

DARASARA Candle Compony





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About:

The company DaraSara was a local family industry back then in a small town in Sweden named boras. After achieving big success in selling product the owners decided to establish a company to launch their products universally.

Story:

The company belong to a sibling Dara and Sara Green. They borne and raised in a small family and in their project of school and church charity started

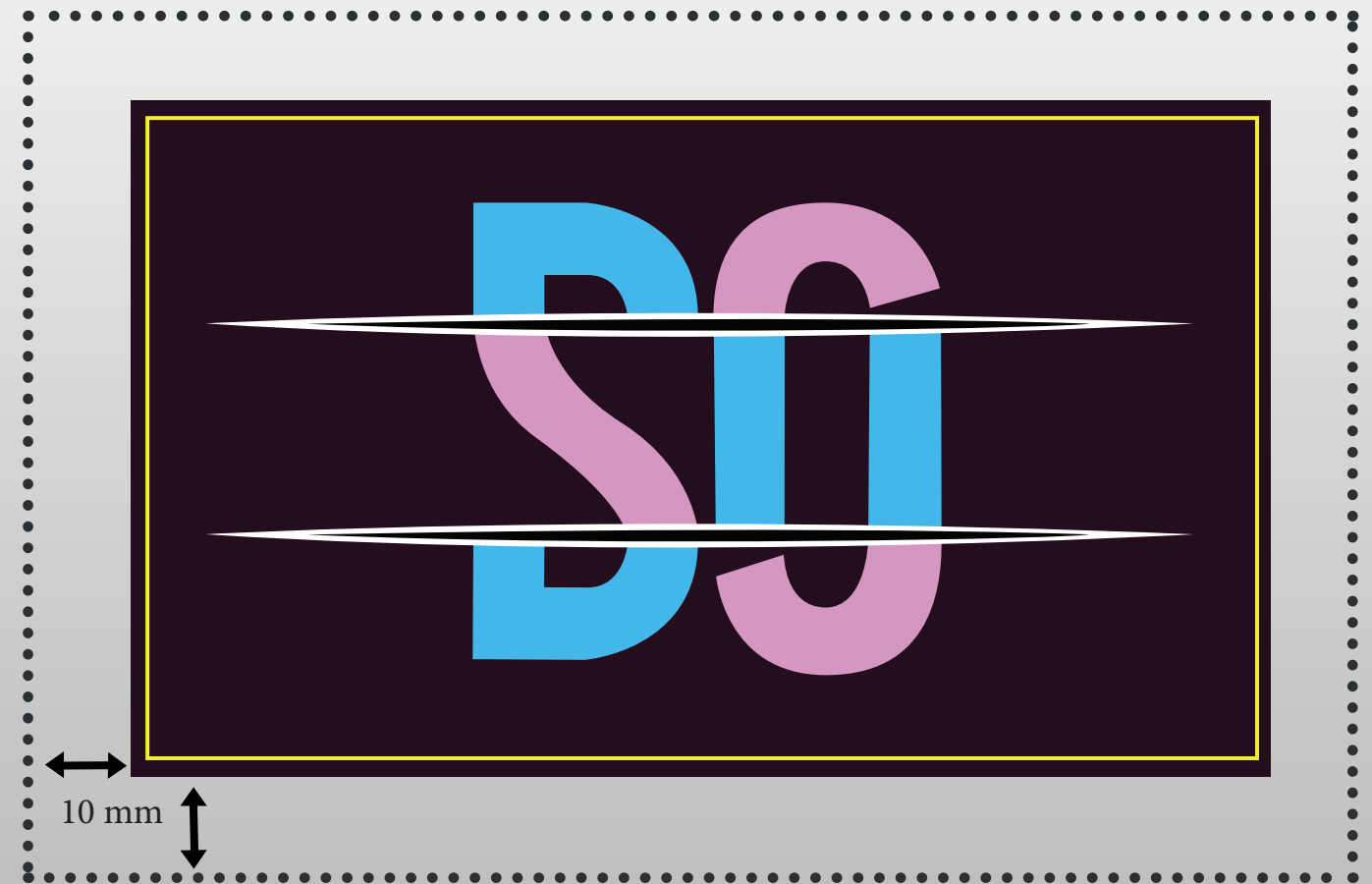
to make candle by their own design in their local area. Their product became famous after a while and now they want to supply it more than just a hubby their product also is unique and never been see in any other shops.

Logo

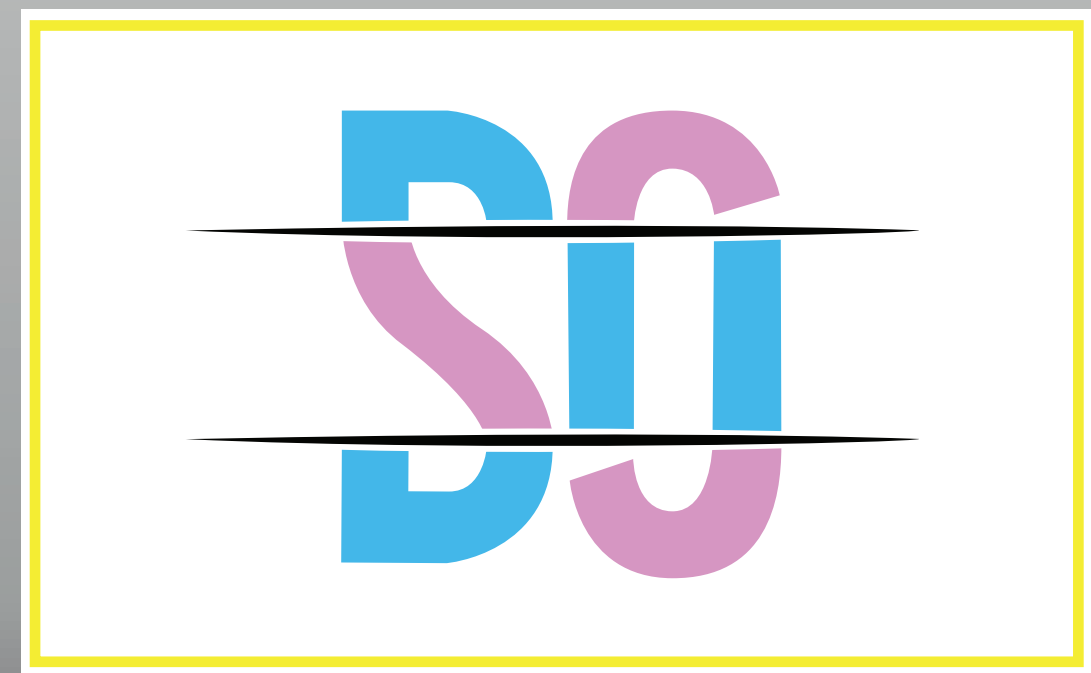
The logo consist of 4 parts with 4 different color that represent different things. The dark board behind with yellow line represnt darkness because this compony is candle and it shows it self in darkness. The S and D in the middle that represent the name of sibling that are together and not seperate frome each other and also to line that connect their letter name to each other and combine them. This is seperate parts of logo.



Guide lines for the logo



Incorrect use



Typography


typography that we choose for headline is Britan-
nic Bold.style of this font is regular and the type is
TTF and has no kerning that make this font perfect
for the headline in our mind.the size is 48 pt.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
~ ! @ # \$ % ^ & * () < > ? : “ ; + = { } []

calibri regular is a clear font with regular kerning
that we choose for our basic paragraph. the type
is TTF. this font is also easy to read in both digital
page and printed. size is 30 pt for better reading.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
~ ! @ # \$ % ^ & * () < > ? : “ ; + = { } []

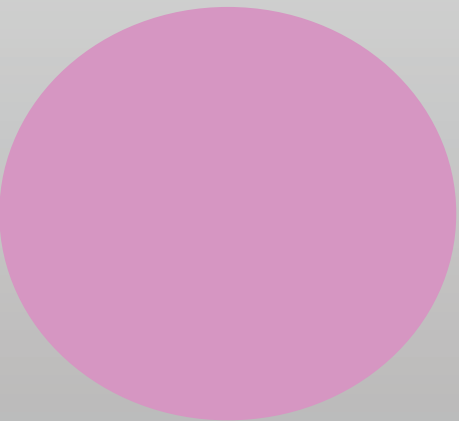
Branding Color



C:62.89
M:8.59
Y:0
K:0

R:8
G:188
B:255

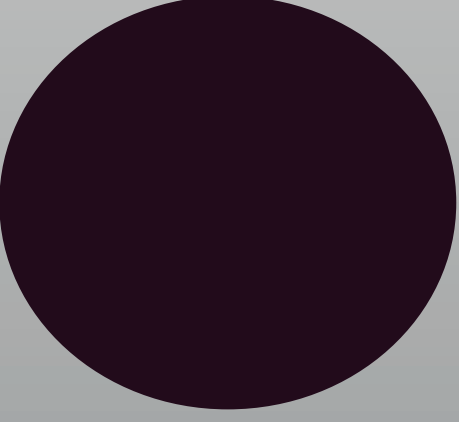
HEX: #08BCFF pantone blue 0821 c



C:13
M:48
Y:0
K:0

R:255
G:141
B:255

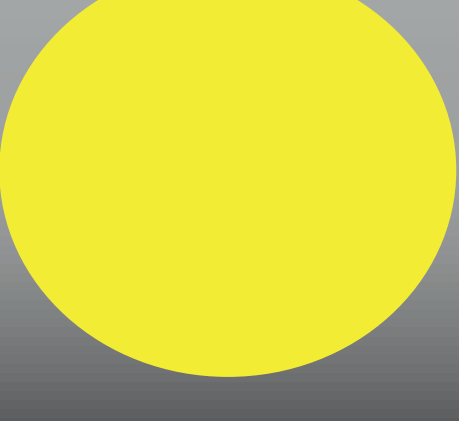
HEX: #FF8DFF pantone 223 c



C:68
M:81
Y:58
K:76

R:37
G:7
B:28

HEX: #25071C pantone black 3C



C:6
M:0
Y:89
K:0

R:255
G:252
B:42

HEX: #FFFC2A pantone 603 c



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