



Spawnfoam[®]

Brand Manual

19/06/2018

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1. Introduction

In this manual we present not only the pillars underpin the Spawnfoam brand, but also the ideology behind the brand and the way it should be communicated.

About us

Spawnfoam is a biotech company that emerged in 2017. Develops innovative bicomposites, totally biodegradable, based on agriculture subproducts and agroforestry waste, reinforced with fungus mycelium and other additives of natural origin. Produces biodegradable vases and containers for sowing and plant multiplication for agriculture and forest purposes. It also produces biodegradable packages, architectures and design items, and construction panels (thermic/acoustic and vibrancy isolation)

Our Mission

Be the reference in the supply of high performance and innovative biomaterials with organic origin.

Our Vision

Make the world better than we found it.

Our Value Proposition

- Intimacy with the client;
- Great service (tailored to the customer);



Logo

To create the Spawnfoam's icon we were inspired by the icon of recycling and the symbol of infinity. The combination of these elements resulted in the stylized letter "S", giving the idea of connection and this provides an effect of infinity, meeting the ideology of the company Spawnfoam (Circulars Economics, Recycling)

R0 G197 B255
#00C6FF

R0 G116 B255
#0072FF

R80 G202 B133
#4FC985

R145 G253 B157
#92FE9D

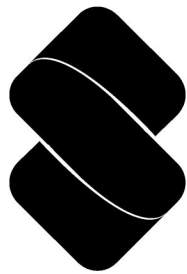
R255 G193 B103
#4FC985

R255 G77 B32
#FF4B1F

Colors

For the icon's colors we used gradients with: blue, green and orange, which represent water, earth and fire respectively. We used gradients to, once again, meet the idea of continuous and infinite connection.

Black



Spawnfoam

White



Spawnfoam

monocromatic variable



Spawnfoam

Application on backgrounds

At the logo application we must always choose the version that allows the maximum possible contrast with the background, preserving its chromatic integrity.

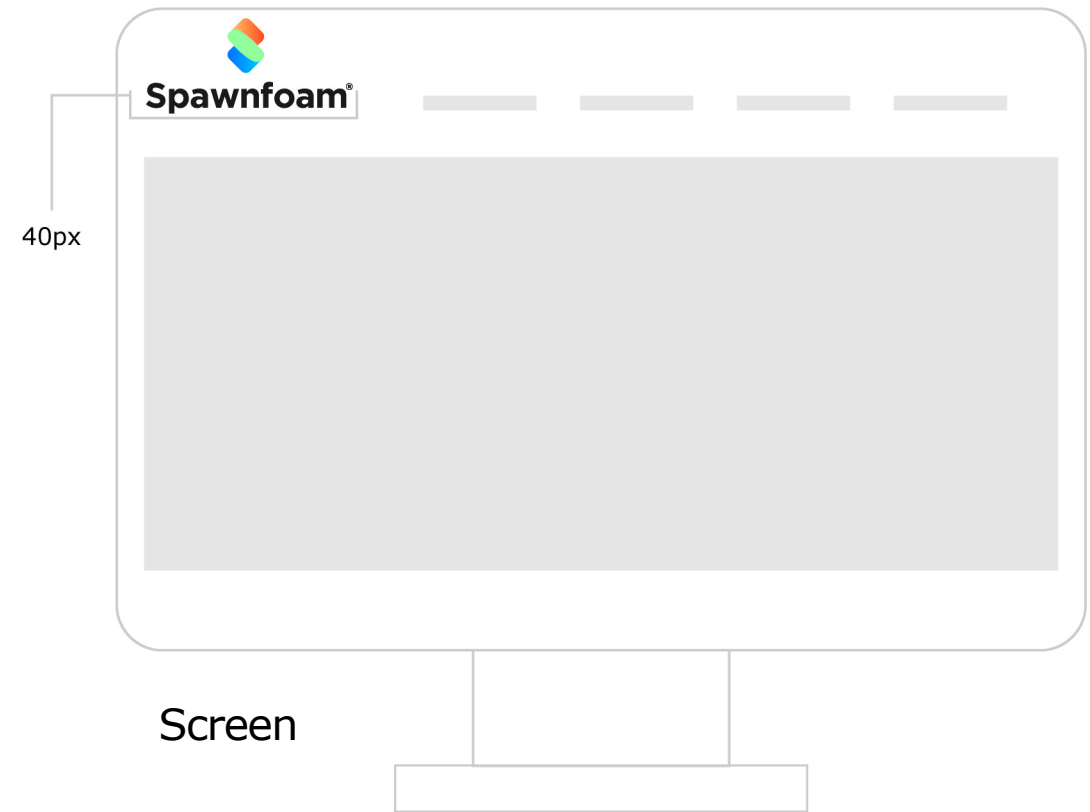


Protection area

In order to preserve the legibility and integrity of the logo, certain rules must be followed, namely the protection area in relation to other graphic elements. The boundary of the protection area is calculated by the width of the "S"



Print



Minimal Dimensions

To ensure the legibility of the logo, there are minimal dimensions for its reproduction.

Contour application.



Improper use of typography.



Change the order of elements.



Vertical or horizontal deformation.



Improper use of colors.



Lack of contrast with the background.



Change in the proportion of elements.



Use of "container".



Improper uses

Gotham Bold

Gotham Bold

Gotham Bold

Characters

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !""#\$%&/()=?*[]{}

Typography

The font used for creating the Spawnfoam brand is Gotham Bold. In order for all communication to follow the same language and be consistent, we must use the variations "Regular and" Italic ".



Spawnfoam[®]

Company Name:

SPAWNFOAM, Lda.

Social Object:

Production, export, distribution, trade and sustainable development of biocomposites of high performance organic origin as packaging or containers, as well as biofertilizers for agriculture.

Primary CAE:

32996 - OUTRAS INDÚSTRIAS TRANSFORMADORAS DIVERSAS, N.E.

Secondary CAE:

72110 - Investigação e desenvolvimento em biotecnologia
47910 - Comércio a retalho por correspondência ou via internet
20152 - Fabricação de adubos orgânicos e organo-minerais