

Brand Guidelines



Visual Identity

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An Overview

This document communicates the visual identity of
Grace Cutlery

Clearly Articulating the mission, values for the design,
of all subsequent brand artifacts.

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Introduction

About us

Mission

Vision

Values

01

About Us

Grace Cutlery offers a range of cutlery sets that include knives, forks, spoons, and sometimes other utensils such as steak knives, teaspoons, or salad forks. Sets may be designed for everyday use or for special occasions

Our Mission

Our mission is to create exceptional cutlery products that reflect our commitment to quality, craftsmanship, and innovation, while providing unparalleled customer service and support.

Our Vision

To be the leading provider of high-quality, innovative cutlery solutions.

Our Values

We value quality, innovation, customer service, craftsmanship, sustainability, collaboration, and ethics.

Logo

Brand Logo

Logo Structure

Logo Proportion

About us

Logo Size

Logo Variations

Placement

Reversed & Single Color

Dont's

Color Variations

02

Brand Logo

The official full fledged logo of Grace Cutlery should be used in all instance related to this brand.

The Grace Cutlery logo type is symbolic representaion of the brand. it should bot be altered in any way under the circumstances.



Logo Structure

Grace

Cutlery

Logo Size

To ensure visibility and legibility, logos should never be presented in size smaller than the requirements shown on page.

35 Pixels is the lowest size for our logo.



Standard Size



————— 35 pixels

Logo Variations



Placement

Avoid Placing the logo at random places on the canvas and page.
To ensure the consistency make sure to use the logo in certain areas of every canvas or page.



Revesred & Single Color



Not allow to use any other color except white and black.

Dont's

Grace
Cutlery

Grace
Cutlery

Grace
Cutlery

Grace
Cutlery

Grace
Cutlery

Grace
Cutlery

Colors

Palette

Primary Palett

03

Palette

Colors are as important to our brand logo as the logo themselves.

just as punctuation and volume set the tone for our verbal and written style.

Color sets the tone for our Visual Style

Primary Palette

We have one primary colors for our company.

- Black

Black

Hex

#292728

RGB

41 39 40

CMYK

0 0 0 100

Typography

The typeface we use helps us to convey personality of our company. consistent use of typography will build an immediately recognizable identity for show your slabs over time.

04

Primary Type Face

BeautifulHeart and Quicksand are our corporate typeface and should be used in all instance where typography is.

BeautifulHeart Font

The quick brown fox jumps over the lazy dog. 1234567890

The quick brown fox jumps over the lazy dog. 1234567890

The quick brown fox jumps over the lazy dog. 1234567890

The quick brown fox jumps over the lazy dog. 1234567890

Quicksand Font

The quick brown fox jumps over the lazy dog. 1234567890

The quick brown fox jumps over the lazy dog. 1234567890

The quick brown fox jumps over the lazy dog. 1234567890

The quick brown fox jumps over the lazy dog. 1234567890

The quick brown fox jumps over the lazy dog. 1234567890

The quick brown fox jumps over the lazy dog. 1234567890

Stationary

Bussiness Card

Letter head

Envelope

Stamp

05

M HUZAIFA
Chief Executive Officer



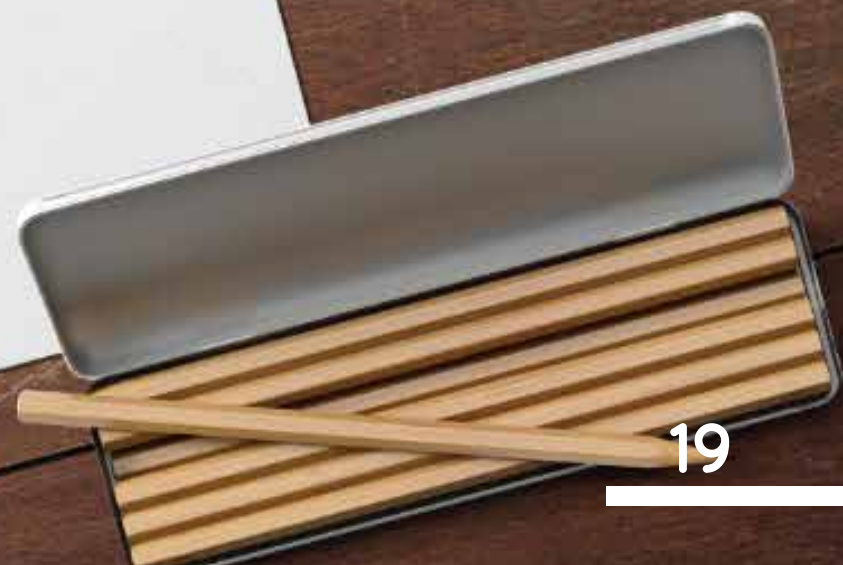
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Grace
Cutlery
Grace your table with finest cutlery



Grace
Cutlery







THANK
YOU