

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

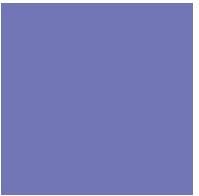


#E59553
C: 0
M: .35
Y: .64
K: .1



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

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



*coffee bean uses brown and its shade

Extended, no tagline



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

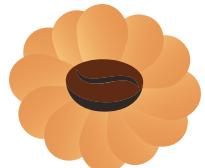
Chosen for its simplicity, elegance, and flexibility (variety of styles)

Logo scalability

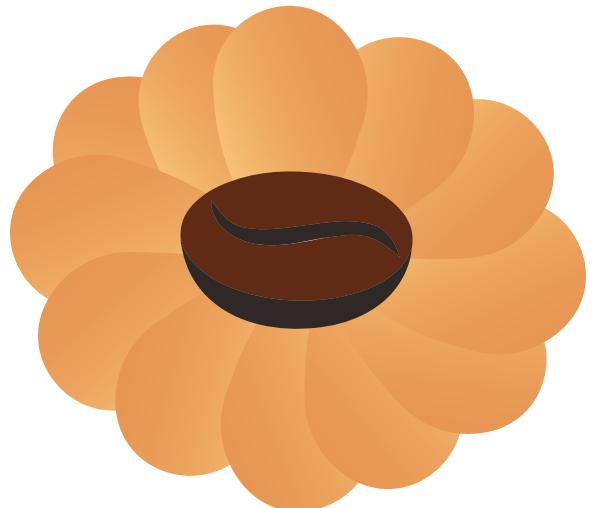
Logomark



.5"



I"



3"

Logotype

Khourabia

What's more delicious than that?

I"

Logotype -- stacked with tagline



I"

Khourabia

What's more delicious than that?

3"

Khourabia

What's more delicious than that?

3"

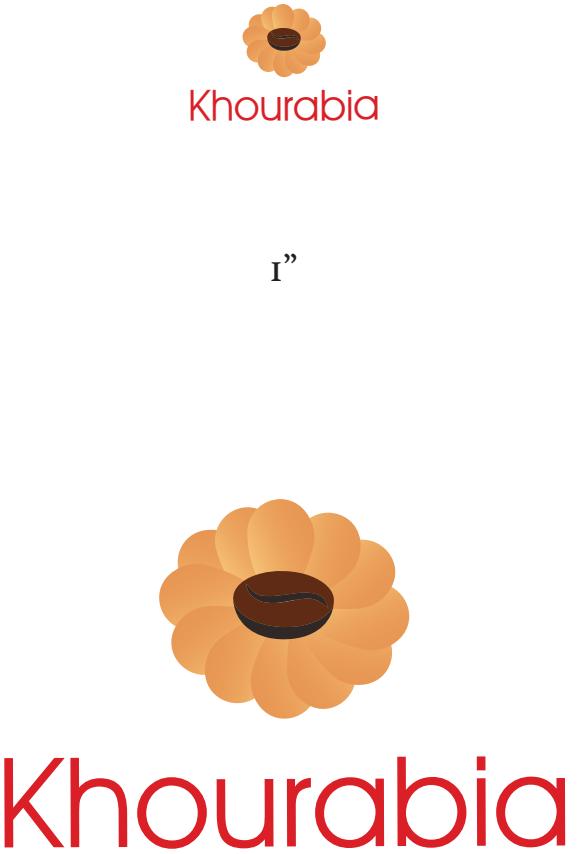
Logo scalability

Logotype -- extended with tagline



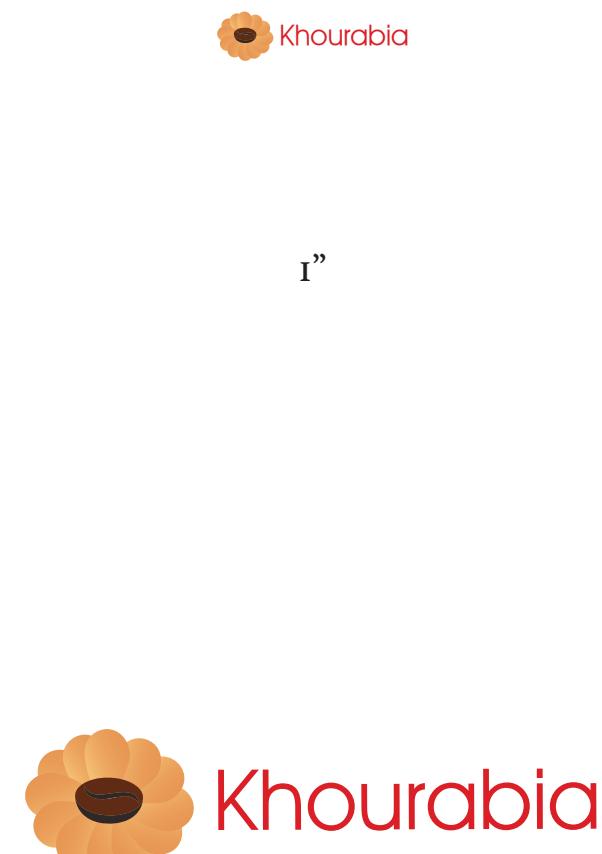
3"

Logotype -- stacked without tagline



3"

Logotype -- extended without tagline



3"

Color variants

CMYK on white background



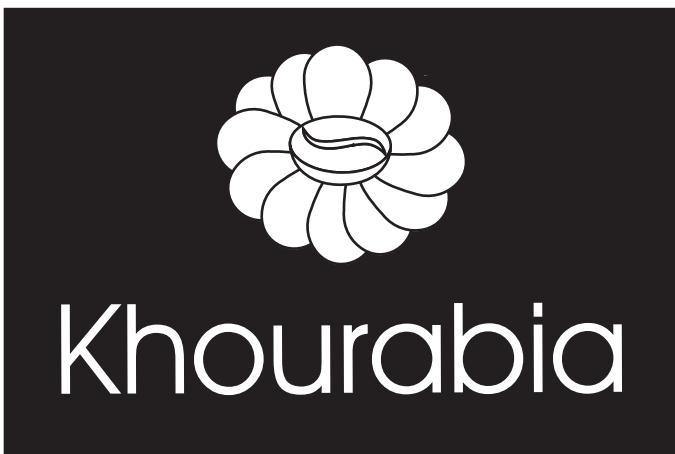
CMYK adjusted for black background



Black on white background



White on black background



Greyscale on white background

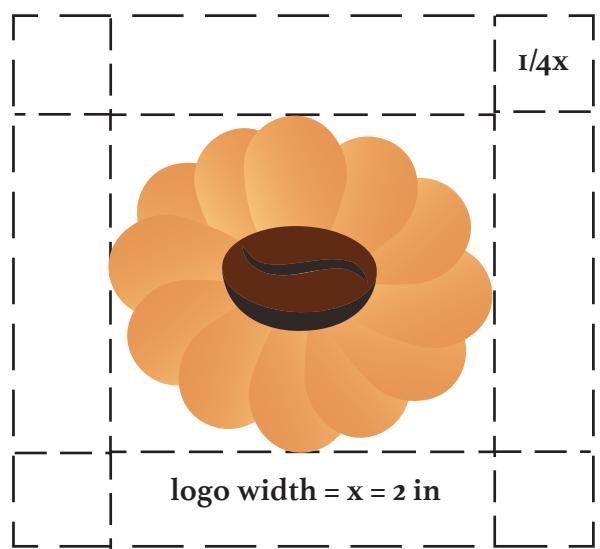


Greyscale on black background

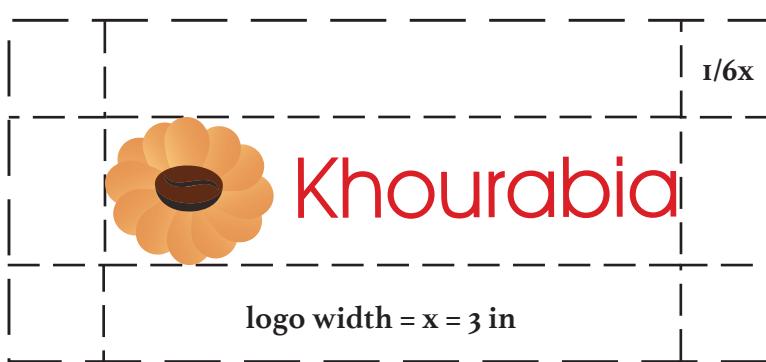


Mandatory free space

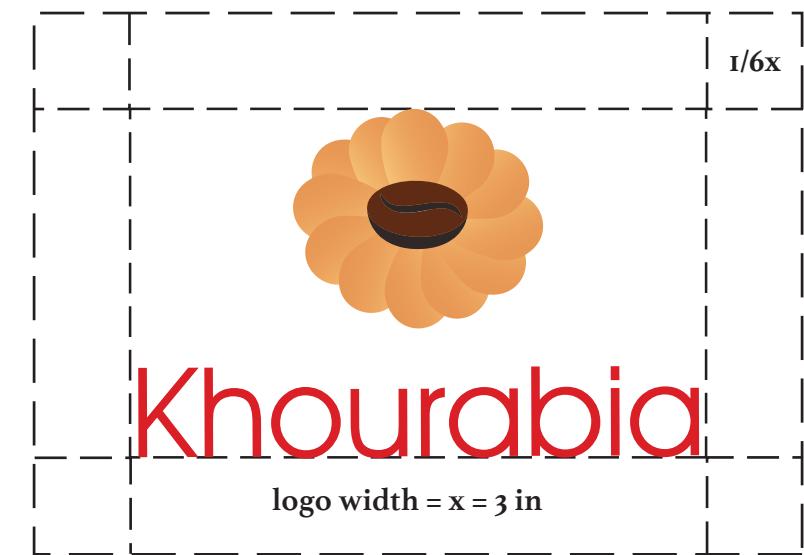
Logomark



Logotype -- extended



Logotype -- stacked

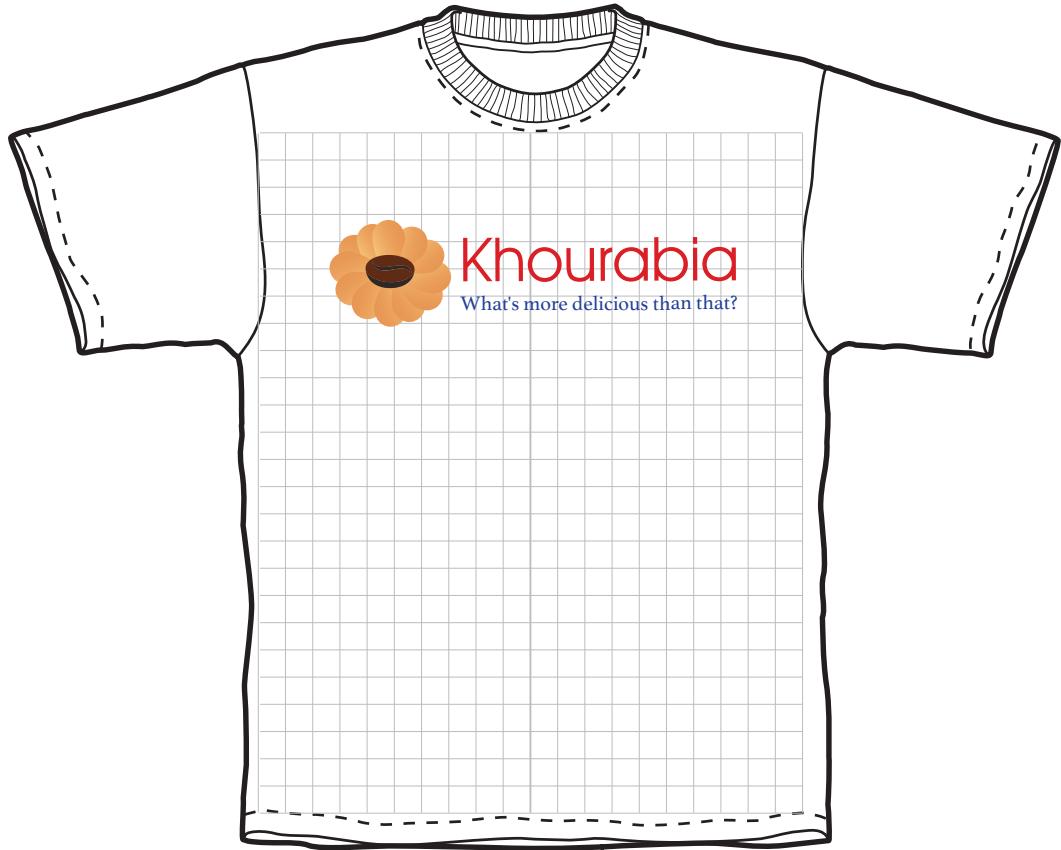


Photography assets



Clothing application

design challenge: a t-shirt or hoodie design. Include logotype size recommendations (inches)
Attention to practicality for the size: your logotype cannot be less than 3", and mark less than 0.5"



Logo size recommendation: 12 in



Logo size recommendation: 3 in