

MIMINHOS DA CHEILOCA OVERVIEW

Miminhos da Cheilocas mission is to offer both high end and affordable products so everyone has the oppertunity to express themselves.

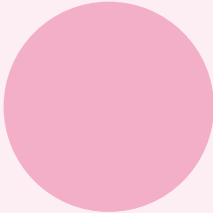
The logo



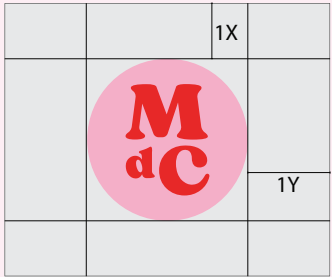
Main colors



CMYK: 2, 97, 98, 0
RGB: 232, 40, 37
HEXA: E72A27



CMYK: 1, 38, 4, 0
RGB: 245, 177, 200
HEXA: F5BOC7



Safety margins

The dimensions of this safety zone are defined by the "X" and "Y" measurement, which is the dimentions of the M letter in the logo.

Small scale

The small scale logo is to be used in scales between 25mm and 15mm in withdh to ensure the logo is correctly reproduced across all formats.

Aa Bb Cc Dd
Ee Ff Gg Hh
Ii Jj Ll Mm Nn
Oo Pp Qq Rr
0123456789



Patterns



Icons



Photo Style



Additional text about the identity

Miminhos da Cheiloca is an online store offering budget-friendly clothing, accessories, and cosmetics. They employ an innovative sales approach by showcasing products and accepting orders through live sessions on Instagram and TikTok. This unique method adds excitement to the online shopping experience. Committed to inclusivity, Miminhos da Cheiloca aims to make their products accessible to everyone by maintaining affordable prices and having a wide variety of sizing.

Additional text

These icons are used to represent diffrent types of social medias and feedback.

Logo Application

The main pink log should be given priority on simple light backgrounds.

Logo Application

For darker or more complex backgrounds, the secondary red logo should be used.