

Branding / Look & Feel Explorations

Montsera Project Solutions

1. Why Branding Matters

2. Branding Prompts

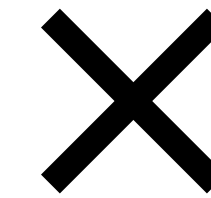
3. Branding Explorations

4. Recap

A brand is more than a logo.

The Montsera brand expresses its purpose and values, bringing energy, and setting the tone for how people feel about and interact with the company. With that in mind, it's important to consider every element—logo, typography, color, imagery, voice and tone, and beyond—to give shape and momentum to the evolving direction of the company.

How the brand shows up in the world matters. These samples are to help you make decisions when working with the visual and verbal expression of the company. Let us know if you have questions. Through careful and consistent branding, we will help Montsera stand out in the market, and make its purpose and values real to people inside the organization and out.



Colours

Typography

Voice & Tone

Imagery

Branding Prompts

Words to describe the brand's visual identity that communicate the values and mission of Montsera Project Solutions

Bolded words are ones that I feel are particularly important to the brand.

alternative

beneficial

better

building

carbon

change

climate

comfort

conscious

construction

cooling

development

earth

efficiency

efficient

energy

engineer

environmental

foilage

forward

functional

future

geography

green

grounded

harmony

heating

home

impact

innovative

insulation

integration

landscape

material

membrane

modern

nature

new

optimal

passive

performance

pioneer

planet

process

renewable

renovation

responsible

retrofit

sealing

seasons

sensible

sensitivity

smart

solar

structural

structure

sustainable

technology

tectonics

thermal

thoughtful

timber

topography

Brand Exploration One

Brand concept one at a glance

Logo

In general the brand should feel open, light, and airy by leading with white and using accents of yellow and blue.

Generous use of whitespace is employed to impart that feeling.

Whenever possible let the Montsera have plenty of breathing room around it



Colour Breakdowns

The sunny yellow and bright blue look to evoke ideas of sustainability and environmental consciousness without being so typical as to relying on green.

Primary

white
print:
CMYK — 0 0 0 0
digital:
RGB — 255 255 255
Hex — #FFFFFF

yellow
print:
CMYK — 0 21 86 0
PANTONE — 123 C
digital:
RGB — 255 201 35
Hex — #FFC923

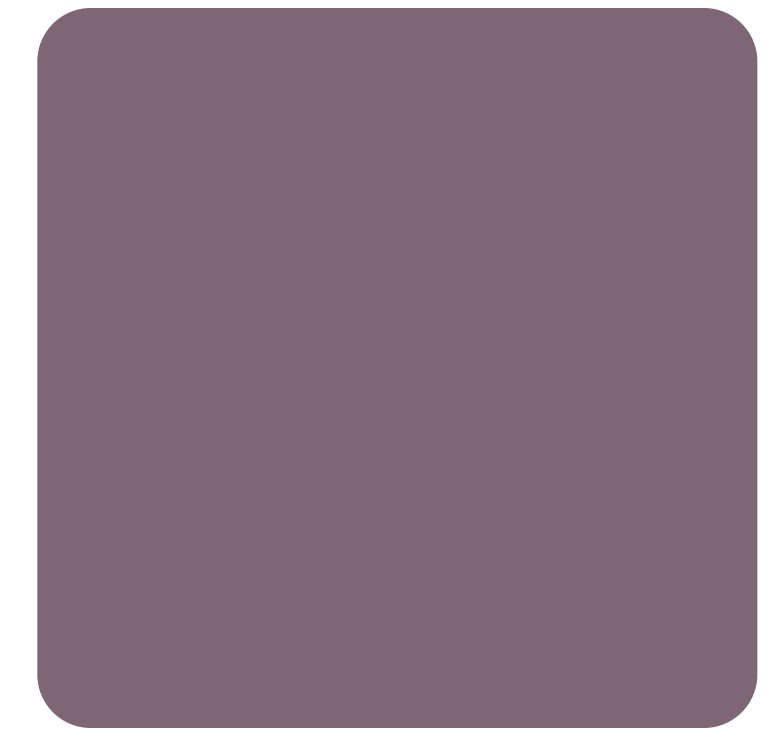
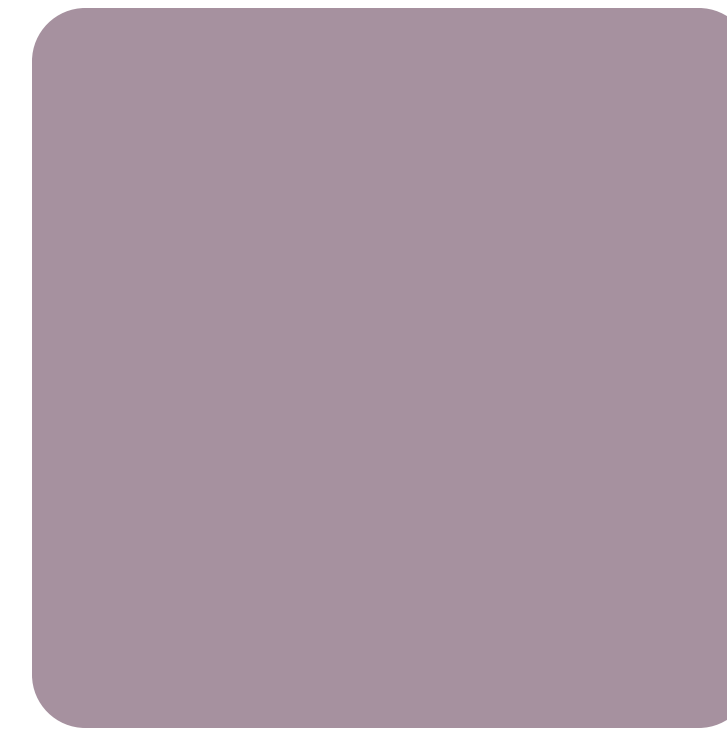
blue
print:
CMYK — 68 23 0 11
PANTONE — 298 C
digital:
RGB — 72 174 227
Hex — #41B6E6

black
print:
CMYK — 0 0 0 100
digital:
RGB — 0 0 0
Hex — #000000

We establish further colours to accent the brand by creating variants by way of tints of the primary accent colours.

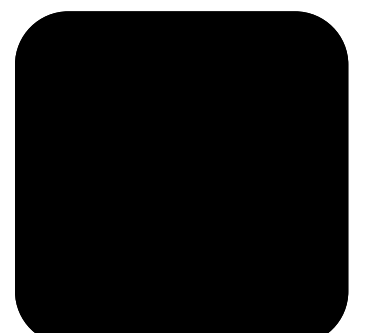
An additional darker lavender is also applicable to round out accent options.

Accents



Ample use of white helps achieve a balanced whitespace. Making the company's website and communications easy to understand and uncluttered.

Proportion



Typography

Montserrat

+

Inter

about the typefaces

Montserrat is a sans-serif design to have high readability and ease of scaling making it a suitable typeface for printed & digital.

Inter is designed to work well on screens as a UI font and features a large x-height. The family is available in nine weights with matching italics, as well as a variable font version.

for Montsera

Montserrat would serve as a display (headers) typeface with Inter being the primary font for body copy.

Montserrat Bold (700)

A a B b C c D d E e F f G g H h I i
J j K k L l M m N n O o P p Q q R r
S s T t U u V v W w X x Y y Z z

0 1 2 3 4 5 6 7 8 9

Inter Regular (400)

A a B b C c D d E e F f G g H h I i
J j K k L l M m N n O o P p Q q R r
S s T t U u V v W w X x Y y Z z

0 1 2 3 4 5 6 7 8 9

Sample

Passive cooling

Natural cooling utilizes on-site energy, available from the natural environment, combined with the architectural design of building components (e.g. building envelope), rather than mechanical systems to dissipate heat.

Therefore, natural cooling depends not only on the architectural design of the building but on how the site's natural resources are used as heat sinks (i.e. everything that absorbs or dissipates heat). Examples of on-site heat sinks are the upper atmosphere (night sky), the outdoor air (wind), and the earth/soil.

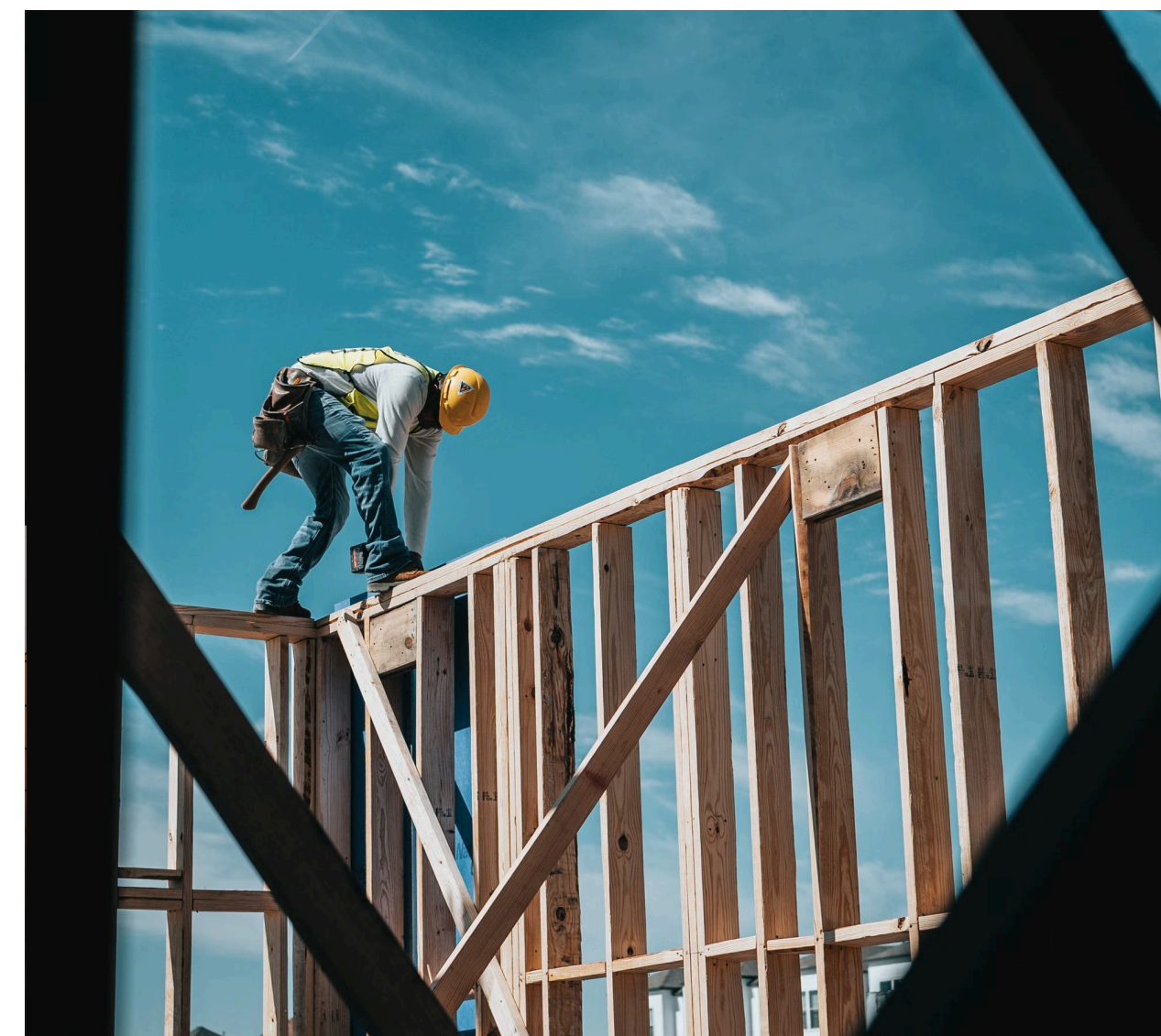
Passive cooling is an important tool for design of buildings for climate change adaptation – reducing dependency on energy-intensive air conditioning in warming environments.

CARBON IMPACT
SUSTAINABLE
SMART METRES
SOLAR ENERGY
ENVIRONMENTAL



BUILD FOR TODAY
& TOMORROW

brand exploration - one - moodboard



Brand Exploration Two

Brand concept two at a glance

Logo

Evoking notions of grounded rationality, the earthy clay and green have an association environmentalism without being overt about it.

Here are two combinations of the palette in use with the logo.

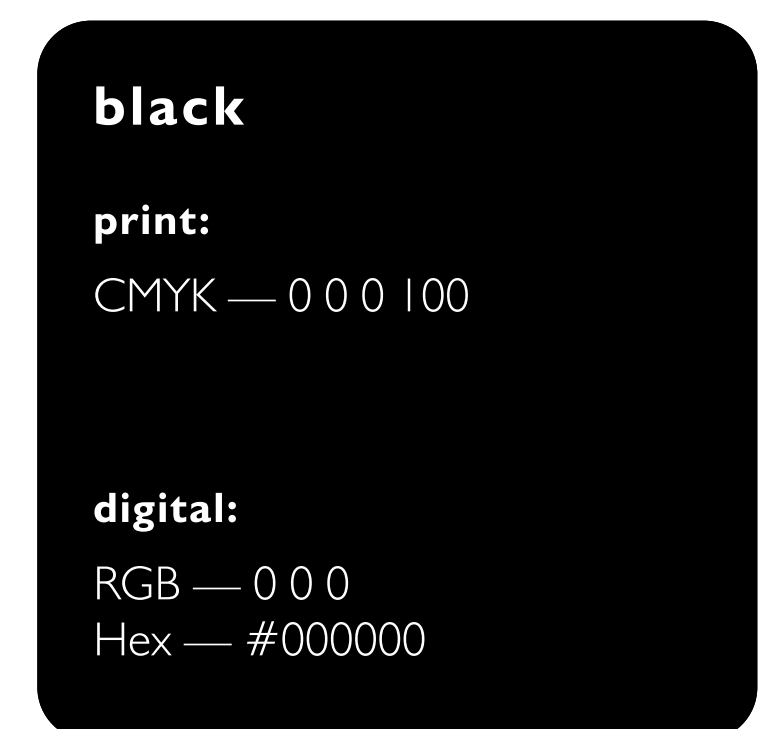
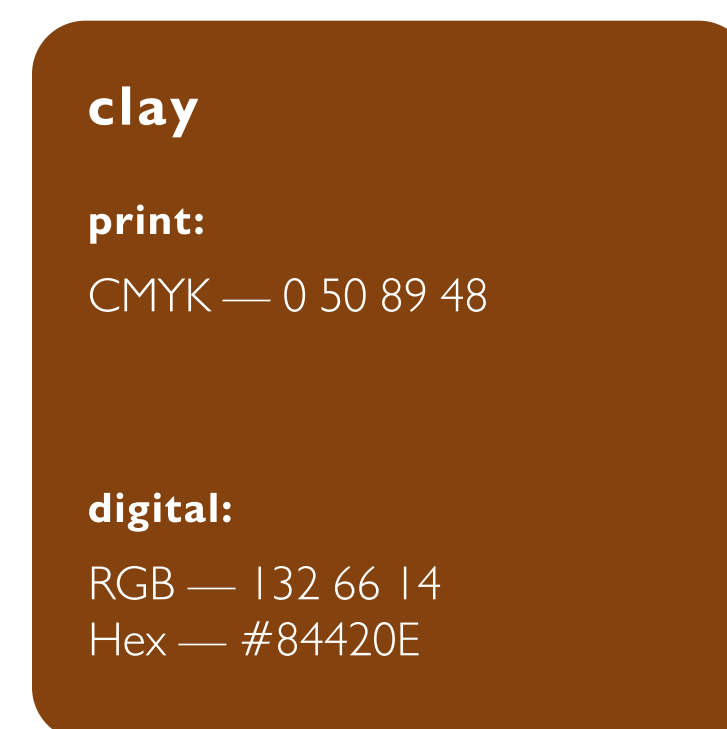
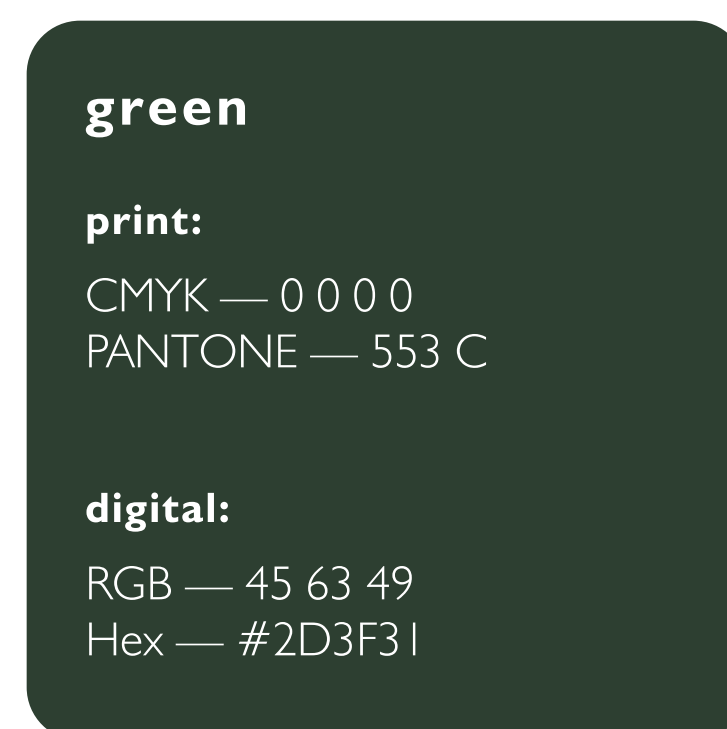
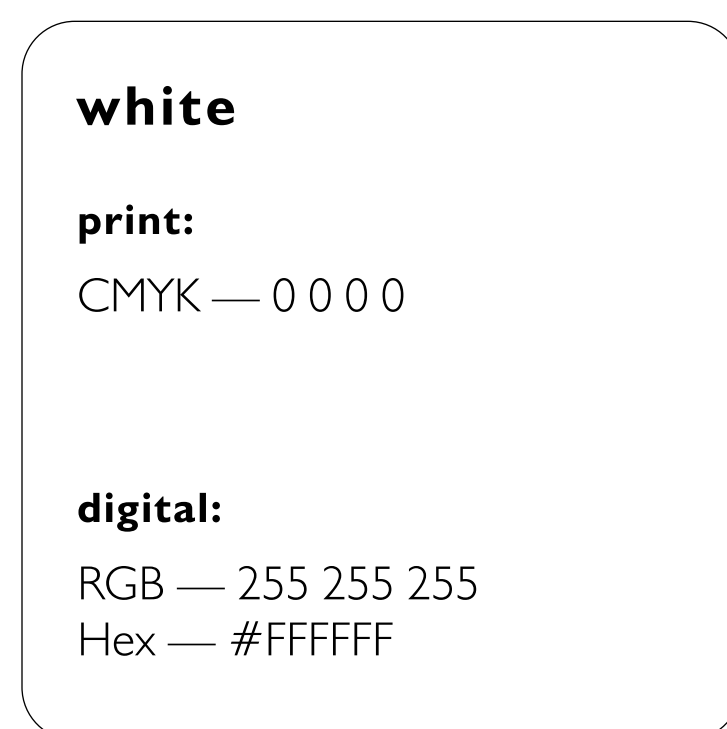


Colour Breakdowns

With this palette we employ the more reserved colours of green and clay imparting a grounded professional.

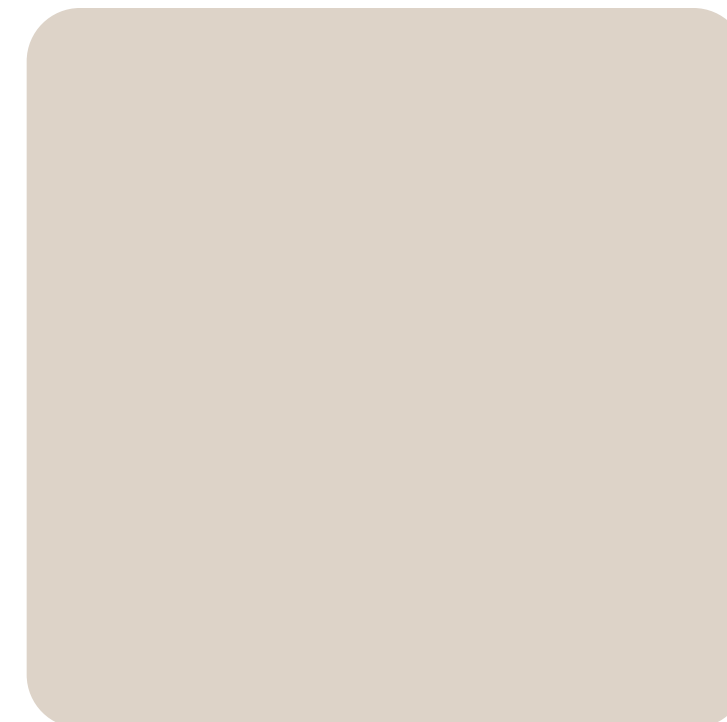
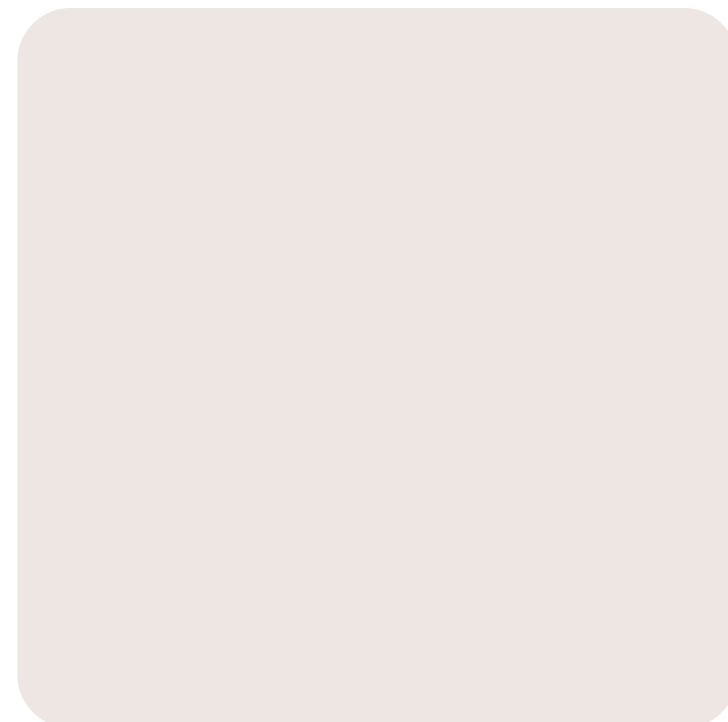
Lastly, the green is not too dissimilar to the leaves of the Montsera plant. Coupled with the reddish clay which is similar to teak, the two together can suggest a mid-century modern aesthetic.

Primary



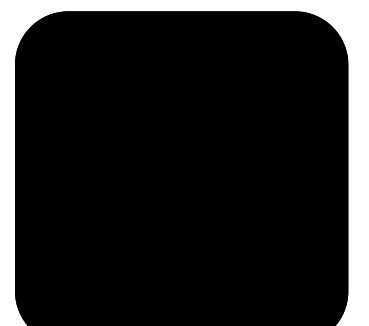
Accents

Expanding upon the reserved primary palette we add few grays and a beige.



Proportion

Keeping with the previous notion of light and open this palette relies on white leading again.



Typography

Cormorant

+

Montserrat

about the typefaces

Cormorant is a serif designed as a display face meaning it was made purposefully to be used in larger sizes as a header.

Its more traditional form lends to a sense elegance imparting notions of confidence and integrity. Two feelings that work well with the mission of Montsera as a brand.

for Montsera

Cormorant would serve as a display (headers) typeface with Montserrat being the primary font for body copy.

Cormorant Medium (500)

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Montserrat Regular (400)

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Sample

Passive cooling

Natural cooling utilizes on-site energy, available from the natural environment, combined with the architectural design of building components (e.g. building envelope), rather than mechanical systems to dissipate heat.

Therefore, natural cooling depends not only on the architectural design of the building but on how the site's natural resources are used as heat sinks (i.e. everything that absorbs or dissipates heat). Examples of on-site heat sinks are the upper atmosphere (night sky), the outdoor air (wind), and the earth/soil.

Passive cooling is an important tool for design of buildings for climate change adaptation – reducing dependency on energy-intensive air conditioning in warming environments.



Carbon Impact

Sustainable Development

Building Better Homes




A Dedicated Effort to Positively Contribute to the Climate Crisis



Taking an "environment-first approach", masonry from the dilapidated farm buildings that were previously on the site were crushed and reused in the centre's foundations.



Brand Exploration Three

Brand concept three at a glance

Logo

Evoking notions of a grounded rationality and leaning on the association of green being environmentally conscious, but without being overt about it.

The

Whenever possible let the Montsera have plenty of breathing room around it



Colour Breakdowns

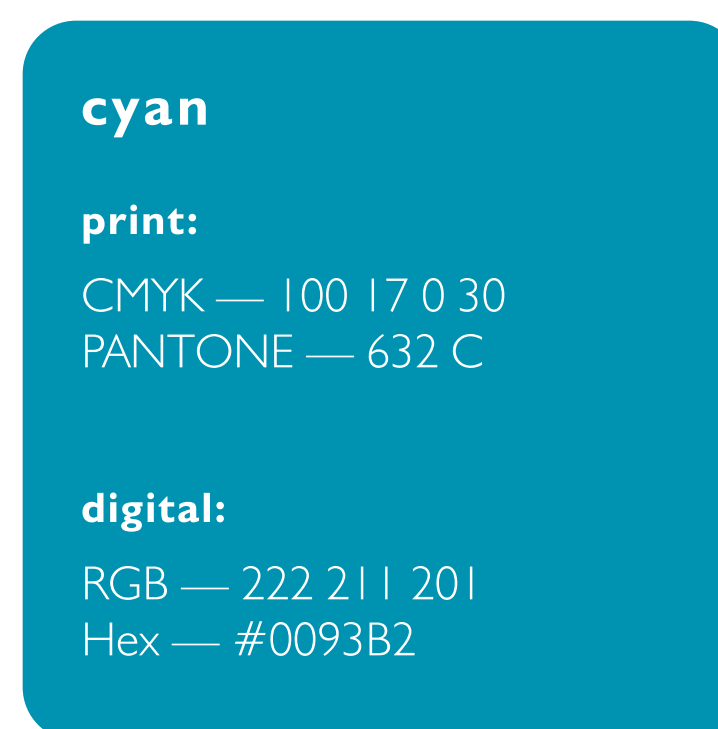
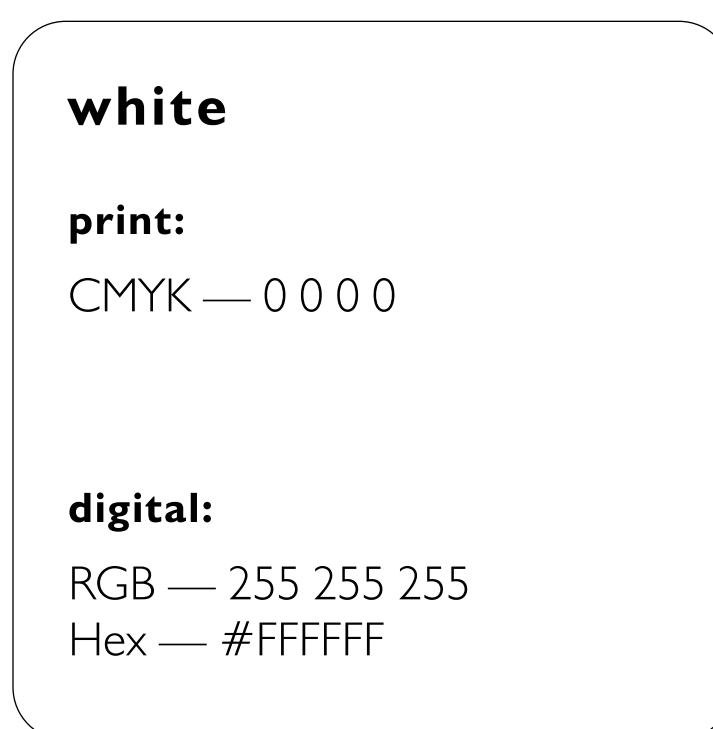
White returns again with being the dominant colour, but accompanied by bold partners of a near black grey and cyan.

The dark grey is strong, professional, and when with the white it allows the cyan to come through vividly. Cyan is associated with rationality and above all cleanliness. Two desirable qualities for a firm in the field of creating more sustainable and eco-conscious built environments.

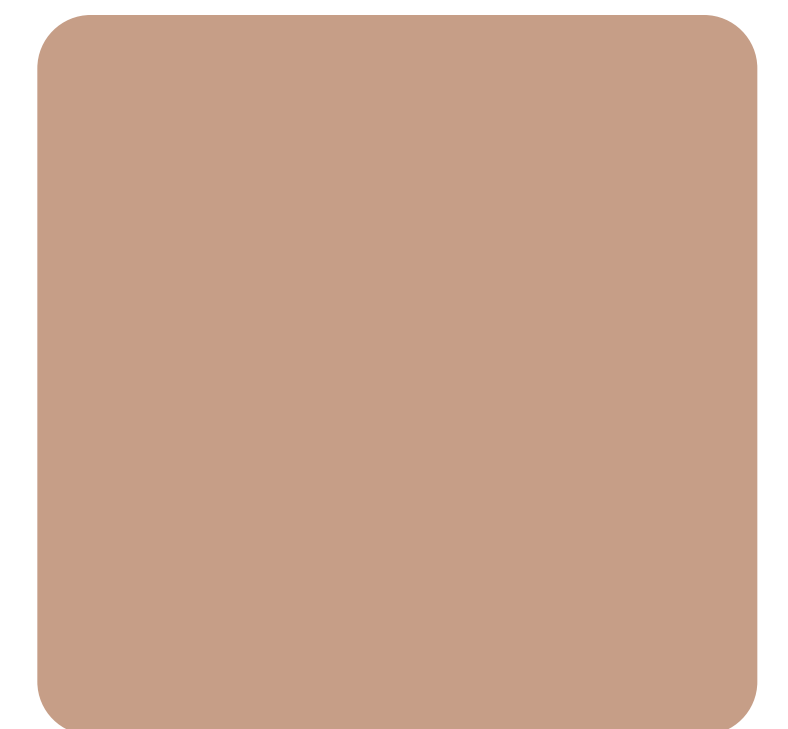
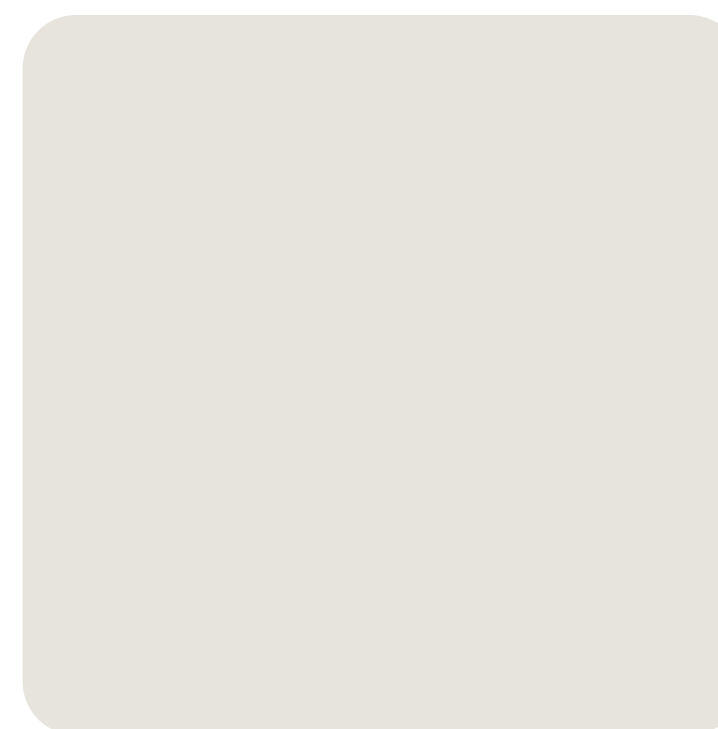
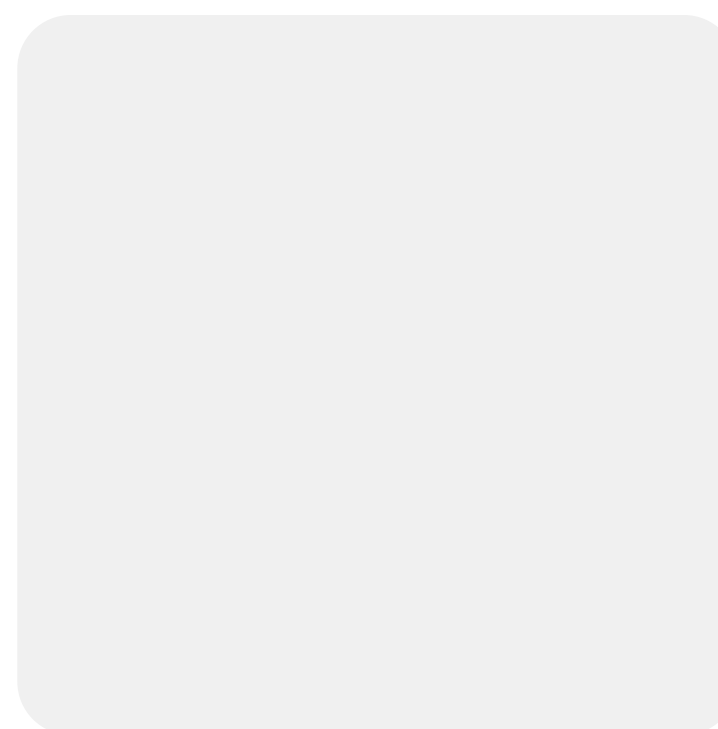
Adding greys, cream, and a soft copper to supplement the primary bold palette gives the branding a diverse palette to leverage for accents.

Keeping with the previous notion of light and open this palette relies on white leading again.

Primary



Accents



Proportion



Typography

Cormorant

+

Inter

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Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Inter Regular (400)

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Sample

Passive cooling

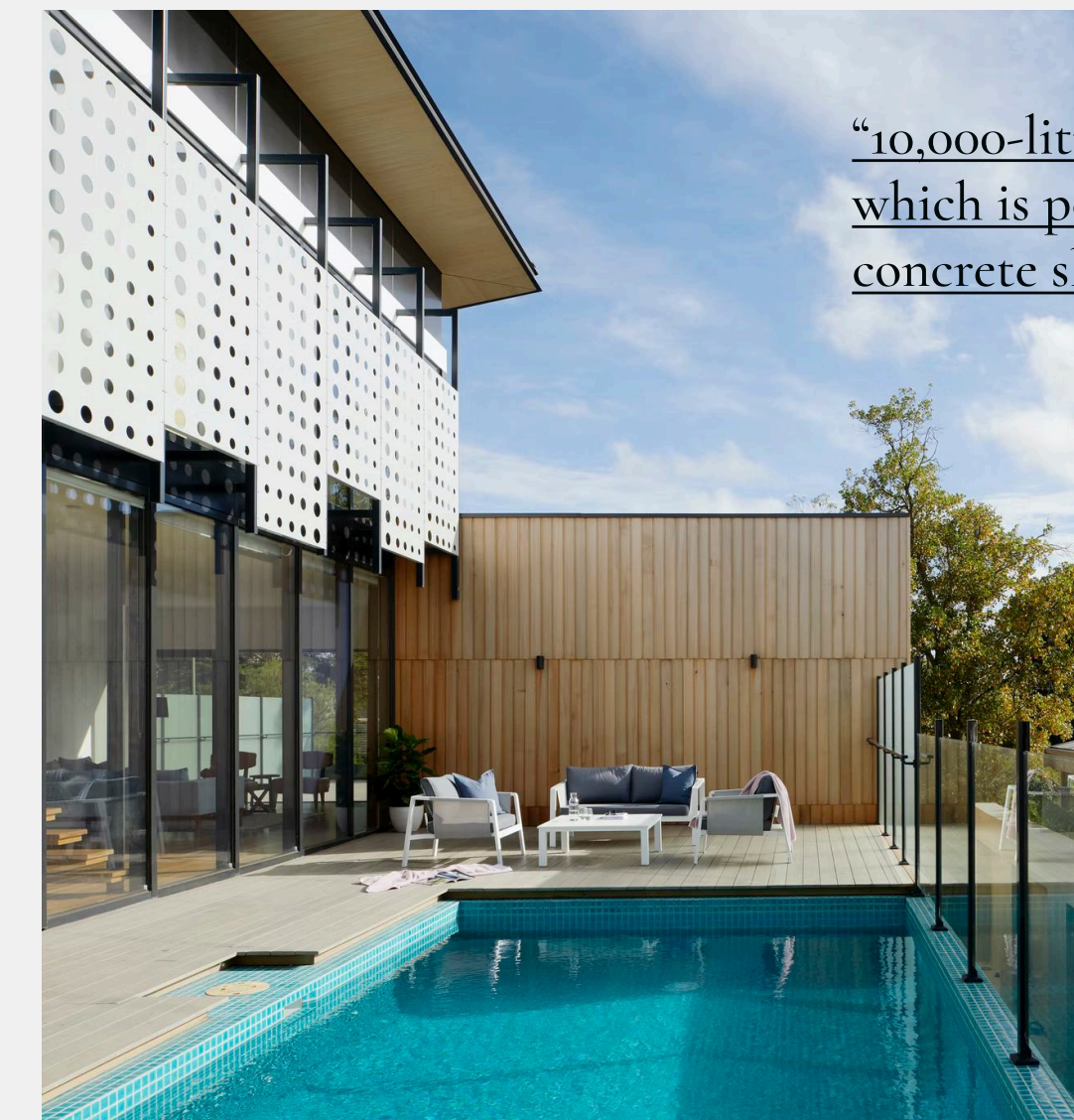
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Garden House Case Study. Retrofitting Pools For 21st Century



“10,000-litre water tank store which is positioned under a concrete slab in the garage”



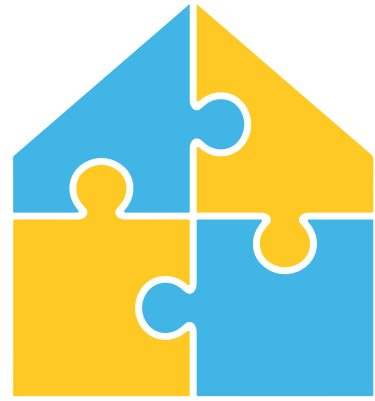
Although Garden House was designed as a self-powered house the client did not want it to be filled with complex gadgets and technology systems.

It uses an entirely electric power system that is generated from a solar panel array on its roof. The array generates an average of 100 kilowatt hours of electricity per day that is stored within two Tesla Powerwall batteries.

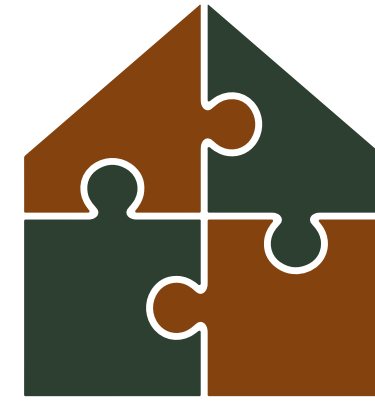
The home contains a 10,000-litre water tank store which is positioned under a concrete slab in the garage, while harvested water collected from rainfall is used to flush the home's toilets as well as for garden irrigation.



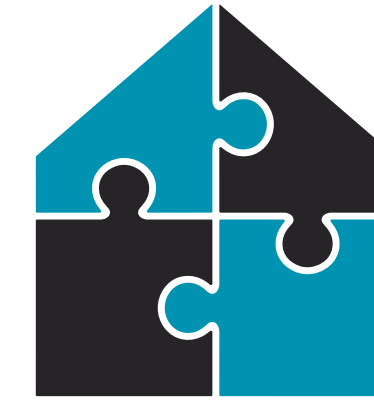
Recap



MONTSERA
PROJECT SOLUTIONS



MONTSERA
PROJECT SOLUTIONS



MONTSERA
PROJECT SOLUTIONS



Concept One

Concept Two

Concept Three

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Ω Branding / Look & Feel Explorations

Montsera Project Solutions

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