

BRAND GUIDELINES



01

BRAND MARK

LOGO MARK

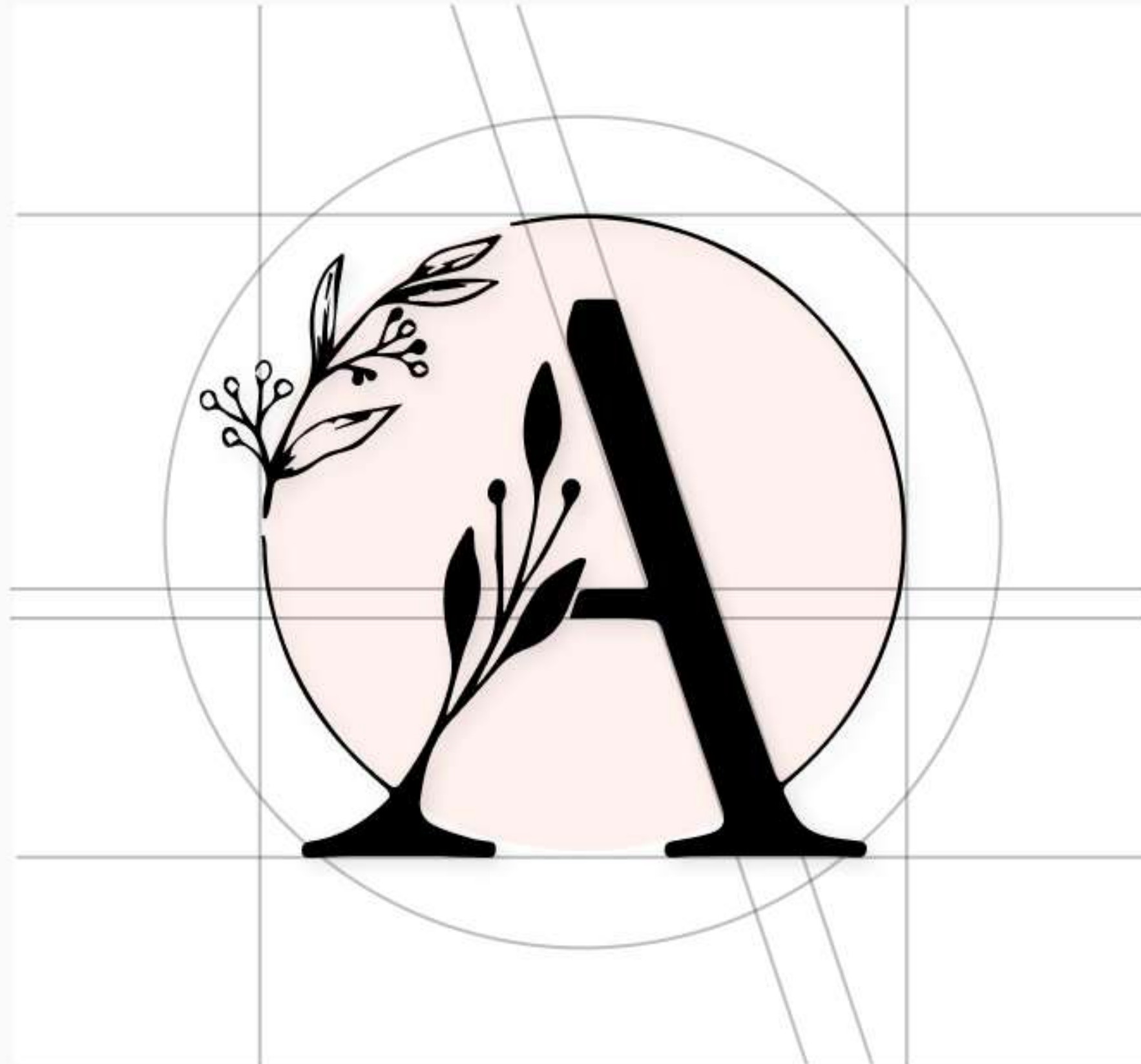
introducing allure, where the unique allure of cinzel decorative font combines with elegance. with its premium look, this sleek logo mark in a rich burgundy hue reflects the brand's essence of cleanliness and purity, capturing attention with its captivating curves.

BRAND GUIDELINE



LOGO CONSTRUCTION

the allurance logo is meticulously constructed with the unique and premium look of cinzel decorative font. elegant curves encircle the word mark, symbolizing unity and balance. the rich burgundy color adds warmth and luxury, reflecting the brand's dedication to quality. it's a visually striking and memorable representation of allurance.



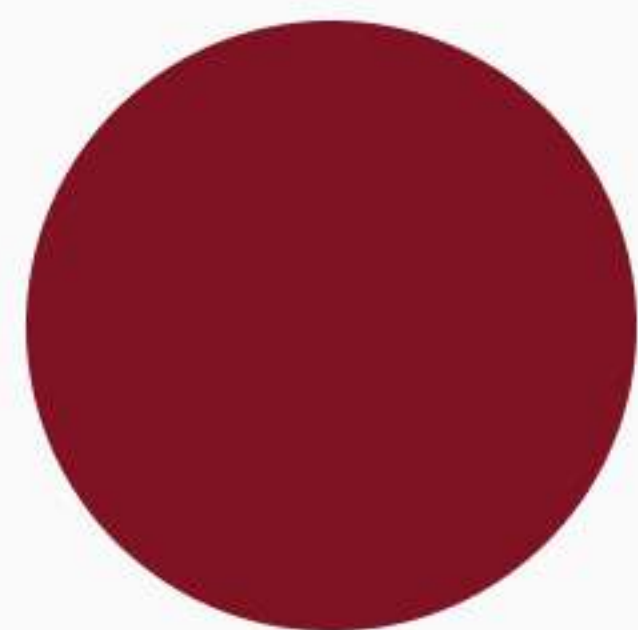
BRAND GUIDELINE



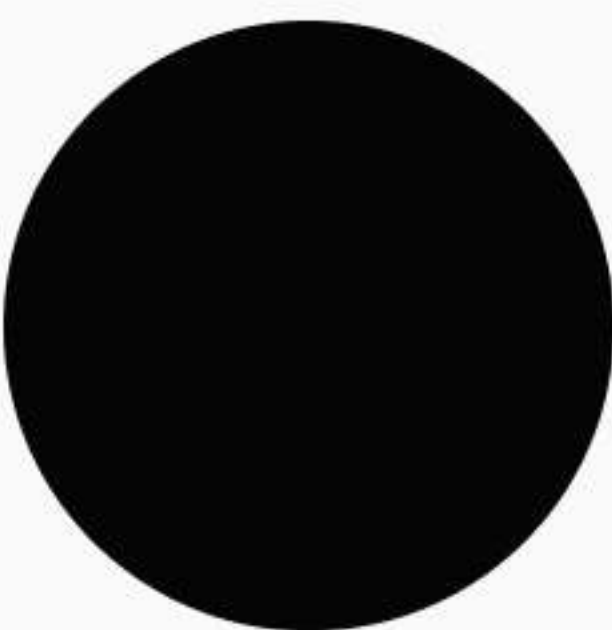
02

COLORS

PRIMARY COLORS



NAME	RGB
Merlot	31, 39, 56, 100%
HEX CODE	HSL
#801323	351, 74%, 29%



NAME	RGB
Black	5, 5, 5, 100%
HEX CODE	HSL
#801323	0, 0%, 2%

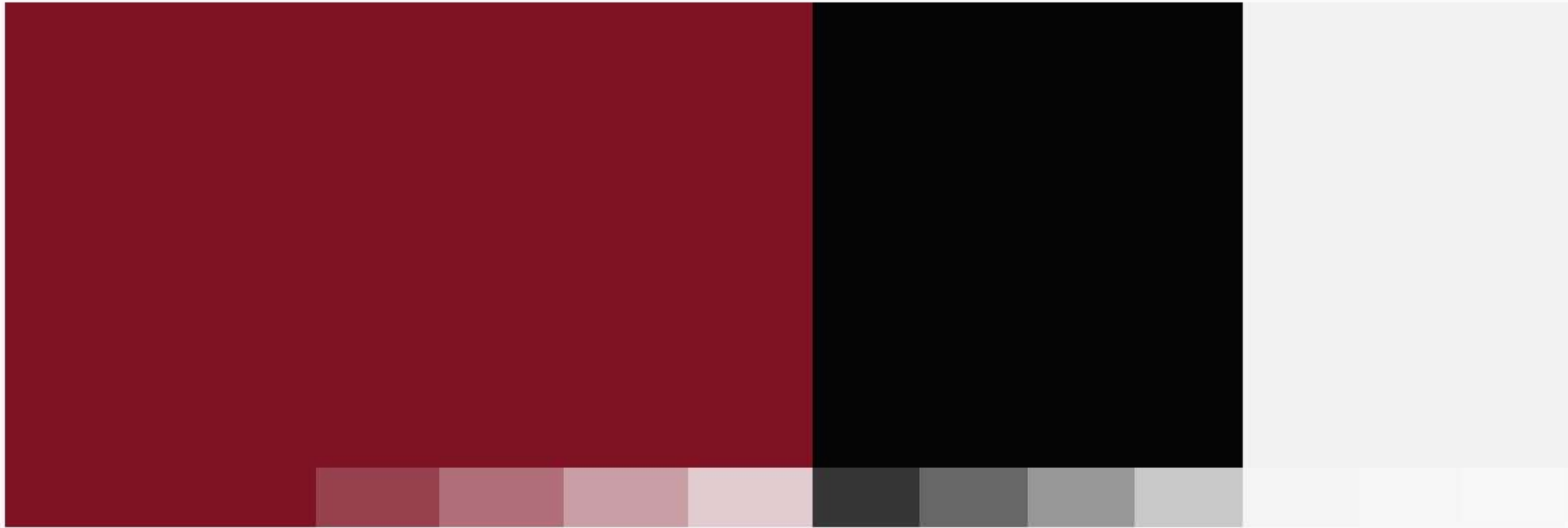


NAME	RGB
seashell	241, 241, 241, 100%
HEX CODE	HSL
#F1F1F1	0, 0%, 95%

BRAND GUIDELINE



ADDITIONAL COLORS



BRAND GUIDELINE



03

TYPOGRAPHY

PRIMARY TYPOGRAPHY

CINZEL DECORATIVE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890~!@#\$%^&*()_+

A A

BRAND GUIDELINE



PRIMARY TYPOGRAPHY

CINZEL DECORATIVE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890~!@#\$%^&*()_+

BRAND GUIDELINE

AMET MINIM MOLLIT NON DESERUNT ULLAMCO EST SIT ALIQUA
DOLOR DO AMET SINT. VELIT OFFICIA CONSEQUAT DUIS ENIM VELIT
MOLLIT. EXERCITATION VENIAM CONSEQUAT SUNT NOSTRUD AMET.

REGULAR

BOLD



SECONDARY TYPOGRAPHY

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+

Aa

BRAND GUIDELINE



SECONDARY TYPOGRAPHY

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+

BRAND GUIDELINE

Amet minim mollit non deserunt ullamco est sit aliqua dolor do amet sint. Velit officia consequat duis enim velit mollit. Exercitation veniam consequat sunt nostrud amet.

Regular

Bold

04

LOGO TYPE

BACKGROUND COLOR LOGO

VERTICAL LOGO



HORIZONTAL LOGO

BRAND GUIDELINE



MONO-COLOR LOGO

THE ALLURANCE LOGO SHINES IN A SLEEK BLACK AND WHITE COLOR SCHEME. THE CINZEL DECORATIVE FONT COMMANDS ATTENTION WITH ITS UNIQUE AND PREMIUM LOOK. THE LOGO MARK'S ELEGANT CURVES SYMBOLIZE UNITY AND BALANCE, WHILE THE ABSENCE OF COLOR ADDS A TOUCH OF SIMPLICITY AND VERSATILITY. IT'S A VISUALLY IMPACTFUL REPRESENTATION OF ALLURANCE IN ANY SETTING.



BRAND GUIDELINE



PATTERN



BRAND GUIDELINE



05

MOCKUPS

CUPS



BRAND GUIDELINE



BAG



BRAND GUIDELINE

