



R&P AGENCY

Founded by Nicola Guazzi, R&P Agency Limited is a Consultancy Agency with a distinct eye for the world of surfaces and materials. Located in Hong Kong, this Agency features some of the world's most famous brands of Ceramic Companies.

The brand identity takes references from the craftsmanship, care of details and minimalism often seen in Design World. The color palette plays with contemporary pastel colors in shades of pink, green and blue to create a brand identity that feels fun and corporate at the same time.

The logo has been created by using the “Circular Std Font Family” weaving the letters P and R into a single new Monogram which is the fusion of both to underline the meaning of union intrinsic to the logo itself.

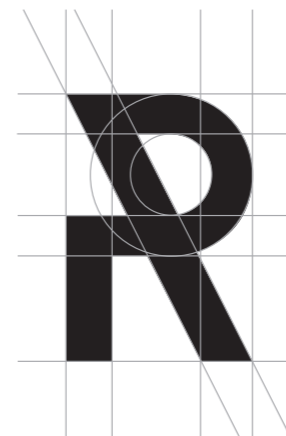
VISUAL LANGUAGE

R & P

LETTER R

LETTER P

LOGOTYPE CONSTRUCTION



TIPOGRAPY

CIRCULAR STD | BOOK

ABCDEFGHIJKLMN
OPGRSTUVWYXZ
abcdefghijklmnp
qrstuvwxyz
12345678990
!@#\$%^&°()_+ = -
][\';/.,?><|”:}{

CIRCULAR STD | MEDIUM

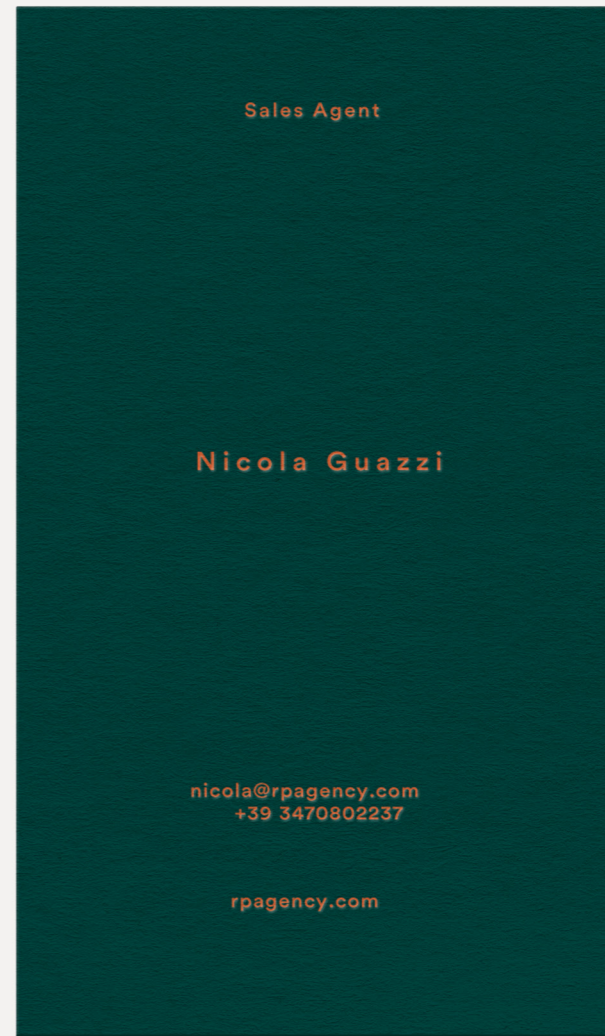
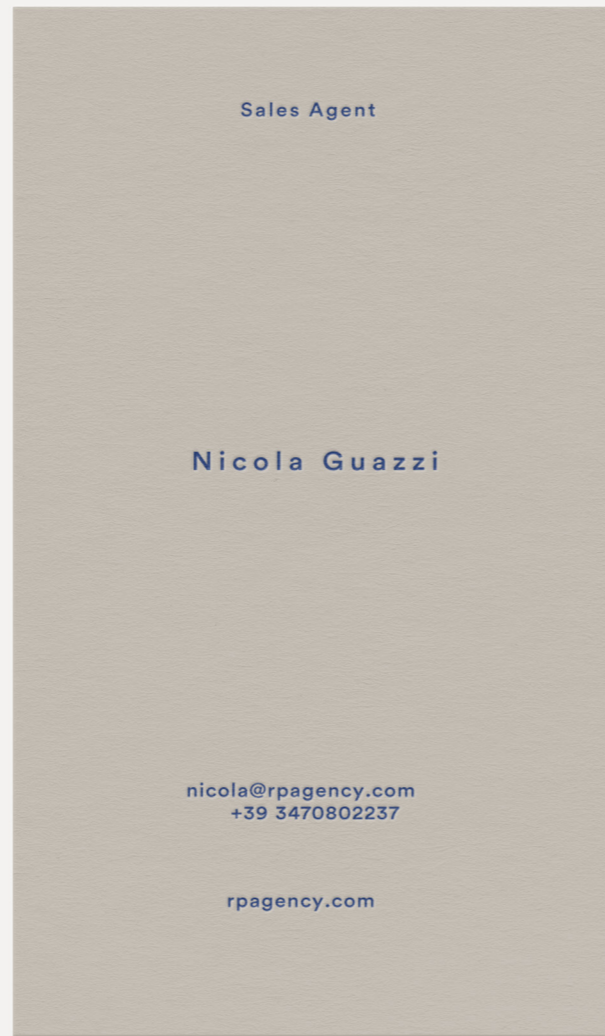
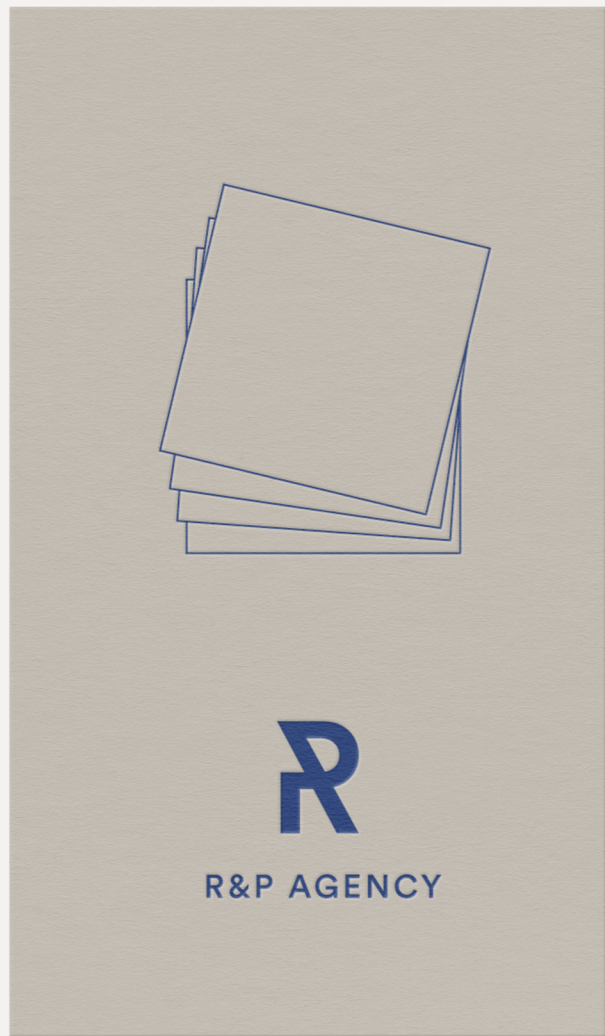
ABCDEFGHIJKLMN
OPGRSTUVWYXZ
abcdefghijklmnp
qrstuvwxyz
12345678990
!@#\$%^&°()_+ = -
][\';/.,?><|”:}{

CIRCULAR STD | BOLD

ABCDEFGHIJKLMN
OPGRSTUVWYXZ
abcdefghijklmnp
qrstuvwxyz
12345678990
!@#\$%^&°()_+ = -
][\';/.,?><|”:}{







Thanks for the love.



Take your dreams seriously.



This package is happy to see you too :)



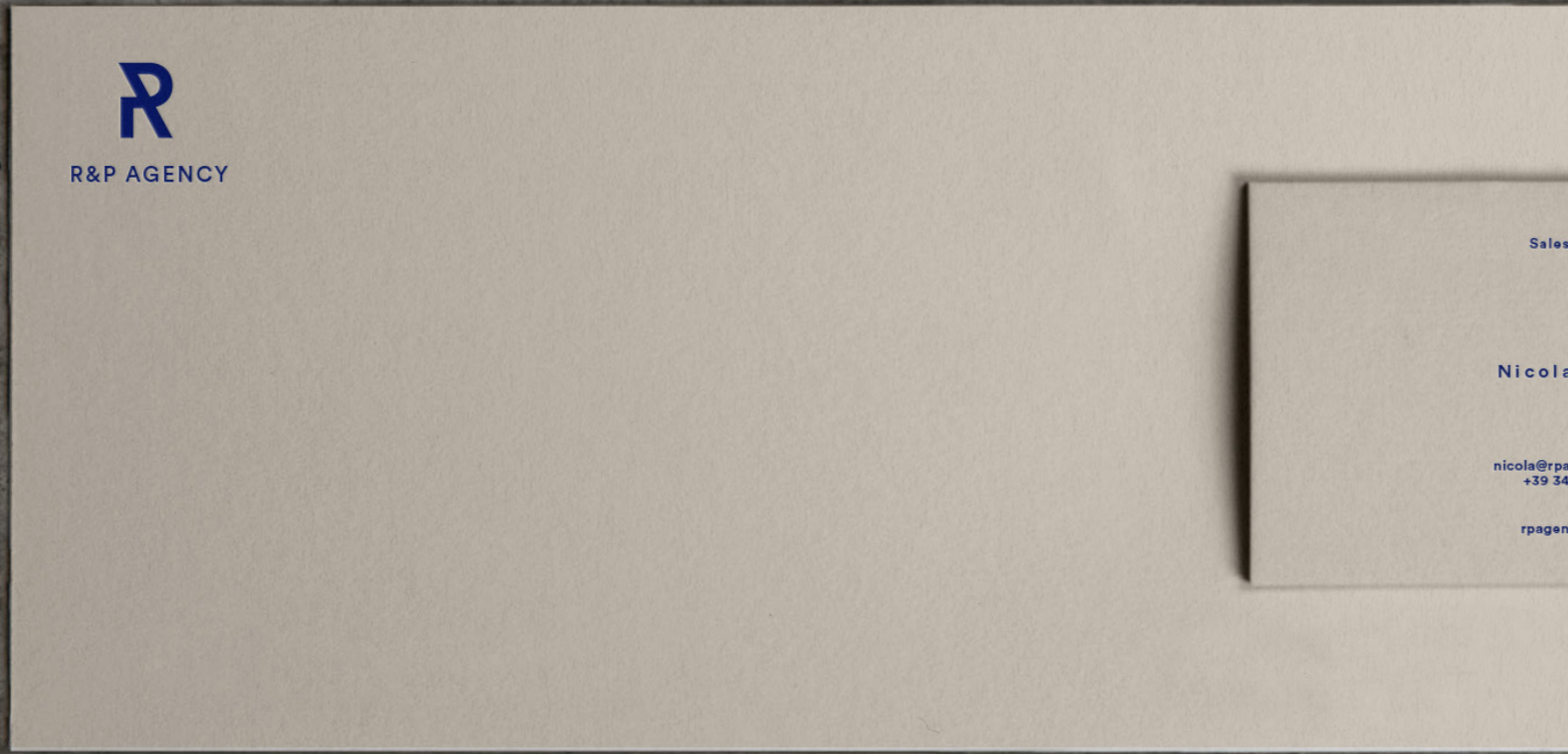
Can't wait to give you a hug



With Compliments



R&P AGENCY



Thanks