

DESIGNER: FLORIN CHITIC  
CLIENT: AHMED FAOUR  
COMPANY: LUXO FARITA  
DATE: 2020



BRAND GUIDLINE



**Luxo Farita<sup>TM</sup>**

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

Brand Book by Florin Chitic

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# Brand story...

It is our belief that each household should reflect it's owners personallity.  
At Luxo Farita, we want to make luxury lifestyle your new normal.  
Through our handcrafted pate de verre glass items, the technique of pressing  
glass powders into a mold, is a detailed task that requires patience and passion.  
It is the use of these fine glass that give pate de verre its distinctive luster  
and placement of colors. At Luxo Farita, luxury is made for you.

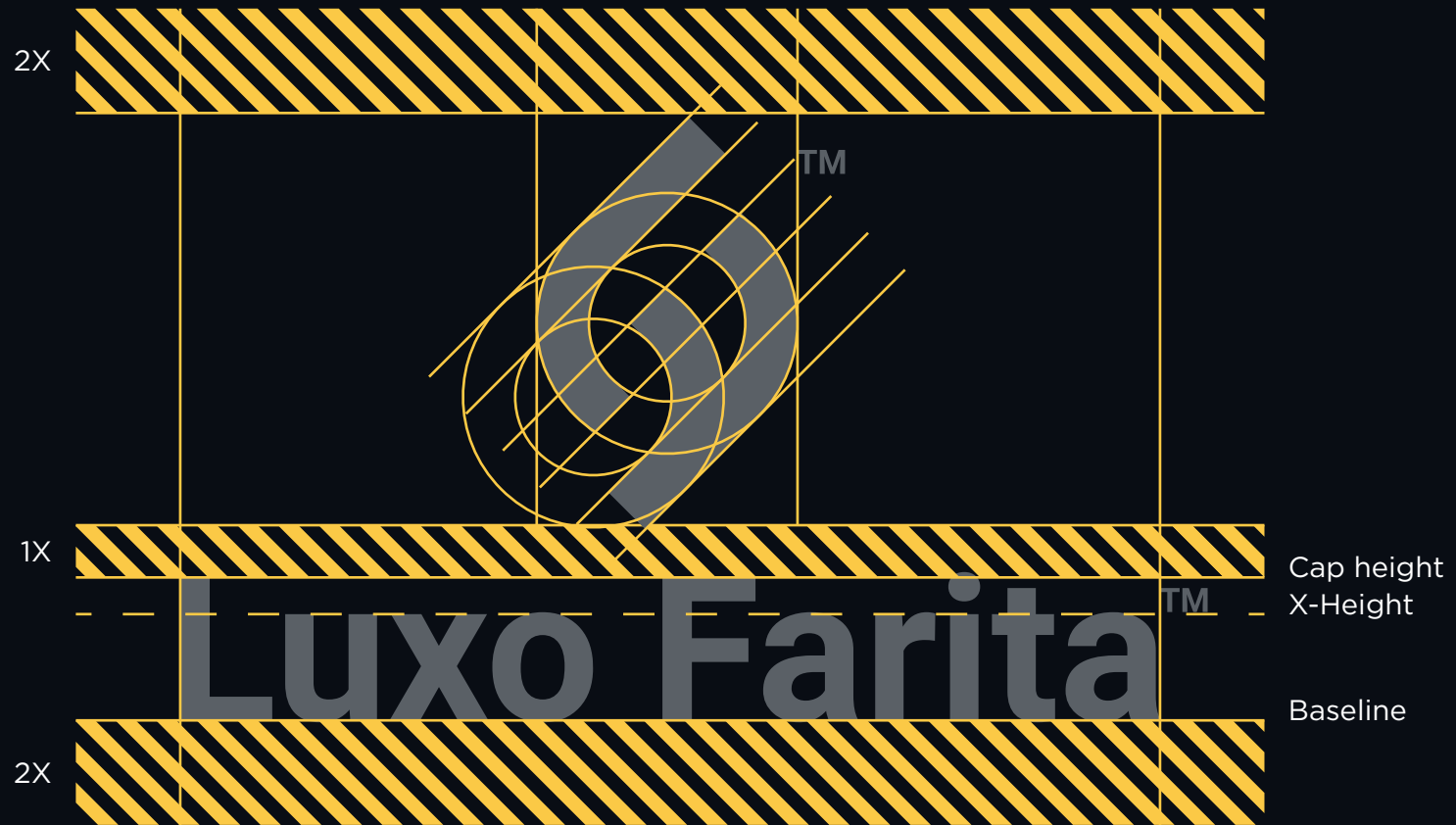




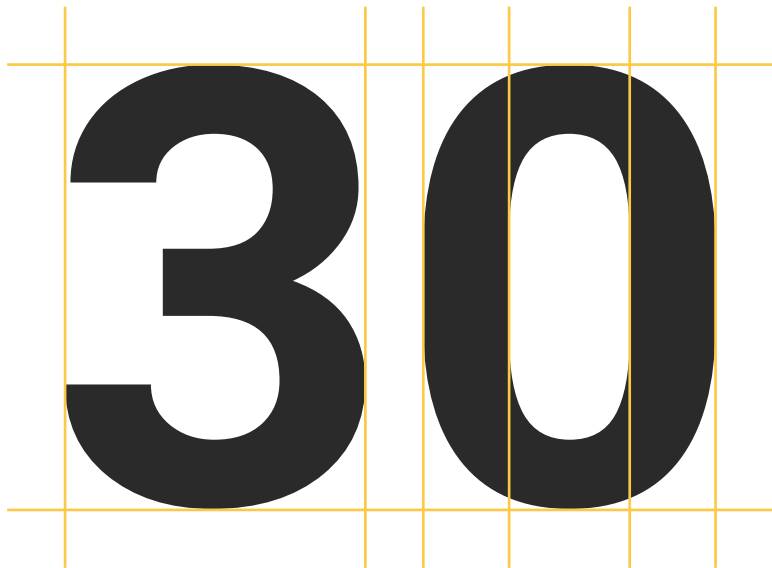
**Luxo Farita<sup>TM</sup>**







PRIMARY DISPLAY TYPEFACE



CUSTOM

# Roboto font family

# Luxo Farita

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 275 C  
HEX - #211747  
RGB - 33 23 71  
CMYK - 98% 99% 0% 58%

PANTONE - PANTONE 663 C  
HEX - #E5E1E6  
RGB - 229 225 230  
CMYK - 5% 6% 0% 0%

PANTONE - PANTONE Black 6 C  
HEX - #101820  
RGB - 16 24 32  
CMYK - 100% 61% 32% 96%

PANTONE - PANTONE 136 C  
HEX - #FFBF3F  
RGB - 255 191 63  
CMYK - 0% 22% 83% 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](mailto: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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