



# Visual Identity **Guidelines**

May 2021

# The **DRIZZLE Brand**

The icon of logo is first letter of DRIZZLE and inspired by form of «D». Also the solid cubic form is the simplicity essence of the brand.

# The Logo

## English Version

The icon of logo is first letter of DRIZZLE and inspired by form of «D». Also the solid cubic form is the simplicity essence of the brand.

DRIZZLE's logo was designed to create a bold identity. The logo should appear in the top left or bottom left of all artwork if possible. Please use the one color and mono white-out versions appropriately.

The Logo

The Icon

The Wordmark



Mono white-out

# The Logo

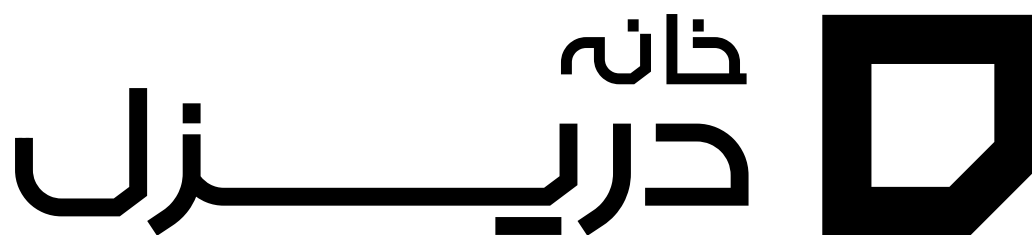
## Persian Version

Persian DRIZZLE's logo should appear in the top right or bottom right of all artwork if possible. Please use the one color and mono white-out versions appropriately.

The Logo

The Wordmark

The Icon



Mono white-out

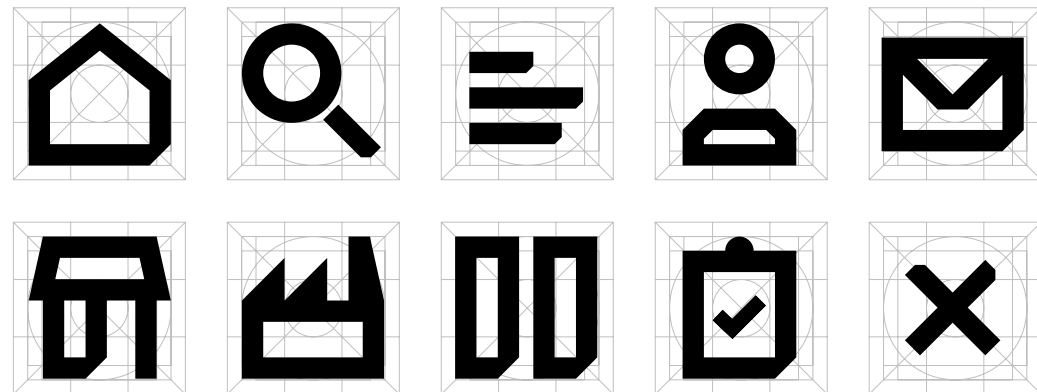
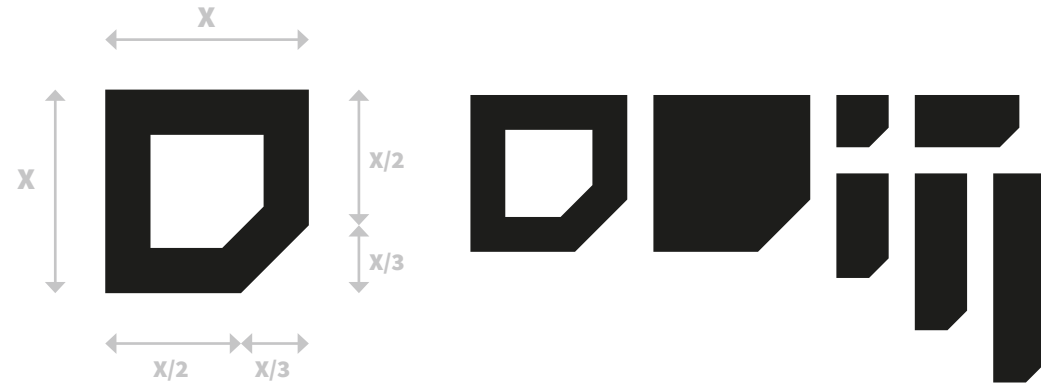
## The Exclusive Zone

To protect the clarity and integrity, the DRIZZLE logo should be kept clear of competing text, images and graphics. It must be surrounded on all sides by adequate clear space - a space equal in size to the height of the triangle within the logo.



# The Iconography

The icons was designed based on the form of the DRIZZLE's logo.



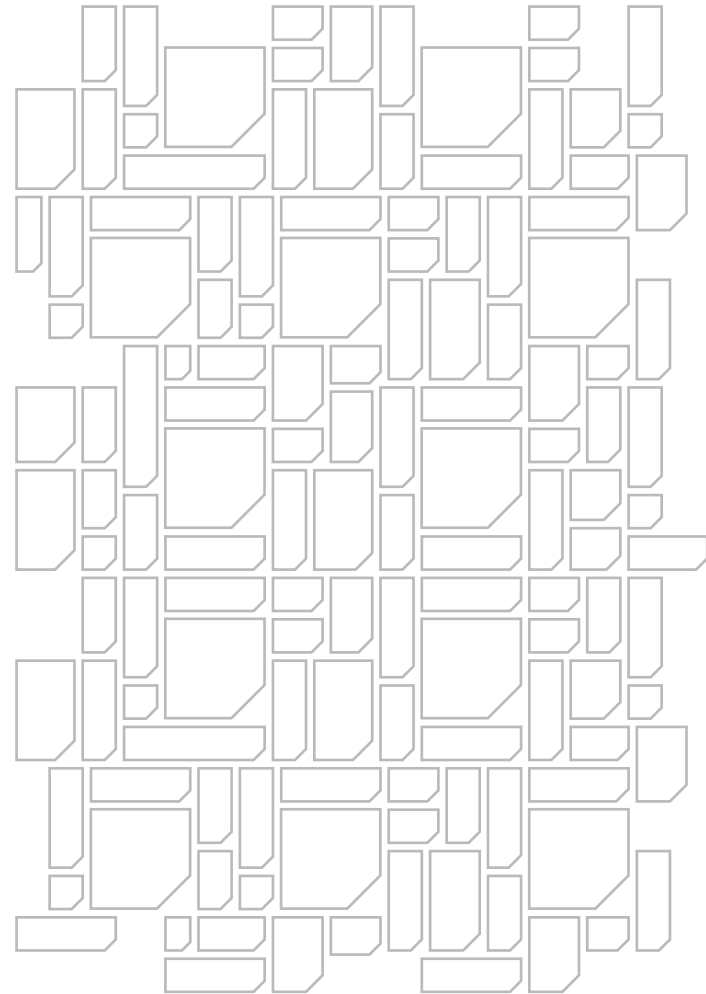
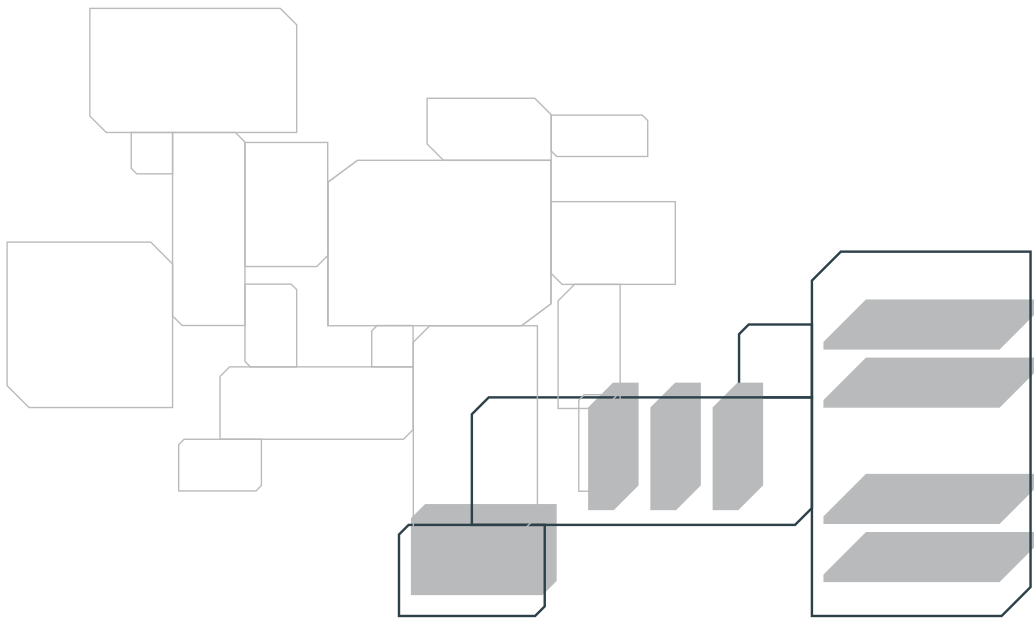
# The Color Pallette

The icon of logo is first letter of DRIZZLE and inspired by form of «D». Also the solid cubic form is the simplcity essence of the brand.

<b>Dark Charcoal</b>	<b>Medium Charcoal</b>	<b>Rhino Grey</b>	<b>Golden</b>	<b>White</b>
RGB	RGB	RGB	RGB	RGB
24 31 37	51 67 76	197 197 197	180 141 0	255 255 255
CMYK	CMYK	CMYK	CMYK	CMYK
60 40 30 90	80 60 50 45	20 15 10 10	10 30 100 30	0 0 0 0

# The Patterns

The patterns was designed based on the logo and can be dynamicly changed in any forms and sizes.





## The Typography

Primary Font - **Anjoman** should be used for any material, digital or printed, created by the design team such as: web and app design, brochures, flyers, rollups, business cards...

## Products of **DRIZZLE Home**

### Introduction

The interior design of any space needs an element that is finishing. In its absence, the layout of the space is incomplete. Dryer towels in the bathroom and toilet play a complementary role in the decoration.

## محصولات خانه دریزل

### مقدمه

طراحی داخلی هر فضا به یک عنصر نیاز دارد که تمام کننده باشد. چیزی که در نبودش چیدمان فضا نیمه تمام است. حوله خشک کن در سرویس بهداشتی و حمام درست نقش مکمل در دکوراسیون را بازی می کند.

