BRAND GUIDE

glekel'

Industry	**Location**	**Year**	**Scope of work**
Fashion	California	2020	brand identity, naming, logotype, color palette, print design, photography

ABOUT THE PROJECT

TAKE - Californian brand featuring handmade, limited production outerwear garments made out of non synthetic, premier fabrics in latest fashion trends. The naming was created from the founders' initials.
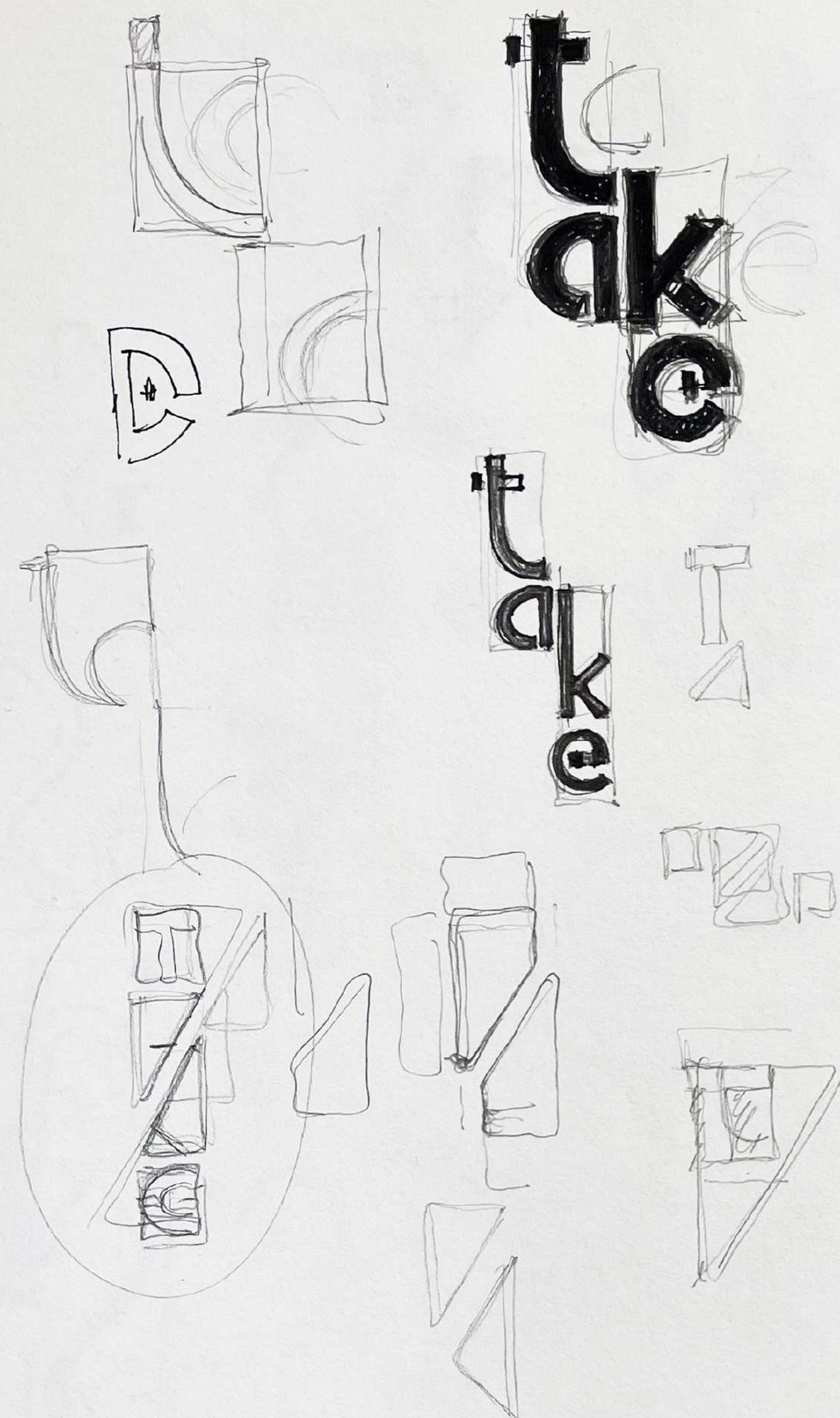
MAIN LOGOTYPE

The main logo is the preferred logo and should be used in all instances where possible.

SAFE AREA

A 'clear zone' is defined around the logo   to help
maintain balance and clarity.

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COLOR PALETTE

These colors are the main for the brand. Try to use the color palette which we use here to make the brand look whole.

HEX: 3A3A3A
RGB: 58 58 58

HEX: 84776E
RGB: 132 119 110

HEX: DFDAD7
RGB: 223 218 215

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THANK YOU!

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