

A blurred image of a hand holding a glowing orange sphere, serving as a background for the text.

FERVID

Brand Guide

It's time to make an
IMPACT.

MISSION

Fervid is a graphic and package design agency that brings your ideas to life through bold, impactful visuals.

VISION

To become a leading creative agency known for bold design, strong collaboration, and impactful visuals that inspire and elevate brands.

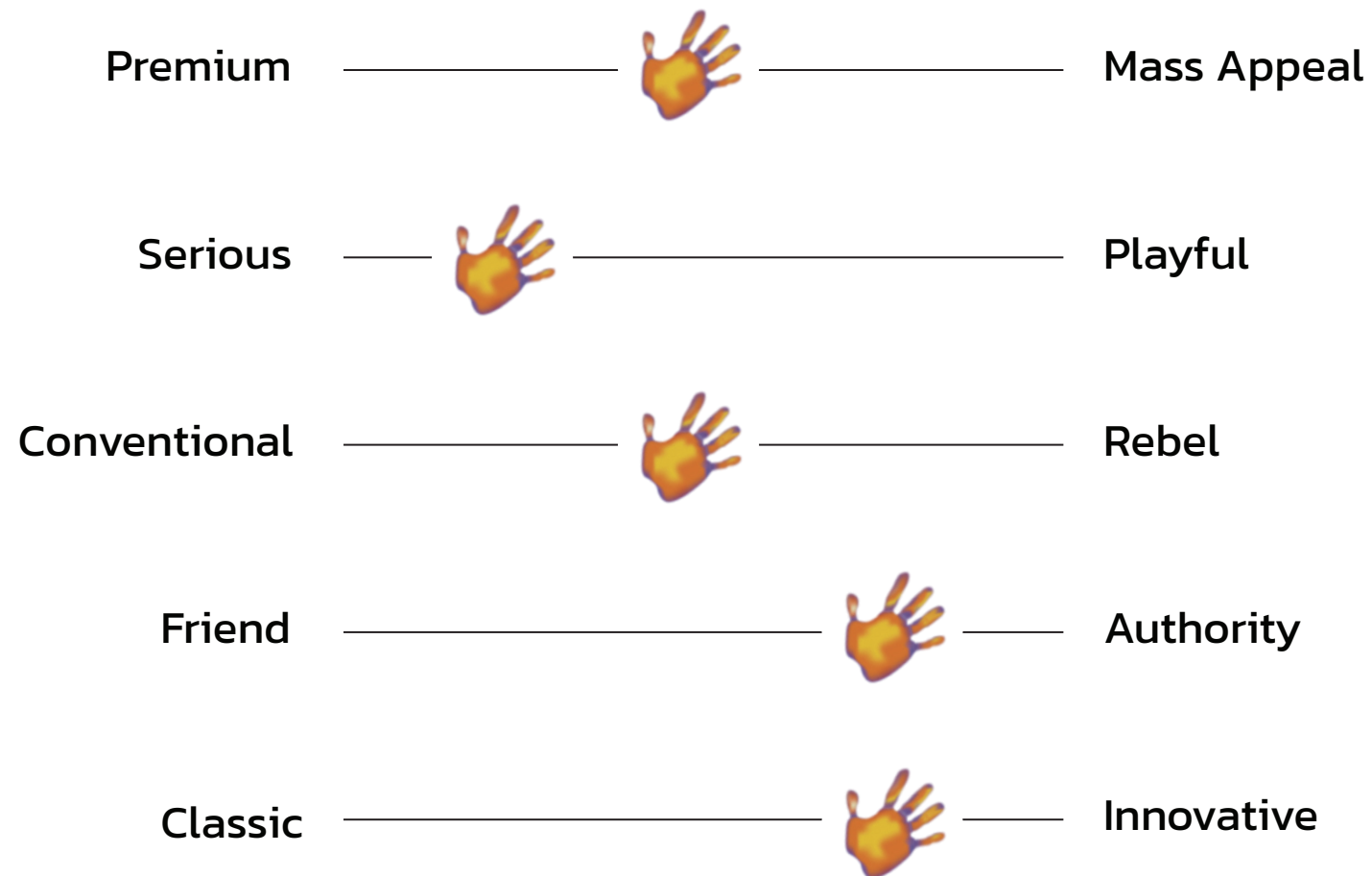
VALUES

Passion

Creativity

Impact

BRAND PERSONALITY



DIFFERENCE

I. Leading

Leading means setting standards instead of following them. Fervid strives to stay ahead of trends by exploring new creative directions and continuously pushing the boundaries of branding and packaging design.

II. Bold Designs

Bold design means making confident and intentional visual choices. We use strong typography, powerful color systems, and dynamic compositions to create brands that stand out rather than blend in.

III. Impactful

Impactful visuals are designs that do more than look appealing. They communicate clearly, connect emotionally with audiences, and leave a lasting impression that strengthens the brand's identity.

COLOR PALETTE

I. Main Color Palette

The main colors of Fervid are white, black, and orange. White represents clarity and simplicity, black adds strength and boldness, and orange shows energy and creativity. Together, these colors create a strong and memorable look for the brand.



II. Secondary Color Palette

The secondary colors of Fervid are yellow and purple, used as accents to add energy and creativity. Yellow brings warmth, and purple adds a creative touch, complementing the main colors.



TYPOGRAPHY

CLIMATE CRISIS

Fervid uses Climate Crisis for headers, as it gives a bold and striking look that grabs attention. It sets the tone and adds impact to key messages.

KANIT

Fervid uses Kanit for body text and subheaders, as it is clean, modern, and easy to read, complementing the bold headers while keeping the design approachable.

AUDIENCE

I. Key Audience (Primary)

Fervid's primary audience includes PC gamers who enjoy indie games, cooperative experiences, and emotionally engaging storytelling.

II. Secondary Audience

The secondary audience includes Twitch and YouTube viewers, streamers who focus on co-op games, and members of game design and indie development communities.



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