lvs
lvs
k emb
roid
ery

Hand emroidery by Liia Vasylevska

Guideline 2025

Content

Logos 3
Colors palette 4
Fonts 5
Postcard size 6
Business card size 7
Packaging box 8
Tape 9
Postcard 10
Clothing tag 11
Contact 12

Primary logo

Secondary logo

lvs
lvs
k emb
roid
ery

lvslvsklvsl
lvslvsklvsl
lvlvslvsksl
lvslvsklvsl
lvslvsklvsl

3

Primary colour

HEX #F6B6B7
RGB 246,182,183
CMYK 0,26,26,4

Secondary colour

HEX #8B8989
RGB 139,137,137
CMYK 0,1,1,45

Secondary colour

HEX #B5B4B4
RGB 181,180,180
CMYK 0,1,1,29

Primary colour

HEX #FFF3F3
RGB 255,243,243
CMYK 0,5,5,0

4

Fonts

Primary font

Arial Rounded MT Bold

This is font for headlines and name of brand at logo. Is a clean, modern typeface with rounded edges, used for a friendly and approachable design aesthetic.

Aa, Bb, Cc, Dd,
Ee, Ff, Gg, Hh

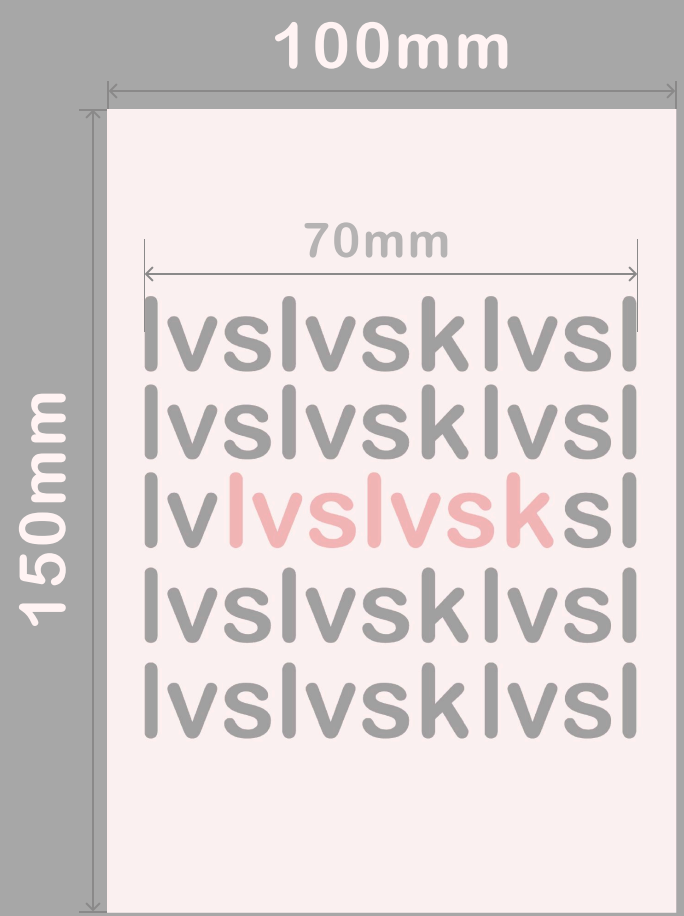
Secondary font

Open Sans Condensed

It is chosen to create stylish and easily readable headings and subheadings, ensuring a harmonious combination with the primary fonts and emphasizing the brand's style and lightness.

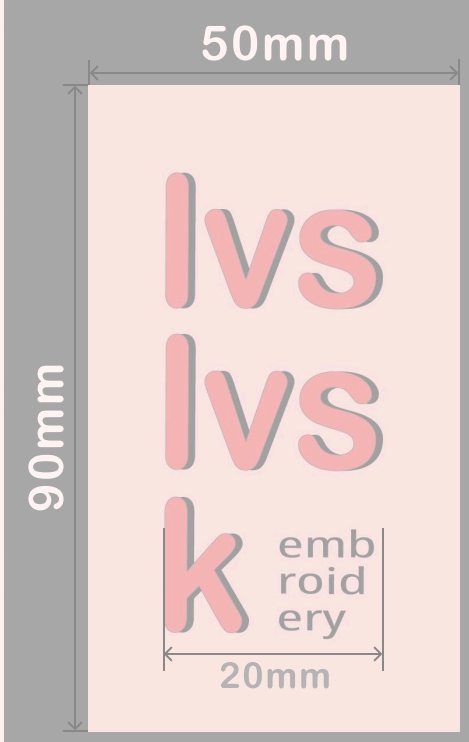
Aa, Bb, Cc, Dd, Ee,
Ff, Gg, Hh, Ii, Jj, Kk

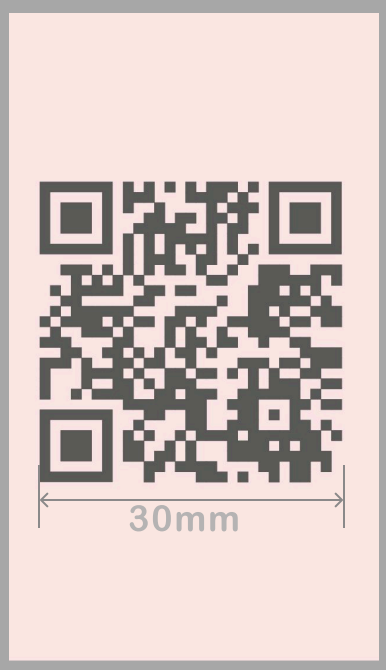
Postcard size



The logo on the postcard has equal sides.

Business card size





The logo on the business card must be at least 20 mm wide.

The QR code on the business card must have equal sides of 30 mm each.

lvslvsklvsl
lvslvsklvsl
lvlvslvsksl
lvs
lvs
k
emb
roid
ery
lvs
lvs
k
emb
roid
ery
lvs
lvs
k
emb
roid
ery
lvs
lvs
k
emb
roid
ery

Contact

lvslvsk_embroidery