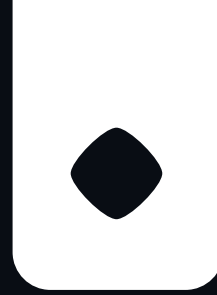


DESIGNER: FLORIN CHITIC
CLIENT: SANDITA IUGA
COMPANY: INDIDUO
DATE: 2021



BRAND GUIDLINE

indiduo[©]

C L O T H I N G

Every brand has a purpose. Let's build up your brand. Get in touch.

Brand Book by Florin Chitic

Menu

Brand introduction

Logo

Logo variation

Mark

Logo construction

Typography

Colours

Social media

Final comments

Brand story...

This project was born thanks to a trip that changed the focus and way of thinking about everything that surrounds us, people, places, cultures. The basis of this project is a beautiful collaboration between two friends from different cultures who have the same desire, to contribute ideas and means to start building and making dreams come true of many people, we want to help them get ahead, offering them work.

Our items combine the two European and Hindi influences and are made entirely in India. We will do everything possible to make the articles to your liking and therefore we look forward and consider with pleasure all your comments.

The whole team thanks them for their purchases and for they're feedback that helps us grow.

The logo for Indiduo Clothing is displayed on a black rectangular background. The word "indiduo" is written in a white, lowercase, serif font, with a small copyright symbol (©) to its upper right. Below "indiduo", the word "CLOTHING" is written in a white, uppercase, sans-serif font, with wide letter spacing.

indiduo[©]
C L O T H I N G

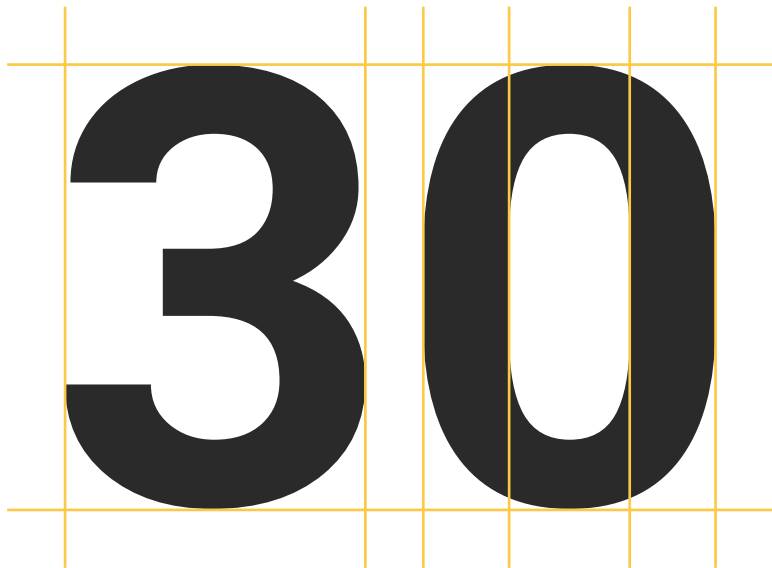
indiduo[©]
C L O T H I N G

indiduo[©]





PRIMARY DISPLAY TYPEFACE



CUSTOM

Quincy CF Font family

indiduo

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%^&*

At vero eos et accusamus et iusto odio dign
 ducimus qui blanditiis praesentium voluptat
 i atque corrupti quos dolores et quas moles
 sint occaecati cupiditate non provident, sim
 id est laborum et dolorum fuga. Et harum
 um soluta nobis est eligendi optio cumque
 quo minus id quod maxime placeat facere
 ducimus qui blanditiis praesentium voluptat
 i atque corrupti quos dolores et quas moles
 sint occaecati cupiditate non provident.

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*

**At vero eos et accusamus et iusto odio dign
 ducimus qui blanditiis praesentium voluptat
 i atque corrupti quos dolores et quas moles
 sint occaecati cupiditate non provident, sim
 id est laborum et dolorum fuga. Et harum
 um soluta nobis est eligendi optio cumque
 quo minus id quod maxime placeat facere
 ducimus qui blanditiis praesentium voluptat
 i atque corrupti quos dolores et quas moles
 sint occaecati cupiditate non provident.**



PANTONE - PANTONE 7641 C
HEX - #902D4E
RGB - 144 45 78
CMYK - 34% 93% 53% 22%

PANTONE - PANTONE 3599 C
HEX - #DFC28A
RGB - 223 194 138
CMYK - 13% 21% 52% 0%

PANTONE - PANTONE Black 6 C
HEX - #0D0E18
RGB - 13 14 24
CMYK - 80% 74% 59% 81%

PANTONE - PANTONE 7436 C
HEX - #FFFFFF
RGB - 255 255 255
CMYK - 0% 0% 0% 0%

Social media

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusan laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore verita tecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos tatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum consetetur, adipisci velit, sed quia non numquam eius modi tempora et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

LINKEDIN SIZES

Profile photo - 300PX x 300PX

Cover photo - 1128PX x 191PX

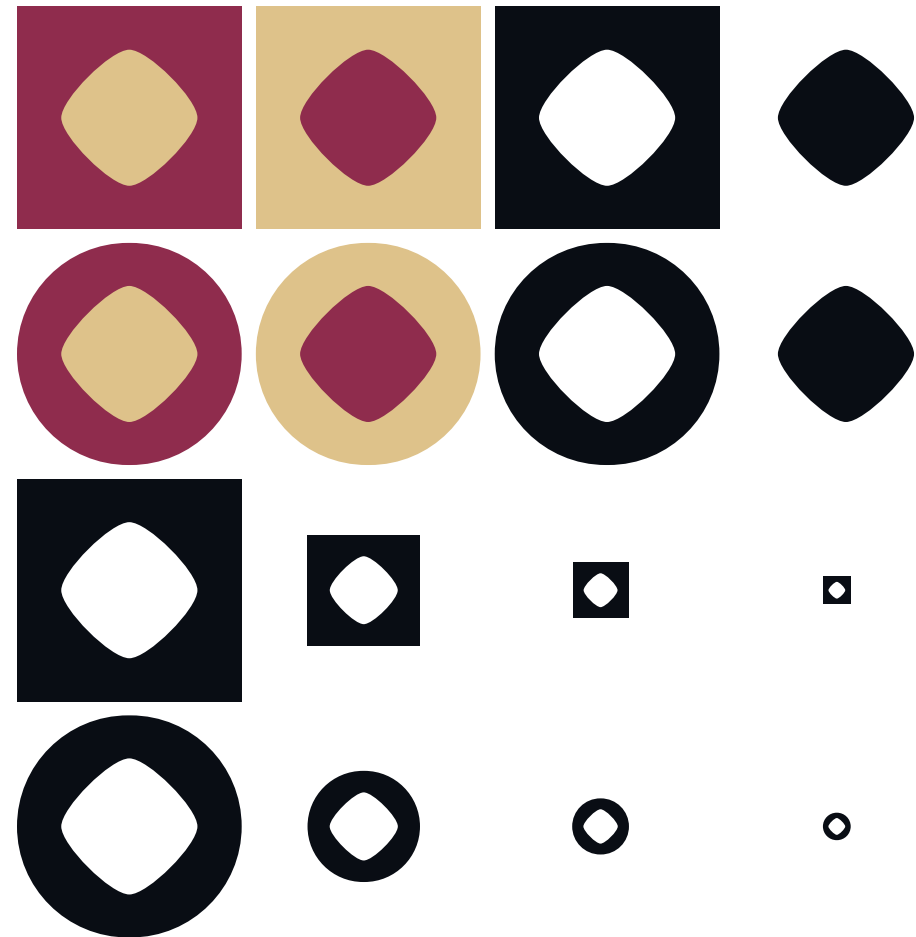
FACEBOOK SIZES

Profile photo - 2048PX x 2048PX

Cover photo - 2037PX x 754PX

INSTAGRAM SIZES

Profile photo - 400PX x 400PX



FINAL COMMENTS

If in doubt of how to use this logo, check the guidelines here or feel free to contact me at office@florinchitic.com for more.

This guidelines are flexible enough and will allow enough creative freedom to use the logo as you see fit while making sure the brand looks best across all media it is used.

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