

Rare

made for everyone

Brand Identity guidelines

Logo Design

Logo Typemark

Rare

Primary Logo w/ slogan

Rare
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Brand color palette

abc9b

6473a

7029

bba2ac

a8b1cb

f3ee4

Rare
LONDON

Brand Typography

Main font, Gyahegi
abcdefghijklmnopqrstuvwxyz



Secondary font, Mana Sans
abcdefghijklmnopqrstuvwxyz



Signature font, Indesign Signature
abcdefghijklmnopqrstuvwxyz

Color usability

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Stationary

Thank you card



Voucher



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Thank You

