



THE PANTY BAR

BRAND IDENTITY + VISUAL GUIDELINES

Visual Identity for THE PANTY BAR, created to ensure a strong and consistent identity that will clarify THE PANTY BAR'S mission, vibe and voice.



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**Includes 2 logo revision sessions

**All files submitted in PNG and PDF + templates where necessary

LOGO VARIATIONS

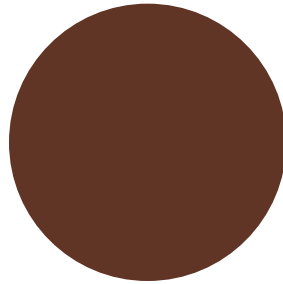
COMBO #1



COMBO #2

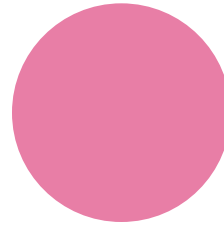


COLOR VIBES



COCOA BAR

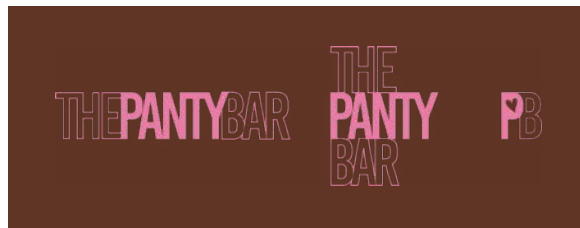
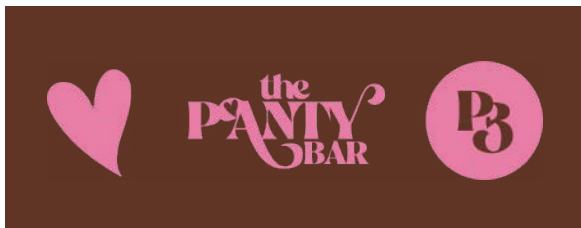
HEX: #603526
PANTONE 477 C
RGB: 96, 53, 38
CMYK: 41, 74, 78, 49



PANTY PINK

HEX: #E87EA6
PANTONE 204 C
RGB: 232, 126, 166
CMYK: 4, 63, 9, 0

COLOR COMBINATIONS



TYPOGRAPHY

Reikna, Regualr

ABCDEFGHIJKLMNOPQRSTUVWXYZ

A B B C C D D E E F F G G H H I J K K L L M M N N O O P P Q Q R R S S T U U V V W W X X Y Y Z Z

abcdefghijklmnopqrstuvwxy

BEBAS KAI

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

