



Charmella

INTRODUCTION

CHARMELLA BRAND GUIDELINE

Fashion-forward and trend-focused apparel suitable for both office environments and casual outings. The collection includes dresses, tops, Kurthis.

Brand Vision:

To establish Charmella as a leading brand in women's fashion that embodies style, empowerment, and versatility. We aim to resonate with modern women who are bold, dynamic, and fashion-conscious, providing them with attire that complements their lifestyle and enhances their everyday experiences.

VISUAL IDENTITY

CHARMELLA
BRAND GUIDELINE



Main Logo



Horizontal Logo

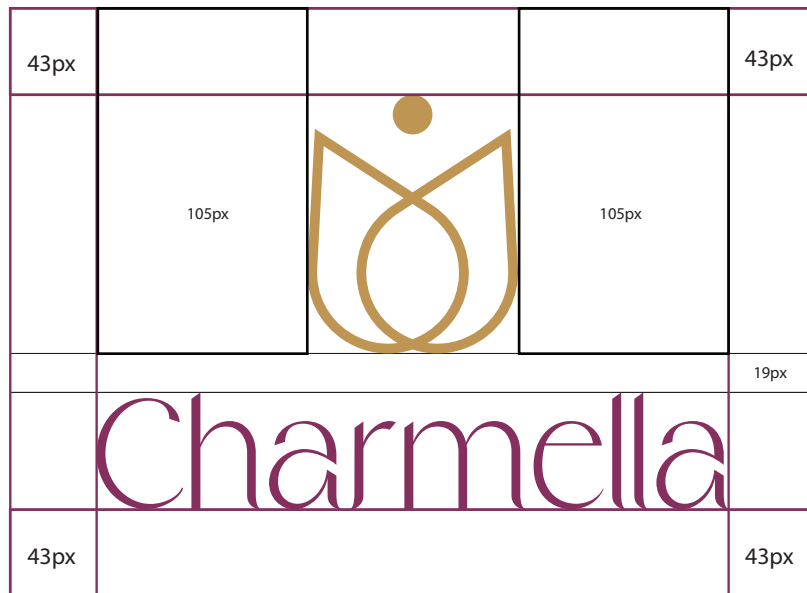


Monogram

LOGO CLEAR SPACE

CHARMELLA BRAND GUIDELINE

Clear the clutter. To preserve the integrity and visual impact of the logo, always maintain a clear space around it. The clear space around the logo is an integral part of its design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text.



COLOR

CHARMELLA BRAND GUIDELINE

C=25 M=40 Y=78 K=3
HEX bd 94 51
RGB 191 150 83
CMYK 25 40 78 3
LAB 64 10 40
GrayScale 43

C=45 M=93 Y=38 K=17
HEX 86 30 5f
RGB 134 48 96
CMYK 45 93 38 17
LAB 34 40 -9
GrayScale 89

LOGO REPRODUCTION SIZES

CHARMELLA BRAND GUIDELINE

Size matters. To ensure the logo reproduces with maximum legibility, we've created both large, small logos



LOGO REPRODUCTION SIZES

CHARMELLA
BRAND GUIDELINE

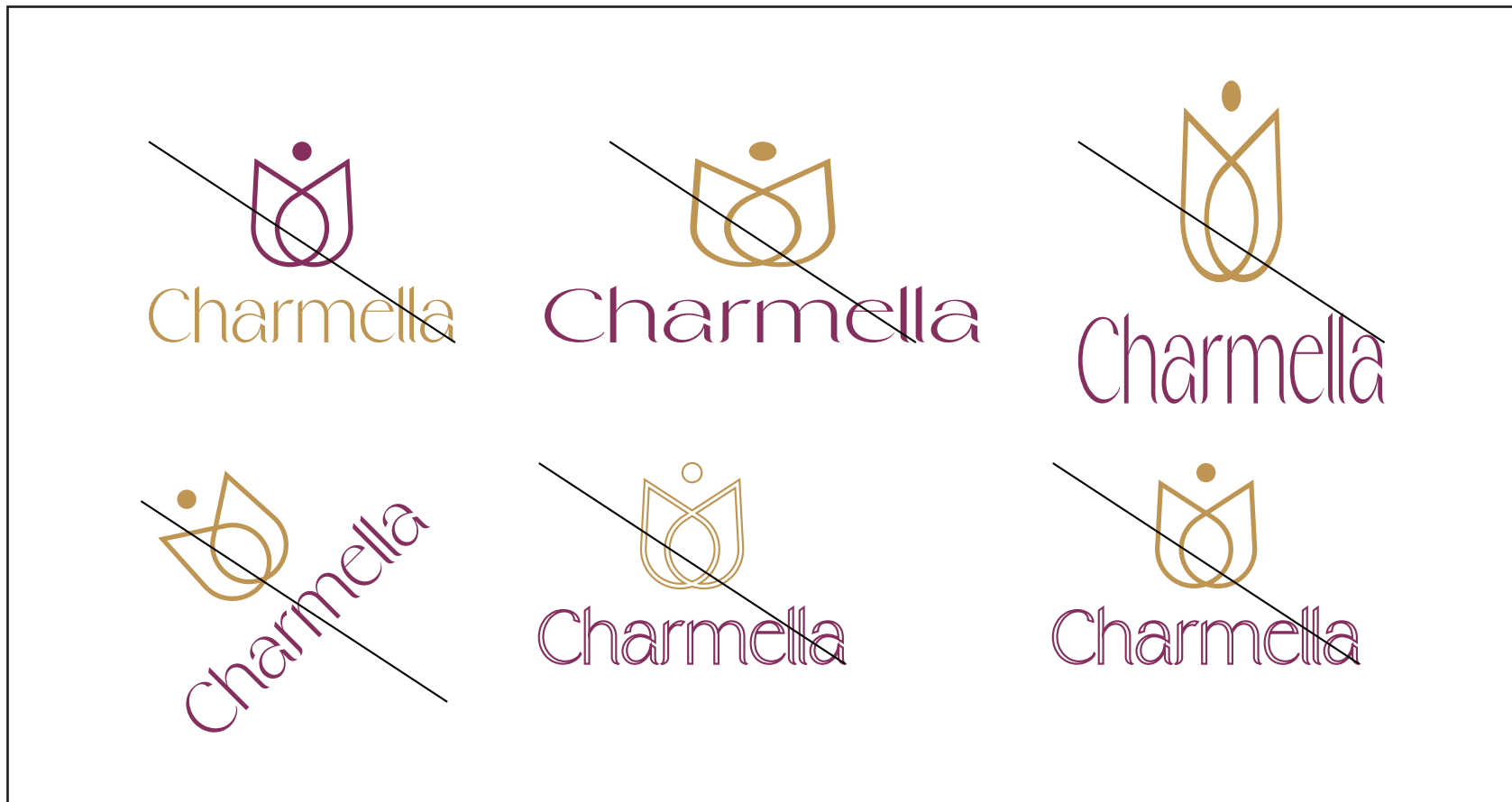
Size matters. To ensure the logo reproduces with maximum legibility, we've created both large, small logos



INCORRECT USAGE

CHARMELLA BRAND GUIDELINE

To maintain the integrity of the Gap logo, and promote the consistency of the brand, it is important to use the logo as described in these guidelines. We've included a few examples of how the logo should NOT be used



Charmella

Starsight Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

CHARMELLA
BRAND GUIDELINE

MUNDIAL
LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MUNDIAL
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MUNDIAL
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

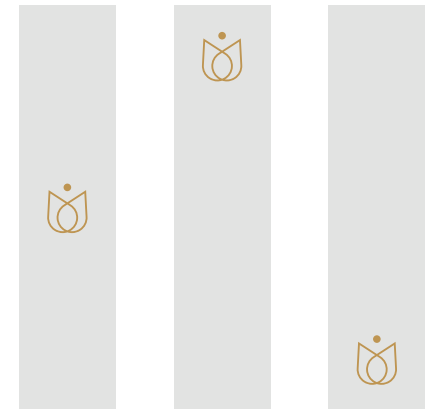
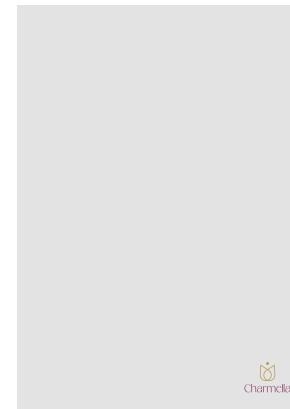
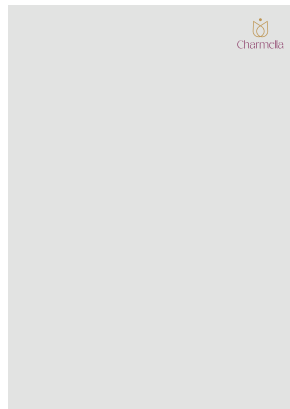
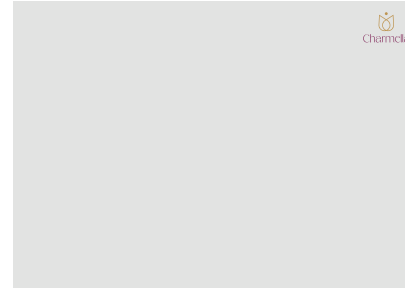
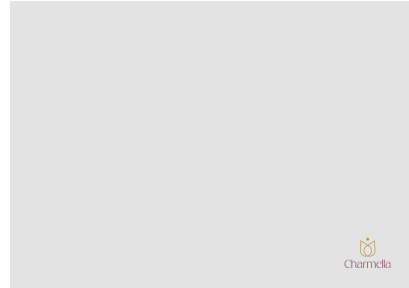
LOGO TYPE SPEC & SIZES

CHARMELLA BRAND GUIDELINE



SCALE & POSITIONING

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ACCENT COLOUR

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BRAND GUIDELINE



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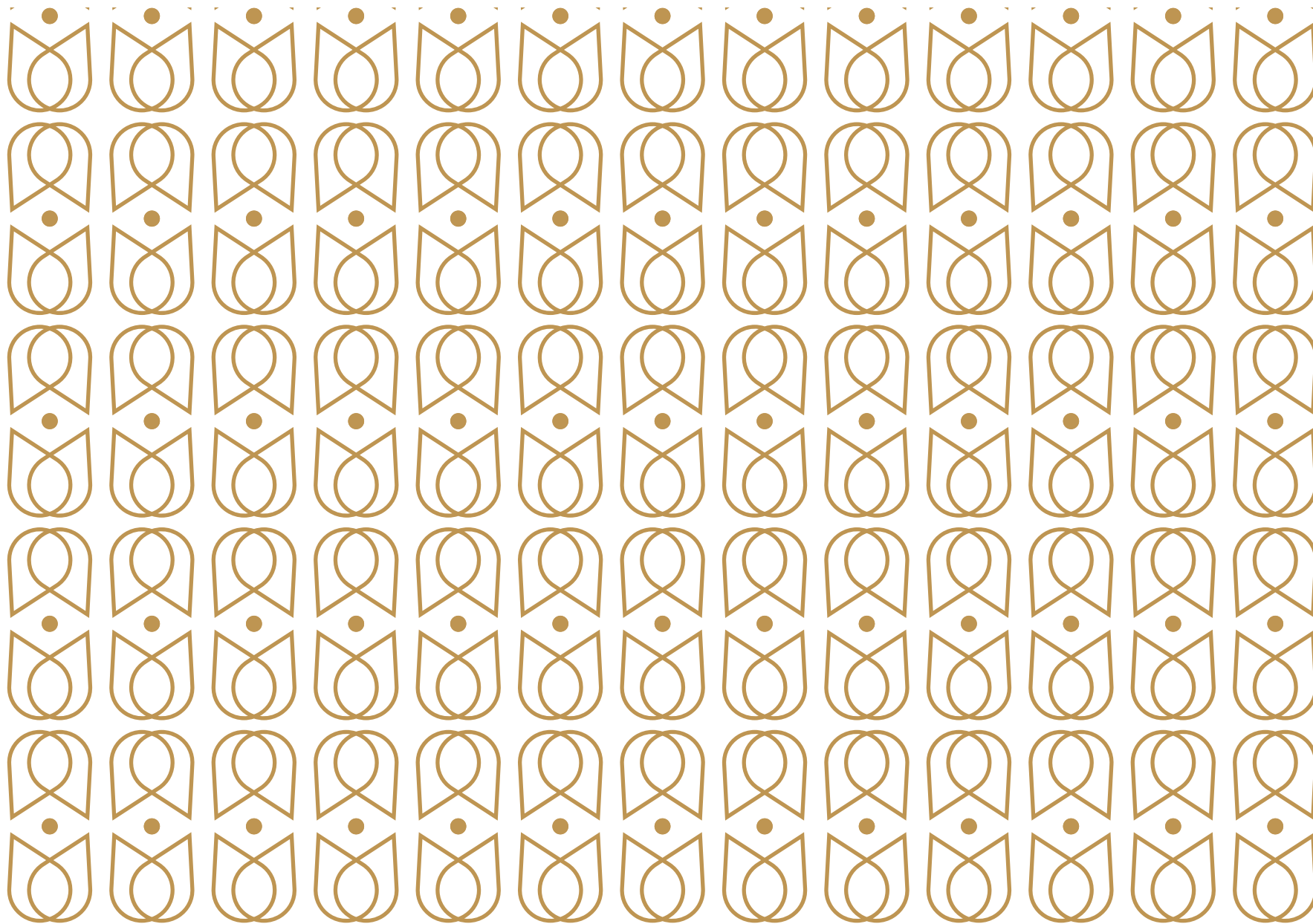
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PATTERN

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