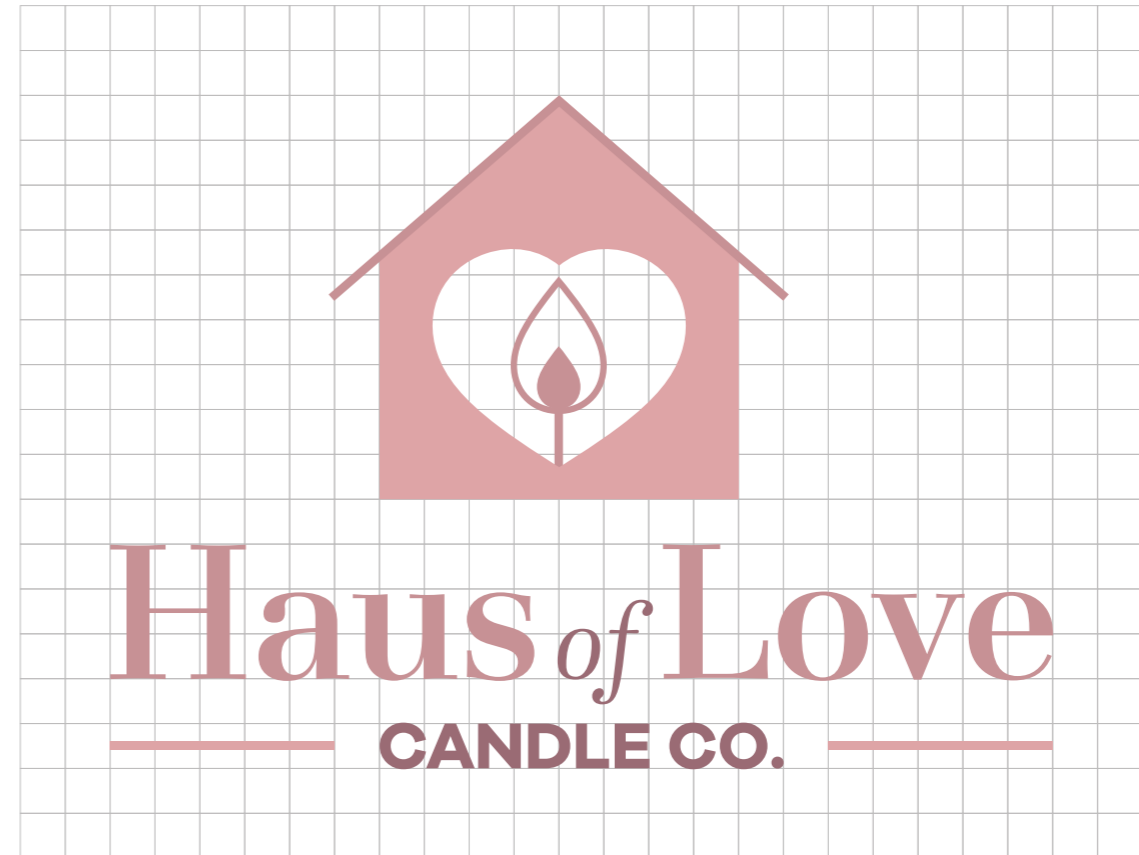


Haus *of* Love
— CANDLE CO. —

BRAND GUIDELINE

PRIMARY LOGO

Use this logo as often as possible.

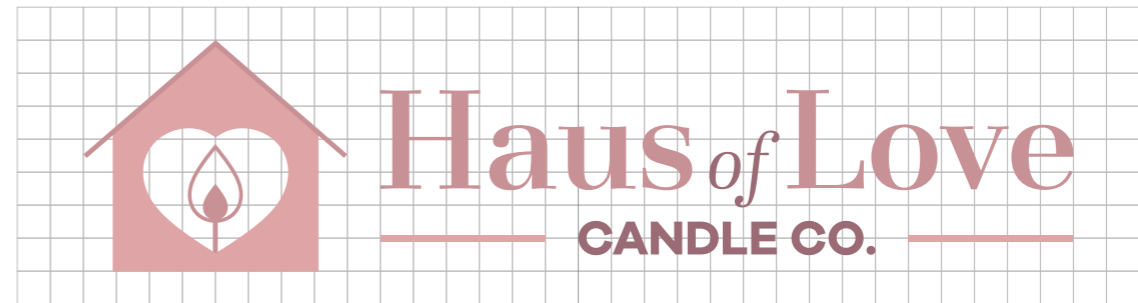


MINIMUM SIZE

The smallest this logo should be represented is 23,5 mm wide for printing and 70px wide for as screen.

SECONDARY LOGO

Use the secondary logo when the main logo just doesn't work or you need something extra.



MINIMUM SIZE

The smallest this logo should be represented is 40 mm wide for printing and 120px wide as screen.

COLOUR PALETTE



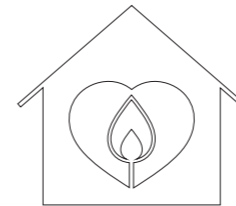
CMYK: 0, 31, 27, 35
RGB: 165, 114, 120
Hex: #A57278



CMYK: 0, 27, 25, 19
RGB: 206, 151, 155
Hex: #CE979B



CMYK: 0, 24, 23, 11
RGB: 227, 172, 174
Hex: #E3ACAE



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Hex: #FFFFFF

TYPOGRAPHY

Basilia T

Medium

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Winslow Book

Regular Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

Galano Grotesque

Bold

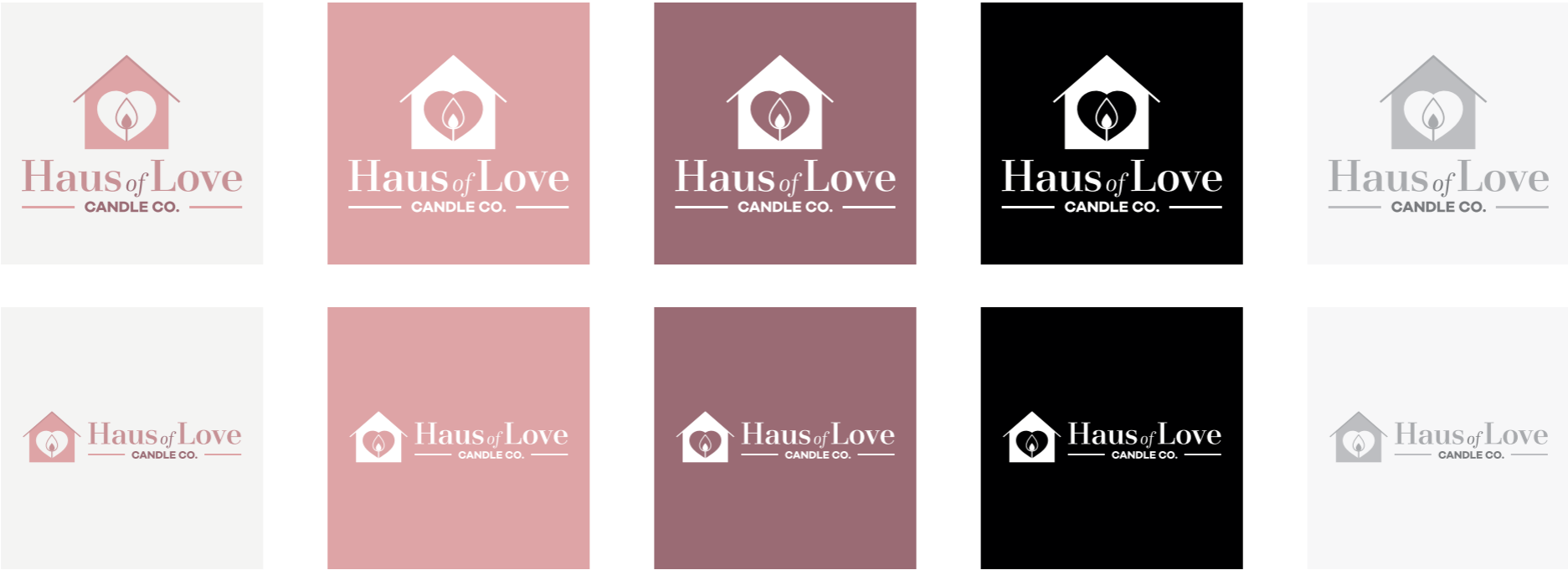
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Galano Grotesque Light

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

LOGO VARIATIONS



ICONS



UNACCEPTABLE USAGE

A few rules are necessary for maintaining the integrity of the brand. Don't change the logo by rotating, skewing, or distorting in any way—that includes adding unnecessary text decorations like drop shadows and outlines. Here are a few examples of someways you should never consider using the logo.

A. Don't rotate the logo.

B. Don't stretch.

C. Don't place elements in the logo's clear space.

D. Don't resize any part.

E. Don't rearrange parts or create compositions that are not already provided.

F. Don't use off-brand colors. Reference the Color Usage section.

G. Don't add drop shadows or other text styles.

H. Don't contain the logo in a box when used on a background.





FINAL COMMENTS

These guidelines are fairly flexible and should allow for enough creative freedom to use the logos as you see fit while still making sure the brand looks its best across all applications.

