

# BRAND GUIDELINES



# WE BELIEVE IN...

## Authenticity

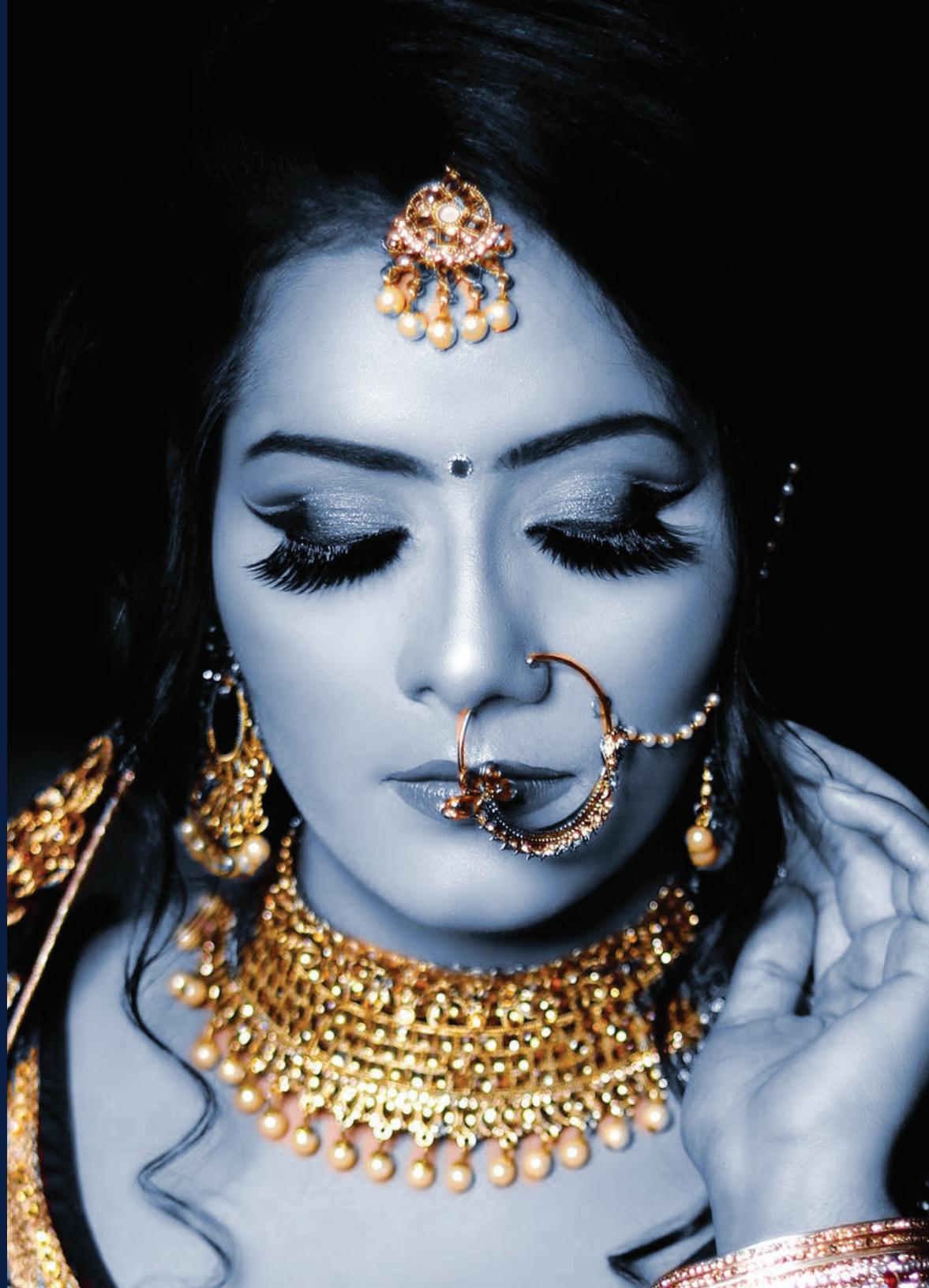
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## Purity

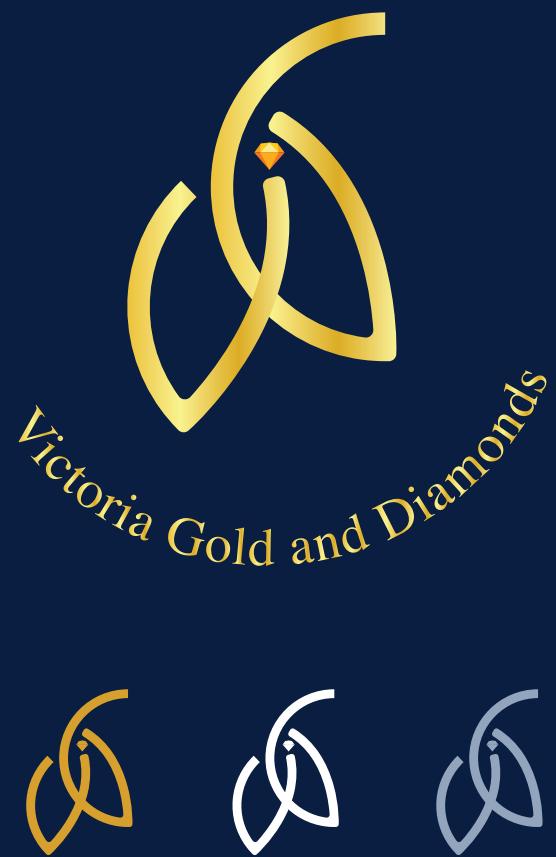
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## Investment

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# the logo



# Logo Possibilities



To be used on T-shirts,  
Uniforms, Small Jewellery  
Boxes for rings etc.

Can be used on Envelopes,  
Letterheads,, Coffee Mugs,  
Pens or Gift items to be given  
away to customers



Victoria Gold and Diamonds

To be used on Small Jewellery  
Boxes for rings and also for big  
Jewellery Boxes



To be used onlyr for big Jewellery  
Boxes.

Can be used on Envelopes, Letter-  
heads,, Coffee Mugs, Pens or Gift  
items to be given away to customers



Should be used only for Buttons



Shirt Pins or Caps



Only Caps or T Shirts

# Logo Spacings

To be used on letter heads, Jewellery Boxes , Caps, Envelopes, Advertisements, Posters for Print and Social Media.

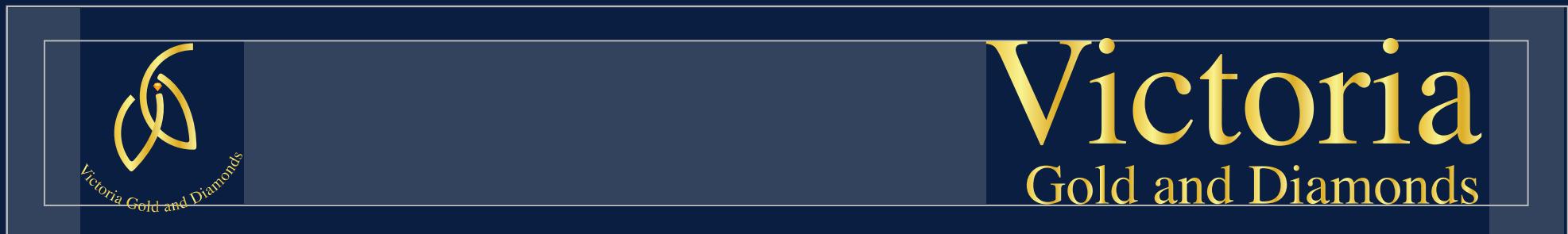


Width : 100 %

Height: 40 %

Space Between Logo and Text and Border : 5% of height

## BANNERS ON SHOPS

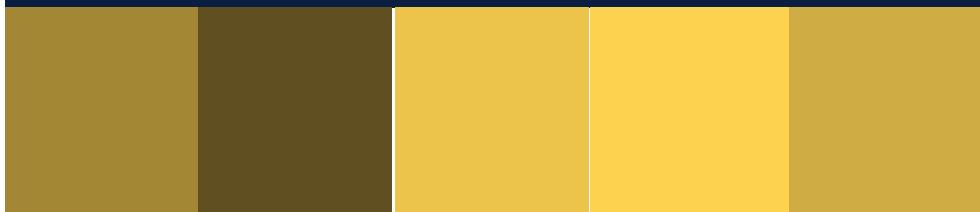


Inner Width : 100 %      Outer - Width : 105 % of Inner Width ( So if Inner Width is 700px the outer should be 735px)

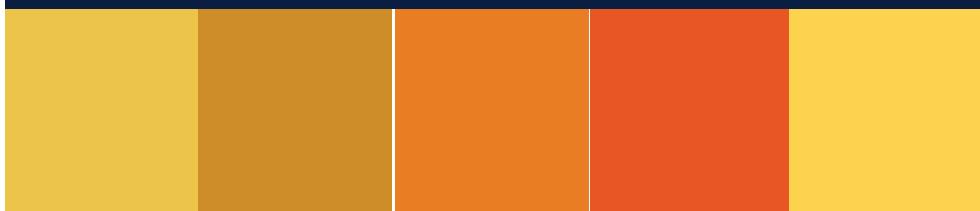
Height: 11 % of the Inner Width. So if Inner Width is 700px the height should be 77 px

Space Between Logo and Text : 50% of Inner Width .

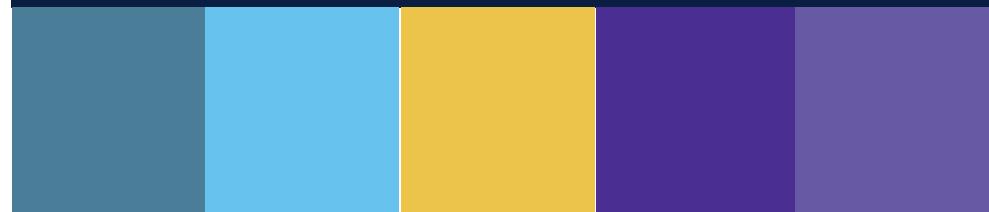
# 0b1f41



# 0b1f41



# 0b1f41



**TO USED IN**

WEBSITES

HOARDINGS

ADVERTISEMENTS

SOCIAL MEDIA BACKGROUNDS

# TYPOGRAPHY

## TIMES NEW ROMAN- BOLD

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  
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 10 @#\*<>{ }\$ % & !

## *TIMES NEW ROMAN- BOLD*

*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*  
*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 10 @#\*<>{ }\$ % & !*

## TIMES NEW ROMAN Primary Typeface

## TIMES NEW ROMAN- BOLD

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  
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 10 @#\*<>{ }\$ % & !

## *TIMES NEW ROMAN- BOLD*

*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*  
*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 10 @#\*<>{ }\$ % & !*

# TYPOGRAPHY

Times Roman Bold

Size : 40 pt

Leading : 48 pt

Tracking : 0 pt

Times Roman Regular

Size : 36 pt

Leading : 43 pt

Tracking : 0 pt

Times Roman Bold

Size : 18 pt

Leading : 21 pt

Tracking : 0 pt

Times Roman Regular

Size : 12pt

Leading : 14 pt

Tracking : 0 pt

Times Roman Regular

Size : 8pt

Leading : 14 pt

Tracking : 0 pt

# Headlines should be in Title Case

## Sub heading should be in Title Case in regular font

**smaller heading should be in title case and bold**

Text should be in Title case and regular font

Terms and Conditions to be in font 8 pt



**Victoria**  
Gold and Diamonds

Shop No:1,  
Building Some  
Name,  
Gold Souk,  
Doha, Qatar

Tel No : +974 3333 4444 Email : info@victoriagold.com

 **Victoria**  
Gold and Diamonds

Shop No:1, Building Some Name, Gold Souk, Doha, Qatar

Mr. Some Name Here  
Designation



Victoria Gold and Diamonds



+974 3333 4444



some.name@victoriagold.com



Shop No : 1, Some Mall Here,  
Gold Souq, Doha, Qatar.

VICTORIA

VICTORIA GOLD

مجوهرات فيكتوريا

