FOREVER FINANCE
IMMOBILIER DE PRESTIGE À MARRAKECH

Brand guidelines

Client: Forever Finance
Location: France - Morroco
Deliverables: Logo design - Visual Identity
Year: 2025

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02.Contents

03 Brand Identity

04 Logo
05 Symbol development
06 Proportion
07 FREE SPACE AND MINIMUM USAGE
08 FREE SPACE
09 COLORS
10 COLOR USAGE
11 LOGO MISUSE
12 TYPOGRAPHY

13 Collaterals / Mockups / templates

14 NFC CARD
15 LETTERHEAD
16 BUSINESS CARD
17 BACKGROUND
18 LOGO 3D
19 PEN
20 MAIL SIGNATURE
21 WEBSITE TEMPLATE
22 PATTERN

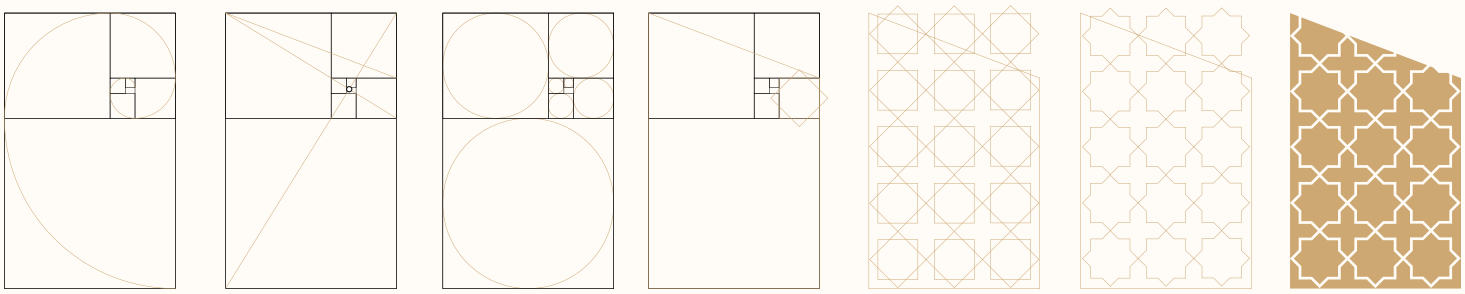
03.Brand Identity

LOGO

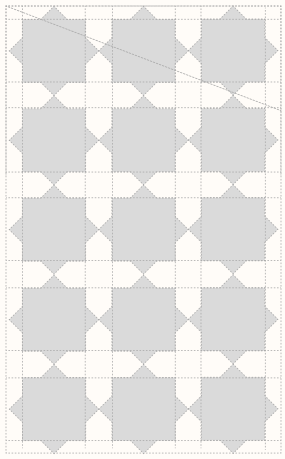
FOREVER FINANCE
IMMOBILIER DE PRESTIGE À MARRAKECH

SYMBOL DEVELOPMENT

I designed the logo following the principles of the **golden ratio**, ensuring balanced proportions and natural harmony. This mathematical approach reinforces the premium and timeless character of Finance Forever's identity.



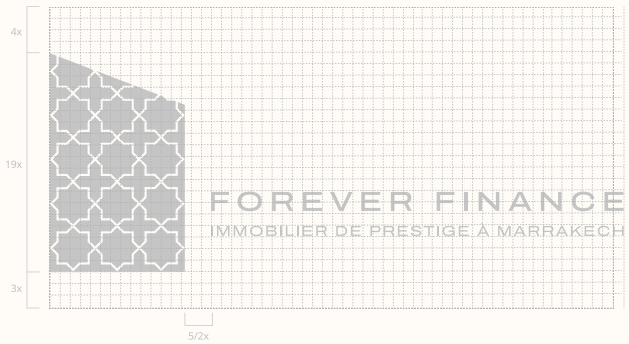
SYMBOL CONSTRUCTION



PROPORTION

Vertical symbol usage
***Most preferred usage**

Horizontal symbol usage

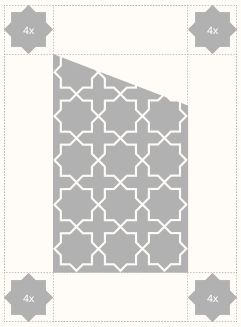


FREE SPACE AND MINIMUM USAGE

For vertical symbol usage
***Most preferred usage**

For horizontal symbol usage

For symbol



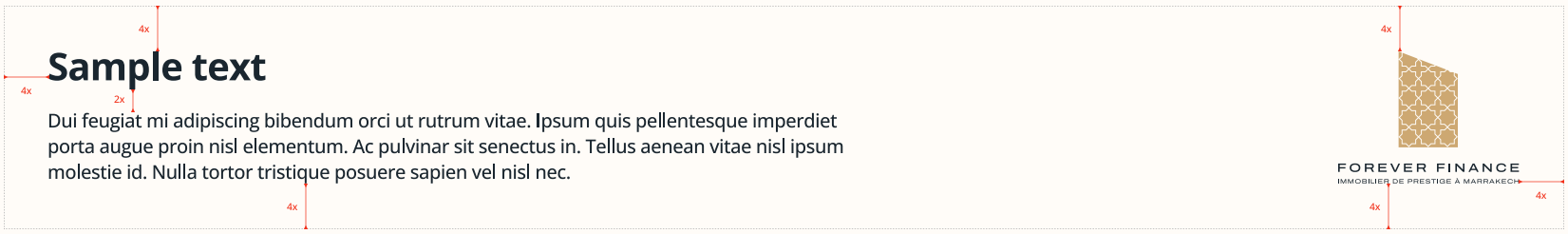
Minimum usage

Minimum usage

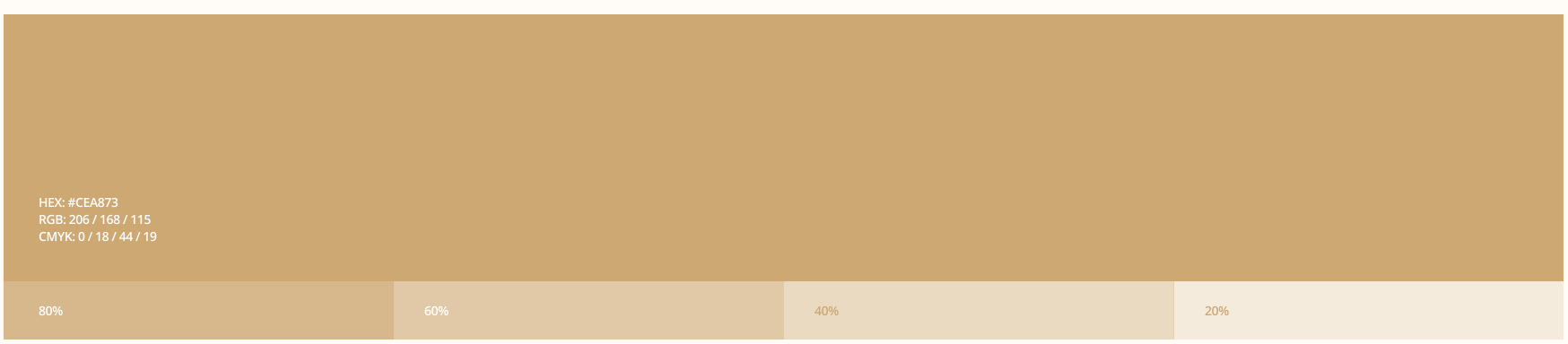
Minimum usage

FREE SPACE

Make sure the free space when any element is incorporated around the logo



COLORS



HEX: #1B2630
RGB: 27 / 38 / 48
CMYK: 44 / 21 / 0 / 81

80% | 60% | 40% | 20%

COLOR USAGE

LOGO MISUSE

don't distort the logo anyway

Don't add drop shadow

Don't use outlined logo

don't use different colors

don't rotate the logo

Don't change the transparency of colors

don't use wrong colors on dark bg

Do not change the proportions of the logo elements

TYPOGRAPHY

Font used

Archivo expanded
Medium

Aa

MI NEQUE ELEMENTUM PELLENTESQUE NISL. LIGULA CRAS LACINIA TINCIDUNT ALIQUET INTERDUM DUIS AT URNA.

Archivo expanded
Regular

Aa

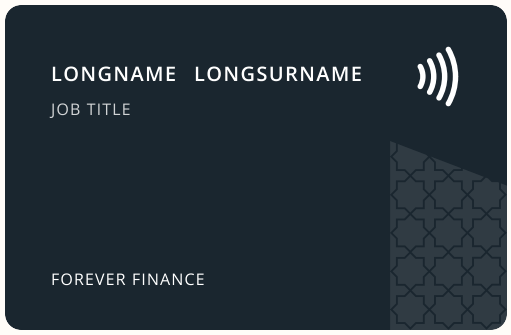
MI NEQUE ELEMENTUM PELLENTESQUE NISL. LIGULA CRAS LACINIA TINCIDUNT ALIQUET INTERDUM DUIS AT URNA.

13.Collaterals / Mockups / templates

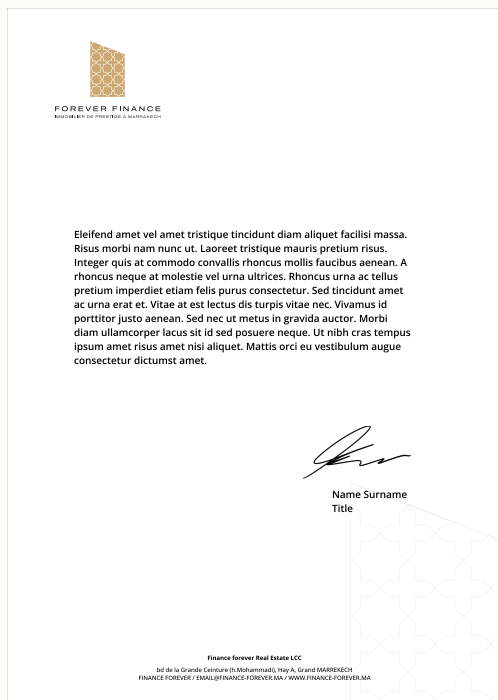
NFC CARD

Front

Back

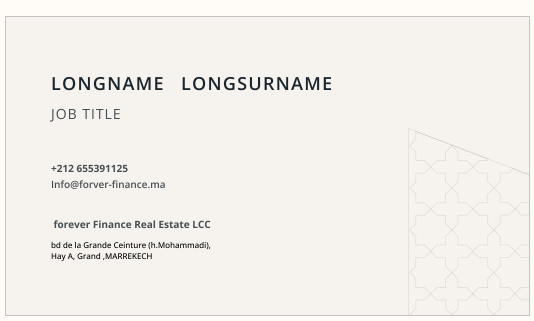


LETTERHEAD



BUSINESS CARD

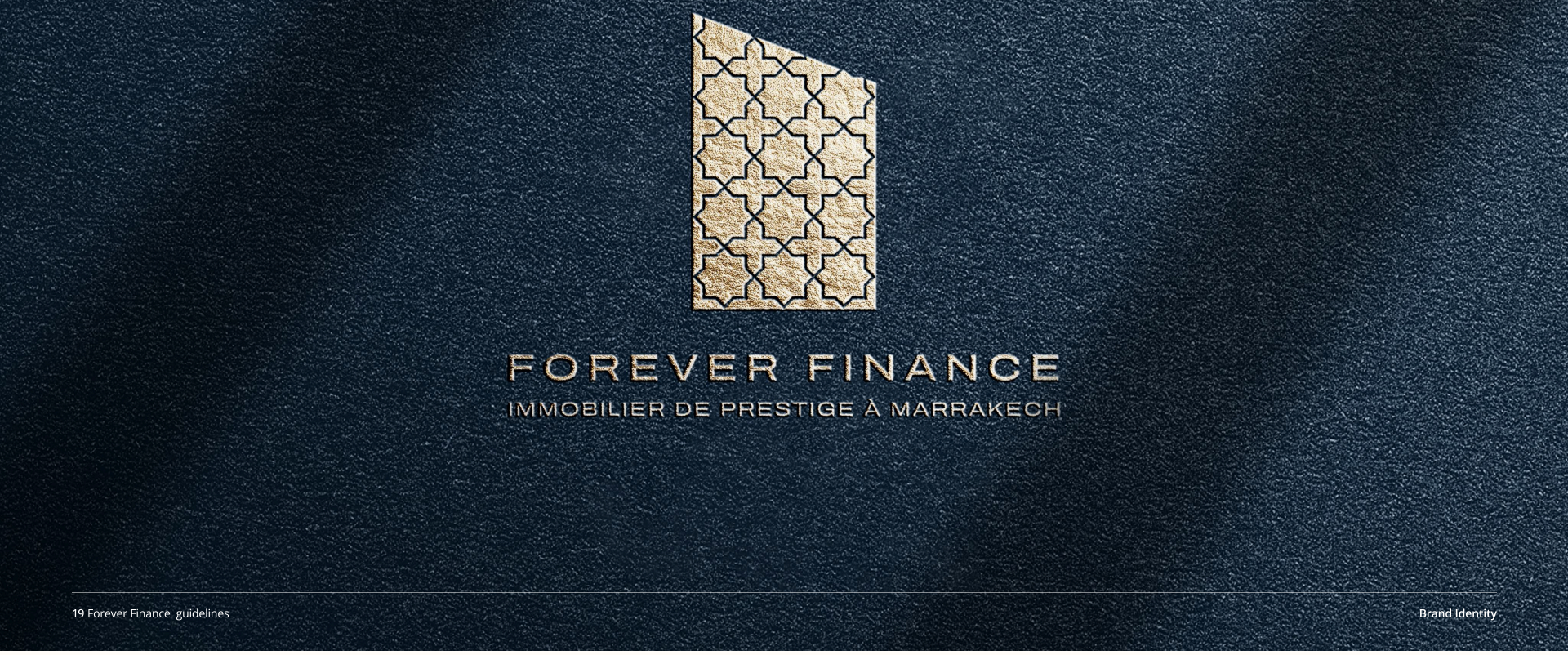
Front



Back

BACKGROUND

LOGO 3D

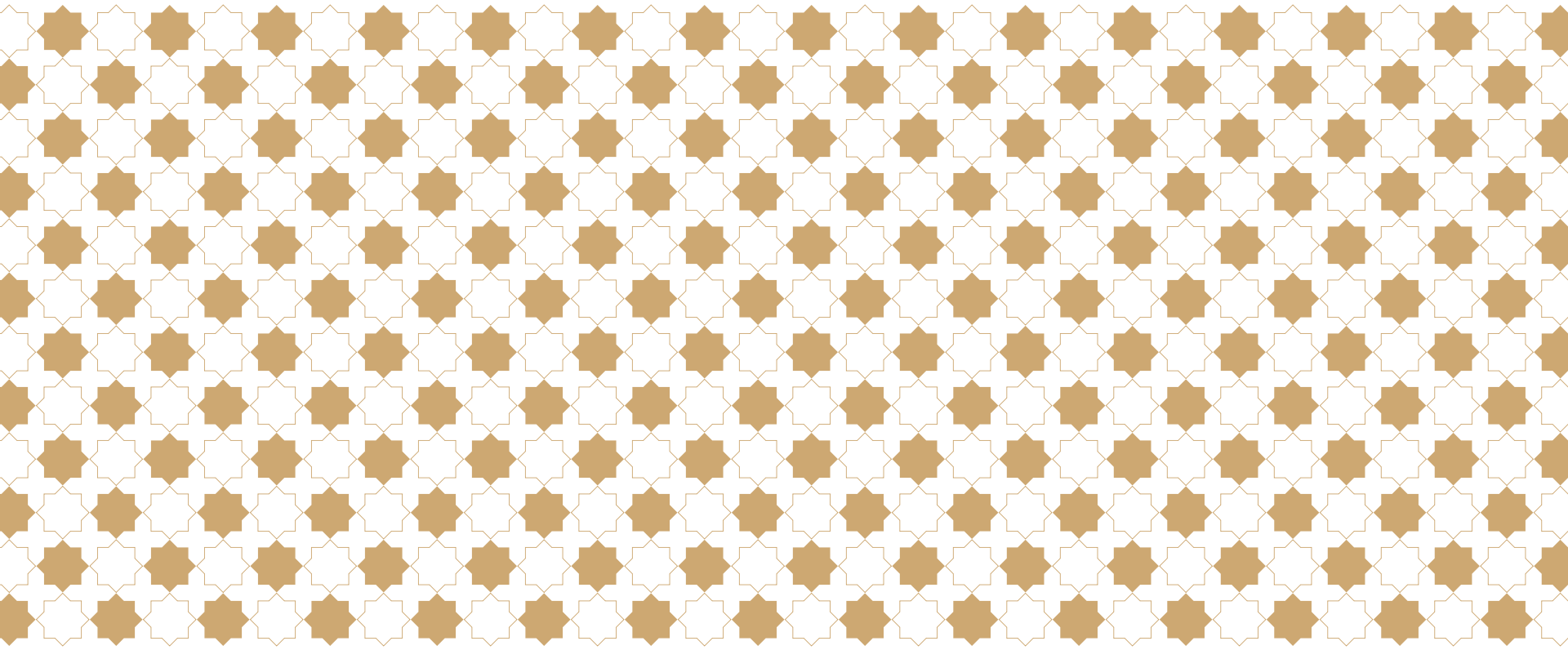


PEN

EMAIL SIGNATURE

WEBSITE TEMPLATE

PATTERN



Crafted by Ilyes Ammar

www.linkedin.com/in/ammarilyes

ONCE IN A BLUE MOON