Proper Barber Club

Mini Branding document

Every man has his own unique style and this design uses type with similar unique features, different cuts and angles subtly hinting at the range of individualness each man wants to create. That and it has a fox, a badass fox looking proper as hell.

Palmore is perfect for adding some vintage flair and retro vibes into their work. Condensed shapes give it a strong rhythm as well rounded letter forms like O or C with large alternate glyphs.

For our Proper brand it visually represents the multitude of styles and "cuts" that men fashion. It's clean, angled serifs are meant to evoke personalal nature of different cuts for every person.

Proper

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

Palmore font is made specifically to meet your needs in creating a work, palmore offers some quite interesting combination options and many choices in its font style, with a strong, bold, and artistic font structure san serif style. palmore is very suitable for titles and body text designs or your work has a selection of uppercase and lowercase letters where you can adjust your needs either in the title or in the body text.

01
FÕRD AVENUES
CANVORY

YEAR 2022

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02
CONSTALA LA'MONS
STRONG, FIRM
AND ARTISTIC

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

YEAR 2022

Raleway is an elegant sans-serif typeface, designed in a single thin weight. It is a display face that features both old style and lining numerals, standard and discretionary ligatures, a pretty complete set of dia-critics, as well as a stylistic alternate inspired by more geometric sans-serif typefaces than it's neo-grotesque inspired default character set.

Raleway should be used for all bodycopy and none-headline related type and copy.

BARBER CLUB

LOWERCASE

abcdefghijklm
nopqrstuvwxyz

UPPERCASE

ABCDEFGHIJLM
NOPQRSTUWXYZ

SPRAY

CLASSIC HAIR GEL

SHAMPOO

FINEST POMADE

Regal, trusted and slighly luxurious are all feeling we want to create with colour. Proper Barber Club should feel like it's an established club that has been catering to men's style for 100 years even if it is just started out.

#F9EFDE

#1C2B40

#2E4036

#CF9E54

#F2AB26

#F29626

#F25245