

VISUAL

selections

IDENTITY

OVERVIEW

IDENTITY

selections

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TILES SANITARYWARE BOARD DOOR BATHWARE TABLEWARE

selections

TILES SANITARYWARE BOARD DOOR BATHWARE TABLEWARE

IDENTITY

LOGOMARK AND WORDMARK

The logomark should always be surrounded by a clear space at least 50% of the logomark size.

The wordmark should always be surrounded by a clear space the height of the letter "L".



IDENTITY

COLOR

selections

TILES SANITARYWARE BOARD DOOR BATHWARE TABLEWARE



PRIMARY COLOR

Great White

HEX #FFFFFF
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255

Deep Black

HEX #000000
CMYK 100 / 100 / 100 / 100
RGB 0 / 0 / 0

SECONDARY COLOR

Arsenic

HEX #3C3F42
CMYK 9 / 5 / 0 / 74
RGB 60 / 63 / 66

Shuttle Grey

HEX #636568
CMYK 5 / 3 / 0 / 59
RGB 99 / 101 / 104

Casper

HEX #AFB1B1
CMYK 32 / 25 / 25 / 0
RGB 175 / 177 / 177

AKIJ BASHIR COLOR

Red

HEX #EE3135
CMYK 0 / 95 / 85 / 0
RGB 238 / 49 / 53

Black

HEX #13171B
CMYK 75 / 65 / 60 / 80
RGB 19 / 23 / 27

IDENTITY

TYPOGRAPHY

Consistent, frequent use of our corporate typeface creates trust and familiarity with viewers. It helps them make an immediate association with our company, and contributes to a congruous look and feel among all of our designs.

Ad

Poppins

CHARACTERS

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

a b c d e f g h i j k l m n o p q r s t u v w x y z

(0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & *)

VARIANTS

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

IDENTITY

SIGNAGE HORIZONTAL

At the entrances of Selections facilities, including showroom, offices and partner outlets, the wordmark must be on the left side of the wall and the associate brands on the right.

Category names under the Selections logo can be removed if associate brands are in the same frame.

Associate brands tagline can be removed based on the space and size requirement .



HORIZONTAL OPTIONS



OR



IDENTITY

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OR



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IDENTITY

SIGNAGE HORIZONTAL

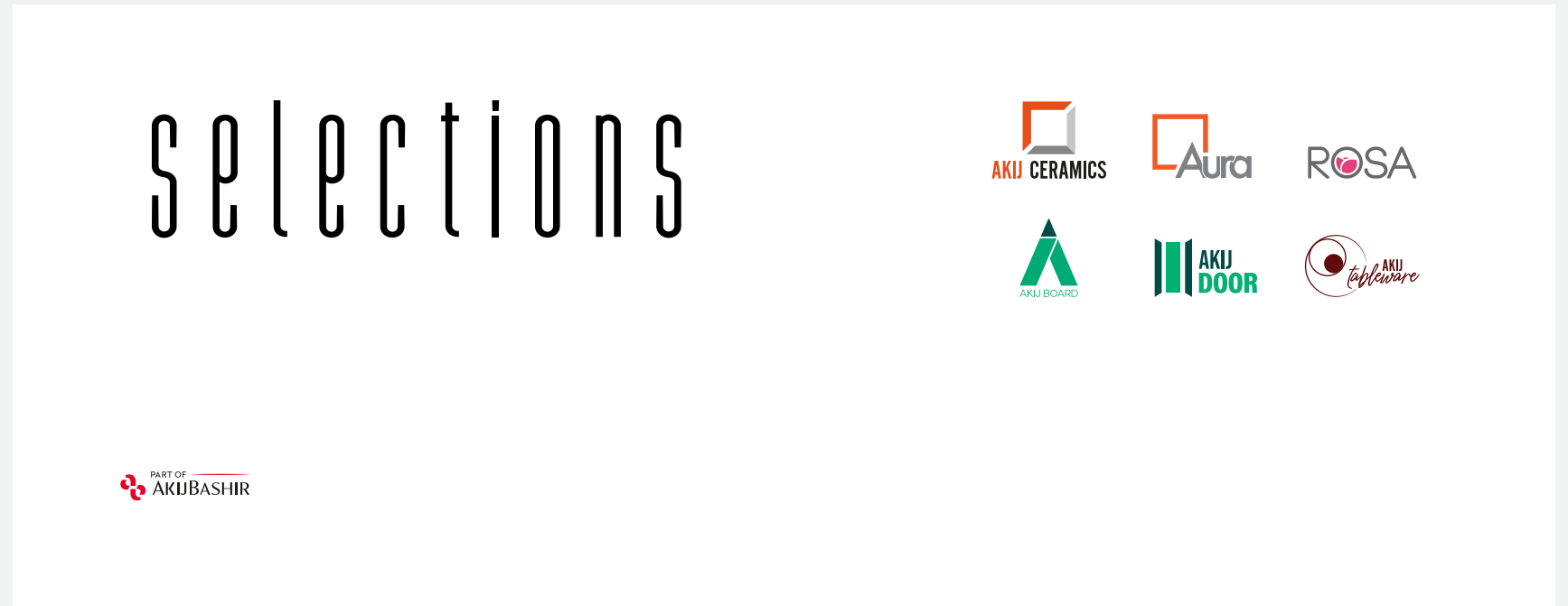
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OR



OR



IDENTITY

SIGNAGE VERTICAL

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IDENTITY

SIGNAGE FASCIA

