

# Brand Book

01

# Mindmap

### Baneberry

Big flower & five petals  
Circular center  
Brownish outside circular center  
Greenish circular core center

### Dahlia

Medium flower & Multiple petals  
Small, concentric and pointy petals  
Various colors variations  
Some have a yellow circular center  
Round appearance flower

### Jasmine

Small flower & Five petals  
White elongated and pointy petals  
Yellow flower center

### Sakura

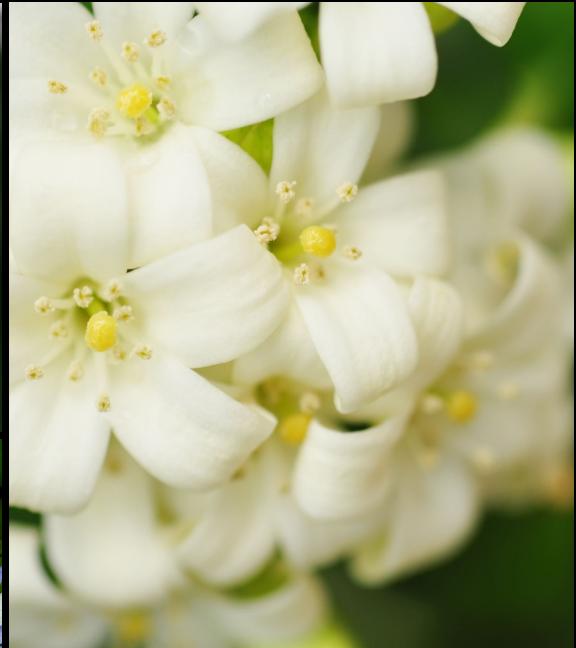
Small flower& five petals  
Circular pink petals  
Center filled with darker pink  
Thin stamens  
Five points star shaped center

### Sunflower

Big flower  
Yellow elongated petals  
Multiple petals  
Circular center  
Brownish outside circular center  
Greenish circular core center

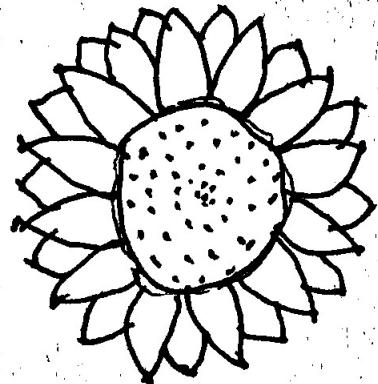
### Water Lily

Medium flower & multiple petals  
Long and pointy petals  
Yellow stamens in the center  
Alternated layers of petals

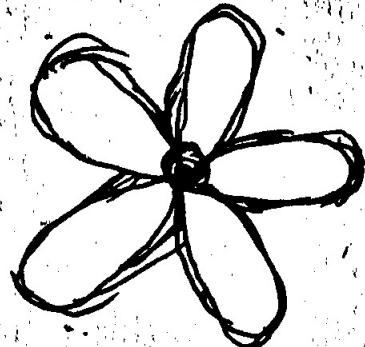


02

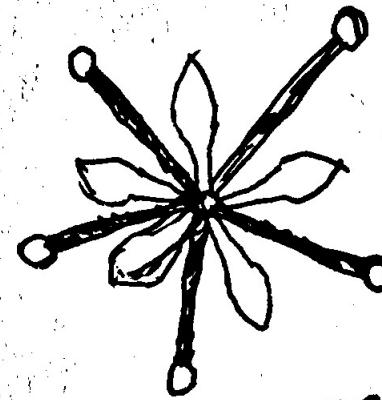
# Sketch



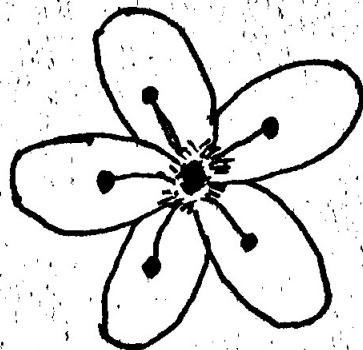
SUNFLOWER



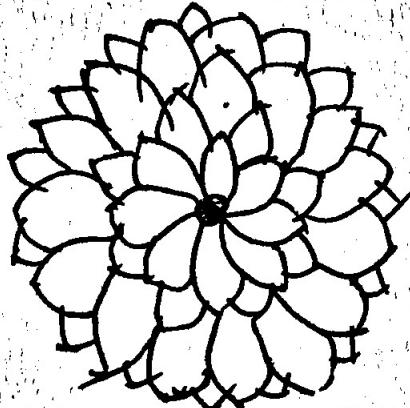
JASMINE



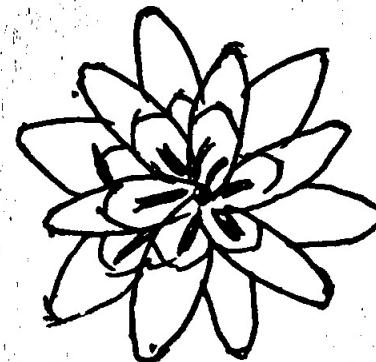
BANE BERRY



SAKURA



DAHLIA



WATER LILY

1 LAYER

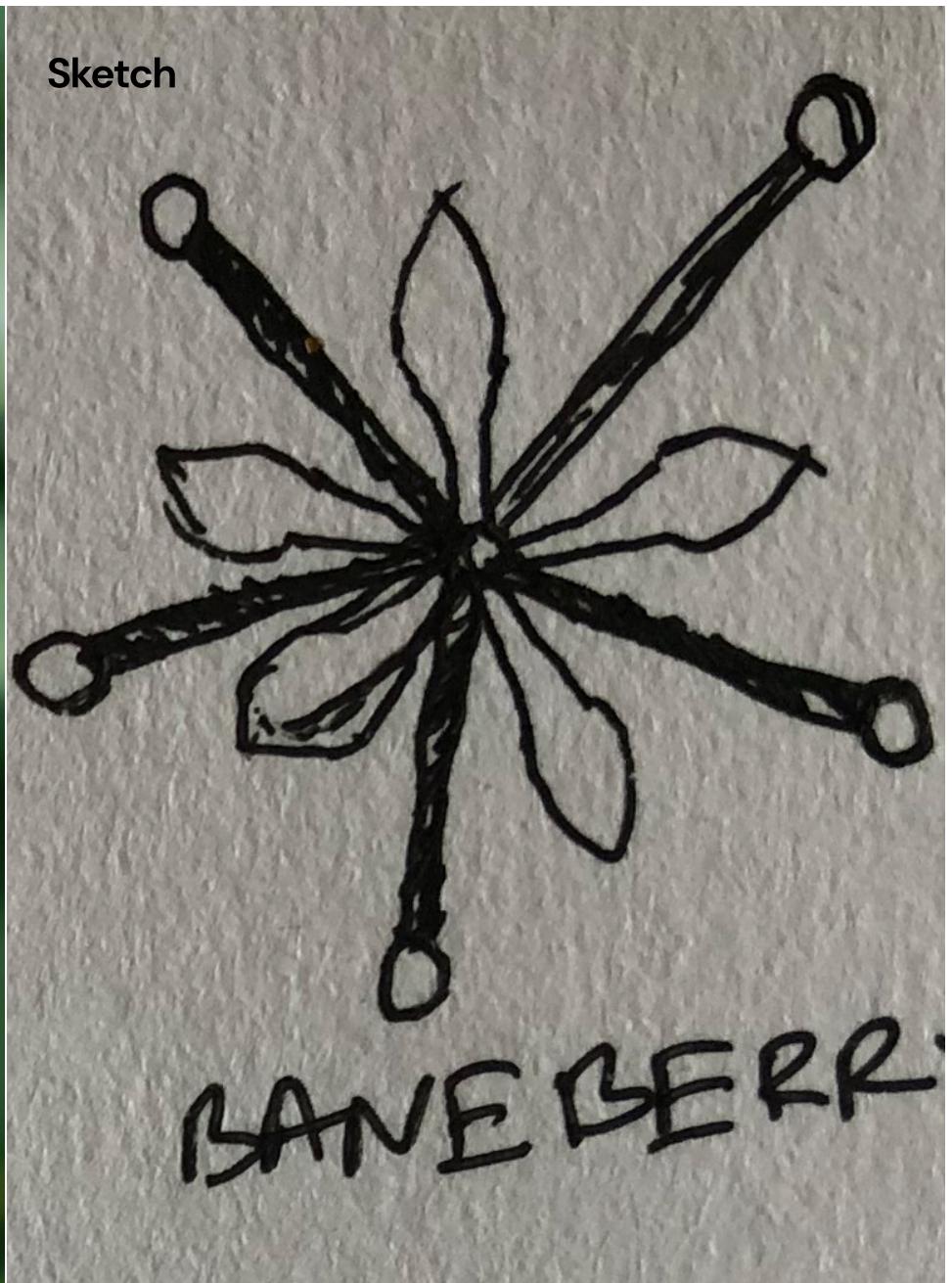
3 LAYER

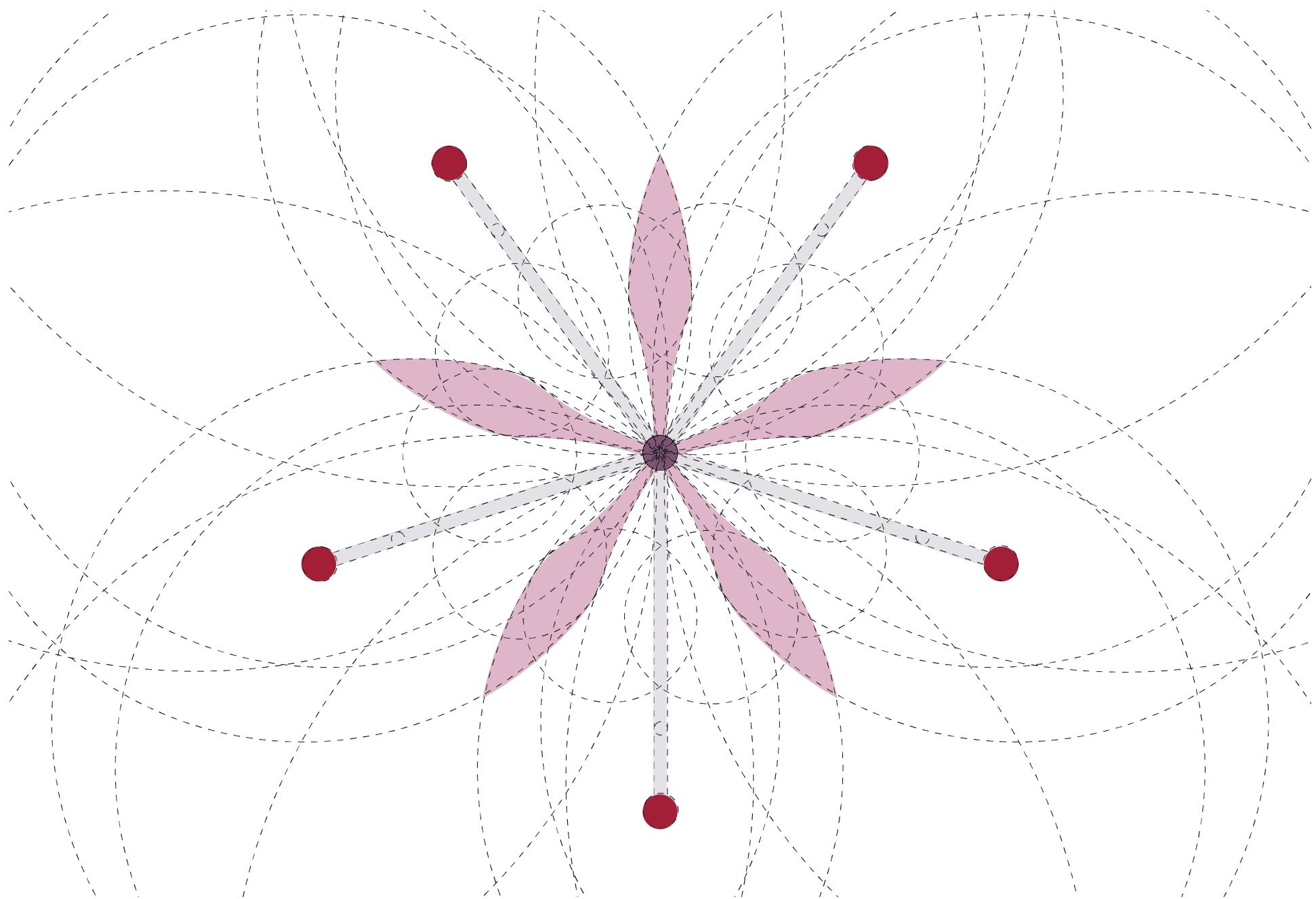
2 LAYER

4 LAYER

03

# Icon baneberry





**Pantone 201 C**

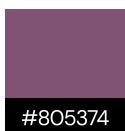
R 163 G 32 B 53  
C 0% M 51% Y 43% K 36%

**Pantone 663 C**

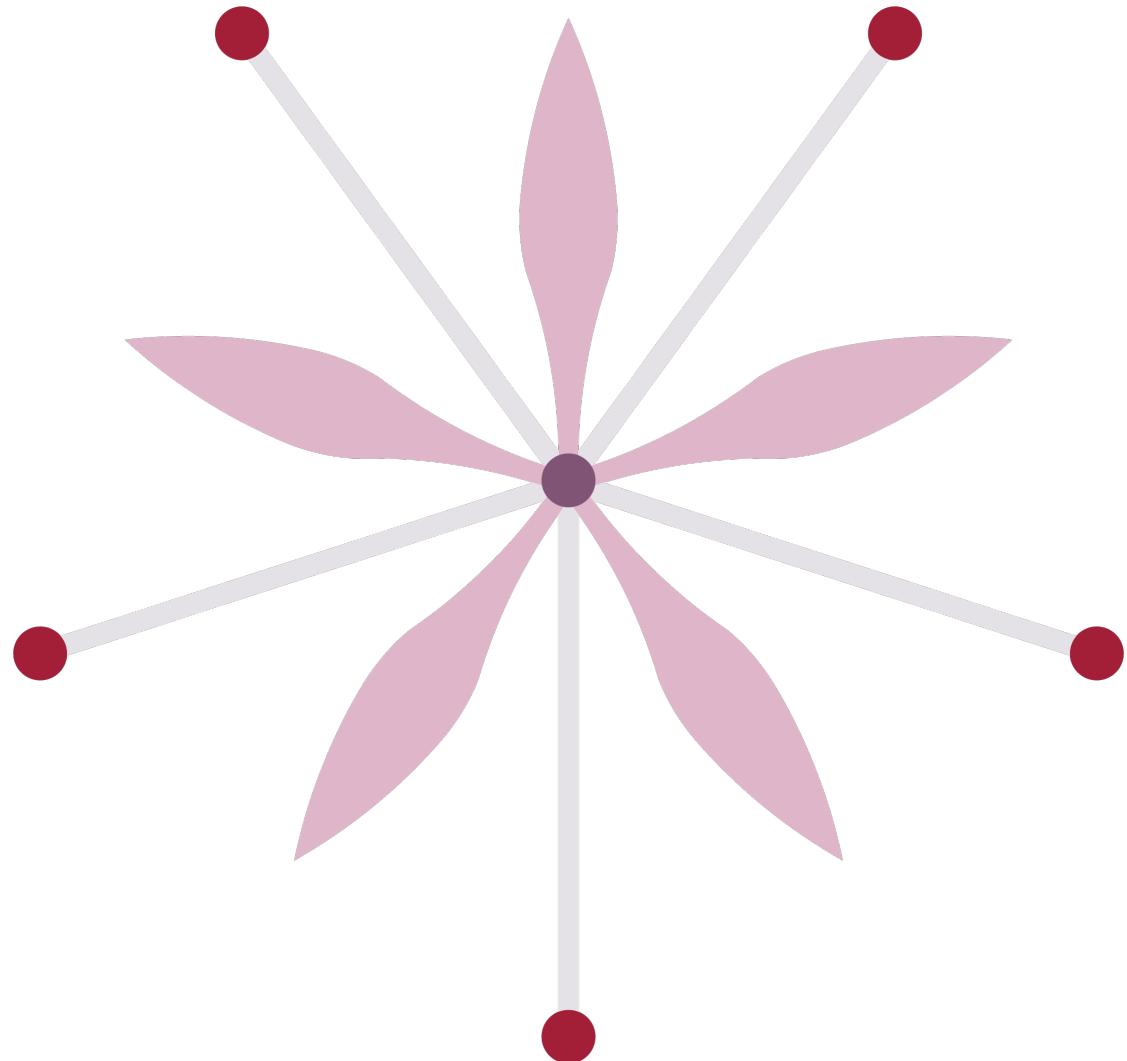
R 229 G 225 B 230  
C 0% M 2% Y 0% K 10%

**Pantone 685 C**

R 221 G 181 B 200  
C 0% M 16% Y 8% K 13%

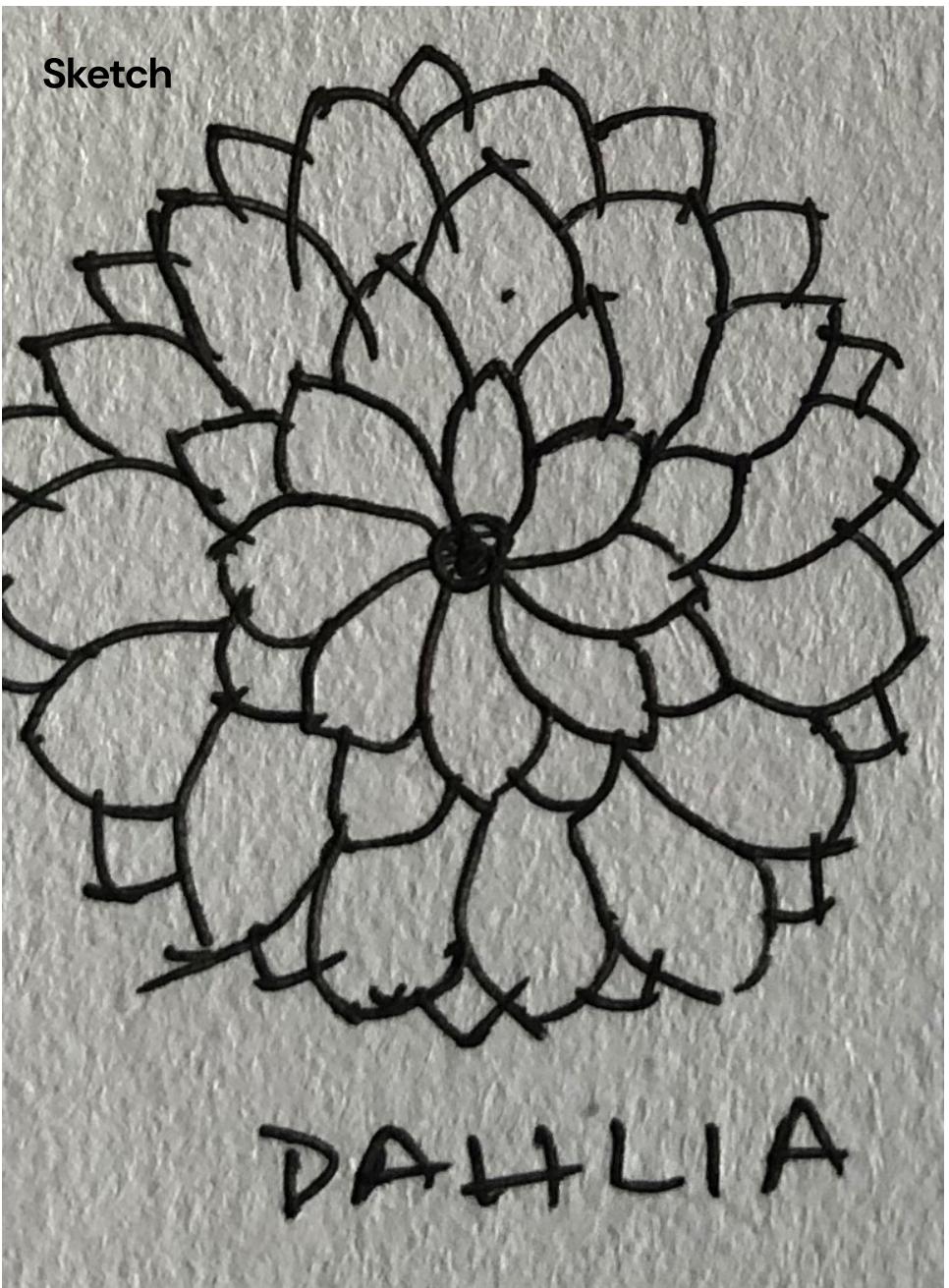
**Pantone 5135 C**

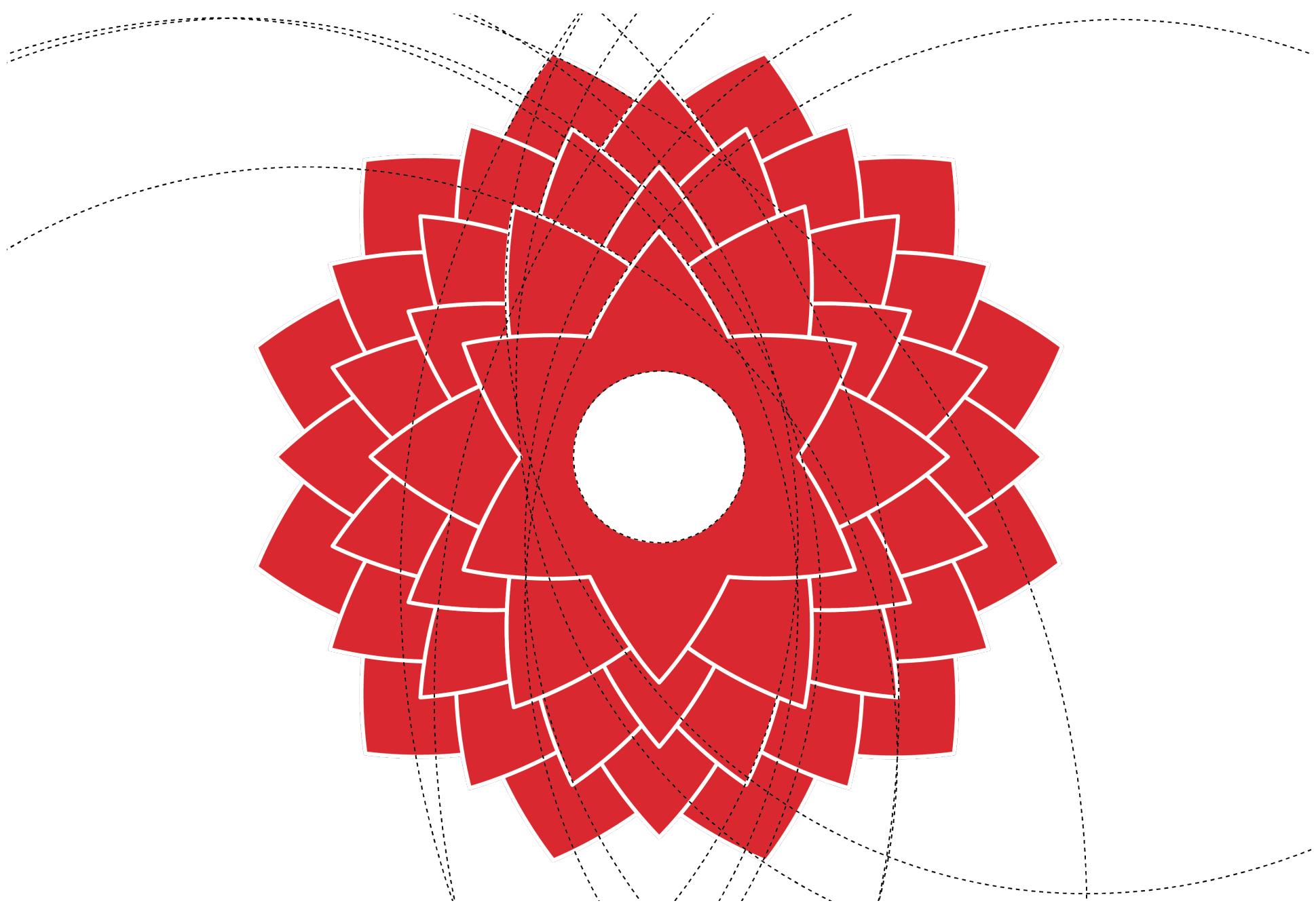
R 128 G 83 B 116  
C 0% M 18% Y 5% K 50%



04

# Icon dahlia



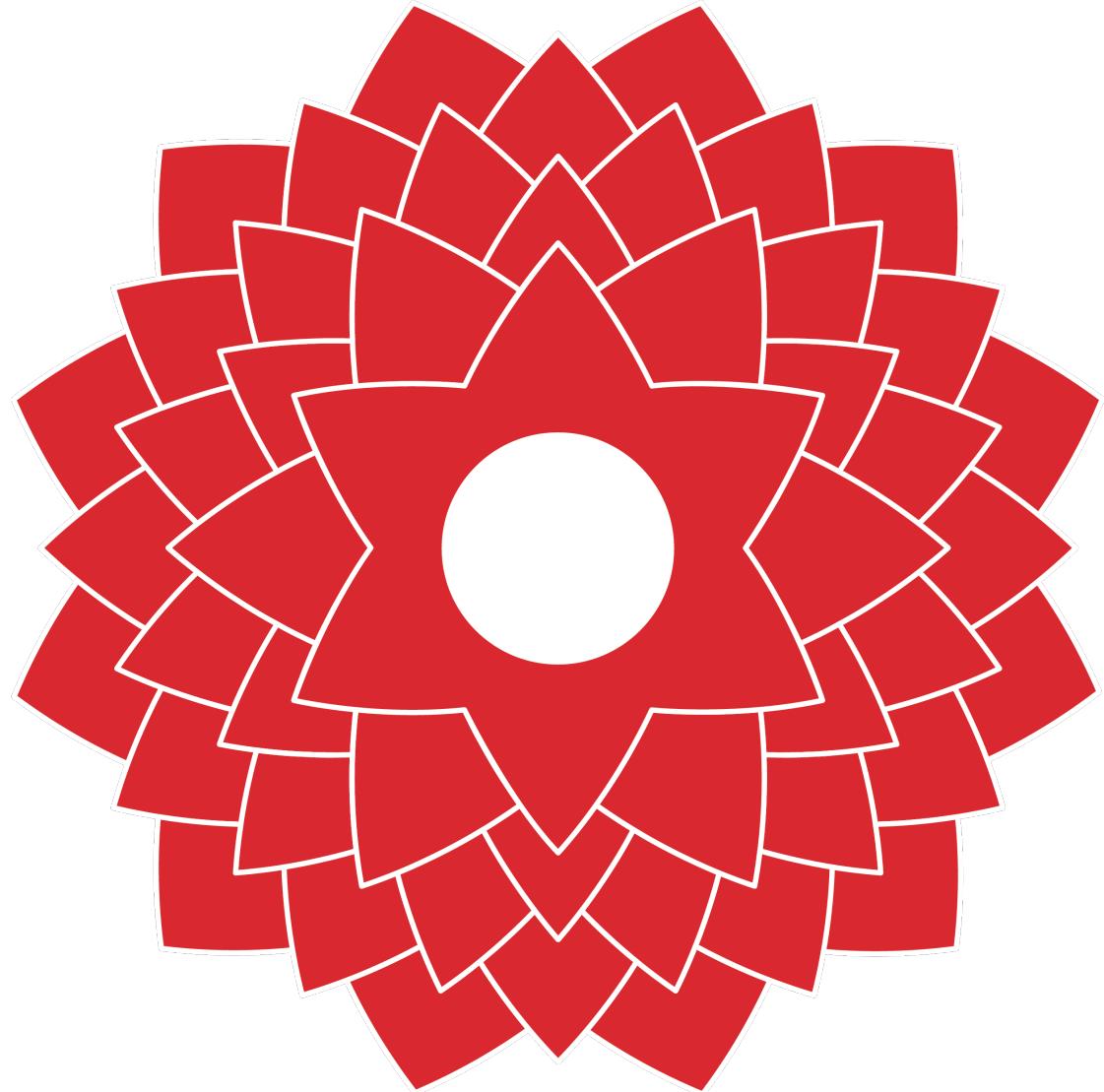




Pantone 1795 C

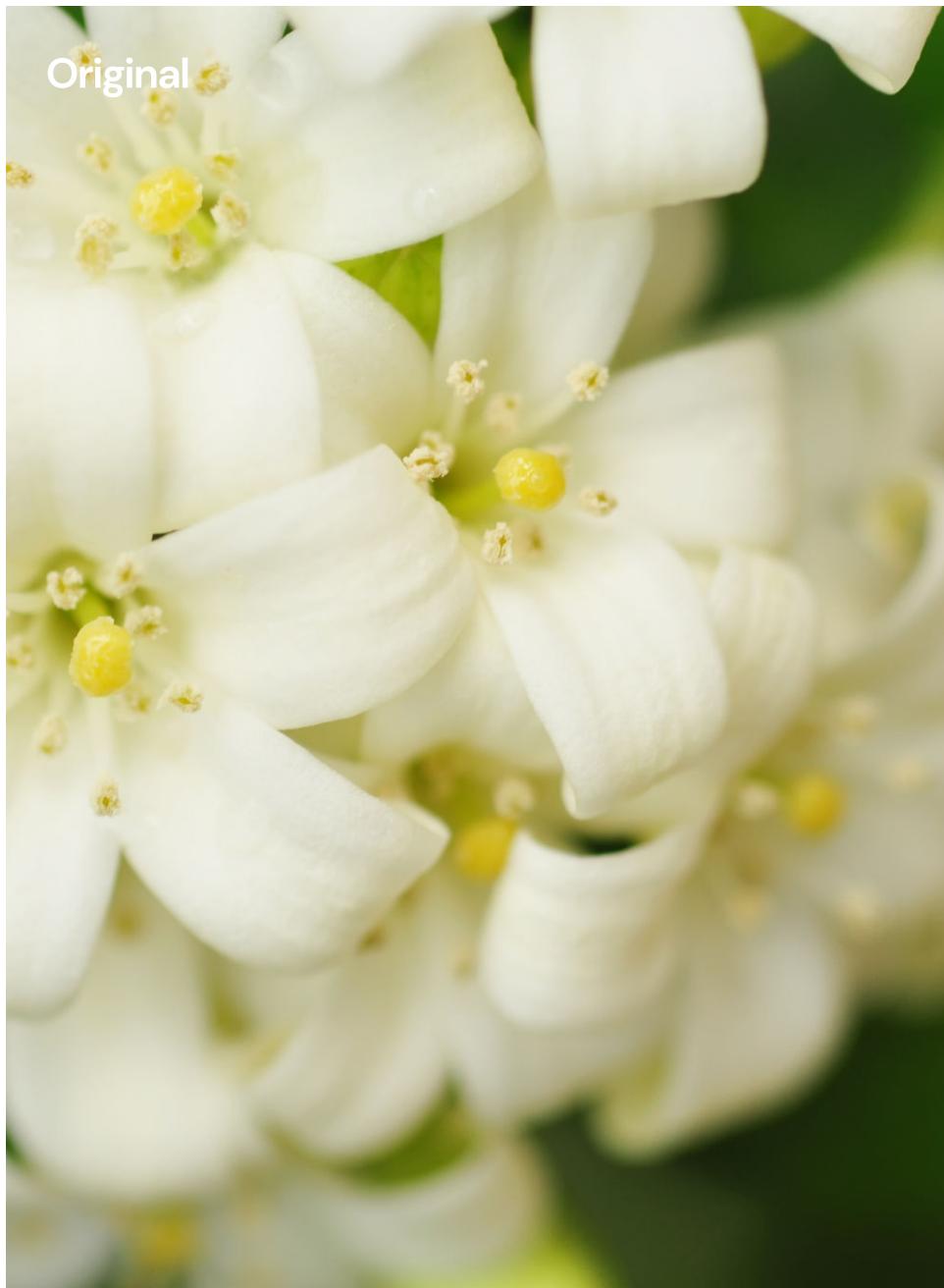
R 215 G 40 B 47

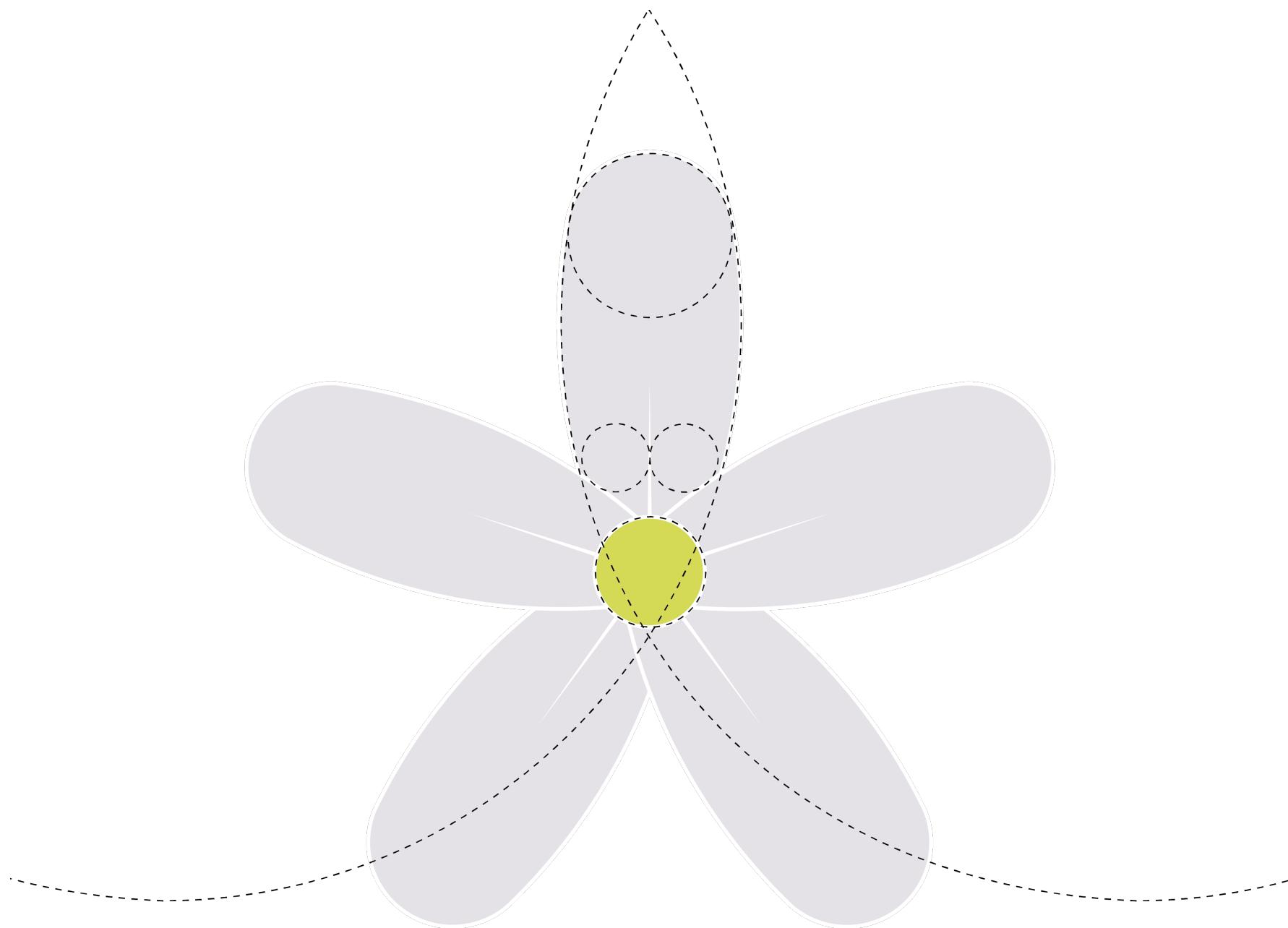
C 0% M 69% Y 66% K 16%



05

# Icon jasmine



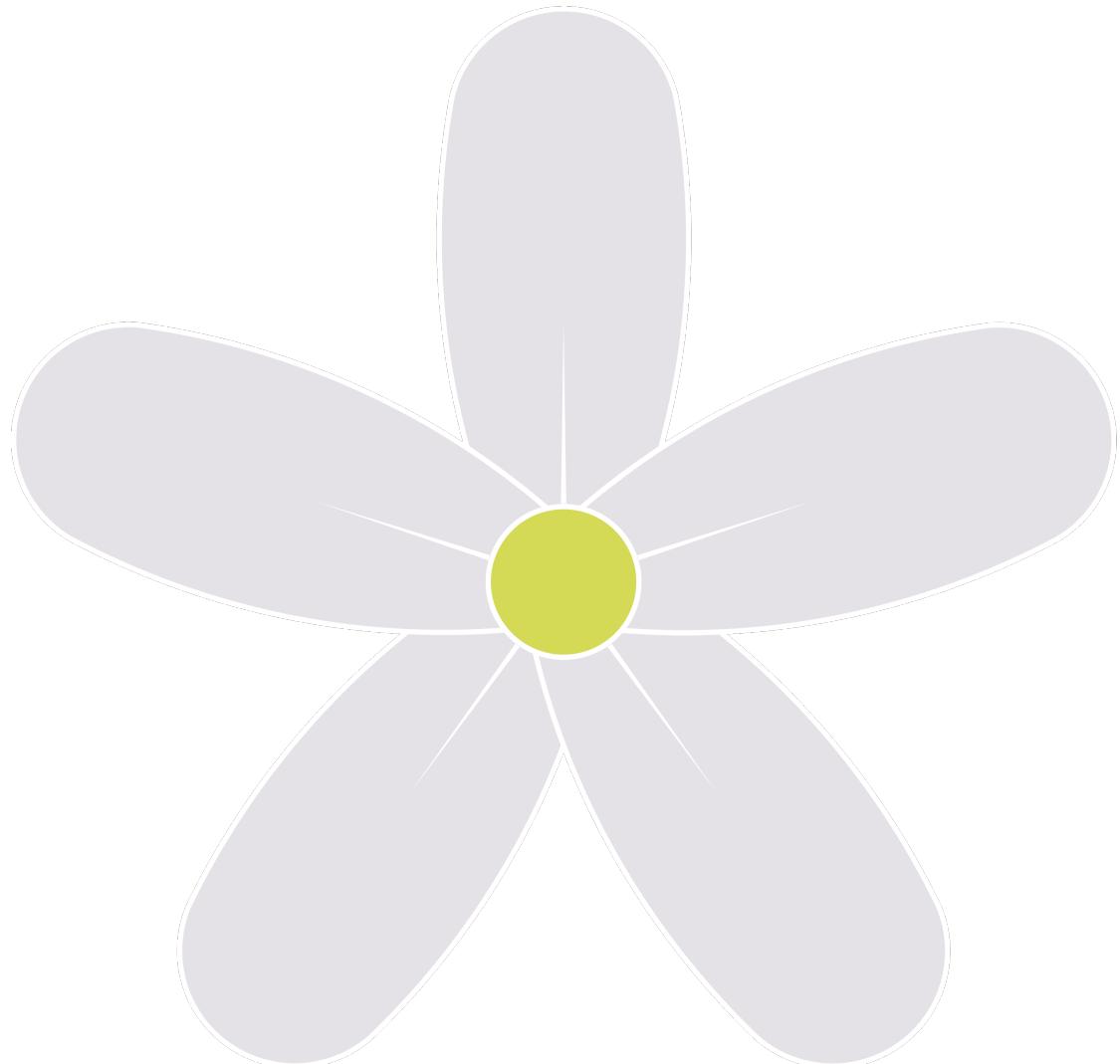


**Pantone 584 C**

R 211 G 214 B 85  
C 1% M 0% Y 51% K 16%

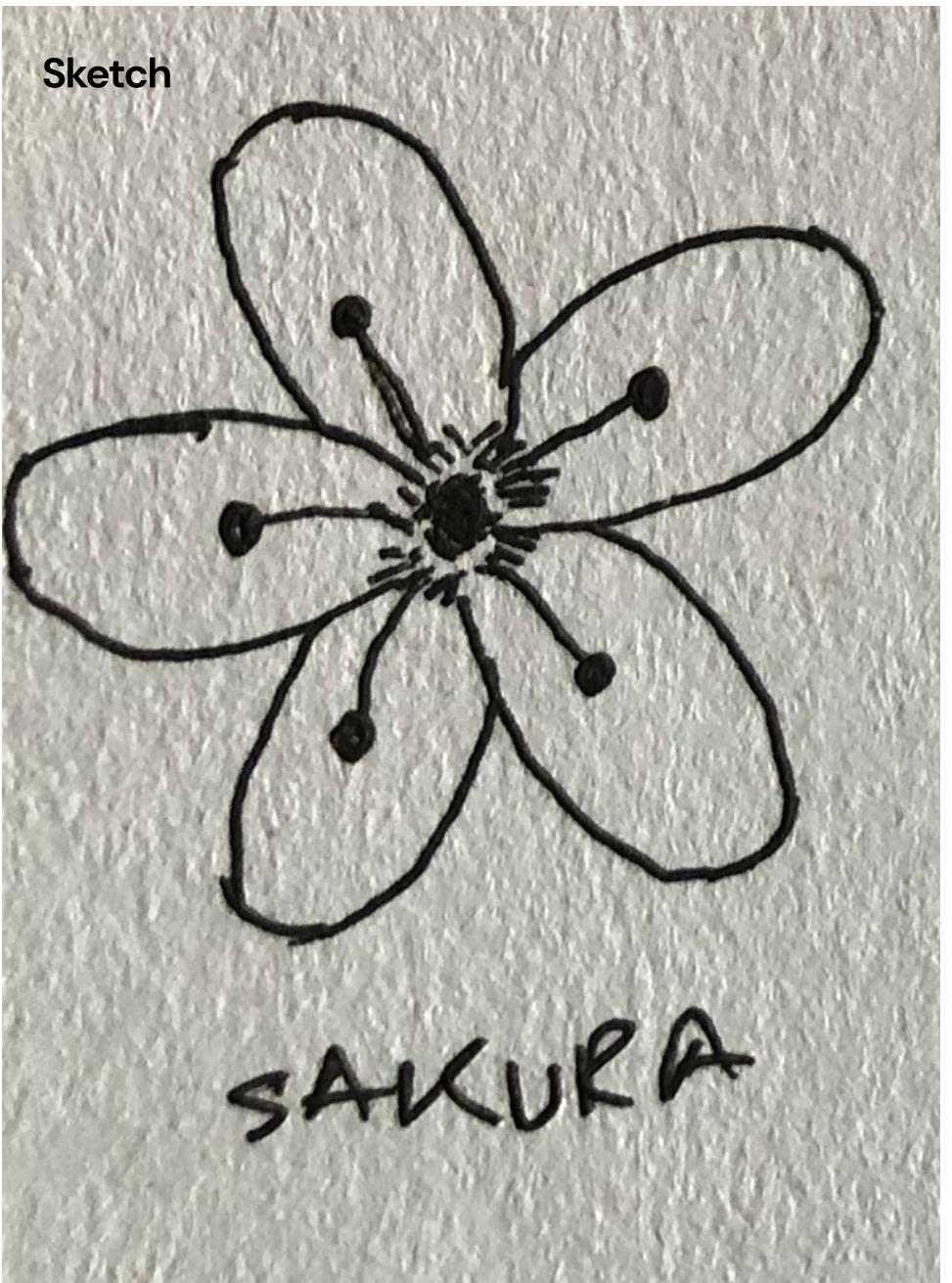
**Pantone 663 C**

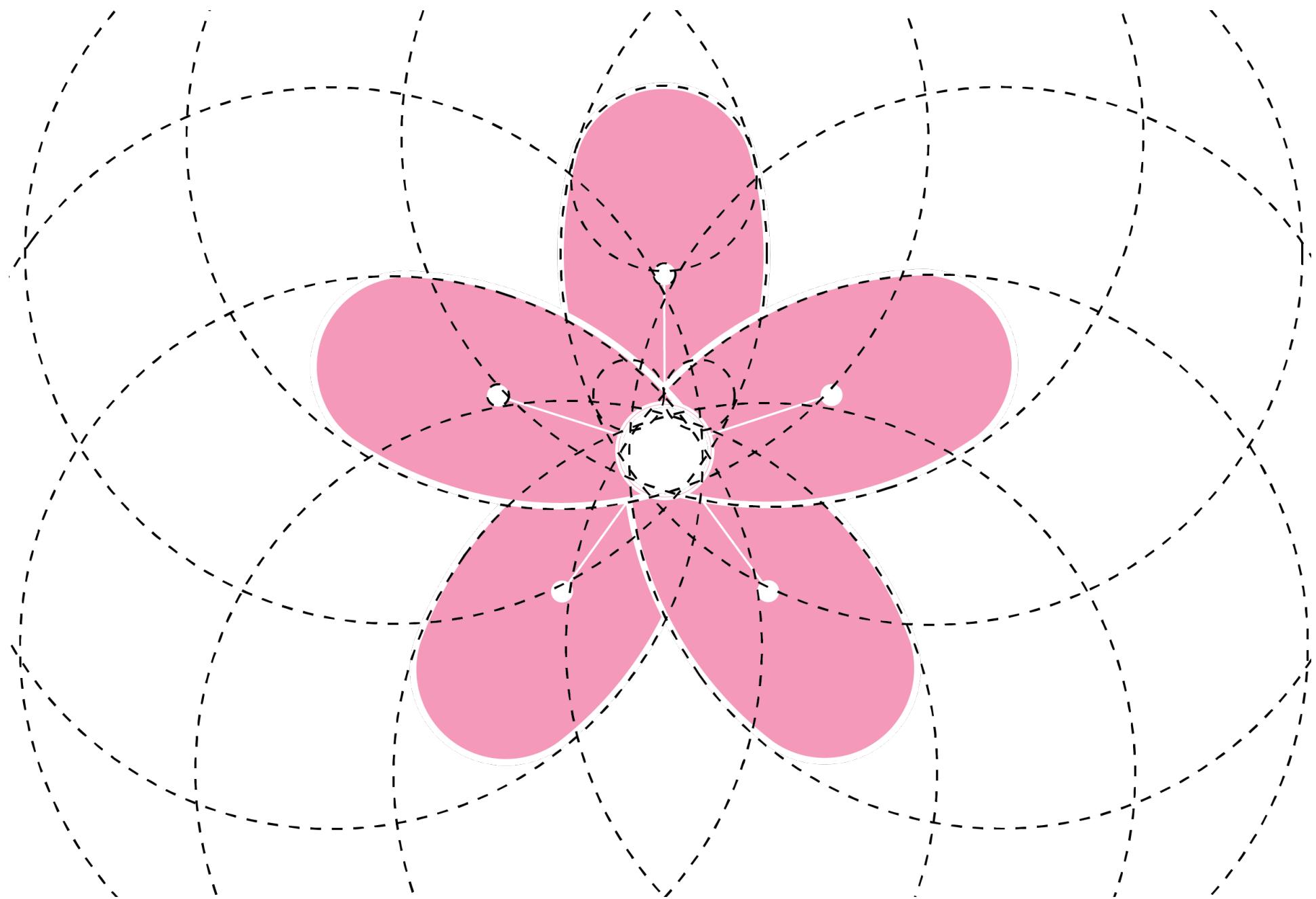
R 229 G 225 B 230  
C 0% M 2% Y 0% K 10%



06

# Icon sakura



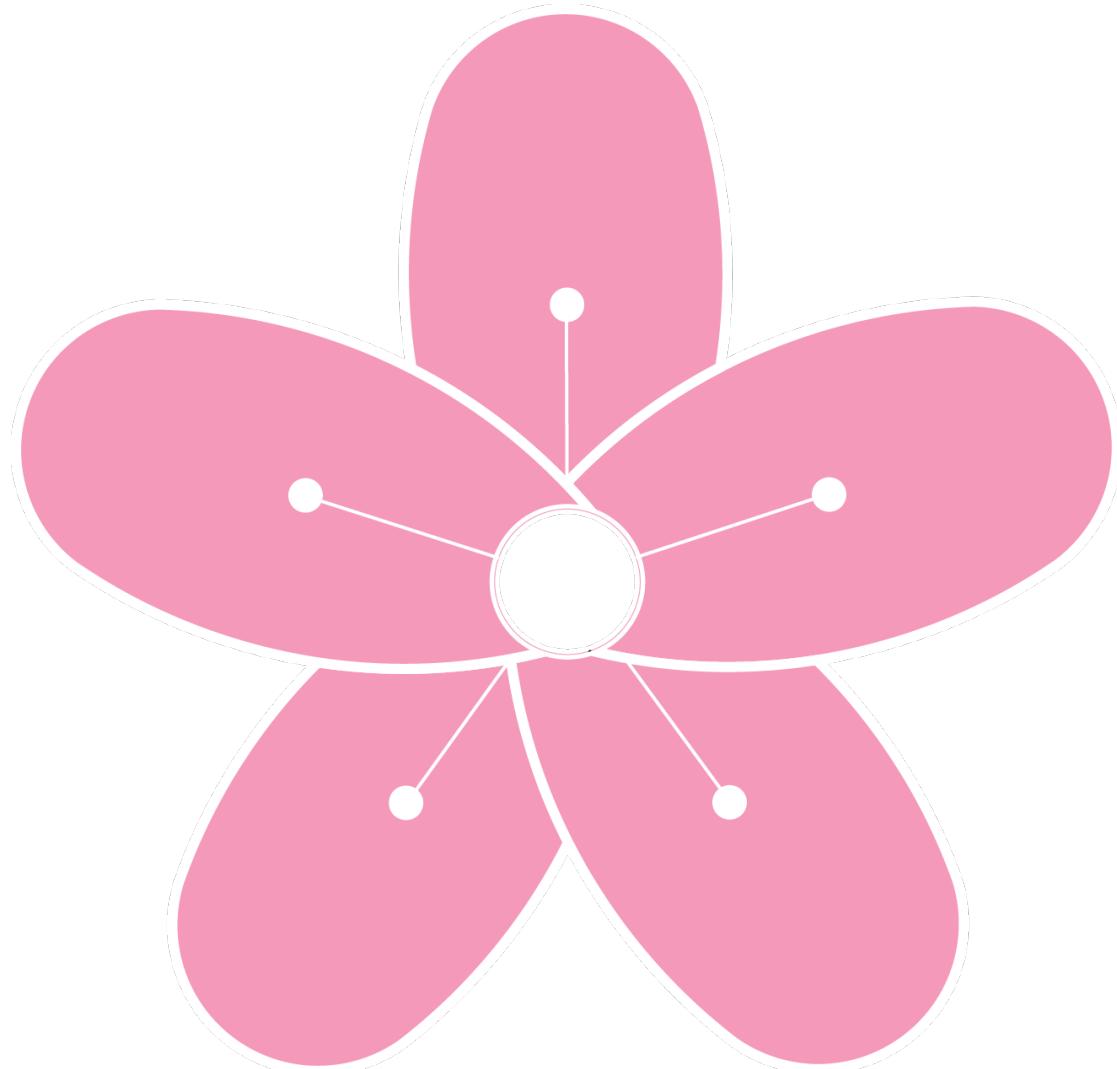




Pantone 1905 C

R 248 G 154 B 186  
C 0% M 37% Y 24% K 3%

#F89ABA



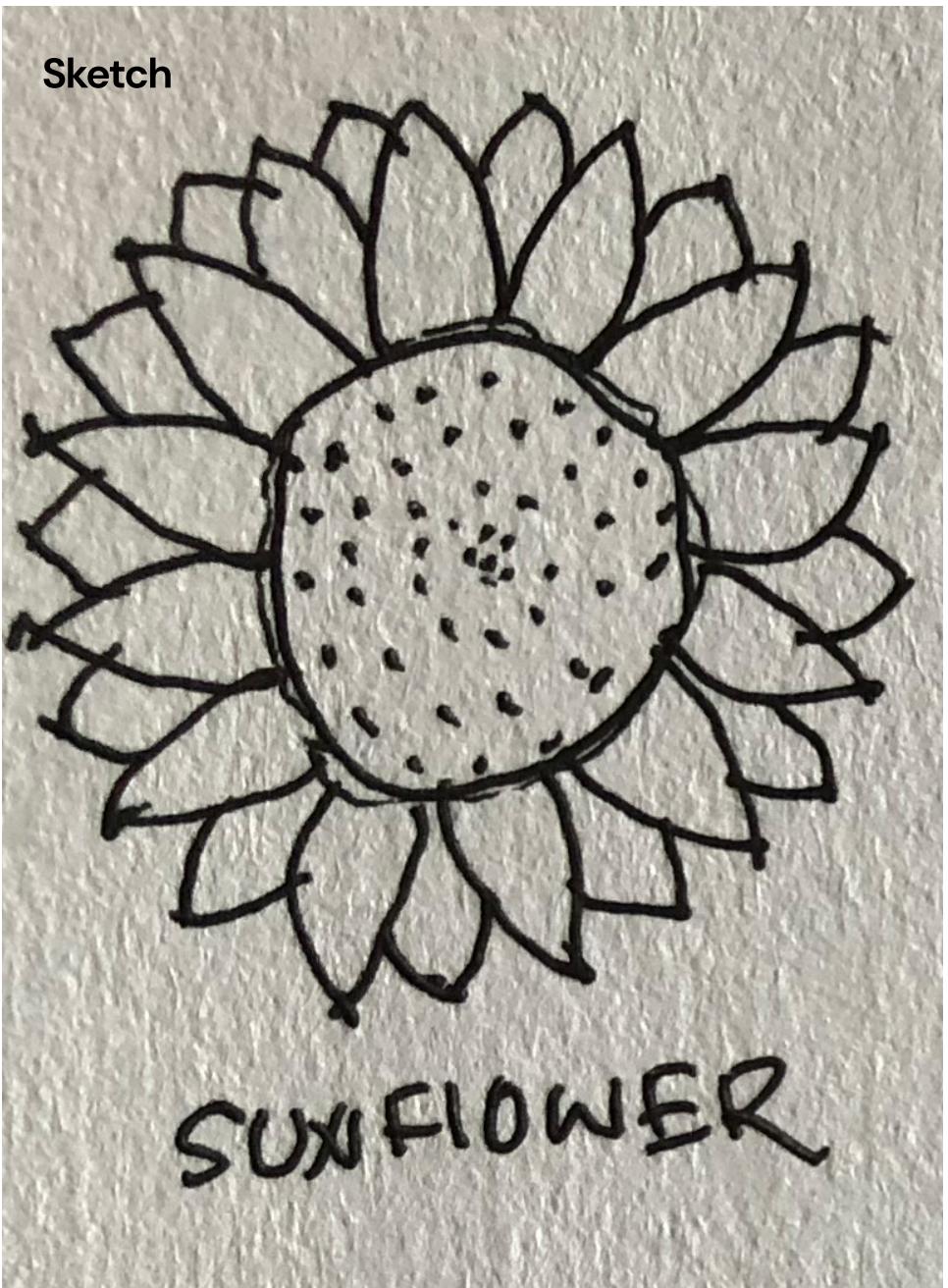
07

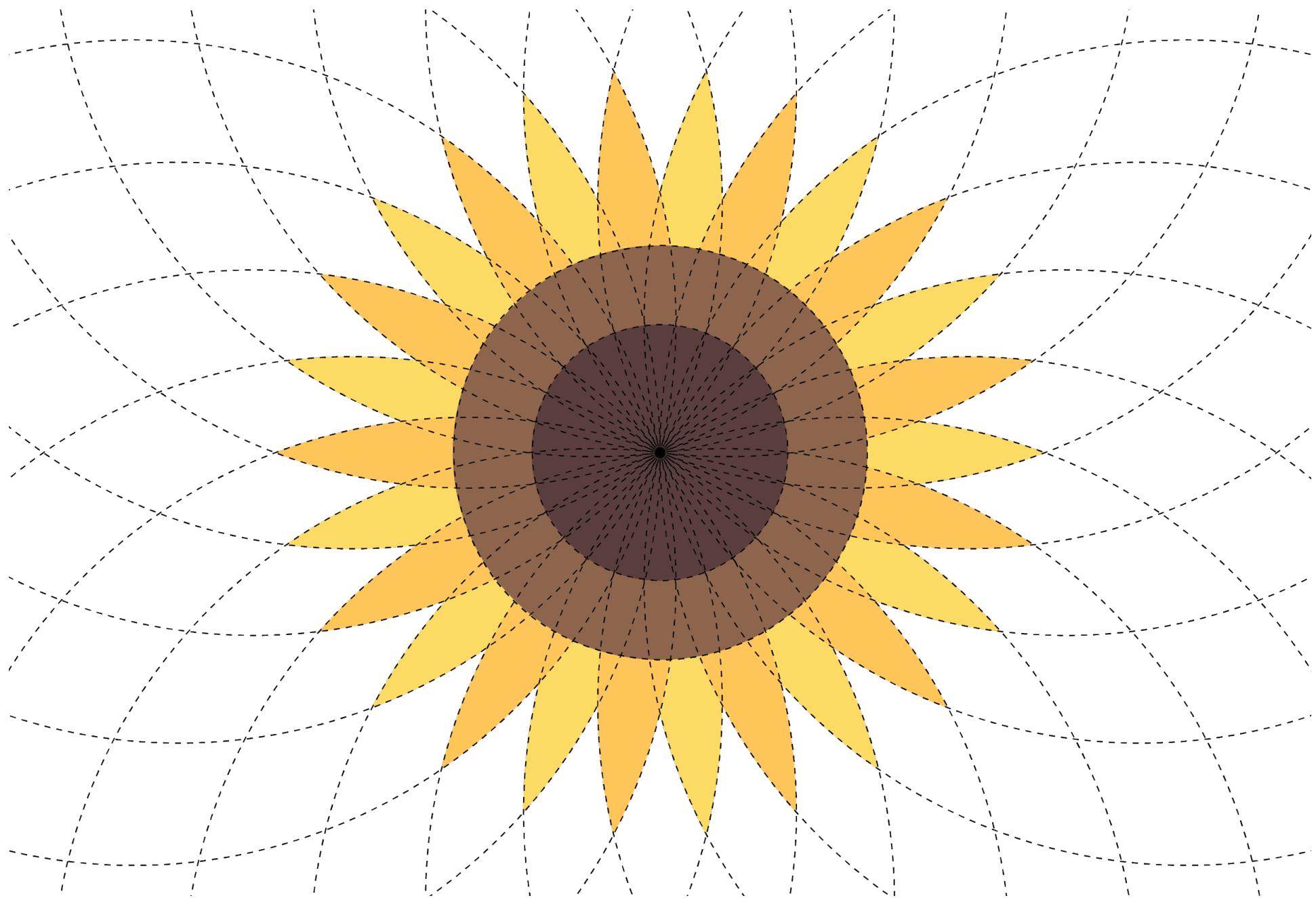
# Icon sunflower

Original



Sketch





**Pantone 135 C**

R 255 G 197 B 87  
C 0% M 23% Y 66% K 0%

**Pantone 120 C**

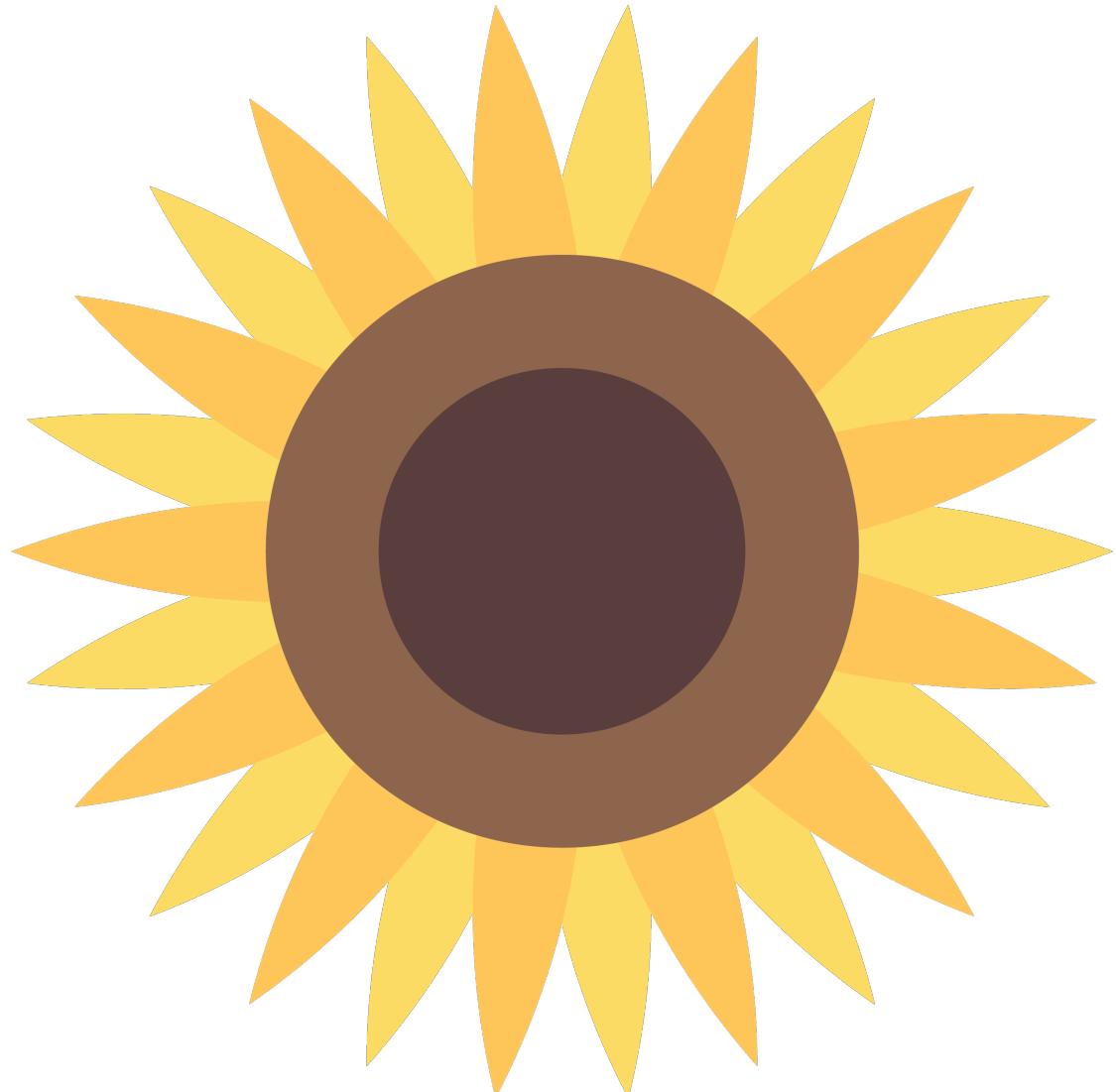
R 253 G 218 B 100  
C 0% M 14% Y 60% K 1%

**Pantone 876 C**

R 141 G 99 B 75  
C 0% M 16% Y 26% K 45%

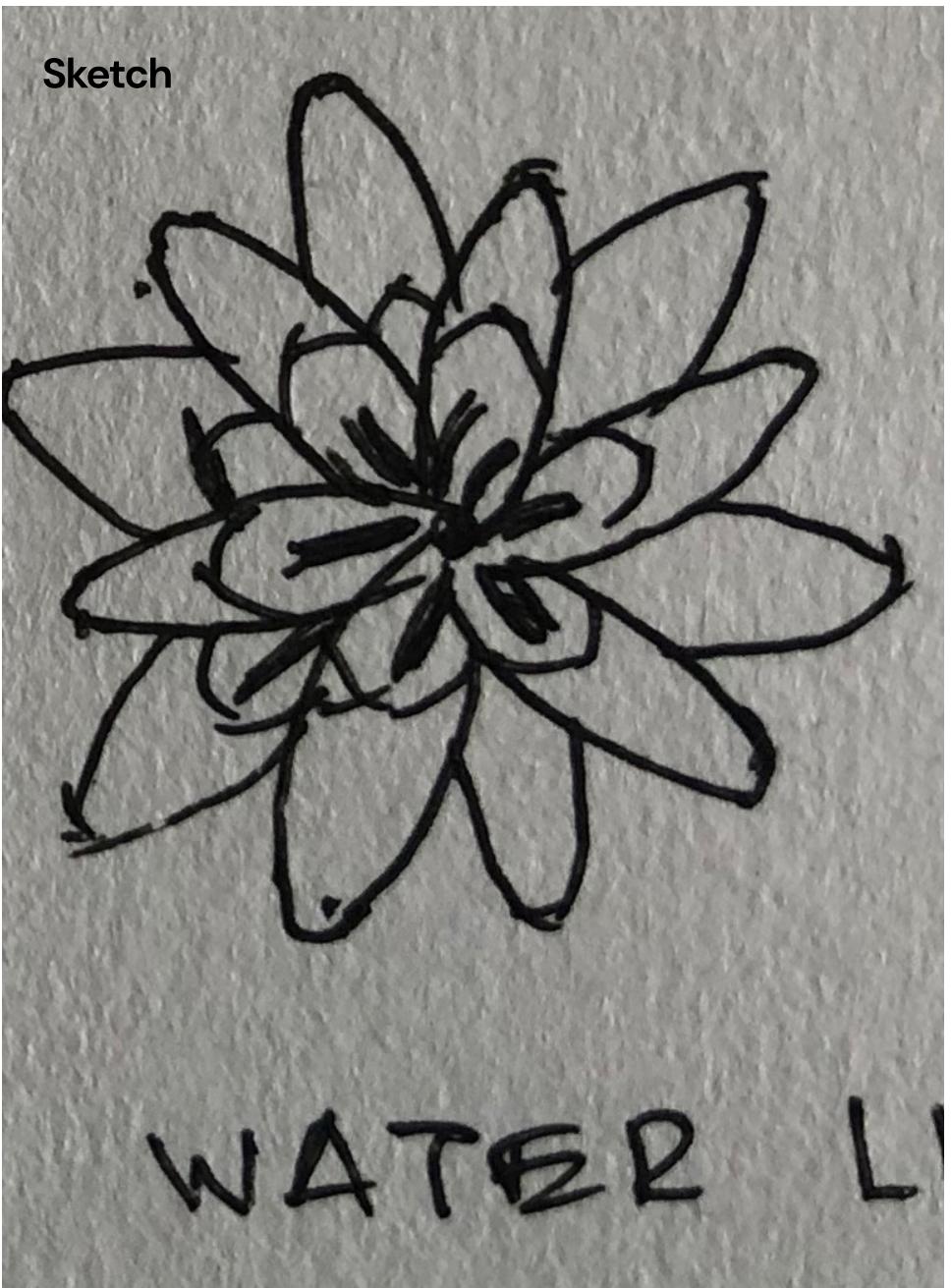
**Pantone 7617 C**

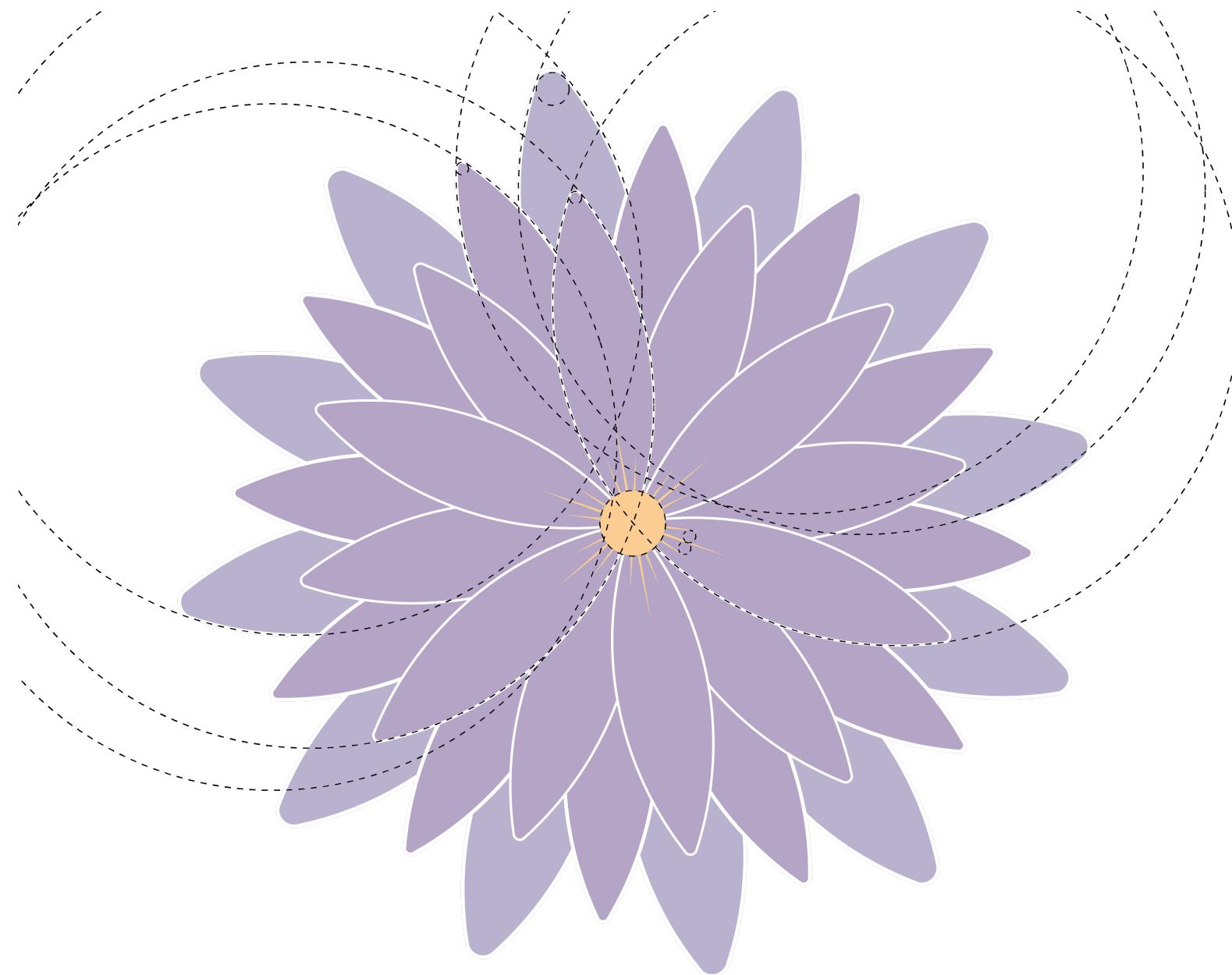
R 89 G 61 B 61  
C 0% M 11% Y 11% K 65%



08

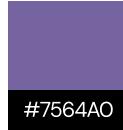
# Icon waterlilly





**Pantone 7678 C**

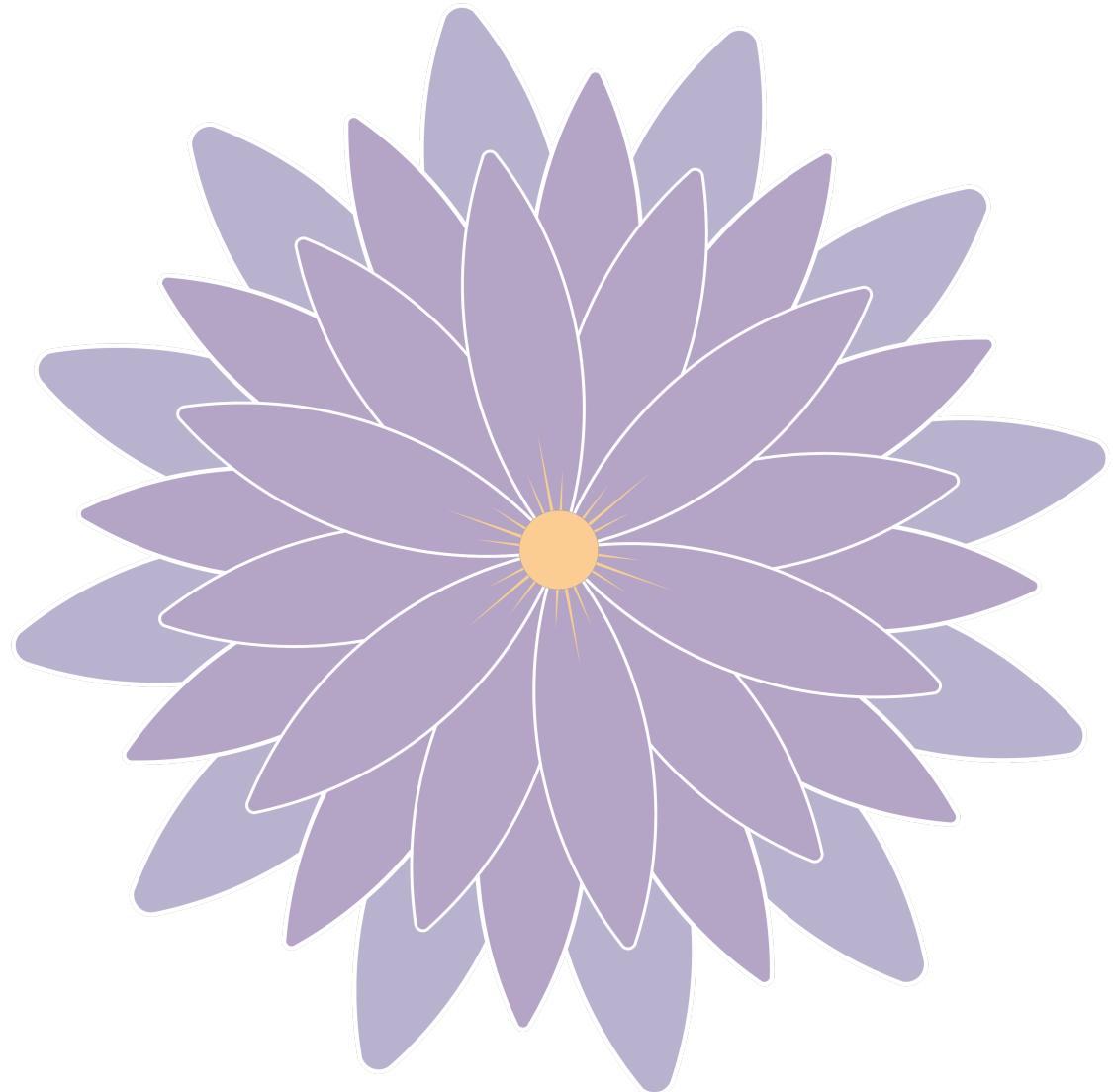
R 105 G 72 B 142  
C 15% M 27% Y 0% K 44%

**Pantone 7676 C**

R 117 G 100 B 160  
C 17% M 24% Y 0% K 37%

**Pantone 1375 C**

R 255 G 158 B 24  
C 0% M 38% Y 91% K 0%



Thank  
you!