



BRAND IDENTITY GUIDELINES

ANTIQUPE PEACOCK BRAND IDENTITY



ANTIQUE
PEACOCK




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BRAND OVERVIEW

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ANTIQUPE PEACOCK is Antique items hold a unique allure, transporting us back in time to bygone eras and offering a glimpse into history's tangible past. These treasured relics carry not only aesthetic value but also historical, cultural, and sentimental significance. Whether you're a seasoned collector or just starting to appreciate the beauty of antiques, here's a closer look at these timeless pieces and how to care for them. Antique items are objects that have reached a certain age, typically 100 years or older, and are valued for their historical and aesthetic qualities. These can include furniture, jewelry, clothing, artwork, pottery, and more. Each antique tells a story, reflecting the craftsmanship, design, and societal trends of the era it hails from.



MAIN LOGO





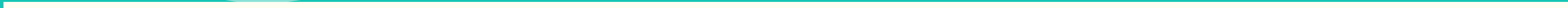
ANTIQUE PEACOCK

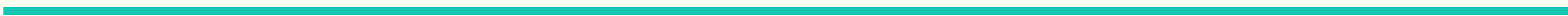
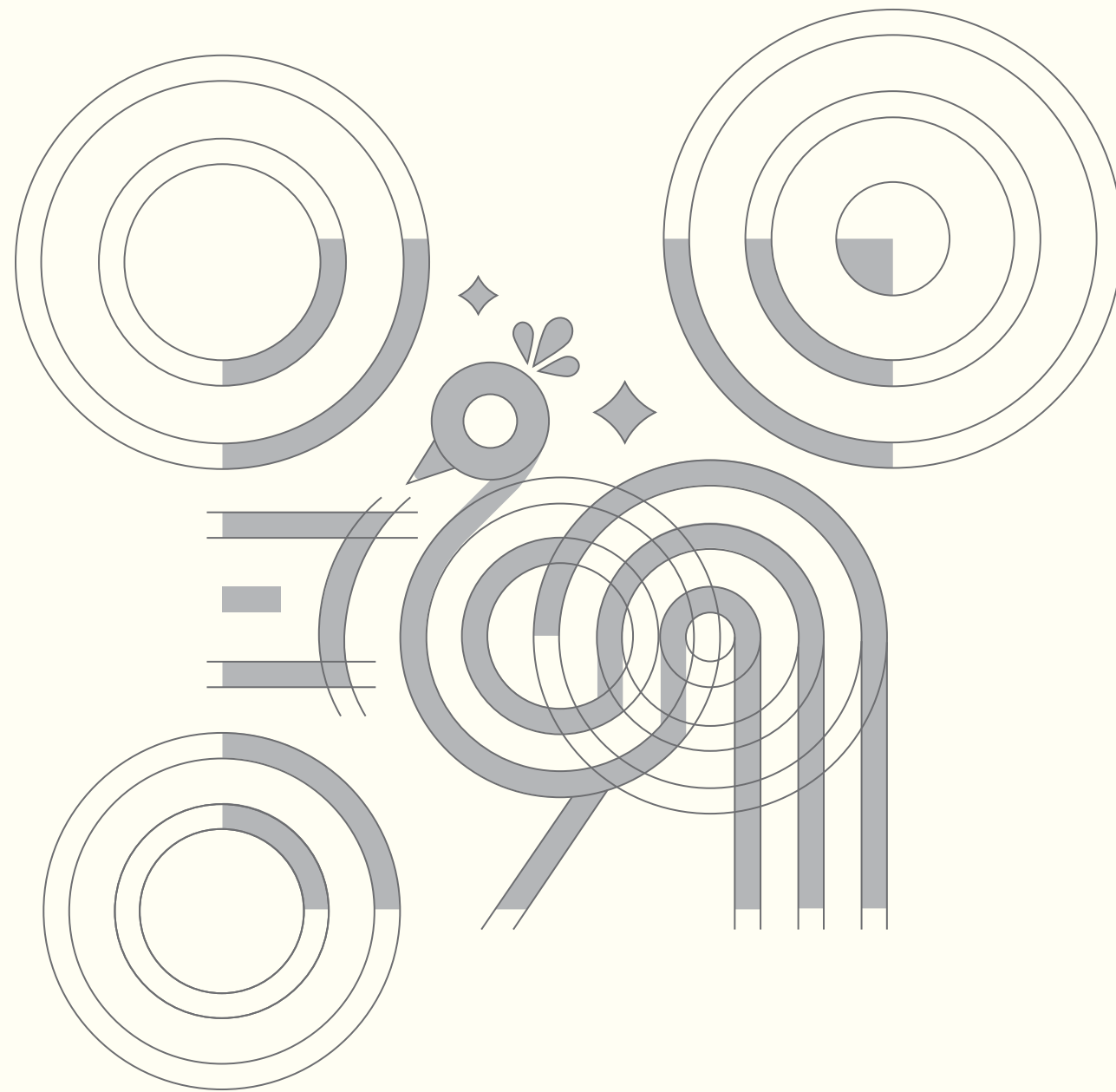
IT IS VERY IMPORTANT THAT THE LOGO IS ALWAYS EASY TO SEE AND READ IN ALL USAGE SITUATIONS. ACCORDING TO NEEDS AND PRINT METHOD, THE LOGO CAN BE DISPLAYED IN DIFFERENT COLOR VARIATIONS.



LOGO CONSTRUCTION

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COLOR PALETTE

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The logo is mainly using these colors and the brand can be expressed using these colors in other works.

HEX : #f9c33d
RGB : 249, 195, 61
CMYK : 02, 24, 88, 00

HEX : #fa6b67
RGB : 250, 107, 103
CMYK : 00, 73, 53, 00

HEX : #15c6b4
RGB : 21, 198, 180
CMYK : 69, 00, 38, 00

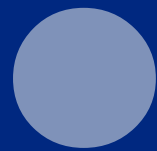
HEX : #6077a9
RGB : 96, 119, 169
CMYK : 69, 52, 12, 00

HEX : #002880
RGB : 00, 40, 128
CMYK : 100, 93, 20, 10



COLOR VARIATIONS

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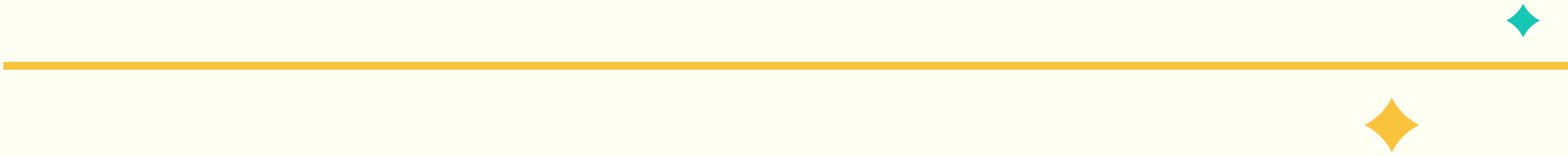




INCORRECT LOGO APPLICATION

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TYPOGRAPHY

7



ARKHIP

ABCD

EFGHIJKL

MNOPQR

STUVWXYZ

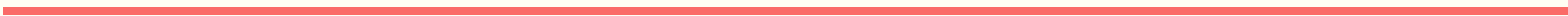
MONTSERRAT

ABCD

EFGHIJKL

MNOPQR

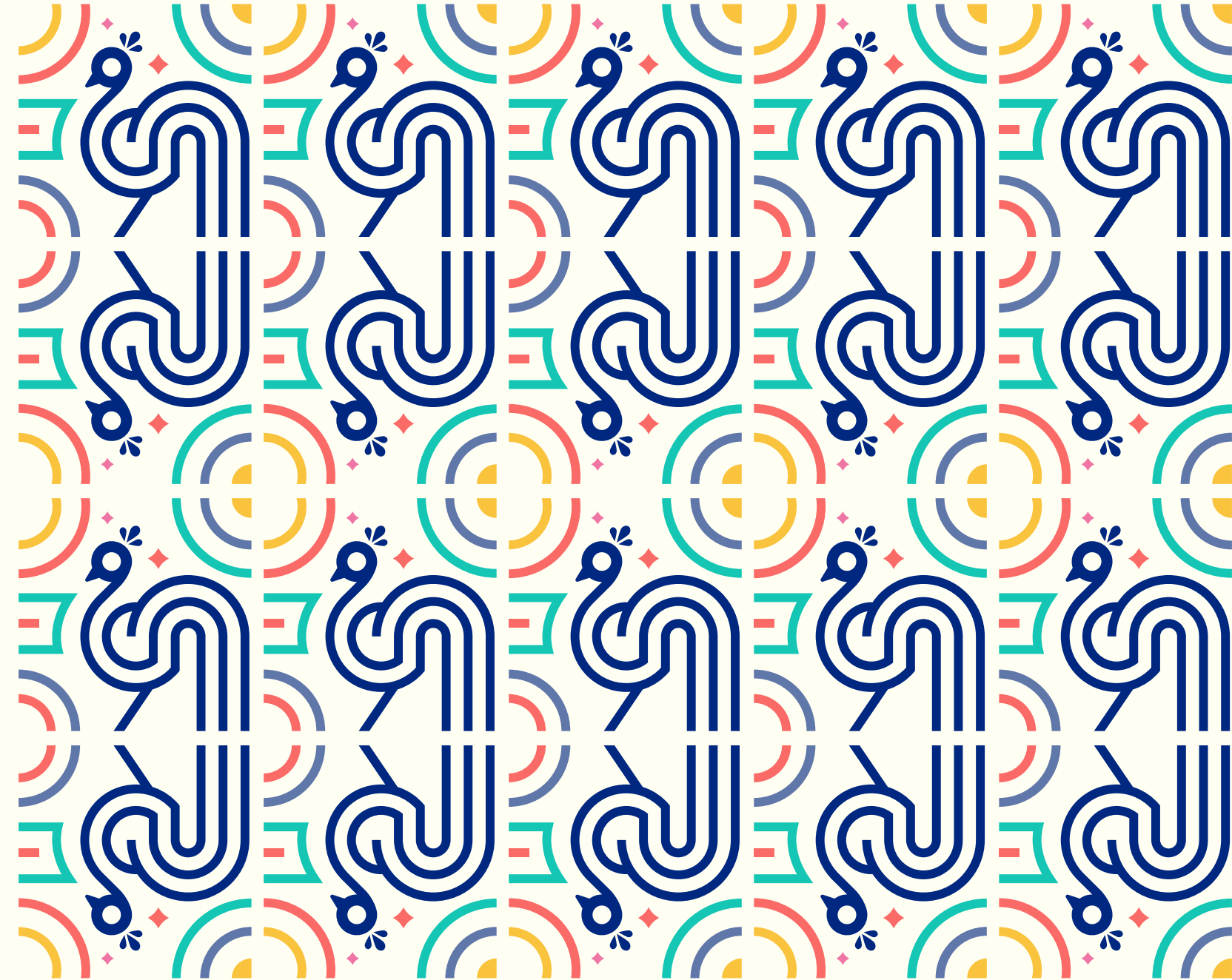
STUVWXYZ



BRAND PATTERN



ANTIQUE PEACOCK



BUSINESS CARD

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ANTIQUE PEACOCK



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LETTERHEAD

10.





To:
MARK HENRY
Managing Director
+1 123 456 7890
www.yourwebsite.com
4901 Deer Ridge Drive
Morristown, NJ 07960

DATE: 21 April, 2020

DEAR SIR,

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over

From:
JONATHAN RINE
Creative Designer
Jonathan Rine
SIGNATURE

MOCKUPS

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THANK
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