

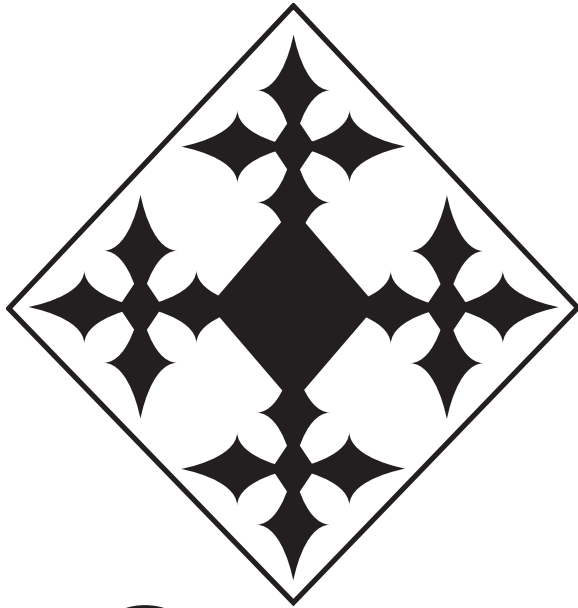


SOSINA
Ethiopian Traditional Clothes

Brand Manual

Logo

The central imagery of the design is based off of traditional Ethiopian dress patterns.
The proportions are 325 x 341 px, or approximately 1:1.



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The brand name used Baskerville Old Face in 115 pt and 58 pt. The serifs gave the brand a more established and traditional feeling that ties in well with the style of clothing. The use of all capitalized letters further emphasizes the mature tone.

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

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

The tagline incorporates Plantagenet Cherokee in 20 pt. Since it is bolder than Baskerville, it draws enough attention so that it is not overlooked nor overshadowing the main text.

Typography

Colors

The color scheme is derived from the Ethiopian flag to tie the recognition of the brand with the cultural origin of its designs.



The green is #009a44
or Pantone 347 C

The yellow is #fedd00
or Pantone Yellow C

The red is #ef3340 or
Pantone Red 032 C



Applications

