

BRAND OVERVIEW

Our Brand Logo

THAYAN

Brand Guidelines

Table of Content :

- 
- | | | |
|---------------------------|----------------------------|----------------------------|
| 1. Indroduction | 6. Colour Palatte | 11. Logo Background |
| 2. Primary Logo | 7. Background Usage | 12. Post Design |
| 3. Mono Logo | 8. Logo Usage | 13. Typography |
| 4. Brand Colours | 9. Exclusion Area | 14. Social Branding |
| 5. Reverse Colours | 10. Social Icons | 15. Contact |

Introduction

Brand New Identity

Our Mission:

Our vision is to inspire and uplift our customers by offering an exquisite collection of high-quality incense, beeswax candles, handcrafted soap, and bath salts with Thailand-inspired fragrances. We strive to create an authentic and immersive experience for our customers, transporting them to the lush tropical forests of Thailand with our carefully curated scents and artisanal craftsmanship. We are committed to using only the finest natural ingredients and materials, ensuring that our products are not only luxurious but also sustainable and eco-friendly. Through our dedication to quality, authenticity, and customer satisfaction, we aspire to become a leading brand in the home fragrance and self-care industry, bringing joy and serenity to people's lives around the world.



02 -Primary logo

THAYAN

COLOUR

Our brand is underpinned with a colour palette designed to be fresh, modern and distinctive. Different combinations of colour can dramatically change the tone and appearance of a document so it is important to consider how they work together. To help achieve greater brand recognition it is important that our colour palette is applied consistently.

THAYAN

	C M Y K	R G B	H E X
	28/52/100/10	174/121/43	A E 7 9 2 B
	3 / 0 / 3 9 / 0	250/244/174	F A F 4 A E
	20/37/96/1	205/158/52	C D 9 E 3 4
	5 / 6 / 5 2 / 0	245/228/147	F 5 E 4 9 3
	28/52/100/10	174/121/43	A E 7 9 2 B
	0 / 0 / 0 / 0	255/255/255	F F F F F F

04 -Brand colours

Reverse out colours

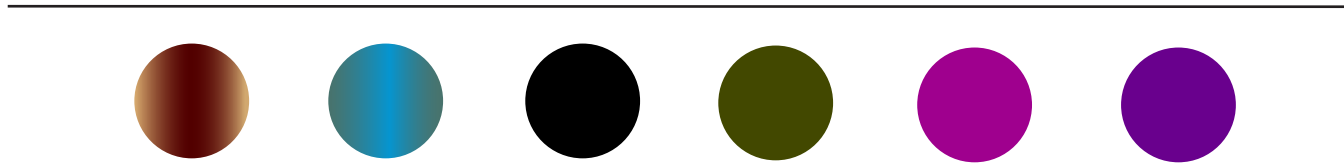
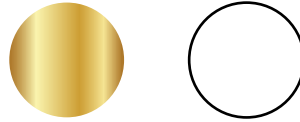
THAYAN

THAYAN

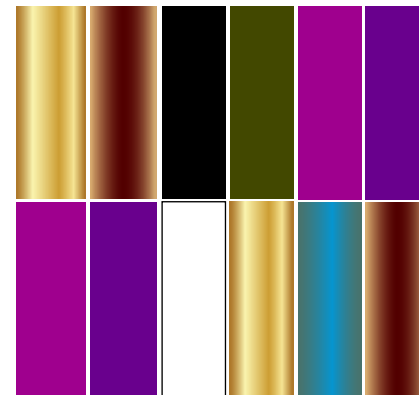
THAYAN

THAYAN

Colour palatte



Inspiration



06 -Colour Palatte

Background Usage



Do not distort



Do not change the angles



Sizes



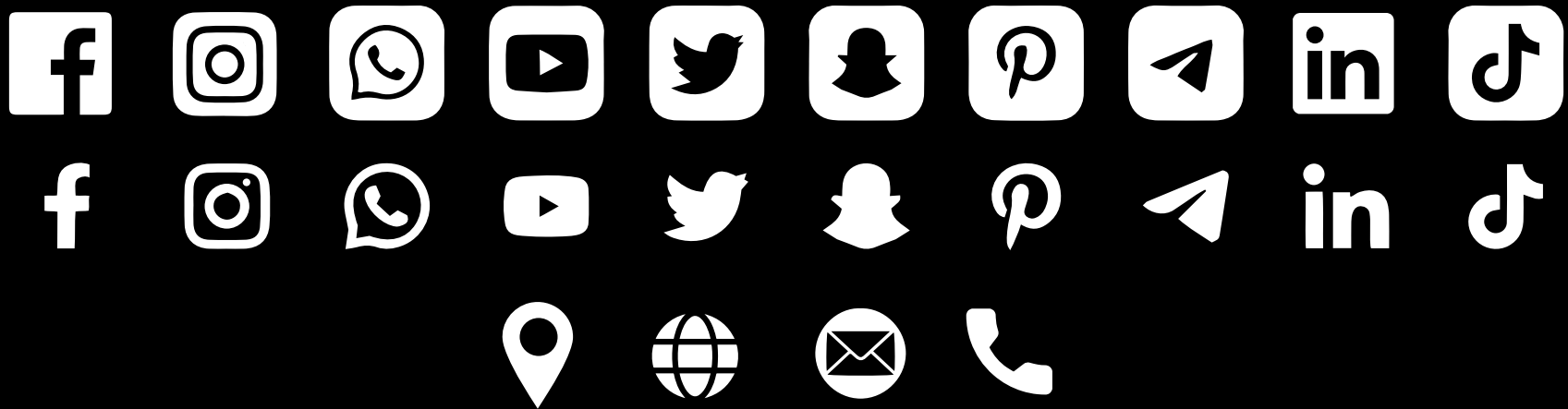
08 -Logo Usage



Make sure that the text or other design elements should not encroach on the logo.

The marked space should always be given so logo can be free from any distractions.

Social Media Icons



10 -Social Icons

Logo Background



Use logo over solid background combinations with sufficient gradient or contrast colours.





THAYAN



12 - Post Design

TYPOGRAPHY

Fiona is our brand typeface, it should be used in all instances where typography is required. It is a simple, clean, and legible typeface that compliments our logo. Typography shouldn't be overlooked as a key element within our toolkit. It is important to adhere to the leading, tracking, and text arrangement specified in this document to achieve brand consistency throughout..

Typography

Font Name:

Source Serif Variable

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

A Quick Brown Fox Jumps Over The Lazy Dog.

Social Media Branding



@Pinterest



@Instagram



@Facebook



@Twitter



@LinkedIn

THAYAN