



Brand Guideline

Thank you for helping us maintain our brand's integrity and excellence.

Brand Guideline

Defining Our Identity



Crafted by: Creativo
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Intended for: Sara Dream Homes D.
Construction Drawings

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Welcome to Our Brand

Welcome to the official brand guidelines for Pradhi Fashion
This document serves as a comprehensive guide to understanding and applying our brand elements consistently. Our goal is to ensure a unified and recogniz able brand presence across all platforms.

Core Values

Our Mission

Our mission is to create high-quality, innovative products that enhance the lives of our customers. We are committed to excellence, integrity, and sustainability in all that we do.

Our Vision

To be a global leader in Clothing Brand, known for our com - mitment to quality, customer satisfaction, and social respon sibility.

Integrity	We act with honesty and integrity in everything we do.
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Innovation	We embrace creativity and strive for continuous improve ment.
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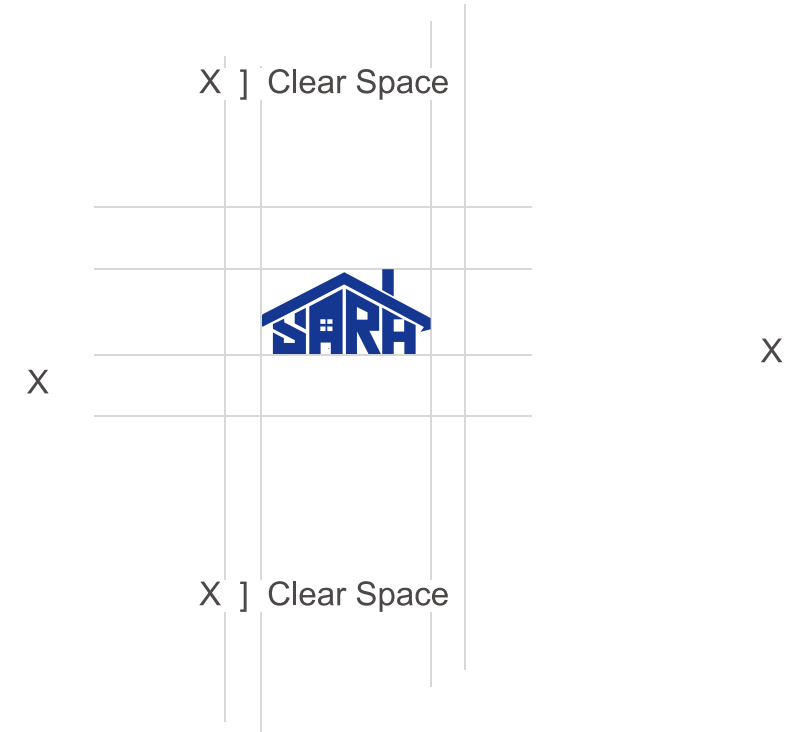
Customer Focus	We prioritize our customers' needs and aim to exceed their expectations.
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Sustainability	We are committed to sustain able practices that protect our planet.
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Primary Logo

Use the primary logo in its original form and colors. Ensure sufficient spacing around the logo to maintain its visibility and impact.



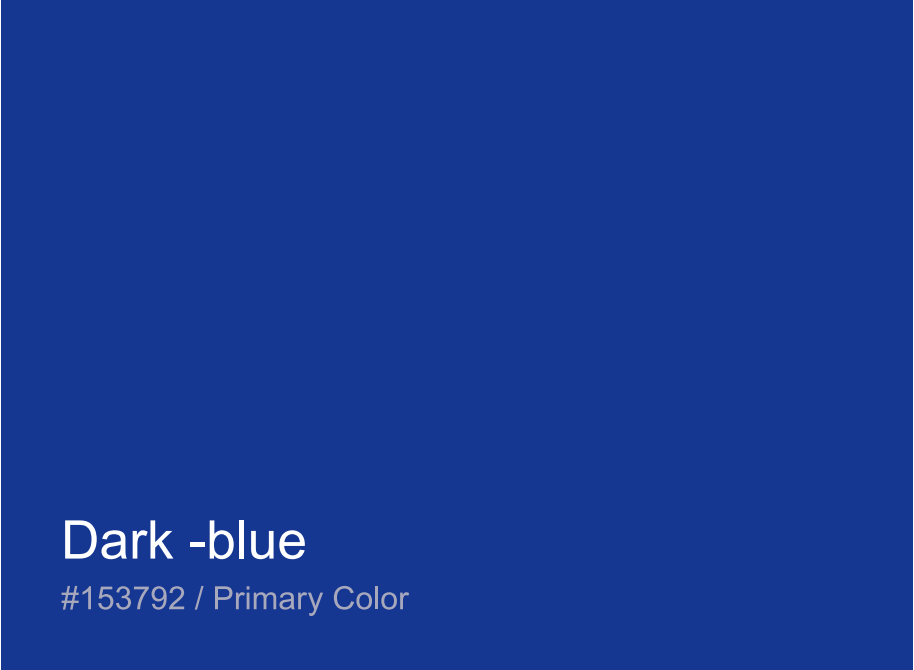
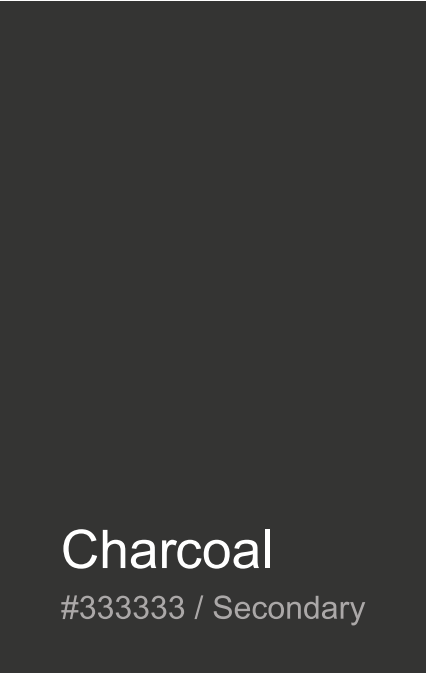
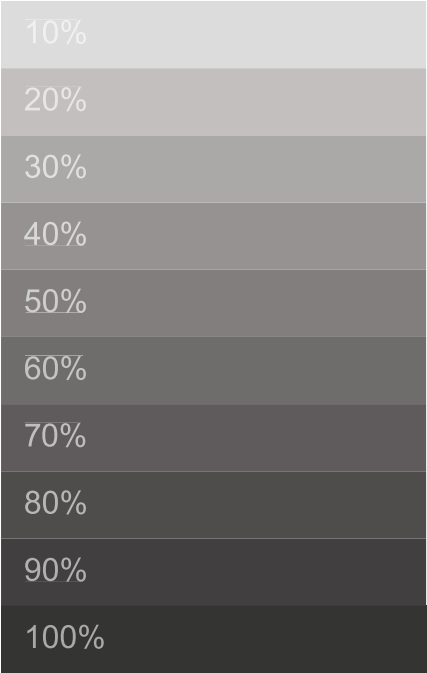
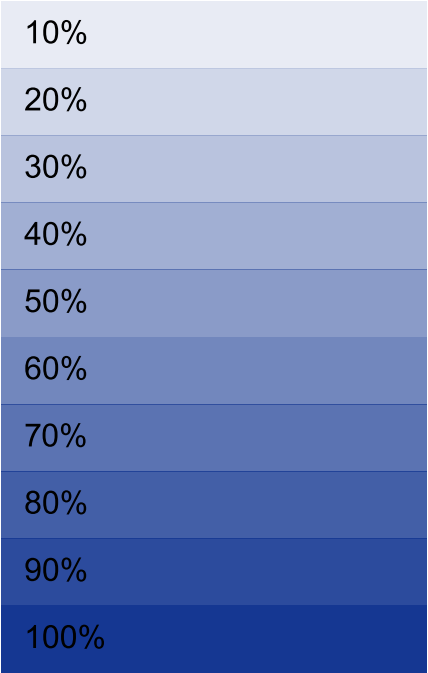
Logo Variations

Use these variations when the primary logo is not suitable. Do not alter the logo's proportions, colors, or orientation.



Color Palette

Our color palette reflects our brand personality and should be used consistently across all materials.



Color Philosophy

Dark blue

The color #153792 (dark blue) is a smart choice for a clothing brand because it represents trust, confidence, and calm strength. It has a psychological effect that makes people feel secure and connected, which helps build a reliable brand image. Philosophically, blue is linked to depth, truth, and timelessness, adding a meaningful layer to your brand identity. This shade is also gender-neutral and versatile, making it great for all kinds of fashion styles. Many successful brands like Facebook, LinkedIn, and Samsung use similar tones to show professionalism and credibility. Using this color can help your brand stand out as modern, trustworthy, and stylish.

Charcoal

Charcoal is often associated with stability, strength, and resilience, making it a popular choice for designs that seek to convey a sense of authority and professionalism.

Gray

Gray, a neutral and balanced color, embodies the essence of minimalism and sophistication. It bridges the gap between black and white, symbolizing neutrality and composure.

Typography

Typography is a key element of our brand identity. Use the specified fonts to maintain a cohesive and professional appearance.

Heading

Suissnord
Serif font

A B C D E F G H I J
A B C D E F G H I J

Sub
Headings

Xirod
Serif font

A B C D E F G H I J
A B C D E F G H I J

Body Text

Inter Tight
Serif font

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Regular / 60pt

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Numeric / Symbols

Imagery



Tone of Voice

Here are some examples of different tones of voice that can be included in brand guidelines

Friendly and Approachable

Example: "Hey there! We're here to help you find what you need. Feel free to reach out anytime!"

Professional and Formal

Example: "Thank you for your inquiry. We will respond to your request within 24 hours."

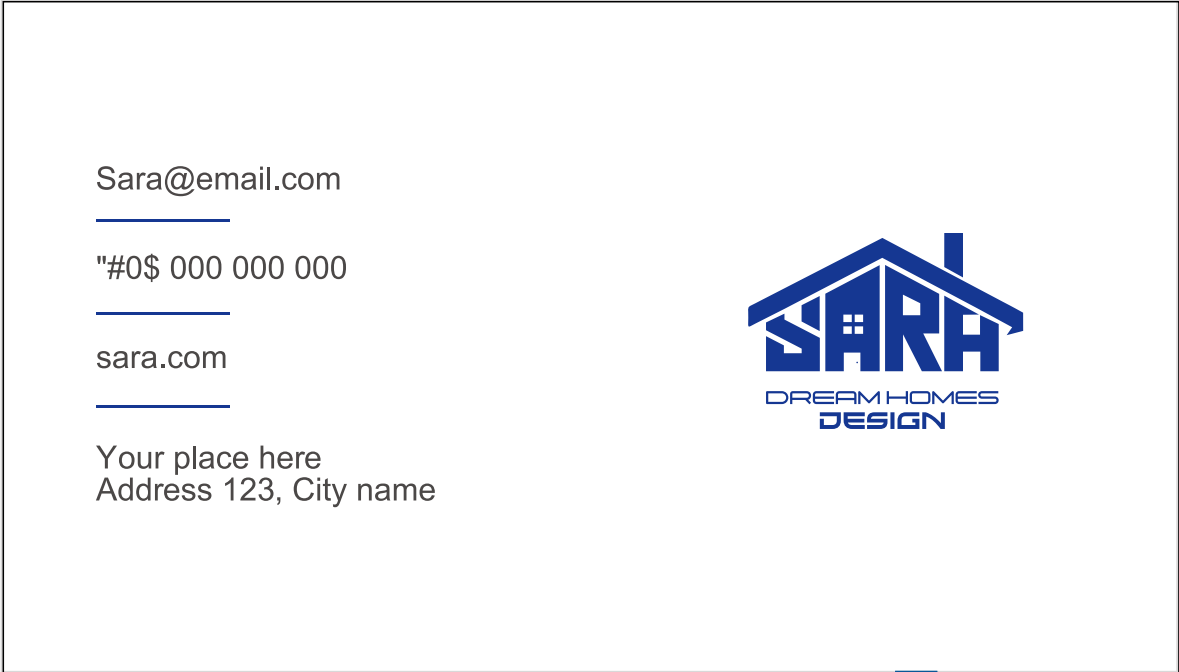
Inspirational and Motivational

Example: "Believe in yourself and all that you are. Know that there is something inside you that is greater than any obstacle."

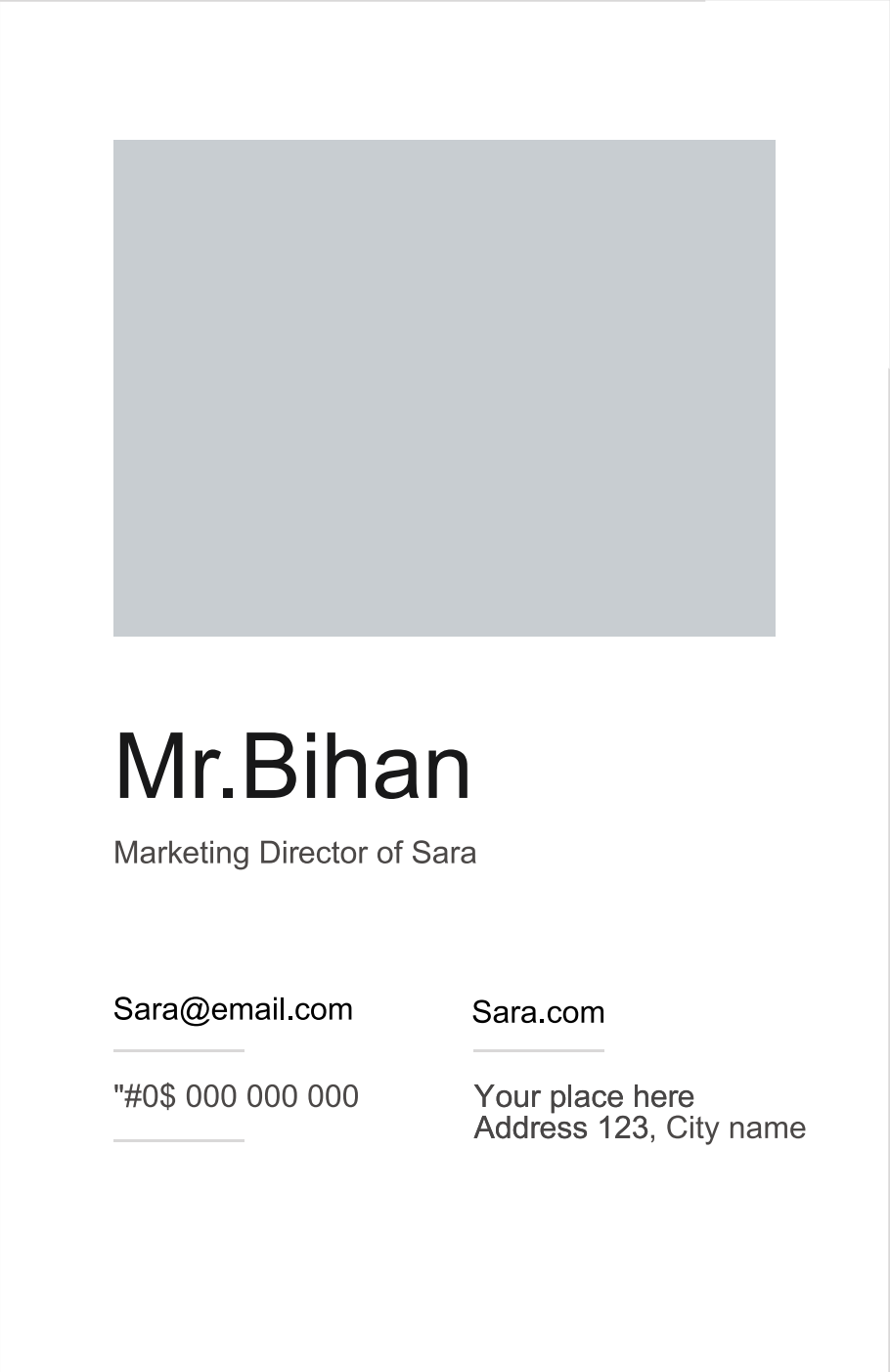
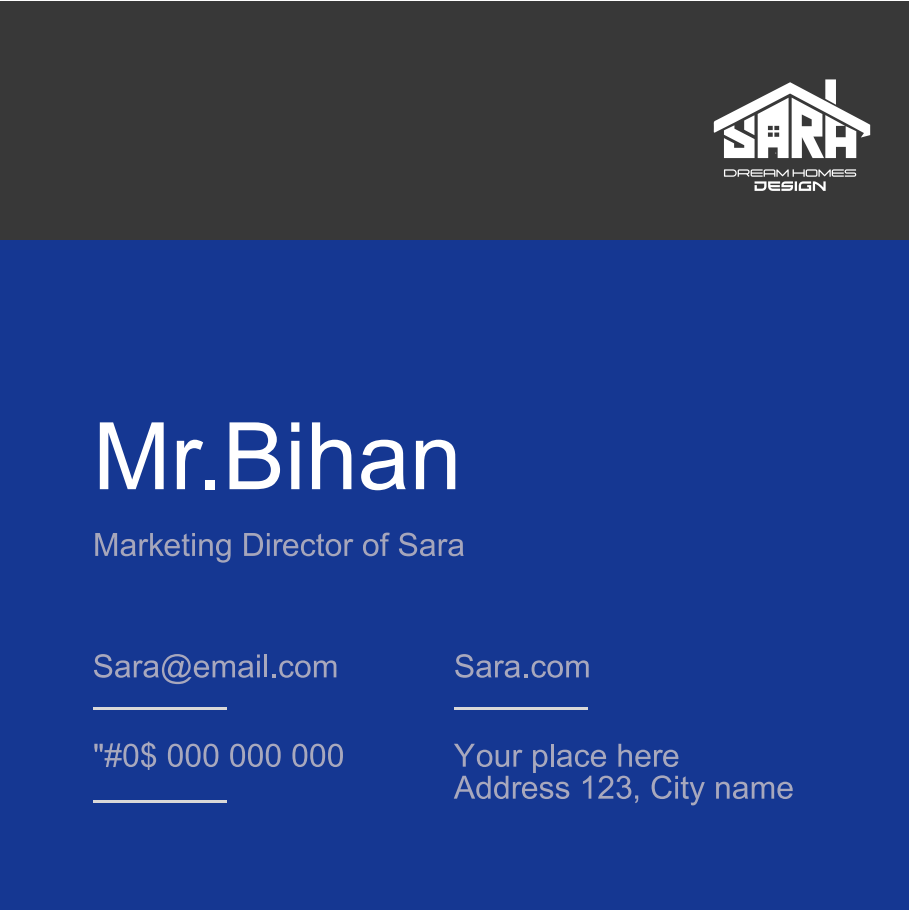
Authoritative and Confident

Example: "We guarantee the highest quality in every product. Our expertise is unmatched."

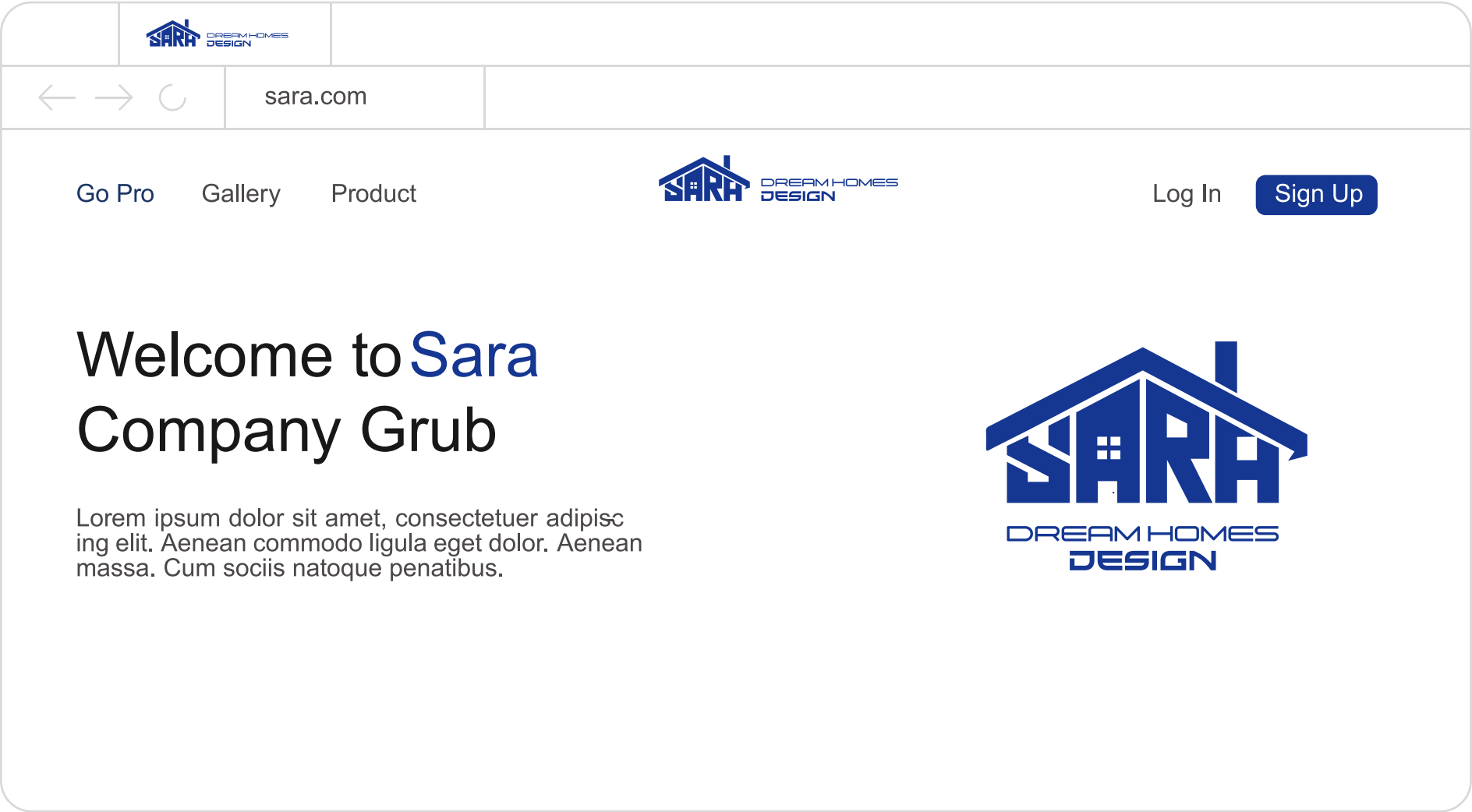
Business Card



Email Signatures



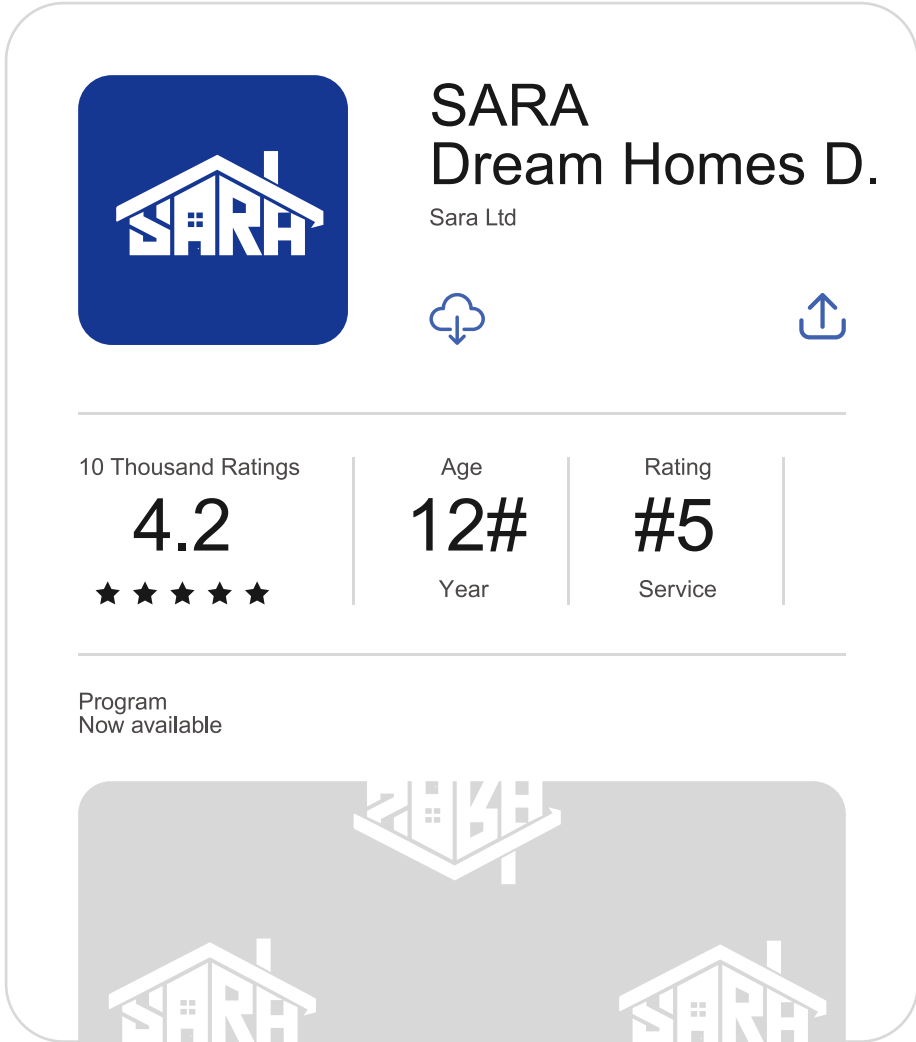
Website Design



Stationery



App Icons and Social Media



Instagram Post
Banner





Thank You from Creator

We extend our heartfelt gratitude for your continued support and belief in our vision. Crafting these brand guidelines has been a labor of love, reflecting our dedication to consistency, creativity, and excellence. Your trust empowers us to push boundaries and innovate, ensuring our brand remains vibrant and impactful. Thank you for being an integral part of this journey; together we are shaping a legacy of distinction and inspiration.

PUBUDU SENAVIRATHNE

Senior Graphic Designer



Contact Information

For any inquiries or further information regarding the brand guidelines, please feel free to reach out to our brand development team. We are here to assist you with any questions or support you may need.

Feel free to adjust any details to better fit your needs!

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