

BRANDING

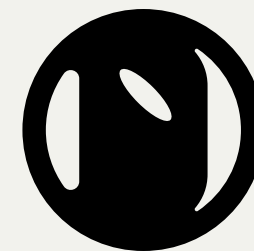
USER EXPERIENCE DESIGN

USER INTERFACE DESIGN

DEVELOPMENT



We're a design studio like all the others, except, we don't bullshit you, for example: everything in this document is written to fill space and make our brand look interesting, but honestly, we made our choices purely on preference, not aesthetic. We hope you like it!



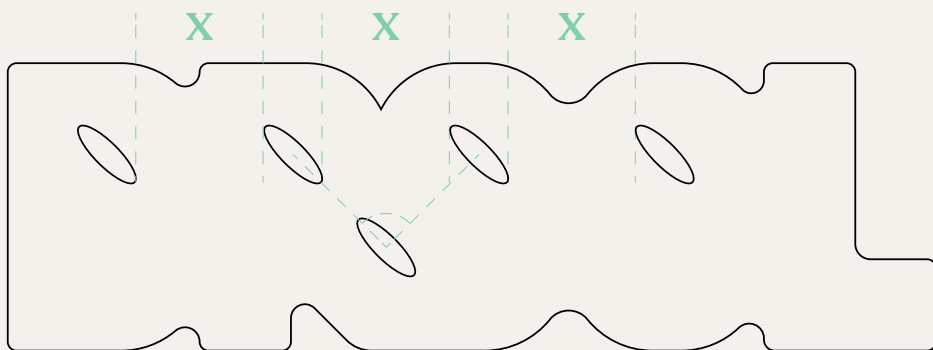
From Caracas to London, we're
a small, but talented team of
designers and developers grown
from different cultures, skills
and backgrounds.

About us

Maybe your business needs a logo design or you just want to create a brand style so designers stop butchering your image. Or, you want us to create some wireframes which are grey and full of empty boxes but make your User Experience killer! How about a new User Interface for your website, or app, or product or.... TV? Or you just want us to get really technical about Development and say lots of things like HTML, CSS and frameworks, you'll nod and agree and then be impressed when we get you online. Basically, we've got you covered, we'll sit with you and create something that you're proud of.

Logo

We represent two very different ways of thinking at Drool. The diverse/eratic thinking of a creative mind and the methodic/technical developer mind. Drool's logo style is symetric and smooth suggesting a solid block shape that is fluid by the soft curves connecting the shapes. Allowing the mind to be creative, constructing the "word" with precision using the negative space. OR whatever else you think...



FULL SIZE PRIMARY LOGO

To be used when there is no other reference to design studio.



SECONDARY LOGO

To be used when design studio is referenced.



SMALL SCALE LOGO

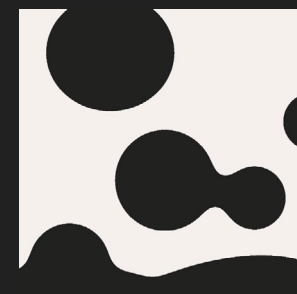
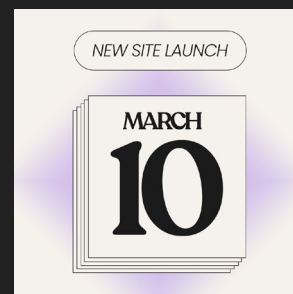
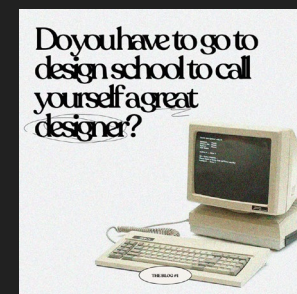
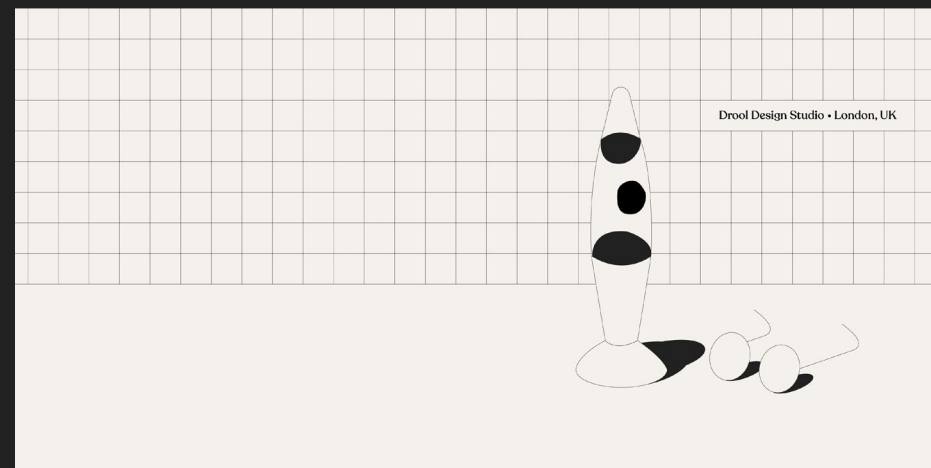
To be used on smaller screens.



DROOL 'D' ICON - ANIMATED / INTERACTIVE







Colours

ISABELLINE F4F1EC

EERIE 212121

TURQUOISE GREEN 7ECFAE

378BAF

41763E

FAC042

897DAF

88657D

DB873F

B09754

C62E47

At Drool we like to keep it simple, but never plain. The classic “less is more”, we like to let our work do the talking while the brand stands in the back. Although, when we get the chance to show off, WE WILL! Coming from a diverse range of background, our business is a mixture of people who represent the world we want to live in.

Our Primary brand palette is inspired by “cliché” rainy London colours: Isabelline and Eerine. Representing Alex, Co-founder and our local Londoner.

Our Secondary colour, Turquoise Green represents the Caribbean roots of Victoria, our Venezuelan co-founder. Followed by the nostalgic retro rainbow pallet that shows diversity, welcoming client and team members from any background, gender and nationality.

MAGIC MINT AAF0CE

94D1E4

81B47B

FCD68D

CFC0E9

D1D1D9

F1C0A0

D9C193

E78BA0

Textures

What is life with no touch? You tell me.. Have you ever touched a colour? What does that even mean? As digital designers we understand that seeing things on a screen can remove it's dimension. Adding textures to our brand allows people to see and feel our vibe.

- 1. Fluid Grainy Gradients: We like to blend ideas and "Drool" means fluid, the mixture of saliva to create a pallet.. YUCK!
- 2. Groovy Patterns: Perspective is important in design, sometimes you prefer something from another angle and we push our perspectives to create unexpected outcomes.
- 3. Retro Wall Paper: 90's kid starts their own business, wanting to make it realistic with some depth and texture learned from their past.



Typography

We believe that typography has personality, meaning our typeface hasn't changed. You might change your hair or design style, but personality presents values, it's something we have to stay true to. Recolecta is creative, loud and stylish, used to show craft. Poppins is informative and clean, used to show the digital side of the business.

PRIMARY

Recolecta
Regular/Medium/Bold

SECONDARY

POPPINS
Regular Medium **Bold**

Huge

96px

100pt

+5 leading

RECOLECTA BOLD

Large

72px

72pt

+5 leading

RECOLECTA MEDIUM

MEDIUM

40px

30pt

+5 leading

POPPINS LIGHT

SMALL

30px

14pt

+5 leading

POPPINS LIGHT

16px

9pt

+5 leading

RECOLECTA REGULAR



Mix the fonts

At DROOL, we are always looking
to keep our clients on top.
Keeping an eye on trends,
seeking out the best solutions,
it's what we do best.

