



FIX ITRITE 4SURE

Logo Book

Logo Redesign 2024

ABOUT THE BRAND

FIR4S is an automobile as well as home appliances repair company. It also serves as Intermediary company that connects vendors (Professional Repairers) with customers. We provide smooth and efficient services to the satisfaction of our clients using the right equipments as well as maintaining a resonance corporate image.



BRAND STORY

FIR4S is created to be your go-to brand for anything faulty (relating to autos and home appliances) the repair expert that stands tall in the Repairs and Maintenance Industry (RMI).



Logo Construction



Letter F

+



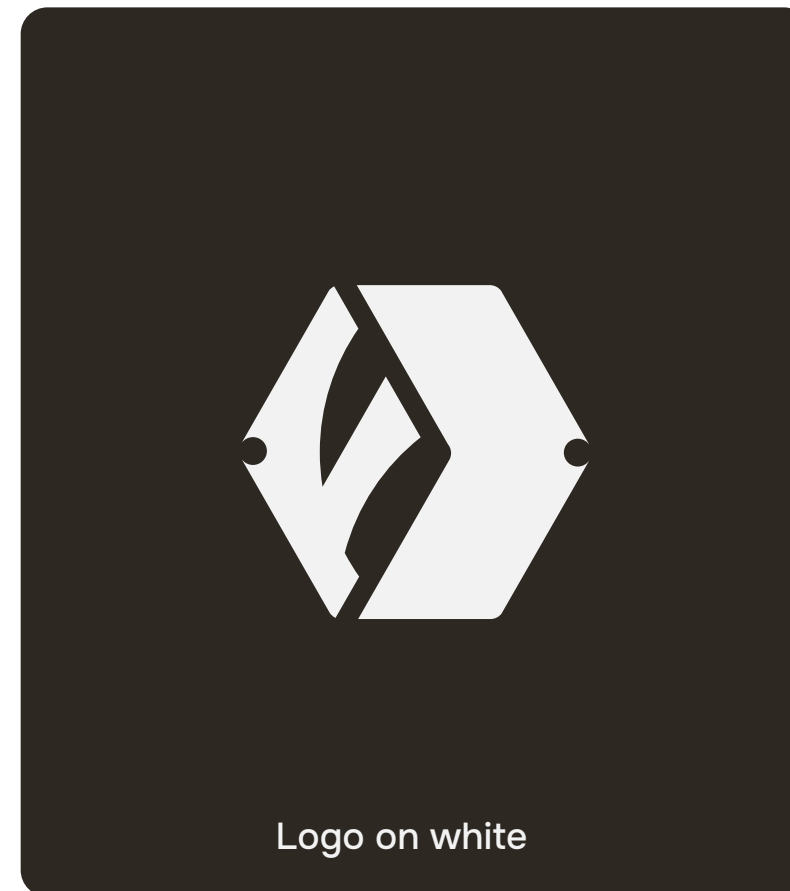
Wrench Shape

=

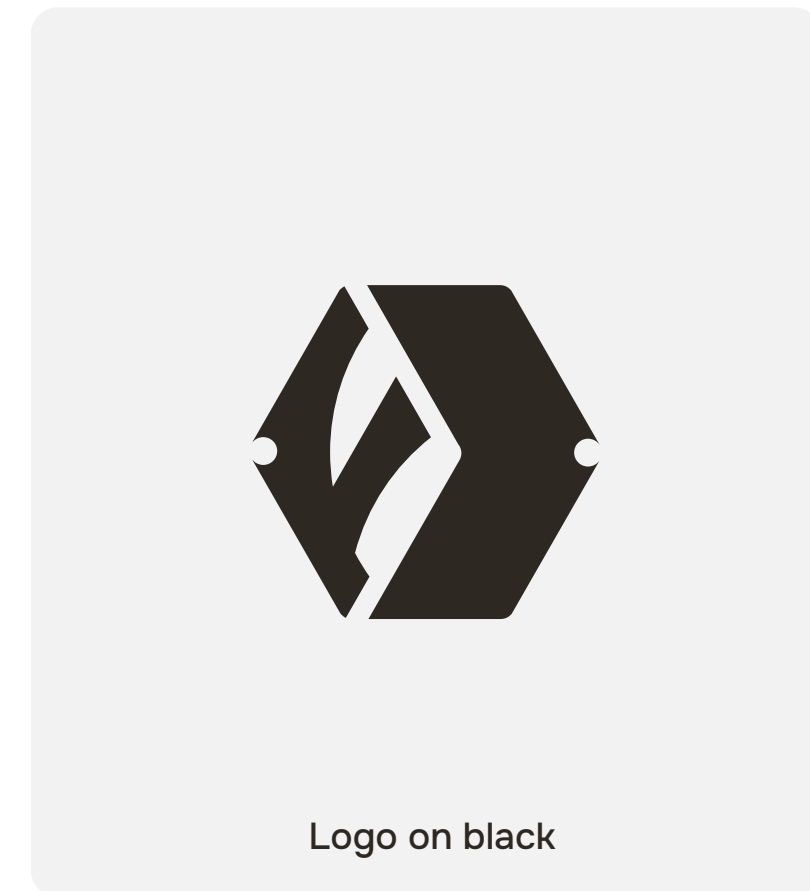


Logo

The logo was carefully crafted from the brand letter F and from shape of the wrench tool which basically symbolizes repair and maintenance. The hexagonal shape was chosen to represent the brand value which is excellence (Quality and Precision) while the cut-out circle parts represents reliability.



Logo on white



Logo on black

Color Palette

Primary

Neutral

Orange Peel

RGB 255, 153, 0
CMYK 0, 40, 100, 0
HSL 36, 100, 50
#FF9900

Jet

RGB 45, 40, 34
CMYK 0, 11, 24, 82
HSL 33, 14, 15
#2D2822

White Smoke

RGB 242, 242, 242
CMYK 0, 0, 0, 5
HSL 0, 0, 95
#F2F2F2

Logo with colors



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Typeface

Onest

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

0123456789()<>/?{ }

Aa

Black

Aa

Bold

Aa

Medium

THANK YOU

FIX-ITRITE4SURE

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