

London PARFUM

BRAND GUIDELINES

Light Mode

London
PARFUM

Dark Mode

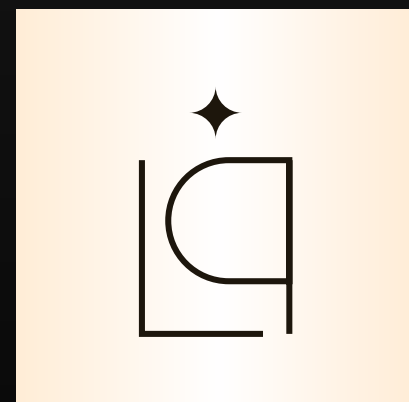
London
PARFUM



Round
corner logo

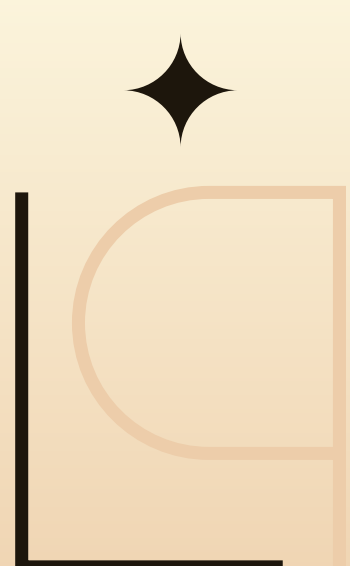


Circle logo

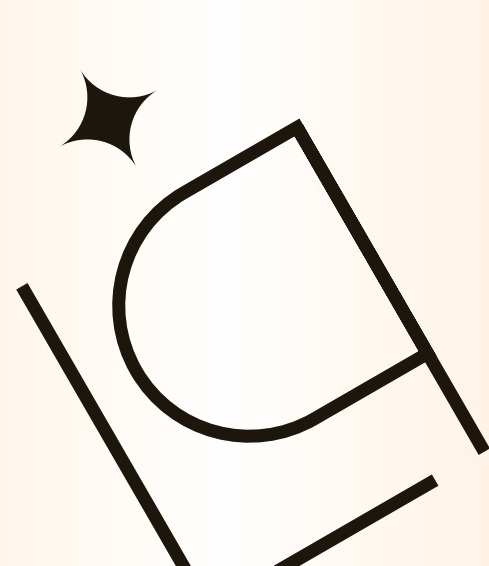


Rectangle logo

When using our logo the following rules should be
adhered to at all times



Don't place the logo over colors
other then specified



Don't rotate logo



Don't distort, stretch logo
in any way

Primary

RGB 238 166 102
HEX EEA666

RGB 237 204 167
HEX EDCCA7

RGB 1 28 55
HEX 011C37

RGB 0 48 95
HEX 00305F

RGB 254 252 230
HEX FEFCE6

RGB 237 204 167
HEX EDCCA7

Font Family

Archivo Expanded & Imbue

Aa

Clash Display Variable