

BRAND GUIDELINES

WHO ARE WE?

In today's fast-paced world, we believe in the importance of slowing down and restoring balance. Inspired by the simplicity of nature, particularly the renewal symbolized by cherry blossoms, our designs focus on clarity and minimalism. By reducing visual clutter, we help your company focus on what truly matters, fostering a sense of mindfulness and harmony in everything we create.

SAKURA
CREATIVE
桜 さくら



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LOGO DESIGN

LOGO | COLOURS | TYPOGRAPHY | VISUAL STYLE

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DESIGN EXPLANATION

The sakura tree stands for the beginning of a new life phase. We help new businesses progress.

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The japanese style is very clean and minimalistic. We strife to convey this in our designs, laying the focus on what truly matters.



DON'T USE OUR LOGO

Our logo can be used in a variety of different ways. This is a positive thing, but with that also comes that it can be used in ways that were not intended.

Please **DO NOT** use our logo in the ways described here.



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COLOURS

LOGO | COLOURS | TYPOGRAPHY | VISUAL STYLE

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OUR COLOURS

Colours most times define how a brand gets perceived. These colours show who we are, and define what our branding looks like.

These are the only colours that are allowed to be used with our branding means.

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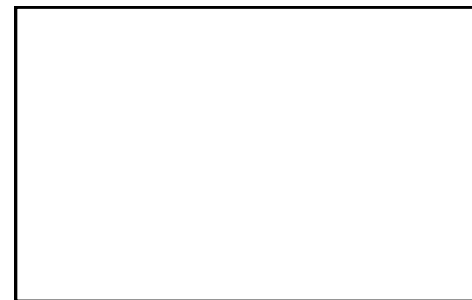
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Y 17.57
K 70.98



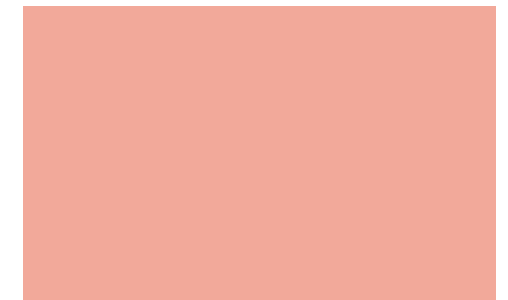
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Y 22.73
K 82.75



#FFFFFF

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M 0
Y 0
K 0



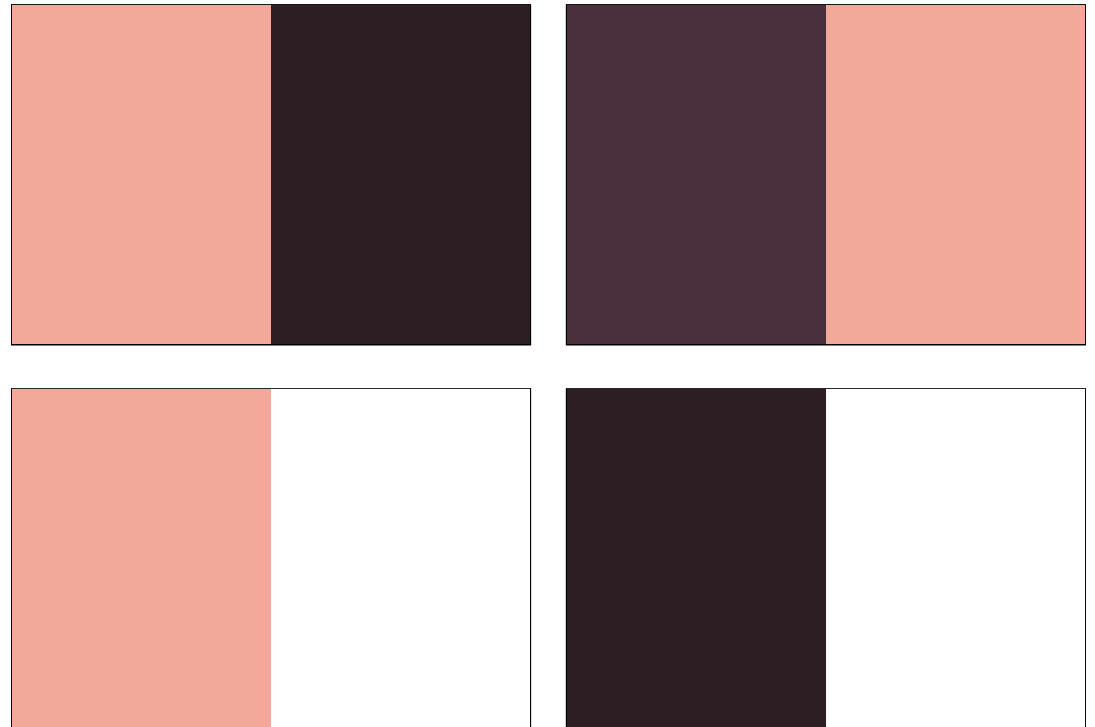
#F2A99A

C 0
M 30.17
Y 36.36
K 5.1

COLOUR COMBINATIONS

All of our brandmarks can be used in a variety of different colours. These are the colours that you can use in combination with each other.

Please **DO NOT** use them in any other way.



TYPOGRAPHY

LOGO | COLOURS | TYPOGRAPHY | VISUAL STYLE

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OUR TYPEFACES

The typefaces that are mentioned here are the fonts that can be used in any type of branding.

Whether this is a website, a flyer or a poster. These are the **only** fonts that are allowed to be used.

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A a B b
Regular

A a B b
SemiBold

A a B b
Bold

A a B b
Regular

OUR BRANDING ELEMENTS

In our branding, we have multiple elements that can be used in different branding means. These elements can only be used in the ways that are specified here.

DO NOT change the colour or shape of them.

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VISUAL STYLE

LOGO | COLOURS | TYPOGRAPHY | VISUAL STYLE

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OUR BRAND!

Our brand stands for simplicity and balance. This can clearly be seen in some of these mock-ups.

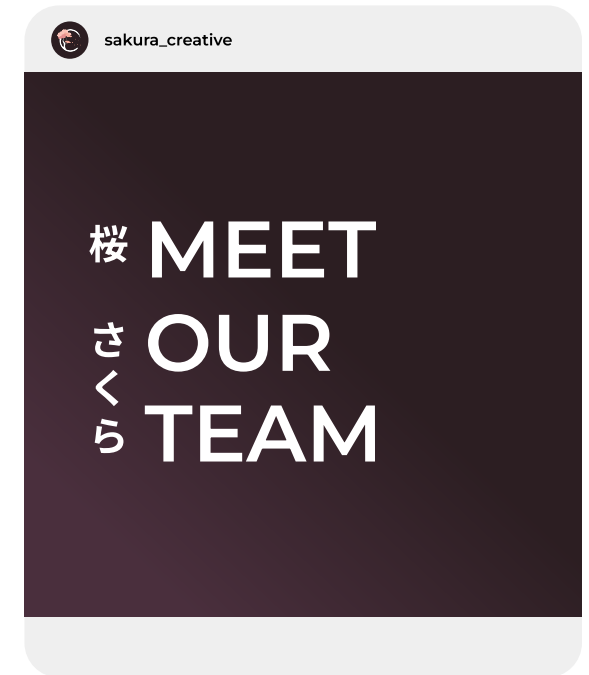
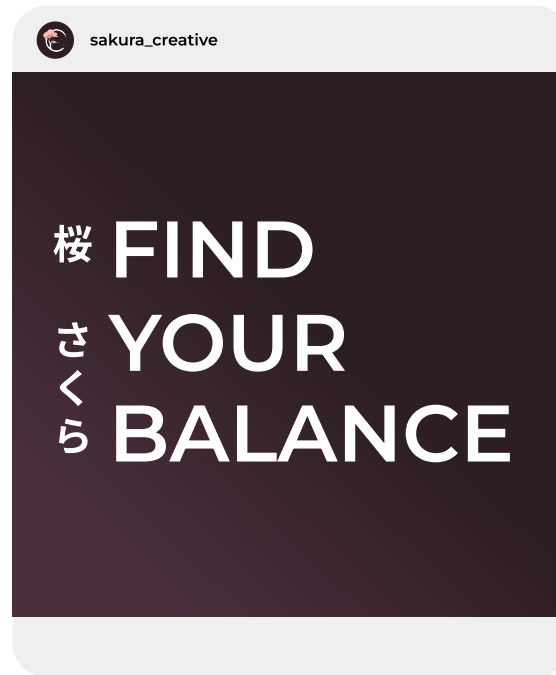


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WHERE CAN YOU SEE OUR LOGO?

Our logo can be seen in a variety of different ways. Sometimes it may be printed, where other times it is being used as an online brandmark.

This is how our logo can be used on social media.



✉ info@sakuracreative.com

☎ +31 6 123 456 78

🏠 Rachelsmolen, 5521 EK Eindhoven



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