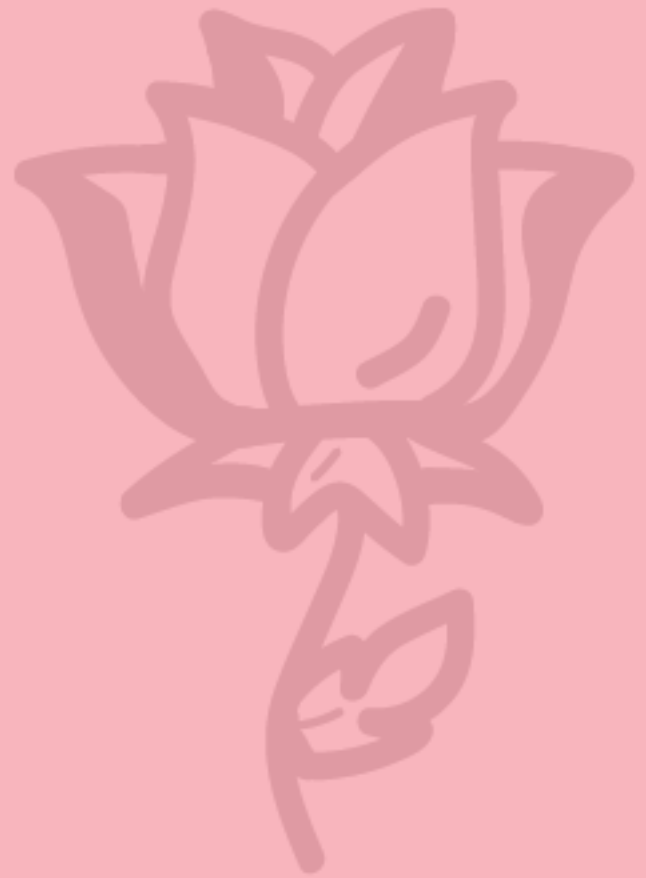


# *Sultanique*

## Brand Guidelines

Aaida Asad | CCT250 | February 25, 2025



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# *Introduction*



# *Who is the Brand?*

Sultanique is an affordable yet high-quality makeup brand that blends luxurious aesthetics with accessibility. The brand offers a wide range of beauty products, from long-lasting foundations and vibrant eyeshadow palettes to versatile lipsticks and creamy blushes, all crafted to enhance natural beauty. Sultanique is committed to providing cruelty-free, inclusive products that cater to a diverse range of skin tones and textures.

# *Mission & Vision*

## **Mission**

To empower individuals to express their unique beauty through high-quality, affordable makeup that celebrates diversity and creativity.

## **Vision**

Sultanique exudes confidence, creativity, and approachability. It's modern and chic while staying grounded in authenticity. The brand embodies the idea that luxury shouldn't come with an exclusive price tag—it should be for everyone.

# *Visual Identity*



# *Logos*

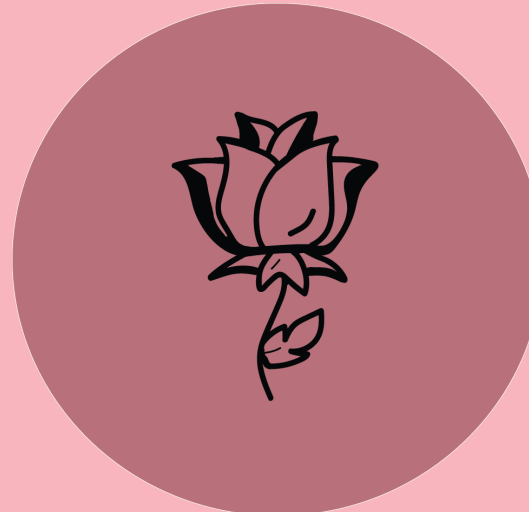
**Primary Logo**



**Secondary Logo**



**Submark**



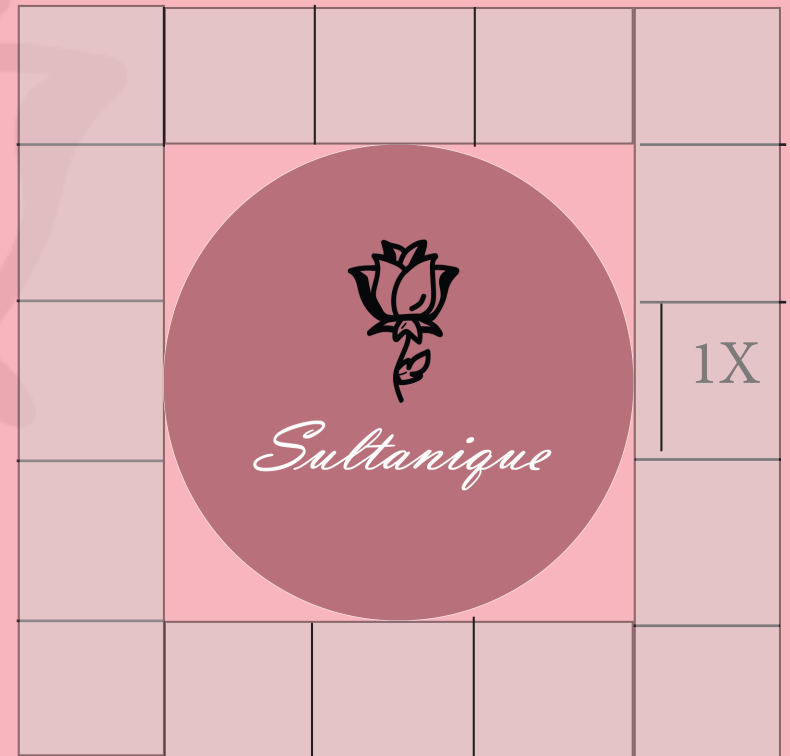
# *Color Variations*





# *Clear Space*

To maintain the integrity and readability of the Sultanique logo, a minimum clear space of 1x must be maintained around all sides, where x is equal to the height of the rose icon. This ensures that no other text, images, or design elements interfere with the logo's visibility and impact.



# *Incorrect Usage*



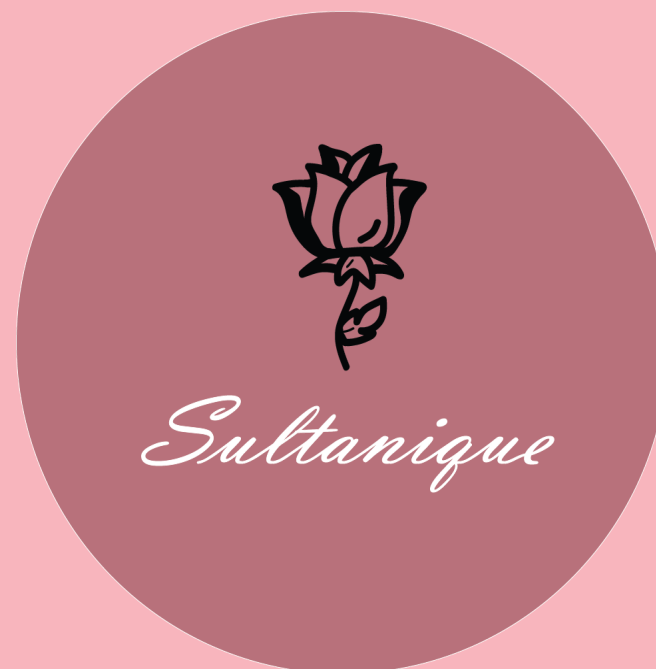
# *Typography*



# Brand Typefaces

## Vladimir Script - Regular

1234567890 *Sultanique*  
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  
*abcdefghijklmnopqrstuvwxyz*



# *Typography Hierarchy*

## **Title**

Font: Vladimir Script

Size: 94 pt

Weight: Regular

## **Header 2**

Font: Playfair Display

Size: 30 pt

Weight: Bold

## **Header 1**

Font: Lucida Calligraphy

Size: 48 pt

Weight: Italic

## **Body 1**

Font: Palatino Linotype

Size: 30 pt

Weight: Regular

*Color*



# *Color Palette*

Muave

Hex Code: #B66E79

RGB: 182, 110, 121

CMYK: 27%, 65%, 41%, 3%

Black

Hex Code: #000000

RGB: 0, 0, 0

CMYK: 75%, 68%, 67%, 90%

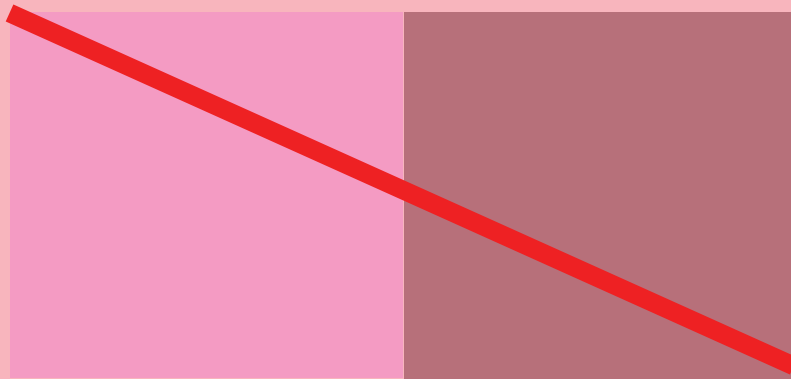
White

Hex Code: #FFFFFF

RGB: 255, 255, 255

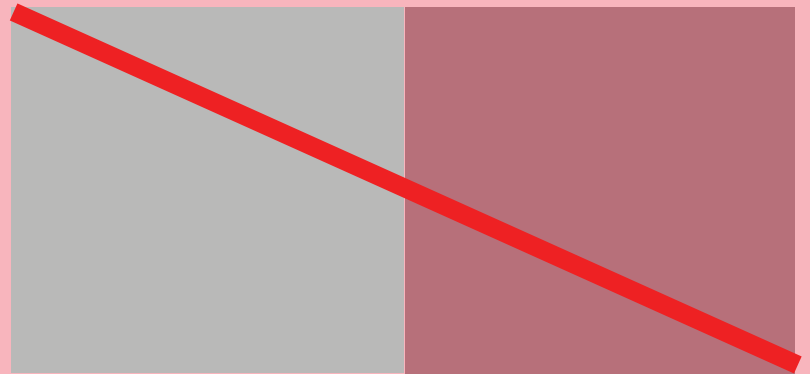
CMYK: 0%, 0%, 0%, 0%

# *Conflicting Colors*



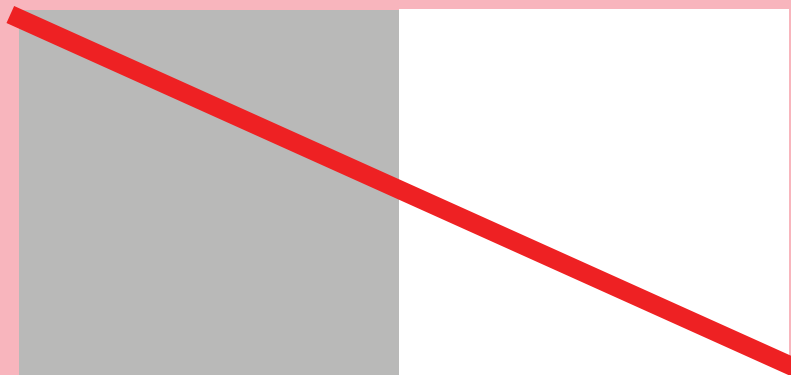
#FF9BD1

#B66E79



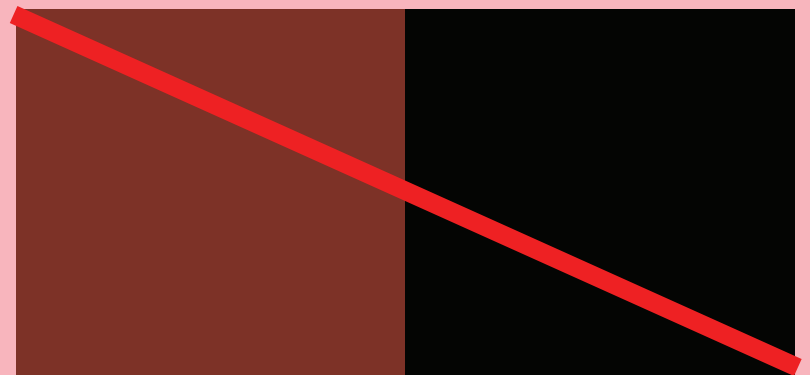
#B8B8B8

#B66E79



#B8B8B8

#FFFFFF



#7D3429

#000000

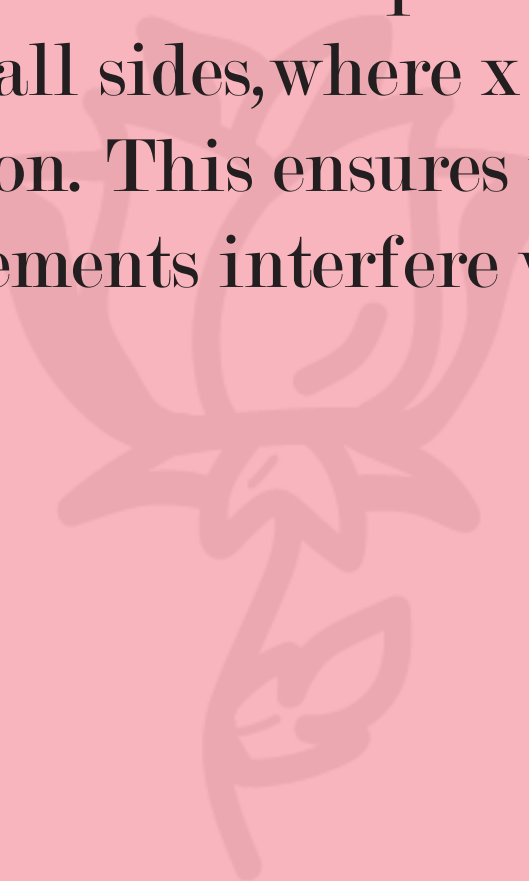


# *Imagery Guidelines*



# *Photography Style*

To maintain the integrity and readability of the Sultanique logo, a minimum clear space of 1x must be maintained around all sides, where x is equal to the height of the rose icon. This ensures that no other text, images, or design elements interfere with the logo's visibility and impact.




# *Icons*

Icons used in Sultanique's branding are minimalist and elegant, featuring thin line art with a soft, organic feel. They should align with the brand's color palette and remain monochromatic or soft metallic shades.

# *Patterns & Textures*

Sultanique incorporates subtle floral line art and watercolor textures inspired by roses, enhancing the brand's feminine and sophisticated aesthetic. Patterns should use brand colors and remain delicate rather than overpowering.



*Look & Feel*







*Thank You!*

