

Verve

THE ART OF MEN'S GROOMING

BRAND GUIDELINES

The Logo

Verve

THE ART OF MEN'S GROOMING

The Logo



The Fonts

Heading/Logo font

VICTORIANA
regular

Aa Bb Cc Dc Ee Ff Gg
0123456789!@#\$

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

The Fonts

Secondary font

Roca One

Light

Regular

Italics

Bold

Black

Aa Bb Cc Dd Ee Ff Gg

Aa Bb Cc Dd Ee Ff Gg

Aa Bb Cc Dd Ee Ff Gg

Aa Bb Cc Dd Ee Ff Gg

Aa Bb Cc Dd Ee Ff Gg

0123456789!@#\$

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The Colours

Primary Colours

DARK GREEN	Pantone 5467 C	HEX/HTML: #112922	C:87 M:55: Y:70 K:75
HUNTER GREEN	Pantone 5467 C	HEX/HTML: #4E6443	C:68 M:40: Y:75 K:33
BRONZE	Pantone 138 U	HEX/HTML: #CD7F2F	C:17 M:55: Y:88 K:5
CAFE NOIR	Pantone 4625 C	HEX/HTML: #4E2C19	C:43 M:72: Y:81 K:67
RAW UMBER	Pantone 154 U	HEX/HTML: #8B6341	C:33 M:53: Y:70 K:33
KHAKI	Pantone 13-4 C	HEX/HTML: #CBB99D	C:21 M:24: Y:39 K:5

The Colours

Backdrop Colour

DUSTY PAPER

HEX/HTML: #EFE8E4

C:33 M:53 Y:70 K:33

The Colours

Do's

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The Colours

Dont's



Verve
THE ART OF MEN'S GROOMING

Don't use any colours outside
the brand guidelines



Verve
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Don't change the style of the logo



Verve
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Don't apply any border/stroke effect
as it's not required in these colours



Verve
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Don't stretch or distort
the logo in any way



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Don't rotate the logo



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Don't use colour combos from
branding that don't compliment
each other

The Colours

Essentials

BLACK & WHITE



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It's very necessary for a brand to have the logo in black & white as in some cases it becomes an essential

The Mockups

Stationery



The Mockups

Verve
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Phone
Email
Website
Address

Letterhead

Verve
THE ART OF MEN'S GROOMING

Phone
Email
Website
Address



Verve
THE ART OF MEN'S GROOMING

Phone
Email
Website
Address

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh

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Verve

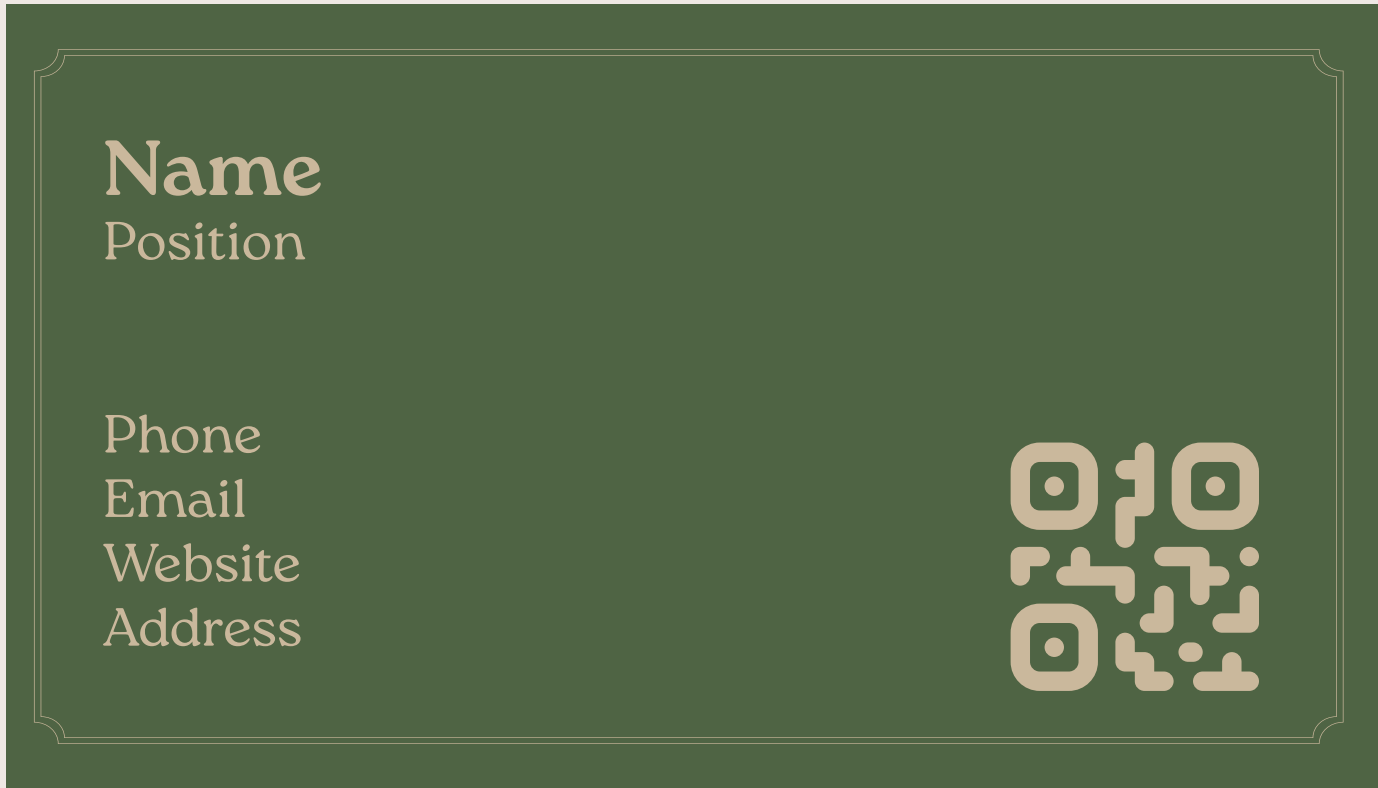
The Mockups

Business Card

Front

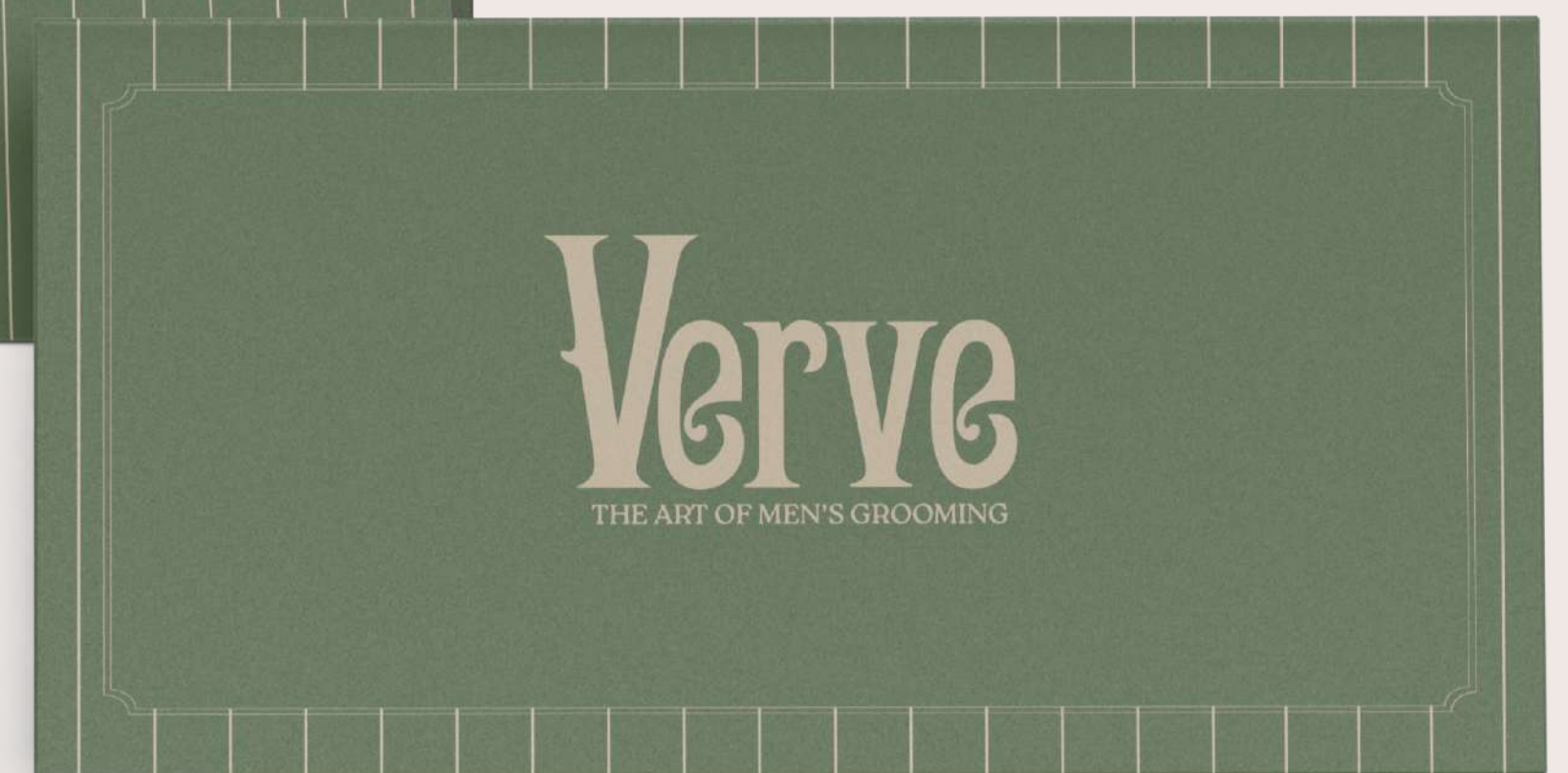


Back



The Mockups

Envelope



The Mockups

Website



The Mockups

Coffee Cup



The Mockups

Bag



The End