ColorWave®

ColorWaves Branding

Graphcent™
©2024

Project:
Branding

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Refinement Policy

The ColorWaves Brand Refinement Policy is designed to safeguard the integrity of the brand while allowing for thoughtful enhancements that keep it fresh and competitive. Any refinements to the logo mark, colors, or typography, such as the wave-shaped "W" and the vibrant rainbow palette, will be carefully evaluated to ensure they maintain the brand’s dynamic, creative essence. The use of Maven Pro and Inter will continue to support a modern, professional look while any color adjustments will enhance visibility across all media, ensuring the brand remains bold and impactful.

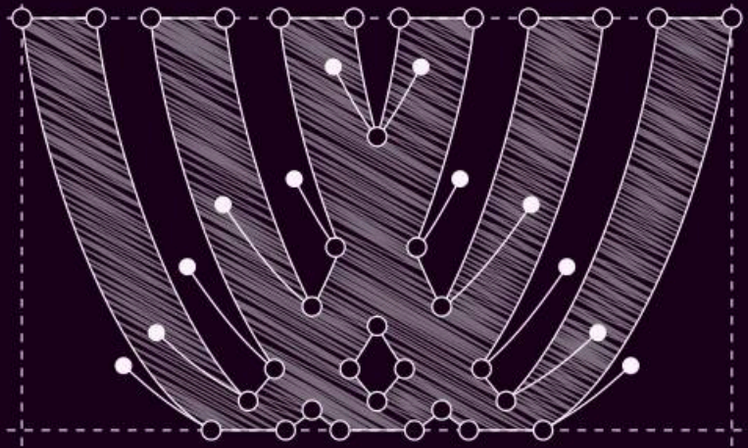
ColorWaves & Sons © 2024, All rights reserved

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Logo Implementation

01

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse



Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse



ColorWaves & Sons © 2024, All rights reserved



Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Logo Mark Summary:

The ColorWaves logo mark is a vibrant and modern design featuring a wave that forms the letter "W". This wave shape symbolizes both the fluidity of paint and the brand's name, while each segment of the "W" is filled with a different color from the rainbow. This rainbow spectrum represents creativity, diversity, and the transformative power of color.

The segmented, wave-shaped "W" adds a dynamic and energetic feel to the logo, reflecting ColorWave's mission to infuse every space with vibrant, life-enhancing color. The use of multiple colors in each segment enhances the visual impact of the logo, making it a bold and memorable mark that stands out across various applications.

With its flowing lines and lively color palette, the ColorWaves logo mark perfectly embodies the brand's core values of creativity, innovation, and a passion for color.



ColorWaves & Sons © 2024, All rights reserved

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse





ColorWaves & Sons © 2024, All rights reserved

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Brand Identity Summary:

ColorWaves is a vibrant and dynamic painting brand that integrates the artistry of paint with innovative design. The new logo concept features a wave that forms the letter "W", symbolizing both the brand name and the fluidity of paint. Each segment of the "W" is filled with a different color from the rainbow, representing creativity, diversity, and the wide range of color options ColorWave offers. This segmented wave design reflects the brand's commitment to bringing color and life to every space.

The chosen Maven Pro typeface adds a modern, sleek, and professional touch to the brand identity. With its smooth curves and contemporary look, Maven Pro aligns perfectly with the flowing wave logo, creating a cohesive and approachable visual presence.

The rainbow-colored "W" is a bold and dynamic representation of ColorWave's vibrant and uplifting approach to painting and interior design. The color palette is designed to capture attention and evoke feelings of creativity, energy, and transformation.





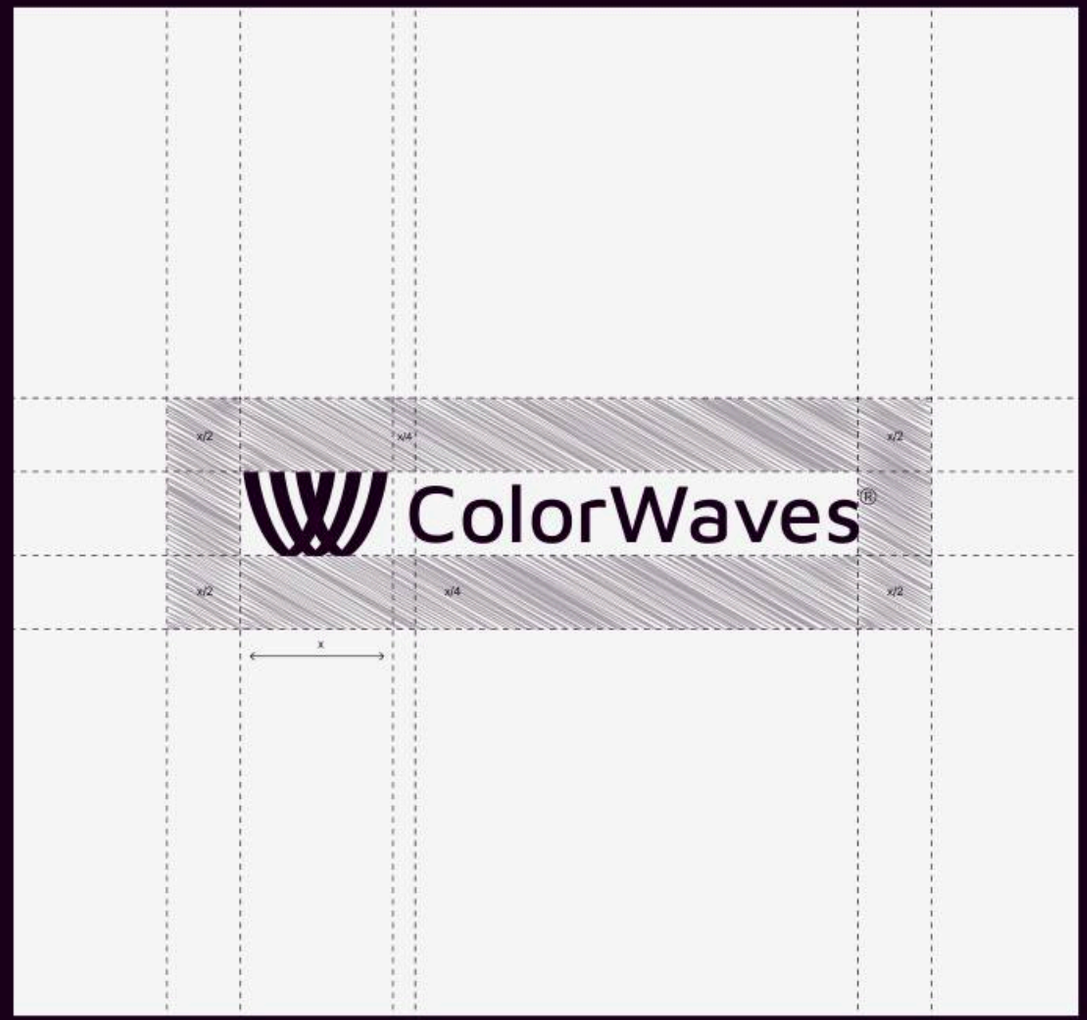
ColorWaves & Sons © 2024, All rights reserved

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Clearspace Logo Horizontal Guide:

The clear space surrounding the horizontal primary logo of ColorWaves is defined by the height of a specific element within the logo, such as the height of the letter "C" in "ColorWaves." This clear space must be maintained on all sides of the logo, ensuring a minimum buffer of X units (where X is the defined height) to keep the logo distinct and recognizable. It is essential that no text, images, or other elements intrude into this space, allowing the logo to stand out prominently in both print and digital applications.

The horizontal logo lockup is particularly useful for website headers, business cards, marketing collateral such as brochures and flyers, social media profiles and cover photos, as well as email signatures. Utilizing this format ensures a clean and professional appearance, maintaining brand consistency and enhancing visibility in various contexts. Adhering to these clear space guidelines will help maintain the logo's impact across all design applications.



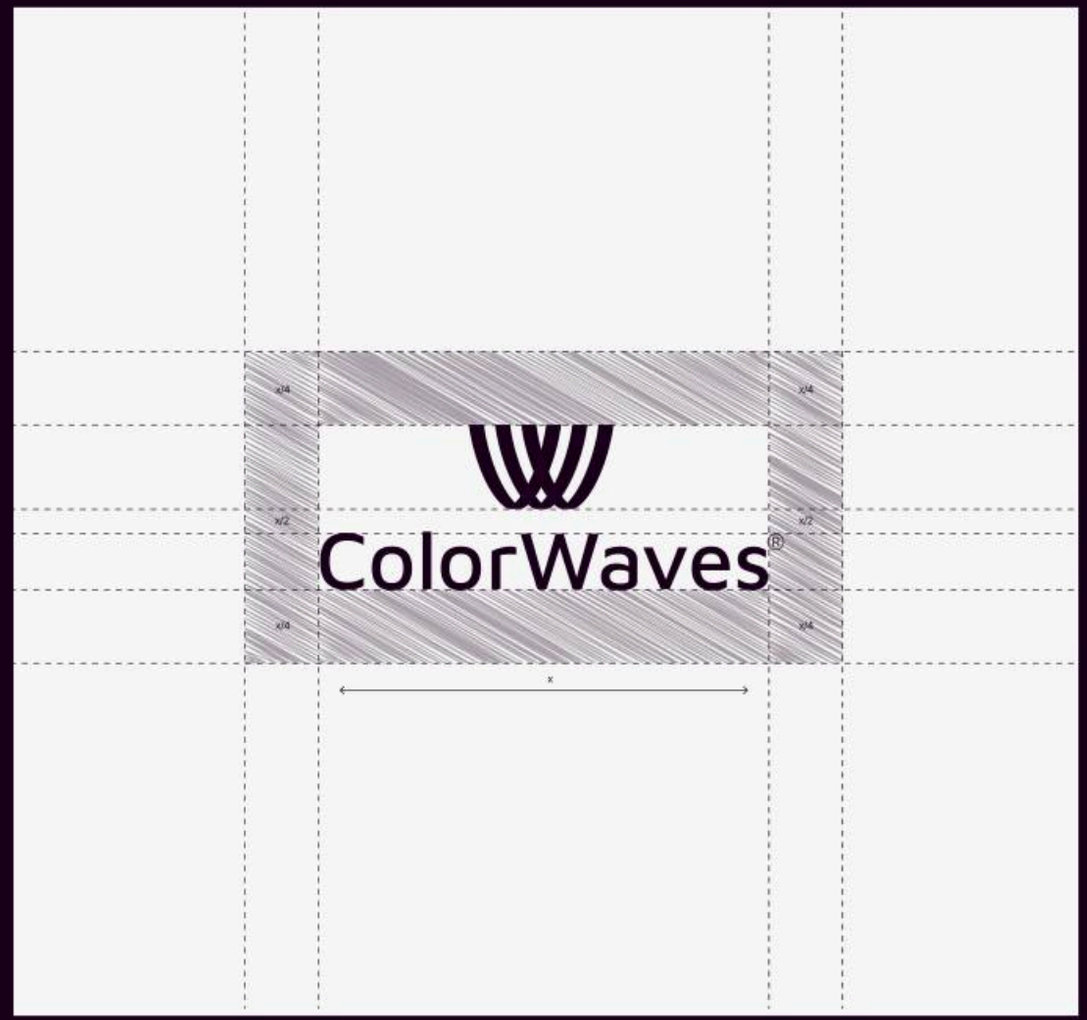
ColorWaves & Sons © 2024, All rights reserved

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Clearspace Logo Vertical Guide:

The clear space surrounding the vertical primary logo of ColorWaves is defined by the height of a specific element within the logo, such as the height of the letter "C" in "ColorWaves." This clear space must be maintained on all sides of the logo, ensuring a minimum buffer of X units (where X is the defined height) to keep the logo distinct and recognizable. It is essential that no text, images, or other elements intrude into this space, allowing the logo to stand out prominently in both print and digital applications.

The vertical logo lockup is particularly effective for use in various contexts, including product packaging, signage, promotional materials, and mobile applications. This format provides a strong visual presence and is ideal for situations where vertical space is limited. Utilizing the vertical logo helps maintain a cohesive brand identity and enhances visibility across different platforms. Adhering to these clear space guidelines will ensure the logo's impact and legibility in all design contexts.



ColorWaves & Sons © 2024, All rights reserved

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse









Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Color Palette

02

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse



Primary Colors

01
Red

-

HEX
#E81416

RGB
232 | 20 | 22

CMYK
0% | 91% | 91% | 9%

02
Orange

-

HEX
#FFA500

RGB
255 | 165 | 0

CMYK
0% | 35% | 100% | 0%

03
Yellow

-

HEX
#F9EA36

RGB
249 | 234 | 54

CMYK
0% | 6% | 78% | 2%

04
Green

-

HEX
#79C214

RGB
121 | 194 | 20

CMYK
38% | 0% | 90% | 24%

05
Blue

-

HEX
#487DE7

RGB
72 | 125 | 231

CMYK
69% | 46% | 0% | 9%

06
Indigo

-

HEX
#4B369D

RGB
75 | 54 | 157

CMYK
52% | 66% | 0% | 38%

07
Violet

-

HEX
#70369D

RGB
112 | 54 | 157

CMYK
29% | 66% | 0% | 38%

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Secondary Colors:

The secondary color palette for ColorWaves enhances the vibrancy and emotional impact of the primary colors, creating a cohesive visual narrative. Each secondary color is strategically selected to resonate with and amplify the essence of the corresponding primary colors.

This palette adds a playful touch that invites engagement, signifying luxury and success while enriching the brightness of the primary hues. It promotes vitality and renewal, reinforcing the brand's commitment to eco-friendly themes, while also deepening the sense of tranquility and trust present in the primary colors.

Overall, the secondary palette not only accentuates the primary colors but also introduces depth and warmth to the brand identity, fostering a sense of joy, engagement, and creativity in ColorWave's offerings.

01

Coral

-

HEX
#FF6F61

RGB
255 | 111 | 97

CMYK
0% | 56% | 62% | 0%

02

Gold

-

HEX
#FFD700

RGB
255 | 215 | 0

CMYK
0% | 16% | 100% | 0%

03

Lime Green

-

HEX
#A2D63A

RGB
162 | 214 | 58

CMYK
24% | 0% | 73% | 16%

04

Sky Blue

-

HEX
#2E86C1

RGB
46 | 134 | 193

CMYK
76%

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse









Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Neutral Colors:

The neutral color palette for ColorWaves serves as a sophisticated foundation that balances and complements the vibrant primary and secondary colors. Featuring shades such as Cloud White, Ash Gray, Slate Gray, and Midnight Plum, this palette provides a refined backdrop that enhances visual clarity and cohesion. The soft whites and grays create an airy and modern feel, allowing the bold colors to shine without overwhelming the design. Midnight Plum adds depth and warmth, introducing a sense of elegance and stability. This neutral palette is essential for grounding the overall aesthetic, ensuring that the colorful elements of the brand remain vibrant and impactful while maintaining a professional and polished appearance.

01

Cloud White

-

HEX
#F7F7F7

RGB
247 | 247 | 247

CMYK
0% | 0% | 0% | 3%

02

Ash Gray

-

HEX
#B0B0B0

RGB
176 | 176 | 176

CMYK
0% | 0% | 0% | 31%

03

Slate Gray

-

HEX
#707070

RGB
112 | 112 | 112

CMYK
0% | 0% | 0% | 56%

04

Midnight Plum

-

HEX
#1A001A

RGB
26 | 0 | 26

CMYK
0% |

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse









Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse









Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Typography

03

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Inter is the chosen typeface for all body copy, headlines, and general text usage. Its clean and versatile design ensures excellent readability across both digital and print formats. Inter's modern, neutral character supports clear communication while complementing the brand's vibrant visual elements.

Primary Typeface: Inter



Ab Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Ww Xx Yy Zz | 1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & * ( ) _ + ?

Styles: Ex-Light Light Regular Medium Semibold Bold Extrabold Black

Logotype Typeface: Maven Pro



ColorWaves & Sons © 2024, All rights reserved

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

ColorWaves

Redefining **Color**, **Transforming** Spaces

At ColorWaves, we believe in the power of color to bring spaces to life. Our approach blends creativity with precision, delivering bold, vibrant, and transformative results. With every brushstroke, we aim to inspire and elevate environments, creating more than just beautiful spaces—spaces that resonate with personality and purpose. Driven by a passion for innovation and a commitment to excellence, ColorWave is your partner in turning vision into reality, one wave of color at a time.

ColorWaves & Sons © 2024, All rights reserved

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Visual and Verbal Identity

04

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Visual Identity:

- **Primary Logo:** A bold and vibrant design featuring a wave that forms the letter "W," complemented by a modern typeface for the brand name. The logo embodies creativity and energy, reflecting the essence of ColorWaves.
- **Primary Color Palette:** This palette represents the core essence of ColorWaves, conveying vibrancy and creativity.
- **Secondary Color Palette:** A lively collection that enhances the primary colors, adding warmth and playfulness.
- **Neutral Color Palette:** A sophisticated foundation that balances and complements the vibrant colors, ensuring clarity and professionalism.
- **Primary Typeface:** Inter for headings and body text, ensuring clarity and modernity.
- **Secondary Typeface:** Maven Pro specifically for the logotype, adding a touch of uniqueness to the brand.
- **Imagery and Graphics:** Use high-quality images that evoke creativity, vibrancy, and the transformative nature of paint and interior design.



ColorWaves®



AaBb AaBb



ColorWaves & Sons © 2024, All rights reserved

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Verbal Identity:

Brand Name

- **ColorWaves:** The name evokes imagery of vibrant colors flowing and blending seamlessly, symbolizing creativity and transformation in the painting and interior design industry.

Tagline

- **"Transforming Spaces, Inspiring Lives":** This tagline encapsulates the mission of ColorWaves, emphasizing the impact of color and design on environments and emotions.

Brand Voice

- **Tone:** Friendly, engaging, and inspirational, with a focus on creativity and innovation.
- **Language:** Use descriptive and vivid language that brings colors and designs to life, appealing to the emotions and imaginations of the audience.

Key Messaging

- Emphasize the commitment to quality and sustainability in products and services.
- Highlight the transformative power of color in enhancing spaces and improving lifestyles.
- Position ColorWaves as a leader in the painting and interior design industry, dedicated to innovation and customer satisfaction.



ColorWaves & Sons © 2024, All rights reserved

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

ColorWaves®



Transforming **Spaces**, One **Coat** at a **Time**

Designing **Vibrant**, Lasting **Impressions**







Premium

Design

Renovation expertise

Transformation

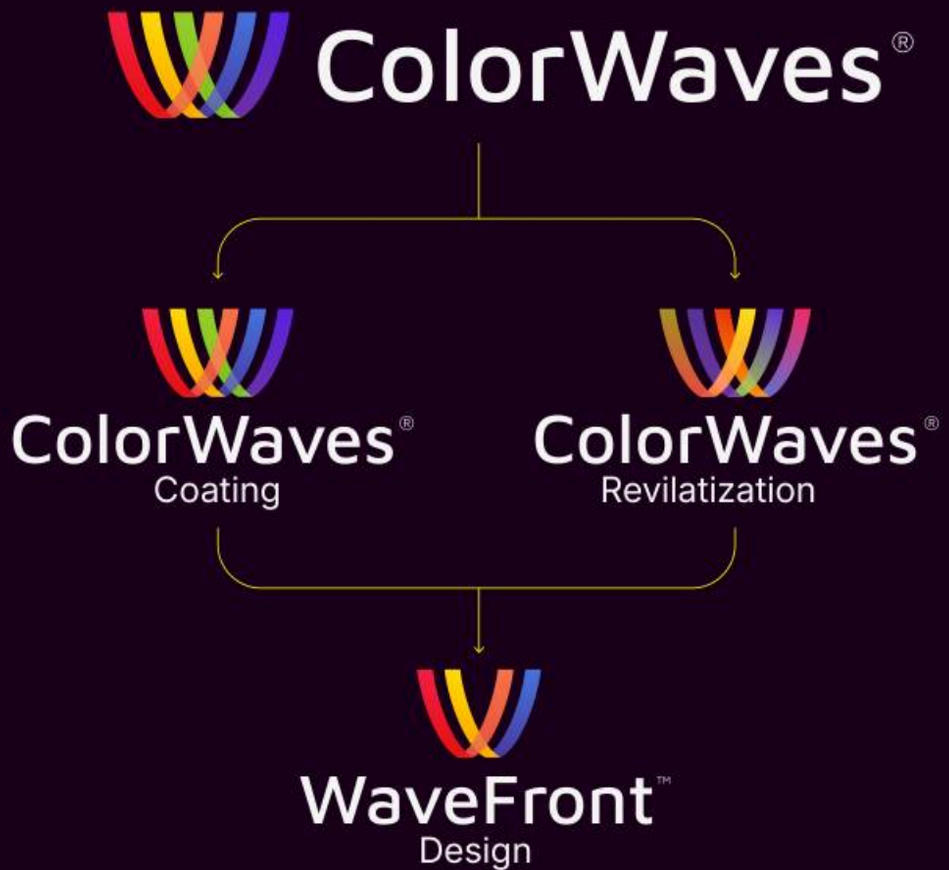
Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Brand Architecture:

The ColorWaves brand architecture encompasses three distinct sub-brands, each serving a specialized area of expertise within the painting, design, and renovation industry. Together, they offer a holistic approach to transforming spaces, providing innovative solutions tailored to diverse client needs. The ColorWave brand is structured into three specialized sub-brands:

1. **ColorWaves Coating**: provides premium paint and coating products, focusing on durability and eco-friendly options for residential and commercial spaces.
2. **ColorWaves Revitalization**: focuses on refurbishing and revitalizing older spaces with innovative techniques, restoring beauty and vibrancy.
3. **WaveFront Design**: offers interior design and color consultation services, creating personalized and harmonious environments for clients.

Together, these sub-brands under the ColorWave umbrella create a comprehensive solution for clients seeking transformation through color, design, and renovation. Each sub-brand plays a critical role in fulfilling ColorWave's vision of inspiring and improving spaces through creative and high-quality solutions.



ColorWaves & Sons © 2024, All rights reserved

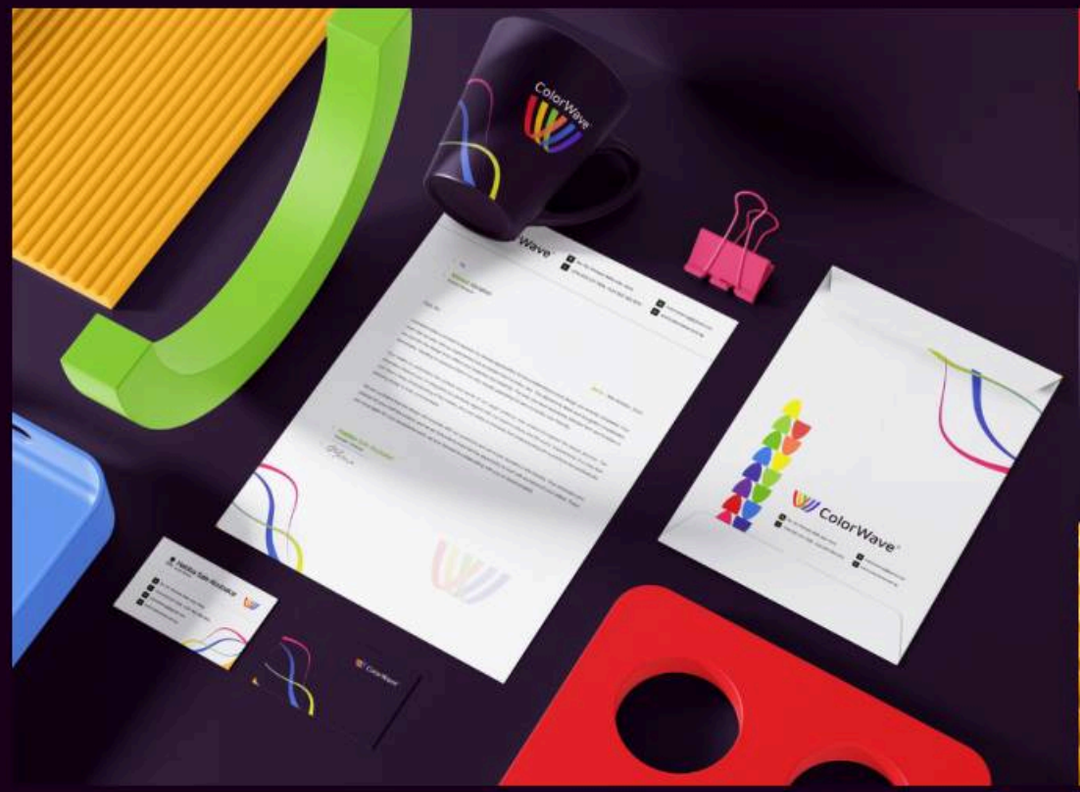
Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

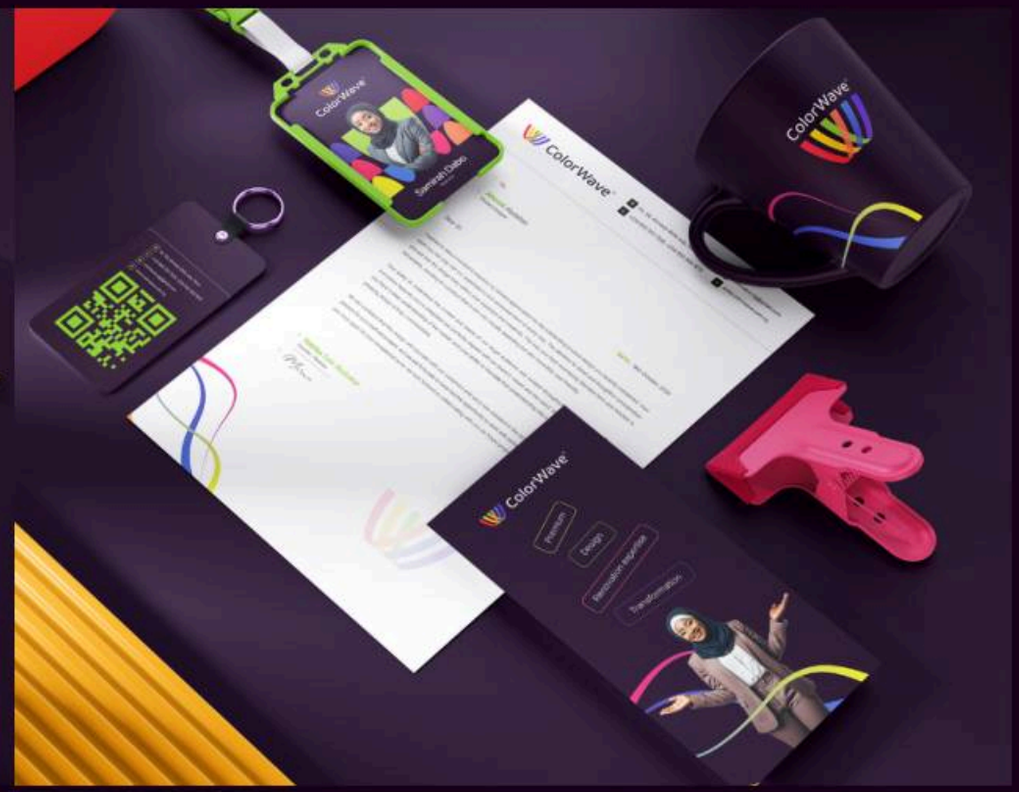
Brand in action

05

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Stationery:

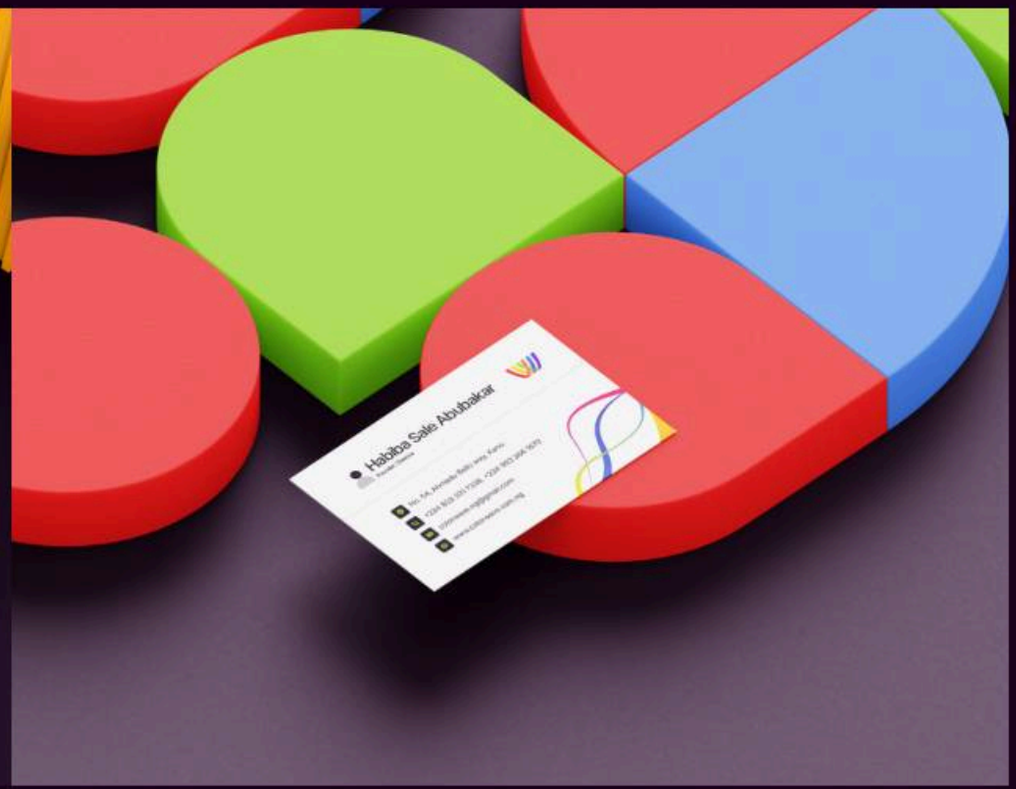




Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Stationery:

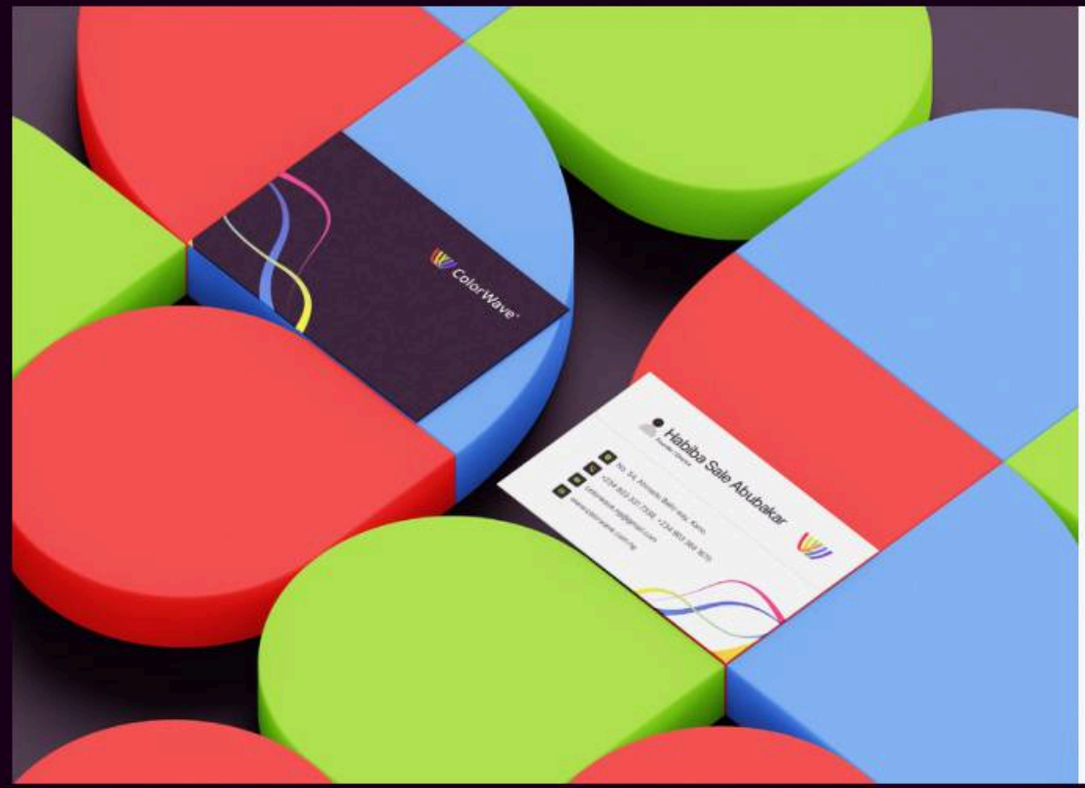




ColorWaves & Sons © 2024, All rights reserved

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Stationery:





ColorWaves & Sons © 2024, All rights reserved

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

P-cap & Pins:





ColorWaves & Sons © 2024, All rights reserved

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

T-Shirts:



ColorWaves & Sons © 2024, All rights reserved

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Product labels design

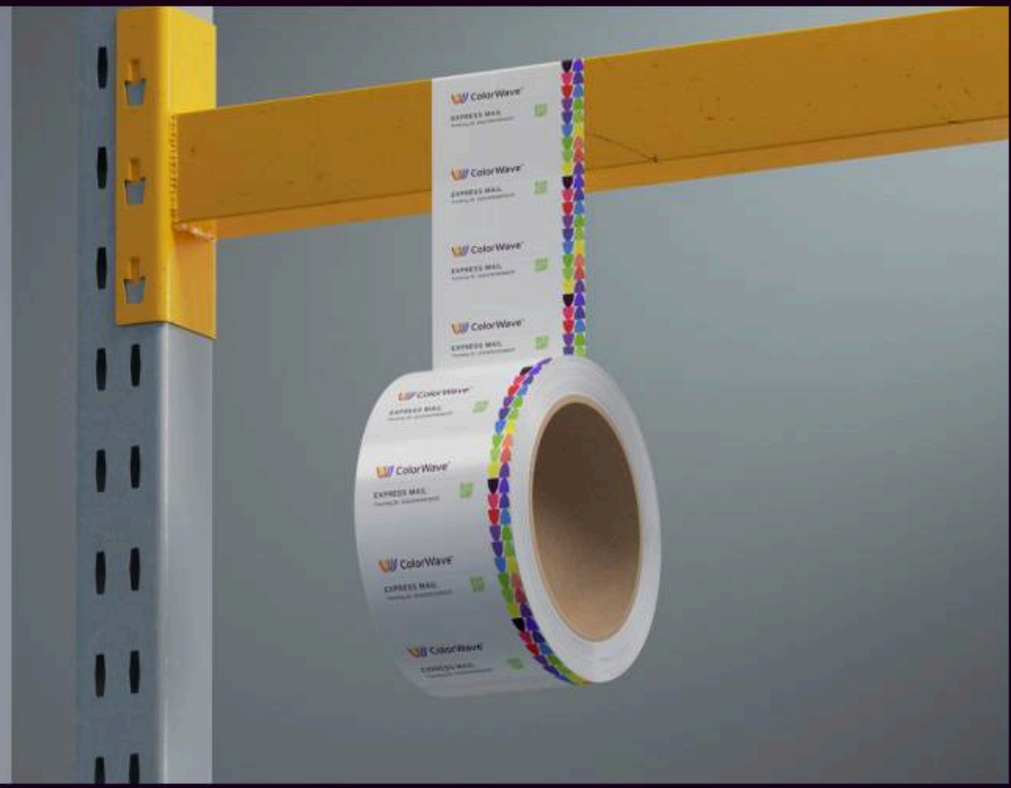


ColorWaves & Sons © 2024, All rights reserved

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Tote bag & Ducktape





ColorWaves & Sons © 2024, All rights reserved

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Paperbags

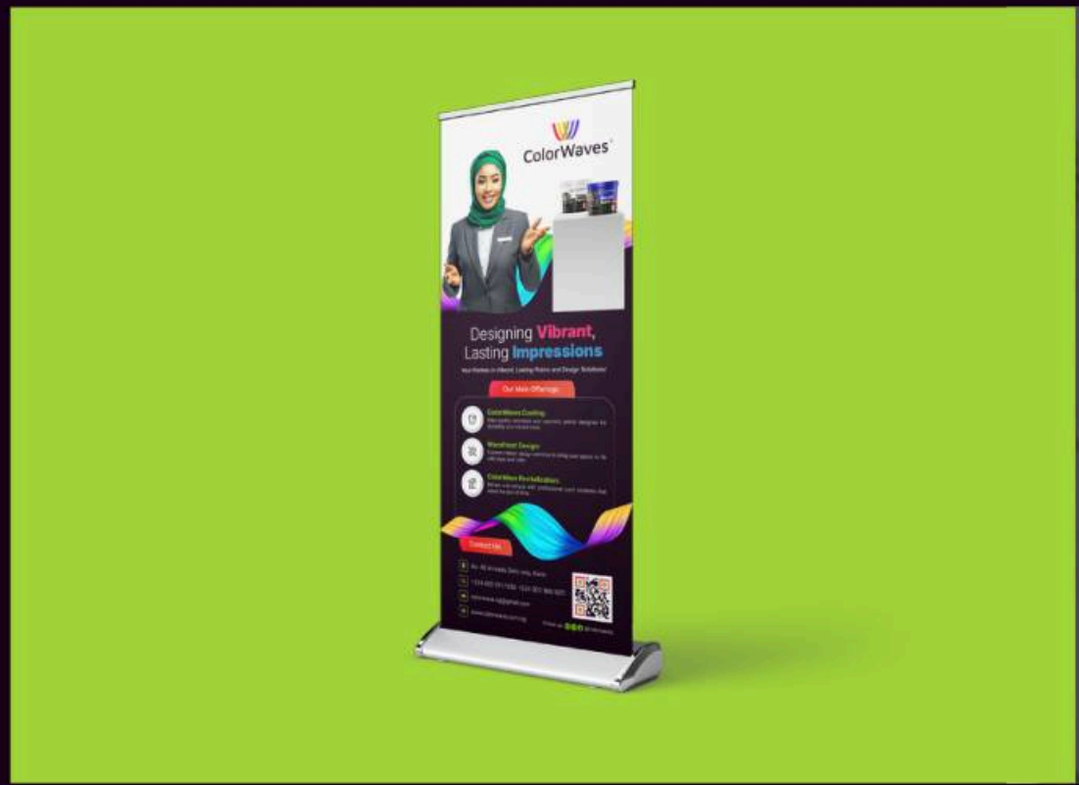




ColorWaves & Sons © 2024, All rights reserved

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Rollup Banner & Road Barrier Banner





ColorWaves & Sons © 2024, All rights reserved

Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Indoor 3D Wall



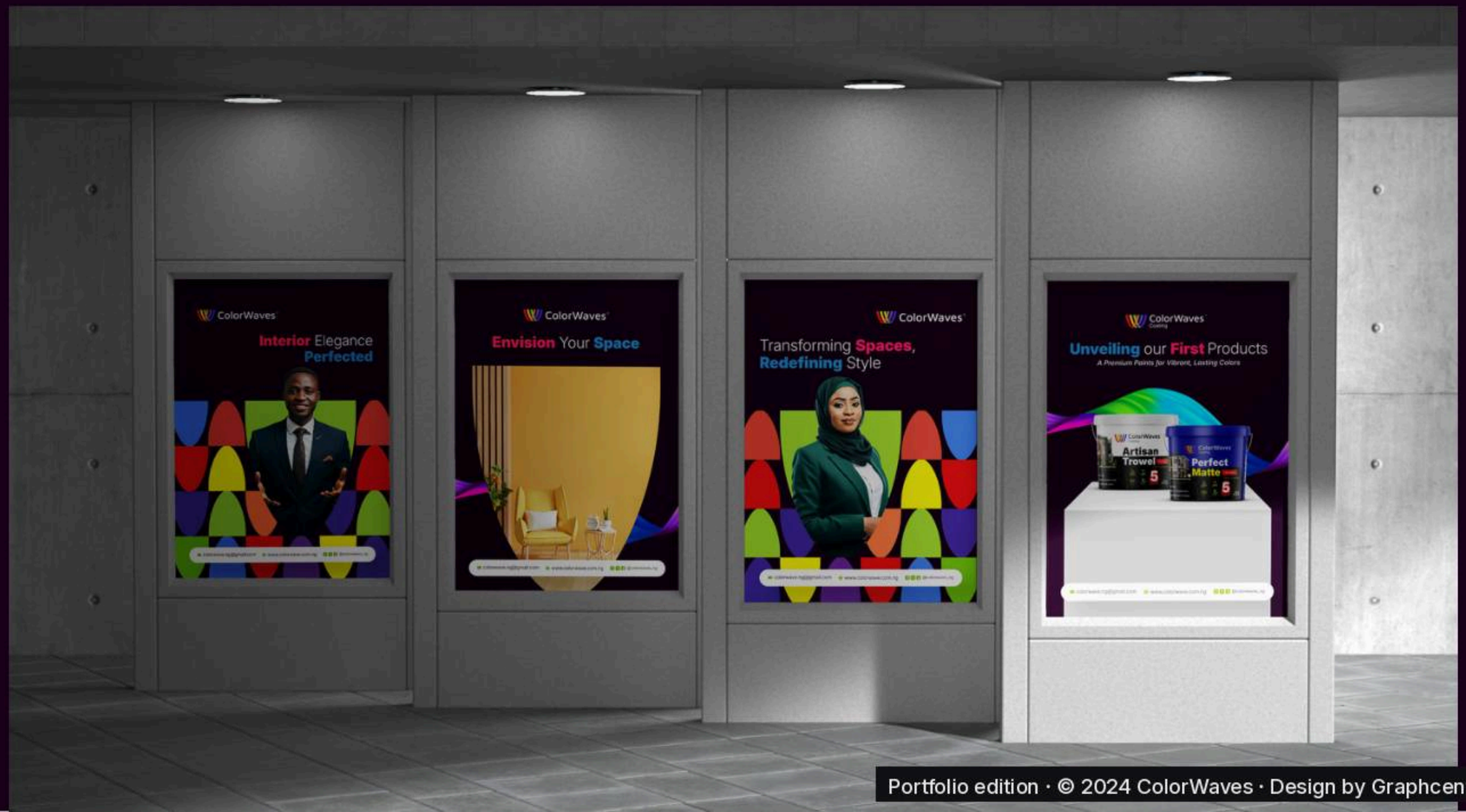
Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Outdoor 3D Signage



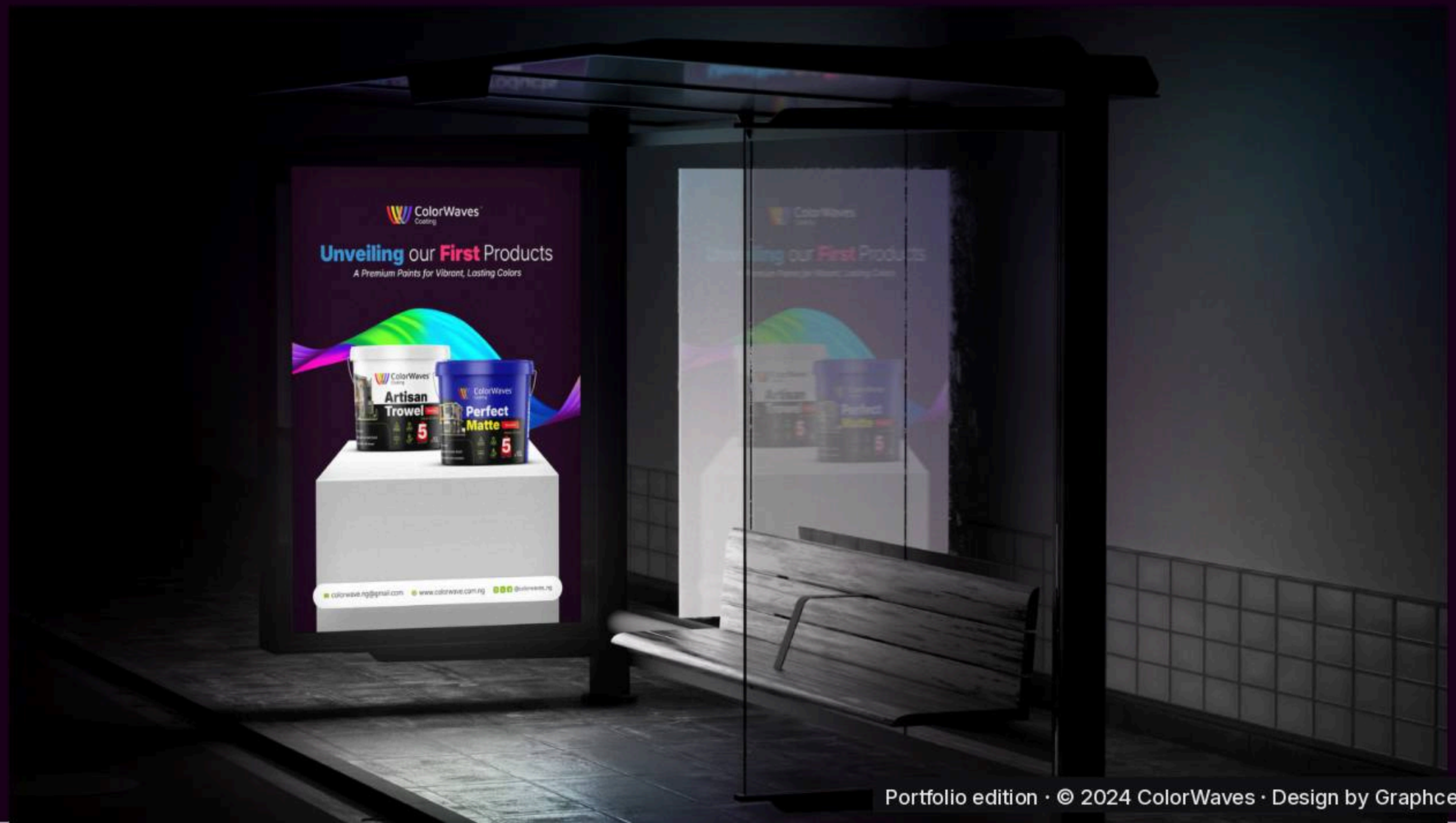
Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

LED Posters



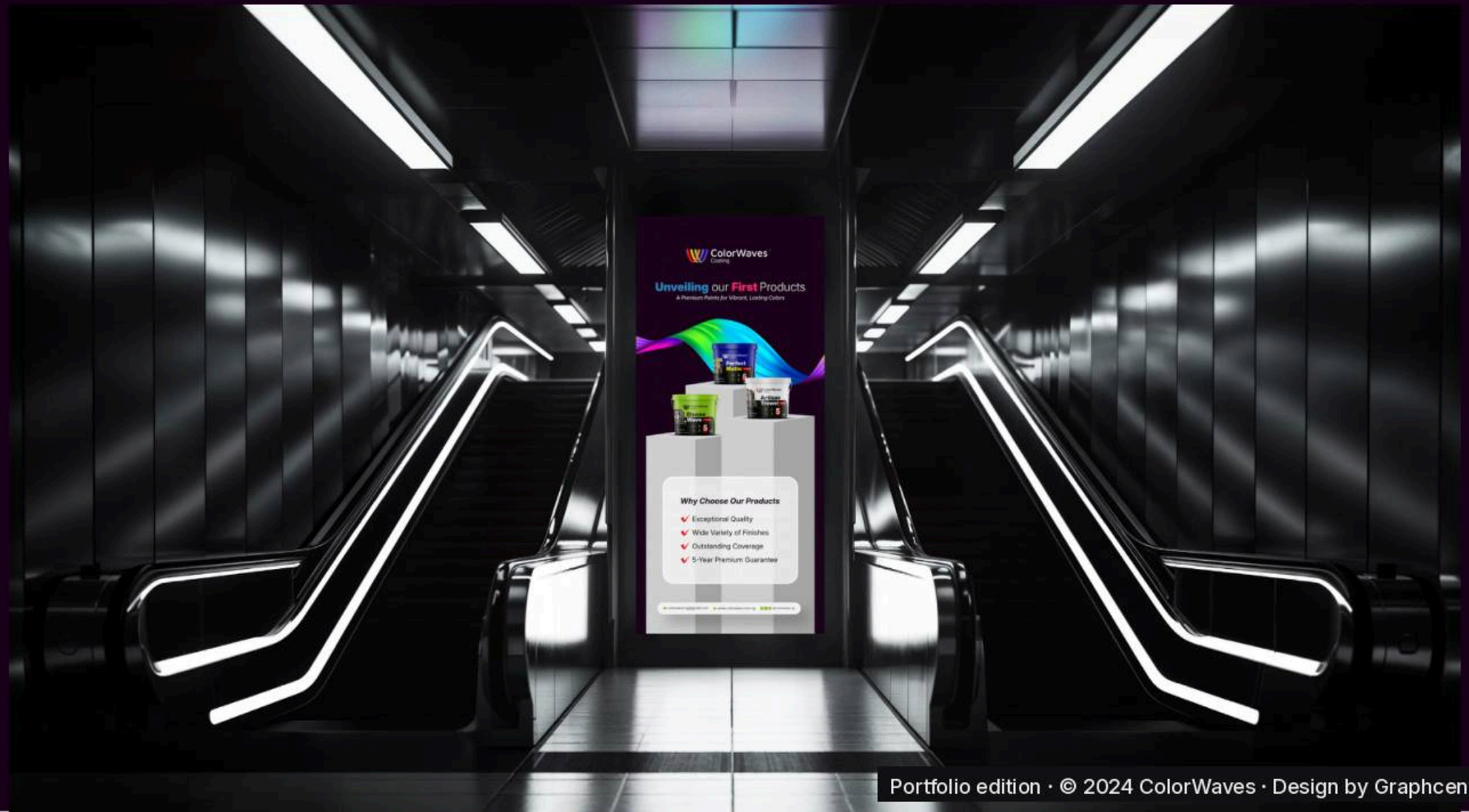
Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Bus Stop Screen Display



Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Train Station Screen Advertisement



Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Comference Hall Screen Display



Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Road Barrier Banners



Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Billboard



Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse

Brand Vehicles



Portfolio edition · © 2024 ColorWaves · Design by Graphcent · Not for reuse