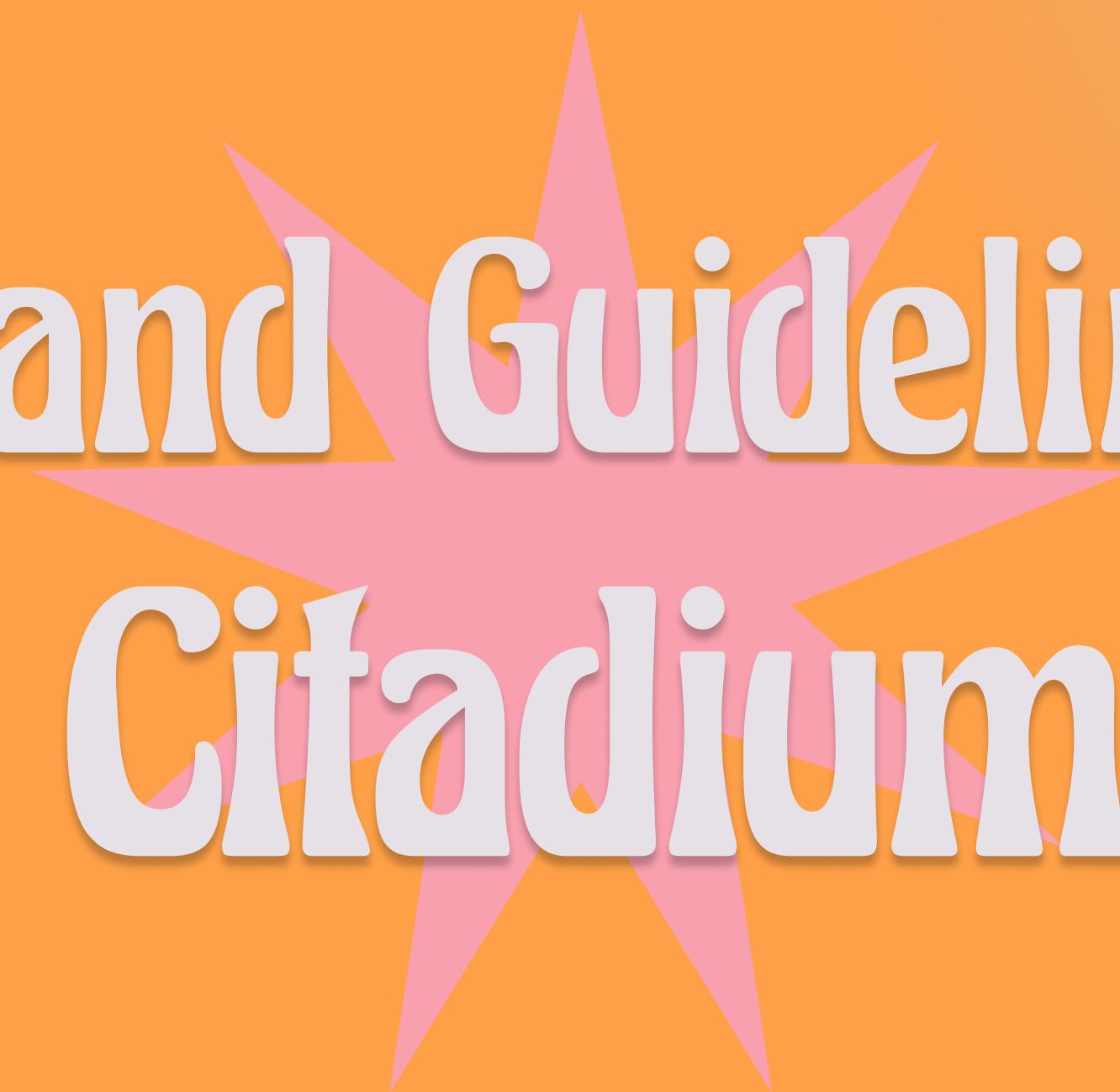


# Brand Guidelines

# Citadium



# about brand guidelines

This document will explain the basic elements of the Citadium identity system. It explains how to use the logo and style elements correctly. Heavily inspired by retrofuturism, urban style and the 70' s, we aspire to reinvent street style.

# Concept

## Slogan

REAL STREET & YOUTH CULTURE.

## About

Citadium provides the opportunity to rediscover a new world of streetwear, in order to better yourself as a human being, connect with others, progress and experience endless discoveries.

## Goal

Our goal is to bring people together, by providing an environment that opens up multiple doors to yourself and others.

# Logo Grid

It is important that the Citadium logo remains perfectly legible and free from obstructions. For this reason, we ask that you adhere to the guidelines outlined below.

**Clear space :** To ensure the logo is free of any visually distracting elements, a minimum clear space has been defined. The clear space changes proportionately in relation to the height of the logo.



# Logo

Citadium

70mm | A2

Minimum Size

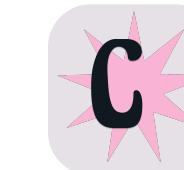
Citadium

20mm | A2

Citadium

45mm | A3

App Icon / Favicon



32 x 32px

# Logo & variations

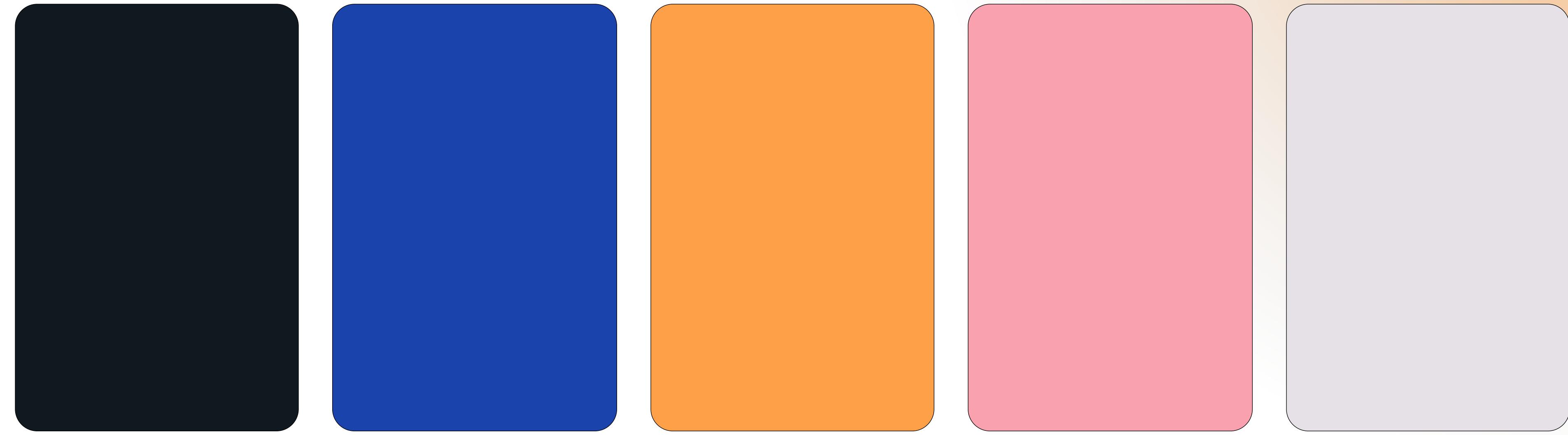
Citadium

Citadium

Citadium

Citadium

# Color palette



#101920

Black pearl

#1A43AC

Egyptian  
blue

#FEA047

Sunshade

#F9A1AF

Illusion

#E6E1E7

Selago

Use these colors for any printed or digital pieces. This palette has been selected to best tell the story of the brand. Lighter tints of these colors are allowed, but the logo must always be kept 100% tint.

# Typography

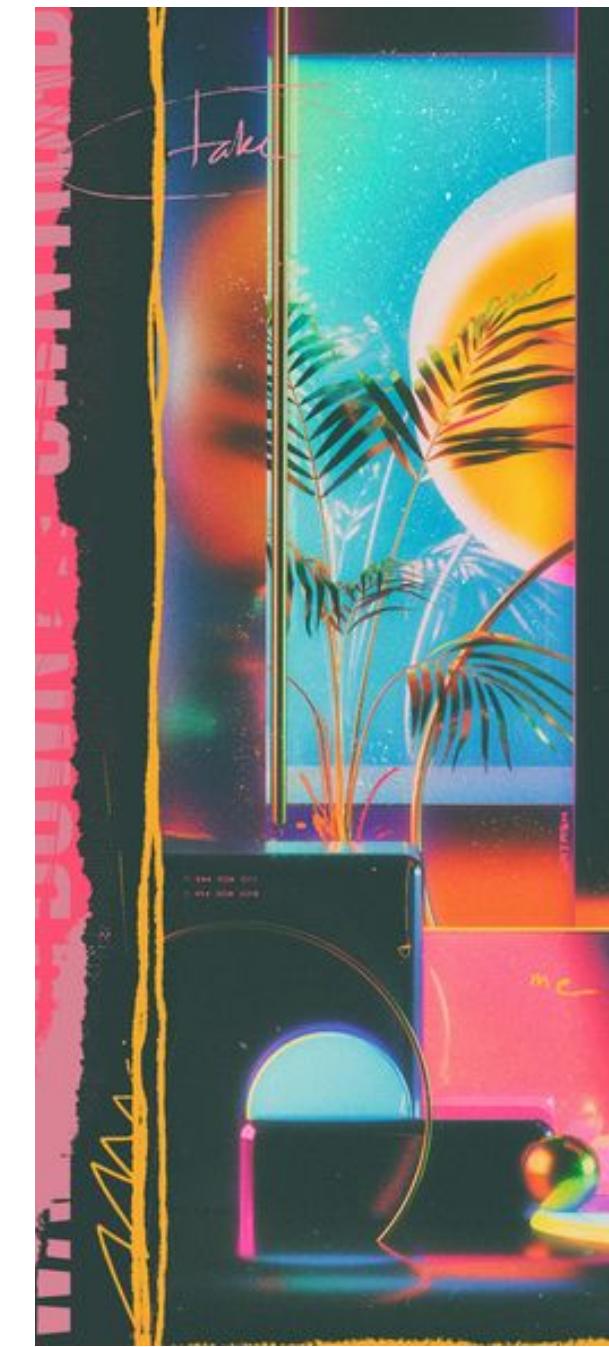
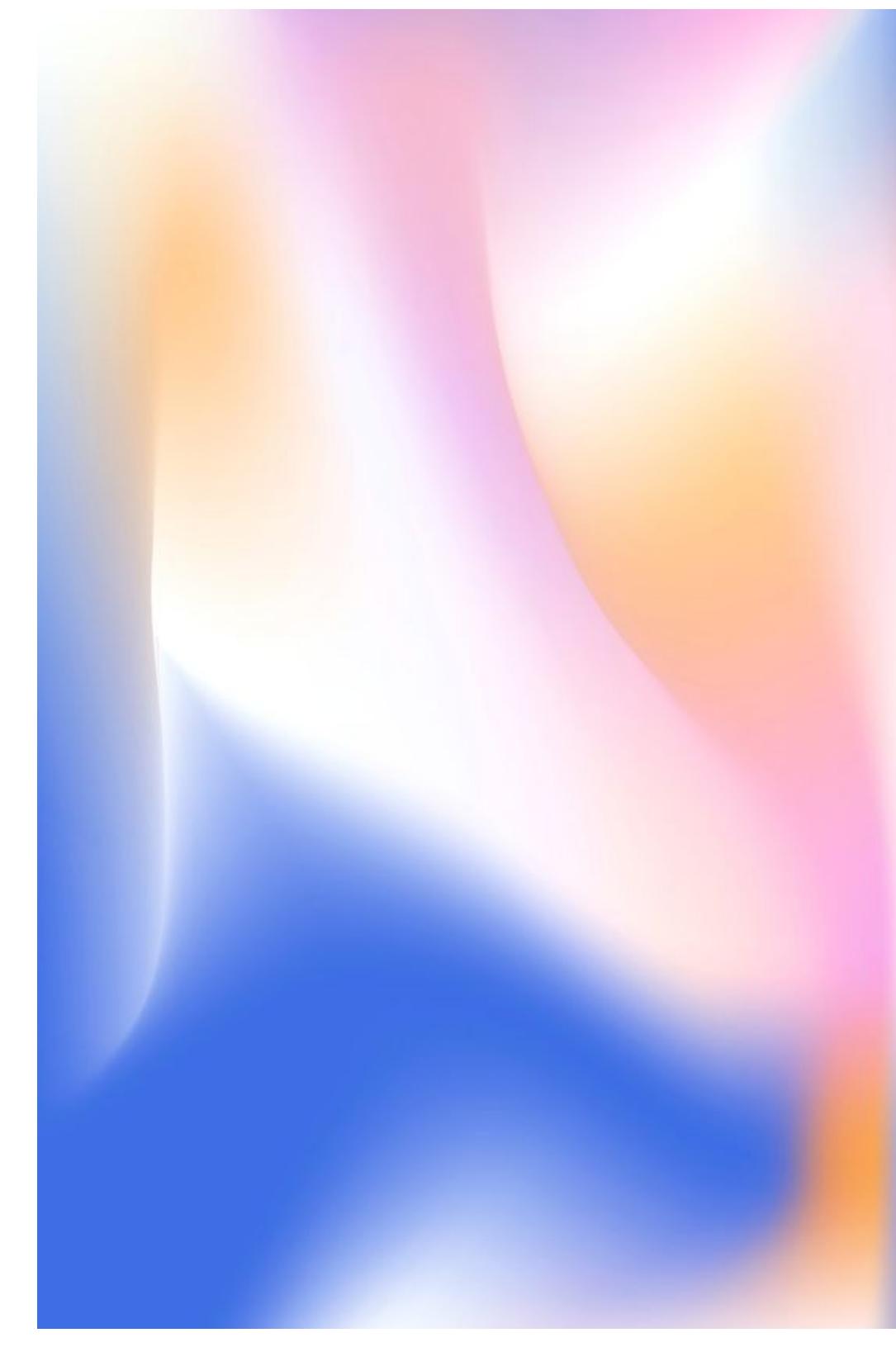
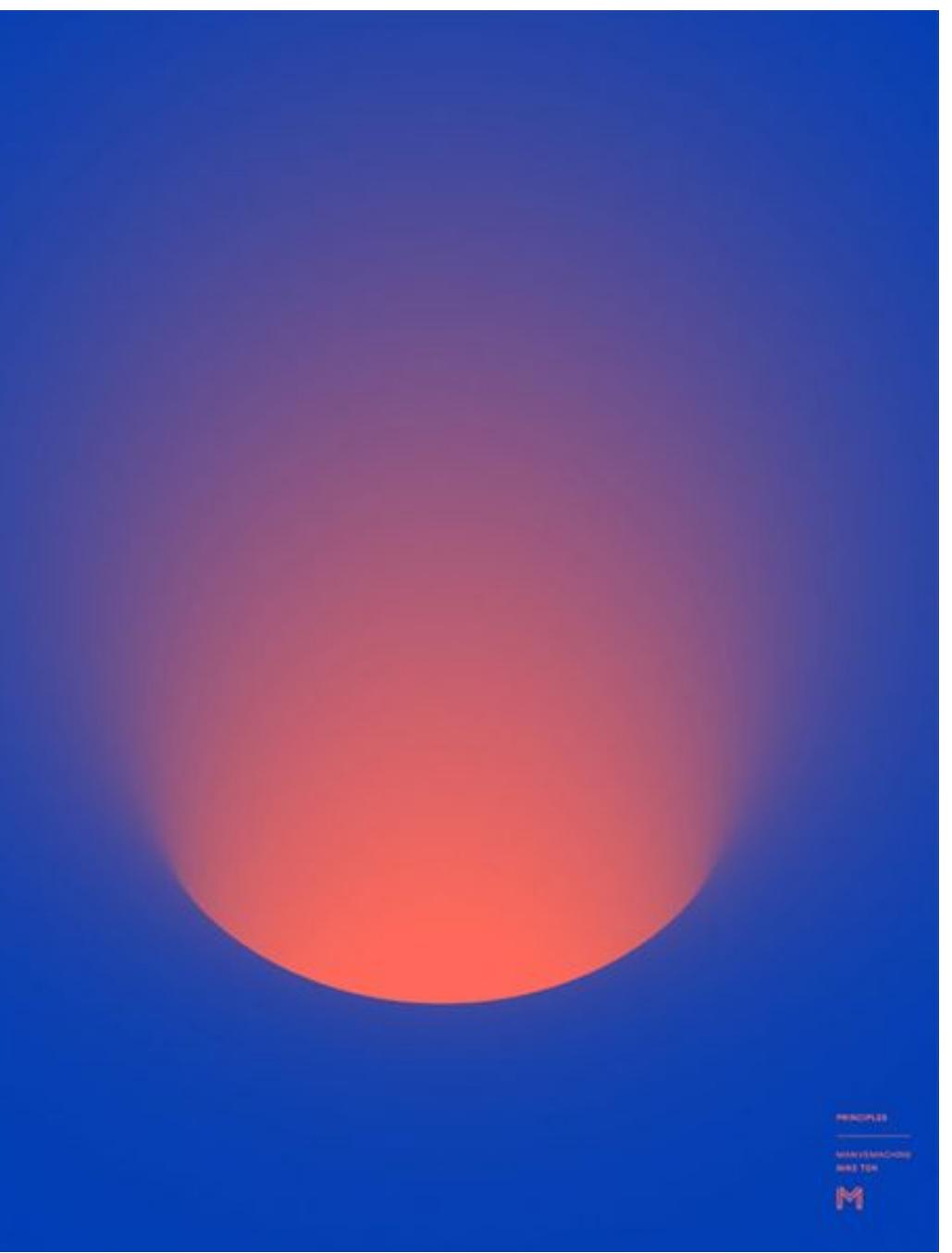
Title : Excalibur Nouveau

A B C D E F G H I J K L M O N 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

Body : Hiragino Sans GB

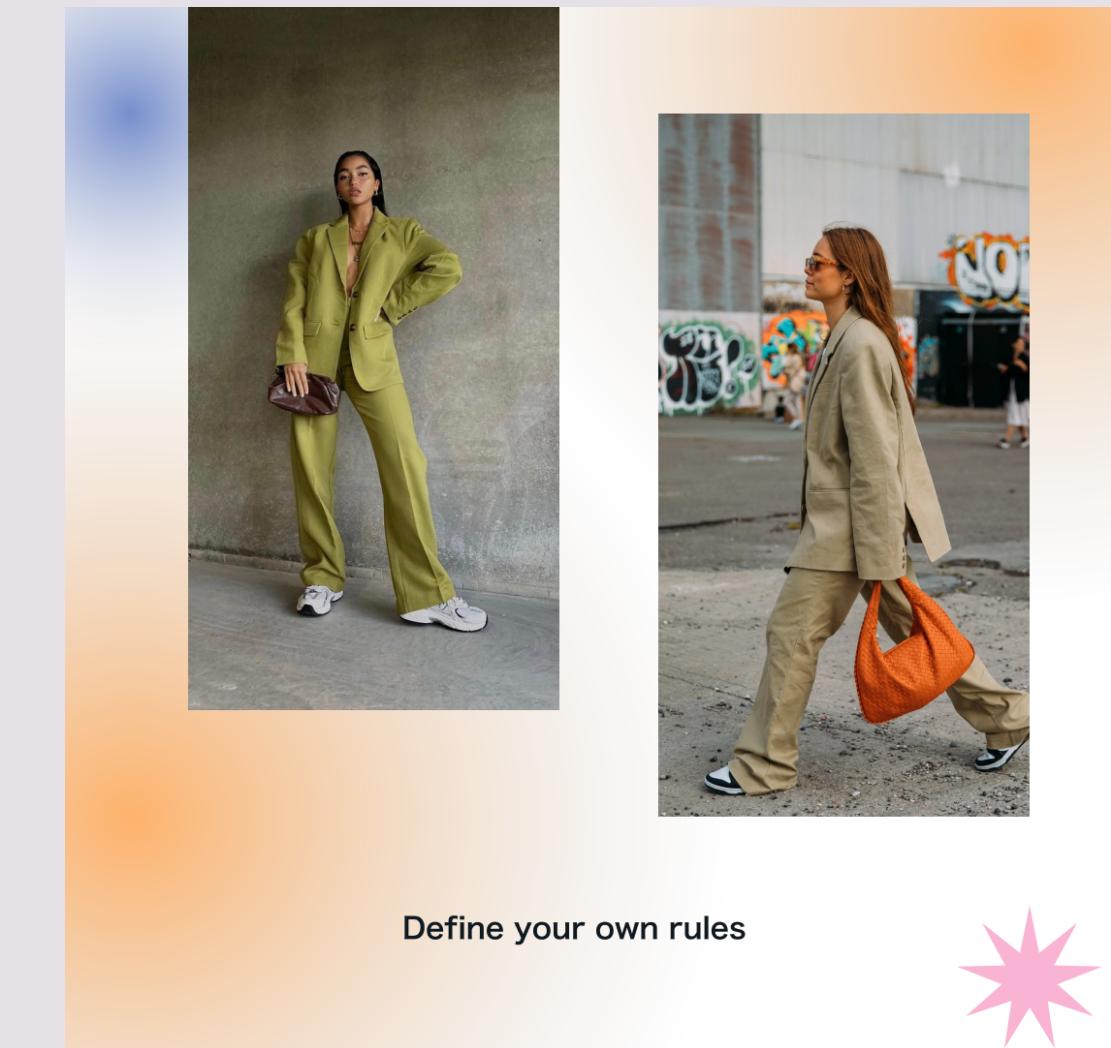
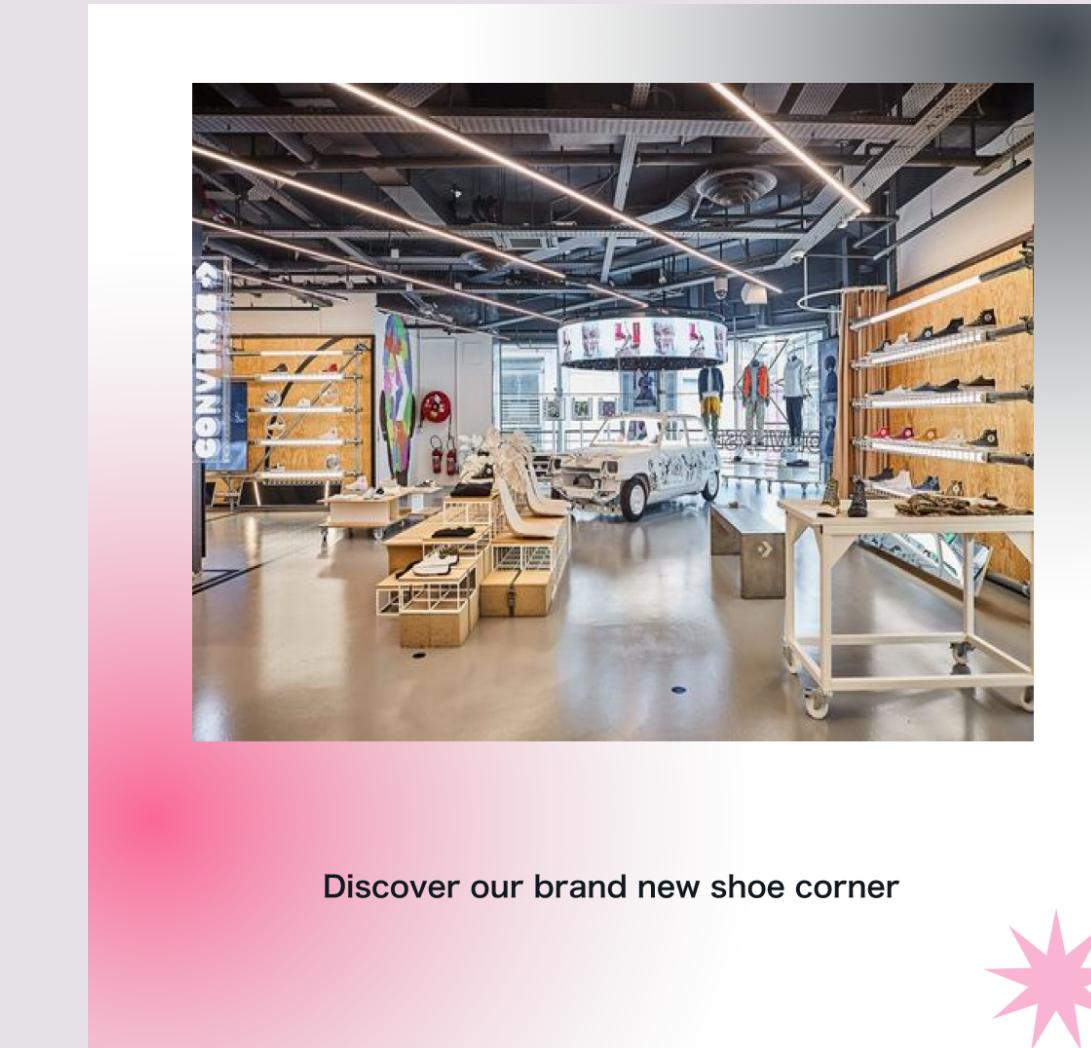
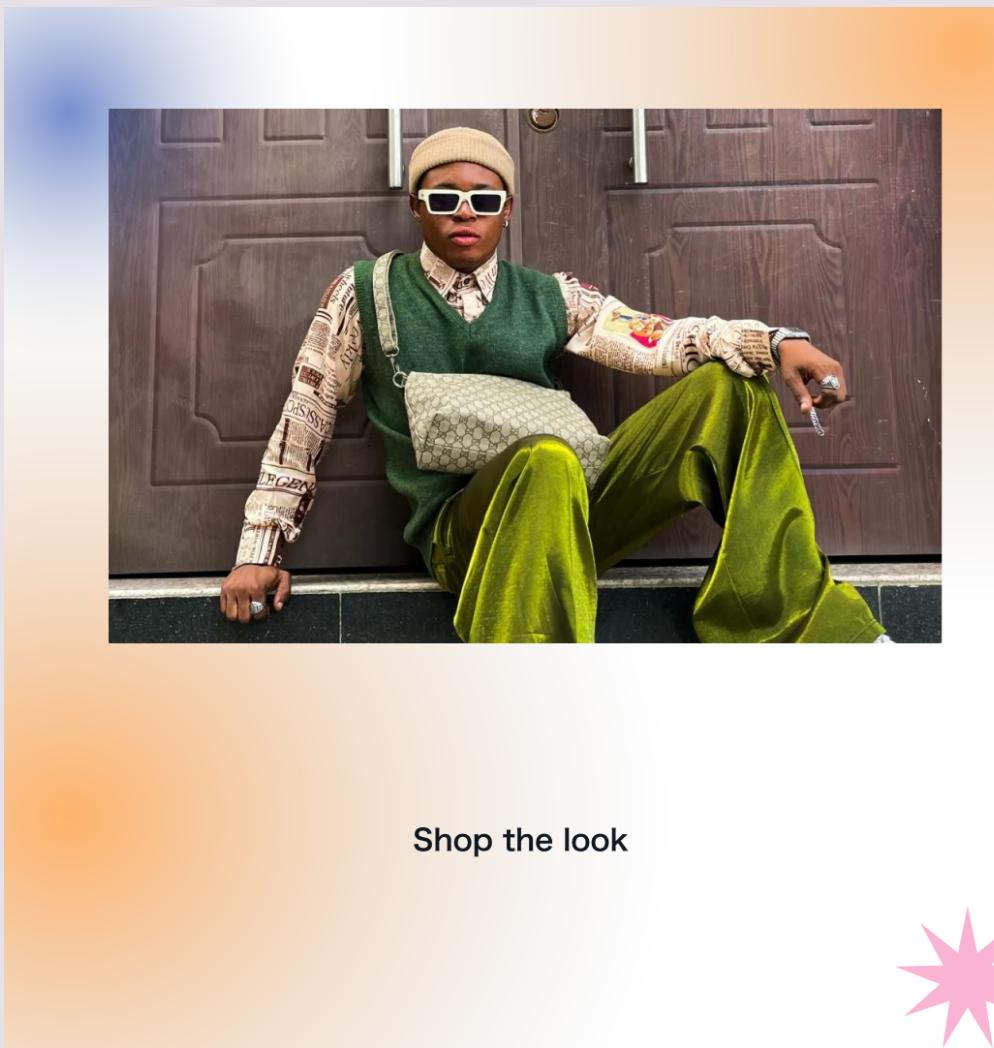
A B C D E F G H I J K L M O N P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 . , : / - \_ @ " ' ( ! ) ?

# Inspiration



# Communication

## publications réseaux sociaux



Avec vous toute la nuit

Citadium



Manteau en cuir verni,  
pantalon en coton, patent  
leather coat, cotton trousers.  
DIOR. Top en coton  
cotton top. AMERICAN  
VINTAGE. Escarpins  
en veau velours, nude  
pumps, GIANVITO ROSSI.  
Bague "Milly Carnivora  
Egratigna Chipie", en or  
blanc, diamants, spinelles,  
laque peinte à la main;  
bague "Milly Carnivora  
Mangatus", en or jaune,  
diamants, saphirs orange  
et laque peinte à la main,  
white gold, diamond, spinel  
and lacquer ring, yellow  
gold, diamond, orange  
sapphire and lacquer ring.  
DIOR JOAILLERIE.

Mannequin :  
CAMILLE ROWE  
Maquillage :  
ESTELLE JUILLET  
Coiffure :  
ANDRÉ SAAVEDRA  
Manucure :  
ERIKO HIRUMA  
Assistante photo :  
KEIICHI SHIRAKAWA  
Le futur digital :  
SUGURU KONISHI  
Production :  
KOJI KUROKI  
c/o IUGO Inc.

campagne d' affichage

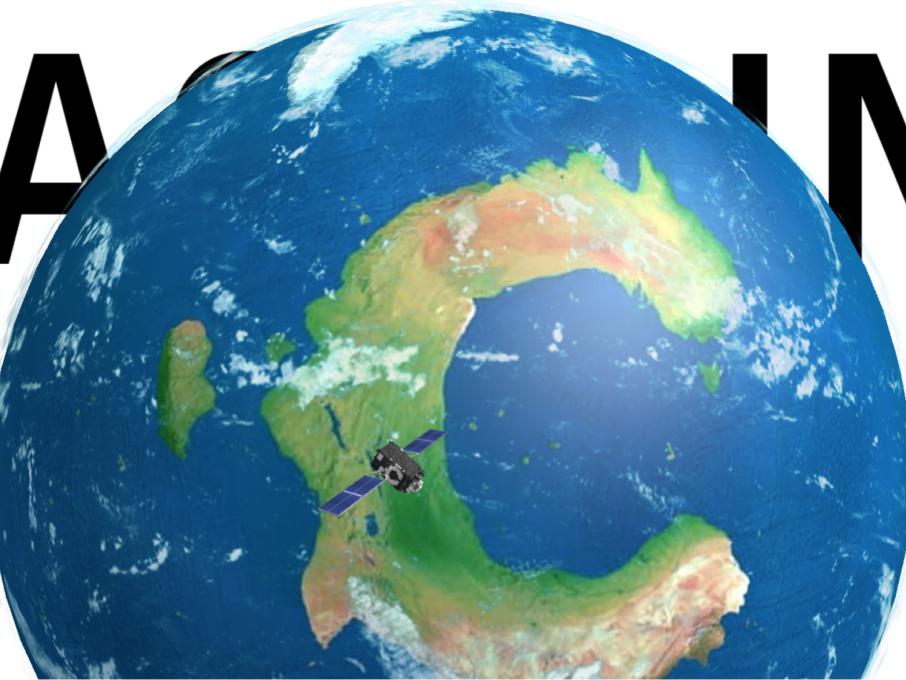


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We're everywhere

MAGINS



Citadium

website

