



# **BRAND GUIDELINES**

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**WILD FASHION BD**

# Table of Content

- <sup>01</sup> Company Logo
- <sup>02</sup> Logo Background Variation
- <sup>03</sup> Colors
- <sup>04</sup> Typography
- <sup>05</sup> Brand Application



Logo



# 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

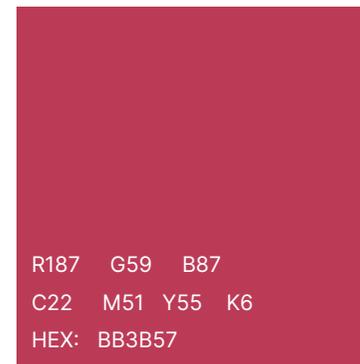
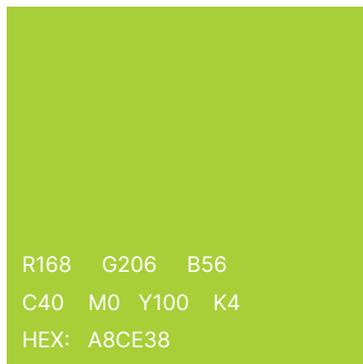


Secondary Color - V2

# Brand Colors

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



# 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.

নযিমতি

টি সমস্ত কপি, শিরোনাম এবং সাবটাইটলে জন্য  
ব্যবহার করা যতে পারে।



WILD  
FASHION BD



WILD  
FASHION **BD**



FASHION BOUTIQUE

FASHION BOUTIQUE

**WILD**  
FASHION BD

**WILD**  
FASHION BD

**THANK YOU**

