

gleker'

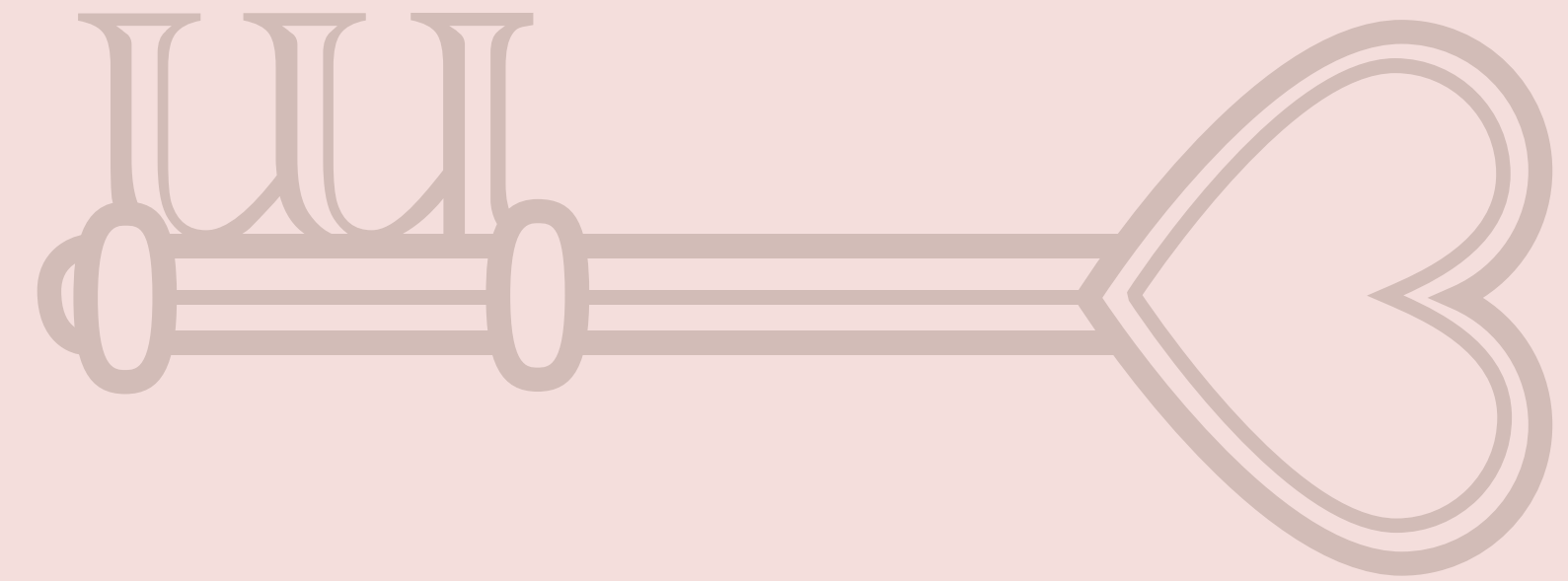
milanka

Brand Guide

Industry	Location	Year	Scope of work
Fashion & Gifts	California	2020	brand identity, logotype, color palette, font, print design, packaging

# About the project

Milanka - the boutique store of the unique dolls from all over the world and dress in California named by founder's daughter Milana





MOODBOARD/SKETCHES





# MAIN LOGO

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





SIGNBOARD

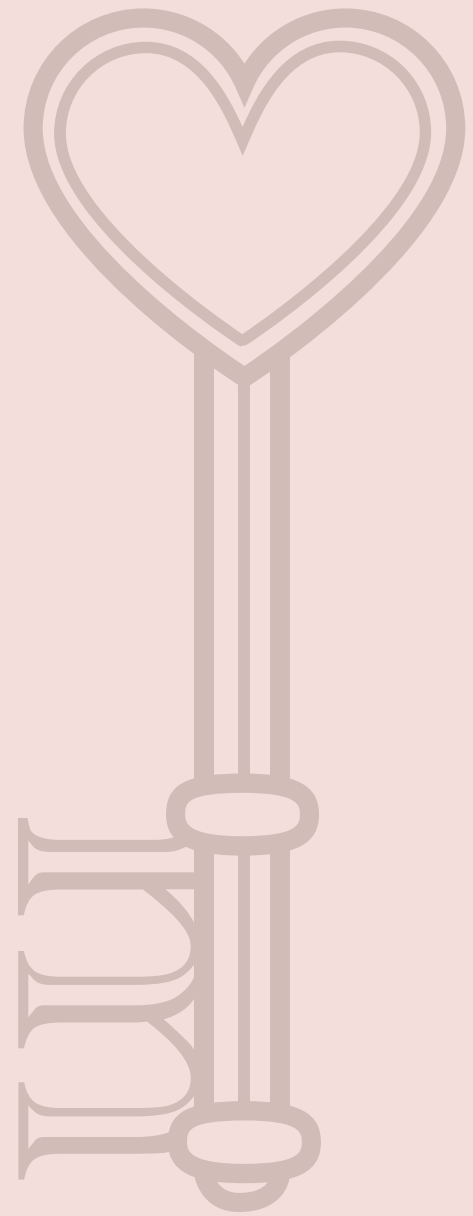
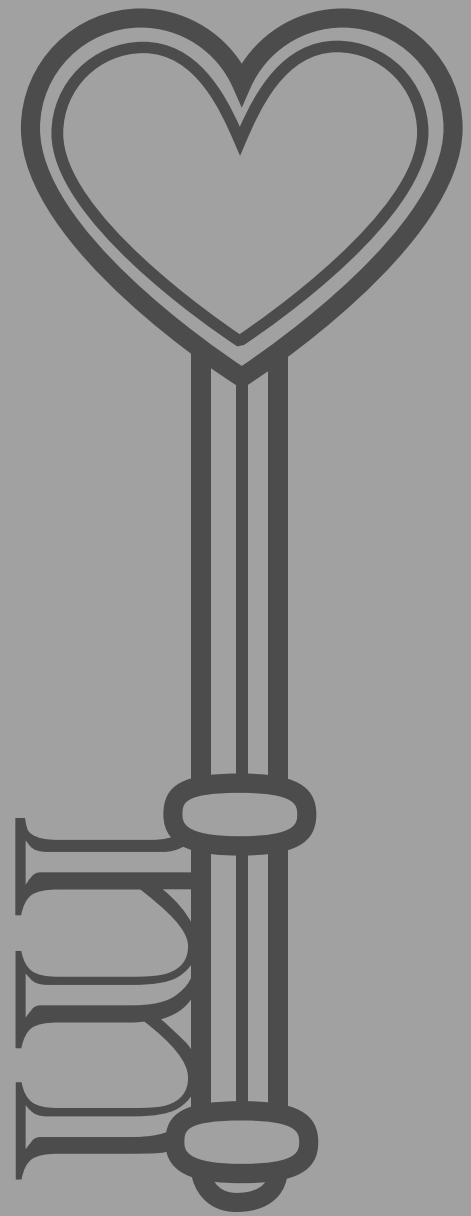
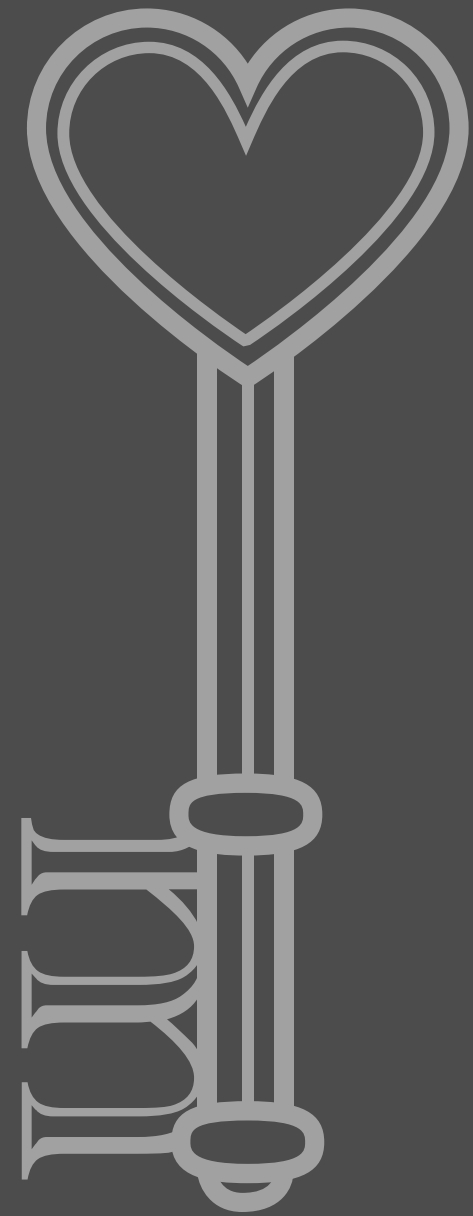


milanka

The sign features a gold-colored logo consisting of a stylized key with a heart-shaped head, positioned above the word "milanka" in a gold serif font. The sign is mounted on a dark grey wall with visible screws. To the left, a window shows a warm interior light. To the right, a red brick wall is visible above a dark overhang.



BRAND MARK





# SAFE AREA

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



PACKAGES





COLOR COMBINATIONS

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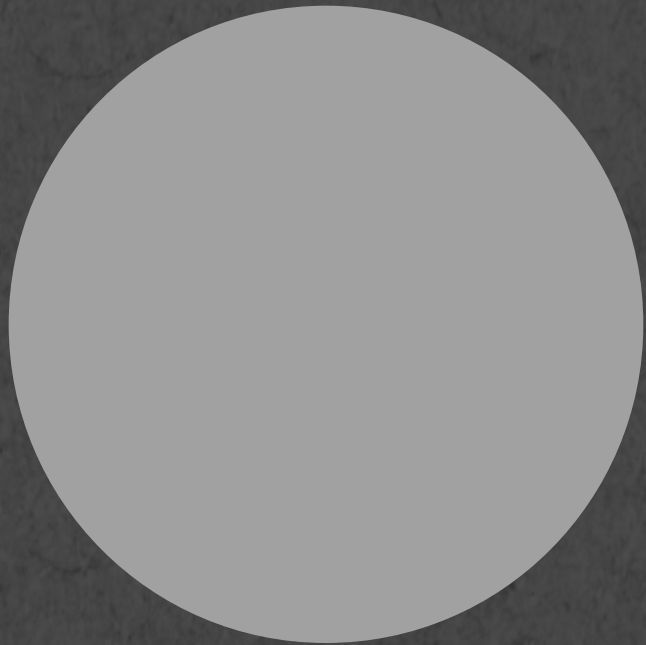
milanka



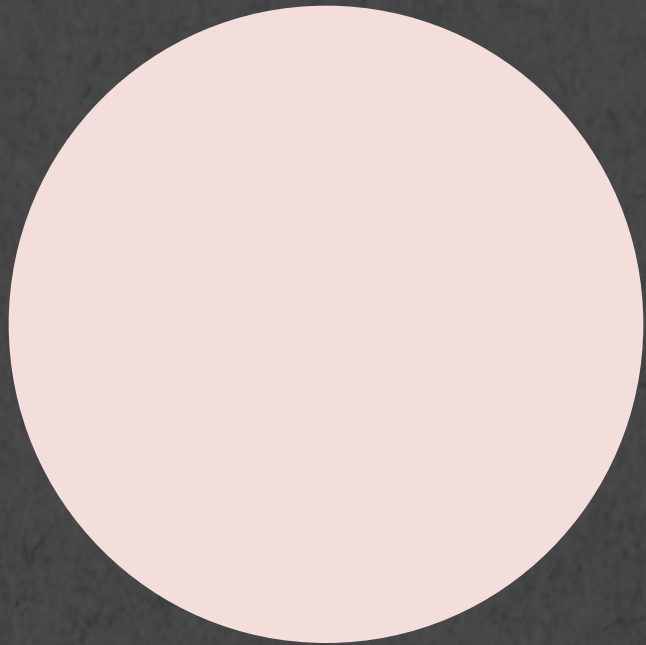
COLOR PALETTE



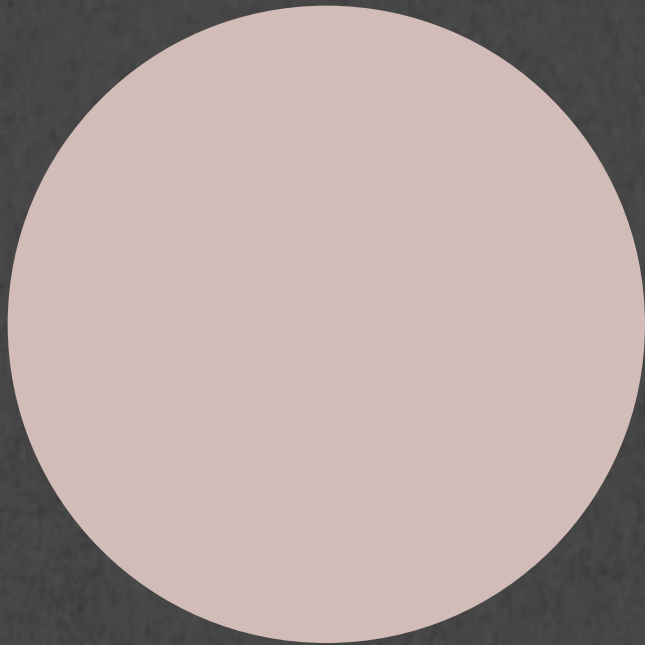
PANTONE: 7540C  
HEX: 4D4C4D  
RGB: 74 75 77



PANTONE: 422 U  
HEX: A1A1A1  
RGB: 161 162 164



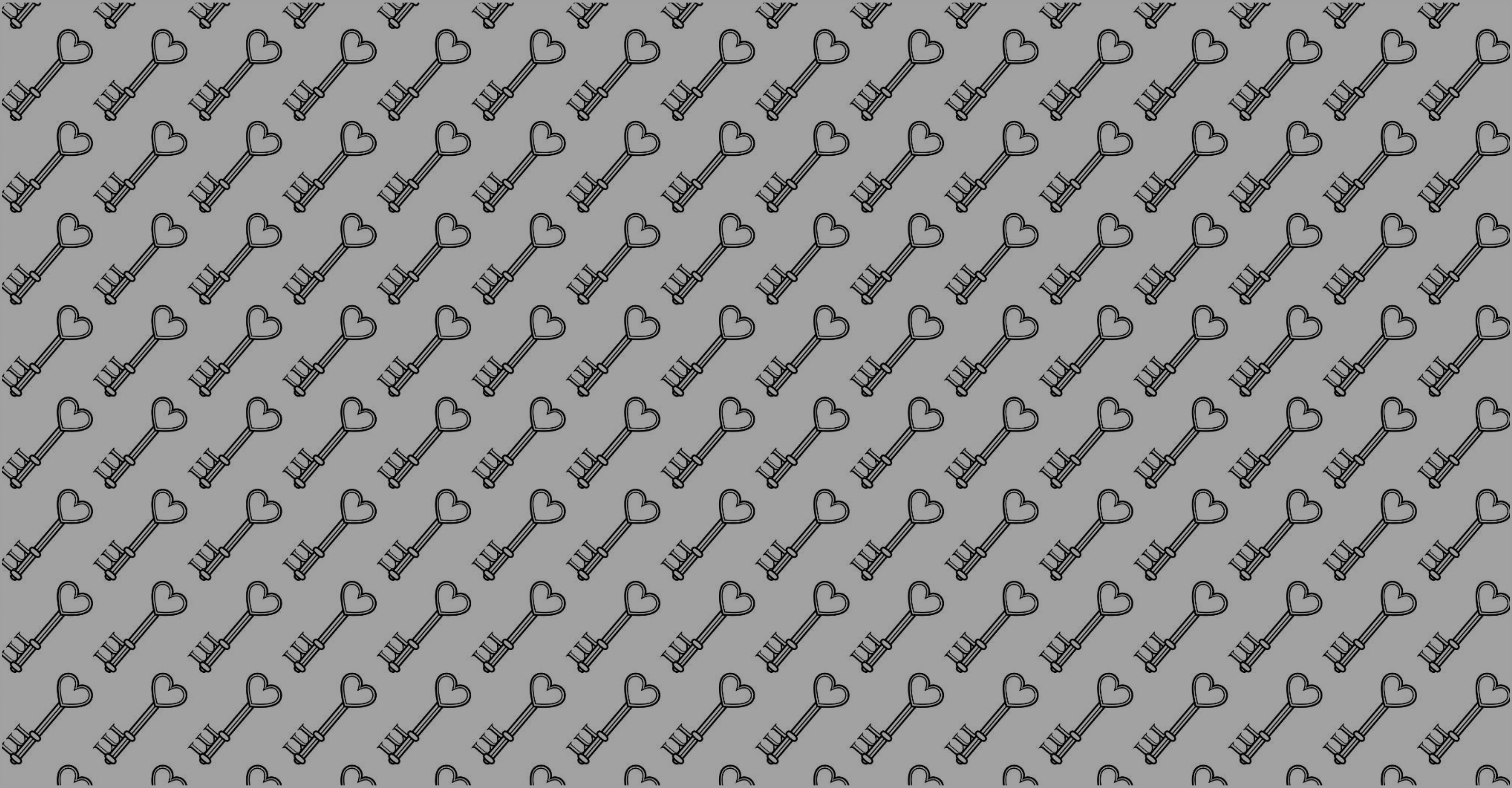
PANTONE:P 60-1 C  
HEX: F4DEDC  
RGB: 227 186 181



PANTONE:P 51-3 C  
HEX: D2BCB7  
RGB: 210 188 183



PATTERN









BOX





PACKAGES & BOX





CANDLE





GIFT CARD





LABEL

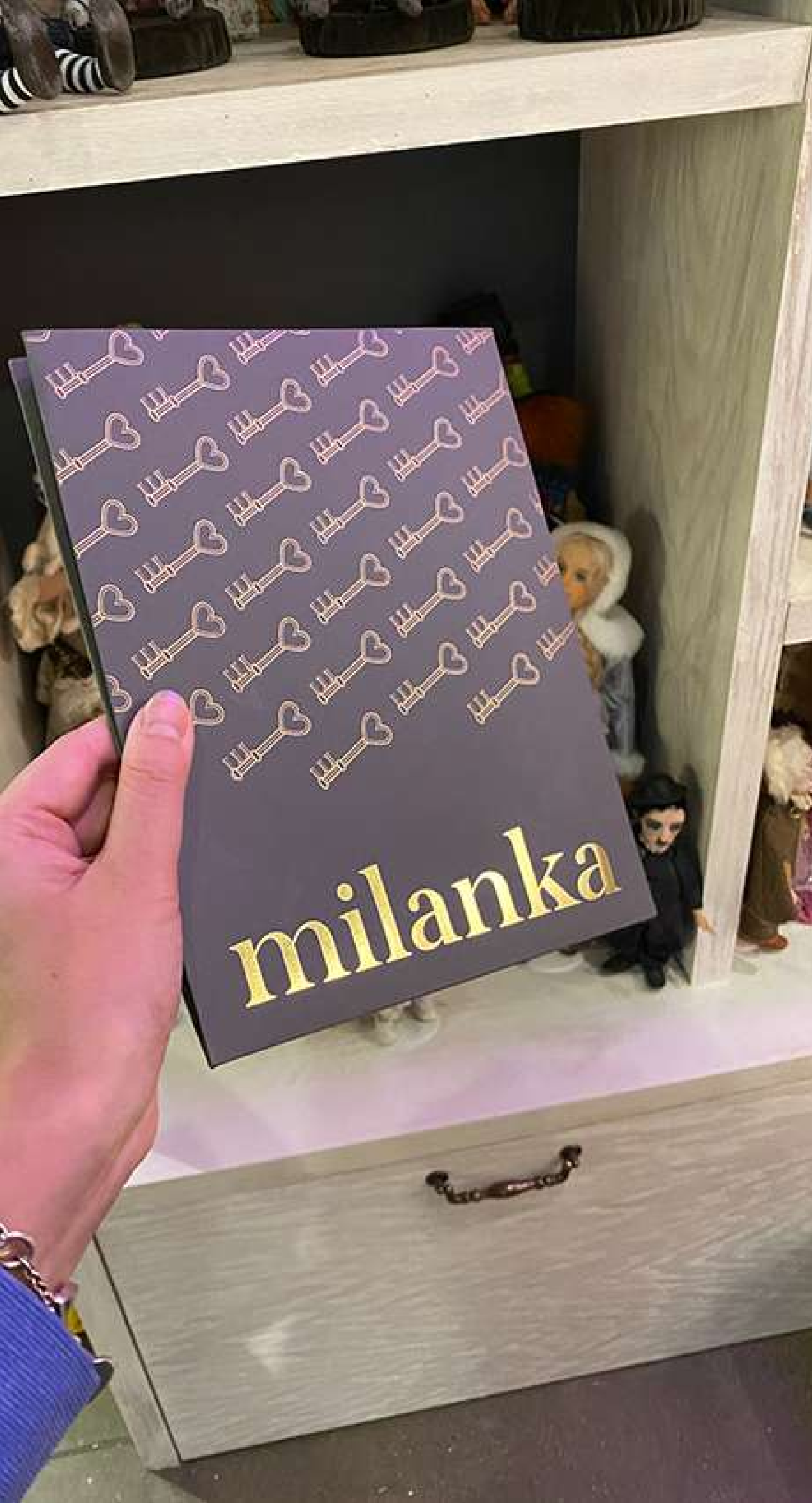
*milanka*



TAG

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THANK YOU!