

Brand Guidelines

Fashion is Art
2022

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w fashionisart.com

**FASHION
IS ART**

Logo

Main Logo



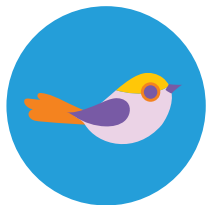
Main With Tagline



Icon



Favicon/Icon



Colorway on Blue



Colorway on Purple



Colors

Purple

EDD5EE

Dark Purple

9641FF

Blue

00A1E7

Honey Yellow

FFC700

Orange

FF8400

Typography

Main Logo Font

ITC AVANT GARDE GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Headline Font

Prata

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Body Text

Work Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Typography Usage

Main Logo Font

ITC AVANT GARDE GOTHIC

This font should only be used paired with the logo.

Body Text

Work Sans Regular

This font should be used as body text across all materials.

Headline Font

Prata

This font should be used as a headline font in social media, print and web.