

**This was the first brand guide template we worked on as a group. However, since we decided to rebrand, we didn't use it and complete it. Instead, we created a completely new brand guide with a fresh design and concept, tailored to a different target audience and focus group.**

Beyond ♦

---

# BRAND GUIDELINES

# TABLE OF CONTENTS

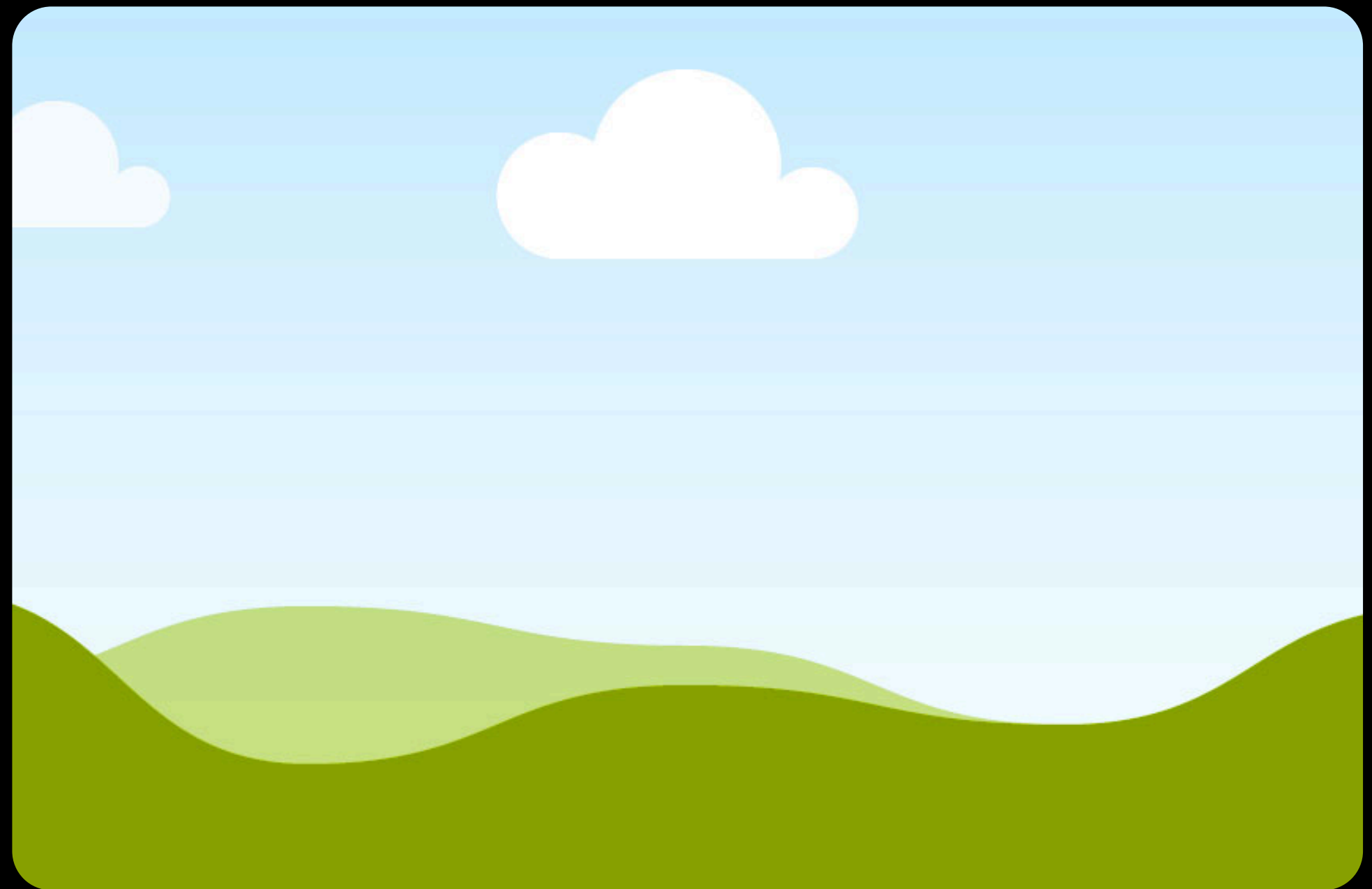
1	About us	11	Typography
2	About the logo	12	Mood board
3	Core values	13	Core values
6	Color variations	14	Packaging
7–8	Backgrounds	15	Stationery
9	Incorrect logo usage		
10	Primary & secondary palette		

Beyond ♦

---

# ABOUT US

Our studio mission is to create something deeper than just visuals. To go beyond brand aesthetics and build real, meaningful connections between a brand and the people.



Beyond ◆

---

Beyond ◆

## ABOUT THE LOGO

The logo consists of the text "Beyond" in wisely chosen "The Seasons" font, and the "Blue diamond" symbolizing the quality and the uniqueness of our work.

Beyond ◆

---

# CORE VALUES

## TRUST

Upholding honesty,  
transparency in all interactions  
to become and stay trusted

## QUALITY

Quality over quantity. We  
deeply value our work.

## INNOVATION

Giving our best to create  
something new and unique.

## RELIABILITY

Performing consistently well. Creating  
durable products. Trustworthy.

