

BRANDING

GUIDELINES / 2020

GUIDELINES / 2020

DEBI

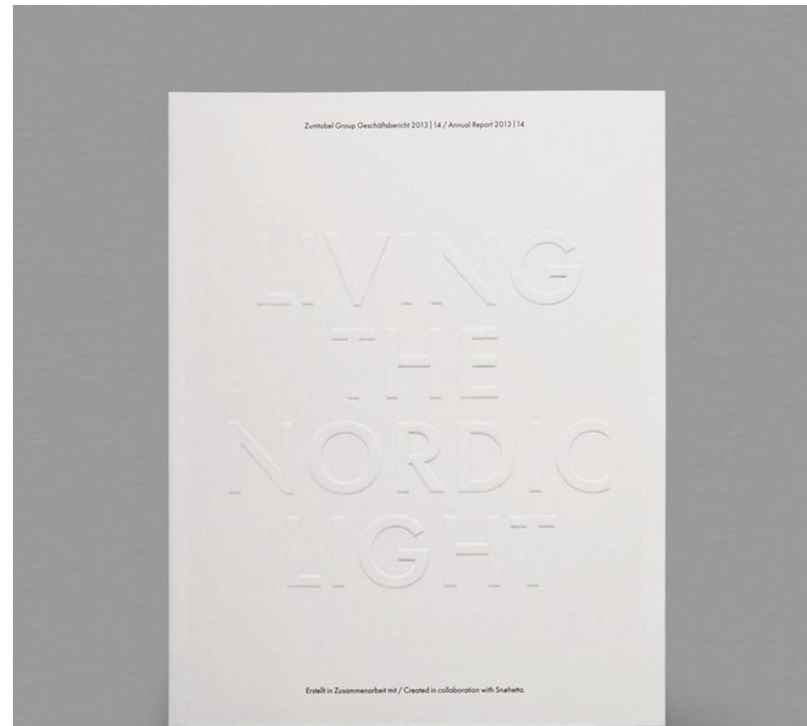
BESLEYEN ESIN

DEBI BESLEYEN

D B E

ESIN

BRANDING GUIDELINES / 2020



an

OPEN MINDED_MODERN_LUXURY brand to live it all,

in simplicity.

LOGO_PROPOSALS

1ST



2ND



3RD



OUR_LOGO

D_B_E
DEBI BESLEYEN ESIN
FASHION DESIGNER

Unique to itself, our logo include three underscores and letters 'D.'B' and 'E' as the initials of our designer. It has been typed with Didot Regular itself, however it's properties are one of a kind.

OUR_LOGO: GRIDS



CLEAR_SPACE



In print and digital materials, the preferred amount of clear space around the logo is equal to the height of the letter 'B'

MINIMUM_LOGO_SIZE

PRINT

35mm (132.28px)



For print use, the logo should never be reduced below the minimum size of 25mm wide.

DIGITAL

80px



Do not make the logo smaller than 80px wide in digital executions.

OUR_TYPEFACE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn **D_B_E** Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
. , ? ! @ # % () ‘ “ - _ / *

PRIMARY

Euphemia UCAS Regular

Euphemia UCAS Regular is our Primary Typeface.
We enjoy the structural built and the clean reading it provides

ALTERNATIVES

Euphemia UCAS Bold

Euphemia UCAS Bold is used if a statement is wished to be made, never use Euphemia UCAS Bold as a title or body

Galvji Regular

Galvji Regular is used for Titling according to it's fluent structure and high legibility

OUR_COLORS

PRIMARY



CMYK 0 0 0 0
#000000



CMYK 0 0 0 100
#ffffff

We enjoy simplicity. For this our Primary Colours contains Black and White, in the purest forms.



DBE

DEBI BESLEYEN ESIN
FASHION DESIGNER

OUR_BUSINESS CARD

DBE

DEBI BESLEYEN ESIN

FASHION DESIGNER

VIA MONTE NAPOLEONE, 8, 20121 MILANO MI

02 777 1771

SIZE

9 x 5 cm

3.5 x 2 inches

COLOUR

PAPER: Bright White
CMYK 0 0 0 0
#000000

TEXT: Black
CMYK 0 0 0 100
#ffffff

MATERIAL

16-point cardstock

PRINT

Embossed Logo &
Text

MILANO, MI

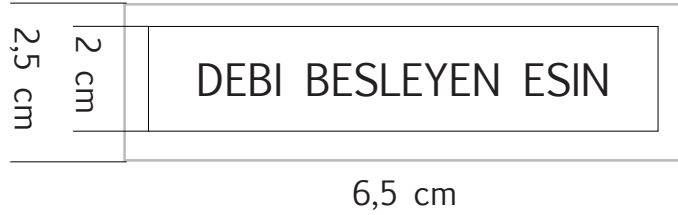
DEBI BESLEYEN ESIN
FASHION DESIGNER
VIA MONTE NAPOLEONE, 8, 20201 MILANO, MI
02 777 1771

DEBI BESLEYEN ESIN
FASHION DESIGNER
VIA MONTE NAPOLEONE, 8, 20201 MILANO, MI
02 777 1771

DEBI BESLEYEN ESIN
FASHION DESIGNER
VIA MONTE NAPOLEONE, 8, 20201 MILANO, MI

DEBI BESLEYEN ESIN
FASHION DESIGNER

OUR_LABEL & TAGS



SIZE

2,5 x 6,5 cm
1 x 2,5 inches

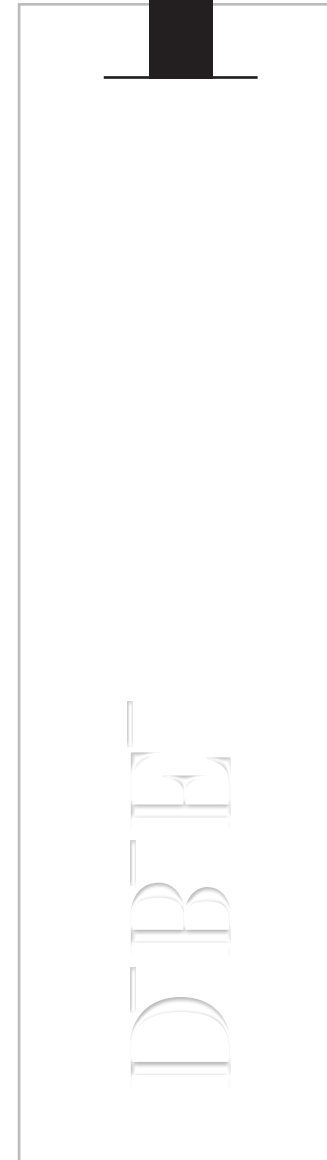
COLOUR

FABRIC: Bright White
CMYK 0 0 0 0
#000000

STITCH: Bright White
CMYK 0 0 0 0
#000000

MATERIALS

Polyster Frame
Printed Logo on Fabric



SIZE

14 x 3 cm
5,5 x 1,1 inches

COLOUR

PAPER: Bright White
CMYK 0 0 0 0
#000000

TEXT: Black
CMYK 0 0 0 100
#ffffff

PRINTING

Embossed
Logo
Text

等级
品牌
品名
产地
产地
号型
执行
安
面
检
代地电

DEBI

DEBI BESLEYEN ESIN

SMALL

SMALL

SMALL

有
555

Slim Fit

DEBI BESLEYEN ESIN

OUR_STATIONARY

SIZE

Regular A4 Paper

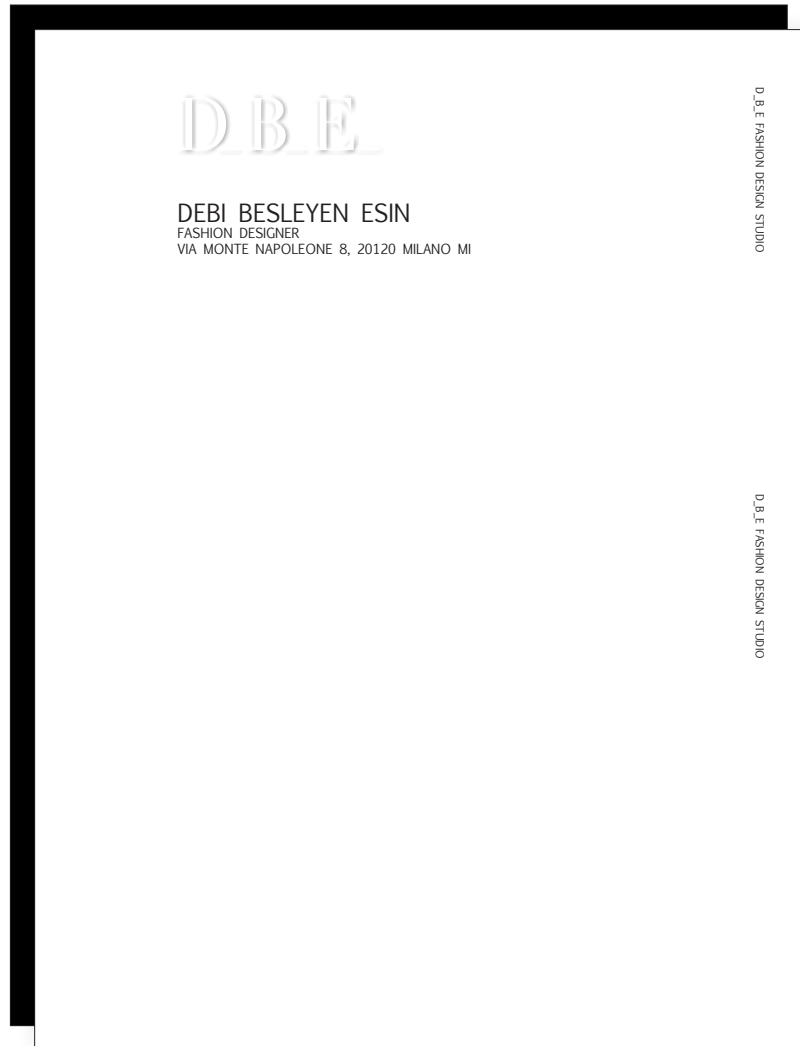
COLOUR

PAPER Bright White
FRONT: CMYK 0 0 0 0
 #000000

TEXT &
PAPER Black
BACK: CMYK 0 0 0 100
 #ffffff

PRINTING

Embossed Logo



SIZE

Regular A4 Envelope

COLOUR

PAPER & Bright White
LOGO CMYK 0 0 0 0
 #000000

TEXT &
TOUNGE: Black
 CMYK 0 0 0 100
 #ffffff

PRINTING

Embossed
Logo
Text

DBE

DBE

DEBI BESLEYEN ESIN
FASHION DESIGNER
VIA MONTE NAPOLEONE 8, 20120 MILANO MI

fashion textile museum

Dear Mr. Johnston,

Icias sani odiatias aut ut reni conse nobite nam quisqui velesed quiaesecum restius anderro ma dolo mod que con evellere nimi, incipiet lateseque eatur? Ique mint quisquam voluptur, que reictas doluptas accae volut as sum cusciel volupta tionsequos renditatem alibus sit fugitati verioist, to omnist doloria ssimus.

Equantore, nos non raturiatu? Fugias voloz magnatu riorect atibus sum harum faccus a vendae idis ea cus eos doluptati nimporessit utem dest et lacculpa doluptaecus denquos nulpa eos accaborerum fuga. Erectem. Obiti ommodio reperi sunt.

Ant. Santiss imporestrum ent renimint laccatur aut plantibus et prentio. Digenim nos elesendenda dit hitiostem fuga. Et quis exerern atemquam, utem. Itatem qui ut eos et ente offcat iandunt.

Ihil idem explaccus sit, assequi quamusam hit quam essus ea solum faceriosae. Nihilliqui corestiunt, ten landan simaximet faccatur mos voluptatur? Quis dolupid quisqui ut as et maximi, sum rehenda sim aut eiction sequid maximus as non et aut eatcus denquos nulpa eos accaborerum fuga. Erectem. Obiti ommodio reperi sunt. Ant. Santiss imporestrum ent renimint laccatur aut plantibus et prentio. Digenim nos elesendenda dit hitiostem fuga. Et quis exerern atemquam, utem. Itatem qui ut eos et ente offcat iandunt.

ur mos voluptatur? Quis dolupid quisqui ut as et maximi, sum rehenda sim aut eiction sequid maximus as non et aut eatcus denquos nulpa eos accaborerum fuga. Erectem. Obiti ommodio reperi sunt. Ant. Santiss imporestrum ent renimint laccatur aut plantibus et prentio. Digenim nos ele Sincerely,

Simon Johnston
Director

83 bermondsey street

fashion xtextile museum

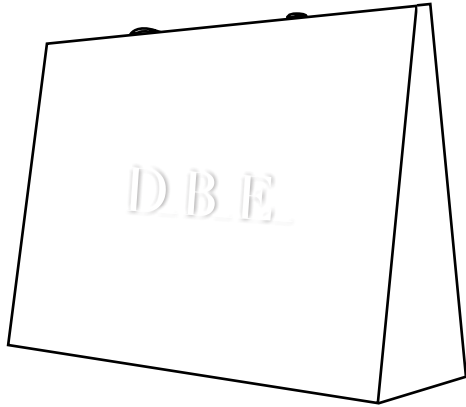
83 bermondsey street, london se1 3af

DBE

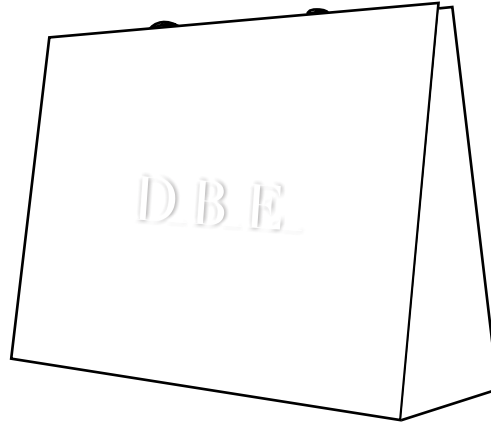
DEBI BESLEYEN ESIN
FASHION DESIGNER
VIA MONTE NAPOLEONE 8, 20120 MILANO MI

OUR_BAGS

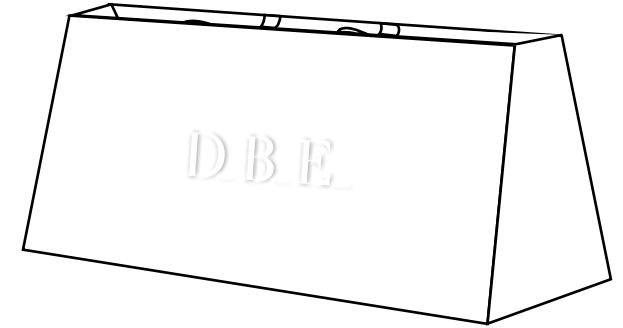
1ST



2ND



3RD



SIZES

- 1_ 220 x 100 x 300 mm
- 2_ 260 x 140 x 330 mm
- 3_ 320 x 220 x 245 mm

COLOUR

PAPER: Bright White
CMYK 0 0 0 0
#000000

PRINTING

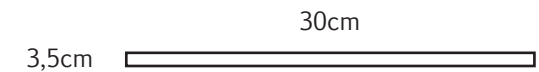
Embossed
Logo
Text

HANDLES

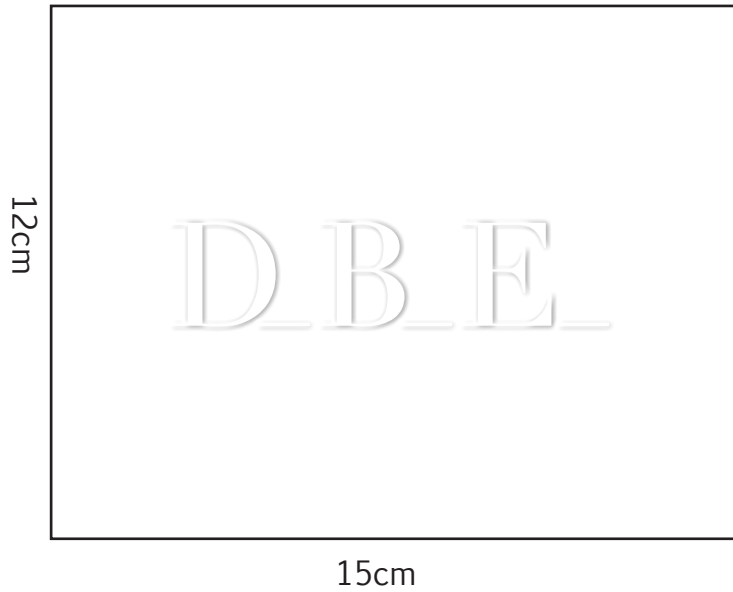
Black Ribbon
Total Length: 30x3,5 cm

MATERIALS

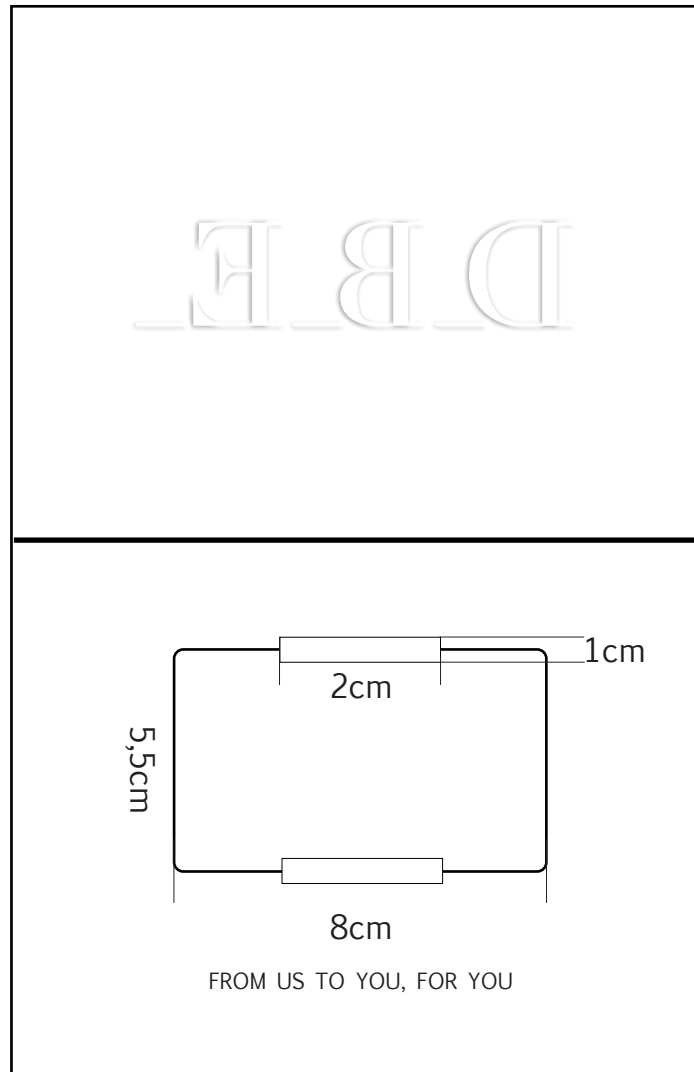
Duplex Board Paper Bags
350g/m²
Coated Matte



OUR_GIFT CARDS



EXTERIOR



INTERIOR

SIZE

PACKAGING: 15x12cm
TOUNGES: 2x1cm
CARD: 8,5x5,5cm

COLOUR

PAPER: Bright White
CMYK 0 0 0 0
#000000

TEXT: Black
CMYK 0 0 0 100
#ffffff

MATERIAL

Duplex Board Paper
300g/m²
Coated Matte

PRINT

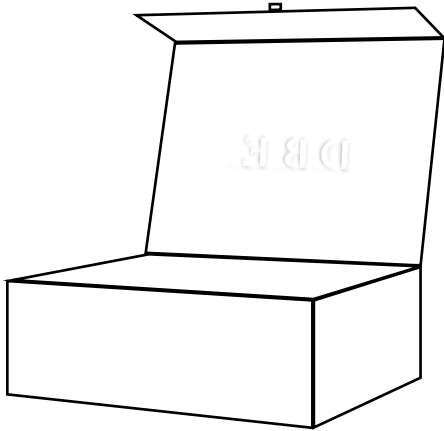
Embossed Logo &
Text

DBE

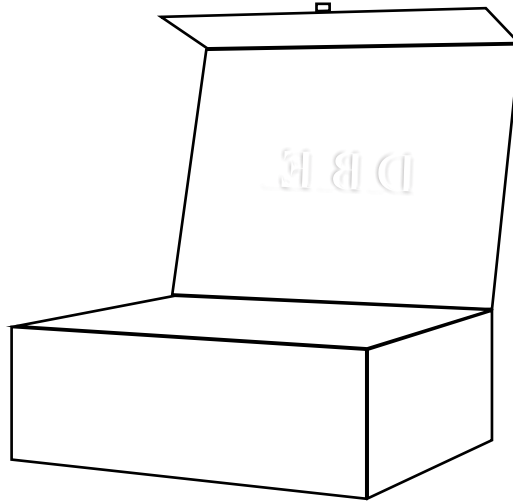
DBE

OUR_ONLINE DELIVERY PACKAGINGS

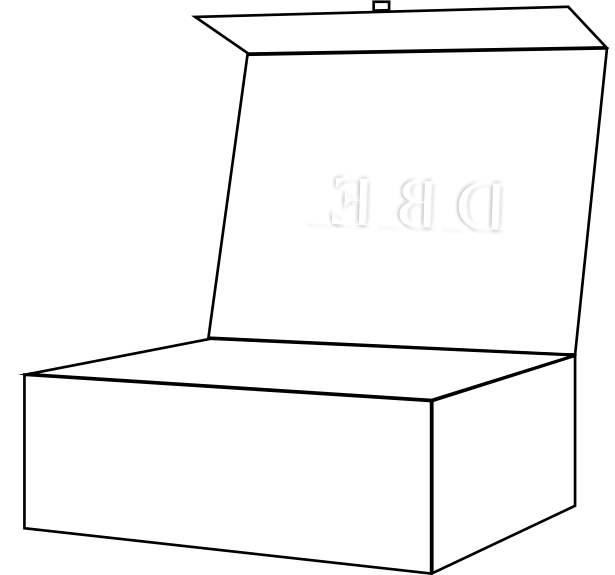
1ST



2ND



3RD



SIZES

- 1_ 250 × 130 × 90 mm
- 2_ 300 × 220 × 330 mm
- 3_ 450 × 350 × 550 mm

COLOUR

PAPER: Bright White
CMYK 0 0 0 0
#000000

PRINTING

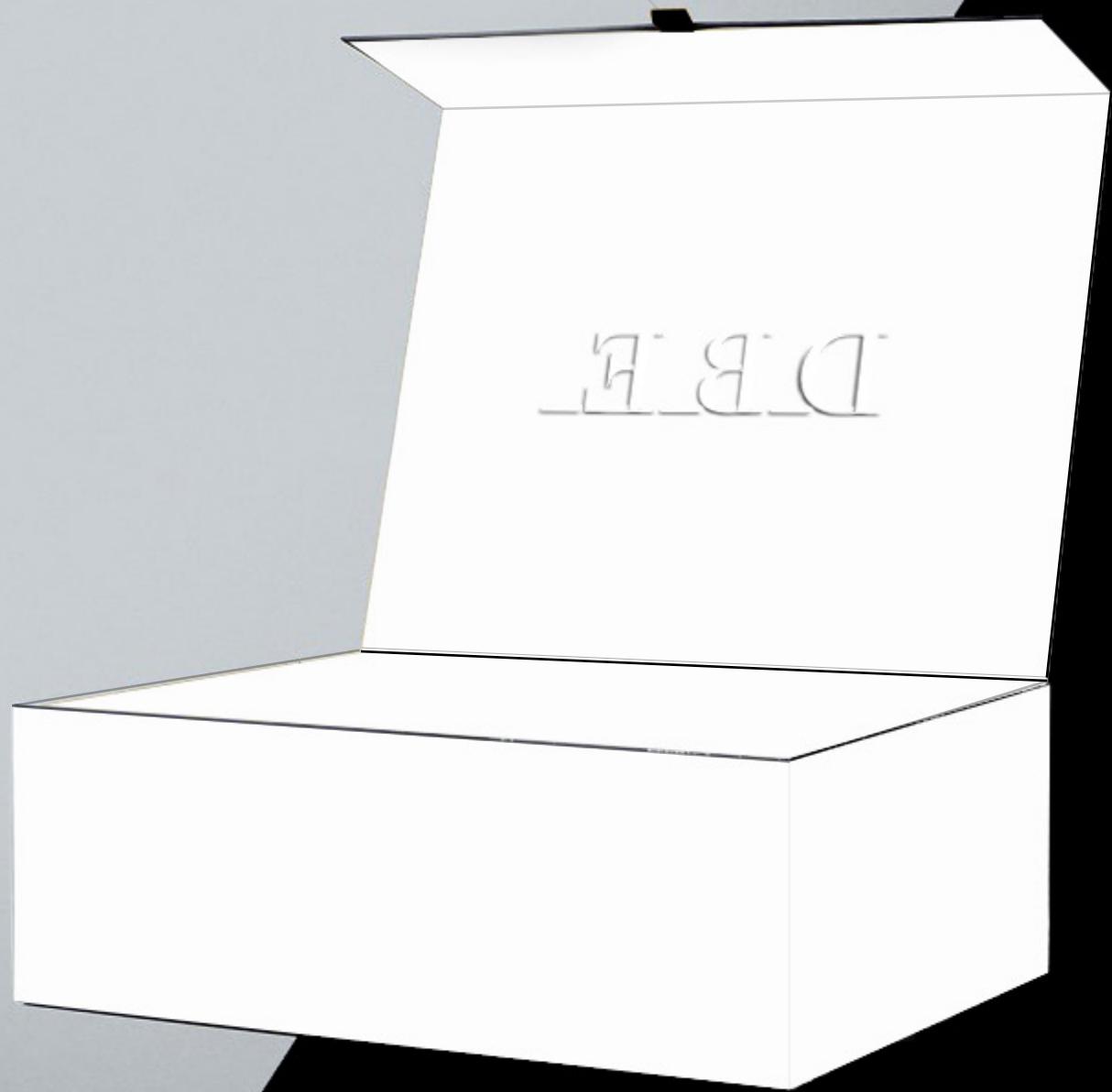
Embossed
Logo

HANDLES

Black Ribbon
Total Length: 2x4 cm

MATERIALS

Duplex Board Paper
350g/m²
Coated Matte



D.B.F.