

# Simrans COLLECTION

PRIMARY LOGO



SECONDARY LOGO



BRAND MARK



**TAGLINE:** Style That Speaks, Elegance That Lasts

The brand's palette speaks to the boldness and grace of its founders and community: the passionate pink ignites creativity; soothing green offers a sense of balance; gentle lavender suggests delight, while creamy ivory signals quiet luxury. From casual moments to grand occasions, Simran's Collection invites you to celebrate your individuality—to style your story, one accessory at a time.



# Simrans COLLECTION

## COLOUR PALLET



#e0218a  
Vivid pink



#889b88  
Dark grayish  
lime green



##f6f6e9  
Light grayish  
yellow



## TYPOGRAPHY

Aa

Poppins

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Dream Avenue

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TT CHOCOLATES

