

Aphrodite Passion[®]

BRAND GUIDE

Introduction

It is important that **Aphrodite Passion** [AP] maintains a consistent, professional image. All AP materials, including internal and external publications, signage, flyers, posters, advertisements, videos, web pages, presentations, letterhead, business cards, and other visual representations carrying the Company's logo should maintain a uniform resemblance.

Electronic files of the logo and seal can be downloaded from the AP website at <https://aphroditepassion.com/brandguide>.

The following are guidelines which must be followed. For any questions regarding logo and brand implementation not covered in this Brand Guide, please contact support at assistance@aphroditepassion.com.

Logo

The logo is the most visible and recognizable element of the AP brand identity.
It should be applied consistently across all communications.

MAIN VERSION



WORDMARK

Aphrodite Passion®

Aphrodite Passion®

Logo Clear Space

Clear space is “breathing room” that surrounds the logo to ensure that the logo is easily identifiable, as well as visible and legible wherever it appears.

The capital [A] in the logo determines the clear space.

This clear space should be observed on all four sides of the logo. Do not position any text, graphic elements, or other visual marks inside the clear space. This is the minimum clear space requirement; more space should be used when possible.

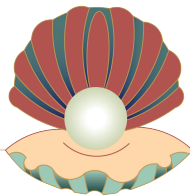


Logo Minimum Size

To retain sufficient visibility, readability and reproduction quality, the logos should never be reproduced below the minimum sizes shown below.

Normal Logo
3" Wide = Minimum Size

Wordmark
2" Wide = Minimum Size

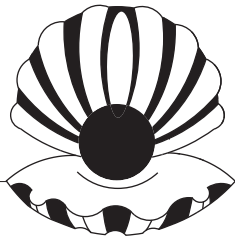


Aphrodite Passion[®]

Aphrodite Passion[®]

Black and White Logo

The AP logo may be reproduced in black and white only as represented here.
There should be no gradient whatsoever.

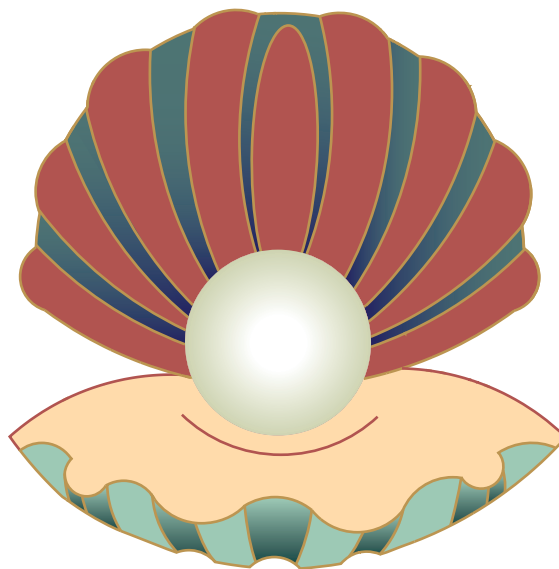


Aphrodite Passion[®]

Aphrodite Passion[®]

Icon

The corporate icon should only be used sparingly as a supporting design element in pieces that already have one of the main logos represented.



Logo Don'ts

In order to maintain brand integrity, the approved logos must not be altered in any way, including color, proportion, translation, font, or composition. Examples on this page demonstrate some incorrect uses of the logos.

Horizontal Skewing



Vertical Skewing



Placing a non-compliant brand color behind the logo



Brand Colors

The color palette helps foster a consistent appearance across all communications, demonstrating a unified look for AP. The primary colors for AP are shown below with all color values.



2747 U

100, 100, 25, 25

38, 34, 98

#262262



330 U

72, 41, 49, 14

79, 117, 116

#4f7574



704 U

24, 77, 65, 10

177, 84, 81

#b15451



2431 U

3, 41, 52, 0

240, 164, 125

#f0a47d



4029 U

2, 15, 34, 0

248, 215, 172

#f8d7ac



7551 U

26, 39, 79, 3

187, 148, 81

#bb9451



2458 U

52, 32, 46, 3

129, 148, 137

#819489



558 U

39, 7, 33, 0

158, 200, 181

#9ec8b5

Typography

Cochin is the preferred font family for AP branded materials.
In some digital communications, where Cochin is not available,
Charter is an approved acceptable replacement.
Myriad Pro, Ananda and Photograph Signature are accents.

Cochin - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*()_+?

Charter - Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*()_+?

Myriad Pro - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*()_+?

Ananda

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%&^*()_+?*

Photograph Signature - Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&^()_+?*

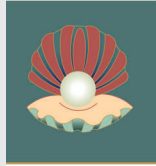
Graphic Style



Aphrodite Passion



Stationary



Natalie Castron
20 W 34th St
New York, NY 10001

29 March 2020

Dear Miss Castron,

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APHRODITE PASSION | 324 Rio Drive, Bel Air, CA | 90210

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Truly yours,

Aphrodite

APHRODITE PASSION | 324 Rio Drive, Bel Air, CA | 90210

Stationary

 <p>Aphrodite Passion®</p>		<p>Dr. Beverly Walker-Griffea PRESIDENT OF MCC</p> <hr/> <p> 324 Rio Drive, Bel Air, CA 90210</p> <p> 789.367.2314</p> <p> president@aphroditepassion.com</p> <p> https://aphroditepassion.com</p>
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	<p>Aphrodite Passion®</p> <hr/> <p> 324 Rio Drive, Bel Air, CA 90210</p> <p> 789.367.2314</p> <p> assistance@aphroditepassion.com</p> <p> https://aphroditepassion.com</p>
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Marketing Materials



B I L L B O A R D

Promotional Items



Top

S H I P P I N G B O X



Bottom



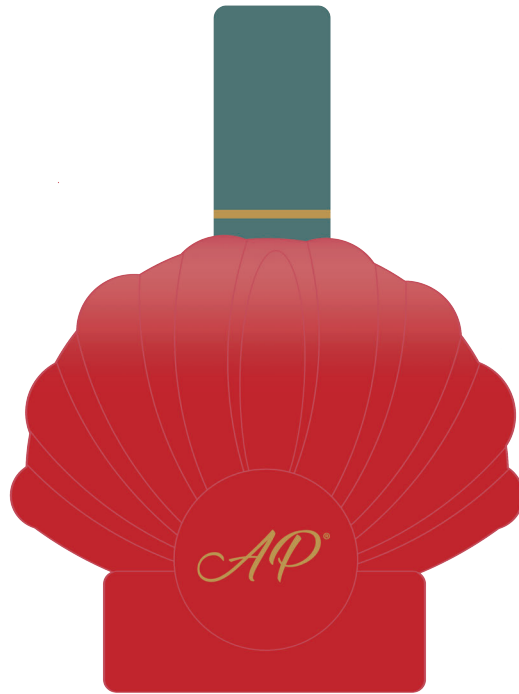
Side



I N S T O R E B A G

Promotional Items

P O L I S H B O T T L E



F I N G E R R I N G



