

Celebrate Your Curves

Brand Presentation

This comprehensive brand presentation document has been crafted to provide you with all the information needed to maintain a consistent and unified brand image.

The guide includes detailed information on brand identity, message, tone of voice, visual style, and other important elements that make up the brand.



WELC**OME**

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LOGO DESIGN

PRIMARY LOGO



CELEBATE
YOUR CURVES

LOGO MEANING

Abstract Inspiration from Body Curves

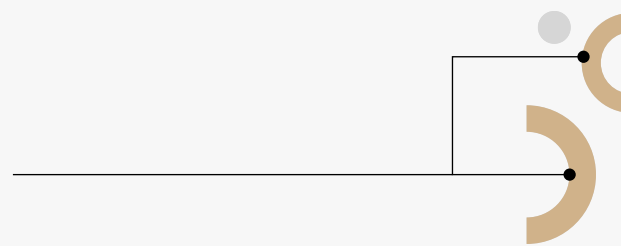
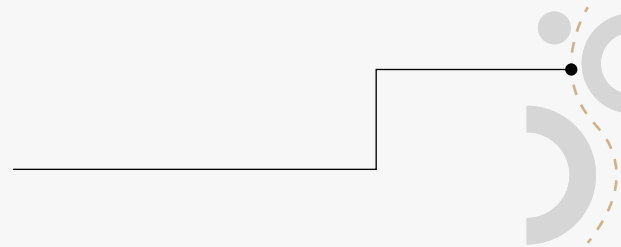
The logo draws inspiration from the natural contours and curves of the human body, symbolizing inclusivity and celebrating diversity. Its abstract design reflects both physical beauty and the empowerment found in embracing individual body shapes.

Symbolic "C" Shapes

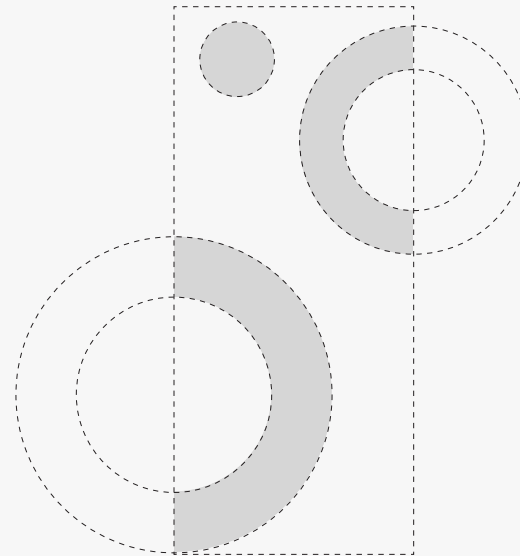
The two opposing and rotated "C" shapes represent the initials of 'Celebrate' and 'Curves,' cleverly intertwining the brand's name with visual symbolism. These shapes also mimic the elegant curves of the body, reinforcing the brand's focus on celebrating body positivity and uniqueness.

Visual Representation of Celebration

Viewed from a distance, the arrangement of the "C" shapes forms a joyful and celebratory figure, symbolizing happiness and empowerment. This visual metaphor encapsulates the brand's mission to promote confidence and joy in individuals of all sizes, making a strong statement about self-acceptance and celebration.



LOGO STRUCTURE



CELEBATE
YOUR CURVES

BRAND COLORS

Khaki Color: Khaki is the unsung hero in the color wheel. It goes with everything, which can provide utilitarian needs for function, looks good on everyone and can be worn in any occasion. It is a popular choice in fashion for decades; let's take a closer look at the color's hue we know as khaki – technically from the brown color family.

This can evoke feelings of calmness, tranquility, and relaxation.

Khaki originated in India in the mid-19th century

In the 20th century, khaki began to move casual fashion.

Today, khaki remains a popular choice in fashion all year round for its chic and neural benefits. It is a neutral tone that pairs well with a range of other colors and other khaki hues for a sophisticated monochrome look.

Khaki Color

HEX: #D2B48C
RGB: 210, 180, 140
CMYK: 18, 28, 48, 0

HEX: #D9BE9C
RGB: 217, 190, 156
CMYK: 15, 24, 40, 0

HEX: #DFC8AD
RGB: 223, 200, 173
CMYK: 12, 20, 32, 0

HEX: #E6D2BD
RGB: 230, 210, 189
CMYK: 9, 16, 24, 0

Rich Black & White

HEX: #000000
RGB: 0, 0, 0
CMYK: 75, 68, 67, 90

HEX: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Khaki Complementary Color

HEX: #5F7BA8
RGB: 95, 123, 168
CMYK: 68, 49, 15, 1

HEX: #8196BA
RGB: 129, 150, 186
CMYK: 52, 35, 12, 0

HEX: #A2B2CC
RGB: 162, 128, 204
CMYK: 36, 23, 9, 0

HEX: #C4CDDE
RGB: 196, 205, 222
CMYK: 22, 14, 5, 0

LOGO VARIATIONS

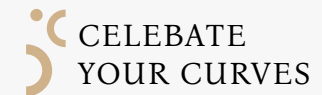
1



2



3



2

TYPOGRAPHY

PRIMARY TYPEFACE

BODONI MODA

36PT

TITLE

18PT

SUBTITLE

11PT

SUBTITLE LOREM IPSUM DOLOR SIT AMET,
CONSECTETUER ADIPISCING ELIT, SED DIAM
NONUMMY NIBH EUISMOD TINCIDUNT UT
LAOREET DOLORE MAGNA ALIQUAM ERAT
VOLUTPAT. UT WISI ENIM AD MINIM
VENIAM, QUIS NOSTRUD EXERCITATION
ULLAMCORPER SUSCIPIT LOBORTIS NISL UT
ALIQUIP EX EA COMMODO CONSEQUAT. DUIS
AUTEM .

Secondary Typeface

Poppins

36PT

TITLE

18PT

SUBTITLE

11PT

Subtitle Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat
volutpat. Ut wisi enim ad minim
veniam, quis nostrud exercitatio
n ullamcorper suscipit lobortis nisl ut
aliquip ex ea commodo consequat.
Duis autem .



LOGO PRESENTATION





Thank You

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