

faja studio

BRAND GUIDELINES

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FAJA STUDIO is a sustainable womenwear brand based in London. All pieces are inspired by classic 00s and 90s silhouettes, with the brand being aimed at ages 16-25.

100% Sustainable.
Made to Last.

The logo is a core element of the brand and the **FAJA STUDIO** identity.

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The logo can be changed to any of the brand colours depending on the background colour, examples can be seen below:



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The **FAJA STUDIO** favicon can be used in the place of a logo where a more condensed version is needed e.g. social media, app or website.



The primary and secondary colours of **FAJA STUDIO** are outlined below. Other colours can be used in the branding where necessary, however the primary and secondary colours should be most used.



BRAND COLOUR PALETTE

CMYK: C 18%, M 100%, Y 90%, K 8%
HEX: #bd1522

CMYK: C 0%, M 60%, Y 20%, K 0%
HEX: #f1859c

CMYK: C 0%, M 0%, Y 0%, K 100%
HEX: #1d1d1b

CMYK: C 37%, M 0%, Y 72%, K 0%
HEX: #b5d067

CMYK: C 38%, M 0%, Y 31%, K 0%
HEX: #a2ffd3

CMYK: C 70%, M 95%, Y 21%, K 9%
HEX: #682d6f

The main fonts in FAJA STUDIO branding are **Alfarn** for the logo and appropriate title use and **Degular Display** for main body text.

AaBbCcDdEeFfGgHhIiJj
ABCDEFGHIJKL
abcdefghijkl
123456!@£\$%

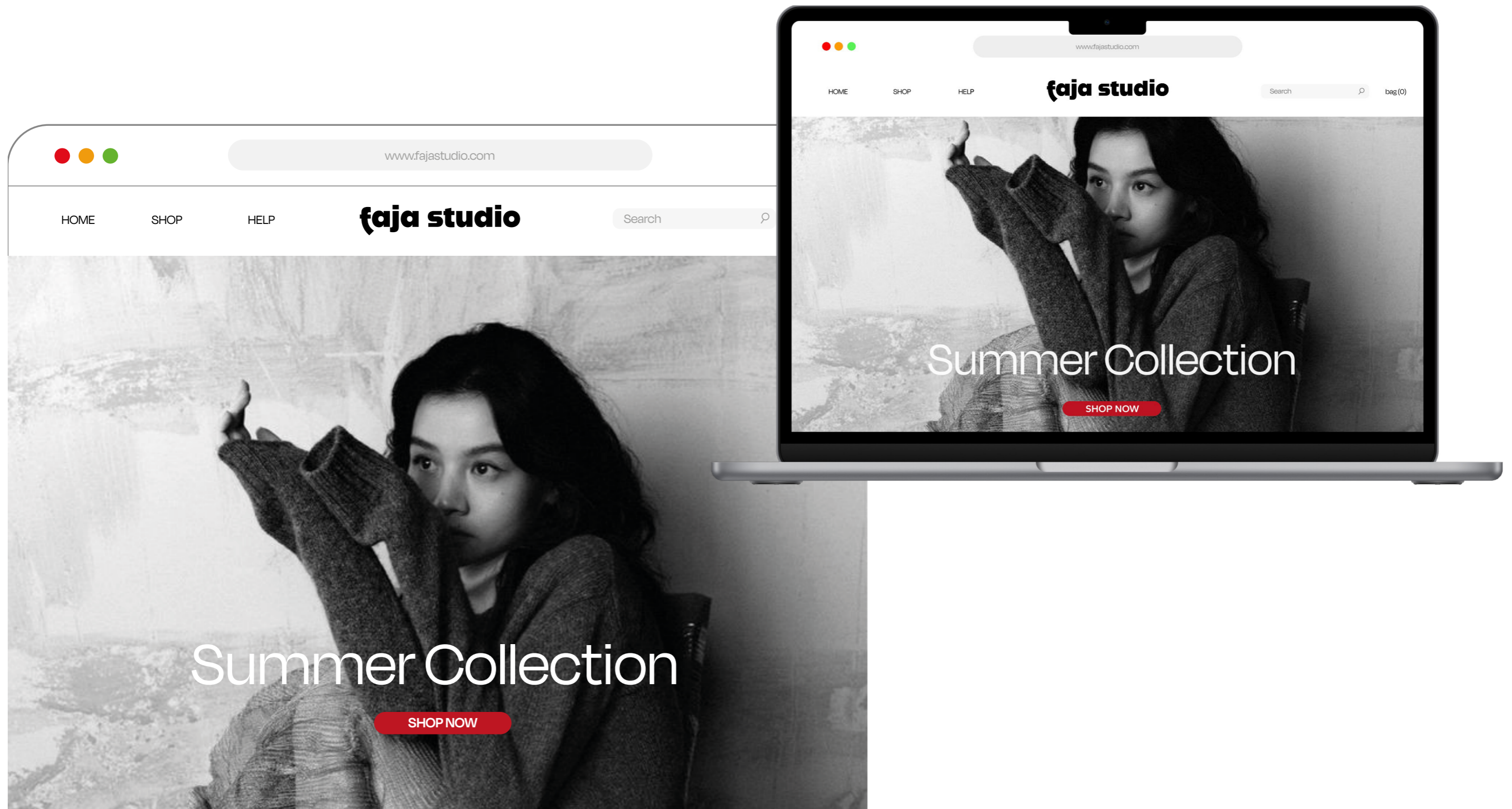
Font name: Alfarn
Font weight: Regular

AaBbCcDdEeFfGgHhIiJj
ABCDEFGHIJKL
abcdefghijkl
123456!@£\$%

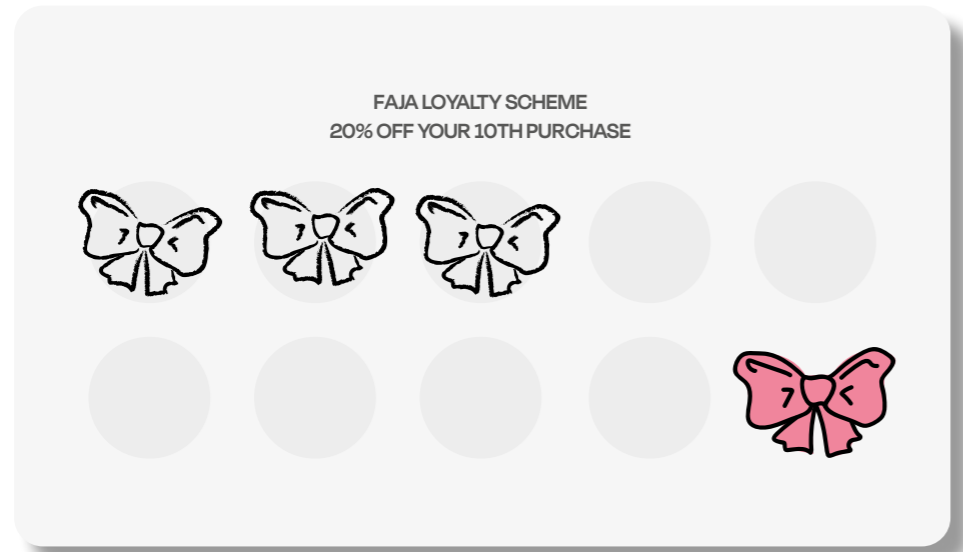
Font name: Degular Display
Font weight: Light, Regular, Medium,
Semibold, Bold

FAJA STUDIO stickers















These guidelines are provided to maintain the integrity of the FAJA STUDIO brand across digital and printed media.

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