

Brand Guideline



E L E M E N T

PLUMBING | HEATING | AIR CON | ELECTRICAL

Logo Overview

Logo Horizontal View



Brand Mark



Logo Design

The Four elements are within 4 solid pillars - signifying strength and resembling the requirements For a solid Ecosystem to Function harmoniously. The Four Elements are Wind - Signifying Air Quality is Air Conditioning
Fire - Signifying Heating
Water - Signifying Plumbing
Earth - Signifying Ground (Electricity)
The E is For Element, The pillars are faded out to sit behind the E.



Letter (E)



4 Elements



Combined



Brand Colors

Brushed Copper
#B7735A

Satin Black
#1A1A1A

Silver
#D0D0D0

White
#FFFFFF



Typography System

Aa

All Round Gothic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

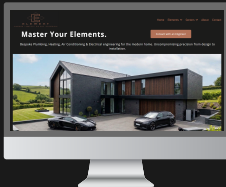
0123456789!@#%&^*()



Business Card



Web Header



Vehicle Branding



Company Overview

Delivering Ultra Premium services to affluent individuals and providing high quality services to businesses requiring Hard Facilities management such as hotels and other businesses.
Using premium Brands.

