



# BRAND GUIDELINES



The meaning behind the Closet Apparel Co. Logo





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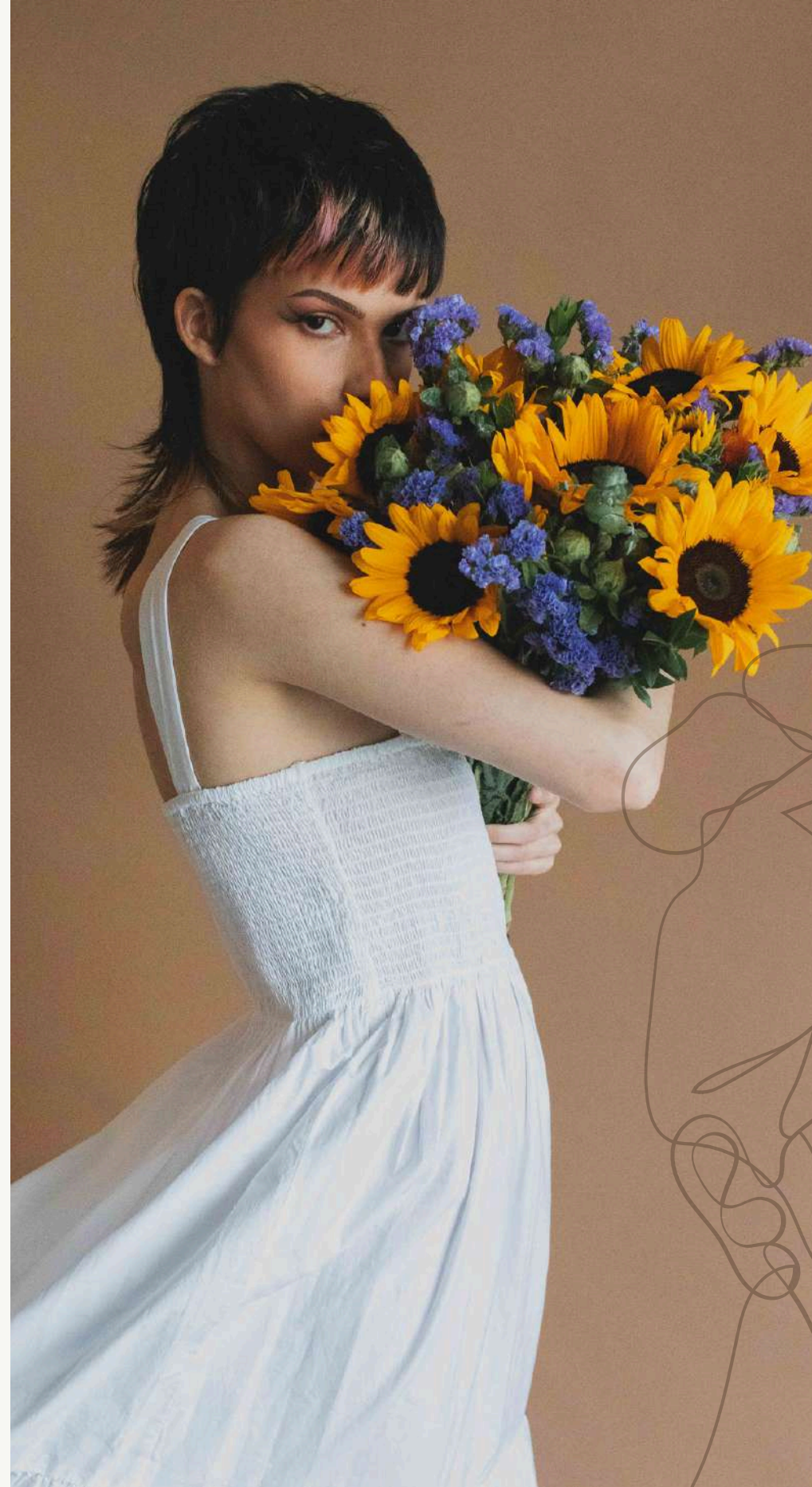
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# About the Logo

## Closet Apparel Co. Logo Today

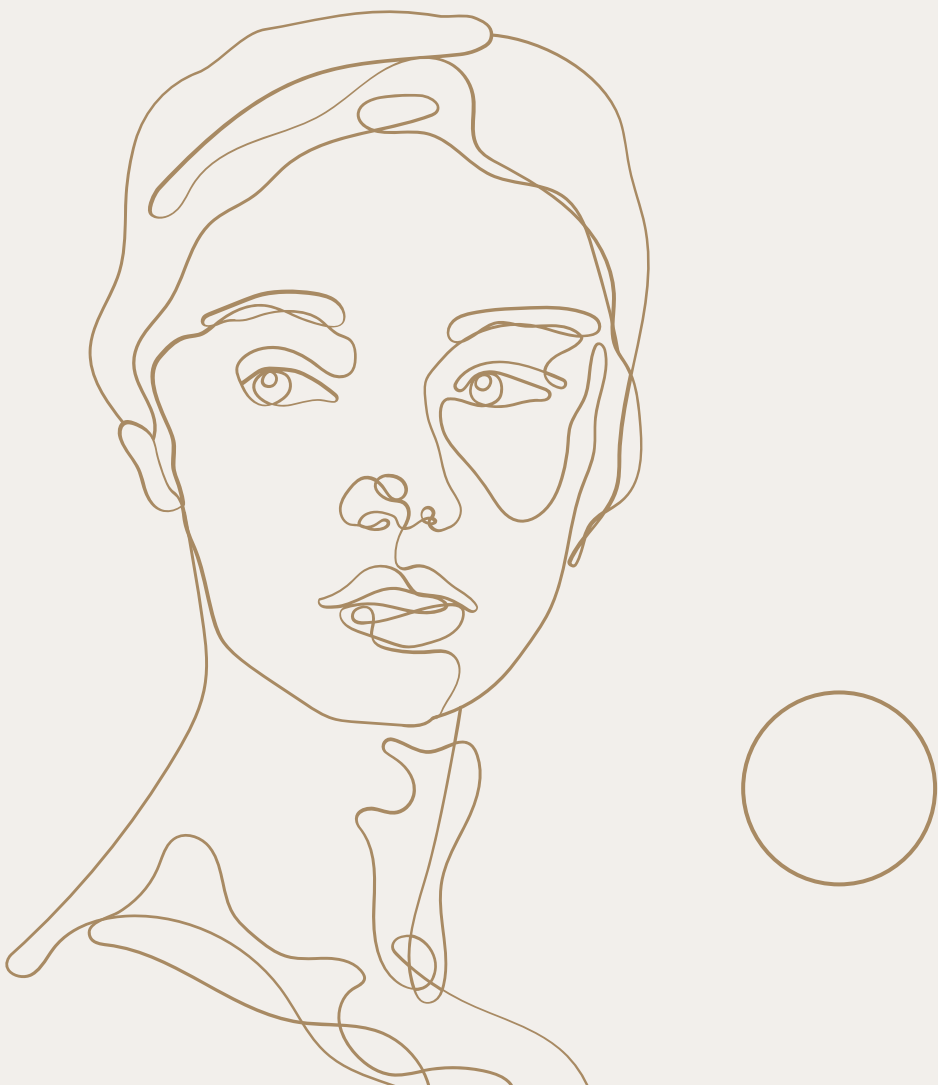


The Closet Apparel Co. logo symbolizes simplicity and elegance. Established in 2015, it represents a trusted women's fashion brand focused on empowering confidence and style. The hanger highlights a curated wardrobe, while the handwritten "Closet" adds a personal touch, balancing modernity and femininity.



# 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

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## 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.



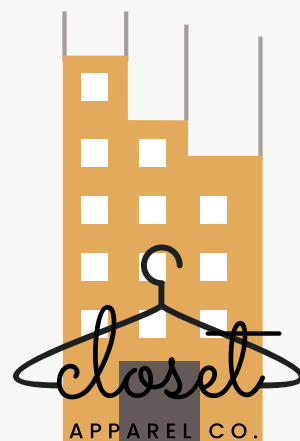
**DO NOT** crop  
the logo.



**DO NOT** add  
shadows or effects.



**DO NOT** rotate  
the logo.



**DO NOT** put over  
another illustration



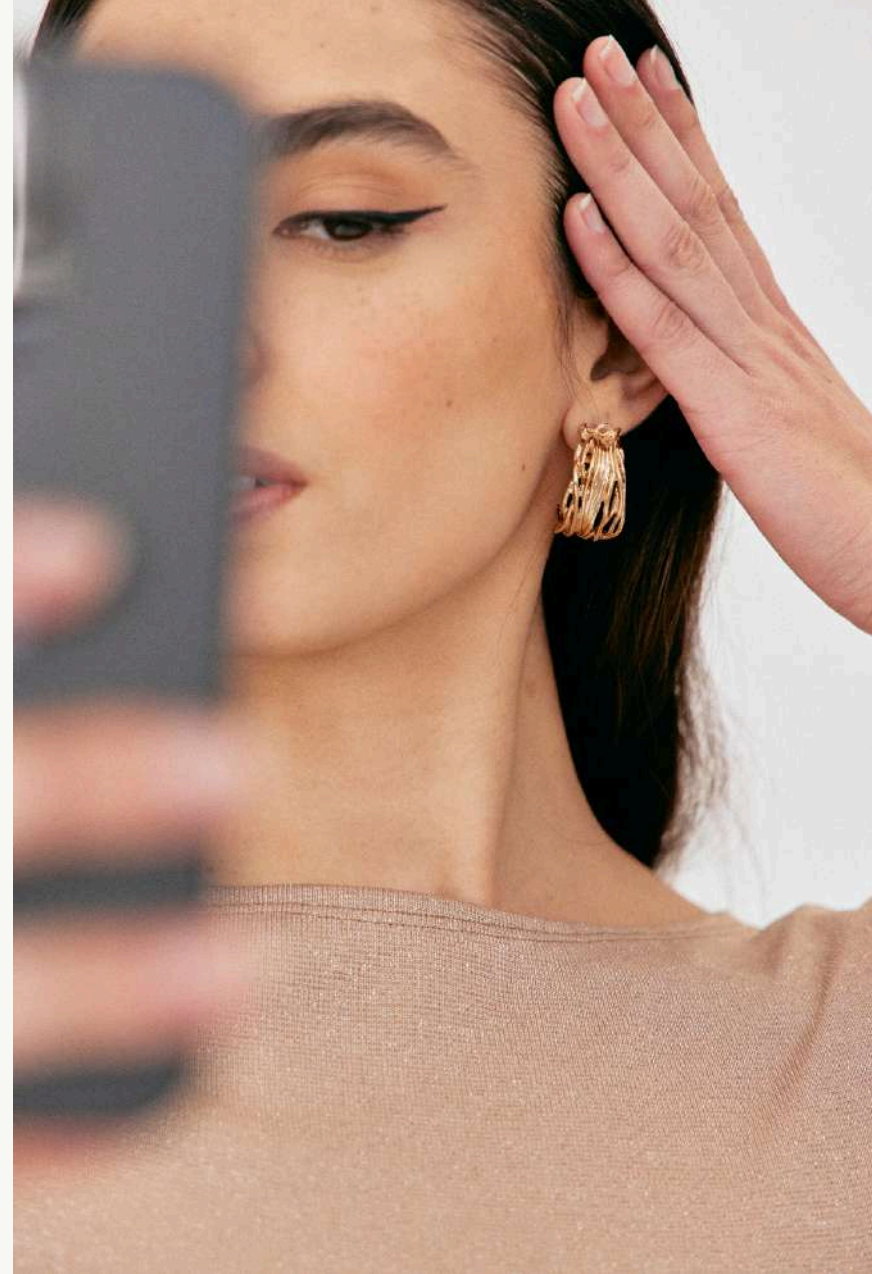
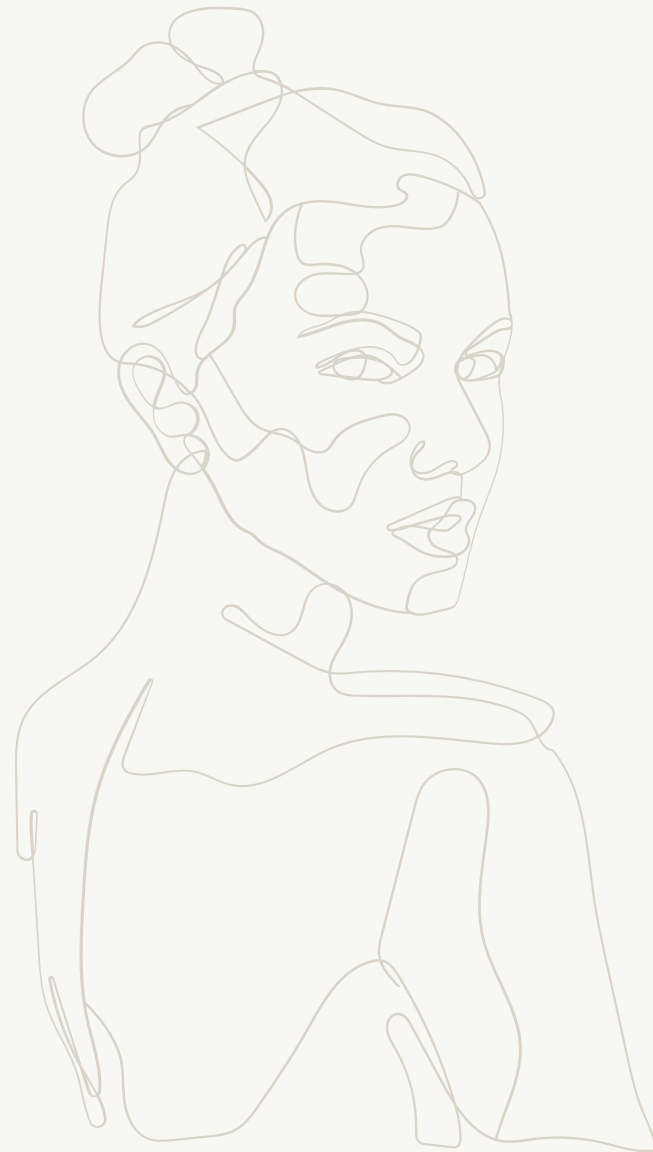
**DO NOT** use tint  
or opacity.



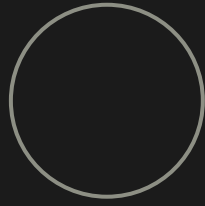


# Gallery

Fashion inspiration at a glance

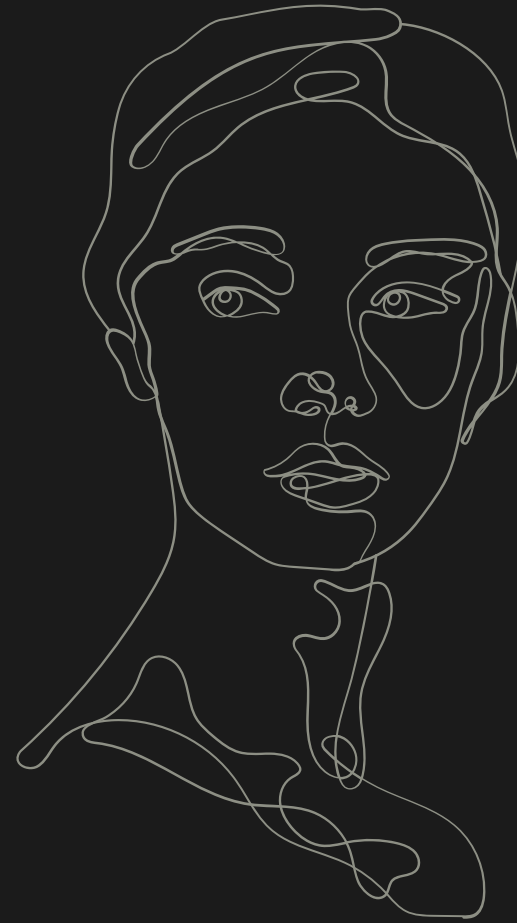






DESIGNS BY JOAN GICHUHI

Together, let's make fashion iconic.



# Thank you!

FOR QUESTIONS OR COMMENTS

PHONE NUMBER

0719-690-226

EMAIL ADDRESS

[joan@smodern.co.ke](mailto:joan@smodern.co.ke)

WEBSITE

[joan.smodern.co.ke/](http://joan.smodern.co.ke/)