BRAND GUIDELINES

WILD FASHION BD

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Logo

WILD
FASHION BD

Logo Background Variation

The logo can be used with different color options for a better visibility against different background or images. By reversing and making colorways we have made three color variations.

Primary Color - V1

Secondary Color - V1

Secondary Color - V2

Brand Colors

These are the colors that represent our brand. These colors are also used across our visual communications.

R168 G206 B56
C40 M0 Y100 K4
HEX: A8CE38

R187 G59 B87
C22 M51 Y55 K6
HEX: BB3B57

Typography

The typography is one of the most important aspects of design. It should be adaptive and contextual. Kalpurush has been chosen as brand typeface. It works well with English and Bangla language

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Kalpurush

Aa Bb Cc 12

Regular
This can be use for all copies, title and subtitle.

নিয়মিত
এটি সমস্ত কপি, শিরোনাম এবং সাবটাইটেলের জন্য ব্যবহার করা যেতে পারে।

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THANK YOU