

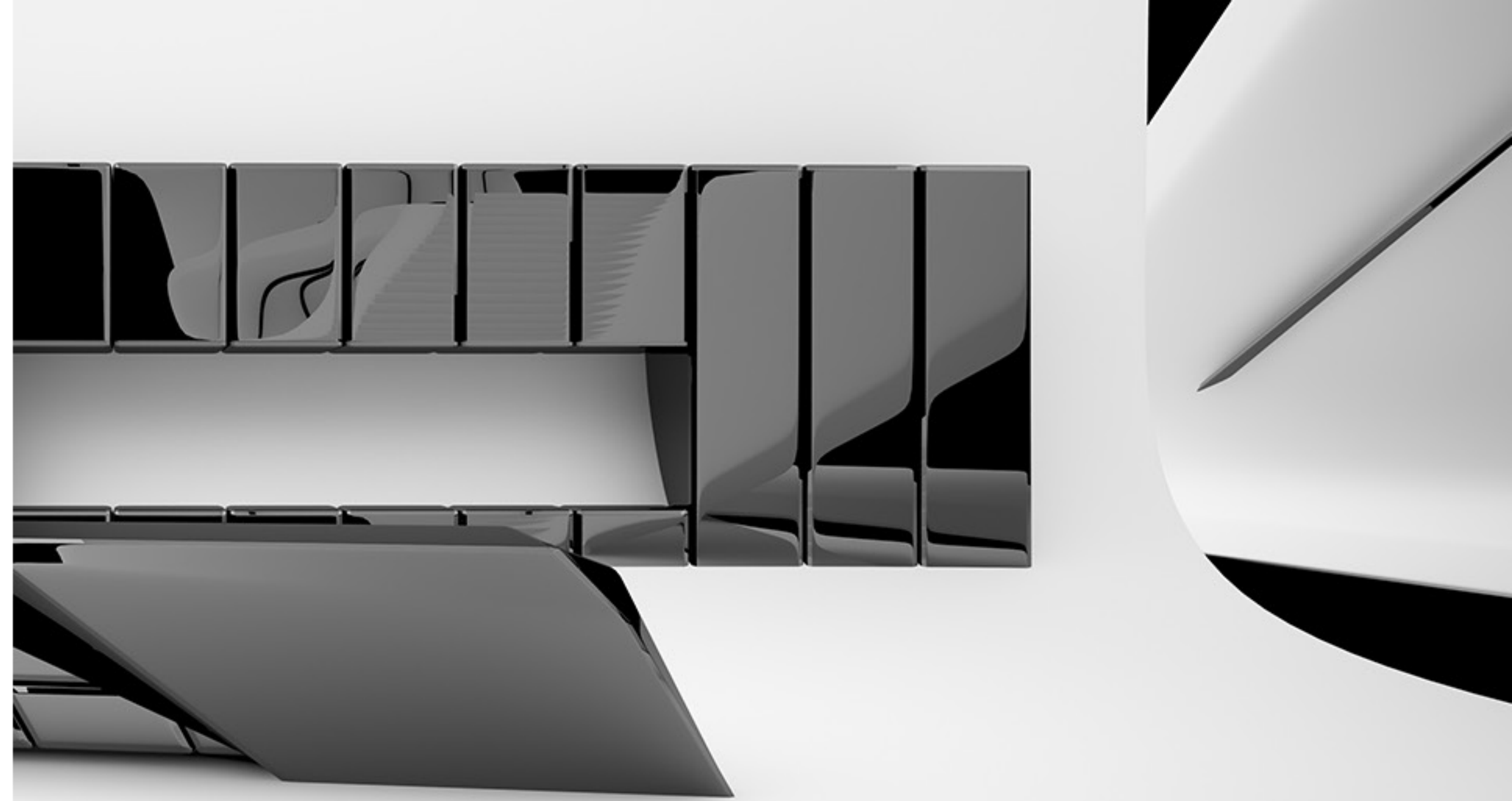


# HON & YAN

BRAND GUIDELINES



**HON & YAN** luxury bags redefine elegance through simplicity. With clean lines and refined silhouettes, each bag epitomizes minimalist sophistication. Crafted from premium leather, these bags boast durability and a luxurious feel. The restrained color palette ensures versatility, effortlessly complementing any outfit.



## Color Pallete

#0d0d0d

#404040

#BFBCBA

#F2F2F2

#8C8B88

## Font

# DM Sans

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ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890  
()&?!:@#%/=

# Logo Master

HON & YAN



Space Area



A black and white close-up portrait of a woman with dark hair, looking directly at the camera. The image is partially obscured by a large, white, stylized logo that reads "H&Y". The logo is positioned in the center-right of the frame, overlapping the woman's face and the background. The background is a soft, out-of-focus grey.

H&Y



