



PROPUESTA DE RE-BRANDING 2026



MABEL
SIEMPRE BELLA



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Logo

LOGO PRINCIPAL



LOGO SECUNDARIO



MARCA



VARIANTES

MABEL
SIEMPRE BELLA



MABEL
MAKEUP

MABEL
FOR MEN

MABEL
SKIN CARE

Logo

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MAIN LOGO FEATURES



LOGO MARK



WORD MARK

Inspirado en la simplicidad pero versatilidad de la marca, esto permite jugar con el producto sin dejar la esencia de la marca.

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 en un inicio, hasta que el consumidor este familiarizado con la marca.

EXAMPLE

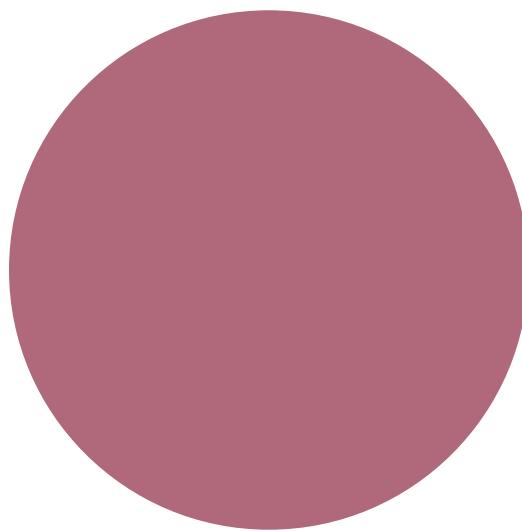


Color Palette

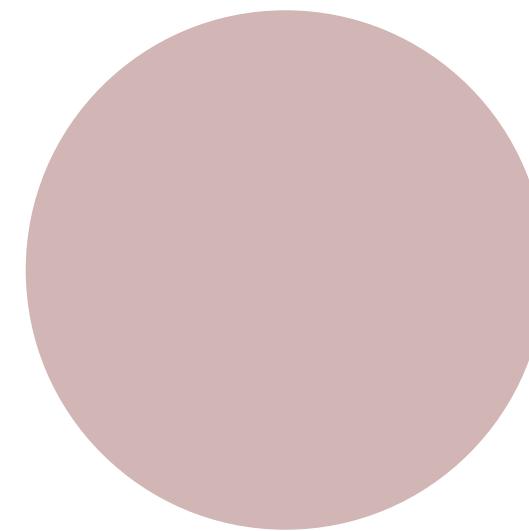
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MAIN

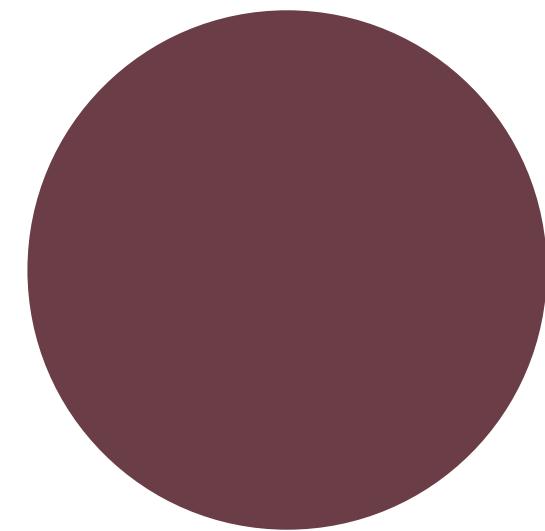
TONOS PASTEL EN ROSA Y CAFE PARA LA EXPRESION MASCULINA, SIN SALIR DEL COLOR PRINCIPAL.



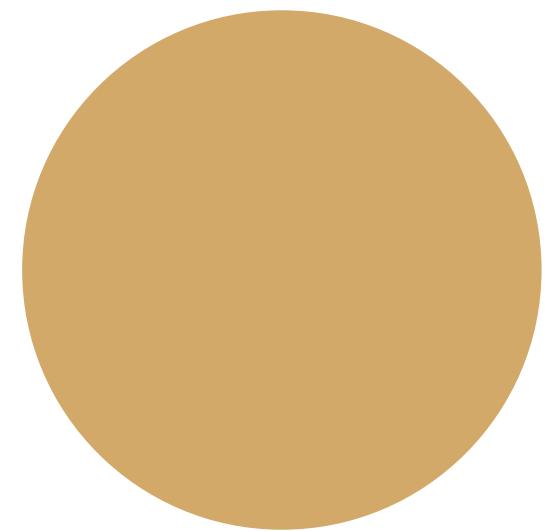
GRAY CRIMSON
#B0697A



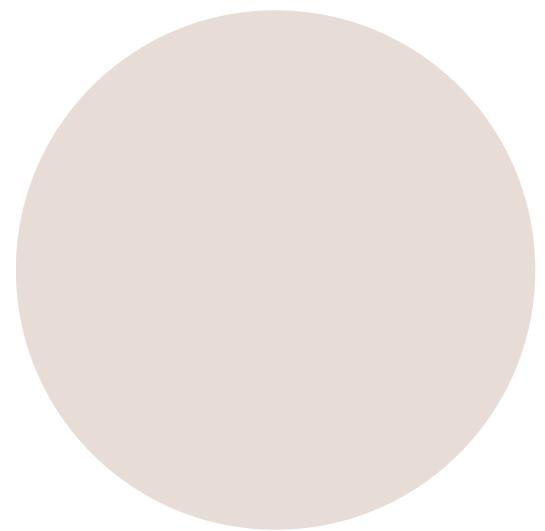
PASTEL GRAY RED
#D2B5B5



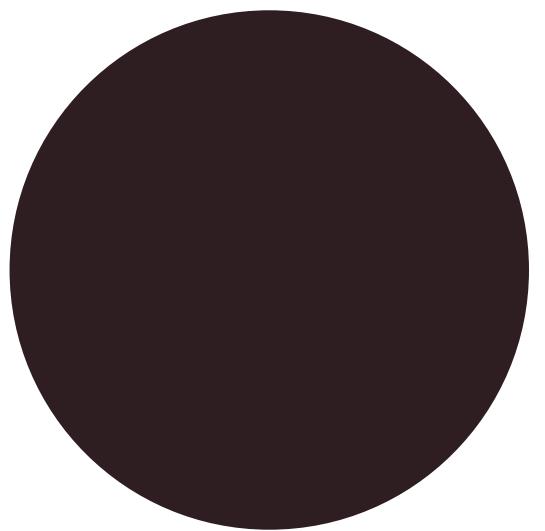
GRAY CRIMSON
#6B3D46



GRAY ORANGE
#D3A969



WARM BEIGE
#E8DCD6



CHARCOAL BROWN
#2F1E21

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

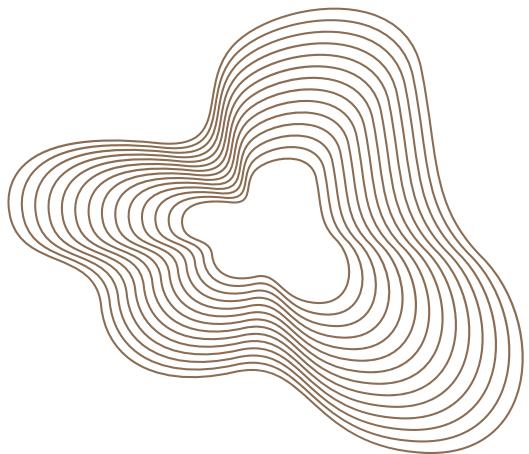
SIEMPRE BELLA

SUMMER COLLECTION

Elements, Shapes, & Illustrations

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LINEAS PLANAS QUE LE DAN LUJO A LA MARCA. EL MINIMALISMO PREDOMINA.



ELEMENT 1



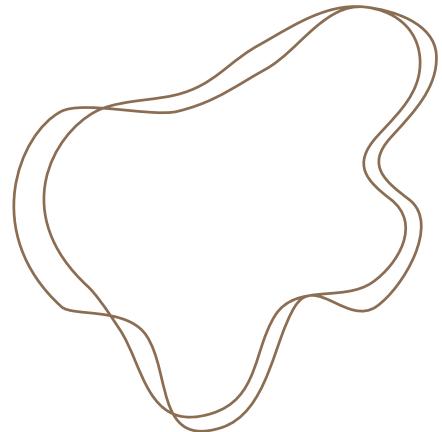
ELEMENT 2



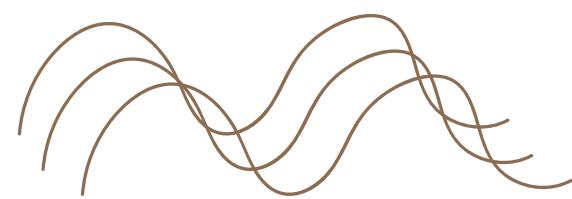
ELEMENT 3



ELEMENT 4



ELEMENT 5



ELEMENT 6



ELEMENT 7



ELEMENT 8



Photography

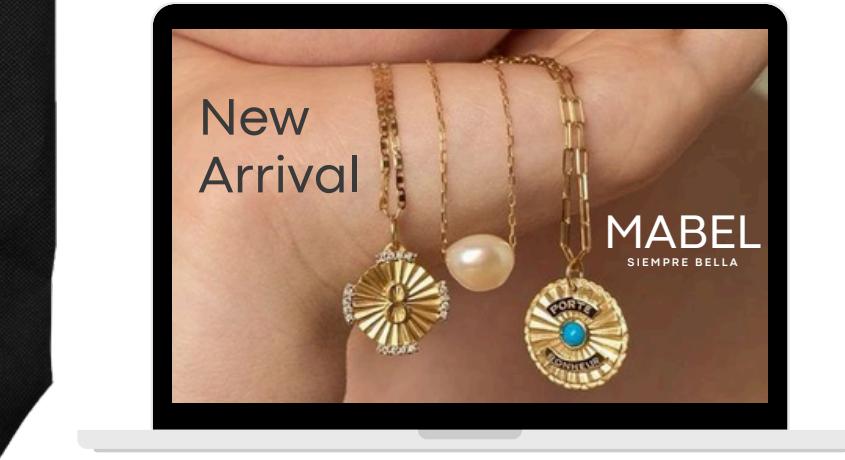
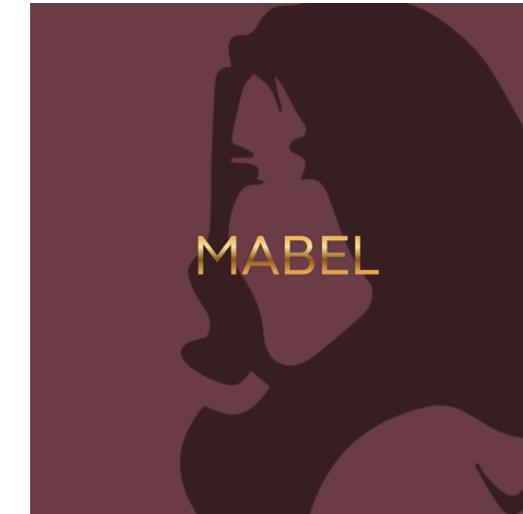
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La empresa se centra en la elegancia y simplicidad.



Print & Digital Mockups

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Contact Information

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option on the left-side object
panel.