

DESIGNER: FLORIN CHITIC
CLIENT: NAIL CINGOZ
COMPANY: HIGH AFFAIR
DATE: 2022



BRAND GUIDLINE



Every brand has a purpose. Let's build up your brand. Get in touch.



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Brand story...

We are 2 passionate friends that we once dreamed of to make our passion our job. We launch our first webshop hoping to grow together.

With our years of experience we are here to share our knowledge and passion with you. quality and customer-friendliness is our priority.



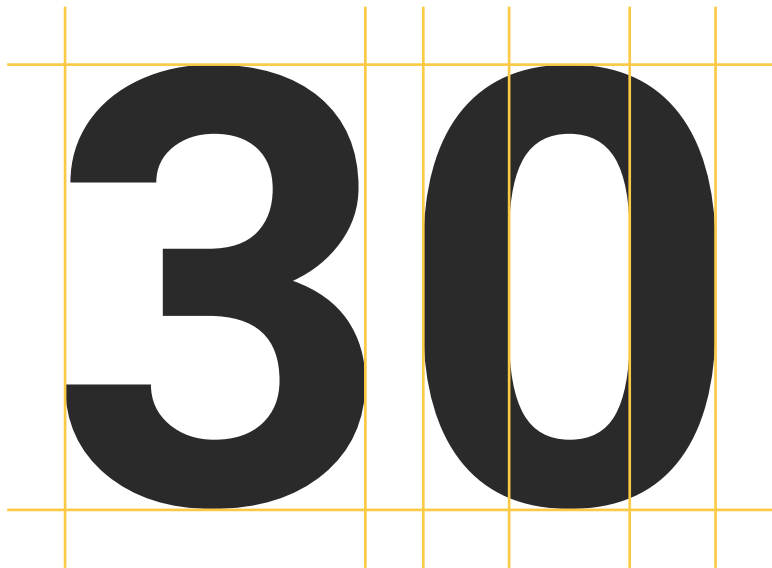








PRIMARY DISPLAY TYPEFACE



CUSTOM

TT Interphases
high affair

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&*

At vero eos et accusamus et iusto odio dign
 ducimus qui blanditiis praesentium voluptat
 i atque corrupti quos dolores et quas moles
 sint occaecati cupiditate non provident, sim
 id est laborum et dolorum fuga. Et harum
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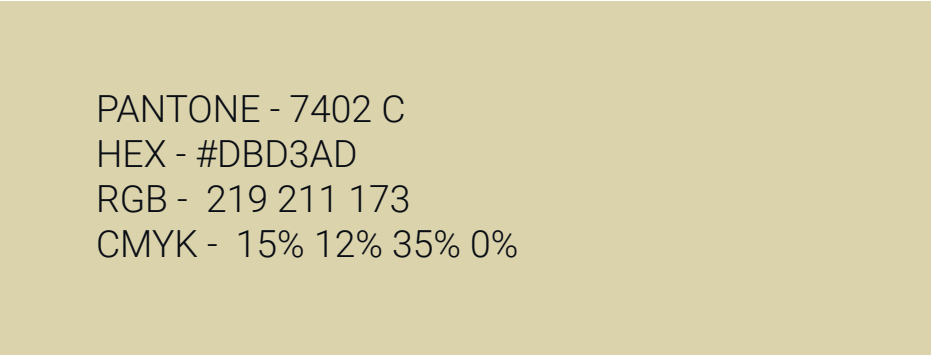
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*

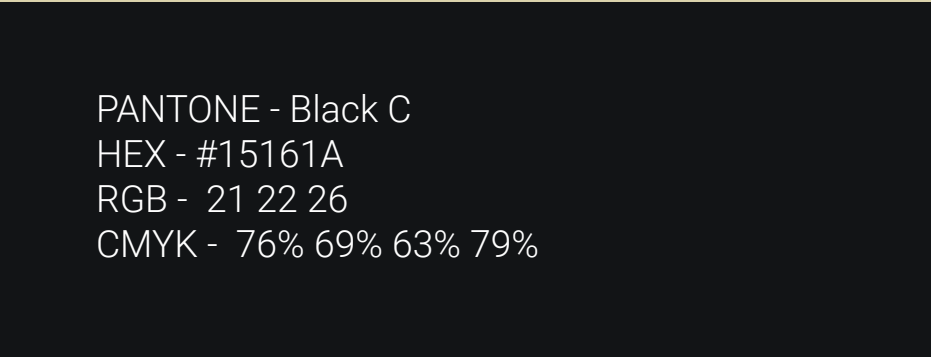
**At vero eos et accusamus et iusto odio dign
 ducimus qui blanditiis praesentium voluptat
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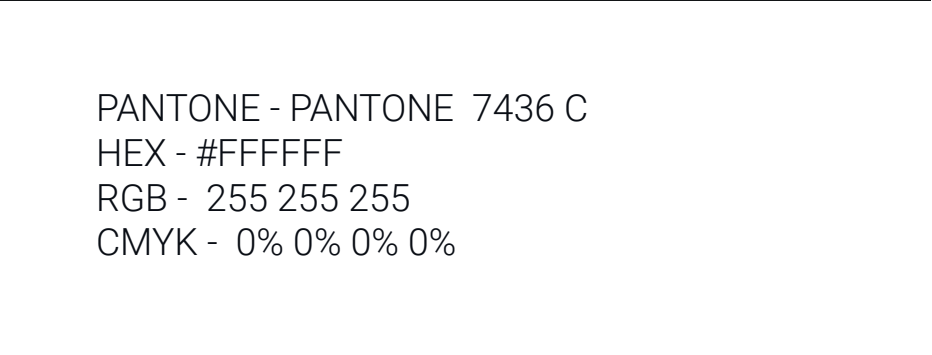
PANTONE - Orange 021 C
HEX - #F16125
RGB - 241 97 37
CMYK - 0% 77% 98% 0%



PANTONE - 7402 C
HEX - #DBD3AD
RGB - 219 211 173
CMYK - 15% 12% 35% 0%



PANTONE - Black C
HEX - #15161A
RGB - 21 22 26
CMYK - 76% 69% 63% 79%



PANTONE - PANTONE 7436 C
HEX - #FFFFFF
RGB - 255 255 255
CMYK - 0% 0% 0% 0%

Social media

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusan laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore verita tecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos tatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum consetetur, adipisci velit, sed quia non numquam eius modi tempora et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

LINKEDIN SIZES

Profile photo - 300PX x 300PX

Cover photo - 1128PX x 191PX

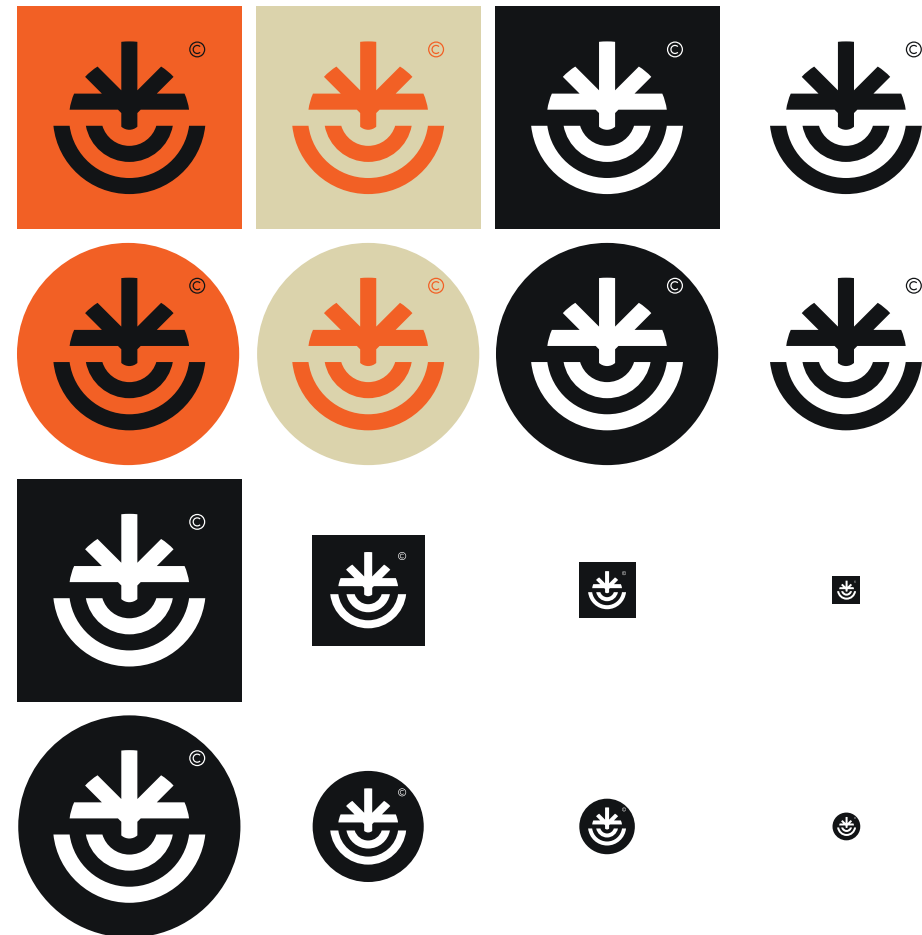
FACEBOOK SIZES

Profile photo - 2048PX x 2048PX

Cover photo - 2037PX x 754PX

INSTAGRAM SIZES

Profile photo - 400PX x 400PX



FINAL COMMENTS

If in doubt of how to use this logo, check the guidelines here or feel free to contact me at office@florinchitic.com for more.

This guidelines are flexible enough and will allow enough creative freedom to use the logo as you see fit while making sure the brand looks best across all media it is used.

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