



Bahia

Luxury perfume

Brand style guide

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Borhina



Bahia

Brand tone of voice

The tone of voice for Bahia perfume brand should embody elegance, mystique, and authenticity, creating a narrative that connects deeply with its audience. It should transport customers into a world of sensory indulgence while upholding the exclusivity and cultural richness that define the brand.

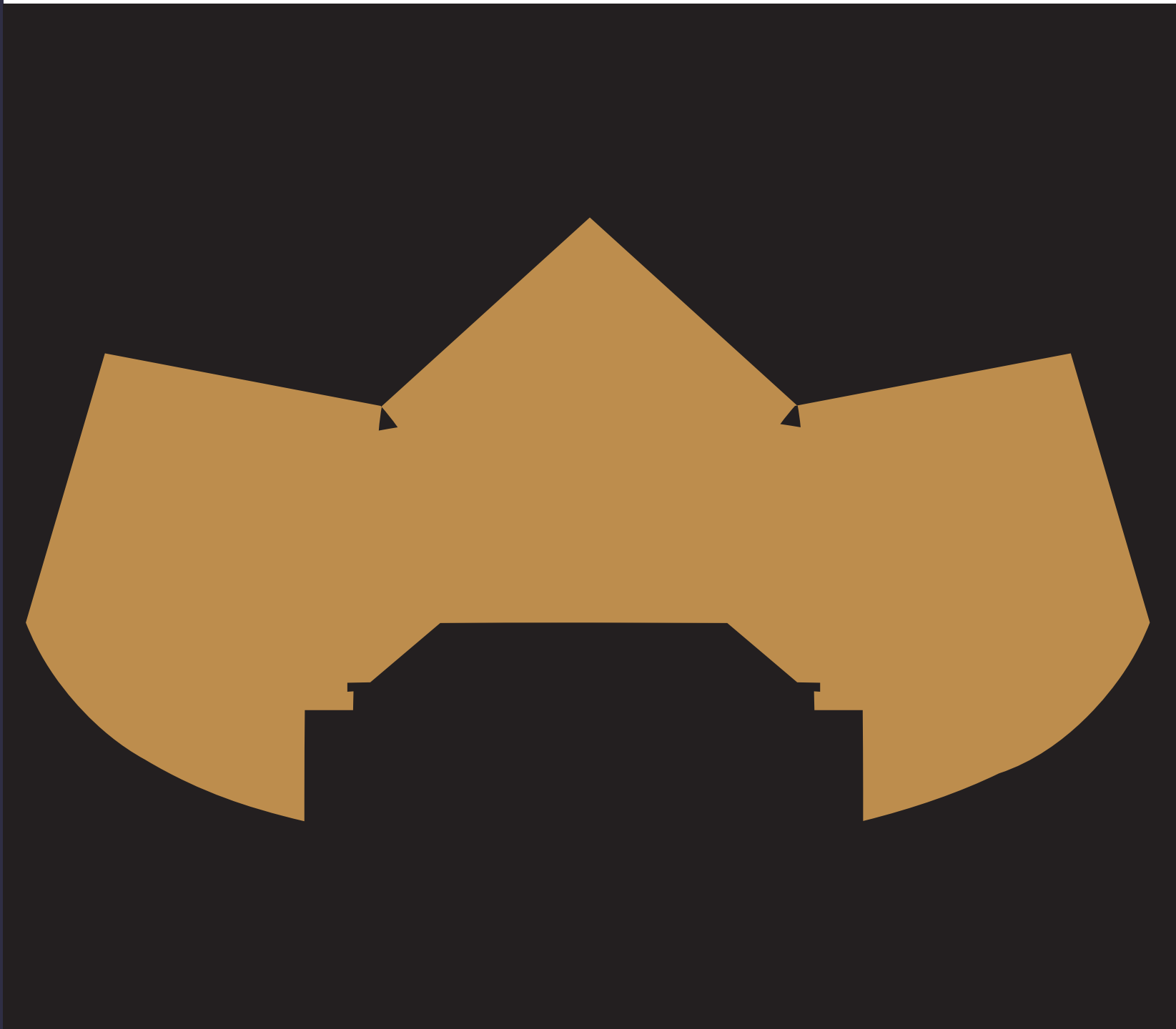
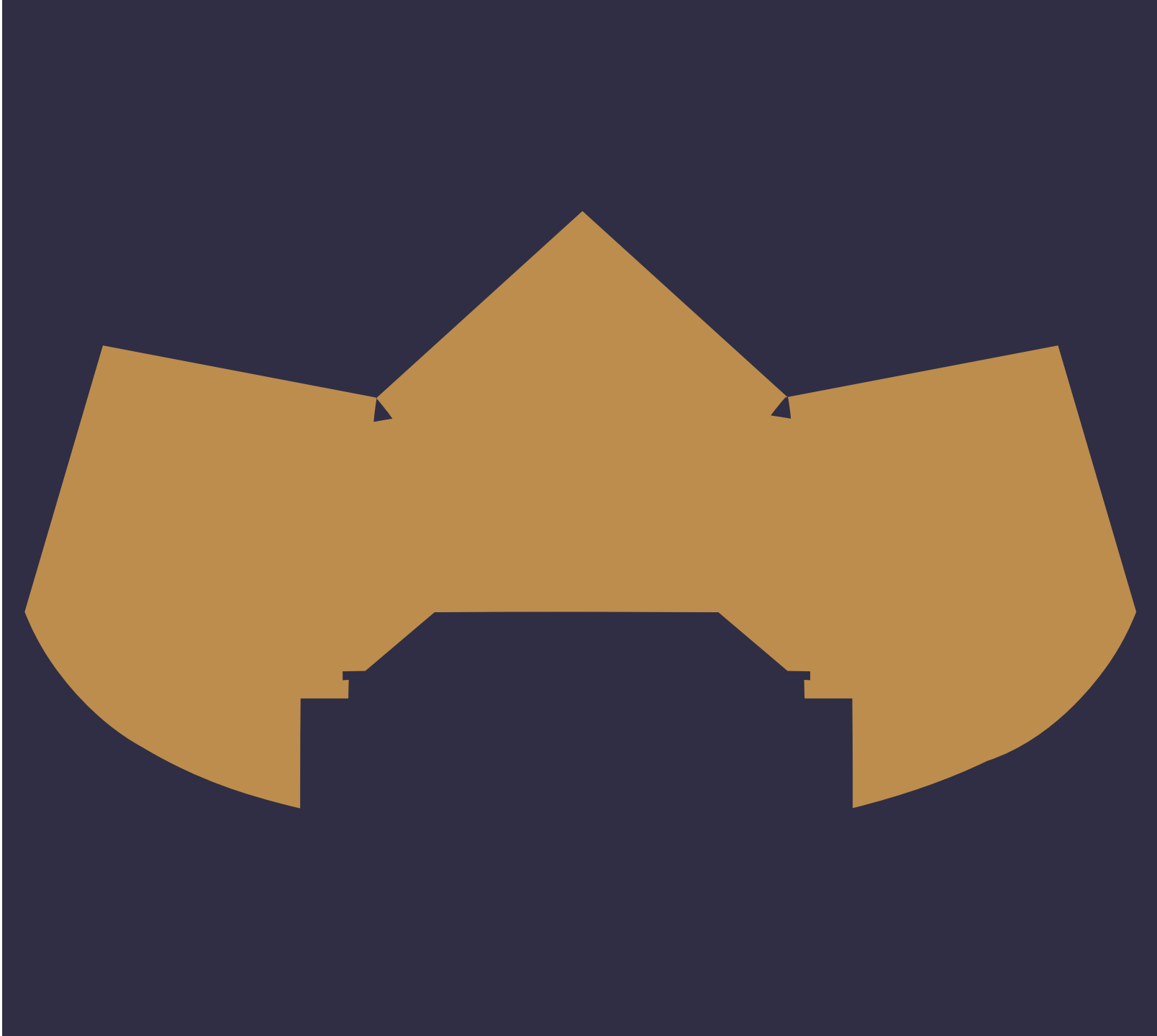
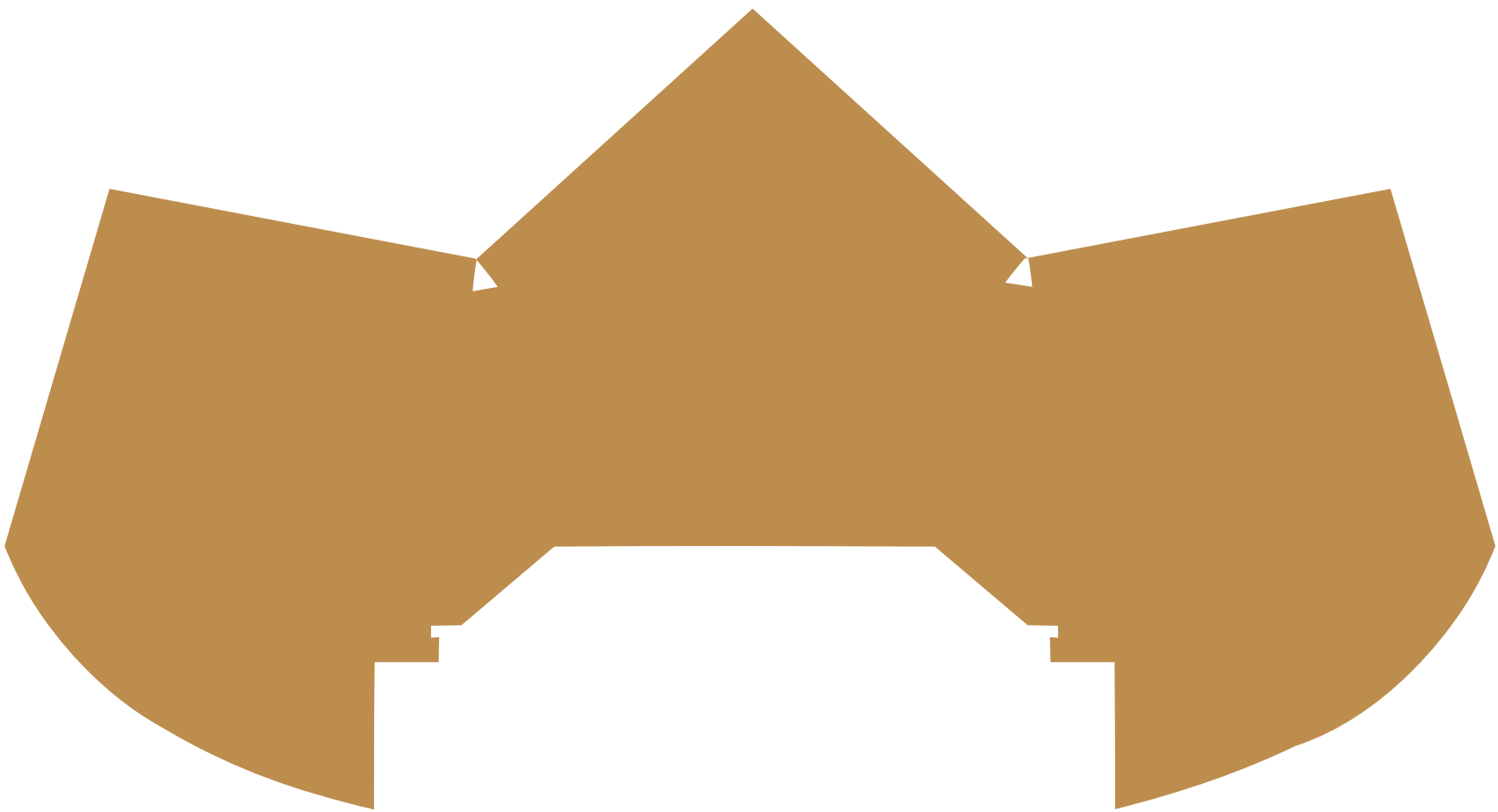
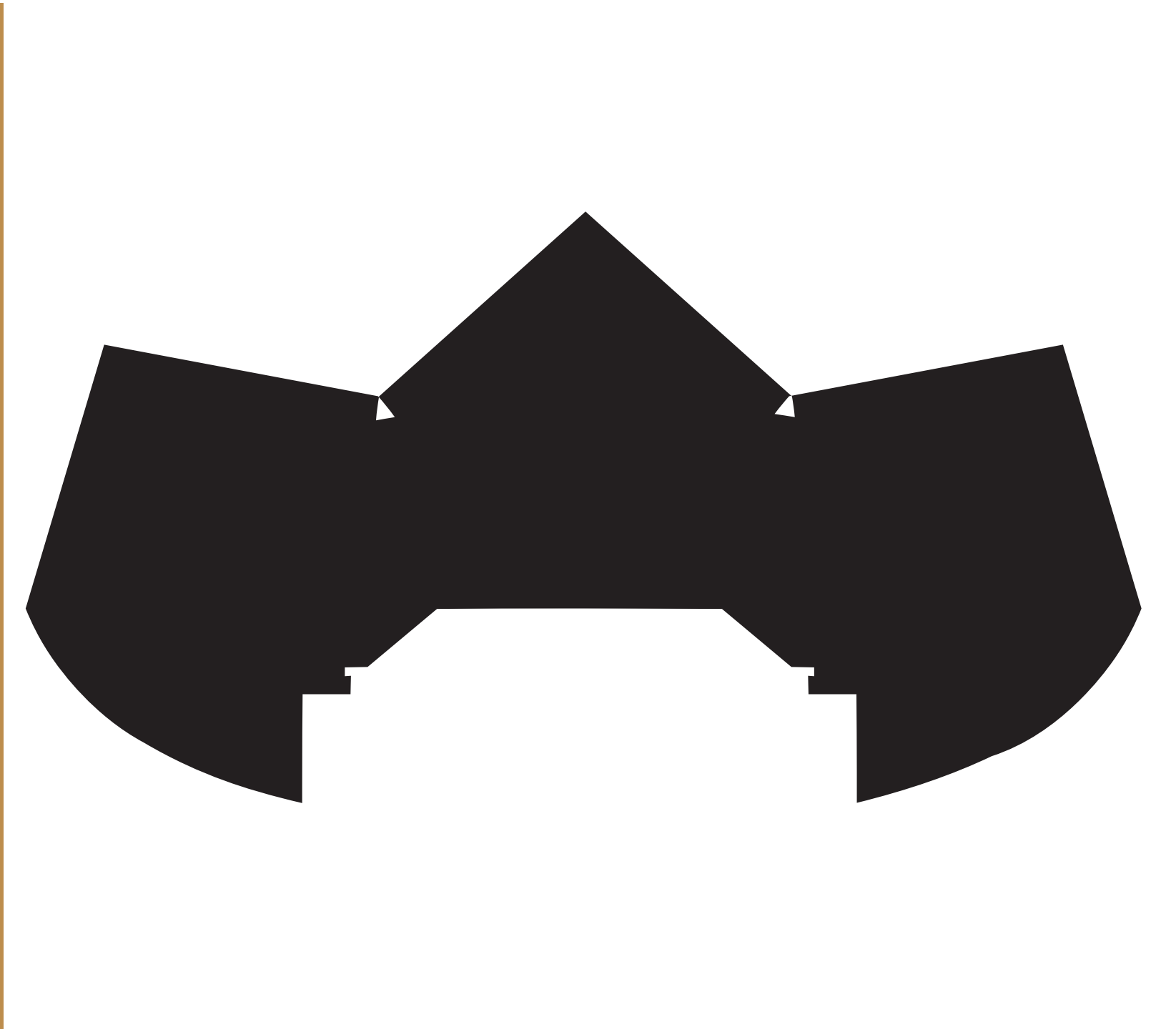
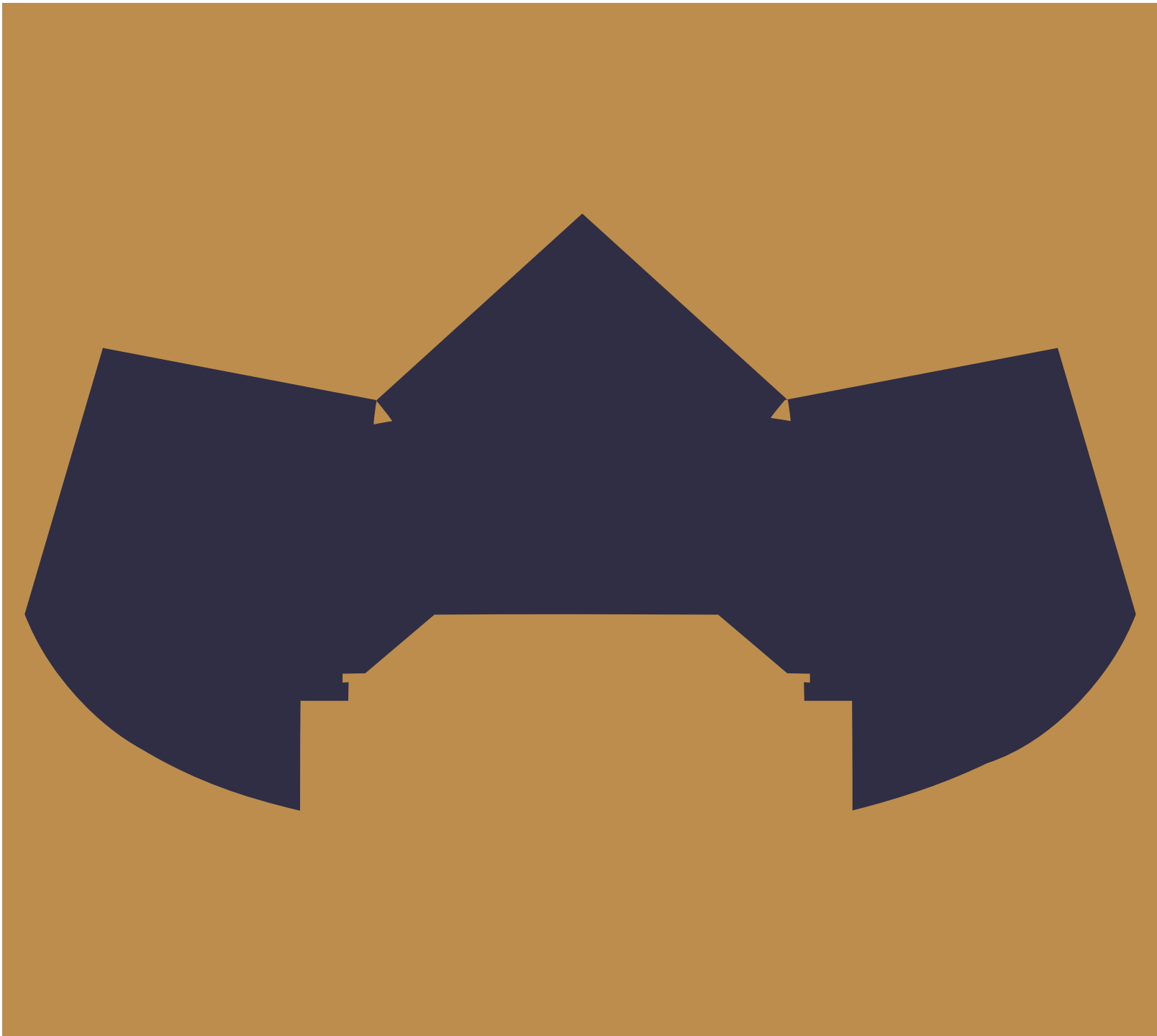


Bahia

Positioning statement

”To luxury seekers, Bahia is a Saffran and vanilla fragrance made with the best quality products that melt together like butter”

Logo



Bahia

Bahia



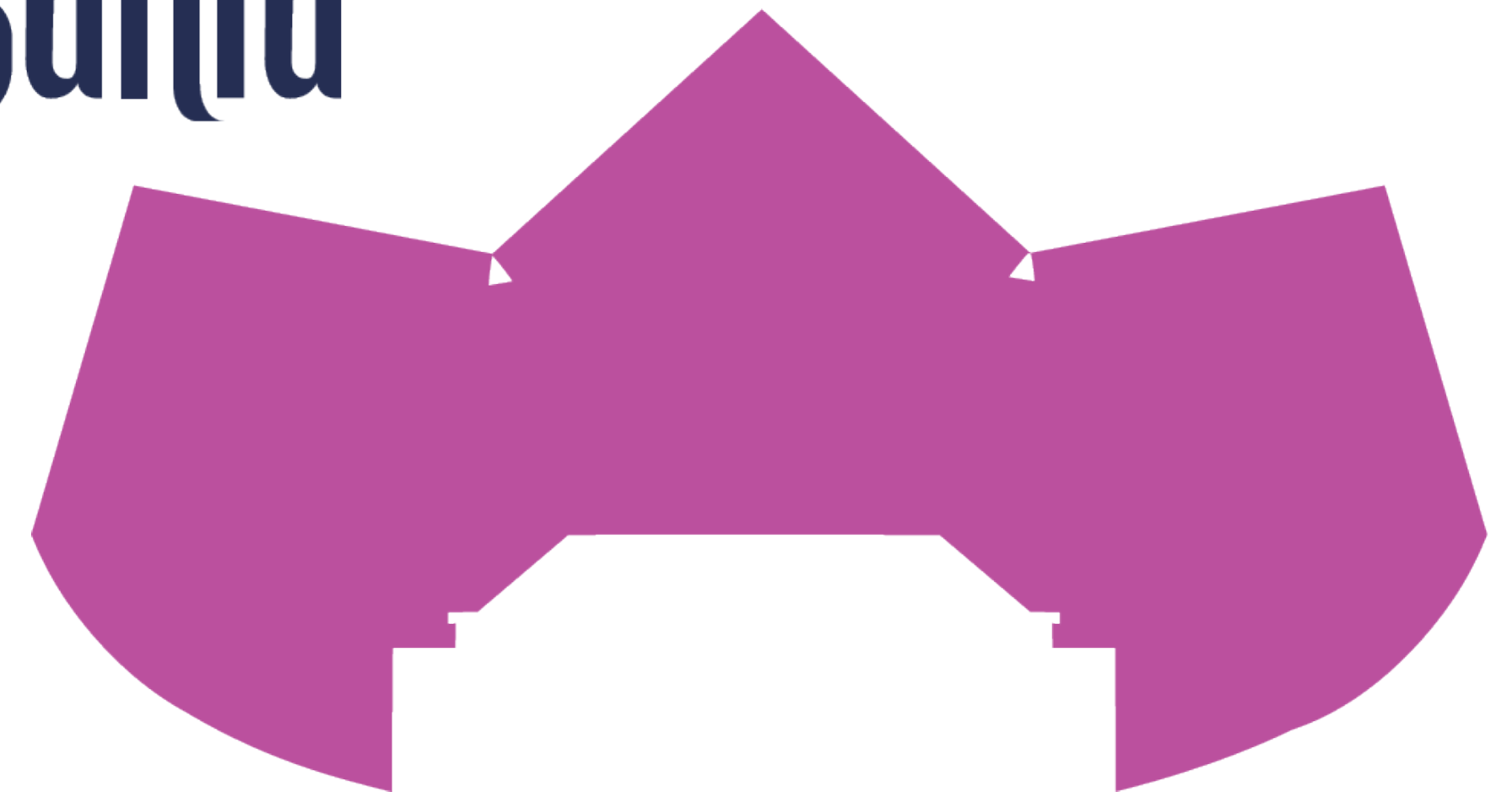
Bahia

Bahia

Logo dont's



Bahia



Colors

Secondary colors

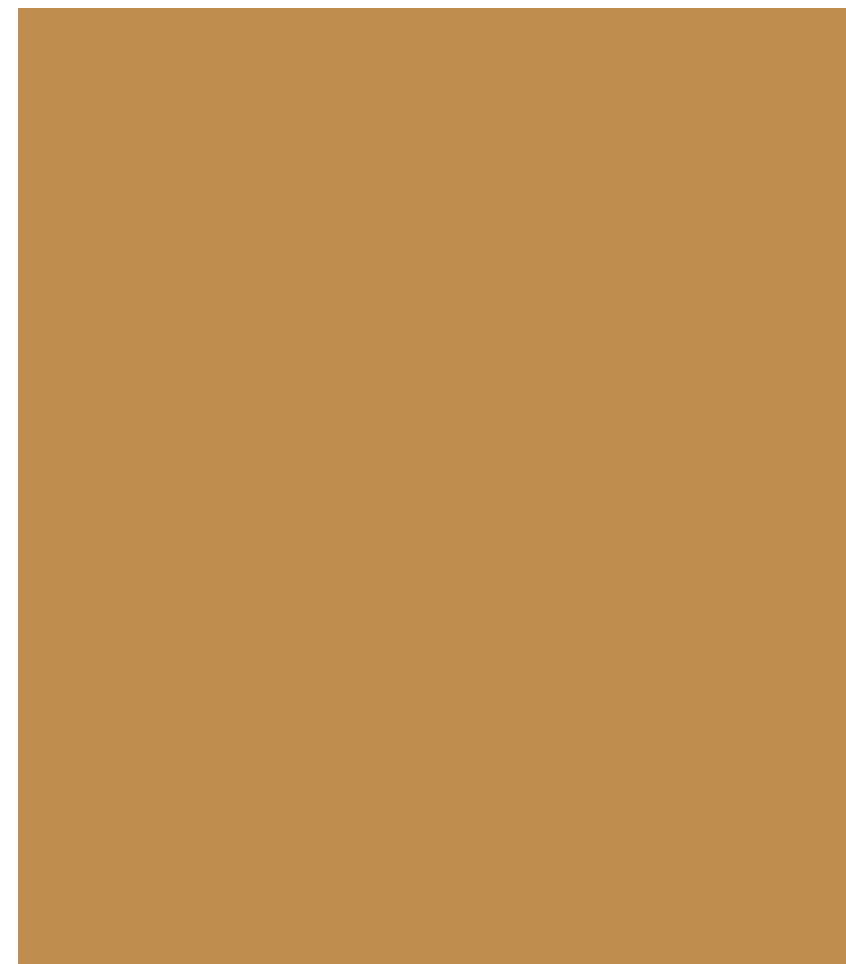
Primary colors



HEX
252e53

RGB
37, 46, 83

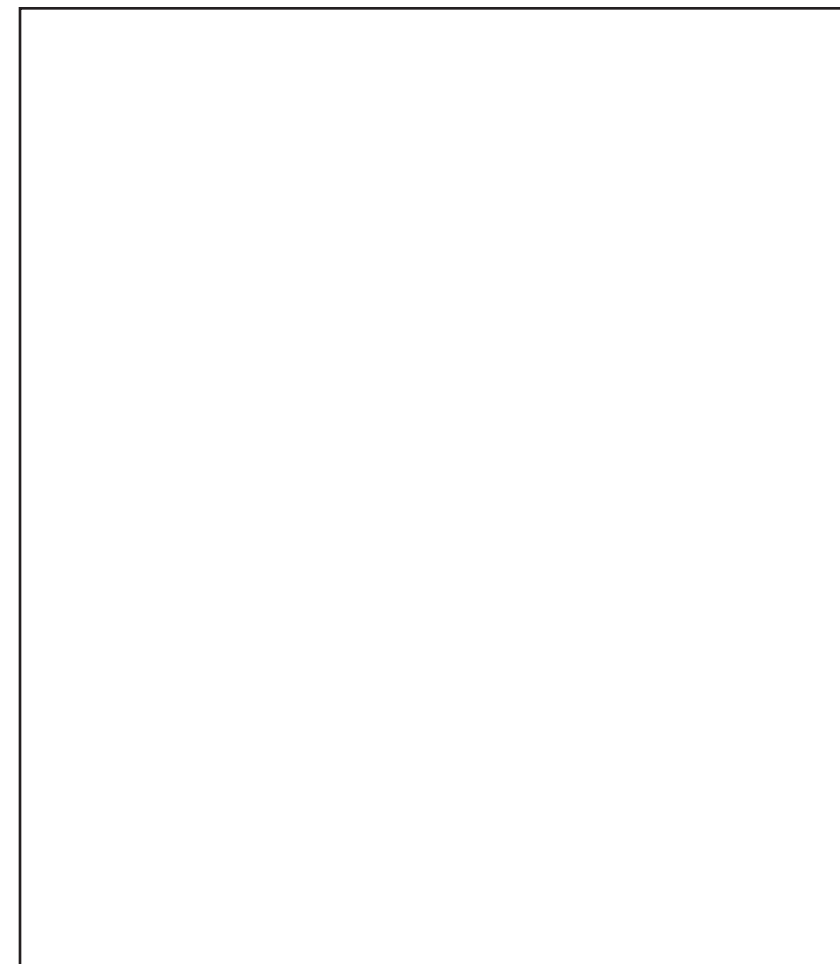
CMYK
96%, 84%, 36%, 34%



HEX
bf8e4e

RGB
191, 142, 78

CMYK
22%, 42%, 73%, 11%



HEX
ffffff

RGB
255, 255, 255

CMYK
0%, 0%, 0%, 0%



HEX
000000

RGB
0, 0, 0

CMYK
0%, 0%, 0%, 100%



HEX
640b00

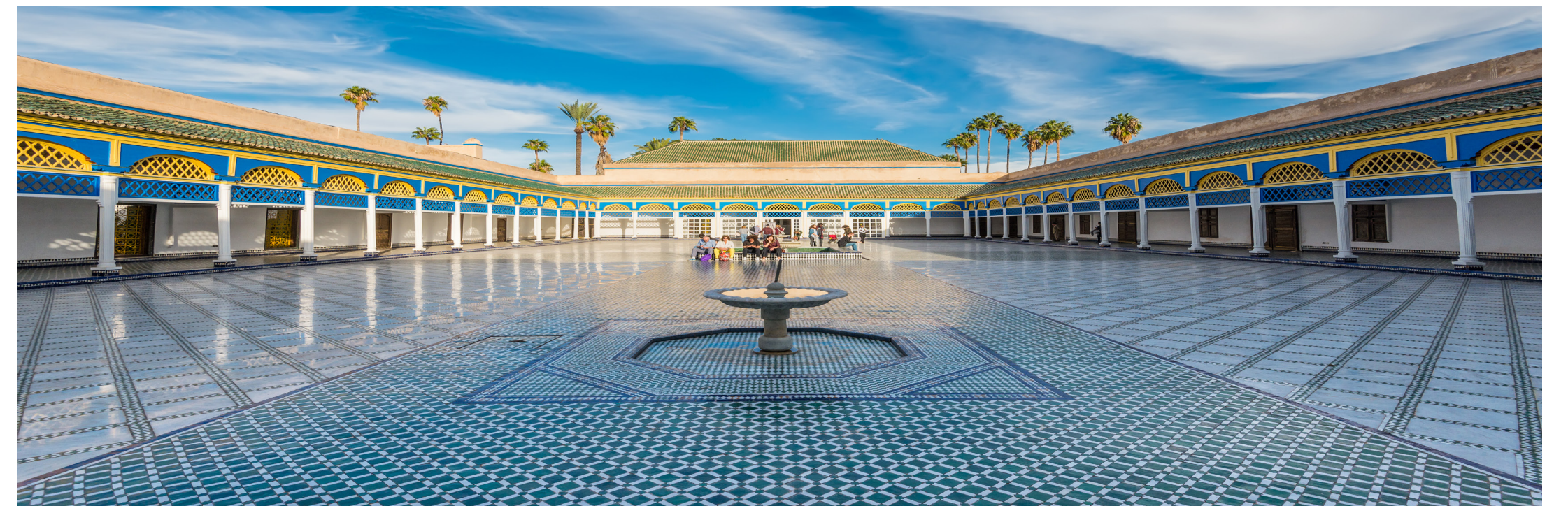
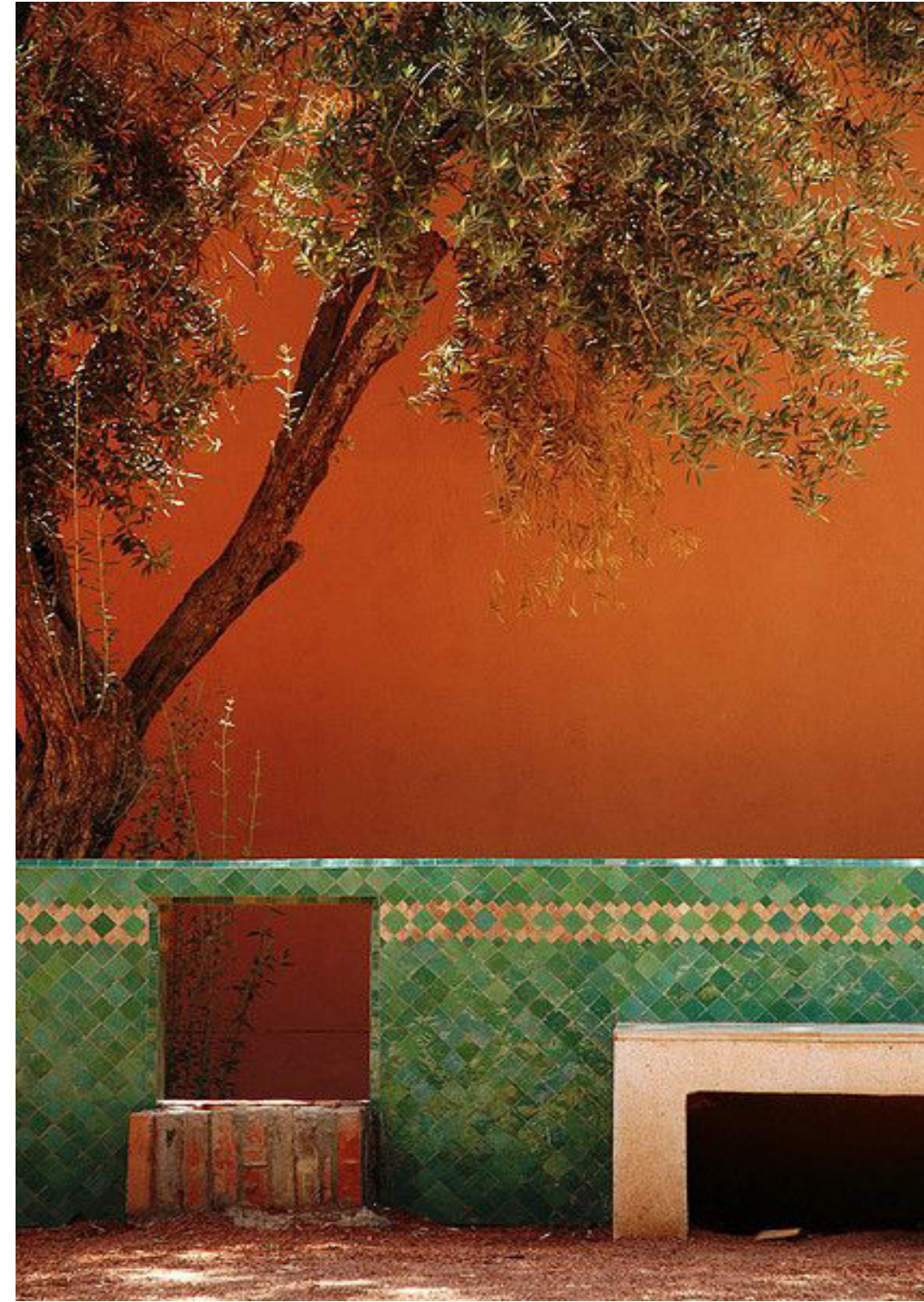
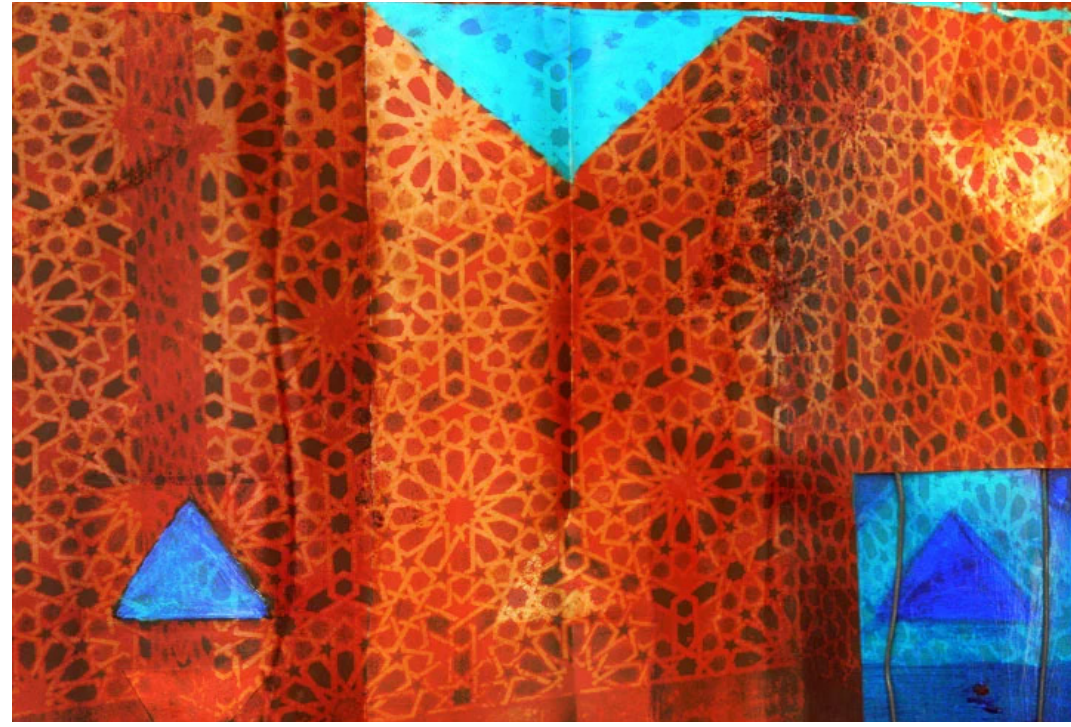


HEX
1c082c



HEX
a3b187

Photo Brief



Typography

Primary Font

Alana Regular

ABCDEF GHIJK LMNOP QRSTVU
WXYZ

abcdefghijklmnopqrstvwxyz

0123456789.,+?&#”

Secondary Font

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstvwxyz

0123456789.,+?&#”

Mockups



Mockups



Bahia