



Khourabia

Brand Identity Guidelines

Prepared by Lexi Fogel
Prepeared for Karina

Logotype variants and colors

Primary color palatte

Extended, tagline



Stacked, tagline



Stacked, no tagline



text colors



#D80213
C: 0
M: .99
Y: .91
K: .15



#0033AO
C: 1
M: .681
Y: 0
K: .372

coffee bean*



#602C16
C: 0
M: .54
Y: .77
K: .62

cookie gradient

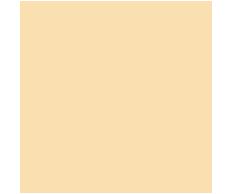


#E59553
C: 0
M: .35
Y: .64
K: .1



#FAD185
C: 0
M: .16
Y: .47
K: .02

Secondary color palatte (brown shade 75% darker, tint 25% lighter, other tints 50% lighter)



Extended, no tagline



*coffee bean uses brown's tint and its shade

Typography

SANS-SERIF -- ArTarumianKamar

The quick brown fox jumps over the lazy dog

1234567890

Chosen for its Armenian style, simple, rounded and easy to read

SERIF -- Athelas

Regular

The quick brown fox jumps over the lazy dog

1234567890

Italic

The quick brown fox jumps over the lazy dog

1234567890

Bold

The quick brown fox jumps over the lazy dog

1234567890

Bold italic

The quick brown fox jumps over the lazy dog

1234567890

Chosen for its simplicity, elegance, and flexibility (variety of styles)

Logo scalability

Logomark



.5"



1"



3"

Logotype

Khourabia

1"

** tagline should not be used with logo 1" or under **

Logotype -- stacked with tagline



Khourabia

1"



Khourabia
What's more delicious than that?

3"

3"

Logo scalability

Logotype -- extended with tagline



I"



Khourabia
What's more delicious than that?

3"

Logotype -- stacked without tagline



I"

Khourabia

3"

Logotype -- extended without tagline



I"

Khourabia

3"

** tagline should not be used with logo I" or under **

Color variants

CMYK on white background



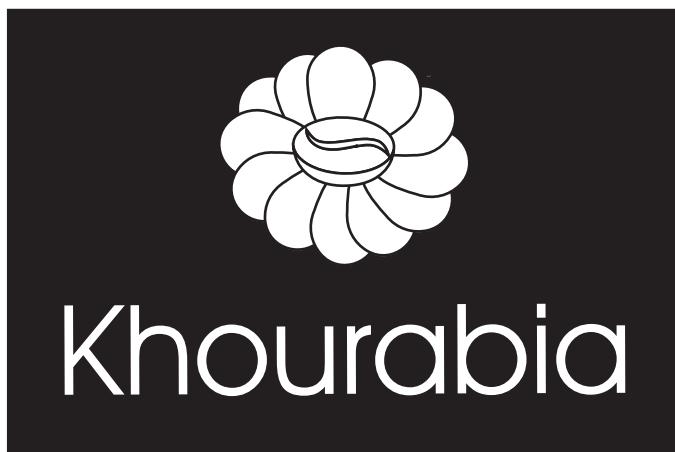
CMYK adjusted for black background



Black on white background



White on black background



Greyscale on white background

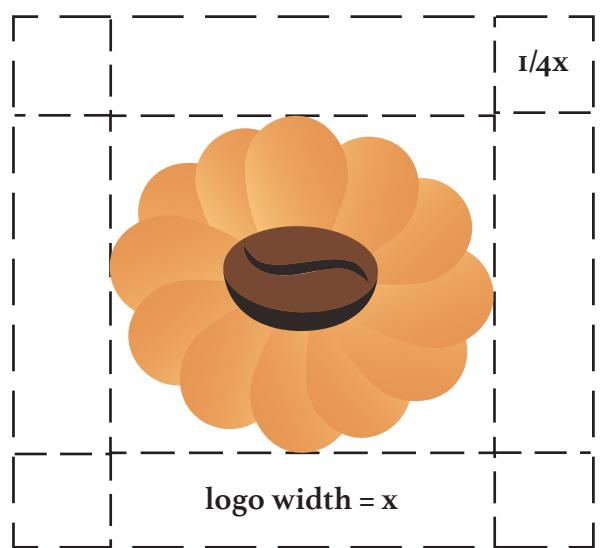


Greyscale on black background

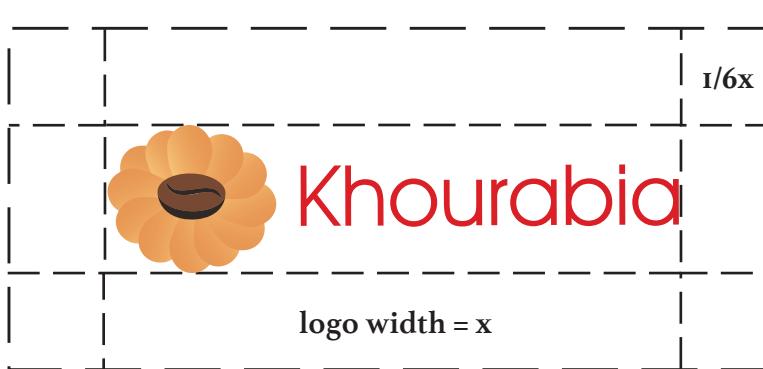


Mandatory free space

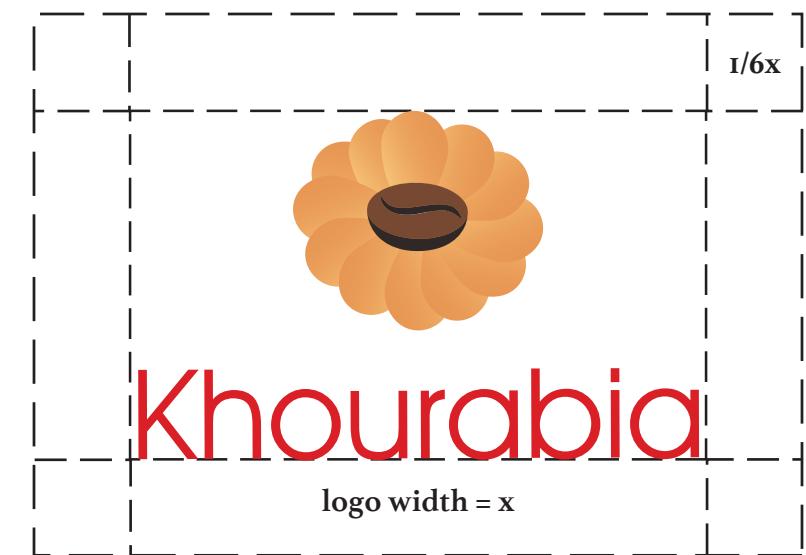
Logomark



Logotype -- extended



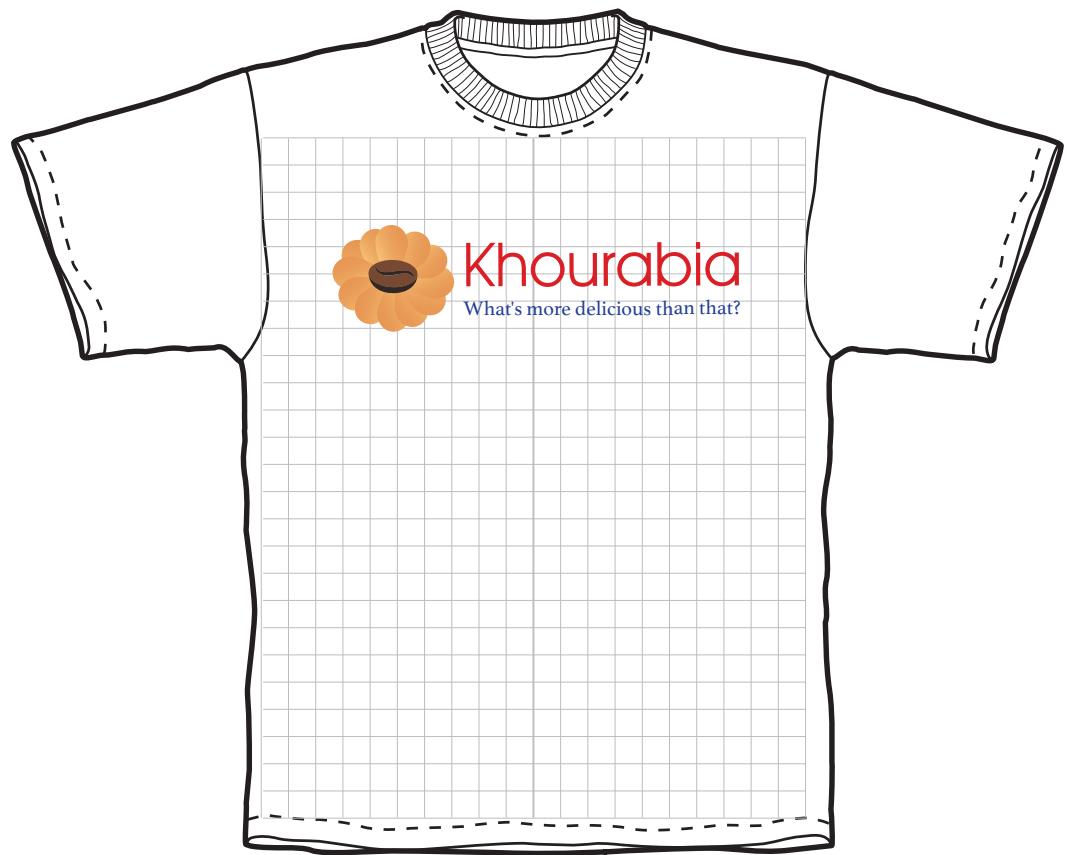
Logotype -- stacked



Photography assets



Clothing application



Logo size recommendation: 12 in



Logo size recommendation: 3 in