



Brand Book



What we do?

SOCIALS. BRANDING. WEB. ADS.

How we do it?

WITH BIG IDEAS, SHARP STRATEGY, AND A TOUCH OF SASS.

//01 Branding

We build the story before we shoot a single frame.

//02 Social Media

Thumb-stopping content, made to be remembered, not scrolled past.

//03 Digital Marketing

We don't just post. We perform, track, and grow.

//04 Website

Your brand's stage, built to convert as hard as it looks.

The 2am Googlers.

The caffeine-fueled creators.

The chaos-driven founders.

This is who we're built for, and where we simplify the start.

MISSION: HELP STARTUPS AND SMALL BUSINESSES SHOW UP ONLINE

BOLD STRATEGY. CREATIVE FLAIR. DESIGN THAT STOPS THE SCROLL.

How We Sound

**Smart. Direct. Slightly cheeky. We write like we talk,
with rhythm, punch, and personality.**

"BECAUSE BORING BRANDS DON'T GET BOOKMARKED."

"WE DON'T DO FORGETTABLE."

"NO FLUFF. JUST FOLLOW-WORTHY WORK."

Color Palette

Rich Black

#0C0C0C



Trendtag Gold

#FOB429



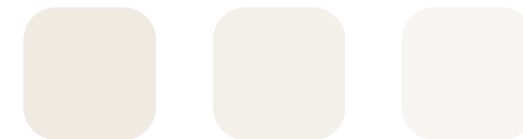
Charcoal

#1A1A1A



Reel Cream

#ECE7DC



Slate Grey

#9C9890



Logo



Correct Use

THE LOGO HAS MEASUREMENTS AND PROPORTIONS DETERMINED BY CRITERIA OF COMPOSITION, HIERARCHY, AND FUNCTIONALITY. UNDER NO CIRCUMSTANCES WILL MODIFICATIONS BE MADE TO THESE SIZES AND PROPORTIONS. THIS RESTRICTION ALSO APPLIES TO THE BRAND COLORS

Logo Variations





**DARK NON-CORPORATE
COLOR BACKGROUND**



**LIGHT NON-CORPORATE
COLOR BACKGROUND**



**LIGHT PHOTOGRAPHIC
BACKGROUND**



**DARK PHOTOGRAPHIC
BACKGROUND**

Correct Use

MAXIMUM VISIBILITY, READABILITY, AND CONTRAST MUST BE GUARANTEED IN ALL APPLICATIONS. IF THE LOGO IS GOING TO BE APPLIED ON NON-CORPORATE BACKGROUNDS OR PHOTOGRAPHS, IT MUST BE APPLIED IN WHITE OR BLACK, DEPENDING ON THE BRIGHTNESS OF THE BACKGROUND.

Anton

HEADLINES

**BEBAS
NEUE**

LABELS, NAV, EYEBROWS

Poppins

COPY, LIGHT & REGULAR



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communications



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