

bunfur

Built to Keep You Safe and Ahead.

BRAND IDENTITY SYSTEM



BRAND VALUES

BURFUR IS BUILT ON FOUR CORE PILLARS THAT DEFINE HOW WE COMMUNICATE, DESIGN, AND PRESENT OUR BRAND ACROSS ALL TOUCHPOINTS.

MODERN

CLEAN, CONTEMPORARY AESTHETICS WITH PURPOSEFUL MINIMALISM. EVERY DESIGN DECISION REFLECTS FORWARD-THINKING INNOVATION. WHITE SPACE IS INTENTIONAL AND VALUABLE.

INNOVATIVE

TECH-FORWARD IDENTITY THAT PUSHES BOUNDARIES RESPONSIBLY. WE EMBRACE CUTTING-EDGE SOLUTIONS WHILE MAINTAINING ACCESSIBILITY. OUR DESIGN LANGUAGE EVOLVES WITH TECHNOLOGY TRENDS.

SUSTAINABLE

ECO-CONSCIOUS APPROACH EMBEDDED IN EVERY VISUAL DECISION. GREEN VALUES, RESPONSIBLE MATERIALS, AND ENVIRONMENTAL MESSAGING SHAPE OUR IDENTITY. WE LEAD BY EXAMPLE.

PREMIUM & ACCESSIBLE

HIGH-QUALITY EXECUTION WITH REFINED DETAILS THAT DOESN'T ALIENATE. WE DELIVER SOPHISTICATED DESIGN AT AN ACCESSIBLE PRICE POINT. INCLUSIVE, WELCOMING, PROFESSIONAL.



bunfur

MAIN HORIZONTAL LOGO

fl

MAIN MONOGRAM LOGO



ICONS

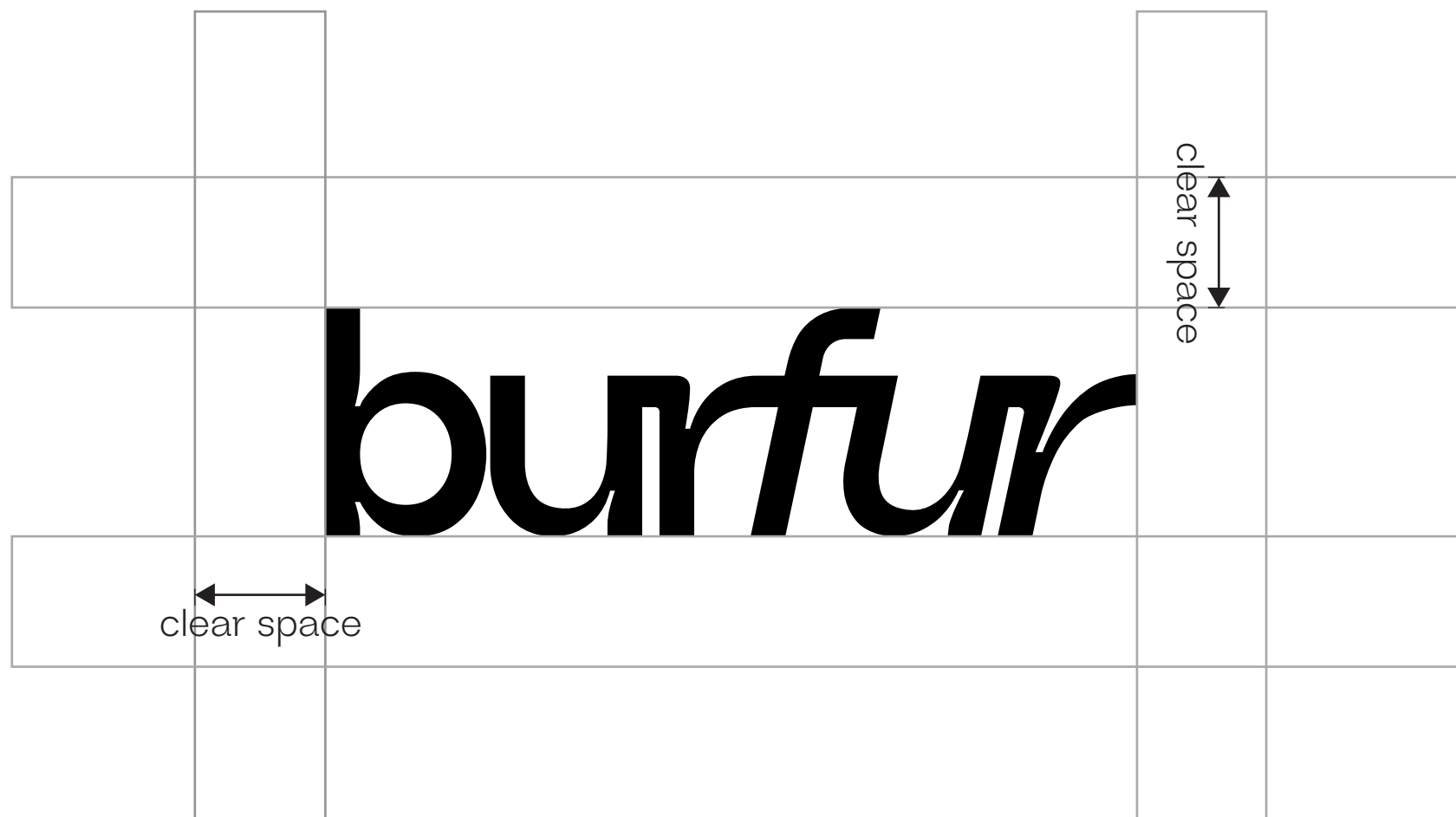
ALTERNATIVE LOGOS

BURFER

bunfer

BURFER

USAGE



Maintaining clear space ensures legibility and impact in all applications.

Minimum size: 24px height

INCORRECT USAGE

burfur

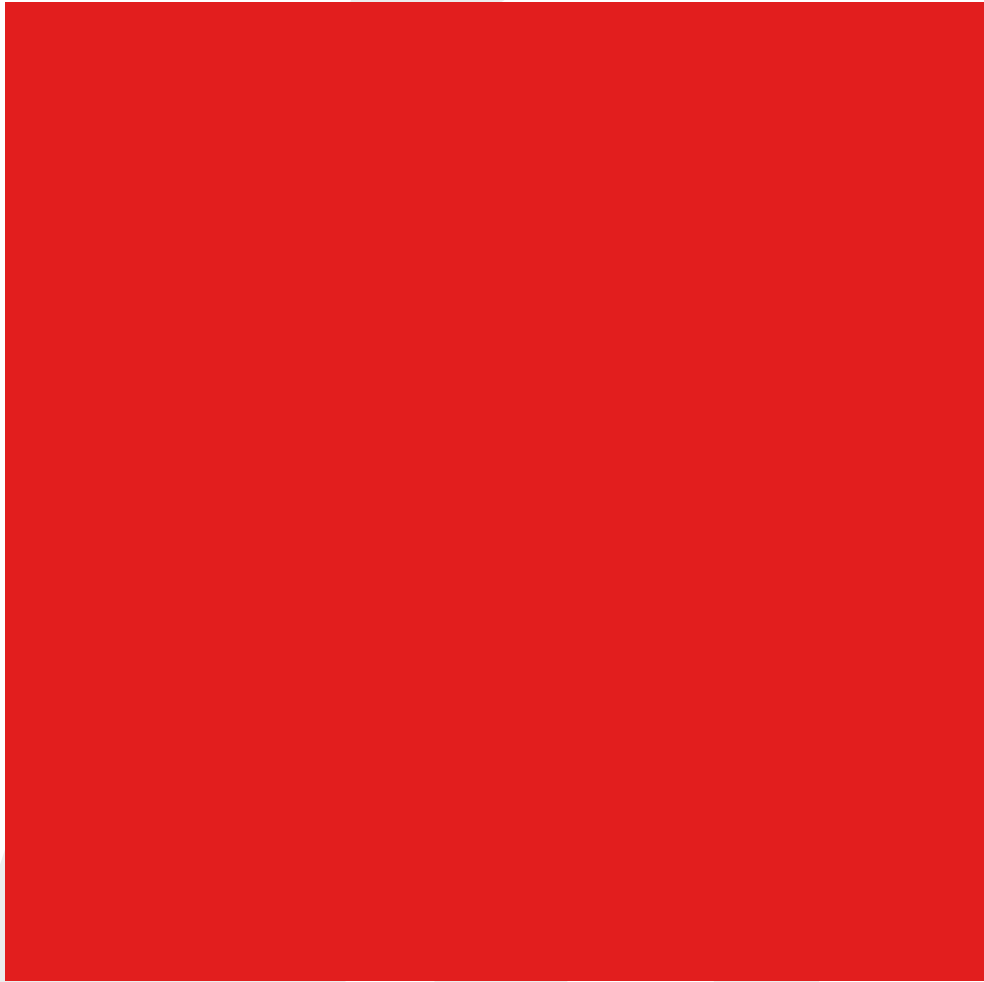
Distorted

burfur

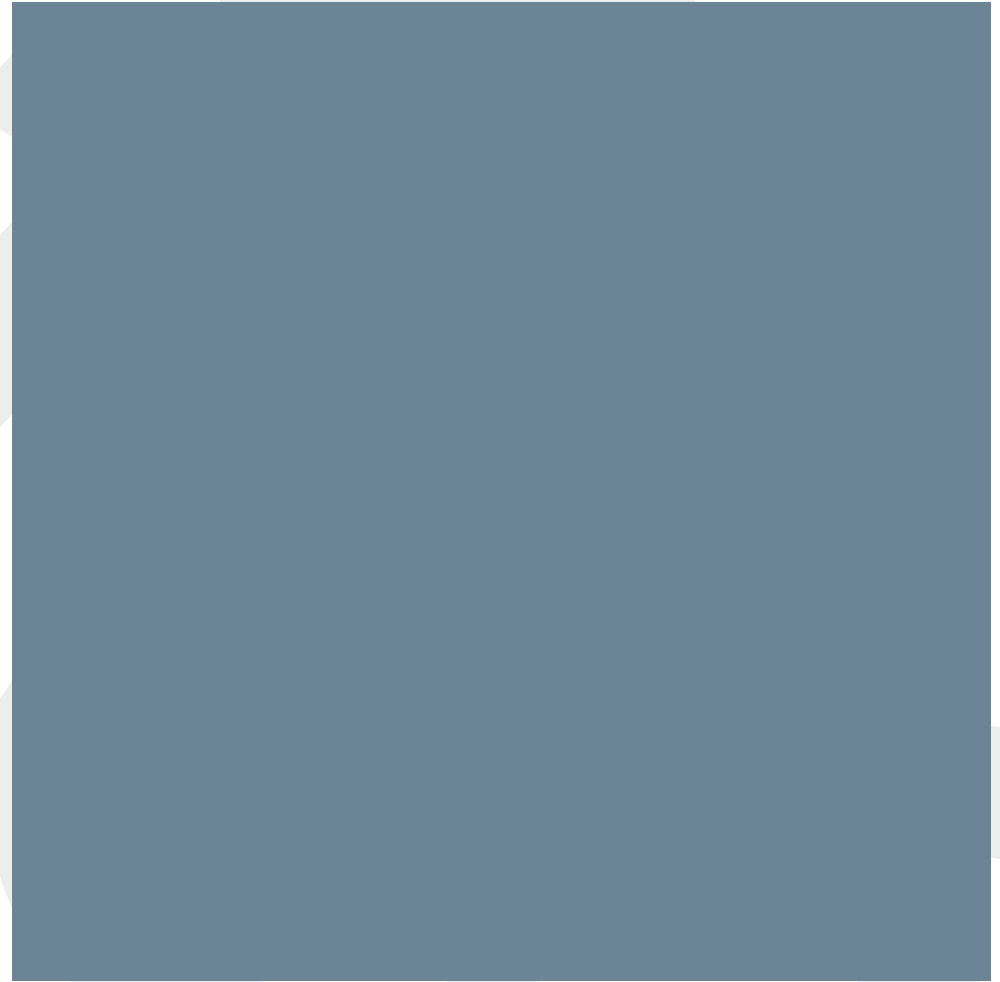
Wrong Color

burfur

Too small



#E21E1E



#6B8596



#CCAB2C



#242424

HEADINGS & HIERARCHY SPECIMENS

H1 – HEADING 1 (BOLD / PRIMARY FONT)

H2 – HEADING 2 (SEMIBOLD / PRIMARY FONT)

H3 – HEADING 3 (MEDIUM / PRIMARY FONT)

BODY & PARAGRAPH SAMPLE

BODY TEXT (REGULAR / SECONDARY FONT):

BURFUR IS AN INNOVATIVE BRAND CREATING PREMIUM PHONE CASES THAT MERGE SUSTAINABILITY, TECHNOLOGY,
AND MODERN DESIGN. OUR PRODUCTS STAND OUT THROUGH
ECO-CONSCIOUS MATERIALS AND FORWARD-THINKING FEATURES FOR YOUNG PROFESSIONALS AND CREATORS.

CAPTION / METADATA EXAMPLE
CAPTION (REGULAR / SECONDARY FONT):
LAST UPDATED: NOVEMBER 2025

FONT PAIRING DEMONSTRATION

H2 – THE BURFUR APPROACH

BODY: EVERY ASPECT OF BURFUR'S IDENTITY IS DESIGNED FOR CLARITY, ACCESSIBILITY, AND IMPACT.
WE USE CLEAN SANS-SERIF TYPE FOR BOTH HEADLINES AND COPY TO MAXIMIZE LEGIBILITY ON ALL MEDIA.

BUTTONS

Primary Button

Secondary Button

Tertiary Button

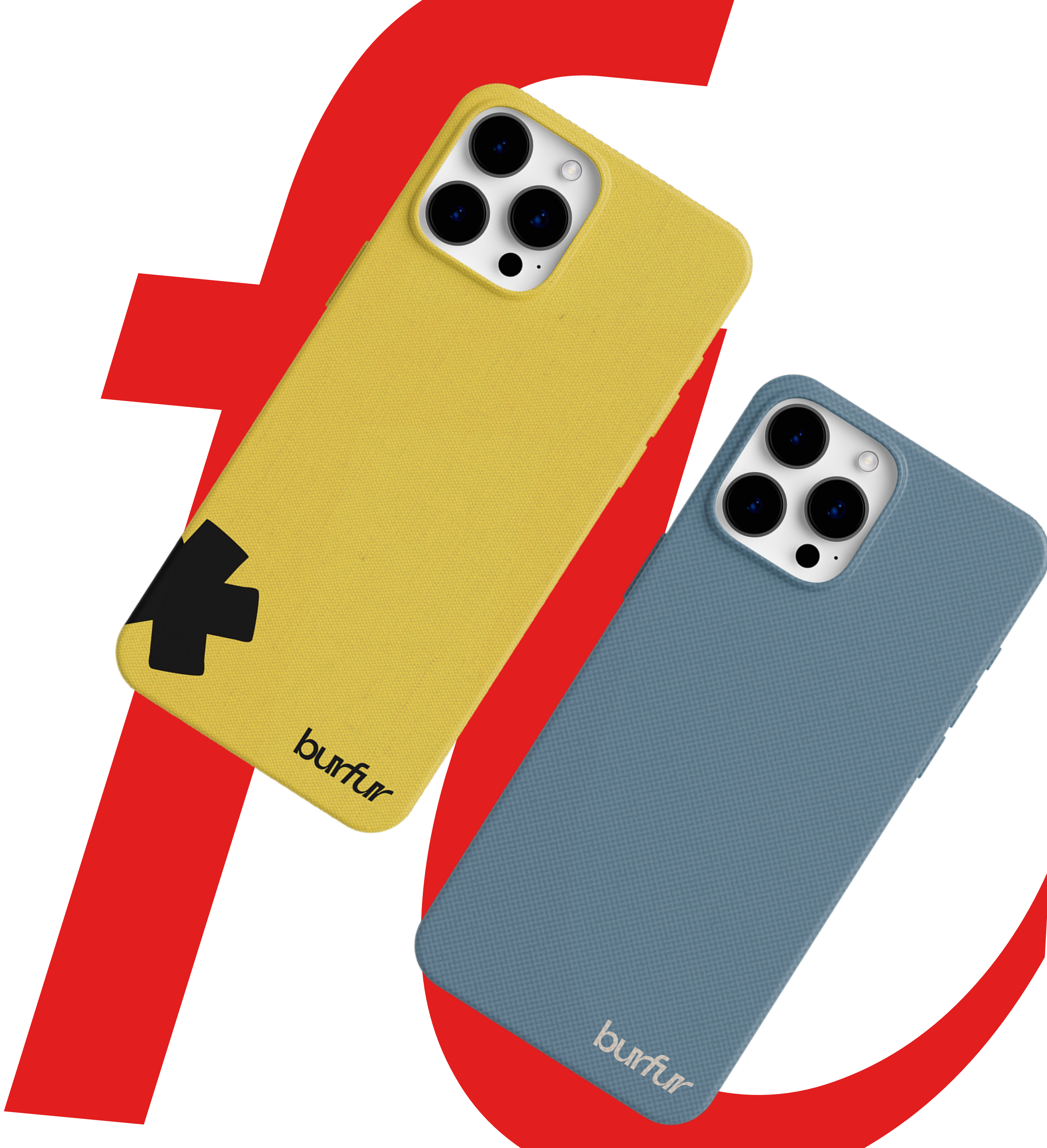
CARDS/CONTAINERS

Card Title

This is sample text inside a brand card/container. Use cards for grouping content or features

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BRAND GUIDELINES & SUMMARY

WHAT WORKS:

- Maintain consistent logo placement and sizing across all media
 - Use only approved colors from the official palette
- Apply typography hierarchy as documented in guidelines
 - Leverage white space for modern, clean aesthetics
 - Use high-resolution, professional imagery
 - Follow design system components for UI elements
- Adapt designs responsibly across different touchpoints

WHAT DOESN'T WORK:

- Distort, stretch, or alter the logo in any way
- Introduce unauthorized colors or color variations
 - Mix typefaces or break typography hierarchy
- Overcrowd layouts or ignore white space principles
 - Use low-quality, blurry, or generic imagery
- Deviate from approved design system components
- Dilute brand personality through inconsistent applications

CONTACT & RESOURCES

For Brand Questions:

Revanth Rangiseti (ROGUEx)

Graphic Designer

Email: rogueexxxx@gmail.com

Website: www.rogueex.art

Brand Files Available:

- Logo files (SVG, PNG, AI)
- Color palette (HEX, RGB, CMYK)
- Typography specifications
- Design system components

Version: 1.0 | Date: APRIL 2025 | Status: Official Guidelines