

[060

INCORRECT USE SUPPORTING ELEMENTS

STATIONERY

BRANDING

_060

INCORRECT USE



STATIONERY

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 it's 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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CLEARSPACE















P 70-15 U

(:27%
M:100%
y:64%
K:19%



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

(:]9% M:]2% y:0% K:0%

P 106-14 V C:76% M:47% Y:0% K:0%

C:]]% M:2]% Y:80% X:0%

P 172-13 U

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



#E5(35)





ECDAE! R:144 G:186 B:180



#90BAB4





#565458



COLOR

BACKGROUND COLOR

BLACK&WHITE

CLEARSPACE





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.

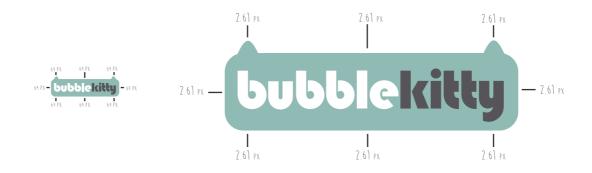
To use the first option, it would have to be against a very plain and complimentary hue.

COLOR

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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.





STATIONERY

BRANDING

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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STATIONERY

BRANDING

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.





STATIONERY

BRANDING

ONLINE FONTS

PRINT FONTS

KG DEFYING GRAVITY 123 Bauhau/93 125 BRAIN FLOWER EUR0123

Microsoft Yi Baiti 123

ONLINE FONTS

PRINT FONTS

KG DEFYING GRAVITY 123 Brandon Grotesque 123 Lobster 123 Bouhous 93 123 Cooper Std 123 Arial 123

LETTERHEAD

ENVELOPE





Dear Customer,

Lorem josum dóor sit amet, consecteius adjoiscing ellt, sed diam norumny mith existend infactur ut lisoned dobre major adjusme ent norumny mith existend infactur ut lisoned dobre major adjusme ent utilismicorper suspello beboth said at ladjus e se a commodo consequat. Usus adiem vel eum inture dobr in herobert in vilgitulate velt esse molestie accumane a latio doto displassim qui il designation adjustate velt esse molestie accumane a latio doto displassim qui il designation appreciation do doto esse lesguia ruital la facilist. In adjustation designation adjustation designation adjustation designation adjustation designation adjustation designation designation adjustation designation designatio

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ENVELOPE





INCORRECT USE

SUPPORTING ELEMENTS

STATIONERY

BRANDING

PACKAGING

IDENTIFICATION

TRANSPORTATION

CLOTHING



INCORRECT

SUPPORTING ELEMENTS

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