Client // Blue Print

Blue Print

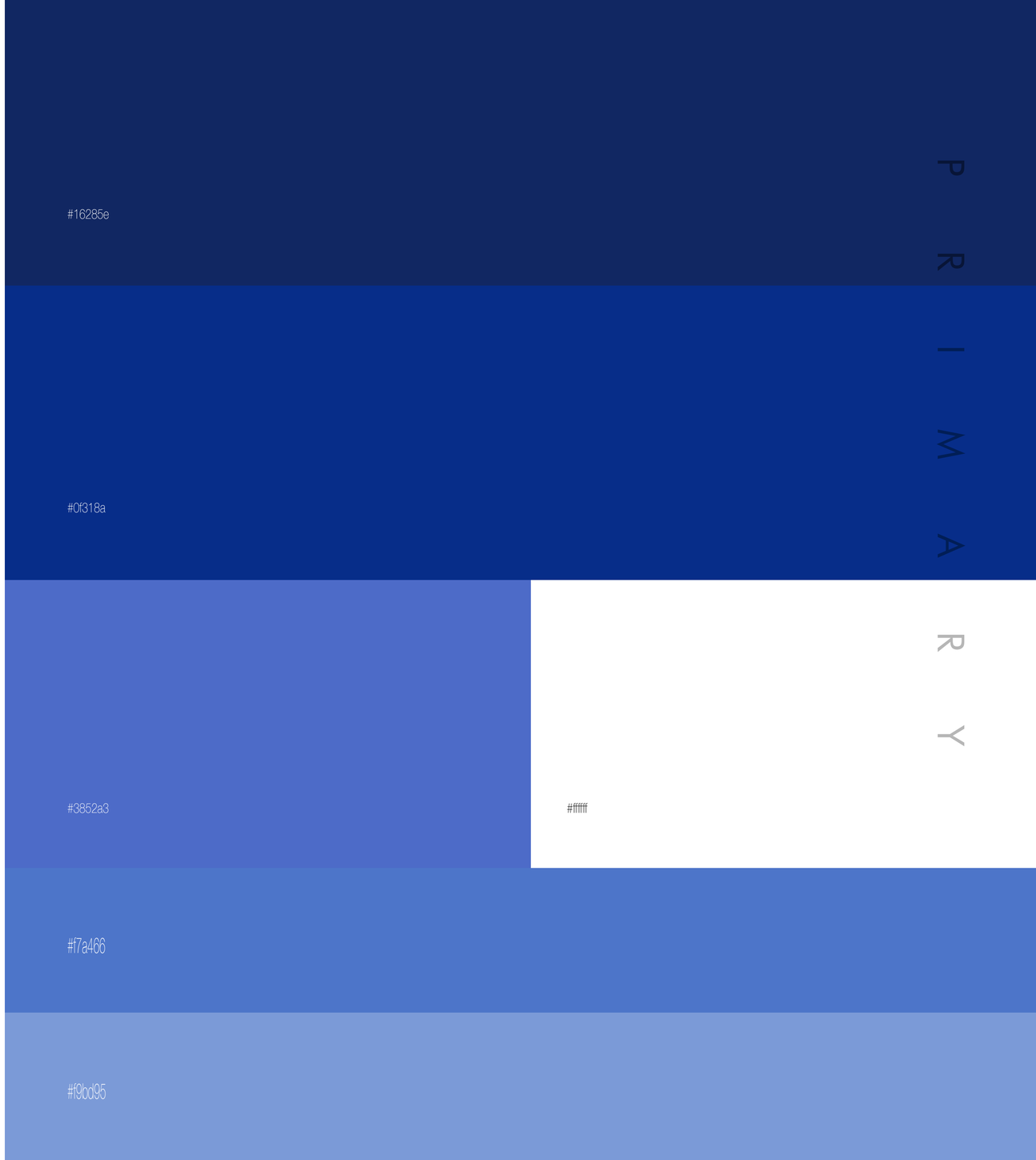
branding proposal

April / 2023

Branding Proposal

Dos & Don'ts

- These are the brand colors (Inspired from The carbon copy and blueprint colors).
- The dominant color in our designs (Packaging, Social media posts, any kind of prints) has to be one of our primary color palette.
- The shades of blue in this brand book are the only shades that you can use in our designs.
- We can add gold and silver in a very subtle way in the designs but don't make it dominant.



Logo

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EST. 2023

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Blue Print

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Don’ts

Don’t add stroke to the logo
trying to make it look thicker.

Don’t stretch the logo

Don’t change the logo’s color to anything
other than white or blue

Don’t use the logo on gold background

Don’t make a pattern based on the logo

Don’t rotate the logo

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SHABBY CHIC

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Retro

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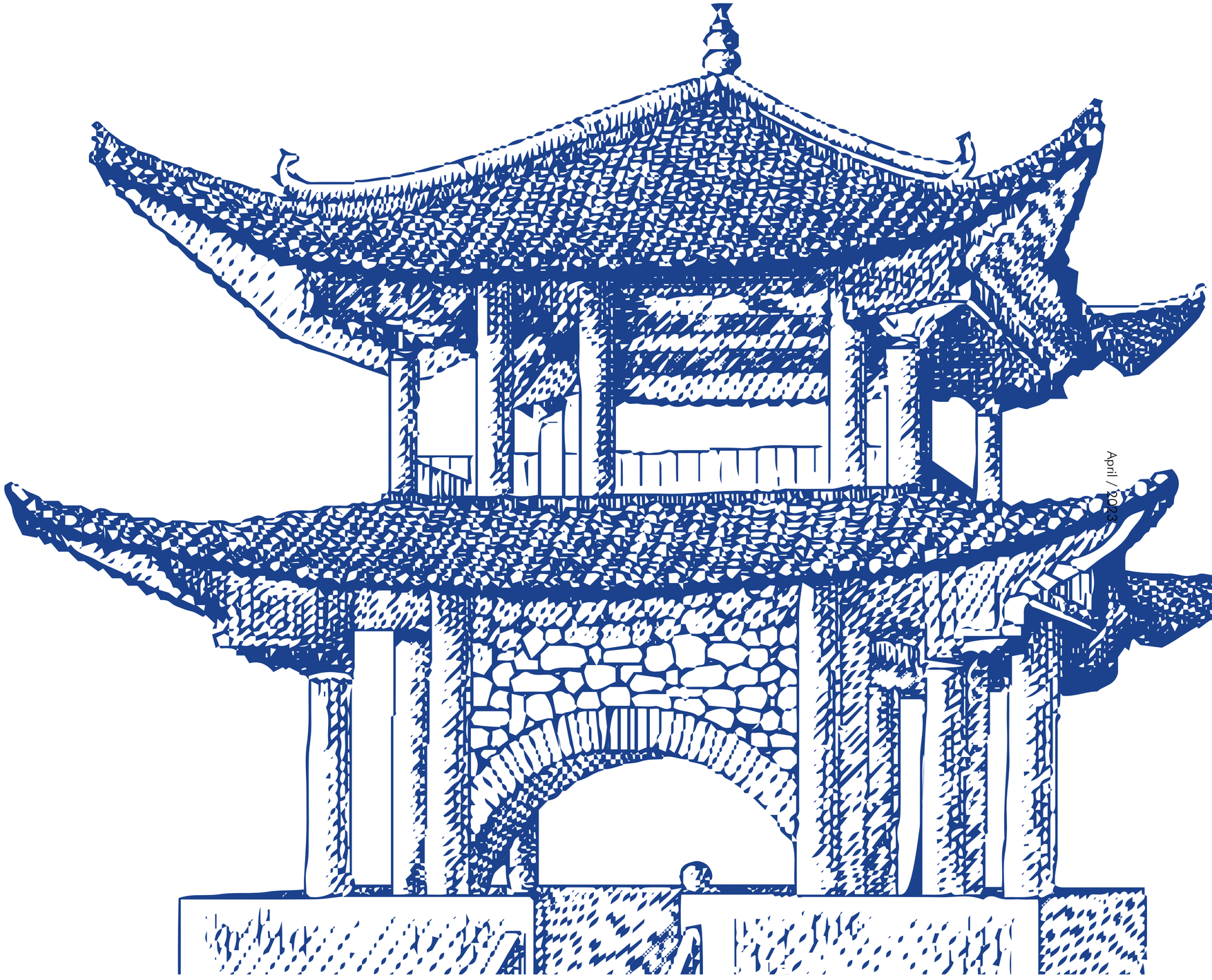

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ARTDECO

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Thank you!

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