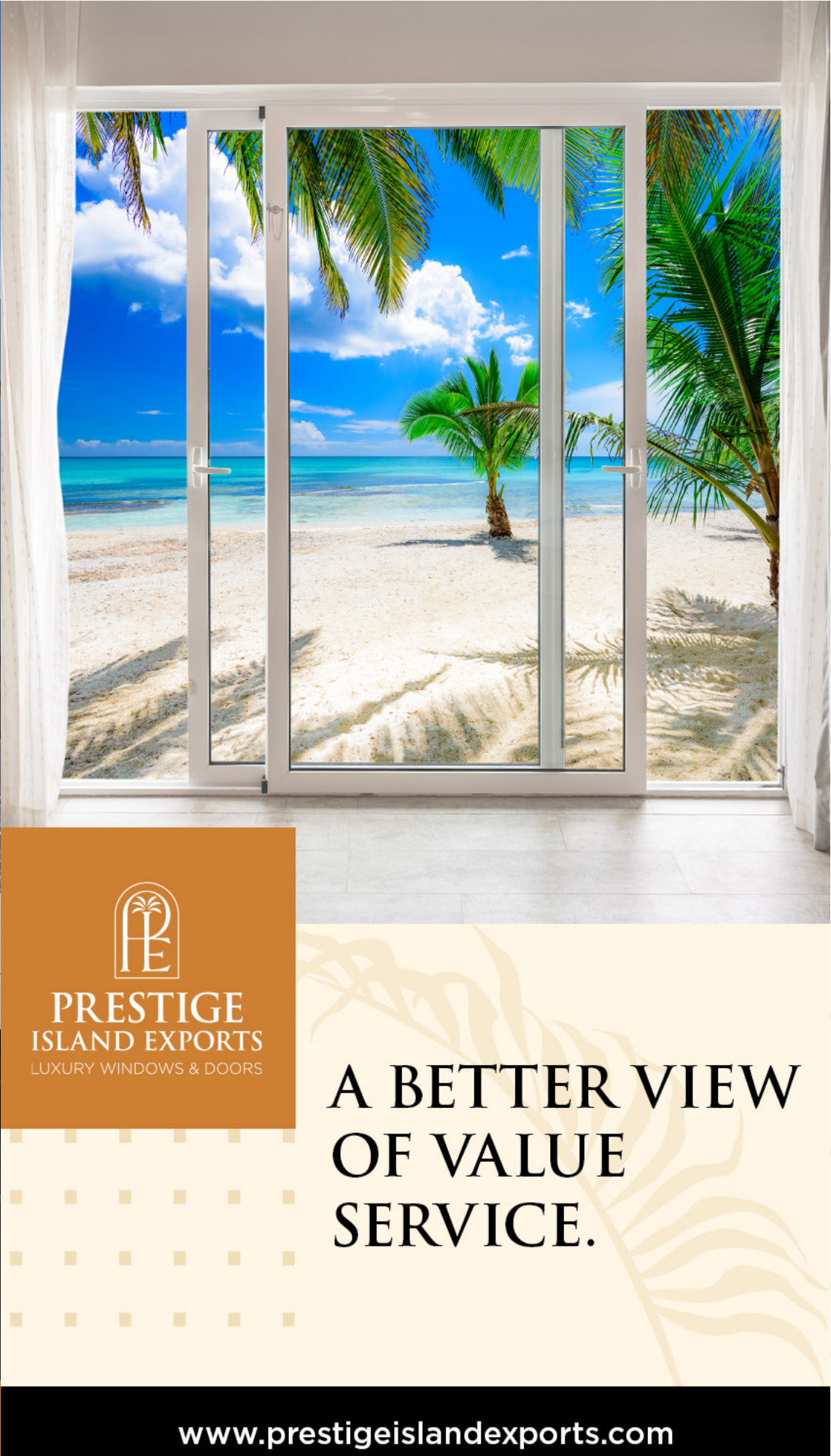
WHERE DREAMS
COME HOME.

-Coldwell Banker



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Thank you.



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