



JIHAN SENNOU

Brand Guidelines

Influencer
MC
TV Presenter

Journalist

Model
Actor

 @jihann_sennou



Table of Contents

Logotype
Fonts
Colours
Stationery
Mock



Logotype

The JIHAN SENNOU logo is a testament to minimalist elegance, where less is truly more. The logo features the name in a sleek, modern font that exudes sophistication and class.

JIHAN SENNOU

Logotype

JIIHAN SENNOU

Logotype + Icon

JS JIHAN SENNOU

Fonts

Primary

A B C D E a b c d e
0 1 2 3 4 5 6 7 8 9

BUTLER

The Butler font is a modern serif typeface that stands out for its blend of classic and contemporary elements.

Butler is a versatile font family that includes both a regular and a stencil version, offering more than 300 unique characters.

It comes in 7 regular weights and 7 stencil weights, making it suitable for a wide range of languages and design projects.

Butler Ultra Light

Butler Light

Butler Regular

Butler Medium

Butler Bold

Butler Extra Bold

Butler Black

Fonts

Secondary

RALEWAY

Raleway is an elegant sans-serif typeface family known for its clean and stylish design.

Raleway features both old-style and lining numerals, standard and discretionary ligatures, and a comprehensive set of diacritics.

It also includes a stylistic alternate inspired by more geometric sans-serif typefaces than its neo-grotesque inspired default character set.

A B C D E a b c d e
0 1 2 3 4 5 6 7 8 9

Raleway Light

Raleway Regular

Raleway Medium

Raleway Semibold

Raleway Bold

Raleway Extra Bold

Raleway Black

Fonts

Signature / Accent

Sometimes, in certain scenarios, it's necessary to distinguish certain words to make the graphic/sentence look more impactful. And for that it's better to have a separate font and for that we picked *Didot - Medium - Italic*.

Didot-Medium-Italic

AaBbCcDdEeFf

0123456789

Colours

Twilight Reverie

A serene and subtle shade of purple, evoking a sense of elegance while conveying sophistication and a modern aesthetic.

Whispering Blush

A light shade of pink with a soft and muted tone. This shade is gentle and not overly bright or saturated.

JS JIHAN SENNOU

JS JIHAN SENNOU

Twilight Reverie

Purple hues gradient

#807094

CMYK: 55, 58, 23, 2

RGB: 128, 112, 148

#9282a6

CMYK: 47, 50, 17, 0

RGB: 146, 130, 166

#9e8eb2

CMYK: 40, 44, 12, 0

RGB: 158, 142, 178

#ae9ec2

CMYK: 32, 37, 7, 0

RGB: 174, 158, 194

#ae9ec3

CMYK: 32, 37, 6, 0

RGB: 174, 158, 195

Whispering Blush

#e5dbd9

CMYK: 9, 12, 10, 0

RGB: 229, 219, 217

Stationery

Business Card



Logo Dos & Don'ts



Always use the right logo form and colours.



Don't use the same shade of colours for logo and background.



Don't rotate the logo in any form.



Nope! Don't ever change the colours of the logo



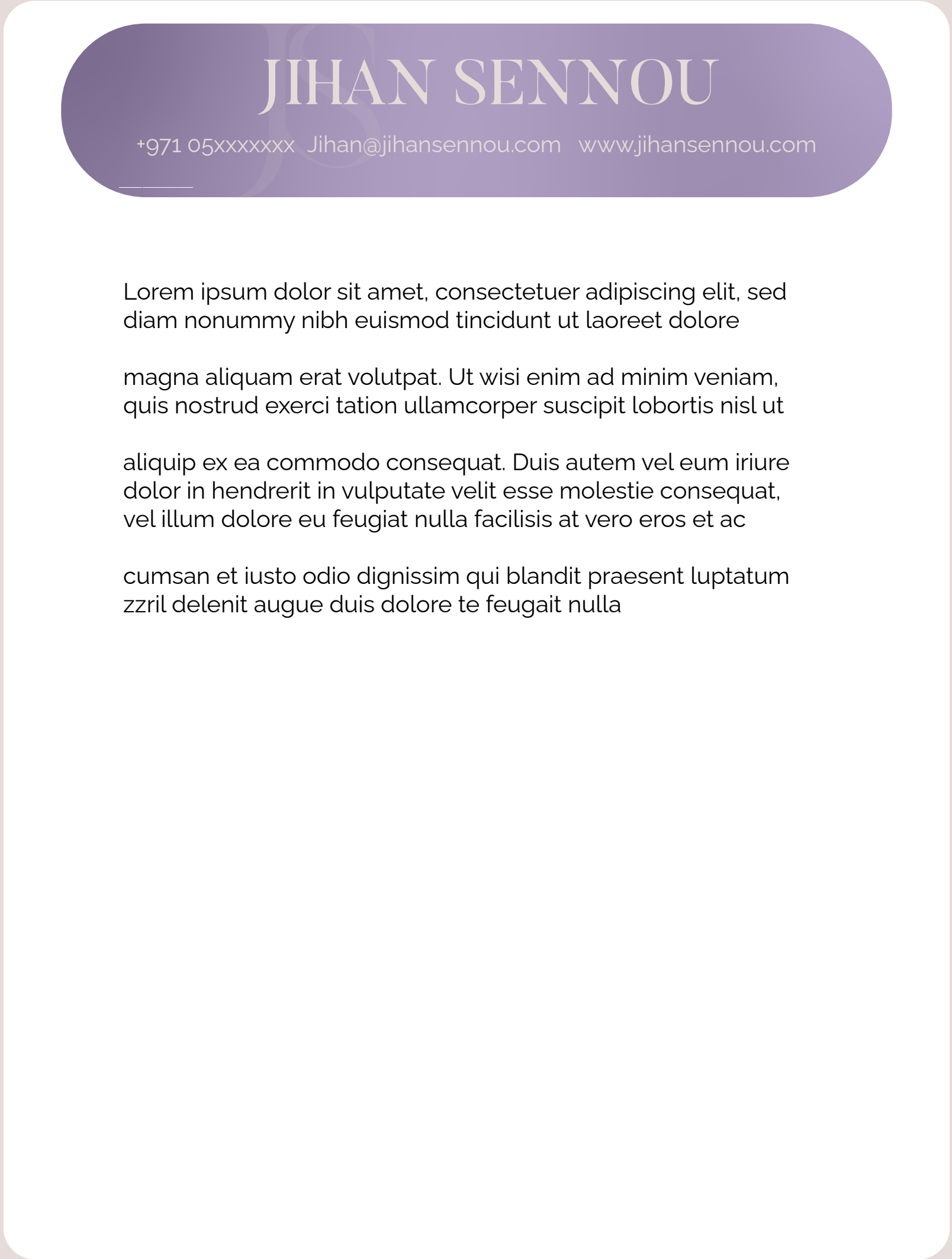
Don't use drop shadow on the logo as it leads to ugliness



Don't add any outlines to the logo

Stationery

Letterhead



Mock



