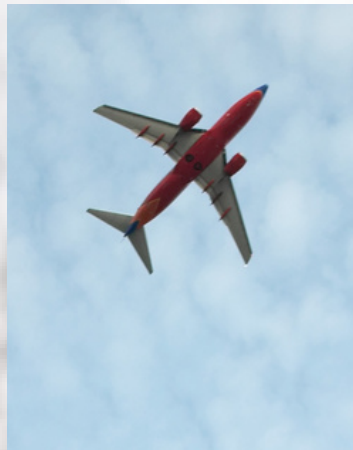# ANJLI'S
look book

—TRAVEL — FASHION— DRAPING—LIFESTYLE—

BRAND GUIDELINES

CLAUDIA STONE

LOGO

The single most identifiable element of our identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.

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-TRAVEL - FASHION- DRAPING-LIFESTYLE-

SUBMARK LOGO

A submark is a simplified version of your logo that can easily be used on a smaller scale. Your submark is not a second logo. It's more along the lines of an extension of your primary logo

FASHION - LIFESTYLE - TRAVEL -

ANJLI'S

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SUBBRAND LOGO

FAVICON

A favicon; short for favorite icon), also known as a shortcut icon, website icon, tab icon, URL icon, or bookmark icon, is a file containing one or more small icons associated with a particular website or web page.

ANJLI'S
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Palette
BRAND COLOURS

Midnight Black

#000000

Charcoal Grey

#545454

Light Grey

#9A99A2

Pink One
#E2C5CE

Pink Two
#ECE1E5

Bright White
#FFFFF

Typography

Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the brand and should be used across all print and web applications.

HEADING
Hatton

ABCDEFGHIJKL
MNOPRSTUVWXYZ

abcdefghijkl
mnoprstuvwxyz

1234567890!@#%&()+

SUB HEADING
Brittany

abcdefghijklmnoprstuvwxyz

BODY
TT Barrels

ABCDEFGHIJKLMNOPRSTUVWXYZ

abcdefghijklmnoprstuvwxyz
1234567890!@#%&()+