

BRAND STYLESHEET

This brand stylesheet of Iliyana Yakimova provides outlines and guidelines the use of the brand' symbols to create timeless, modern, elegant, balanced, bold, and creative brand that will attract clients who want their visual identity re-build.

The choices below are carefully selected to provide functional and impactful brand so that Iliyana Yakimova can attract the right target audience. The typography, the colour palette, and the logo are portraying elegance and passion combined with a modern and authentic design. They should be used consistently and in the right manner.

LOGO

The logo consist of the icon taking the font Jeanne Moderno Geometrique and the full name Iliyana Yakimova taking the font Futura PT Demi.

- The white logo should be only used on black background.
- The dark grey logo should be only used on white backgrounds.
- The red and blue logo can be used alternatively on light and dark backgrounds depending on the color scheme of the design layout.

Variations of the logo must appear legibly on a clear background.



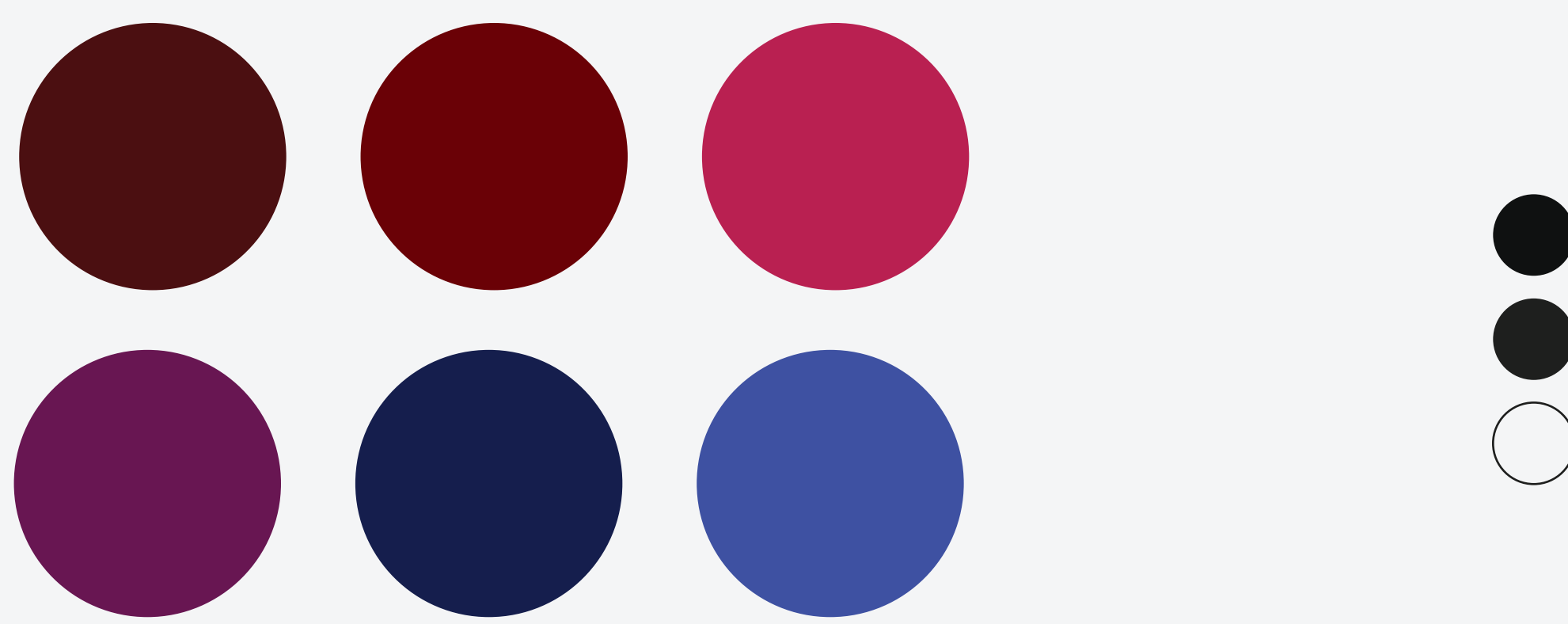
FUTURA Light
 FUTURA Book
 FUTURA Medium
 FUTURA Demi
 FUTURA Heavy
 FUTURA Bold
 FUTURA Extra Bold
 Jeanne Moderno
 OT Geometrique

TYPOGRAPHY

Jeanne Moderno appeared around 1918 and is a re-manifestation of 19th and 20th Century Modernist thinking; traditional, revisionist, raw and elegant. It's geometrique font will be used specifically for the logo.

Futura is a geometric sans-serif typeface designed by Paul Renner and released in 1927. Its long ascenders and almost classical Roman capitals bring a stylish elegance.

Combined together, they create a meaningful relationship between classical and contemporary look.



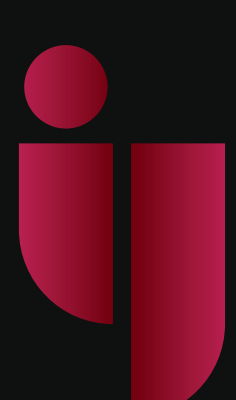
BOLD

ELEGANT

**MODERN
 TIMELESS**

CREATIVE

BALANCED



MODERN & TIMELESS
DESIGNS

MODERN & TIMELESS
DESIGNS

MODERN & TIMELESS
DESIGNS

MODERN & TIMELESS
DESIGNS

