Logo Guide

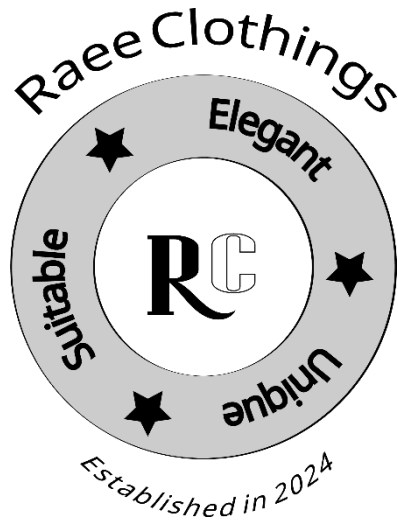**Coloured**

Monochrome

Colors:

It is important to finalize with the colors. I chose the pink and gold tones bring a feminine and elegant touch, the touch of gray gives a nod to modernity to the brand.

Gold tone (yellow)

R = 255; V = 255; B = 0

Pink Tone

R = 255; V = 123; B = 172

Grey tone

R=V=B=204

Fonts :

1. COLLECTIVE SANS SERIF:

- a b c d e f g h i j k l m n o p q r s t u v w x y z

- A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

2. Niagara Solid

- a b c d e f g h i j k l m n o p q r s t u v w x y z

- A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Graphic:

Star: The integration of the stars symbolizes high-quality and elegance.

Pattern:

Inspired by the main logo, it creates visual dynamism and reinforces the brand's identity.
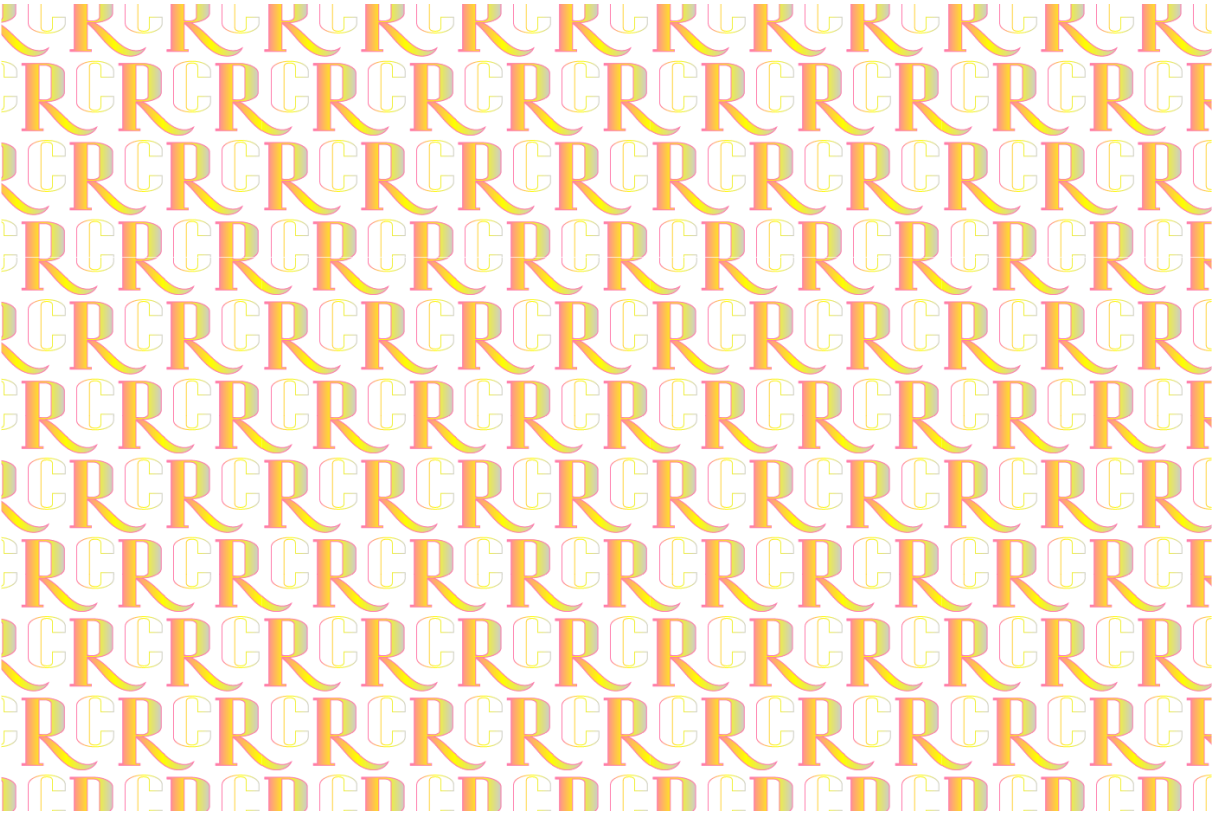
Logo Pattern

The slogan: Elegance reinvented. One of a kind.
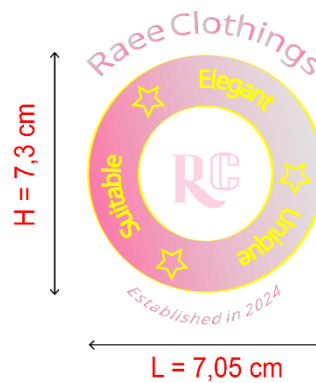
Backgrounds:

Logo in different backgrounds

⭐ **SAME PATTERN BUT WITH REDUCED OPACITY!**

Prohibition of use:

- ❖ **Background does not take logo colors**
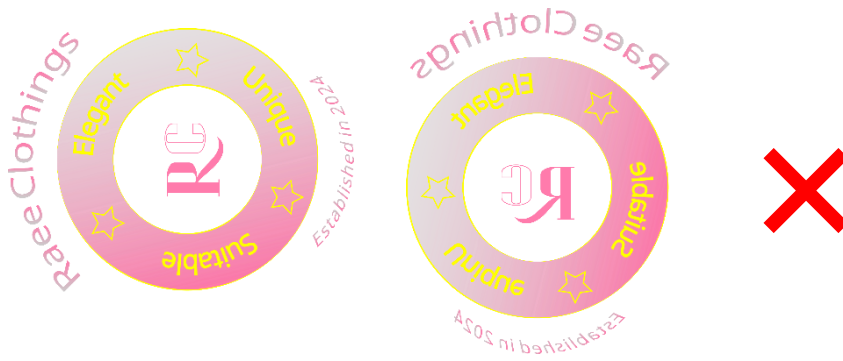- ❖ **Logo Dimension :**

Minimum Dimension for
a Business Card

Minimum dimension for a web site

PS: 7.05 * 7.3 is worth 200px * 207px on the screen!

❖ **The logo must not reverse:**

Light feedback is acceptable