

# 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

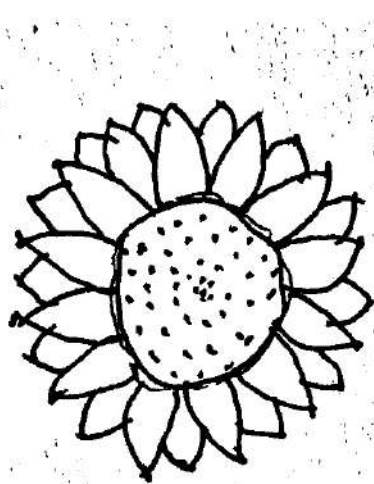
**Water Lily**

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



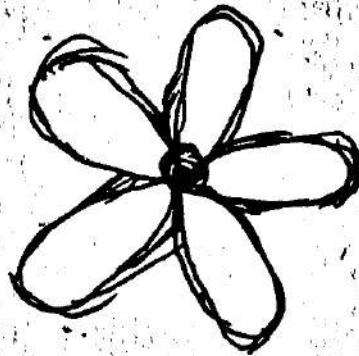
02

# Sketch

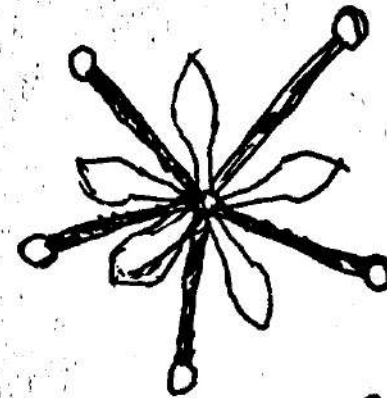


SUNFLOWER

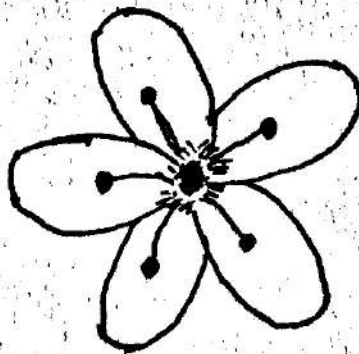
2 LAYER



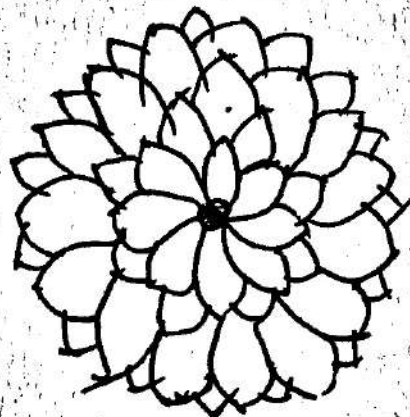
JASMINE



PANSY

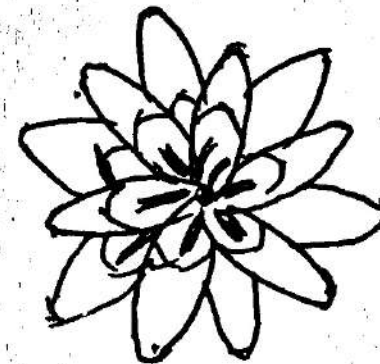


SAKURA



DAHLIA

4 LAYER



WATER LILY

3 LAYER

03

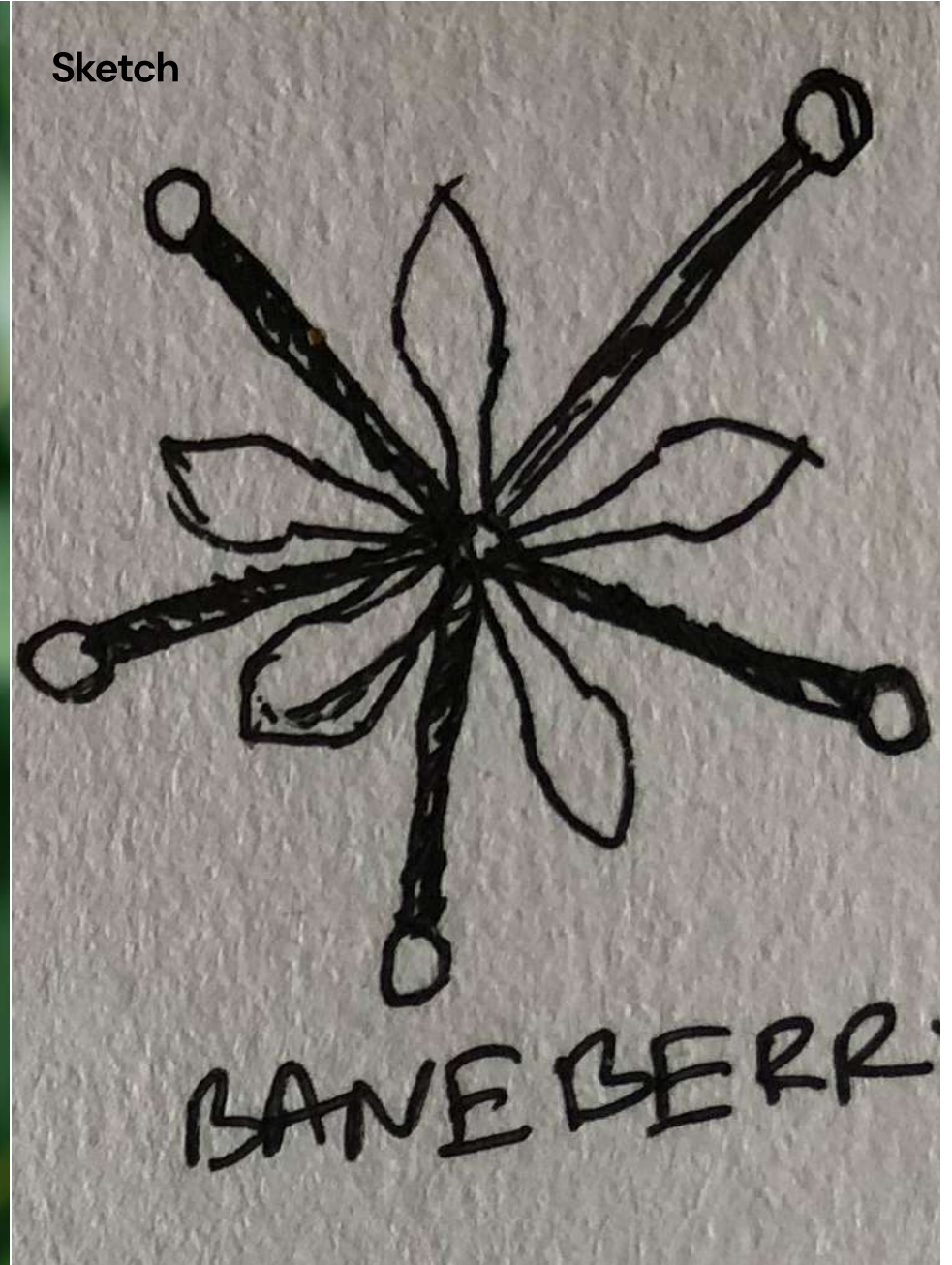
# Icon baneberry

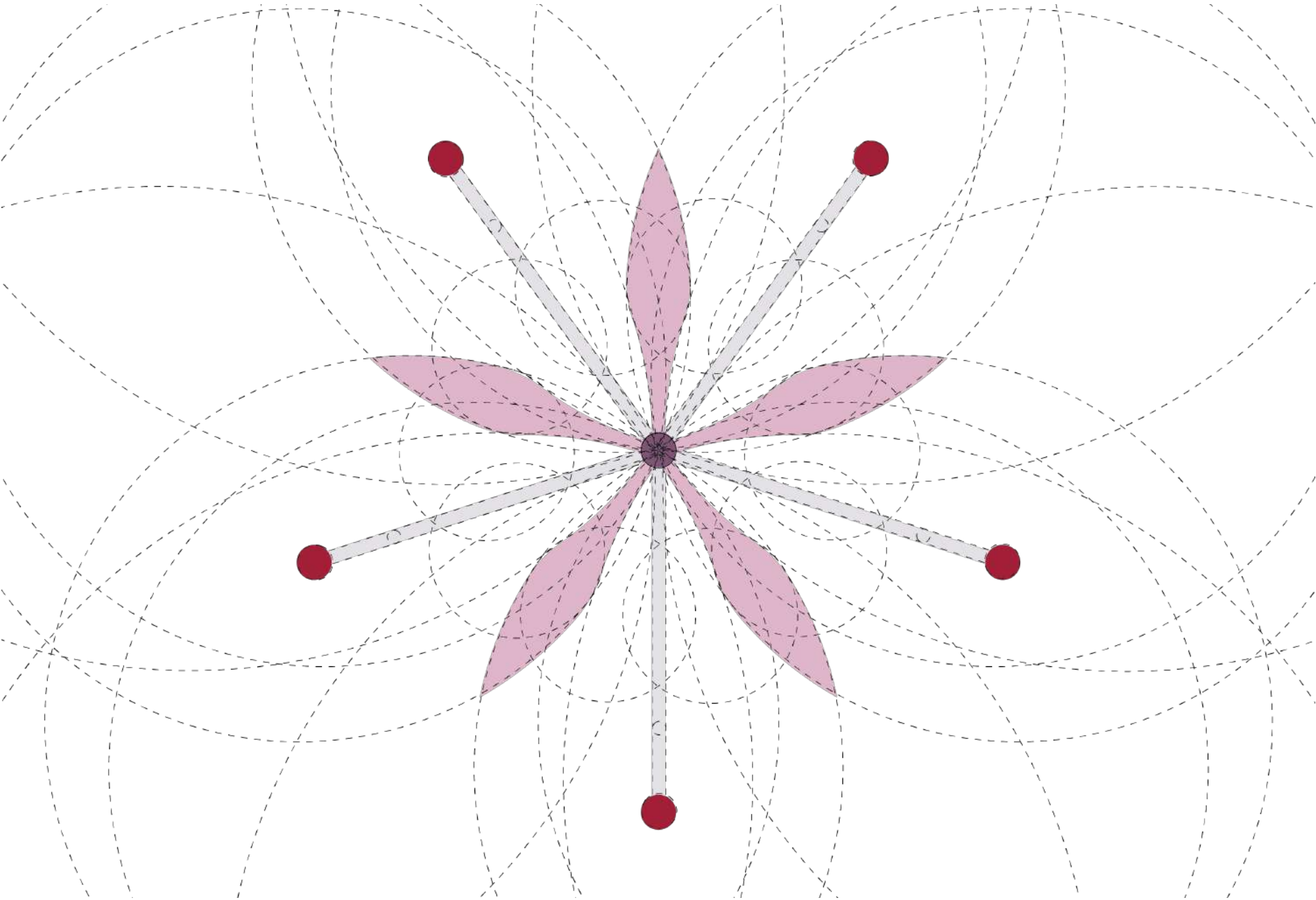


Original



Sketch







**Pantone 201 C**  
R 163 G 32 B 53  
C 0% M 51% Y 43% K 36%

#A32035

**Pantone 663 C**  
R 229 G 225 B 230  
C 0% M 2% Y 0% K 10%

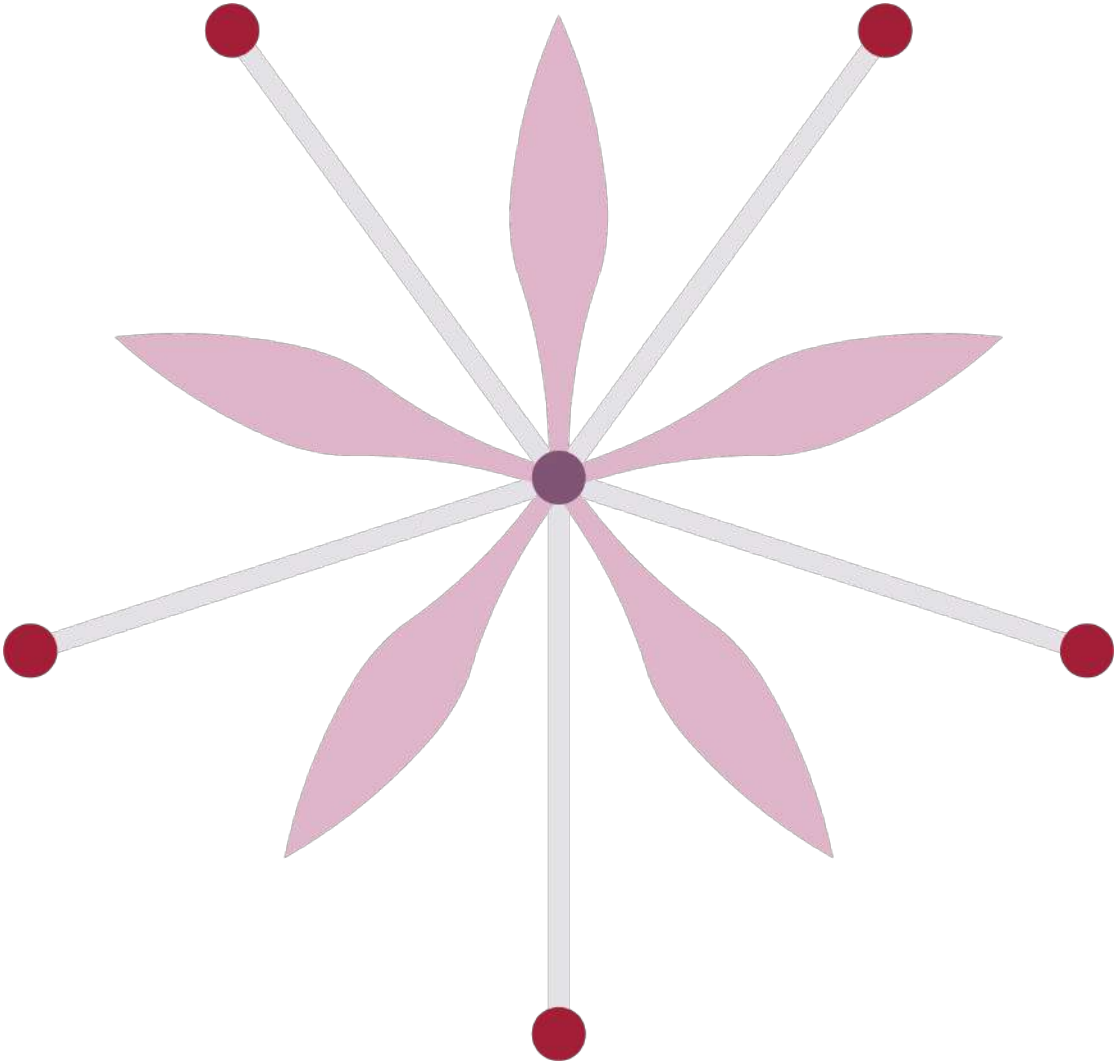
#E5E1E6

**Pantone 685 C**  
R 221 G 181 B 200  
C 0% M 16% Y 8% K 13%

#DDB5C8

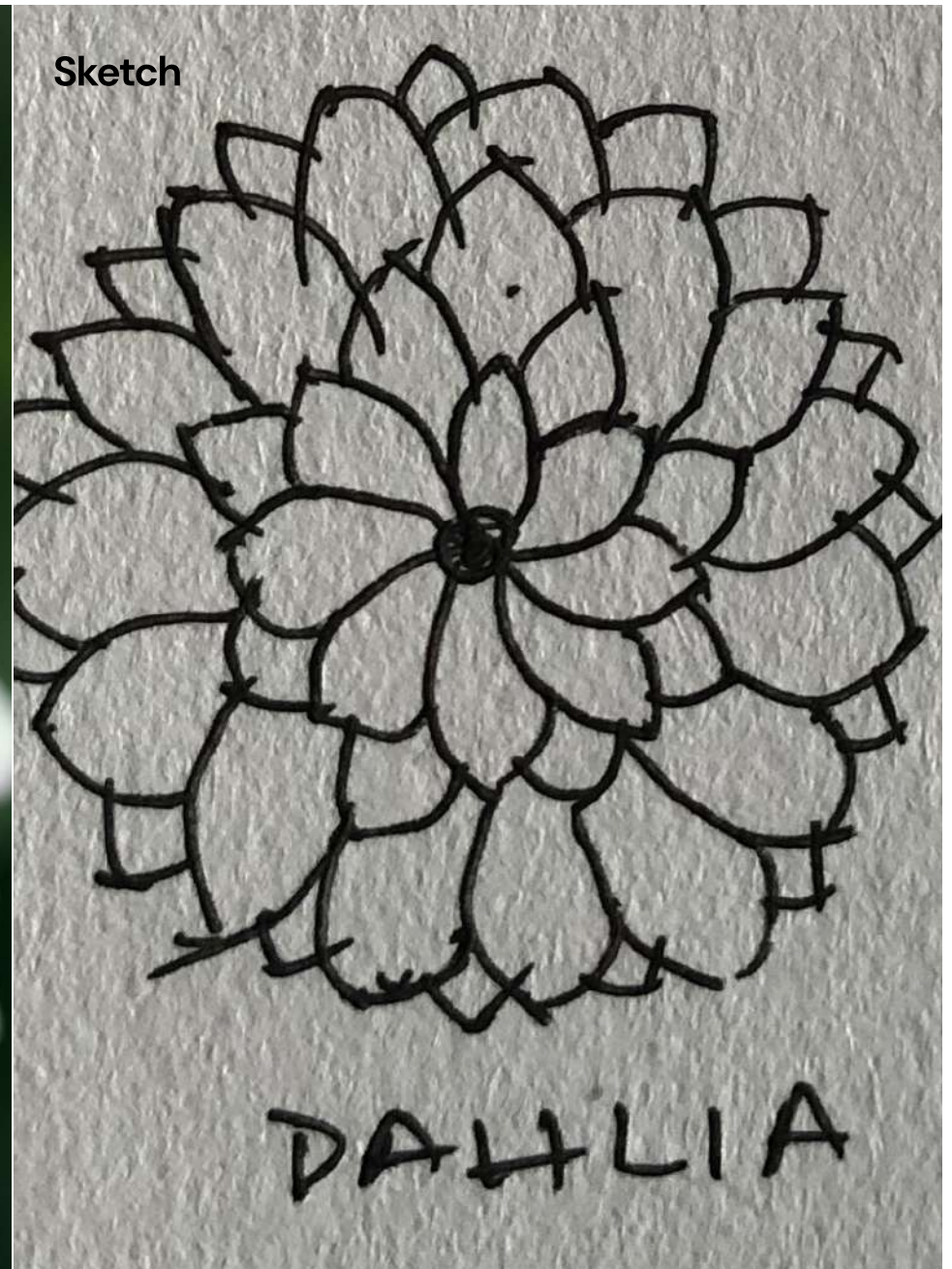
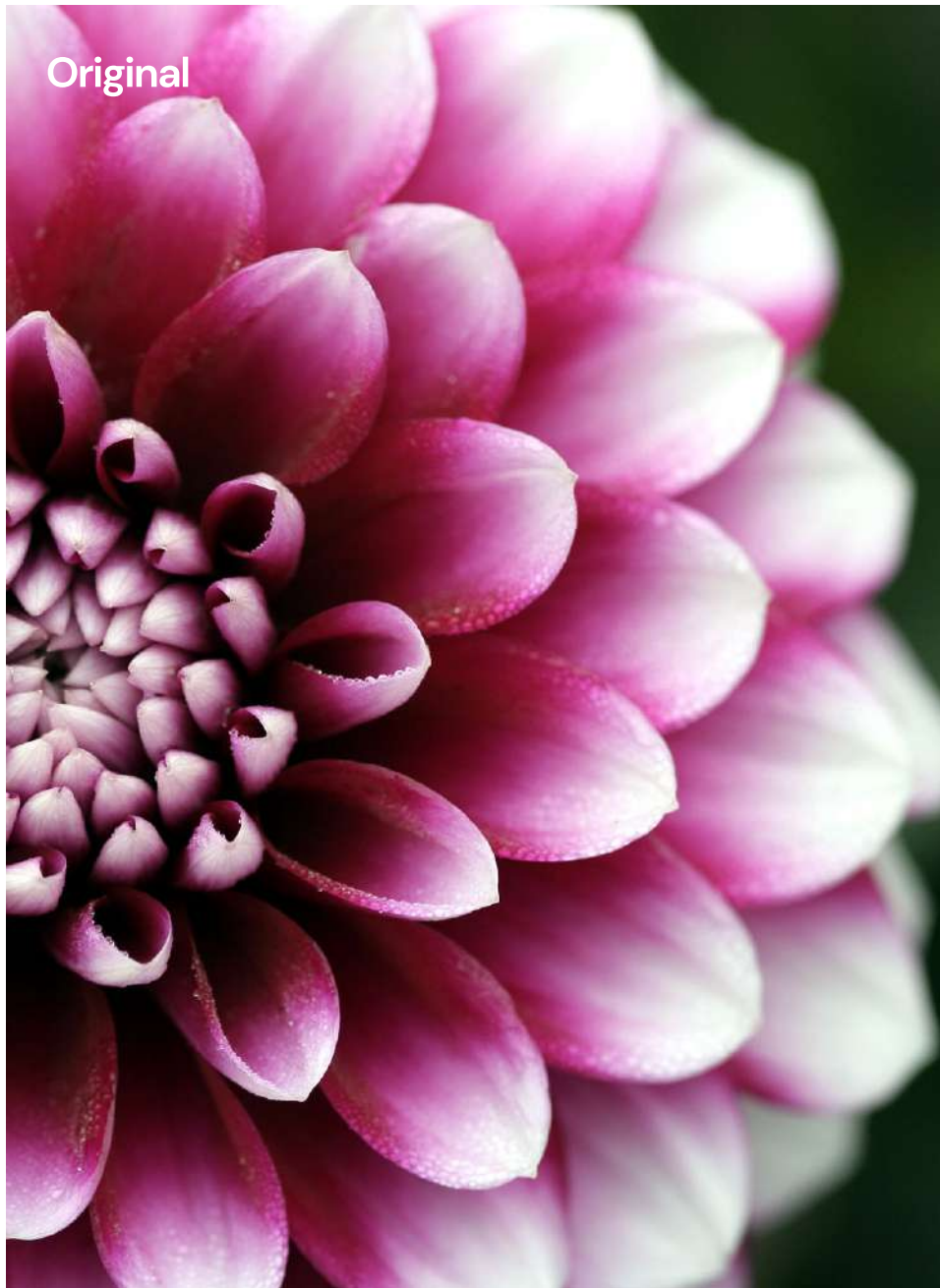
**Pantone 5135 C**  
R 128 G 83 B 116  
C 0% M 18% Y 5% K 50%

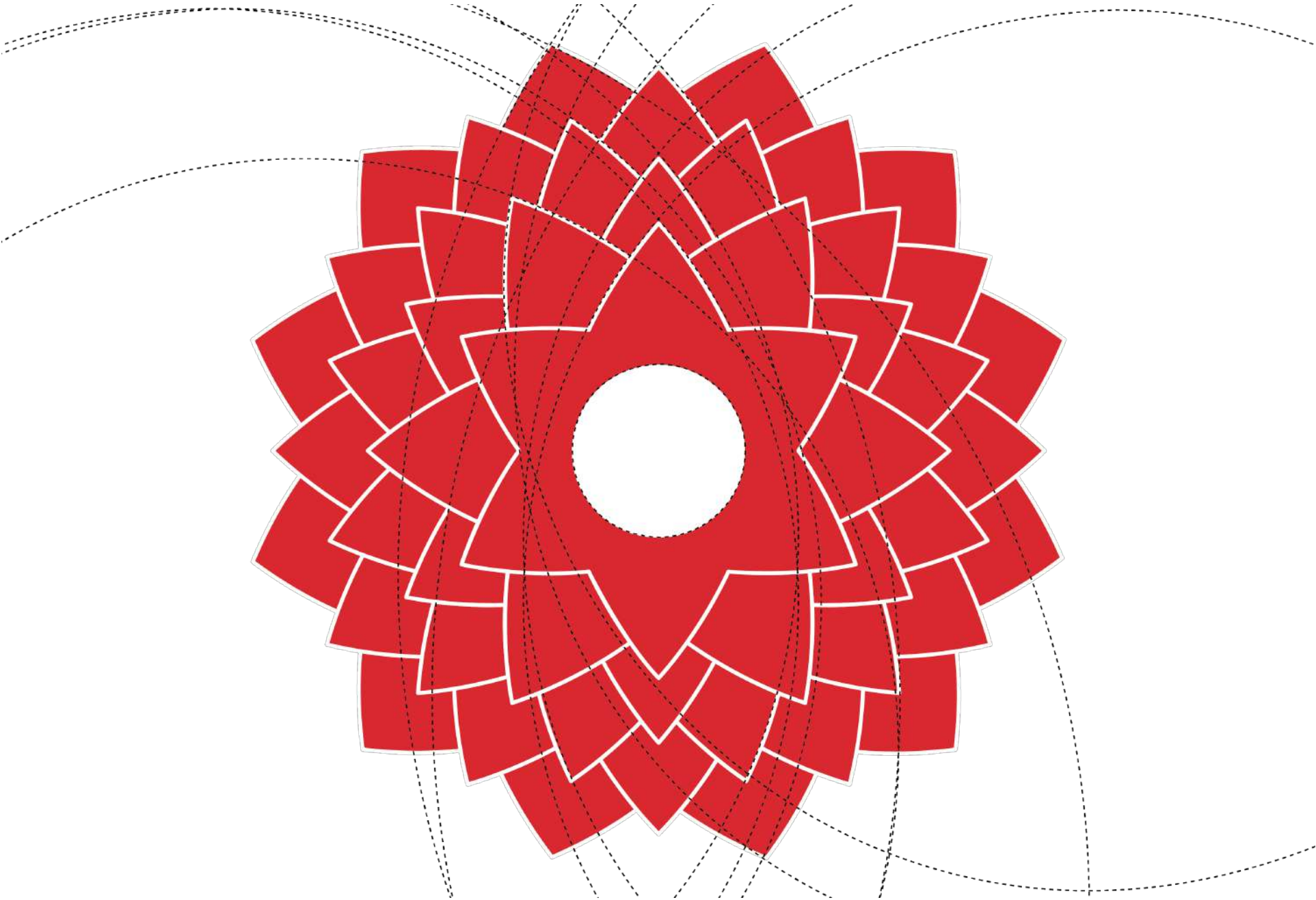
#805374



04

Icon dahlia





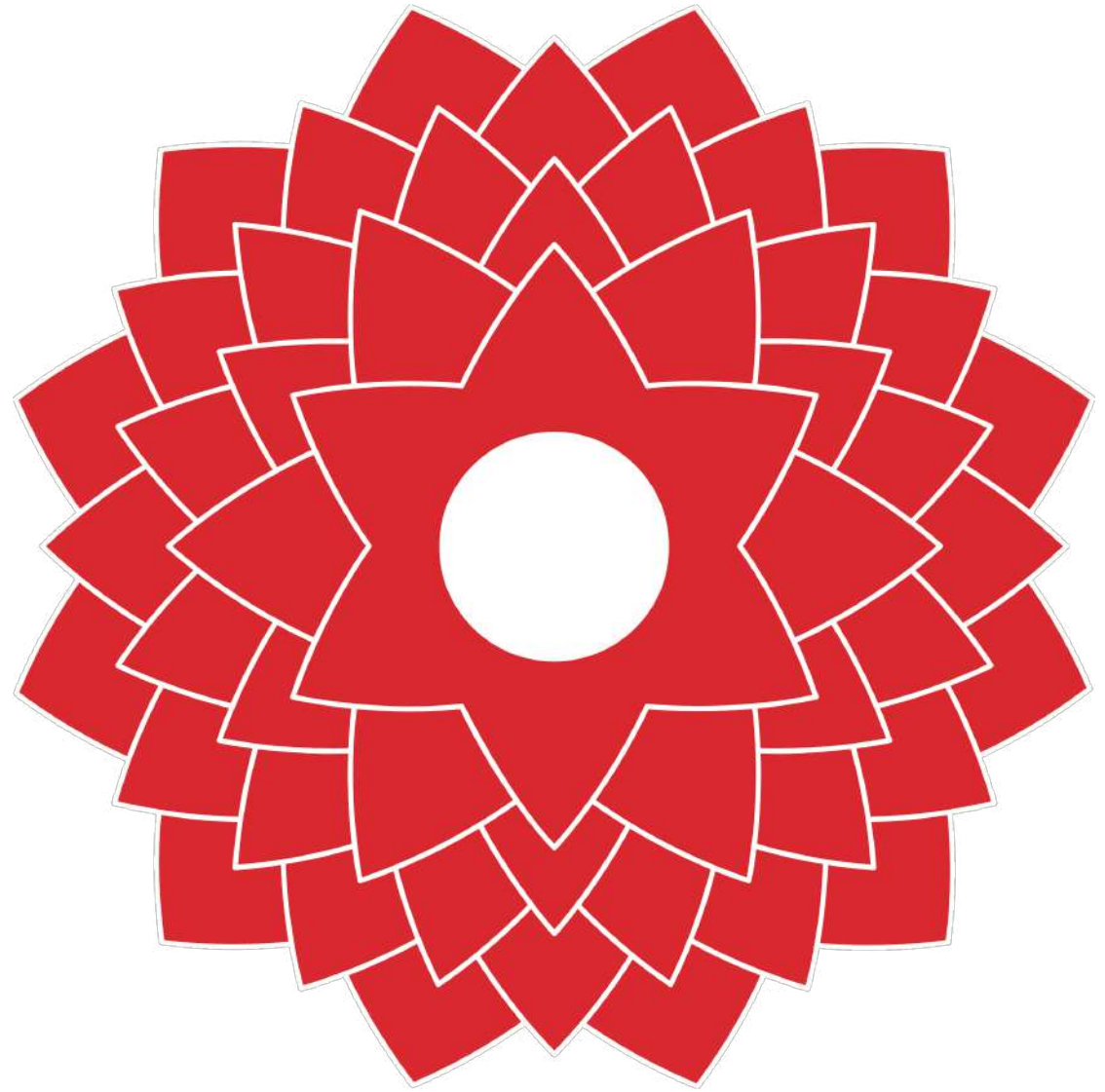




**Pantone 1795 C**

R 215 G 40 B 47

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





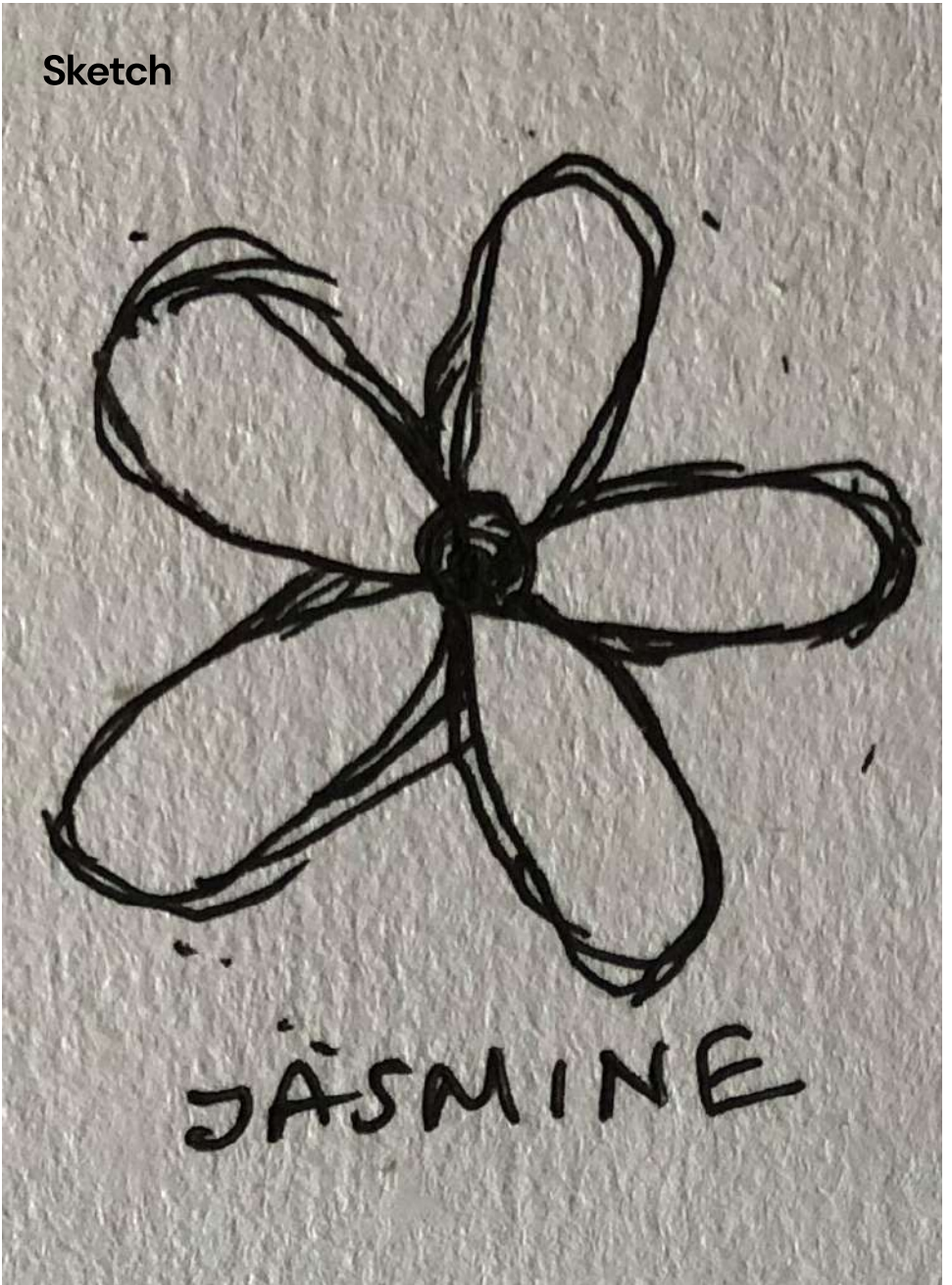
05

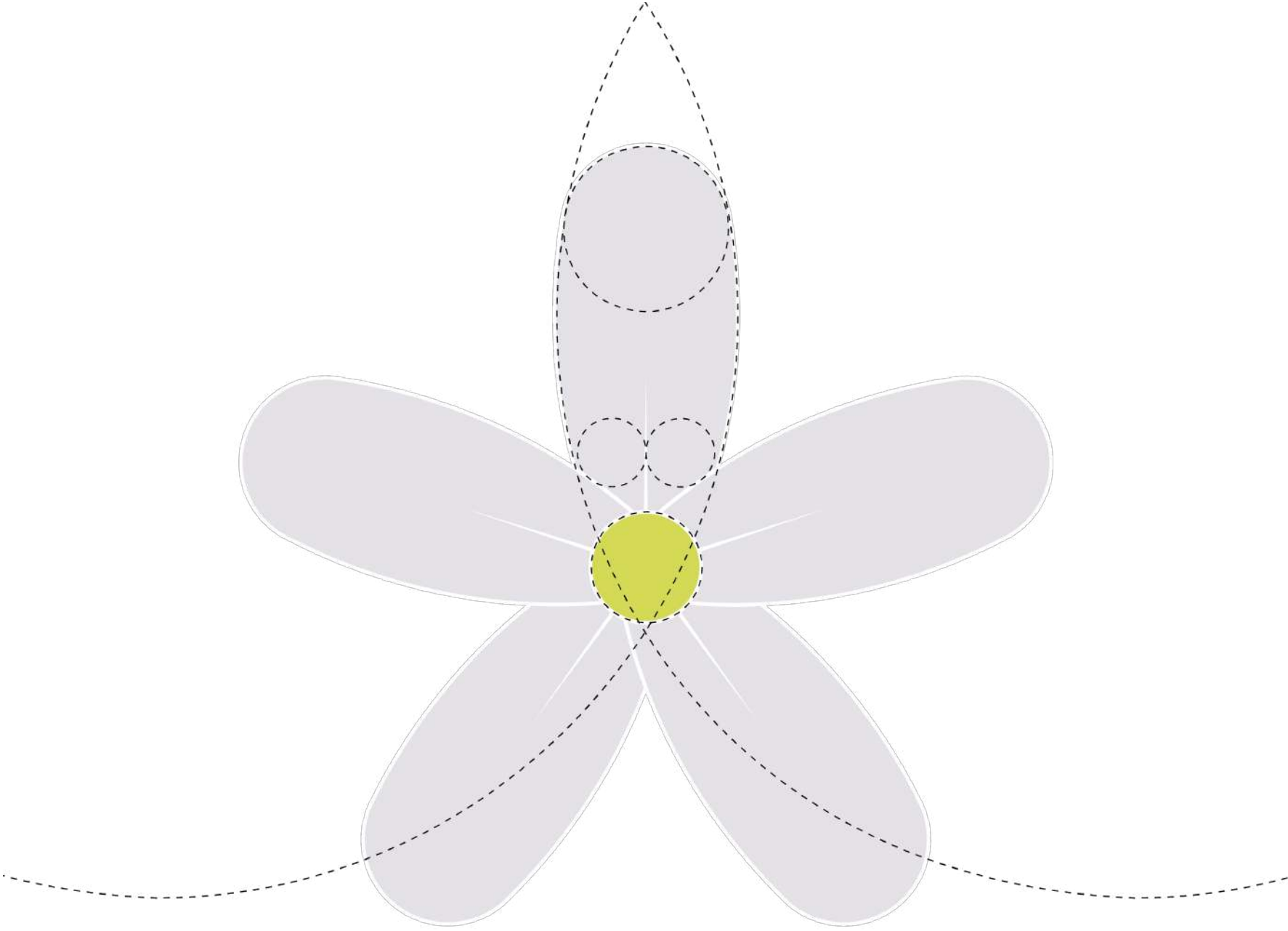
# Icon jasmine

Original



Sketch





#D3D655

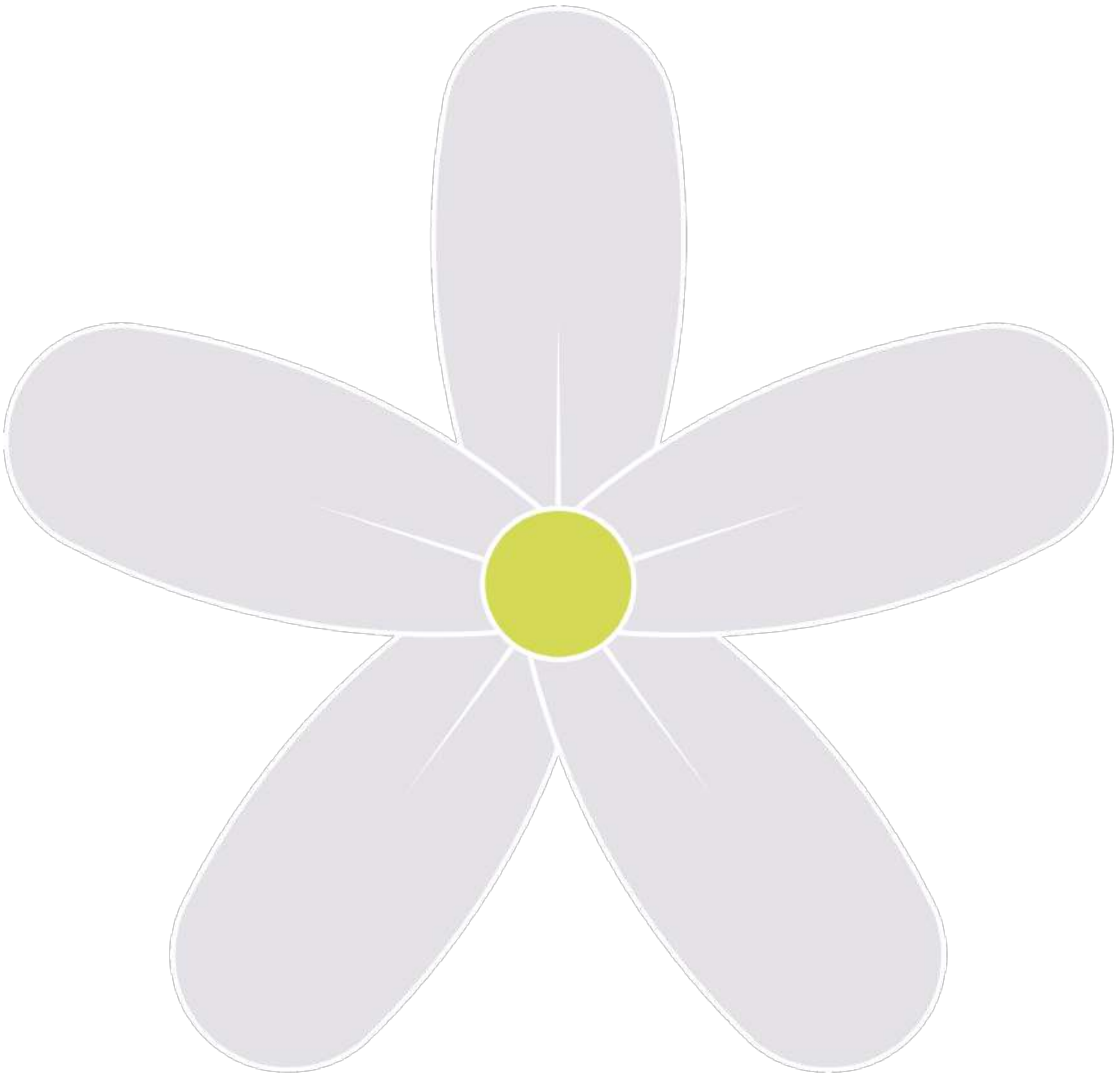
Pantone 584 C

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

#E5E1E6

Pantone 663 C

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

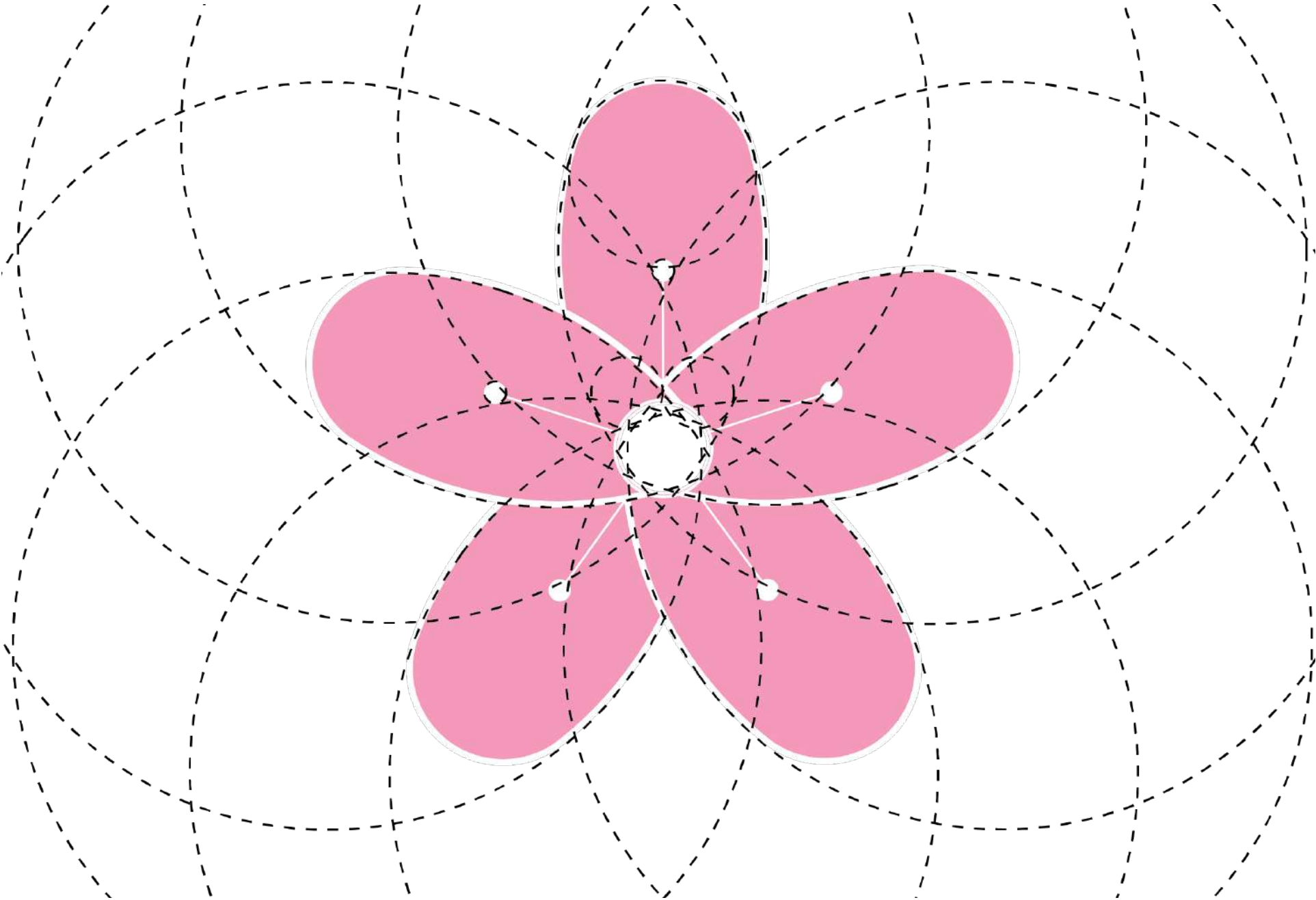


06

# Icon sakura

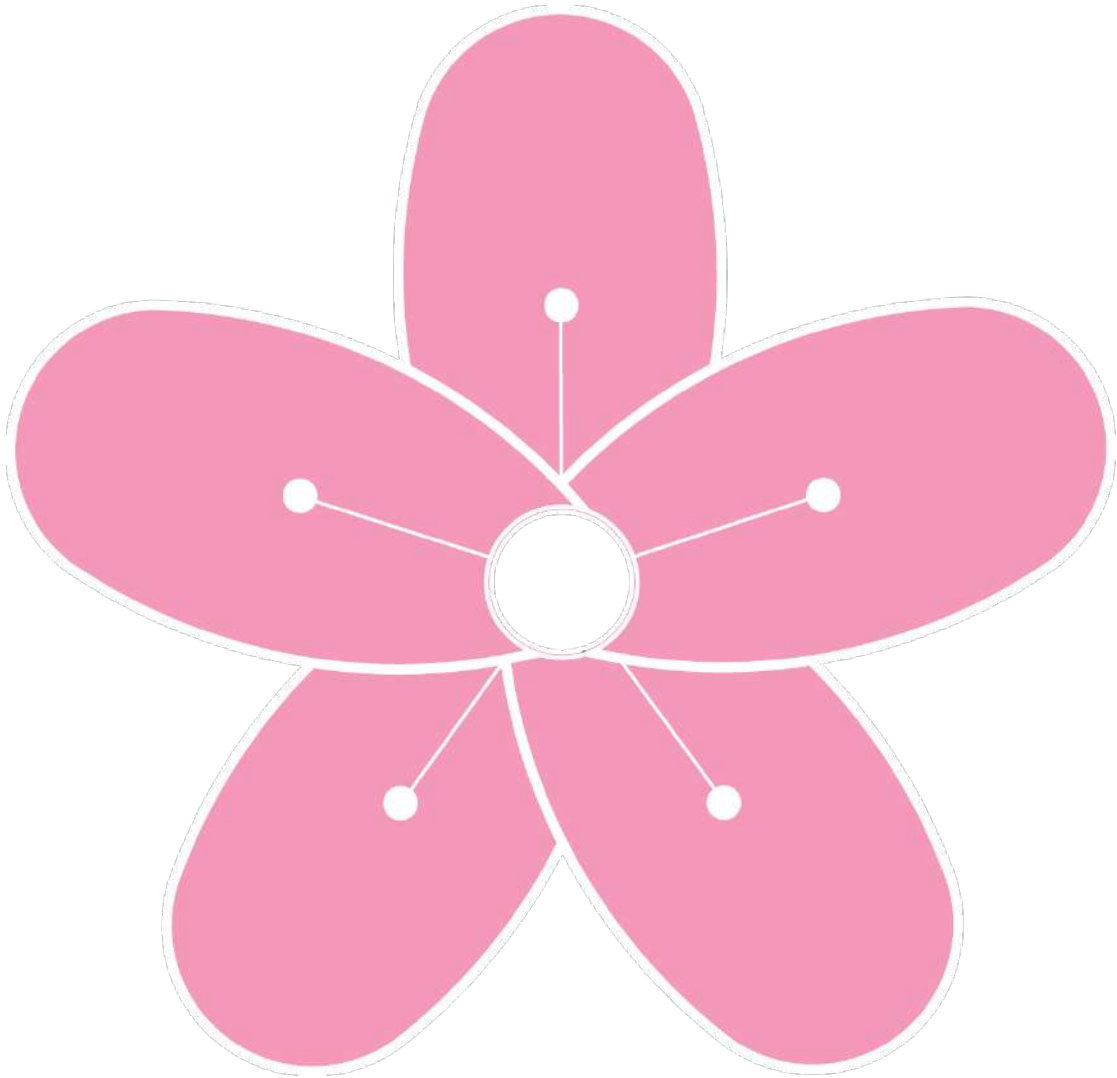






**Pantone 1905 C**  
R 248 G 154 B 186  
C 0% M 37% Y 24% K 3%

#F89ABA



07

# Icon sunflower



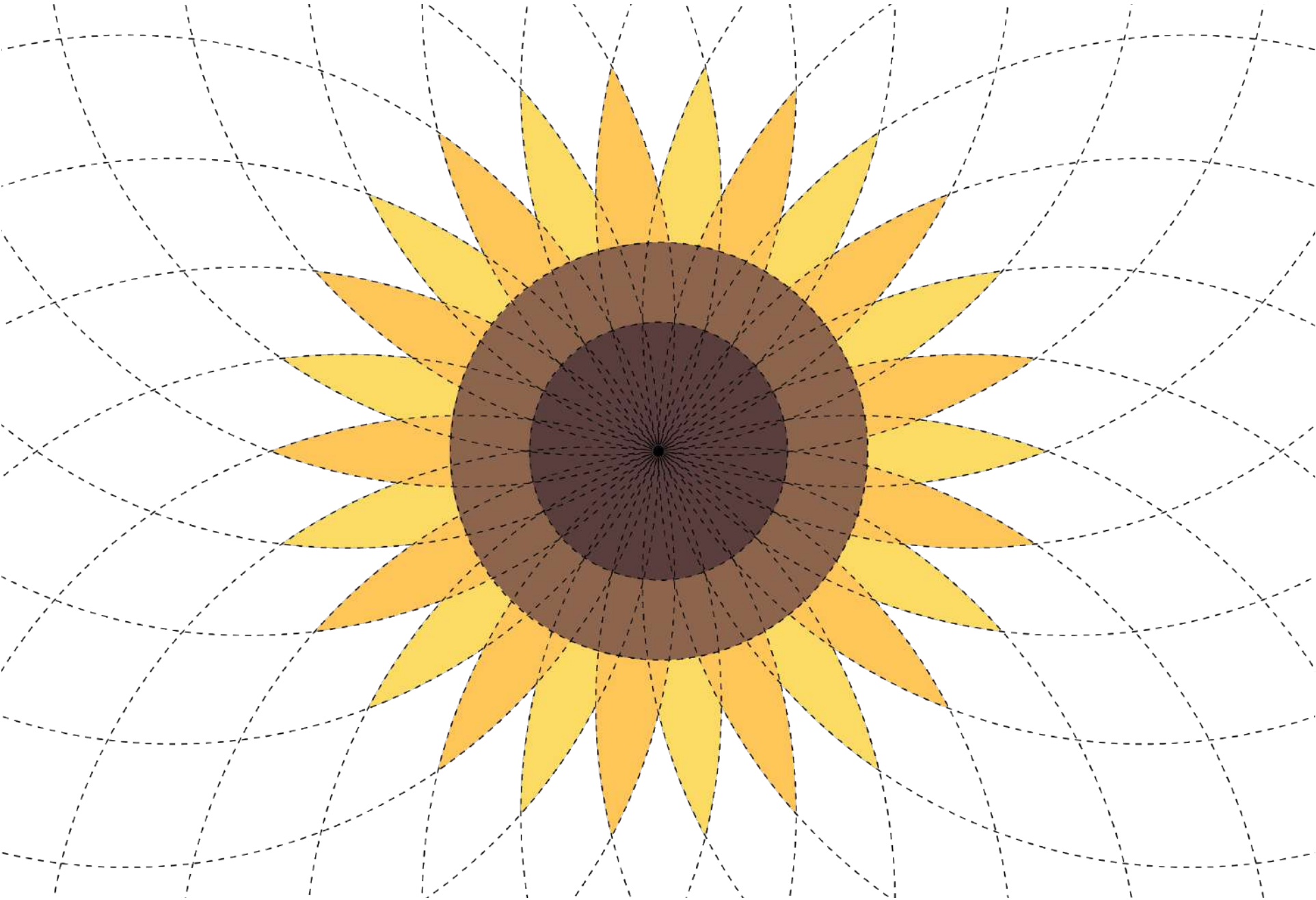
Original




Sketch












**Pantone 135 C**  
R 255 G 197 B 87  
#FFC557  
C 0% M 23% Y 66% K 0%



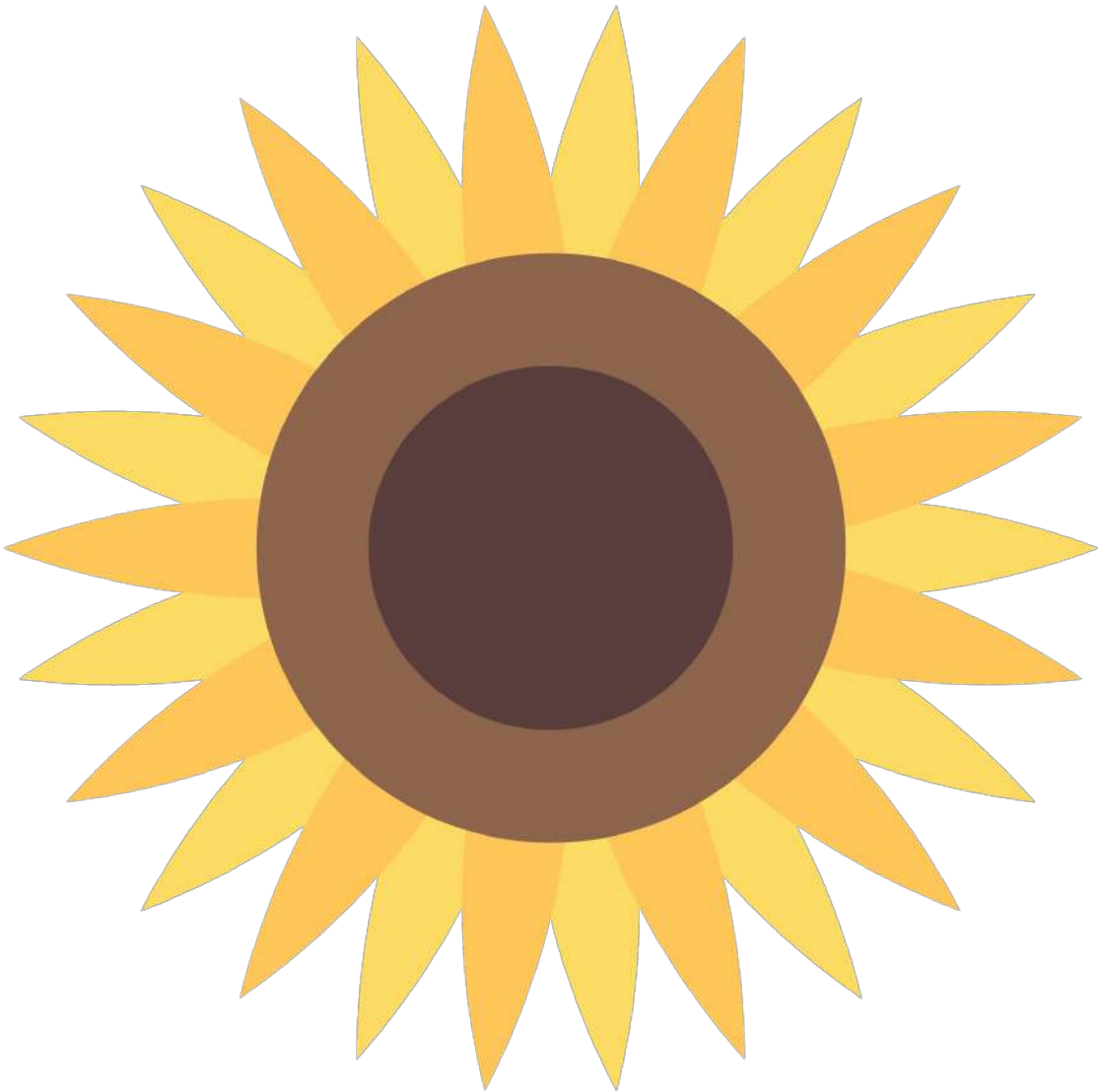
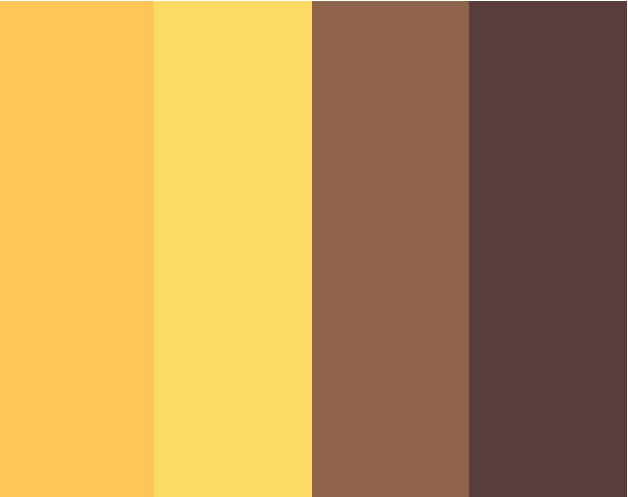
**Pantone 120 C**  
R 253 G 218 B 100  
#FDDA64  
C 0% M 14% Y 60% K 1%



**Pantone 876 C**  
R 141 G 99 B 75  
#8D634B  
C 0% M 16% Y 26% K 45%



**Pantone 7617 C**  
R 89 G 61 B 61  
#593D3D  
C 0% M 11% Y 11% K 65%



08

**Icon waterlily**

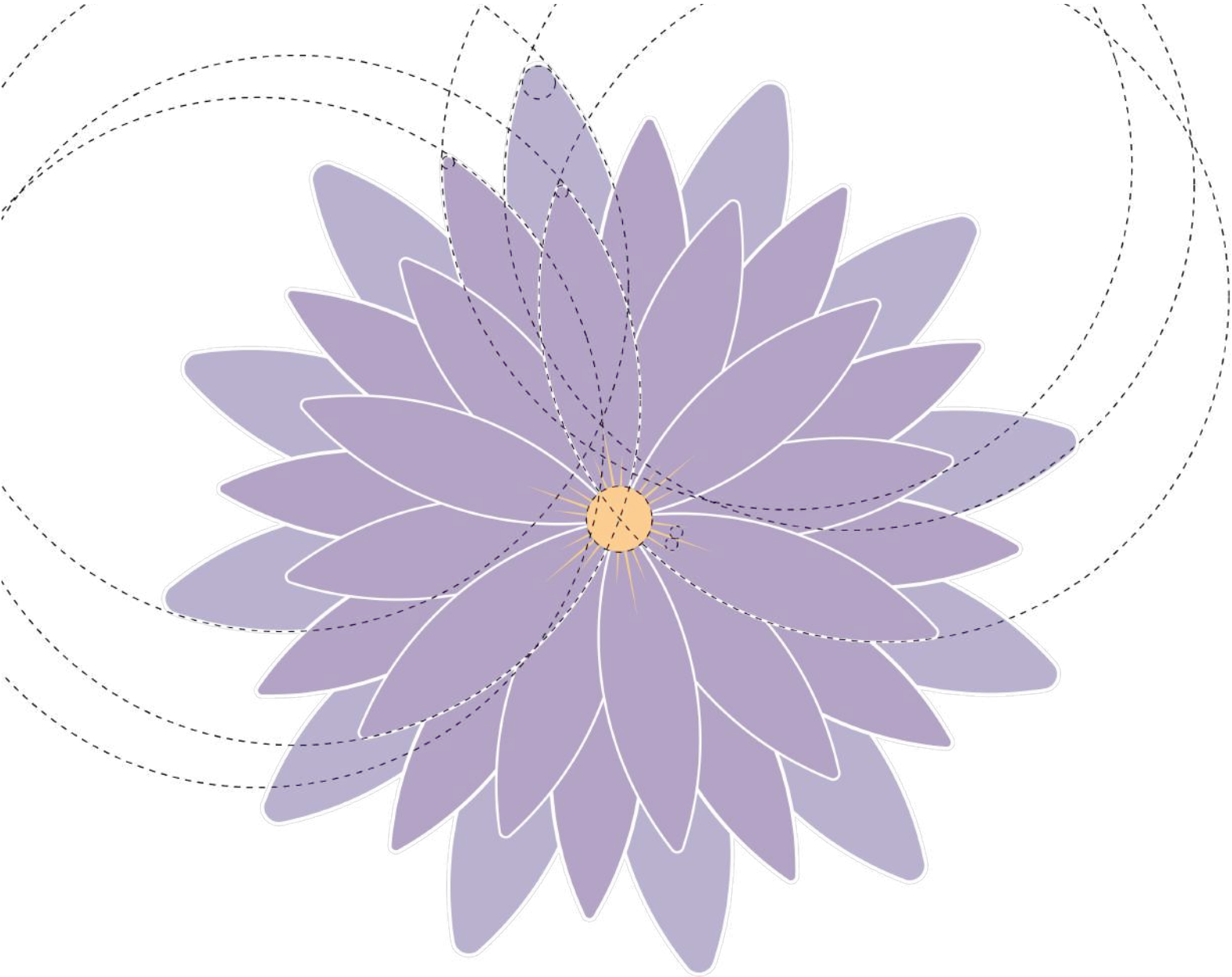
Original




Sketch







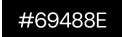





**Pantone 7678 C**

R 105 G 72 B 142

C 15% M 27% Y 0% K 44%



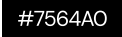
#69488E




**Pantone 7676 C**

R 117 G 100 B 160

C 17% M 24% Y 0% K 37%




#7564A0



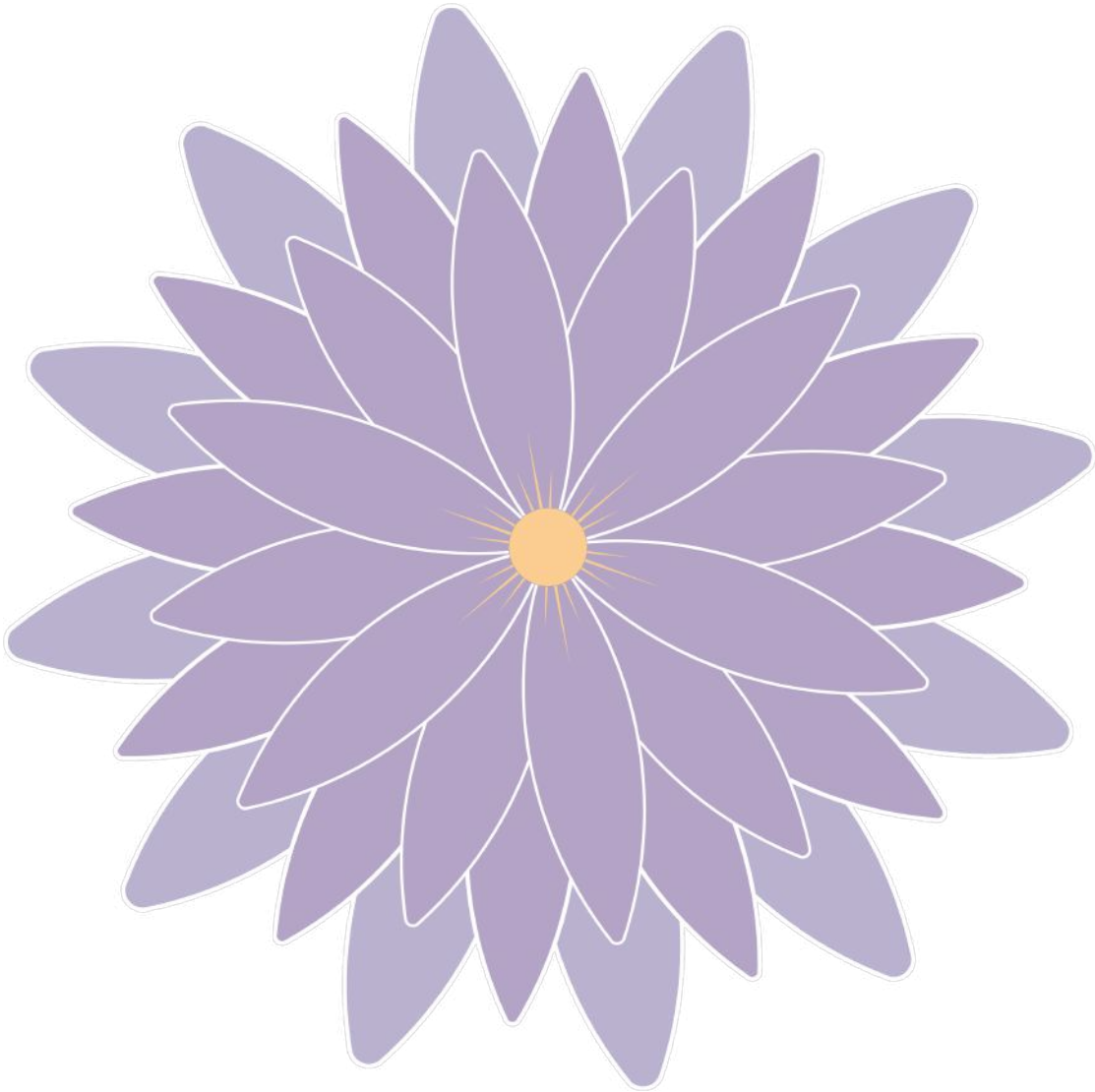
**Pantone 1375 C**

R 255 G 158 B 24

C 0% M 38% Y 91% K 0%



#FF9E18



**Thank  
you!**