



GURRI
DESIGN + REMODEL

Brand Identity Guidelines

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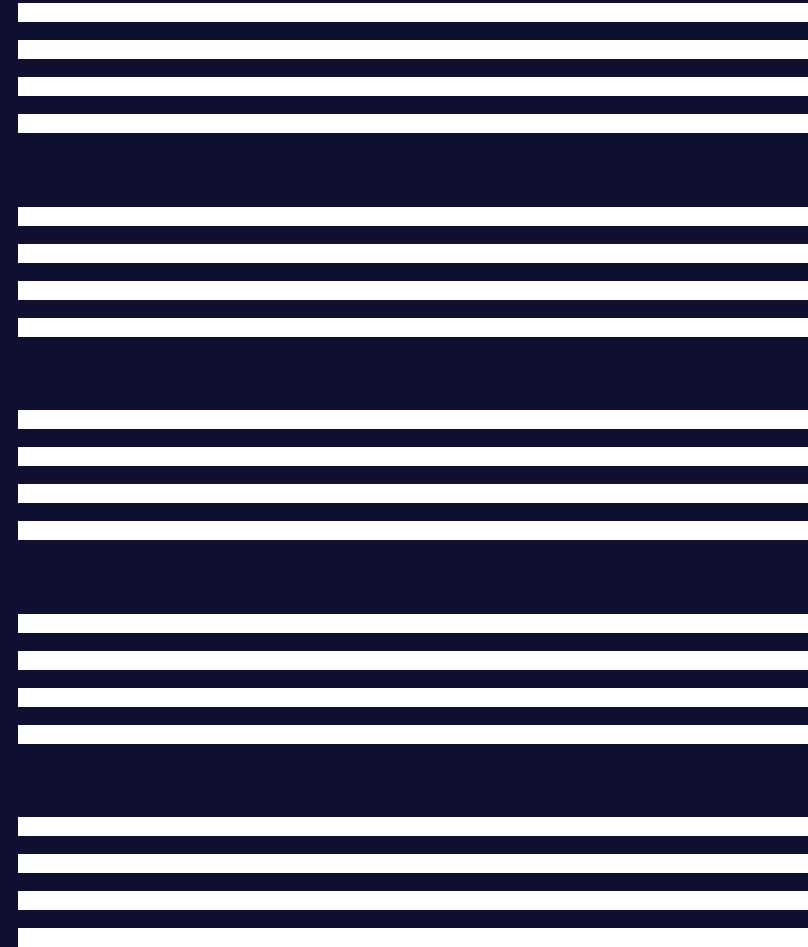
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1.0 Introduction

01



1.1

Introduction

Gurri Design + Remodel provides an integrated continuum of award-winning design and remodeling services from concept to completion that creates value for your project.

The Gurri on-staff, old-world craftsmen will restore, remodel, renovate your bathroom, kitchen, apartment, home or industrial/commercial space with a blend of state-of-the-art materials and latest technology with rich interior and organic detail.

By taking full responsibility for projects from 'conception to completion' the firm is able to deliver exquisite interior detail and complete projects at an exceptional value while exceeding the highest level of quality.

1.2 Design Overview

Brand Logo



Secondary Logo



Brand Colors



Typeface

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()

Aa Light
Bold

Oswald

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Aa Light
Bold

Brand attributes

Mission

At Gurri Design + Remodel, our mission is to transform spaces into timeless works of art that reflect our clients' unique tastes and lifestyles. We strive to deliver unparalleled craftsmanship and innovative design solutions, ensuring each project we undertake not only meets but exceeds expectations. Through our commitment to quality, attention to detail, and sustainable practices, we aim to create enduring value and a lasting positive impact on the communities we serve.

Vision

Our vision is to be the leading force in the design and remodeling industry, known for our excellence in craftsmanship, creativity, and customer service. We aspire to set new standards in sustainable and eco-friendly building practices, offering bespoke solutions that marry tradition with modernity. By continually pushing the boundaries of design and construction, we aim to inspire and shape the future of residential and commercial spaces.

Brand attributes

Values

Quality: We are dedicated to delivering the highest quality craftsmanship and materials in every project.

Integrity: We conduct our business with honesty, transparency, and a commitment to ethical practices.

Innovation: We embrace creativity and innovation, always seeking new ways to enhance our designs and construction methods.

Sustainability: We prioritize eco-friendly practices and materials, striving to minimize our environmental impact.

Customer-Centric: Our clients are at the heart of everything we do. We listen, collaborate, and tailor our services to meet their unique needs and visions.

Slogan

"From Concept to Final Build"

1.3 Logo Philosophy

GURRI
DESIGN + REMODEL

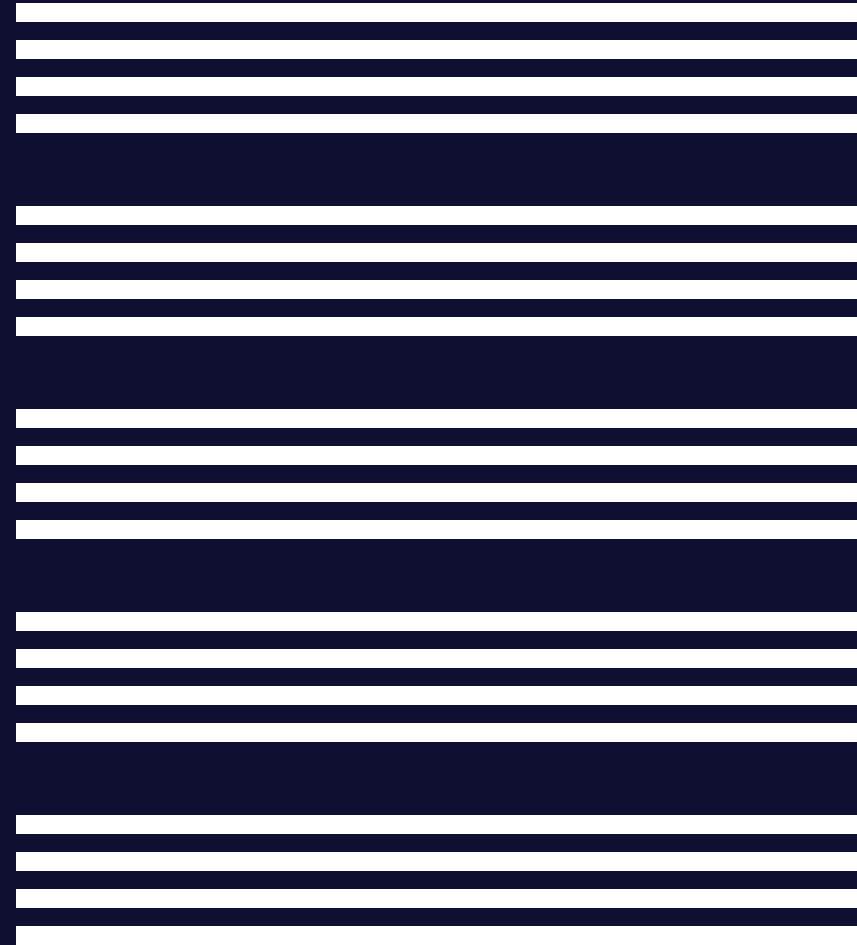
The bold, modern font of "GURRI" conveys strength, reliability, and a forward-thinking mindset. The integration of lines within the letters adds a dynamic element, representing the innovative and creative spirit of the company. It signifies the blend of traditional craftsmanship with contemporary design principles.



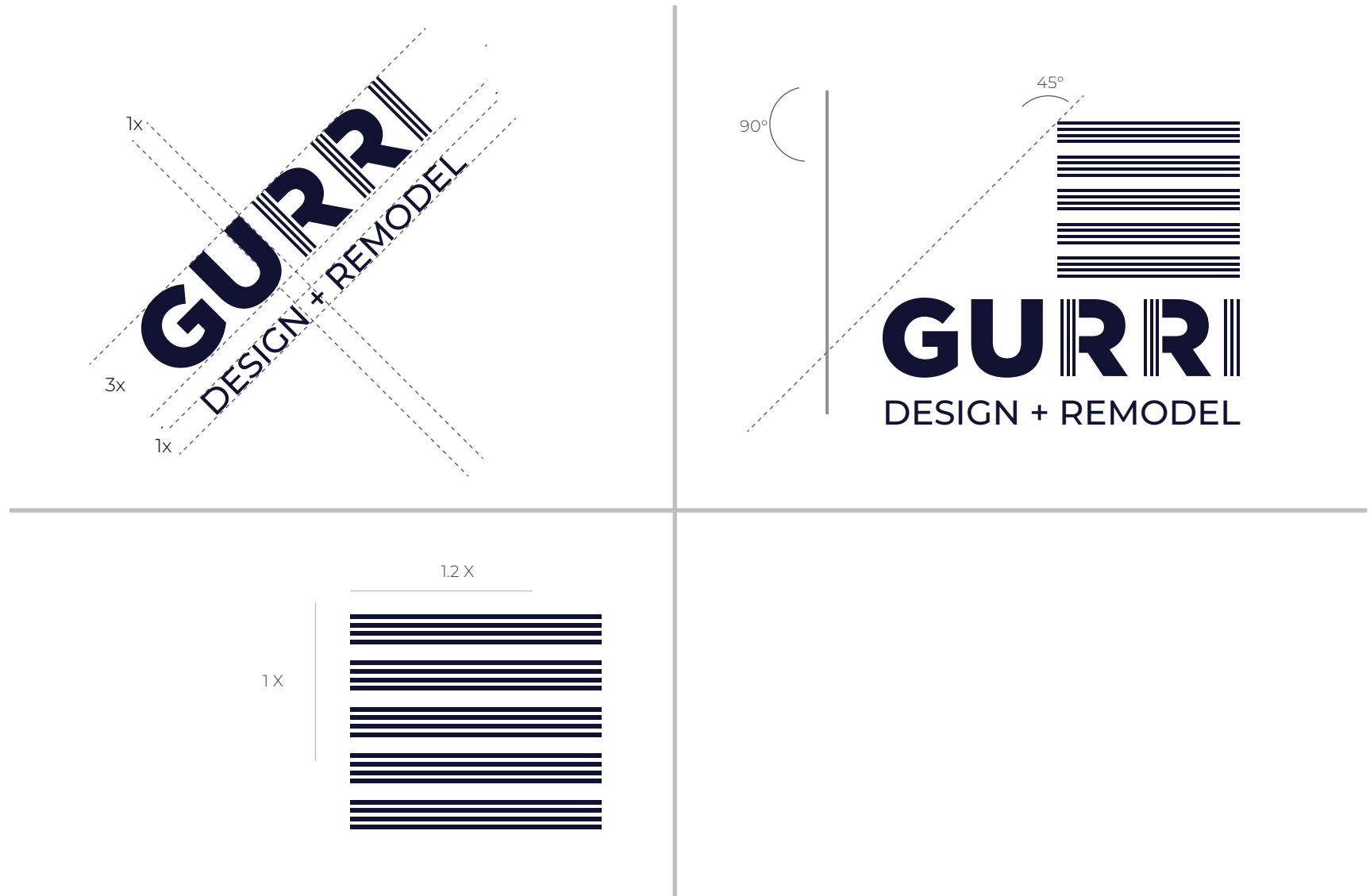
The horizontal lines symbolize the meticulous attention to detail and structured approach Gurri Design + Remodel takes in every project. The lines reflect the precision and care that go into planning and executing each design, ensuring a seamless and coherent outcome.

2.0
Logo

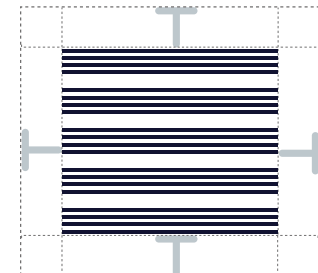
02



2.1 Logo Construction



Minimum Clear space 2.2



Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side.

2.3 Graphic Elements



Logo Usage 2.4

Logo

Symbol

Logotype
&
Tagline



GURRI
DESIGN + REMODEL

Primary Logomark



logomark



Secondary Logomark



Our logo is the face of Gurri Design + Remodel
The primary visual expression that we use to identify ourselves.
Meaning that we need to be careful to use it correctly and to do so consistently.

2.3 Logo Variation

Full color



One color



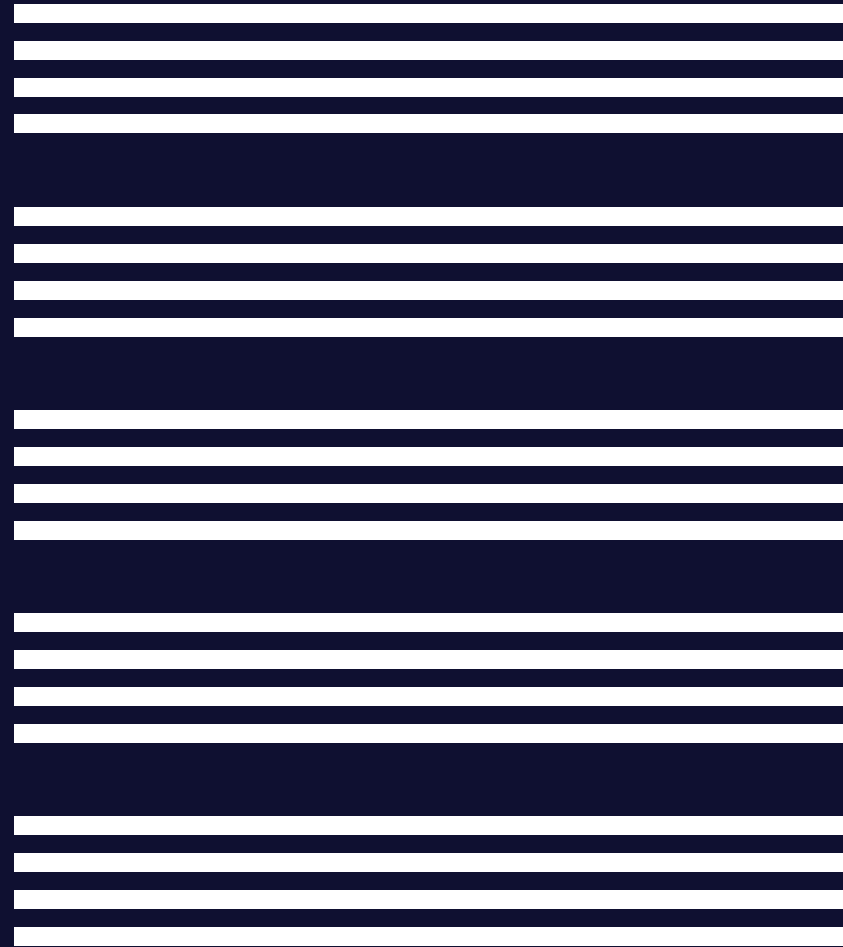
Full color with background



Logo used on an application will often depend on the background and production method. When using the logo on a white background.

3.0
Color

03

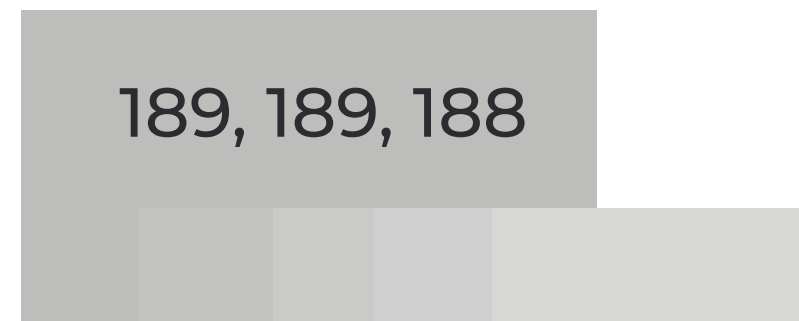


3.1 Color Palette

HEX



RGB



Color
Variation 3.2



4.0

Topography



04

4.1 Typography

Primary font

Montserrat

Aa

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%^&*()

secondary Font

Oswald

Aa

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()

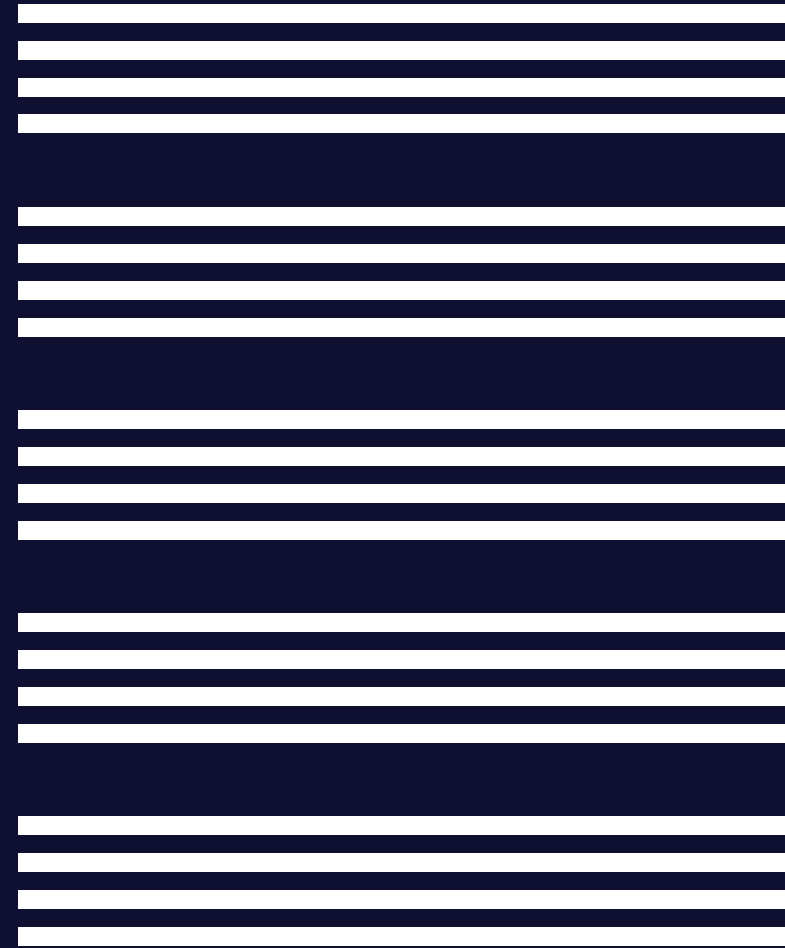
Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()**

5.0

Do's & Dont's

05



Logo Do's & Don't 5.1

Do Not: Logomark

Do not resize or change the position of the logomark.



Do Not: Fonts

Do not use any other font



Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.



Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines

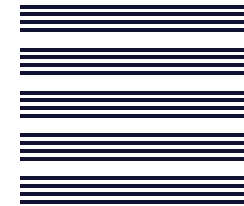


Logo Do's & Don't 5.1

Do



Do



Do



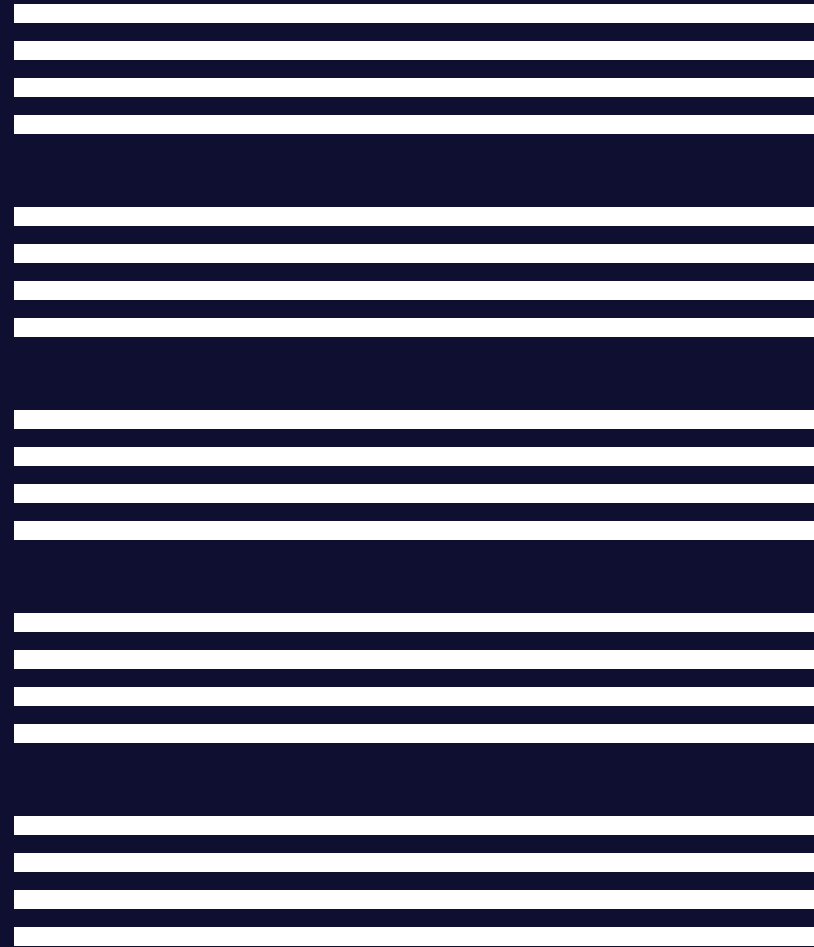
Do



6.0

Marketing Collateral

06



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Marketing Collateral 6.1

www.gurrinyc.com



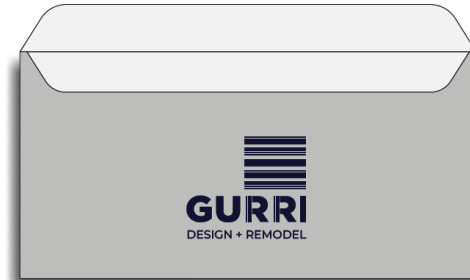
Marketing Collateral 6.1

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Using the brand book

This is a tool to help guide and strengthen the body of visual communications that will build Gurri Design + Remodel into a highly recognized and respected brand. The information provided in this document brings a solid foundation to the Gurri Design + Remodel brand, while allowing the artistic and creative flexibility needed to create high quality and visually stunning communications.

This brand guideline is developed for the benefit of the Gurri Design + Remodel network, including partners, contractors, and/or client individuals and for those who are considering cooperating with the brand.

Important copyright notice

The Gurri Design + Remodel logo is a trademark of Gurri Installation.

It is important to maintain the integrity of the logo. The guidelines described in this document must be used by all Gurri Installation affiliates (Distributors, Partners, Contractors, Clients, etc.) that intend to use our logo.

If you are not sure if the Gurri Design + Remodel brand is properly protected in your entity, contact Gurri Design + Remodel marketing department.

For further information, questions, and/or concerns, please contact info@gurrinyc.com.



Thank You

Design by:
www.globalcreativify.com