

Brand identity Style guides

Design

Logo & Brand Identity Guidelines

Company

Curvy Queens

Date

14/07/2022



BRAND GUIDELINES

Visual identity

Logo

The logo is the core of a brand's identity.

Find out about the logo's elements, variations and how to apply it in a consistent way.

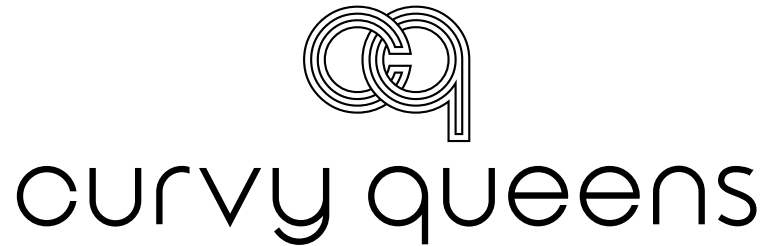
Architecture

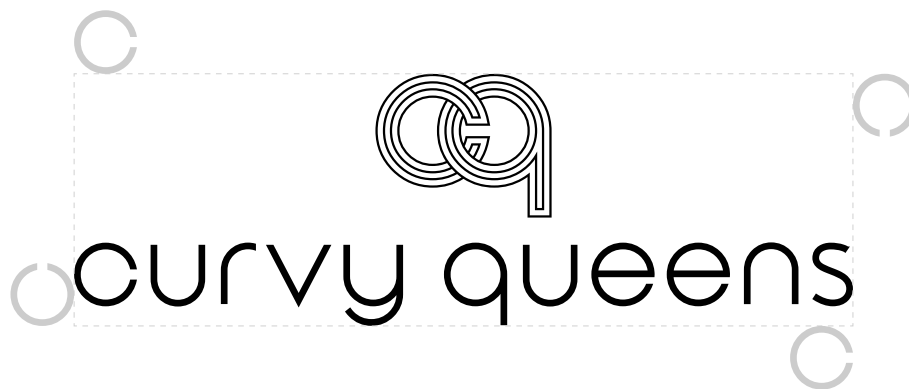
The logo is a graphic comprised of the **wordmark (logotype)** and **figurative mark (symbol)**.

The logo should be always produced from the master artwork.

Use the complete logo. The only time you should use the symbol alone is on the eDreams website or social media channels where there are other elements to help the user recognise the brand.

The logo can also be accompanied by a slogan.





Legibility

An **exclusion zone** around the logo has been created to protect its integrity and make sure the logo is easy to read.

The **height of the “e”** of the logo is taken as a guide to define the exclusion zone.

Minimum size online



Minimum size offline

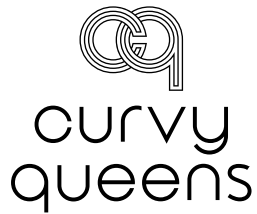


PRIMARY LOGOTYPE

These are the go-to logos for all brand communications. It's a trademark to help viewers easily identify the Switcher brand. It is essential that the logo is always applied with care and respect.



ALTERNATIVE LOCKUPS



Positive version



Negative version



Positive & Negative


The figurative mark must remain yellow in positive and negative versions of the logo. This ensures the logo is recognisable.

The wordmark varies between blue and white depending on its application.

They should not be used in other circumstances.

 Move elements

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 Remove elements

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 Stretch or transform


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 Outline


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 Change colors


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 Change the font


curvy queens

 Adding shadows


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Don'ts

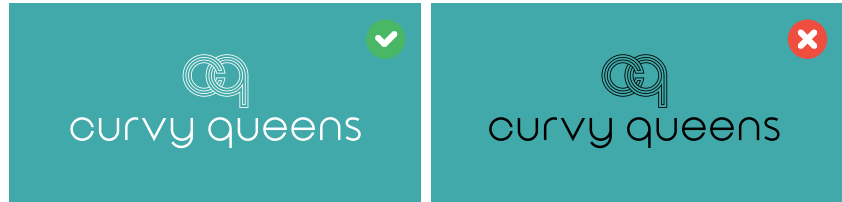
It is not allowed to alter the structure, colour, proportions, elements or the direction of the logo.

One-color use

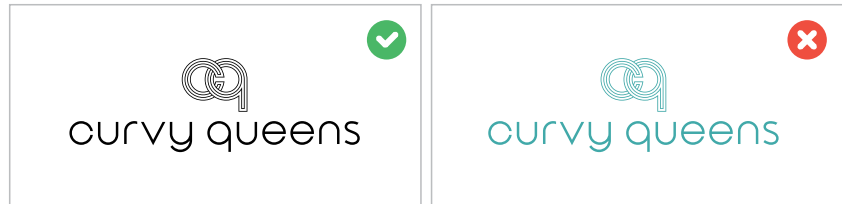


Application over plain colour

Dark moderate cyan background



White background

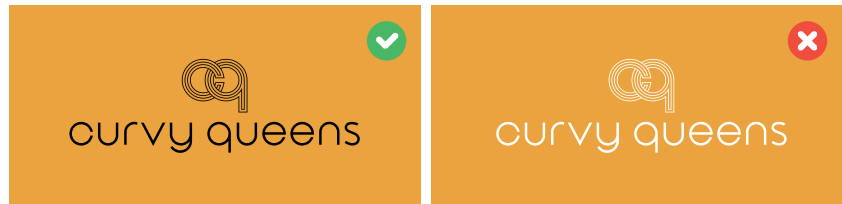


Background colours

You should always try to use the positive (main) version of the logo. However, when the background is the same colour as an element of the logo you can use the negative version.

Avoid using the logo on a plain yellow background. If this cannot be avoided, use the black monochromatic version to ensure legibility.

Bright orange backgrounds



Favicon and app icon

The eDreams favicon graphic is linked with the eDreams website. It is a smaller representation of the brand for the **browser** and for the **mobile interfaces**.

Take into account that the favicon is not the brand logo and should never replace the logo.

It can be used as **32x32px**.



Visual identity

Visual elements

Elements such as the colour palette, and typography help to build a consistent brand environment.

These elements help customers recognise our brand even if the logo is not present.



CMYK 63, 37, 0, 76
RGB 22, 38, 60
Hex 16263c



CMYK 62, 0, 0, 34
RGB 65, 169, 169
Hex 41A9A9



CMYK 0, 30, 74, 8
RGB 234, 163, 62
Hex EAA33E



CMYK 0, 9, 21, 32
RGB 174, 159, 138
Hex AE9F8A



CMYK 0, 1, 4, 13
RGB 222, 220, 214
Hex DEDCD6



CMYK 0, 61, 68, 6
RGB 240, 94, 78
Hex F05E4E

Colour palette

Our colors define our brand. They are boho, tropical beaches, nature friendly and represent our values.

Also, references for CMYK, RGB, names and codes for uniformity on different media are included.

H1
Vonique, 36/38

A better way to work

H2
Vonique, 24/28

simpler, more pleasant and more productive

H3
Vonique, 18/21

The kind of thing you dont know you need, but once you have it,
you cant live without it. it feels like the natural evolution of work.

H4
Vonique, 12/15

After all, every organization needs a little.

P
Vonique, 16

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet
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dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Typography

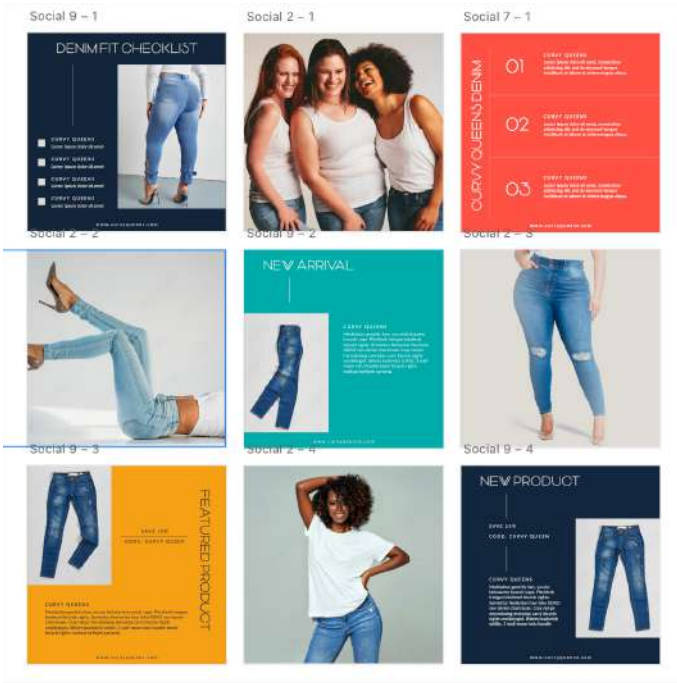
The **Vonique 43 family** can be used in all weights. It solves hierarchy issues in a easy and clean way.

Visual identity

Imagery

Our images inspire the audience, but also add value and further develop our brand.

Used correctly they are an important tool and help set a proper style, create brand recognition and engage the customer.





RECENT ARRIVALS



curvy queens



COMING SOON

The new face of curvy denim
We'll be here soon with our new
collection of curvy denim

153 05 54 44
DAYS HOURS MINUTES SECONDS

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curvy queens

COMING SOON

The new face of curvy denim

We'll be here soon with our new
collection of curvy denim

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