

Brand Identity Package

Internship Golden Project 1

Brand Key words

- ▶ **Lady**
- ▶ **Sassy**
- ▶ **Classy**
- ▶ **Elegant**
- ▶ **Youthful**
- ▶ **Feminine**



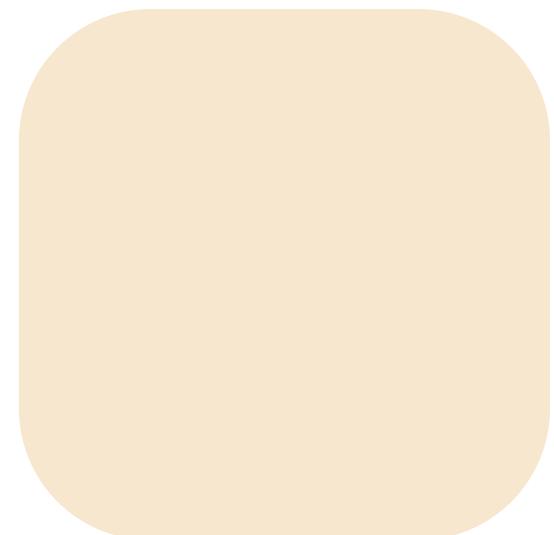
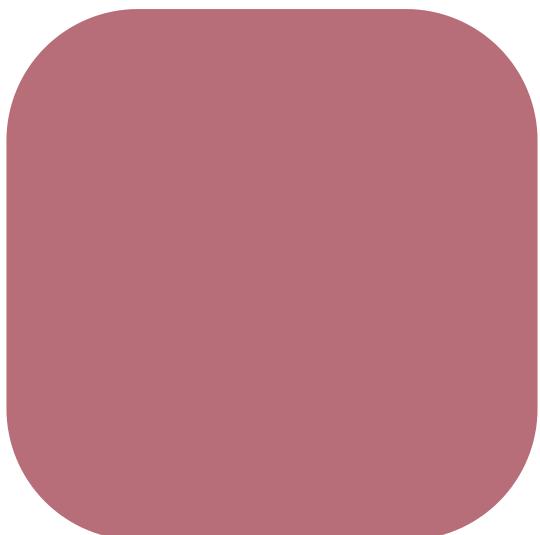
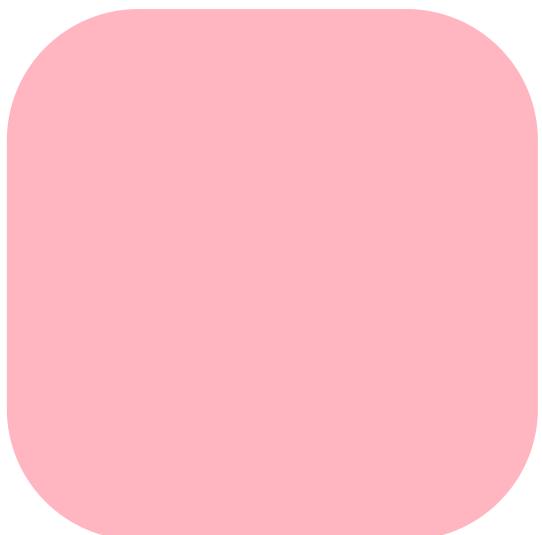
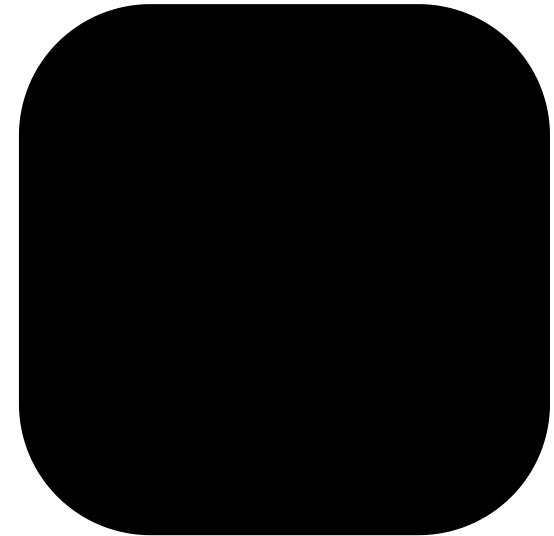
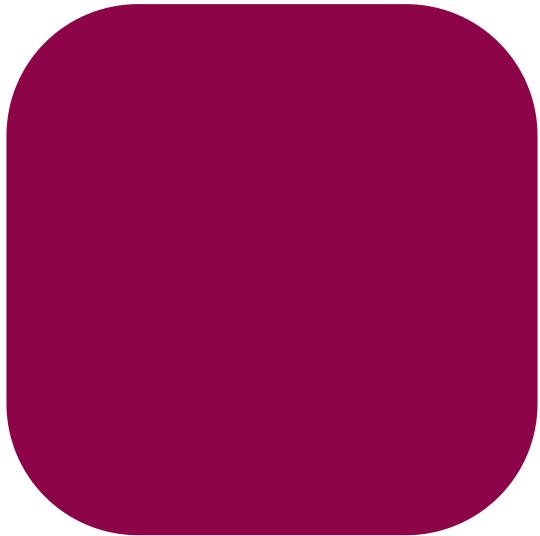
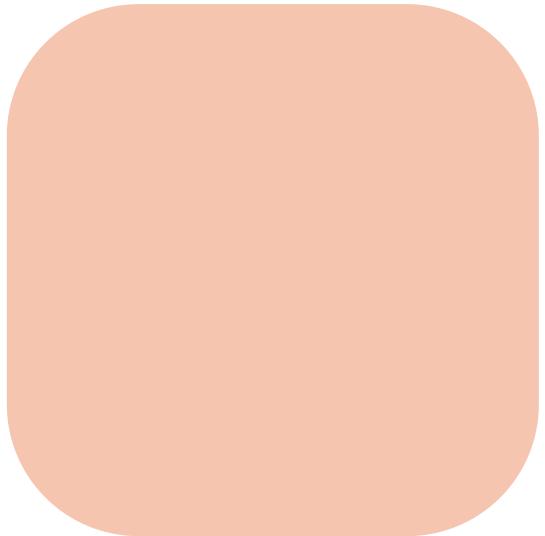
Hiba - Logo

Logo Design

Hiba

Hiba - Logo

Brand color



Hiba - Logo

Typography

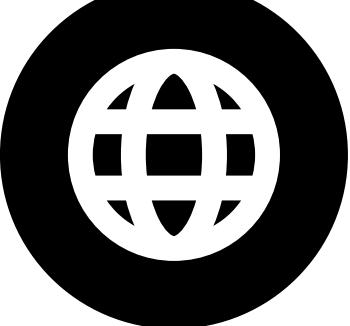
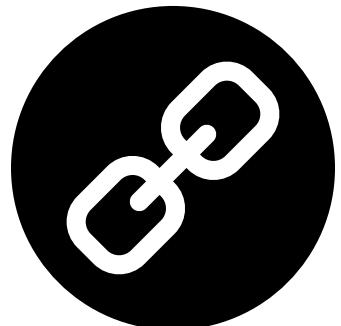
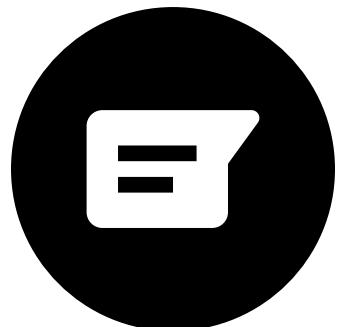
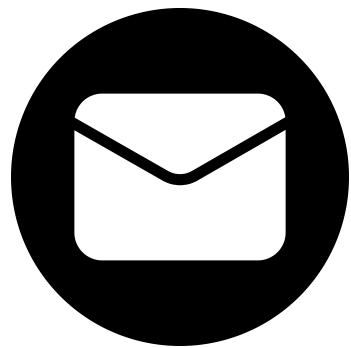
Raleway

Dream Avenue

Playfair Display

Hiba - icons

Icons



Hiba - Design feel



Mockups



Brand Purpose

Concept: A delicate and elegant design that embodies beauty, femininity, and luxury.

Style: Clean and modern with a possible use of soft curves, script fonts, or an abstract icon symbolizing makeup or beauty.

Colors: Primarily using soft pink, rose gold, and black.

Target Audience: Women aged 18-35 who are passionate about makeup and beauty.

Thanks for watching!

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