CASE STUDY · BRAND IDENTITY

Super FiZ Media

Logo, colour, typography, stationery and applications

Client

Super FiZ Media

Location

Solihull, United Kingdom



Designed by MRK Solutions · mrkwebsols.com · +92 300 475 5105

01 · LOGO

The logo

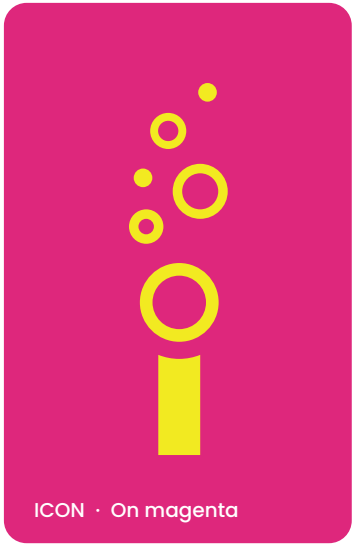
A two-tone wordmark where the “i” becomes a fizzing bottle of bubbles — energy and ideas rising — with “Media” tracked out beneath for a clean, confident finish.



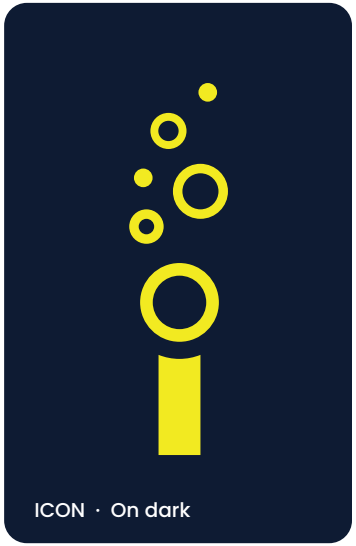
PRIMARY LOGO · Full colour on white



REVERSED · On brand blue



ICON · On magenta



ICON · On dark

02 · COLOUR & TYPOGRAPHY

Colour & typography

Confident blue for trust, bold magenta for impact, and a fizz of yellow for energy.

PRIMARY

Blue

HEX #4169B1

RGB 65, 105, 177

PRIMARY

Magenta

HEX #DE277C

RGB 222, 39, 124

ACCENT

Yellow

HEX #F2EA21

RGB 242, 234, 33

BACKGROUND

White

HEX #FFFFFF

RGB 255, 255, 255

Typography

Text sample taken from the supplied letterhead artwork

Logo wordmark

DISPLAY · CUSTOM-SET WORDMARK

SuperFiZ MEDIA

Roboto Regular

TEXT · CONTACT DETAILS, BODY COPY

info@superfizmedia.com 0121 709 5025 631 Warwick Road, Solihull, B91 1AR, West Midlands, United Kingdom www.superfizmedia.com

03 · LETTERHEAD

Letterhead

A4 letterhead: angled blue-magenta corner bands and a large watermark of the fizzing “i”.



LETTERHEAD · A4

Design details

- Header: logo left, angled corner bands right
- Watermark: the bubbles and stem of the “i”
- Footer: icon-led contact strip in brand colours
- Base: blue-to-magenta angled band

DETAIL · CONTACT FOOTER

info@superfizmedia.com 0121 709 5025 631 Warwick Road, Solihull, B91 1AR, West Midlands, United Kingdom www.superfizmedia.com

04 · BUSINESS CARD

Business card

CONCEPT APPLICATION

85 × 55 mm double-sided card extending the letterhead system: angled bands, bubbles and Roboto contact details.



FRONT



BACK

05 · BRAND APPLICATIONS

Brand applications

CONCEPT APPLICATION

Mockups showing how the identity carries across merchandise.



MUG



T-SHIRT



TOTE BAG