

sae.

BY CELOSIA



BRANDING
GUIDELEINE



ABOUT

As a sister brand of Celosia Candle Co., Sae by Celosia carries forward the tradition of quality and sophistication, offering a range of carefully curated gifts that are meant to delight and surprise. Whether you are celebrating a special occasion or simply want to show someone you care, our brand encapsulates the joy of giving and receiving.

CONCEPT

Sae by Celosia brand is inspired by the "Stamped Addressed Envelope," evoking the charm and sentiment of sending someone something special. The logo will capture a nostalgic vintage aesthetic, incorporating elements such as stamps, embossed details, and textured finishes. This design will convey a sense of timeless elegance and personal touch, aligning with the essence of thoughtful and heartfelt gifting.

FONT

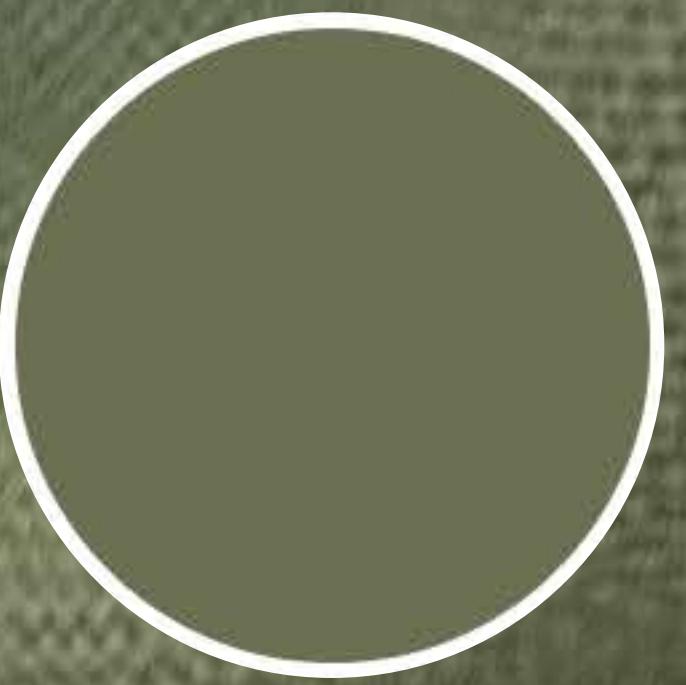
Snell Roundhand

*Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz*

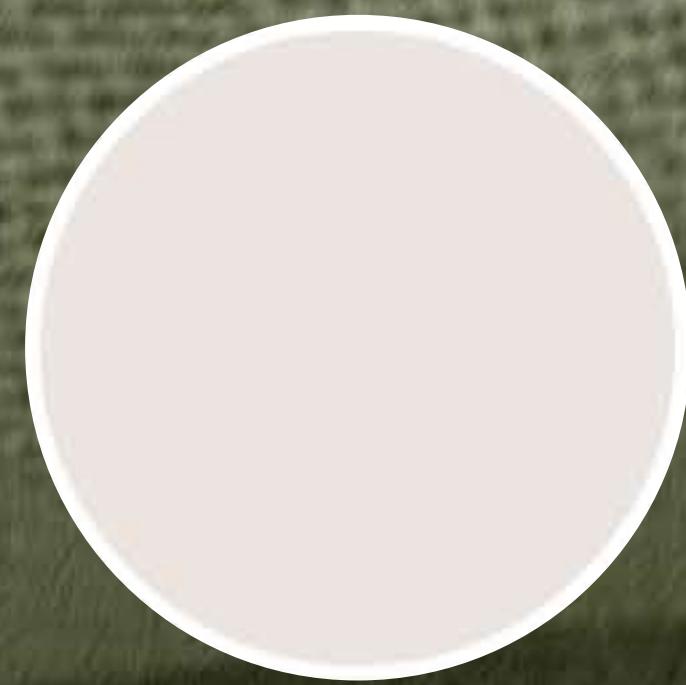
COMFORTA REGULAR

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

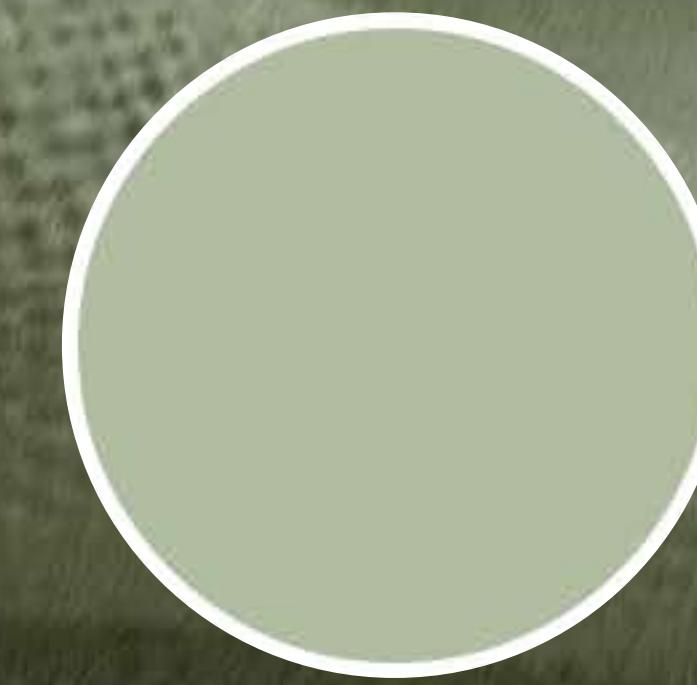
COLOR



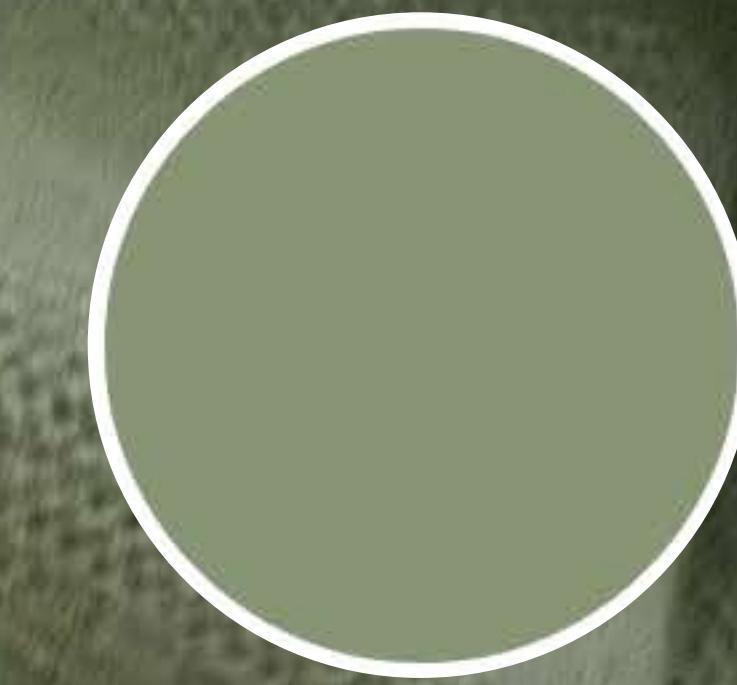
#6c6f52



#ece5e0



#b0bda1



#879575

LOGO VARIATIONS

A logo variation is a rearranged version of your primary logo design that gives your brand the flexibility to show up consistently, and recognizably, in different placements.

Logo variations can include a range of colors, sizes, and formats, but there are four main logo variations every brand needs. A brand identity designer should design you at least four non-negotiable logo variations to help your brand show up and look consistent no matter where you place it.

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SECONDARY LOGO

PRIMARY LOGO



SUBMARK LOGO

PRIMARY LOGO

The primary logo is the main graphic that represents your business and is used most often. When designing the primary logo, our goal is to communicate who you are, what you offer, or where you operate. This logo may include your company's tagline, category or geographic location.



SECONDARY LOGO

The secondary logo is a simplified version of the primary logo. This design may eliminate or rearrange the elements to improve readability in small sizes. Secondary logos are intended for online use or when you must resize your logo to small formats.

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SUBMARK LOGO

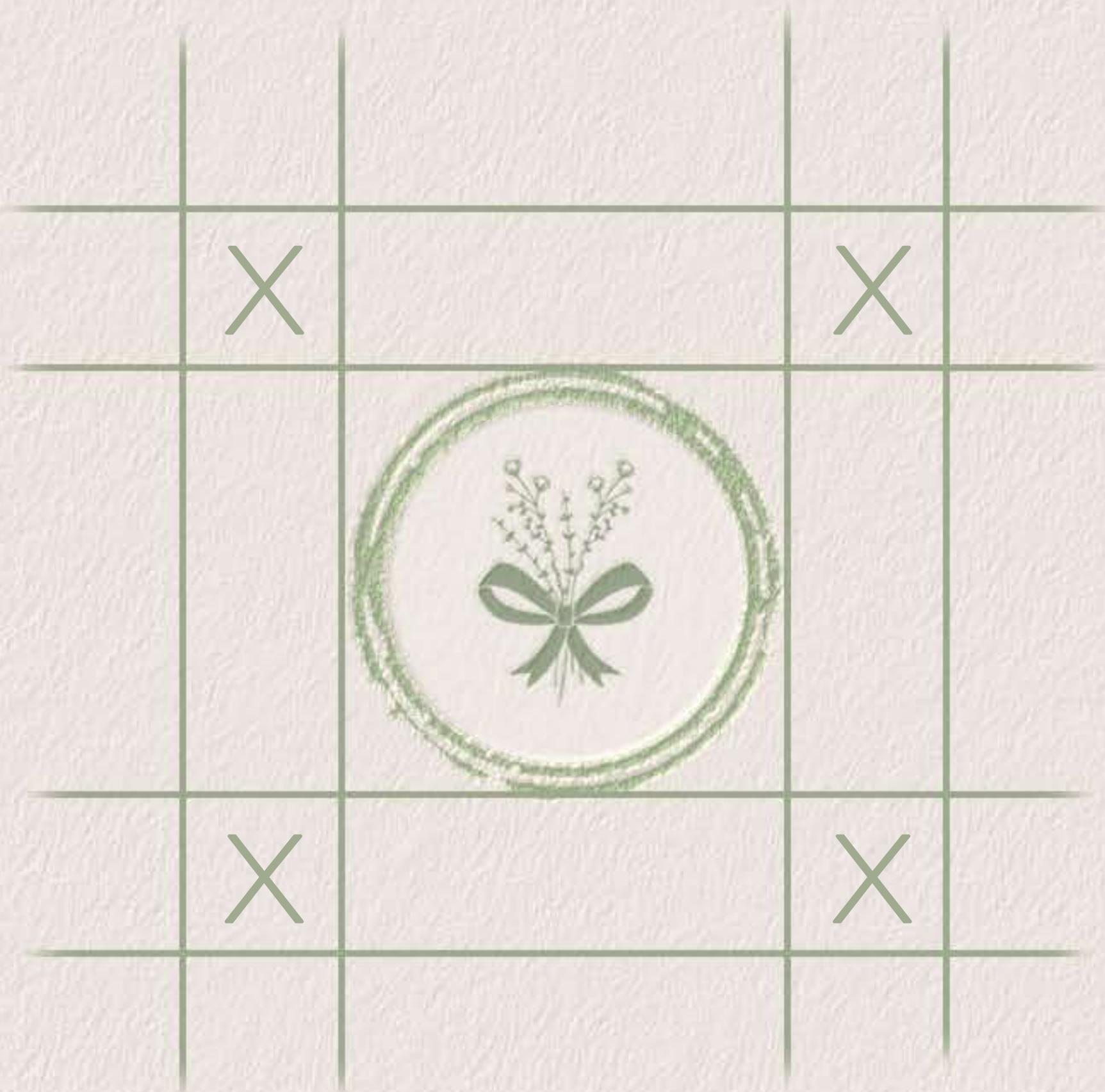
A sub-mark logo is a stripped down graphic of your main logo. The sub-mark typically does not include text or the full name of the business. Instead, the sub-mark logo is a graphical shape, drawing, or icon that represents your business. The sub-mark logo is used when the design must be resized to extremely small formats or to help communicate your brand quickly. Reading the text on a logo takes time, help your customers quickly identify and remember you with a well designed sub-mark logo.



LOGO SPACE

Standards should be set to distinguish the space around the logo which is referred to as clear space. This helps ensure the distance from other design elements that surround the logo. Ultimately, clear space increases the visibility and impression on the audience.





MOCKUPS

VISUALISE YOUR BRAND





see







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