



BRAND GUIDELINES

The meaning behind the Closet Apparel Co. Logo

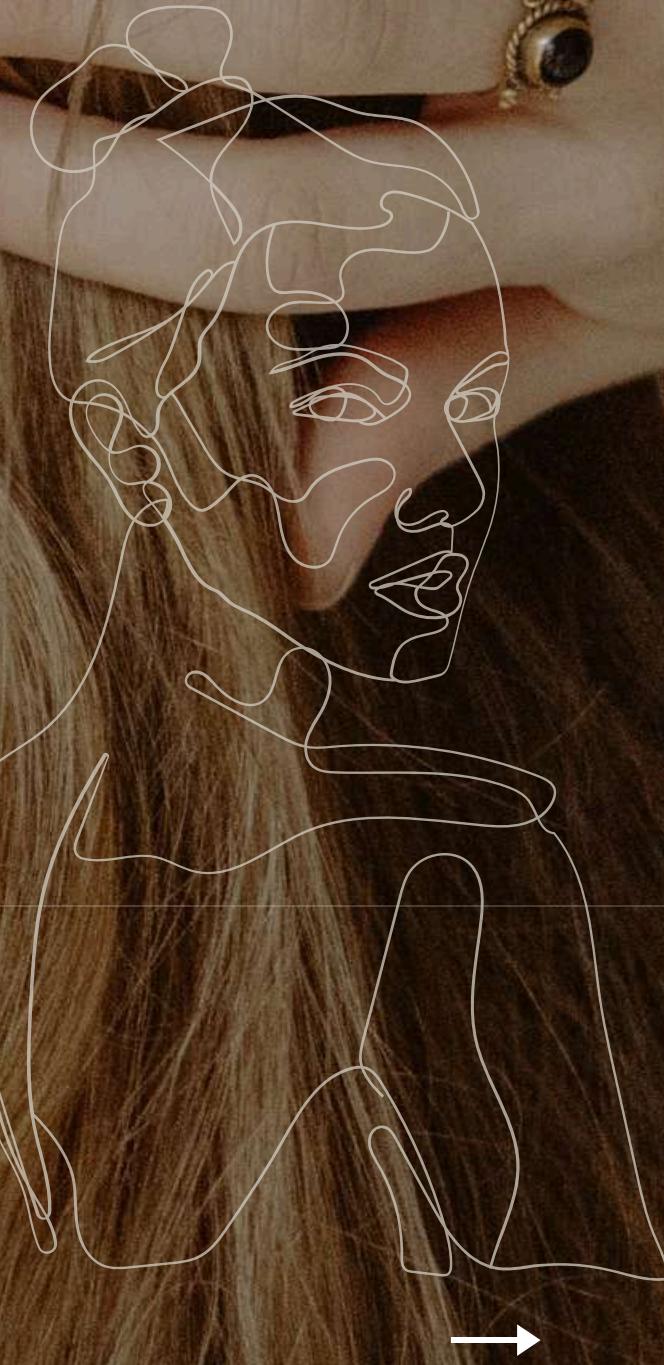
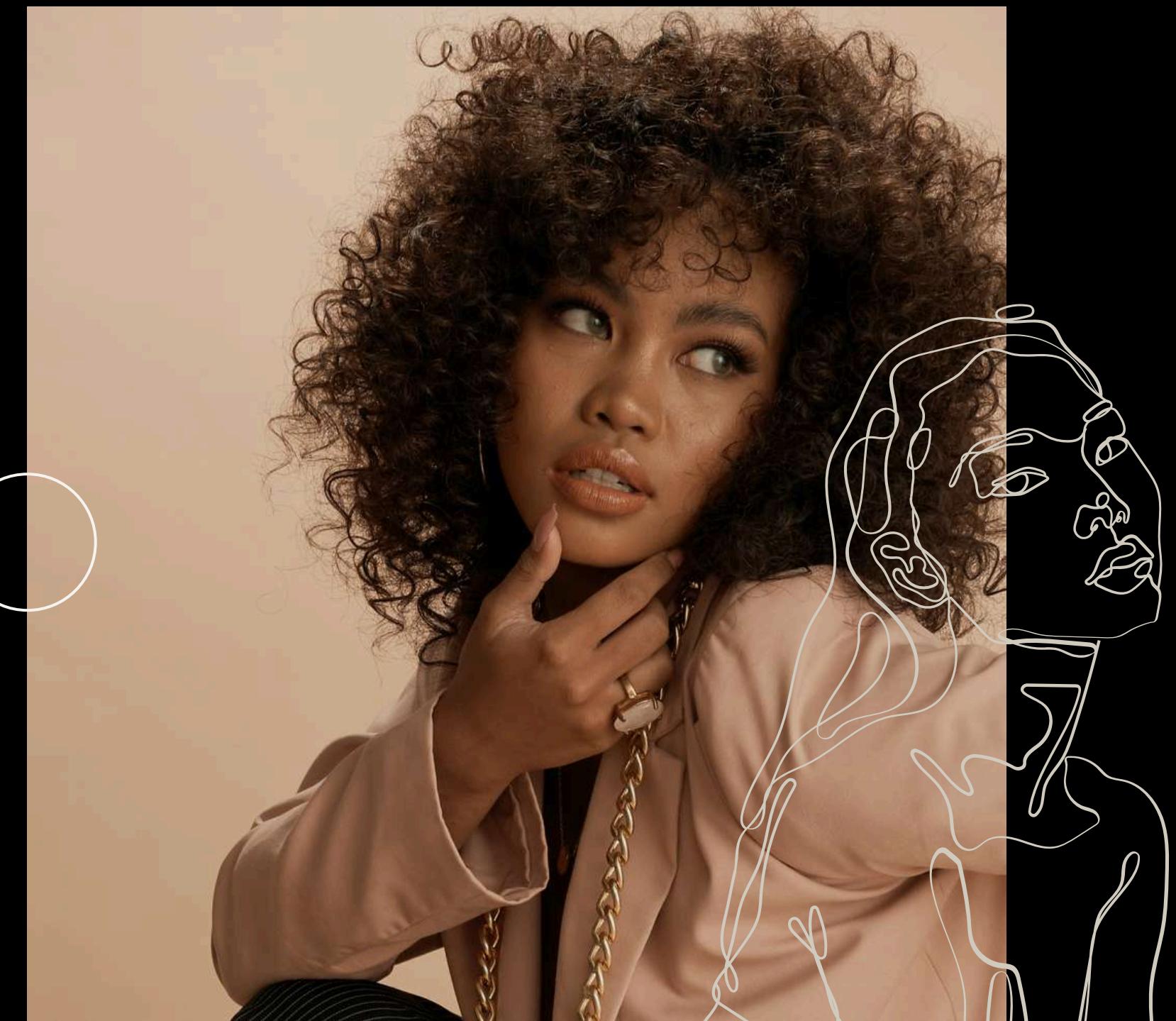
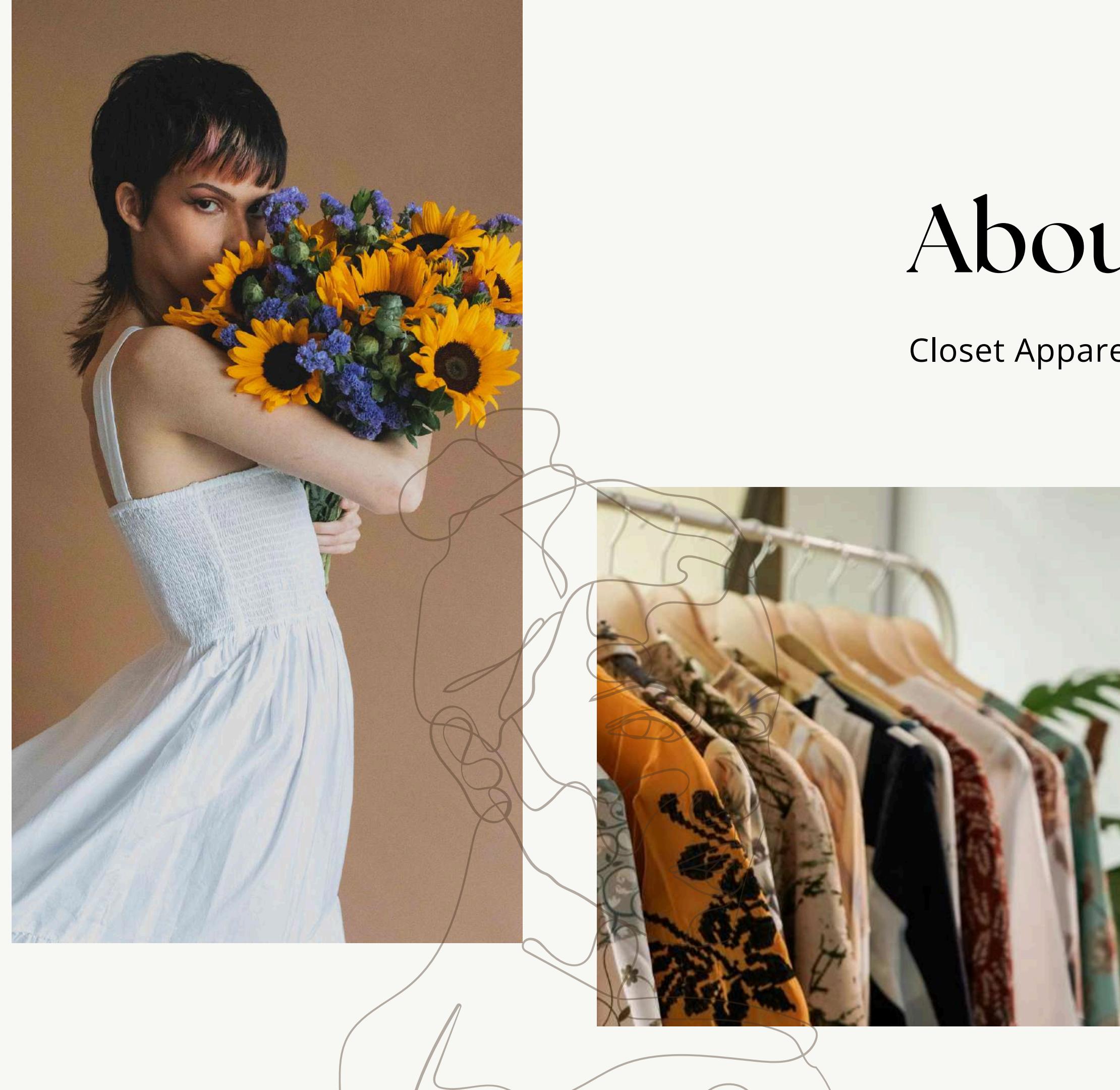


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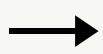




About the Logo

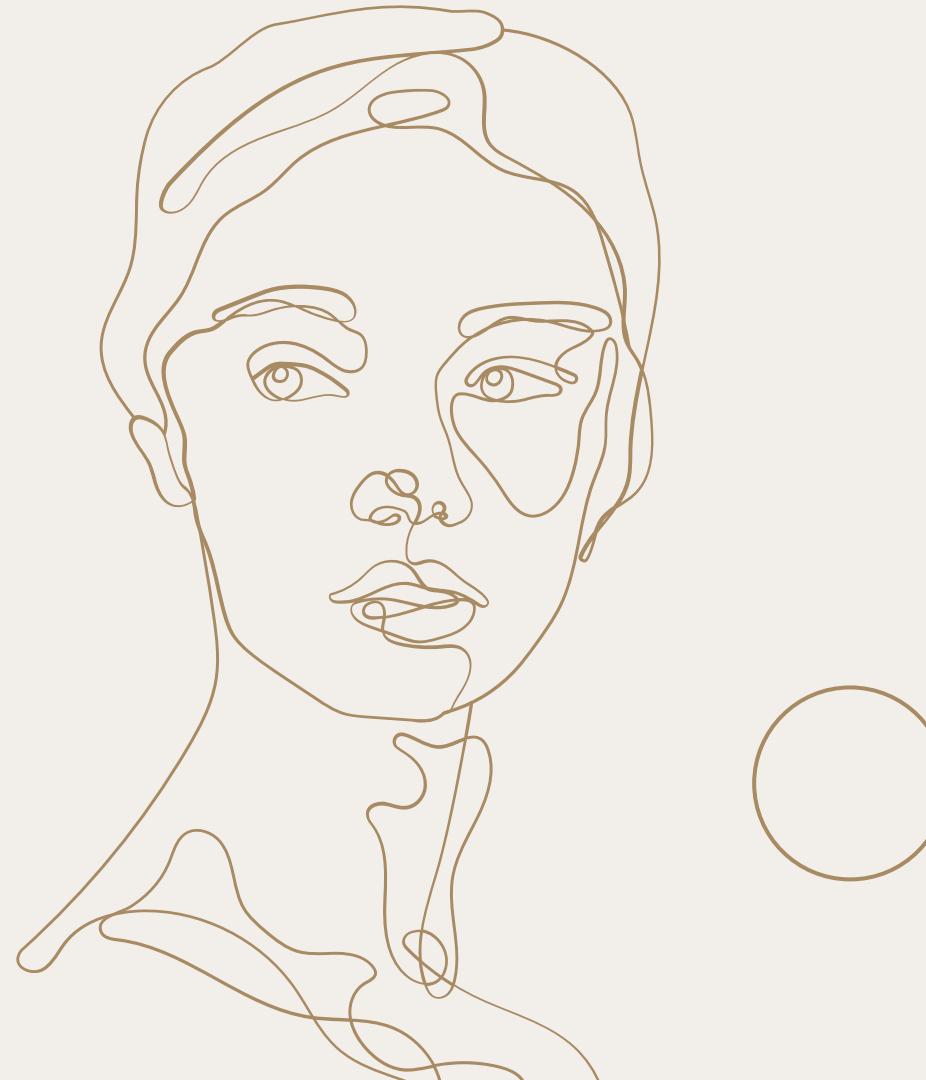
Closet Apparel Co. Logo Today

The Closet Apparel Co. logo symbolizes simplicity and elegance. Established in 2015, it represents a trusted women's fashion brand focused on empowering confidence and style. The hanger highlights a curated wardrobe, while the handwritten "Closet" adds a personal touch, balancing modernity and femininity.



Our Logo Color Pallet

Our color palette for logo usage



- **Black**
HEX #000000
RGB (0, 0, 0)
CMYK (0, 0, 0, 100)

- **White**
HEX #FFFFFF
RGB (255, 255, 255)
CMYK (0,0,0,0)



Logo Type



Our official logo font

The script font, **Sacramento**, adds timeless charm with its fluid, graceful strokes, embodying individuality and creativity. It is perfectly complemented by **Poppins**, a clean and modern sans-serif font used for "Apparel Co.," adding a polished and contemporary balance.

Sacramento

ABC

abcd

1234567890

Poppins

ABC

abcd

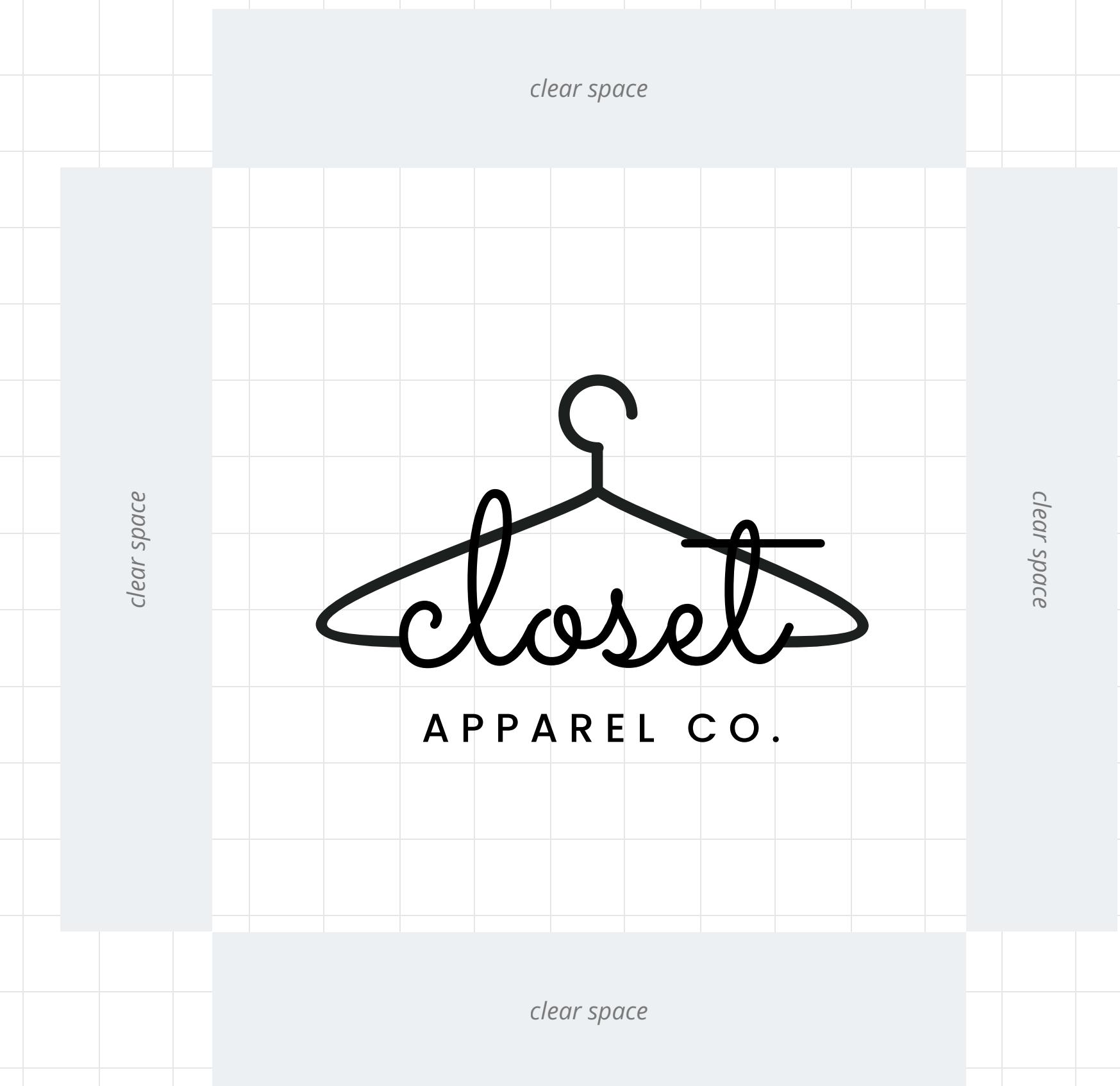
1234567890



Logo Spacing

The safe distance to put your logo in

To preserve the integrity and impact of the Closet Apparel Co. logo, an exclusion zone has been established. This clear space ensures the logo remains uncluttered and visually prominent, free from interference by any text, images, or design elements.



Reminders

Rules on logo use to keep in mind



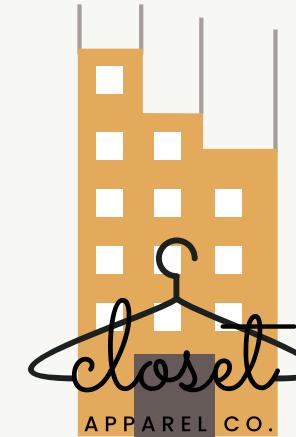
DO NOT change the color.
Use colors in the palette.



DO NOT rotate
the logo.



DO NOT crop
the logo.



DO NOT put over
another illustration



DO NOT add
shadows or effects.



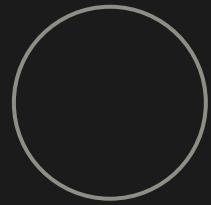
DO NOT use tint
or opacity.



Gallery

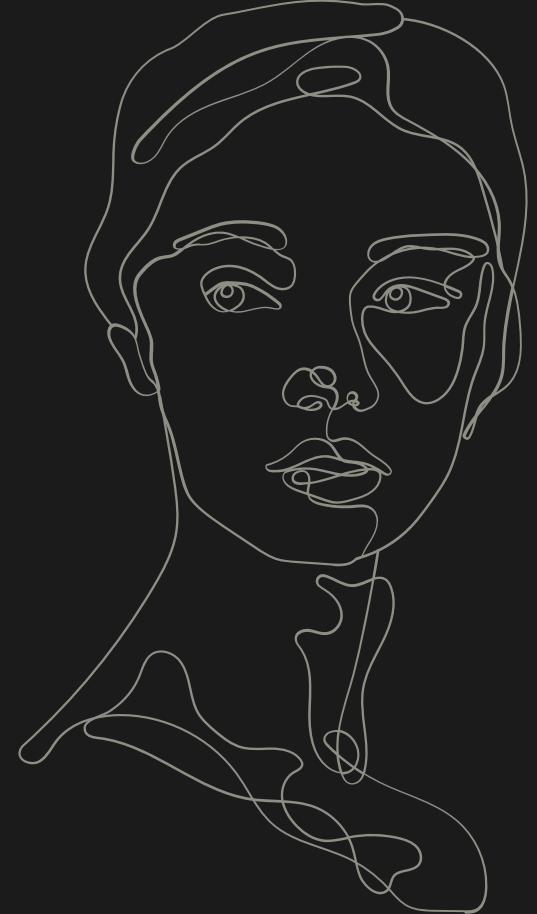
Fashion inspiration at a glance





DESIGNS BY JOAN GICHUHI

Together, let's make fashion iconic.



FOR QUESTIONS OR COMMENTS

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