



MARCH 2025

# JustFashion Brand manual

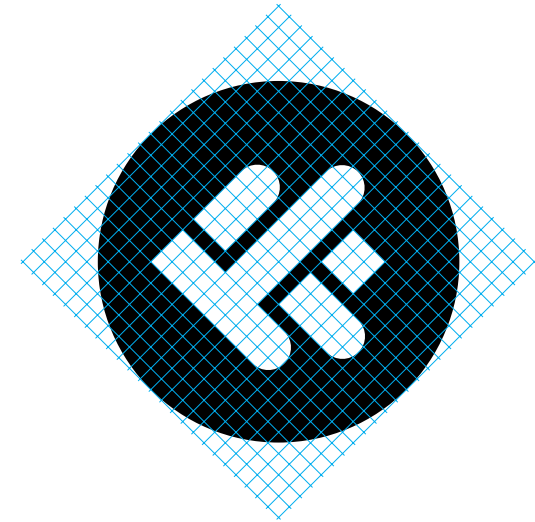
1

# anatomy and CONFIGURATION OF THE LOGO

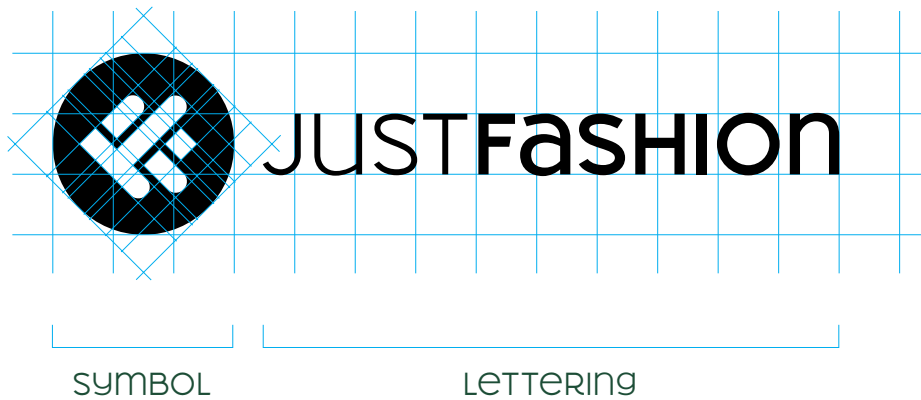


# 1 anatomy and CONFIGURATION OF THE LOGO

We combined two patterns typical of the fashion industry to create a symbol that encapsulates the textile soul. This symbol could be enlarged or repeated to become a graphic element and a pattern in just fashion communications.



# 1 anatomy and CONFIGURATION OF THE LOGO: CONSTRUCTION



The logo consists of 2 inseparable elements: Symbol and Lettering



The logo could be reproduced also with the tagline:

Supporting the Just Transition for the Fashion Sector

# 1 anatomy and CONFIGURATION OF THE LOGO: COLORS

## PRIMARY PALETTE

Tender Touch



**PANTONE** 699c

# f3d3de

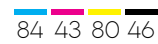


Eden



**PANTONE** 7483c

# 234f36



## COMPLEMENTARY COLORS

Stalactite



#f7f5f0



Pale Blue



# c4d7d2



Sweet Corn



# f0ead8



1

anatomy and CONFIGURATION  
OF THE LOGO: TYPOGRAPHY

HEADLINE FONT

**CHERIONE FAMILY**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!"£\$%&/{[(=?)}]

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!"£\$%&/{[(=?)}]

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!"£\$%&/{[(=?)}]**

TEXT FONT

**OUTFIT FAMILY**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!"£\$%&/{[(=?)}]

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!"£\$%&/{[(=?)}]

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!"£\$%&/{[(=?)}]**

# 1 anatomy and CONFIGURATION OF THE LOGO: COLOR COMBINATIONS

PRIMARY COLORS



BLACK AND WHITE



# 2

## RULES OF USAGE



## 2 RULES OF usage: minimum distance and size

position text or other logos at a distance  
equal to the size of the symbol



Minimum recommended size



## 2 RULES OF usage: minimum DISTANCE and SIZE

position text or other logos at a distance  
equal to the size of the symbol



Minimum recommended size



# 2

## RULES OF USAGE: FORBIDDEN USES

		Don't use unauthorised colours
		Don't distort
		Don't move elements
		DO NOT apply graphic treatments such as shading and screening
		Respect buffer zone

# 2

## RULES OF usage: FORBIDDEN USES



# 2

## RULES OF usage: FORBIDDEN USES



# 3

## IDENTITY SUPPORTS and VISIONS





**JUSTfashion**

Supporting the Just Transition  
for the Fashion Sector





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Supporting the Just Transition  
for the Fashion Sector



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for the Fashion Sector





**Thanks!**  
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