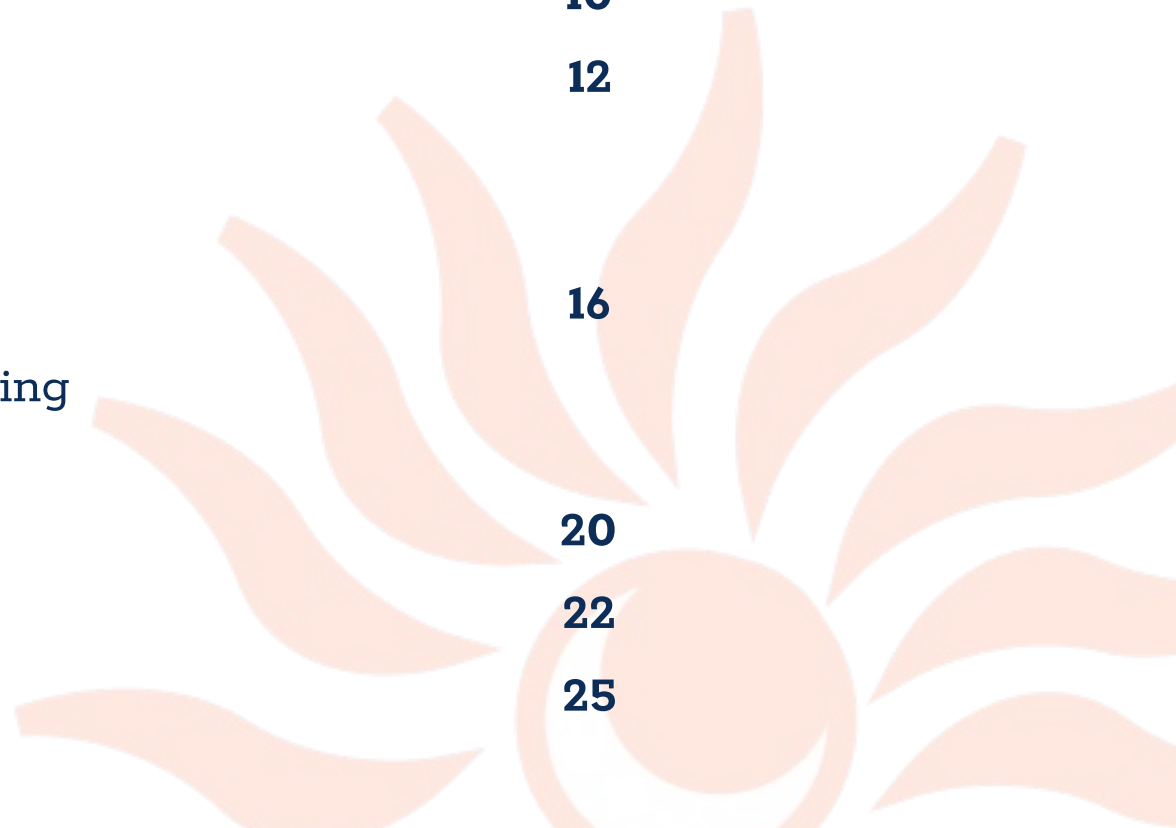




CONTENTS

1. Color Palette	1
2. Typography	2
3. Logo Types	4
1. Logo Variations	
2. Logo Mockups	
4. Business Cards	8
5. Letterhead	10
6. Brochure Design	12
1. Bi-Fold Brochure	
2. Tri-Fold Brochure	
7. Digital Assets	16
1. Social Media Marketing	
2. UI Design	
8. Label Design	20
9. Package Design	22
10. Online Shipping	25



Color Palette

Primary Palette

The primary palette has two colors, derived from the logo: **Ocean Blue** and **Sunrise Orange**. These help consumers to quickly identify the brand and these are the core colors of the brand.

Secondary Palette

The Secondary Palette colors highlight and compliment the primary colors. It helps with recognition and consistency. It adds more dimension to the brand. These include **Paled Peach** and **Paled Aqua**.

Accent Color

This is a color used in quite small quantities to lift or to add punch to a color scheme. Mostly accent color is used for the backgrounds. The accent color for this brand is **Ash White**. Other than all these, **White** and **Black** are used in all spaces.

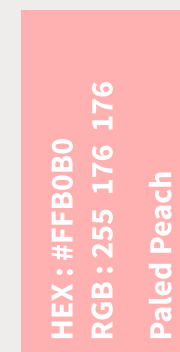


HEX : #EFECEC
RGB : 239 236 236
Ash White

HEX : #FFFFFF
RGB : 255 255 255
White



HEX : #000000
RGB : 0 0 0
Black



Prachi
Color Palette

Typography - Print Medium



Primary Typeface

The primary typeface is **Mingolia Display**, a modern and unique serif font family with eight weights and extra light. Black and with matching oblique lines, its design makes the brand stand out.

The default text color is Ocean Blue. Sunrise Orange should not be used for body text with this font. In general, we use Mingolia Display Regular, Bold, and Light.

Mingolia Display

Regular	Light	Extra Bold
ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqr stuvwxyz 0123456789	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqr stuvwxyz 0123456789	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrs tuvwxyz 0123456789
Oblique	Light Oblique	Bold Oblique
ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqr stuvwxyz 0123456789	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqr stuvwxyz 0123456789	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrs tuvwxyz 0123456789

Secondary Typeface

The secondary typeface is **Rokkitt**. It is mostly used in headings and headlines, though it can also be used as an alternative to sans serif designs at text sizes

The default text color is Sunrise Orange. In general, we use Rockkitt Regular, Bold, and Extra Bold.

ROKKITT

Regular	Light	Extra Bold
ABCDEFGHIJKLMNO PQRSTUVWXYZ abcdefghijklmnpqrst uvwxyz 0123456789	ABCDEFGHIJKLMNO PQRSTUVWXYZ abcdefghijklmnpqrst uvwxyz 0123456789	ABCDEFGHIJKLMNO PQRSTUVWXYZ abcdefghijklmnpqrstu vwxyz 0123456789
Italic	Light Italic	Bold Italic
ABCDEFGHIJKLMNO PQRSTUVWXYZ abcdefghijklmnpqrstu vwxyz 0123456789	ABCDEFGHIJKLMNO PQRSTUVWXYZ abcdefghijklmnpqrstu vwxyz 0123456789	ABCDEFGHIJKLMNO PQRSTUVWXYZ abcdefghijklmnpqrstu vwxyz 0123456789



Typeface for Web Headings

The typeface for web headings is **Quicksand**, this can be considered as a relatively new font and was created mainly to be used as a Display font. However, it is versatile and legible enough to use in small text sizes as well.

The rounded terminals along with the curvaceous design on this typeface create a feeling of new, approachable, and openness.

QUICKSAND

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typeface for Body

The typeface for body is **Source Sans Pro**. It is a sans serif typeface that feels like a classic — rounded forms, solid lines. It's confident, lends an air of authority. Yet, it is graceful and easy on the eyes. This sans serif font reads well even in the footer.

The default text color is Midnight Black. In general, we use Source sans pro in Regular.

Source Sans Pro

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz
0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz
0123456789

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz
0123456789

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz
0123456789

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz
0123456789

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz
0123456789



Primary Logo

Contains the complete business name and also includes a design and tagline. This logo also includes the usage of brand colors. It's used on the billboards, huge size titles or on any other first impression marketing.



Secondary Logo

A simpler version of the primary logo, but still contains the business name with logo. It's used for legal documentations and trademark purposes.



Favicon

Favicon is used on web browsers to represent a website or a web page. Short form for "favorite icon". Favicons are commonly displayed on tabs at the top of a web browser, but they're also found on your browser's bookmark bar, history and in search results, alongside the page url.



Variation 1

To be used on lighter backgrounds.



Variation 2

To be used on darker backgrounds.



Variation 3

Single color logo to be used on darker backgrounds.



Variation 4

Single color logo to be used on lighter backgrounds.





Prachi



Logo Mockup 1



Prachi

Elevating Timeless Beauty

Prachi

Elevating Timeless Beauty

Logo Mockup 2

Business Cards

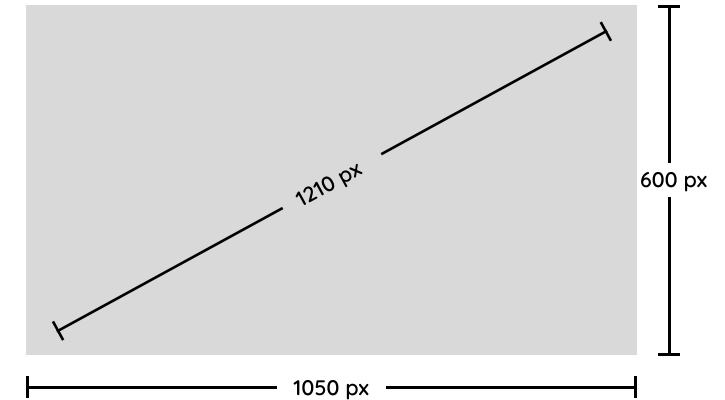


F
R
O
N
T

CHETHAN TALARI
Founder

+91 810 6543 475
chethantalari@prachi.in

Prachi Block, Syndicate Towers, Madhapur, Hyderabad, Telangana, 500081.



Business Cards

The key details that are included on a business card are the name, logo, tag line, contact details and social media icons, set against a design of your choice can create your company's identity and reinforce your brand with everyone who sees it.

B
A
C
K

Prachi
Elevating Timeless Beauty

 www.prachi.in



Business Card Mockup



Prachi
Elevating Timeless Beauty

+91 810 6543 475
chethantalari@prachi.in



Prachi Block, Syndicate Towers, Madhapur, Hyderabad, Telangana, 500081.



Letterhead

Letterhead

The key details that are included on a letter head are the logo, contact details and address. Also, a watermark that is minimally recognisable to maintain the recognition of the brand.



Letterhead Mockup





Brochure Design

A brochure plays a pivotal role in this brand's marketing strategy by offering a tangible platform to showcase its products and services. Through captivating visuals and informative content, Prachi can effectively communicate its brand story, highlight key offerings, and differentiate itself in the competitive fashion market. By incorporating the brand's logo, colors, and imagery consistent with its identity, the brochure reinforces the brand image and leaves a lasting impression on potential customers. Moreover, brochures serve as targeted marketing tools, allowing the brand to tailor its messaging to specific audiences or demographics, thus increasing the relevance and impact of its marketing efforts.

Bi-fold Brochure

A Bi-fold brochure is a printed marketing material folded into two equal halves. It typically contains information about a company's products or services, presented across four panels—two on the front and two on the back. Bi-fold brochures are compact, portable, and easy to distribute to potential customers.

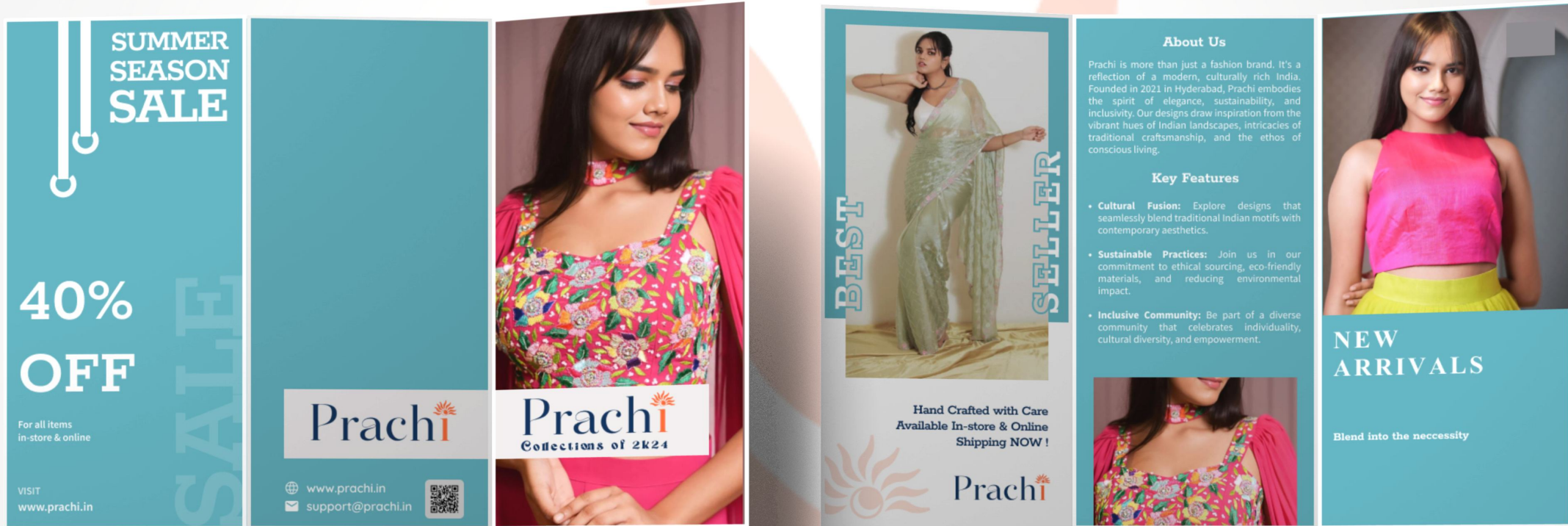
Tri-fold Brochure

A Tri-fold brochure is a printed marketing material folded into three equal sections, with two parallel folds creating three panels on each side. It offers ample space for presenting detailed information about a company's products, services, or events. Tri-fold brochures are versatile, allowing for organized content presentation and easy distribution at various marketing events.





Bi-fold Brochure



Tri-fold Brochure



Prachi

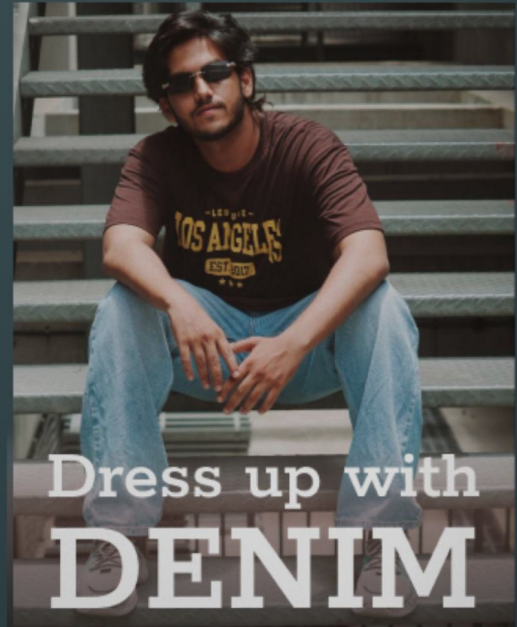
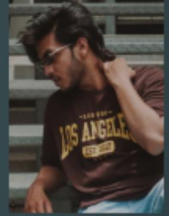


The latest collection, crafted for style and comfort. From modern cuts, each piece reflects your individuality. Embrace versatility with our range of washes and finishes. Elevate your wardrobe effortlessly with our fashion-forward designs.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tempor incididunt ut labore et dolore magna aliqua. Ut enim quis nostrud exercitation ullamco laboris nisi ut aliquip consequat. Duis aute irure dolor in reprehenderit in voluptate dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Discover New !

Discover timeless denim with our latest collection, crafted for style and comfort. From classic blue jeans to modern cuts, each piece reflects your individuality. Embrace versatility with our range of washes and finishes. Elevate your wardrobe effortlessly with our fashion-forward designs.



Dress up with
DENIM



Visit our official website:
www.prochlin

Contact Us:
+91 8106543475

Prachi



SPRING SALE
Treat yourself to this season's most comfortable denim

2024
Denim Collections

Bi-fold Brochure Mockup





Digital Assets

Digital assets are integral to Prachi's brand presence and marketing strategy. These assets include:

1. Social Media Marketing
2. UI Design
3. E-Commerce Platforms

This brand leverages E-Commerce Platforms like Amazon, Flipkart, and Myntra to reach a wider audience and increase sales. By listing its products on these platforms, Prachi taps into existing customer bases and benefits from their established infrastructure for payment processing and order fulfilment.

4. Digital Advertising

The brand Prachi invests in digital advertising channels such as Google Ads, social media ads, and influencer partnerships to expand its reach and attract new customers. These targeted advertisements are strategically placed to reach Prachi's target audience and drive traffic to its website or physical stores.

amazon



Myntra



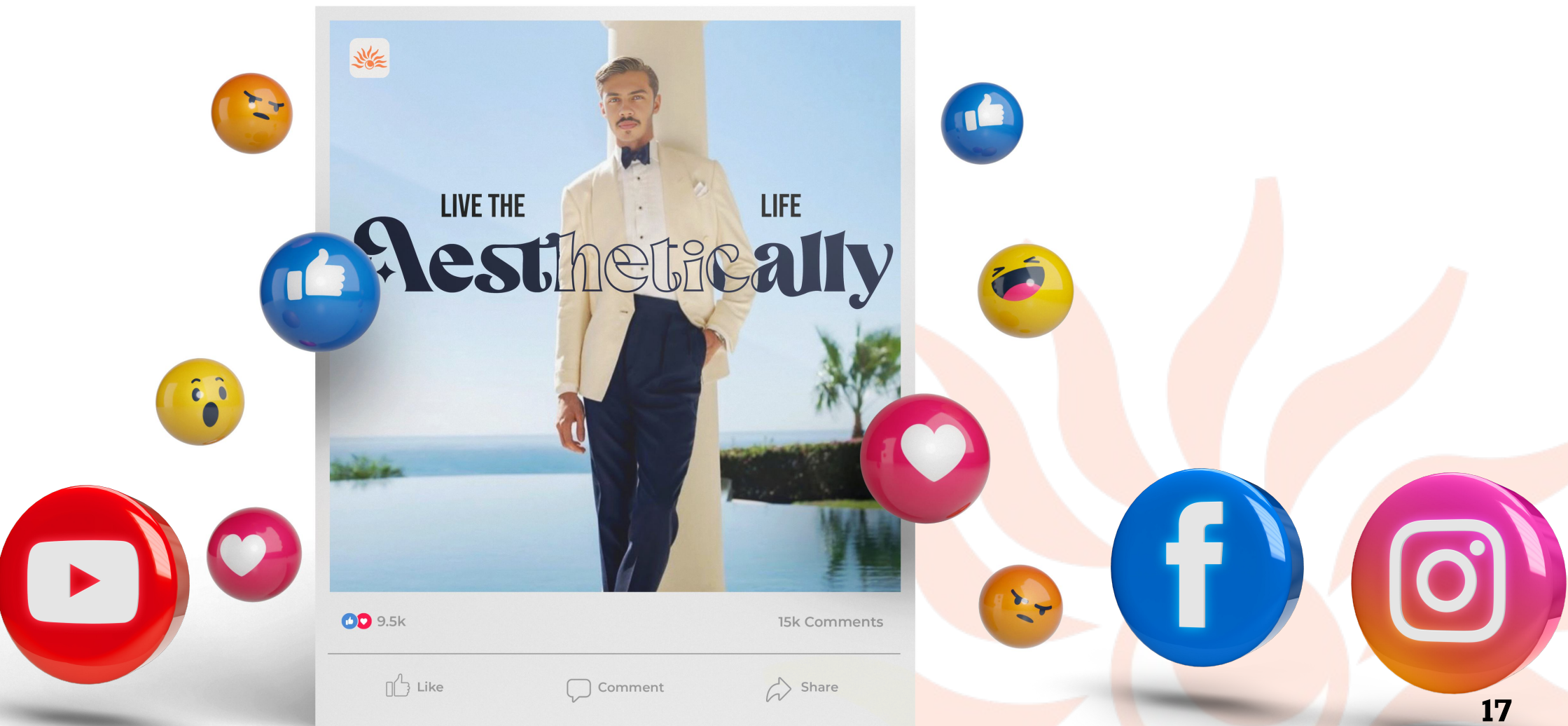
Google
Ads





Social Media Marketing

The brand Prachi maintains active profiles on popular social media platforms like Instagram, Facebook, and Twitter. These profiles serve as channels for engaging with customers, sharing behind-the-scenes content, announcing new arrivals, and running promotions. Consistent branding across social media platforms reinforces its brand identity and helps build a loyal community of followers.





User Interface Design

The website serves as the digital storefront, offering a platform for customers to explore its latest collections, learn about the brand's story and values, and make purchases online. It showcases high-quality images of products, provides detailed product descriptions, and ensures a seamless shopping experience.





30%
Flat Off

SPRING SALE

BUY NOW

Use Code: **SPC300**

NEW ARRIVALS

Explore the Latest Collections

Use Code: **NEWNOW**

PARTY PAPARAZZI

Get weekend ready with the party collection.

Use Code: **PARTY10**

SUMMER SALE

Shop Now !

Digital Advertising

These ads can reach audiences when they are browsing online for products to buy.



Label Design

Garment labels are a powerful tool for brand recognition. They not only display the name Prachi but also convey the brand's ethos through quality, design, and care instructions. A well-designed label can elevate a brand's image and ensure its memorability among consumers.







Package Design

Package design is critical for this brand as it serves as the first point of physical interaction between the brand and the customer. An aesthetically pleasing and well-designed packaging not only protects the products but also communicates the brand's identity, values, and quality.

Horizontal Paper Bags

These have a wider base, providing stability for items placed inside. This is particularly beneficial for carrying heavier or bulkier items without the risk of tipping over. Customers can quickly retrieve items without rummaging through the bag, making it convenient for both the customer and the cashier during checkout.

Vertical Paper Bags

This bag is designed with handles at the top, making them easy to carry. Customers can comfortably hold these bags by the handles, even if they are carrying multiple items. These bags could be completely recyclable and environmental friendly.



Horizontal Paper Bags



Prachi
Elevating Timeless Beauty

Vertical Paper Bags



Prachi
Elevating Timeless Beauty

Prachi
Elevating Timeless Beauty



Prachi
Elevating Timeless Beauty

Online Shipping

These packages help in safe shipping of the costumes to the customers across India.