



TAVISZ

Branding Identity

by Graphic Rhythm Designs

Version 1.0
2019



00

Overview

Tavisz is a luxury bag brand. Specializing only in travel bags in the immediate future, but could grow into other industries.

“**visz**”
in Hungarian, means ‘carry’

Target Market

Travelers (men and woman) with a household income over \$75k. Business travelers, traveling stylist, cool nomads, etc. who care about making a statement even with their accessory pieces, like luggage/bags.

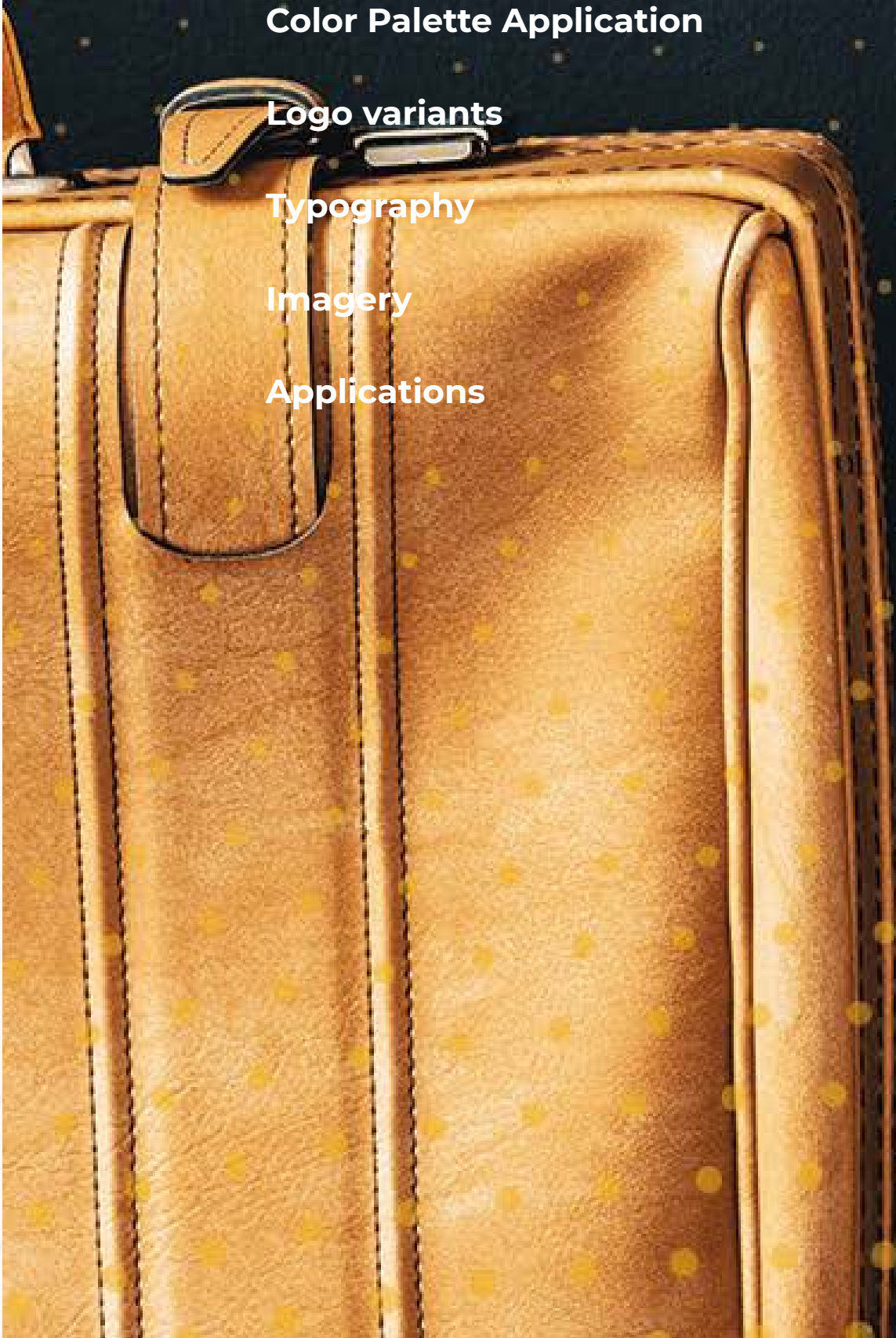
Industry

Bag & Clothing

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01

Logo Design Inspiration

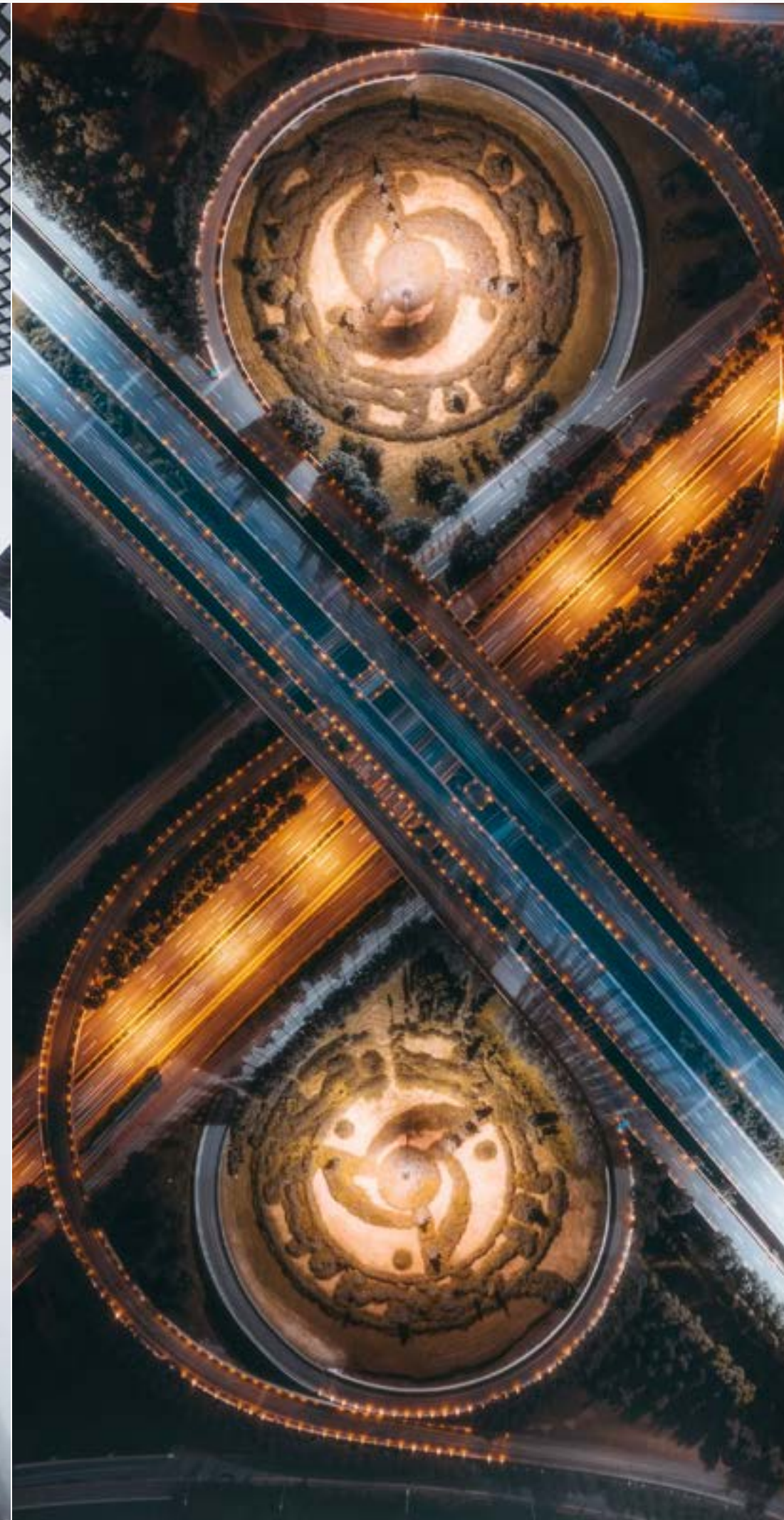
A lot of design inspiration can be taken from our day to day lives. With the **Tavisz Brand**, luxury and comfort in travel is in our top spot.

As a travel companion, **Tavisz** will become a statement in quality, luxury and prestige.

In this design process, we've taken inspirations from well photographed images of travel - Plane Wings, Road Symmetry, and Luxury.



Travel - Plane wings



Road Symmetry



Luxury

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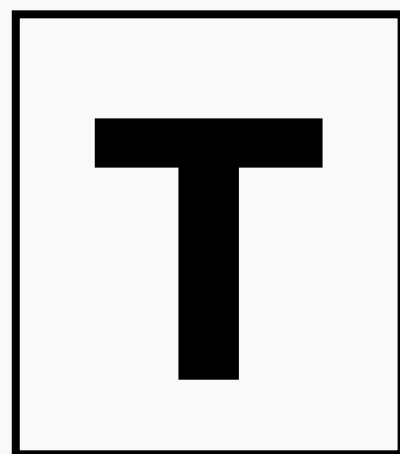
02

Logo Evolution

The goal is to create a new visual identity that reflects the name, vision, and values defined in your brand platform.

The logo concepts illustrated is part of the process by which how the logo has evolved and formulated to what will be the official brand mark.

Key Inspiration



Travel + Tavisz

Concept Logos

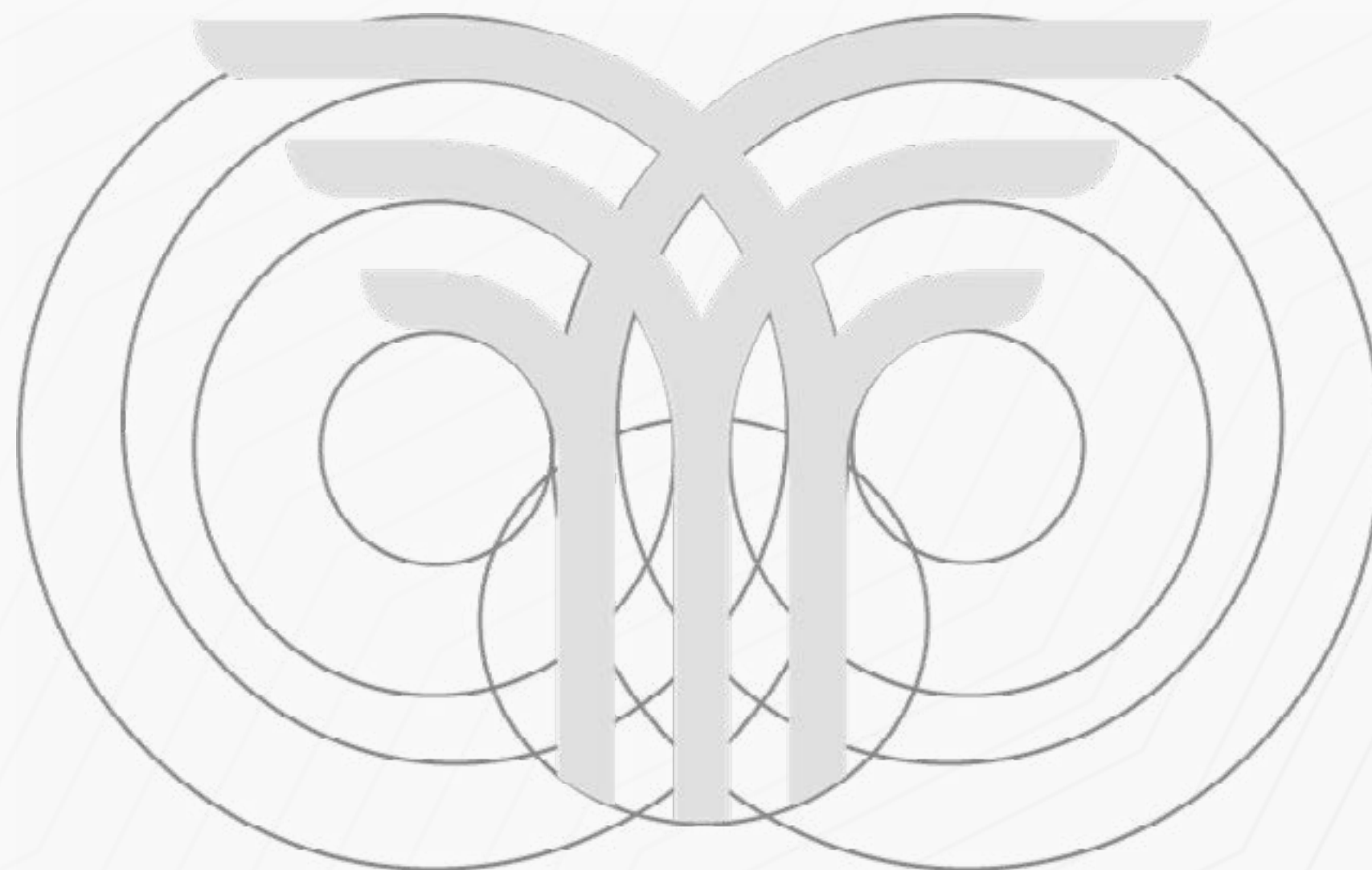


03

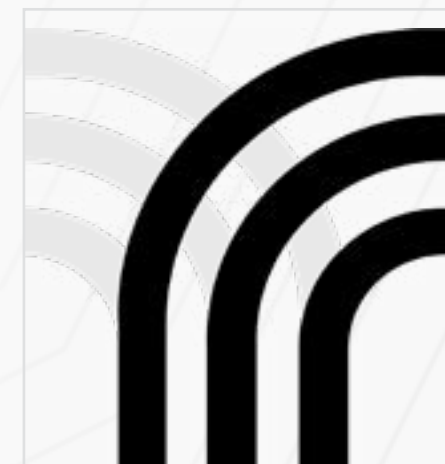
Logo Composition & Definition

To understand what a logo is, we first must understand what the main purpose of logos is. 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 **Tavisz Brand**.



Travel + Tavisz



Symmetry

Human beings like symmetry. It creates order, balance and makes everything look perfect. Symmetrical logos are often associated with balance and craftsmanship



Wings

Historically, wings are symbolic of a variety of meanings. They are used to depict heaven, freedom, movement, dreams, travelling and even intelligence and wisdom.



Diamond

“Diamonds are forever”. Diamonds symbolize perfection because of their indestructibility.

04

Combination mark

The combination of the official logo and the logotype allows the **Tavisz Brand** for greater freedoms 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.



Type Specifications

Type Family

Blacker Family

Blacker is a wedge serif type family designed by Cosimo Lorenzo Pancini and Andrea Tartarelli as a take on the contemporary “evil serif” genre: typefaces with high contrast, 1970s-evoking proportions and sharp wedge serifs.

TAVISZ

Font size : 140pt

Tracking : 260



Distance of the logo from the type is exactly twice of the same font -size as the main type

05

Primary Colors

The primary colors will become a recognizable identifier for the **Tavisz Brand**. The brand will have 3 official colors, namely, **Black, Harvest Gold, and Geebung-Harvest Gold Gradient**.

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

Secondary Colors

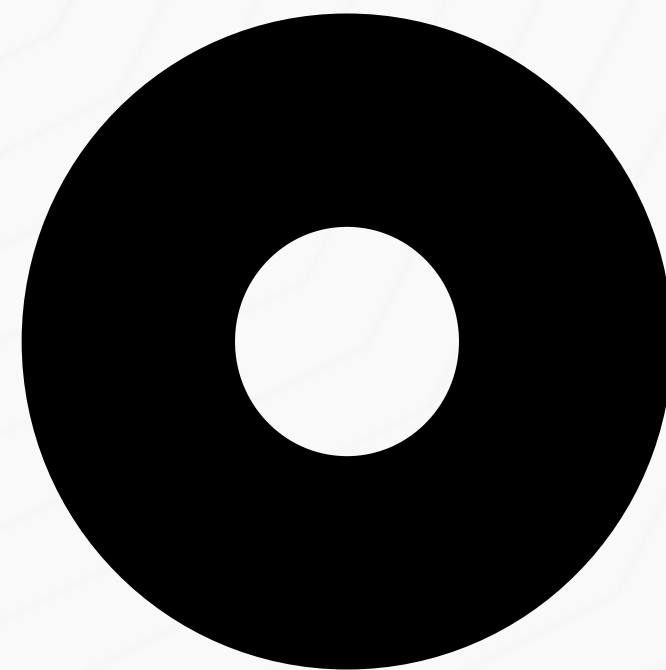
The secondary colors are complementary to our official colors. These colors will be **Mischka and Goblin**.

The secondary colors is a collection of bespoke, brand specific colours. Secondary colours are generally used for bespoke brand embellishment: headers, promos, charts, diagrams etc.

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Primary Colors



Black

RGB 0/0/0

CMYK 0/0/0/100

HEX #000000



Harvest Gold

RGB 239/190/101

CMYK 4/30/67/0

HEX #efbe65



Geebung - Harvest Gold

RGB 196/135/91

CMYK 16/52/95/7

HEX #c4871f

RGB 239/190/101

CMYK 4/30/67/0

HEX #efbe65

Secondary Colors



Mischka

RGB 223/224/225

CMYK 0/0/0/100

HEX #dfe0e1



Goblin

RGB 55/82/67

CMYK 67/34/59/49

HEX #375243

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Color palette applications

The following configurations display the versatility of the **Tavisz Logo** on our official color palette.

Upon using the **Tavisz Logo**, one must adhere to the official brand colours to maximize brand recognition.



TAVISZ



TAVISZ



TAVISZ



TAVISZ



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Logo Variants

Illustrated on the page are the different configurations of the official **Tavisz 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.



Primary Brandmark



Standalone



Tagline



Horizontal Specimen

08

Typography - Primary

Blacker Family

Blacker is a wedge serif type family designed by Cosimo Lorenzo Pancini and Andrea Tartarelli as a take on the contemporary “evil serif” genre: typefaces with high contrast, 1970s-evoking proportions and sharp wedge serifs.

Variant usage

Blacker Medium

Blacker Medium is mainly used for the logotype but should not be limited to title headers, product title, and promo titles.

Aa

Bb

Cc

Medium
Italic
ExtraBold

Heavy
Italic
Bold
Light

08.1

Typography - Secondary

Montserrat

Our print typeface is Montserrat, a clean sans-serif and modern font that is easy to read even at small sizes. The typeface can be used in a number of weights and styles to facilitate clear signposting and to create visual interest.

Font weights

Regular

Montserrat Regular should be used the primary font for paragraphs, descriptions and vital information.

Light

Montserrat Light can be used as secondary font for description, taglines and descriptive information

It is also permissible to use the italicized and bold versions of our chosen fonts.

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Aa

Bb

Cc

Opli Bag

\$100

Spotlight on an elegantly simple everyday companion. Created from a single piece of leather, the Opli bag is a form of origami that gives the material pride of place.

Fashion

Luxury

Connect

Travel

09

Imagery

These words sum up the look.

**Confident. Bold.
Modern. Prestige.**

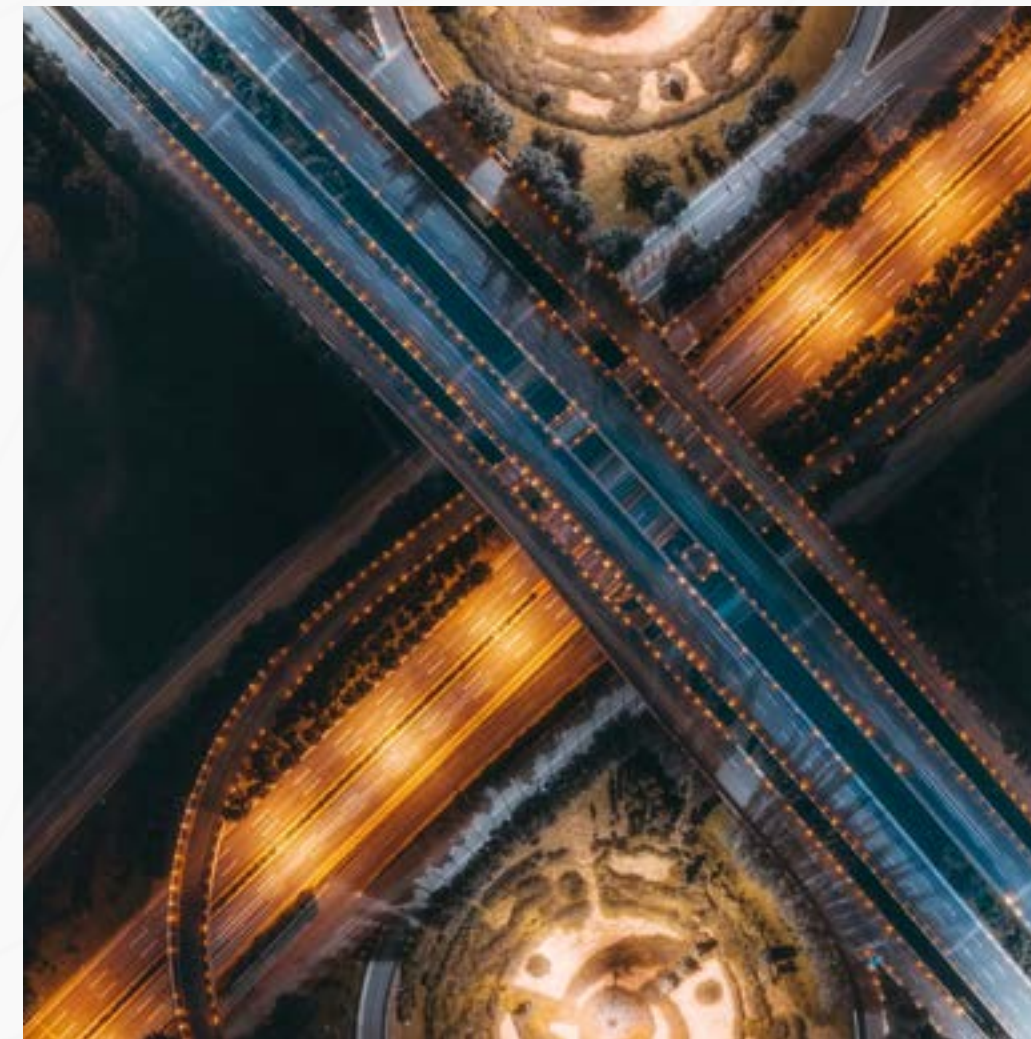
Key Principles

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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Applications











Thank you.

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