



## PROPUESTA DE RE-BRANDING 2026



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# Logo

LOGO PRINCIPAL

MABEL  
SIEMPRE BELLA

LOGO SECUNDARIO



MARCA



VARIANTES

MABEL  
MAKEUP

MABEL  
FOR MEN

MABEL  
SKIN CARE



# Logo

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## MAIN LOGO FEATURES



LOGO MARK



WORD MARK

Inspirado en la guacamaya hondureña, el logo y la marca se centra en una propuesta mas colorida y divertida. Aqui el maximalismo predomina.

## LOGO VARIATION



## RULES OF APPLICATION

### DO'S AND DONT'S

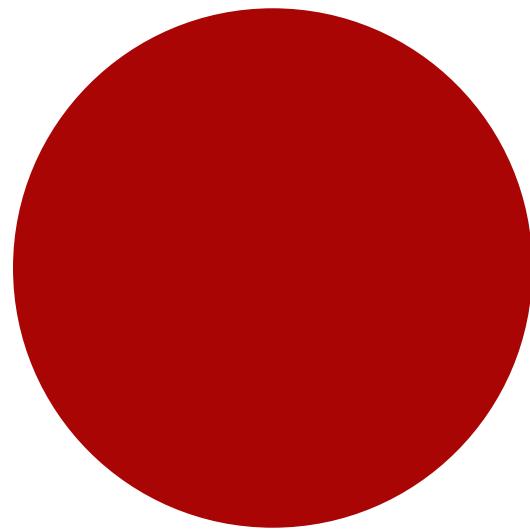
El simbolo principal de la marca es la tipografia "MABEL", no podemos separar la tipografia de los elementos graficos, esto debido a que el logo es un conjunto de figuras y perderia el sentido de la marca.

# Color Palette

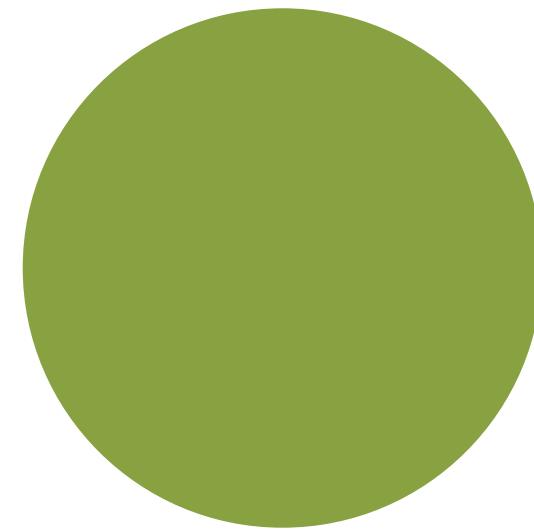
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## MAIN

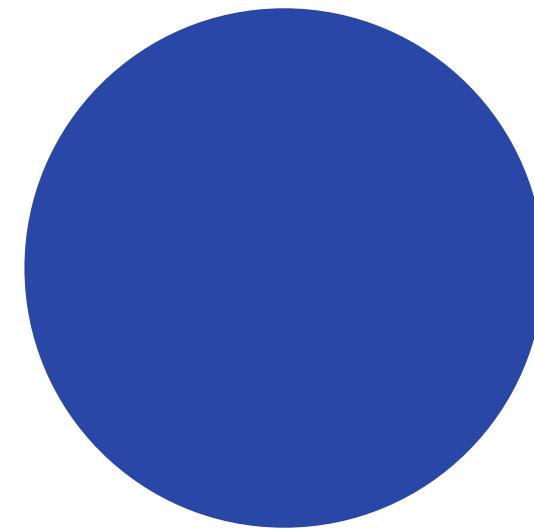
COLORES PRIMARIOS Y VIBRANTES PARA POTENCIAR LA IDENTIDAD VISUAL.



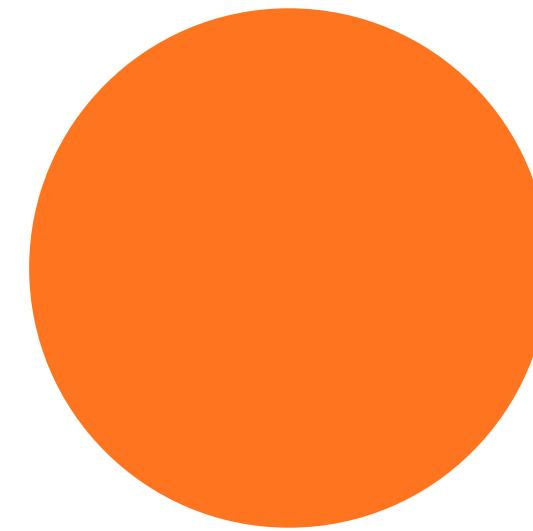
VIVID RED  
#A90505



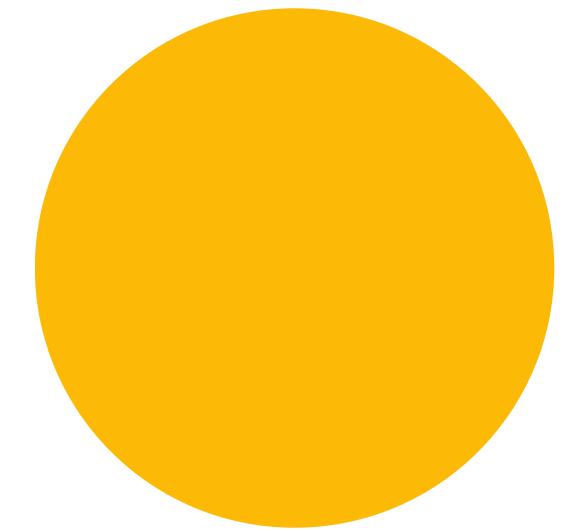
YELLOW GREEN  
##88A241



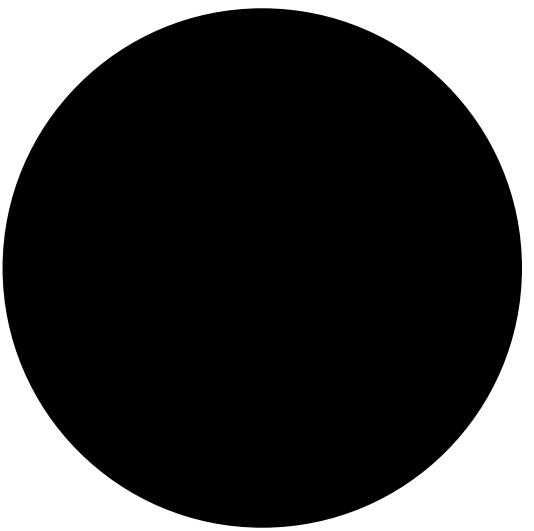
BLUE  
#2947A6



SALMON  
#FF751F



ORANGE  
#FCBA06



BLACK  
#000000

# TIPOGRAFIA

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## FONT OVERVIEW

### Tan Pearl

For Headers

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 ! @ # \$ % ^ & \* ( )

### Helveticaish

For Subheaders and Paragraphs

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 ! @ # \$ % ^ & \* ( )

## FONT HIERARCHY

Anais Clothing Co.

NEUTRAL TAN POLO

A casual outerwear in a basic neutral shade for an effortlessly chic look for anyone

MABEL

JOYERIA/MAQUILLAJE

LPS. 250

ARETE UTILA

## TYPE APPLICATION

Effortlessly Chic

AS UNIQUE AS YOU ARE

SIEMPRE BELLA

SUMMER COLLECTION

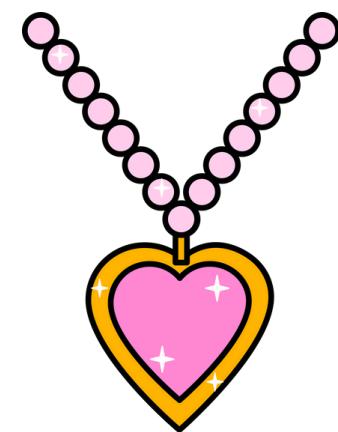
# Elements, Shapes, & Illustrations

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MAXIMALISMO CON FIGURAS COLORIDAS.



ELEMENT 1



ELEMENT 2



ELEMENT 3



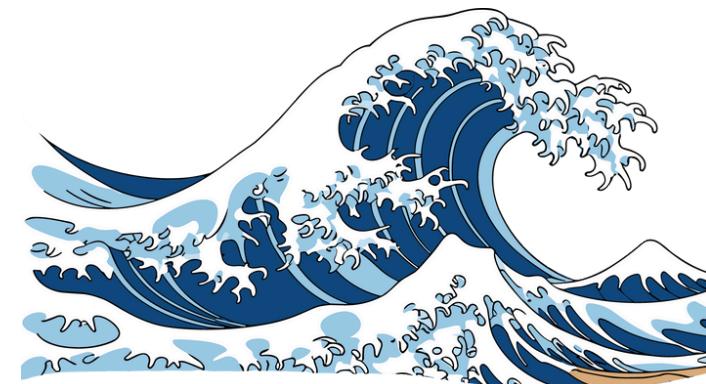
ELEMENT 4



ELEMENT 5



ELEMENT 6



ELEMENT 7



ELEMENT 8



# Photography

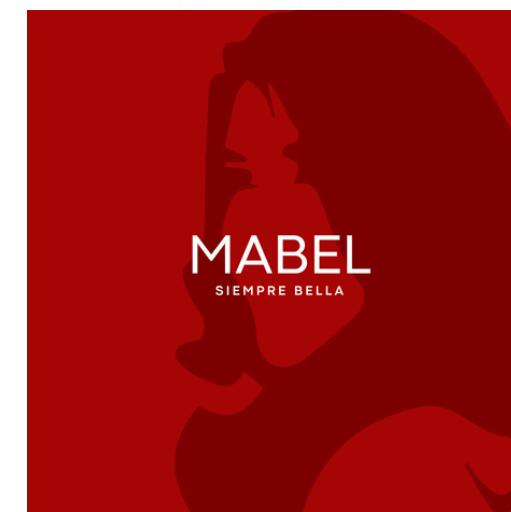
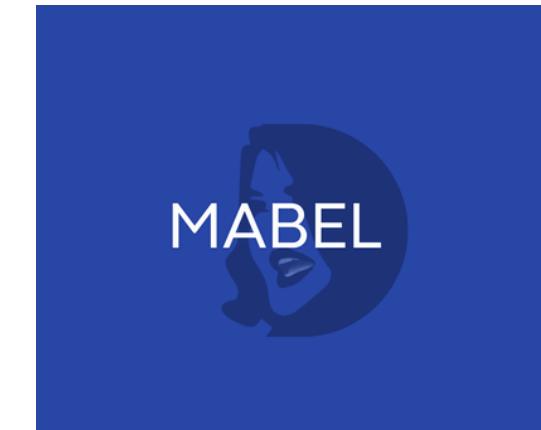
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La empresa se centra en la identidad visual y lo creativo.



# Print & Digital Mockups

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# Contact Information

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information, scan here:



Generate a QR code by  
browsing through the 'More'  
option on the left-side object  
panel.