

# BRANDING GUIDELINE



# TABLE OF CONTENT

<u>01</u>	<u>MISSION &amp; VISION</u>
<u>02</u>	<u>LOGO</u>
<u>03</u>	<u>COLOR PALETTE</u>
<u>04</u>	<u>TYPOGRAPHY</u>
<u>05</u>	<u>MOCKUPS</u>

<u>PAGE 01</u>
<u>PAGE 01</u>
<u>PAGE 01</u>
<u>PAGE 01</u>
<u>PAGE 01</u>

# MISSION & VISION



# **1.MISSION & VISION**

## **MISSION**

**TO CRAFT CLEAN, TIMELESS, AND THOUGHTFUL DESIGNS  
THAT ELEVATE BRANDS AND INSPIRE TRUST.**

## **VISION**

**TO BECOME A TRUSTED CREATIVE STUDIO KNOWN FOR MINIMALIST  
ELEGANCE AND IMPACTFUL BRANDING**

# LOGO



# 2.LOGO

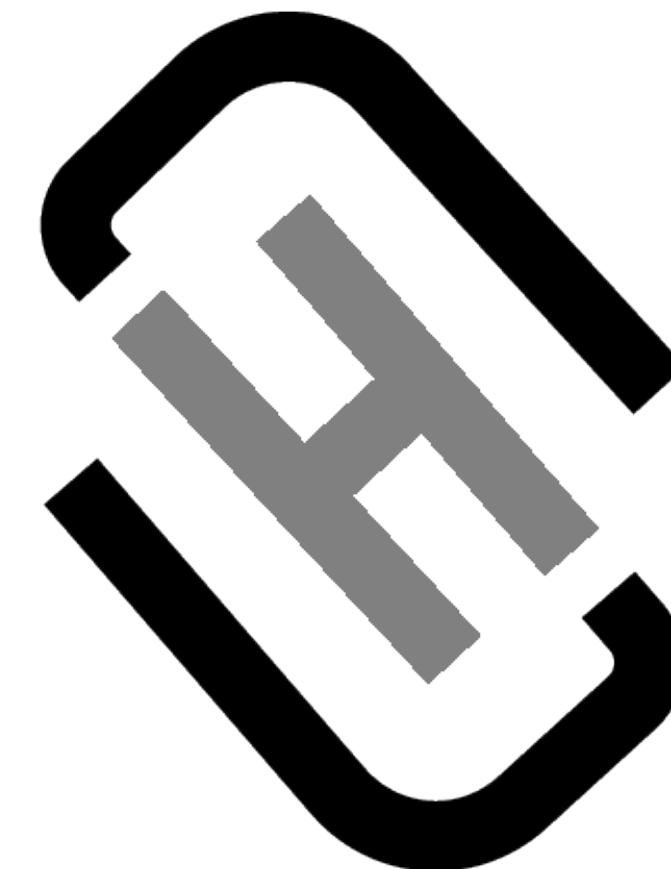
## PRIMARY

OUR MAIN LOGO IS A CLEAN, MINIMALIST WORDMARK USING THE BEBAS NEUE TYPEFACE. IT IS DESIGNED TO BE TIMELESS AND PROFESSIONAL, REFLECTING OUR FOCUS ON MODERN DESIGN WITH PURPOSE.



## BRANDMARK

THE “SH” INITIALS LOGO IS OUR COMPACT VARIATION, USED IN CONTEXTS WHERE SPACE IS LIMITED SUCH AS PROFILE IMAGES, FAVICONS, OR SMALL-FORMAT PRINT.

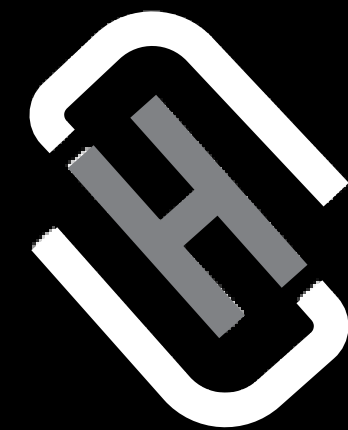


## 2.LOGO

### LOGO VARIATION



**HABIB STUDIO**



**HABIB STUDIO**



**HABIB STUDIO**

## 2.LOGO





# COLOR PALETTE



# 3.COLOR PALETTE

R=102 G=102 B=102

HEX 66 66 66

RGB 102 102 102

CMYK 60 52 51 20

LAB 43 0 0

GrayScale 60

R=255 G=255 B=255

HEX ff ff ff

RGB 255 255 255

CMYK 0 0 0 0

LAB 100 0 0

GrayScale 0

R=0 G=0 B=0 1

HEX 0 0 0

RGB 0 0 0

CMYK 75 68 67 90

LAB 0 0 0

GrayScale 100

# **TYPOGRAPHY**



# 4.TYPOGRAPHY

**PRIMARY TYPEFACE: BEBAS NEUE**

**USE: HEADLINES, LOGOS, MAJOR TITLES**

**STYLE: ALL UPPERCASE ONLY**

**WEIGHT: REGULAR (BOLD BY DESIGN)**

**NOTE: BEST USED IN LARGE SIZES. AVOID FOR BODY TEXT.**

**AB**

**AB**

**AB**

**AB**

# 4.TYPOGRAPHY

## **Secondary Typeface: Montserrat**

**Use:** Body text, subheadings,  
captions, website content

**Styles:** Regular, Medium, Bold

**Recommended Sizes:** 12pt – 18pt

**Note:** Highly legible and modern,  
perfect for supporting content.

Ab

Ab

Ab

Ab

Aa

# MOCKUPS





THANK  
YOU

