



bubblekitty

LOGO

INCORRECT
USE

SUPPORTING
ELEMENTS

STATIONERY

BRANDING



LOGO

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BRANDING

COLOR

BACKGROUND COLOR

BLACK&WHITE

CLEARSPACE



The Bubblekitty logo is meant to represent a mood that is both refreshing and cute. Since the intended branding is for a cat cafe / fusion boba shop, the logo stays simple, bold, and straightforward.

Because of its minimalistic intention, try to stay within a monochromatic and unsaturated background or none at all. Because of the bold symbol behind the type, a colored background is not completely necessary.





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P 70-15 U

C:27%
M:100%
Y:64%
K:19%



P 76-2 U

C:6%
M:27%
Y:7%
K:0%



P 80-2 U

C:8%
M:41%
Y:0%
K:0%



P 105-1 U

C:19%
M:12%
Y:0%
K:0%



P 106-14 U

C:76%
M:47%
Y:0%
K:0%



P 10-14 U

C:11%
M:21%
Y:80%
K:0%



P 172-13 U

C:64%
M:52%
Y:58%
K:30%



#E5C355

R:144
G:186
B:180



#ECDAEB

R:144
G:186
B:180



#90BAB4

R:144
G:186
B:180



#565458

R:86
G:84
B:86





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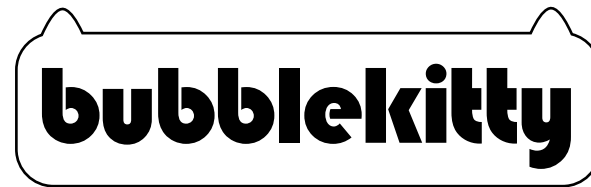
BRANDING

COLOR

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The black and white logos can go either way, but preferably through the second option, in which the contrast is stronger and can be used with many different kinds of backgrounds.

To use the first option, it would have to be against a very plain and complimentary hue.





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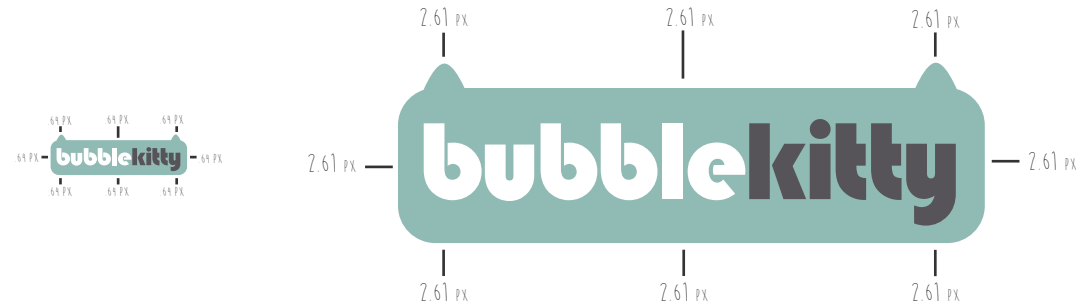
COLOR

BACKGROUND

COLOR

BLACK&WHITE

CLEARSPACE



The Bubblekitty logo must have a border of space with at least 2.61 pixels for the regular size-logo, and .64 pixels for the smaller logo. Because of the image in the background, the logo does not need much separation.





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INCORRECT COLOR USE

INCORRECT PROPORTION



Alternative color schemes cannot be used with the logo because of the necessity that it stays a minimalist logo, which sticks to the theme of the brand.





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INCORRECT COLOR USE

INCORRECT PROPORTION



The logo cannot be flipped, stacked, rearranged, or rotated. Because of the strength in color contrast, any other rearrangement may disrupt the order of the logo.





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ONLINE FONTS

PRINT FONTS

KG DEFYING GRAVITY 123

Bauhaus93 123

BRAIN FLOWER EURO123

Microsoft Yi Baiti 123





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STATIONERY

BRANDING

ONLINE FONTS

PRINT FONTS

KG DEFYING GRAVITY 123

Brandon Grotesque 123

Lobster 123

Bauhaus 93 123

Cooper Std 123

Arial 123





LOGO

INCORRECT
USE

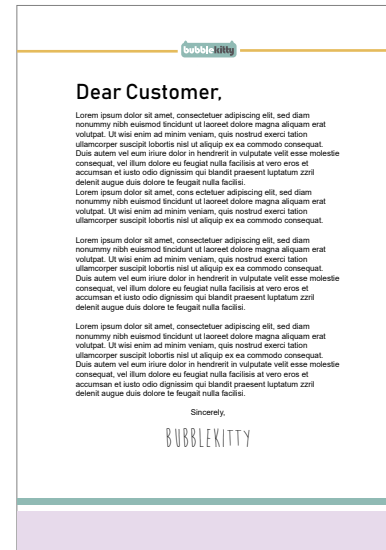
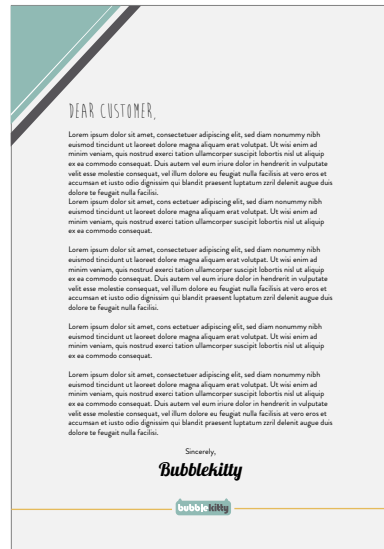
SUPPORTING
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STATIONERY

BRANDING

LETTERHEAD

ENVELOPE





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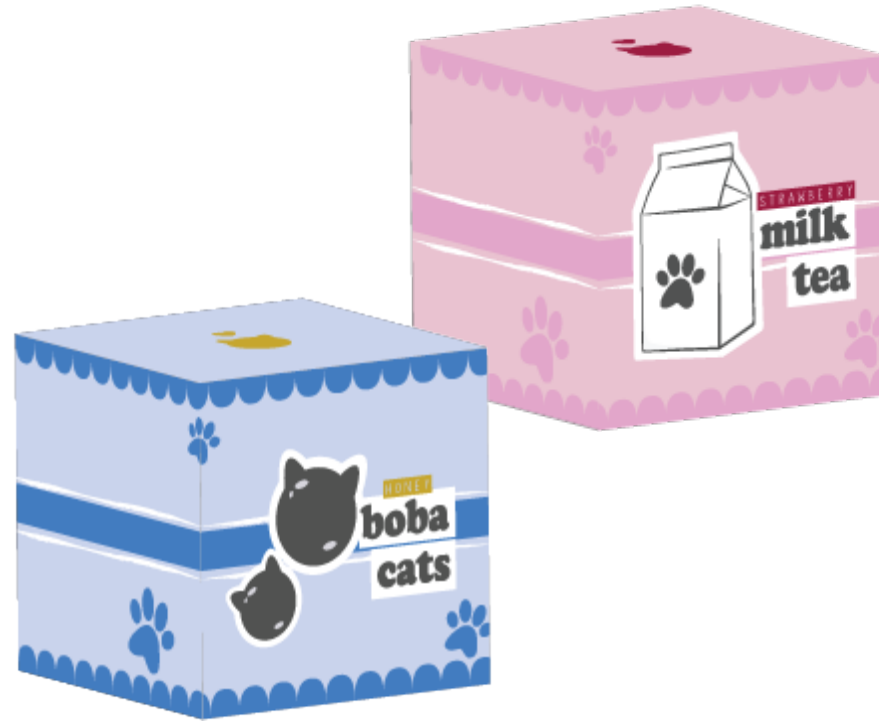
PACKAGING

IDENTIFICATION

TRANSPORTATION

CLOTHING

SOUVENIR





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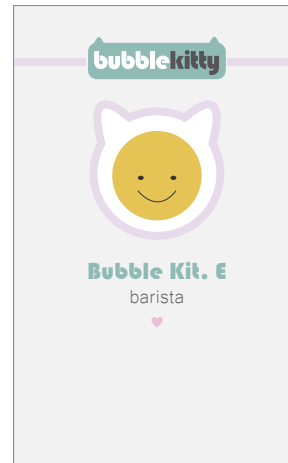
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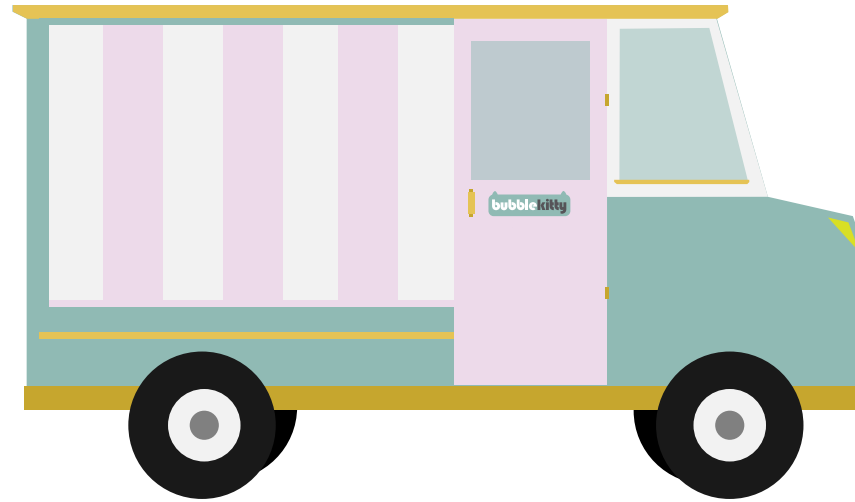
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