



SCENTS



BRAND
GUIDELINE

INTRODUCTION

BRAND NEW IDENTITY

Scents is a brand which we newly launch this year

Scents designed so many fragrances for men's as well as for women's. We designed fragrances of scents in a very unique way. Scents going to launch scented candles as well.

Scents logo simply based on simple & decent design
It contains only two opposite and attractive colors
and a beautiful and simple one shaded butterfly

WE REALLY HOPE THAT IT WILL
BE A PERFECT GIFT FOR
YOUR LOVED ONES



PRIMARY LOGO



WITH COLORS





PRIMARY LOGO



MONO COLORS

PRIMARY COLORS



	RGB	CMYK	HEX
	6/15/54	98/91/44/58	#060f36
	157/174/250	35/27/0/0	#9daefa
	255/255/255	0/0/0/0	#ffffff
	0/0/0	0/0/0/100	#000000

LOGO



COLORS



EXCLUSION AREA



Make sure text or design elements don't encroach each other
The marked space should always be given so logo can be free from any distraction

TYPOGRAPHY

FONT NAME :

BLEEDING COWBOYS

Scents primary typeface is
bleeding cowboys.

It should be used everytime
it is available.

Bleeding Cowboys

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

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

1 2 3 4 5 6 7 8 9 0

A QUICK BROWN FOX
JUMP OVER THE LAZY DOG

TYPOGRAPHY

FONT SIZE :

PRIMARY SIZE

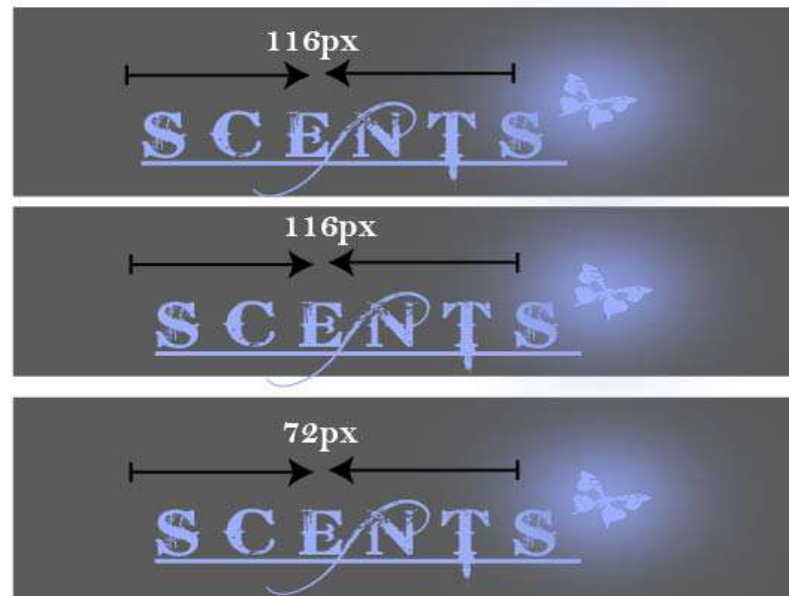
SCENTS font primary size is
116px. .

MAXIMUM SIZE

SCENTS maximum size is
also 116px

MINIMUM SIZE

SCENTS minimum size is
also 72px



DESIGNING ELEMENT

Butterfly :

Brush tool : 20 Butterfly Brushes
(butterfly 1)

Shade :

Brush tool : General Brushes
(Soft round)



PRESET DETAILS

WIDTH:

1500 px

HEIGHT:

1000 px

RESOLUTION:

72 ppi

BACKGROUND:

WHITE

COLOR MODE:

RGB

BACKGROUND DETAIL

RECTANGLE

WIDTH : 1500px

HEIGHT : 1000px

COLOR

CMYK : 98/91/44/58

RGB : 6/15/54

HEX : #060f36

BLENDING OPTION

INNER GLOW

BLEND MODE : NORMAL

OPACITY : 35

NOISE : 0

GRADIENT : #0be1e9

CHOKE : 61

SIZE : 24

CONTOUR : CONE

DESIGN ELEMENT

BUTTERFLY

BRUSH TOOL :

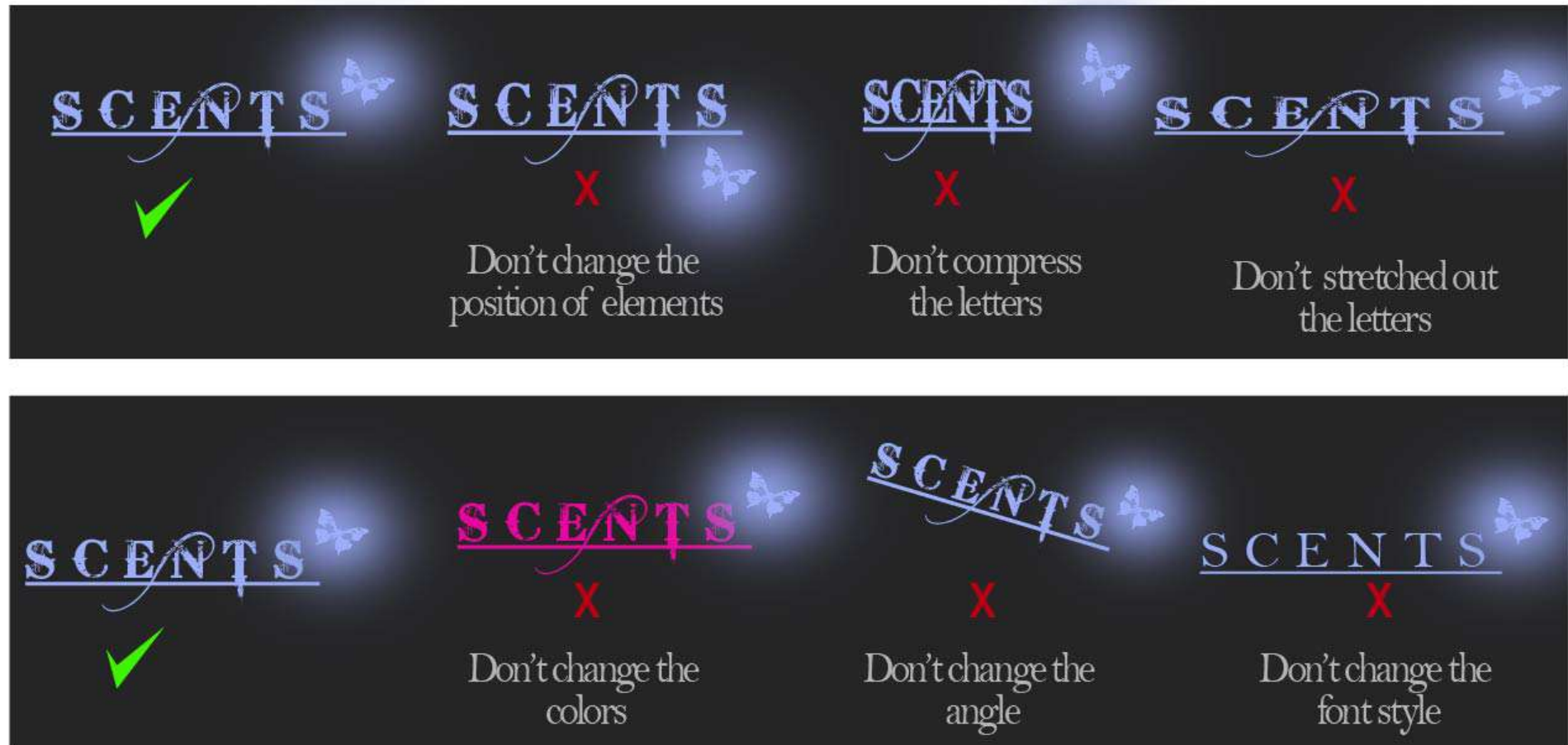
20 BUTTERFLY BRUSHES

(BUTTERFLY 1)

SHADE : #9daefa



LOGO USAGE



LOGO'S IMPROPER USES

LOGO USAGE



Don't change the
colors



Don't change the
position of elements



Don't use un-matched
colors



Don't delete it's
element's

BACKGROUND'S IMPROPER USES

SUPPORTING VISUALS

STORE BADGES



SOCIAL ICONS





THANK YOU

FOR MORE QUESTIONS
BRAND @SCENTS..com