



elegere

for women • by women • of women

Logo Structure

It is constructed from geometric angles and spacing. Please note: Logo artwork should never be redrawn, always use artwork supplied.
'e' is the minimum space of measurement between the words.



Clear Space

The exclusion zone of the logo is 'ee' around the logo. This is the minimum clear space distance around the logo.



Reverse Logo



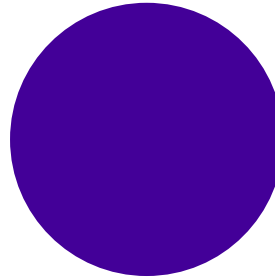
Minimum Size

The minimum size of Elegere logo with tagline is 35mm in width.



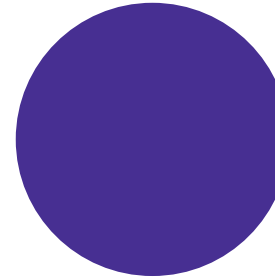
Primary Color

Pantone



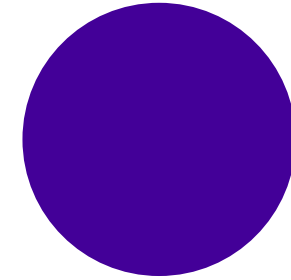
Pantone Violet C

CMYK



90C 100M 0Y 0K

RGB (web)

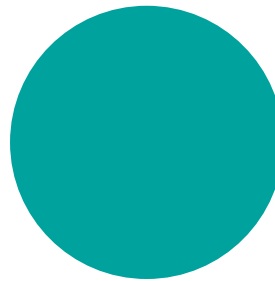


67R 0G 152B

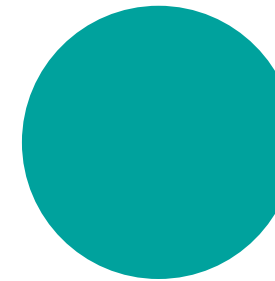
Secondary Color

The secondary colors are conservative and consistent. The subtle colors are not too striking but enough to make an impact for an fashion brand.

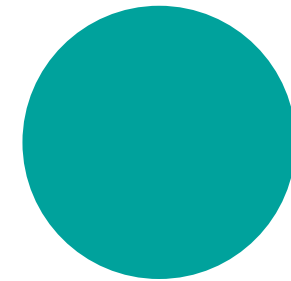
When using the colors in print, it is important to always seek to use solid Pantone links. this way, all of materials will be consistent, and colors look vibrant. these same vibrant colors cannot be achieved using standard CMYK printing. Only use CMYK colors when absolutely necessary.



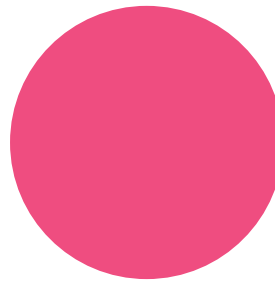
Pantone 3272 C



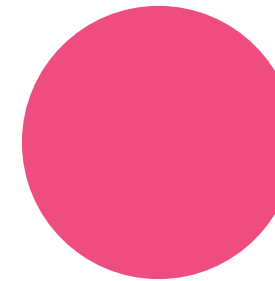
80C 14M 44Y 0K



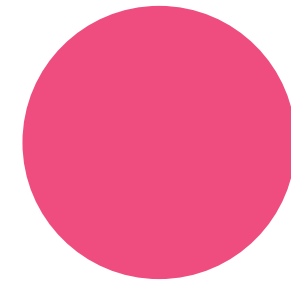
0R 162G 156B



Pantone 1915 C



0C 85M 24Y 0K



239R 77G 128B

Gotham Light

For headline and titles

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
1234567890 !@#\$%^&*()-+=[];{}

Gotham Thin

For contents or titles

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
1234567890 !@#\$%^&*()-+=[];{}