



BRAND

MANUAL GUIDELINES

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INTRODUCTION

We can all be proud to start iFashion and confident to deliver best possible user interface to our users, Suitable For All fashion type products, Not specific cloths only, we are positioned to introduce creative and innovating ways of addressing some of the major UI/UX issues.

Our common purpose is that iFashion remains an exceptional product to bring you the best shopping experience.

Our branding Guideliness help us to develop communications that speak to iFashion's unique missions.

This manual provides clear guideliness so that we can communicate about the iFashion brand consistently. Ensuring that we adopt these standars across our communications will make significant contribution to enhancing iFashion's reputations.



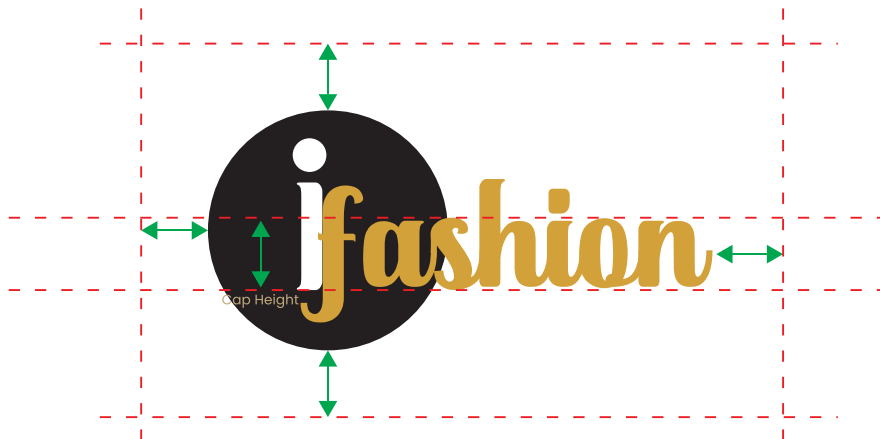


Final Logo

This is very important that designers do not attempt to construct the logo themselves, as the lettering in the logo has been sculpted.

In addition, do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and perhaps alter the scale of the various elements.

A Mandatory "clear space" equal to the Cap Height as highlighted above, around the logo equal to the height of the letter "h" or "i" Must be incorporated into any design using the logo.



Logo Variations

Below is the versions to be use as per the Background colors

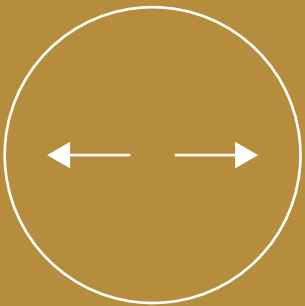
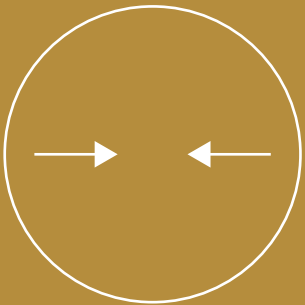
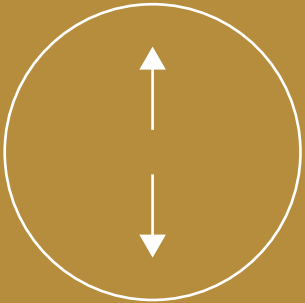
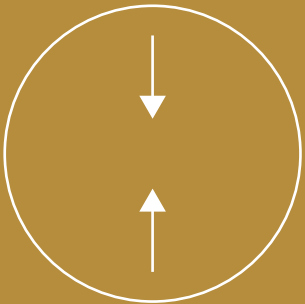


INCORRECT USE OF LOGO

Never manipulate or distort the iFashion logo, For example by stretching or compressing it.

Never try to redesign one element of the logo, for example the Color combinations.

Never place an element , symbol, punctuation mark or Name right below / Side of the Logo





Color Using

iFashion has identified Two primary colours Gold and Black with their shades that meets the contrast requirements and accessibility standards for its users.

Mentioned are the primary Branding Colors for iFashion. Atleast one Of these colors, Gredient for Golden should appear frequently across all communications, Graphics including websites, Apps, print publications, swatshirts, etc.

GOLD



FOR WEB USE

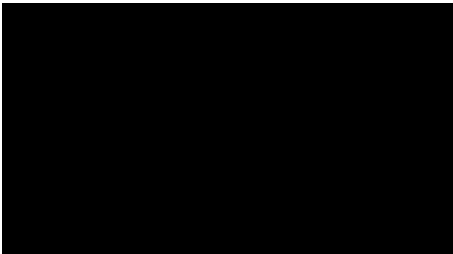
Red: 211
Green: 161
Blue: 58

FOR PRINTING USE

Cyan: 18
Magenta: 36
Yellow: 91
Key: 01

PANTONE: 115 U

BLACK



FOR WEB USE

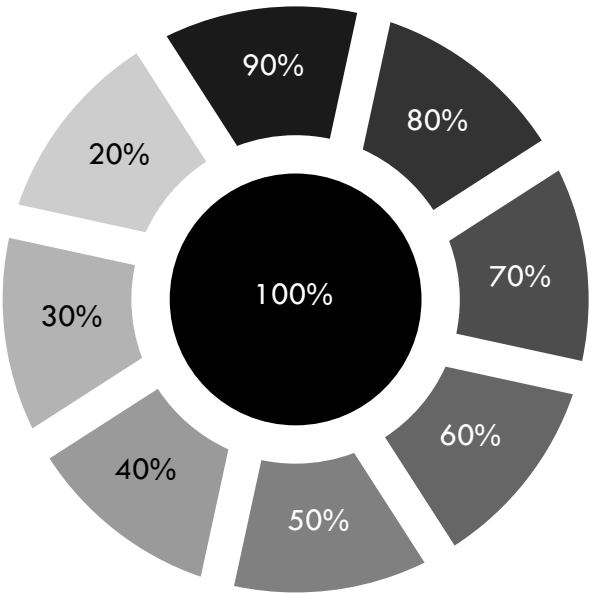
Red: 0
Green: 0
Blue: 0

FOR PRINTING USE

Cyan: 75
Magenta: 68
Yellow: 67
Key: 90

PANTONE: 115 U

Shades



Typeface

PRIMARY FONT

TW CEN MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@\$%

SECONDARY FONT

CM PRADAESQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890!@\$%



Hierachy

FONT SIZE 22 PT

Title
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz,“”‘
123456789£\$?!<>{}[]#¢™®

FONT SIZE 16 PT

Headline
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz,“”‘

FONT SIZE 11 PT

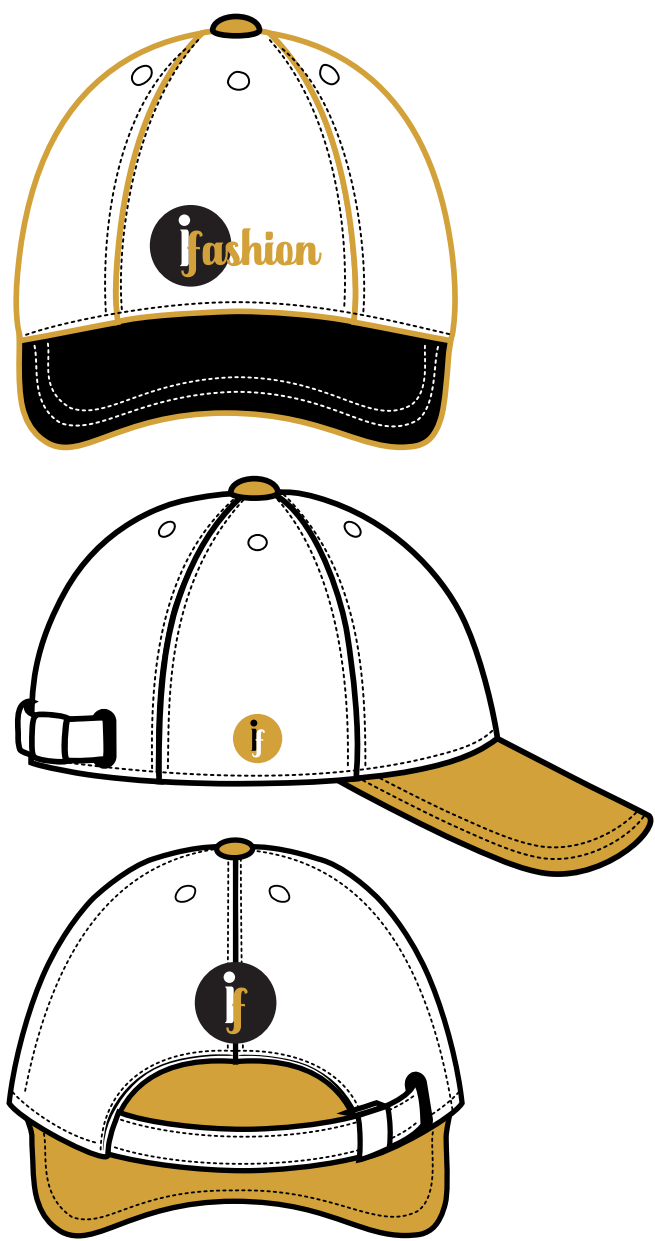
Subtitle
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz,“”‘

FONT SIZE 9 PT

Content
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz,“”‘
123456789£\$?!<>{}[]#¢™®



Promotional Cap

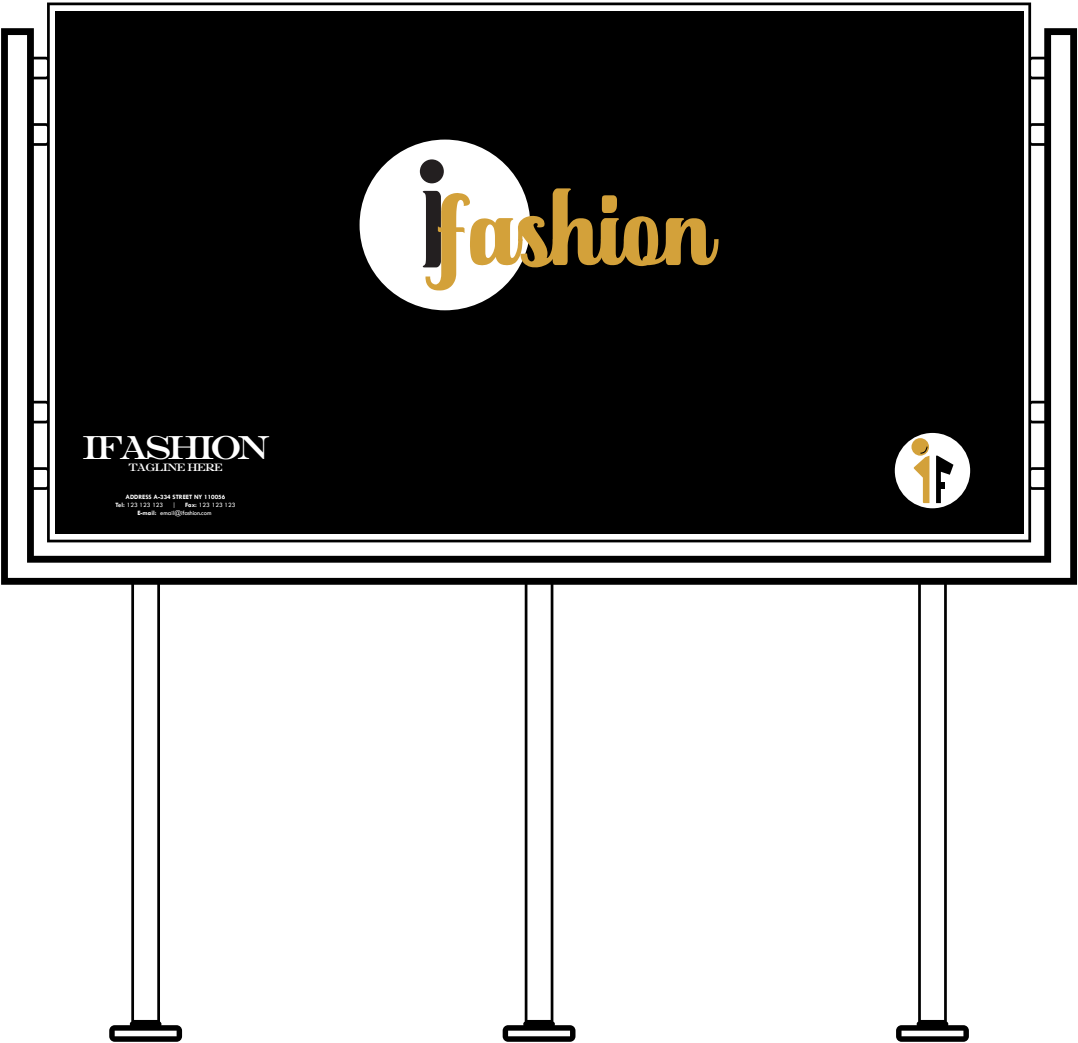


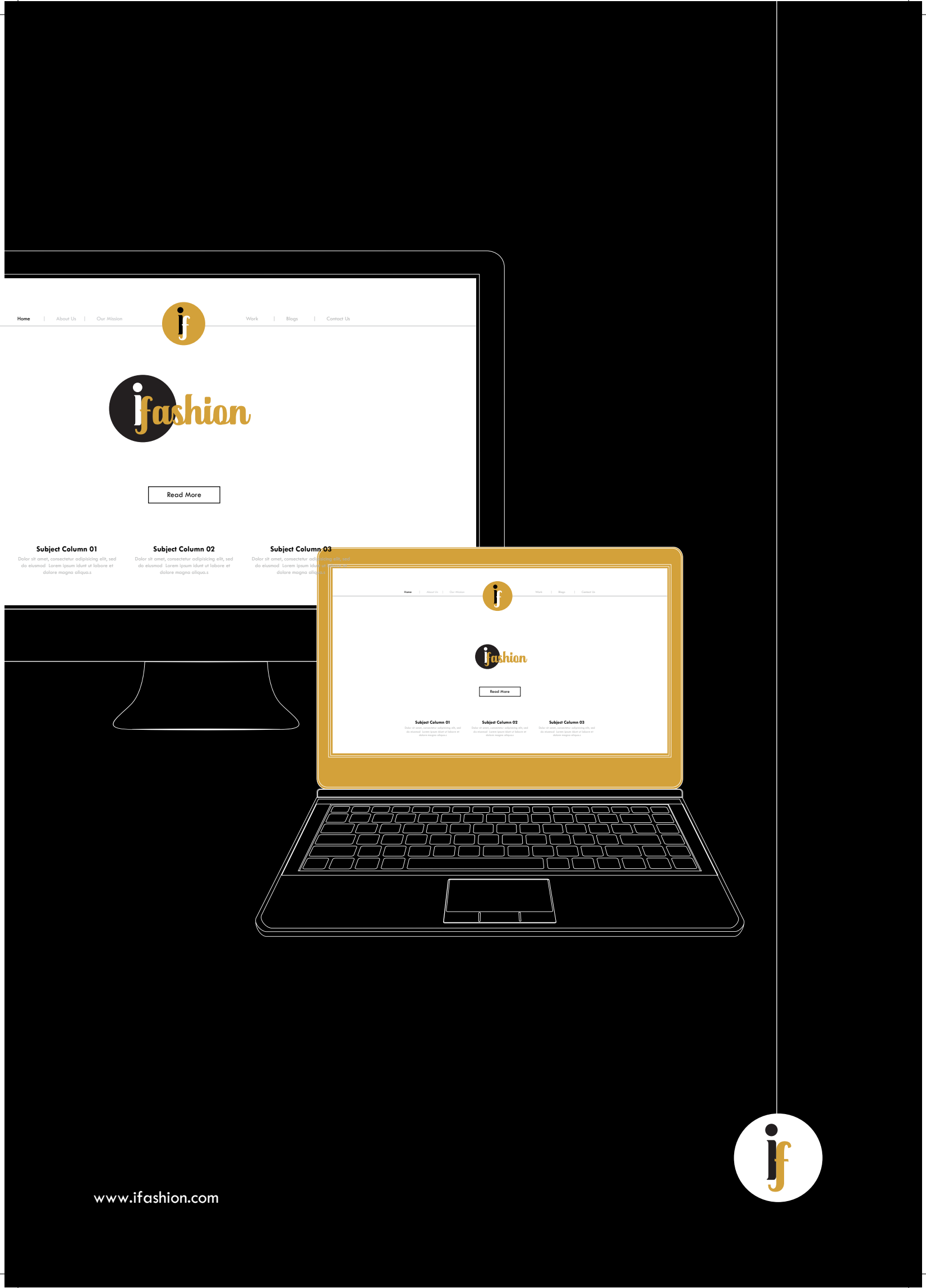
OUTDOOR

Pole-Sign



Sign-Board





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Read More

Subject Column 01

Dolor sit amet, consectetur adipiscing elit, sed do eiusmod. Lorem ipsum idunt ut labore et dolore magna aliqua.

Subject Column 02

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Subject Column 03

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Subject Column 01

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Subject Column 02

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Subject Column 03

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Illustrated Icons

