

# PERSONA GIFTS & PRINTS BRAND GUIDELINES

# About Us

At **Persona Gifts & Prints**, we believe that the most meaningful gifts are the ones that feel personal. A name, a message, a memory, or a moment - when a gift reflects who someone truly is, it becomes more than an item. It becomes a keepsake.

Persona Gifts & Prints was created with one simple idea: "**Every Gift Has a Personality.**" We specialize in high-quality custom printing, transforming everyday products into meaningful, personalized gifts. From vibrant prints to fine detailing, our printing process ensures every design is sharp, durable, and crafted with care.

Our goal is to help you express emotions, celebrate milestones, and strengthen connections through thoughtfully personalized and customized gifts. Whether it's for birthdays, anniversaries, corporate events, or special occasions, we combine creativity, premium materials, and precision printing to bring your ideas to life - one personalized gift at a time.

## What We Do

We specialise in crafting high-quality personalised gifts for every occasion - birthdays, weddings, anniversaries, celebrations, corporate gifting, and everyday moments worth remembering. Each product is carefully designed to capture individuality, turning your ideas and sentiments into something tangible and lasting.

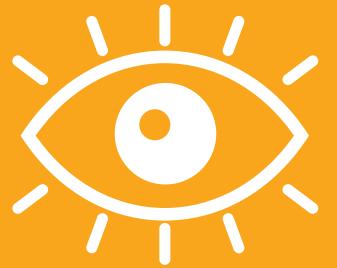
From minimal and elegant to fun and expressive, our collection is made to suit different styles, personalities, and stories.

## Our Promise

At Persona Gifts, quality and customer experience come first. We are committed to:

- Thoughtful personalisation that feels truly meaningful
- High-quality materials and craftsmanship
- Attention to detail in every order
- Reliable service and on-time delivery

Every gift is handled with care because we understand the emotions behind it.



## Our Vision

To become a trusted destination for meaningful, personalised gifts and customized printing that turn everyday moments into lasting memories.



## Our Mission

Our mission is to create high-quality customized printing & personalised gifts that reflect individual stories, emotions, and milestones. We strive to deliver exceptional craftsmanship, creativity, and customer service, making every gift as special as the person receiving it.

# Primary Logo Concept

The Persona Gifts & Prints logo creatively blends the letter “P” with the shape of a Gift Box, symbolizing personalized gifting and thoughtful presentation. The letter P is designed in a continuous, flowing line that forms the body of the gift, representing creativity, connection, and a personal touch.

The bow at the top completes the gift box form, instantly communicating joy, celebration, and giving. The warm golden color reflects happiness, and premium quality, while the clean typography balances modern professionalism with approachability.

Together, the logo expresses the brand’s promise: turning ideas into meaningful gifts and beautifully crafted prints that feel personal and memorable.



# Primary Logo Clear Space

It is important to keep the brandmark clear of any other graphic element and to ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo.

This area is measured using the depth of the 'P' letter in the logo, as shown. No other graphic elements, typography, rules, or images should appear inside this clear space.



# Primary Logo Formulation

The logo combines the letter “P” with a gift box in a single, flowing form. The curved “P” represents persona, personalization, and creativity, while the top loops form a ribbon and bow, symbolizing gifting and celebration. The seamless design reflects the brand’s focus on thoughtful, personalized gifts and prints.



## Horizontal Logo

The horizontal logo places the gift-shaped “P” icon to the left of the Persona Gifts & Prints wordmark. This layout is clean and balanced, making it ideal for **websites, headers, signage, packaging, and banners** where wider space is available. It ensures strong brand visibility and easy readability.



## Vertical Logo

The vertical logo stacks the gift-shaped “P” icon above the Persona Gifts & Prints wordmark. This compact arrangement works best for **social media profiles, stamps, labels, stickers, and square layouts**, maintaining brand clarity in limited or centered spaces.



# Our Typography

The Montserrat family can be used in all weights. It solves hierarchy issues in a easy and clean way.

Use Montserrat **Semibold** generic content and Montserrat **Bold** to highlight specific content.

It has been chosen for its clean, modern and fresh aesthetic. Also for its maximum flexibility in communication

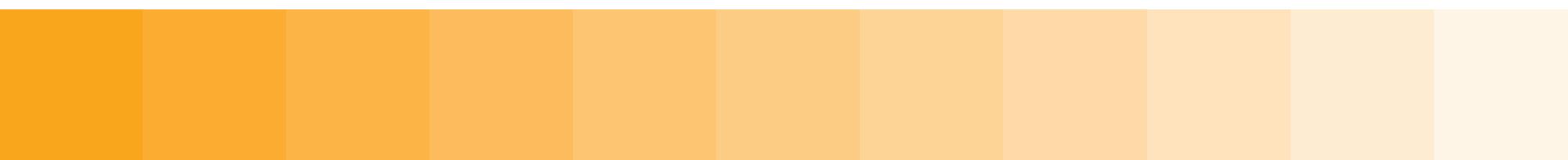
## Montserrat Semibold

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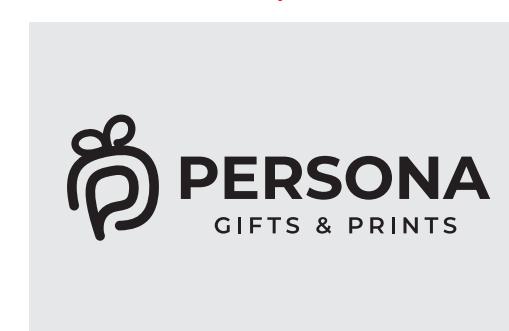
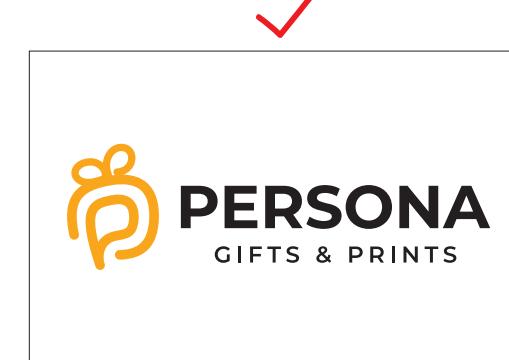
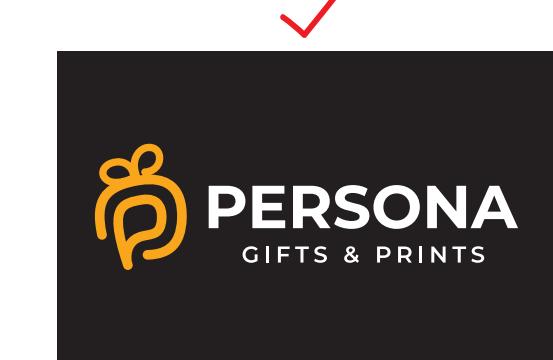
## Montserrat Bold

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# Primary Color Palette



# Logo Usage



The above are samples of correct and incorrect applications of the Persona Gifts & Prints logo on various colour and image backgrounds.

# Graphic Pattern



# Logo Brandings









PERSONA GIFTS & PRINTS | BRAND GUIDELINES | DECEMBER 2025



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A large, stylized white cursive text "Thank You!" is centered on the page. The background features a repeating pattern of overlapping orange circles of varying sizes, creating a dynamic and warm visual texture.

Thank You!