



www.artkrea.com

*Light Up Your Memories,
Create Your Atmosphere!*

A Manual

Brand Guidelines

Generated by



Updated
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Brand Strategy

This brand guideline book outlines the visual identity and messaging strategy for ArtKrea, a handcrafted candle company inspired by the beauty and diversity of USA.

The goal of this document is to ensure consistency and cohesiveness across all brand touchpoints, from packaging to social media.

Brand Vision

To create a world where every home is filled with the warm glow and comforting scent of handcrafted candles, evoking moments of peace and tranquility.



Brand Mission

Present a distinctive range of premium, artisanal candles crafted from natural ingredients, drawing inspiration from the rich culture and traditions of the USA.



Brand Values

Quality

Crafting each candle with meticulous attention to detail and ensuring the highest quality standards.

Creativity

Embracing a diverse range of scents and designs, inspired by Moroccan culture and traditions.



Brand Persona

Elegant

Our candles are sophisticated and refined, appealing to a discerning clientele.

Warm

Our products evoke feelings of comfort, relaxation, and nostalgia.

Sustainable

We are committed to environmental responsibility and ethical practices.





Visual Identity

The ArtKrea logo is a minimalist and elegant design featuring two stylized candles with flames, positioned within the letters (A) and (K). The overall shape is abstract and modern.

ArtKrea



Logomark

Candles

The candles symbolize warmth, comfort, and light, reflecting the essence of the brand and its products.

Letters

The letters «A» and «K» represent the brand name or initials, adding a personal touch and sense of authenticity.



Normal



Inverse



Primary Logo

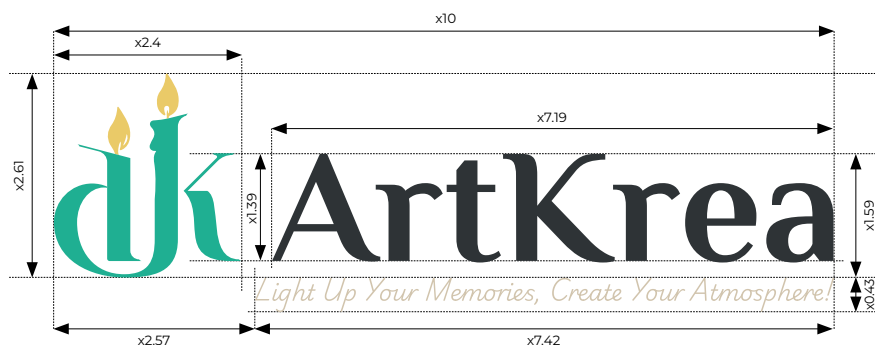
Horizontal Lockup

The logo should be prominently displayed in the top left or top right corner of marketing materials.

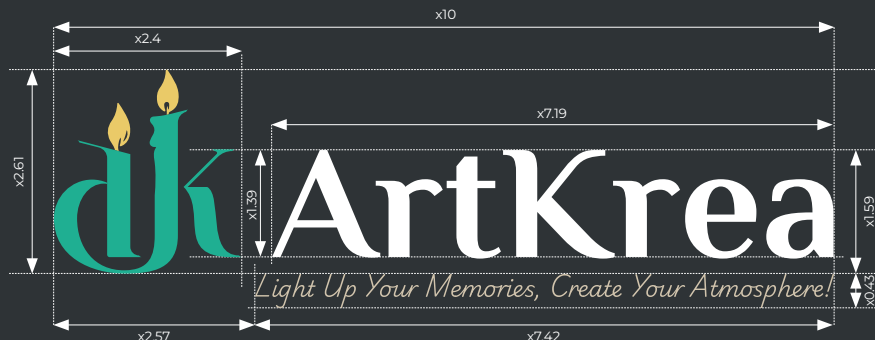
Position

Upright position, with the flames pointing upwards. To convey a sense of warmth, aspiration, and positivity.

Normal



Inverse





Secondary Logo

Vertical lockup

Aligned in a horizontal direction, symbolize warmth, comfort, and light, perfectly reflecting the brand's essence and its range of products.

Direction

the logo can be rotated or inverted to fit the design or layout, Ex. it might be appropriate to rotate the logo horizontally for use on a business card.





Usage Parameters

Clear space

Be mindful of having sufficient clear space surrounding the logo to ensure legibility.



Do Not's

Avoid using the logo in any unauthorized manner.



Do not use a drop shadow.



Do not use in a complex image.



Do not stretch or distort.



Avoid color that not approved.



Do not rotate.



Logo Minimum Size

10-20 mm (Small size)

Used when the Woolmark logo is smaller than 20mm in height but no smaller than 10mm.



21+ mm (Large size)

Used when the Woolmark logo is reproduced anywhere between 21mm and above.



Breakdown of the Slogan

Light Up Your Memories

A sense of nostalgia and sentimentality, suggesting that candles can facilitate a reconnection with our past memories and emotions.

Create Your Atmosphere

This statement highlights how candles can significantly change an environment and establish a specific mood or atmosphere.



Horizontal Lockup



Vertical lockup



Psychology of the Color

This color combination creates a visually appealing and harmonious contrast that is both inviting and uplifting.

It reflects the brand's focus on natural ingredients, comfort, and positivity.

dk Artkrea



Core Palette

This color generates a captivating and balanced contrast that is inviting and uplifting.

It highlights the brand emphasis on natural ingredients, comfort, and a positive vibe.

Golden Sand		Mountain Meadow		Cod Grey	
RGB :	R = 234	RGB :	R = 31	RGB :	R = 46
	G = 202		G = 175		G = 51
	B = 104		B = 146		B = 54
CMYK :	C = 0%	CMYK :	C = 75%	CMYK :	C = 45%
	M = 15%		M = 0%		M = 29%
	Y = 63%		Y = 53%		Y = 25%
	K = 9%		K = 0%		K = 83%
HEX :	#EACA68	HEX :	#1FAF92	HEX :	#2F3436
Pantone :	P 4-14 C	Pantone :	339 U	Pantone :	19-4405 TCX



Core Color

Golden Sand

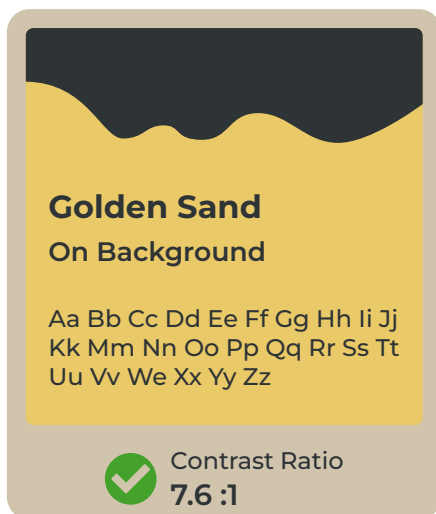
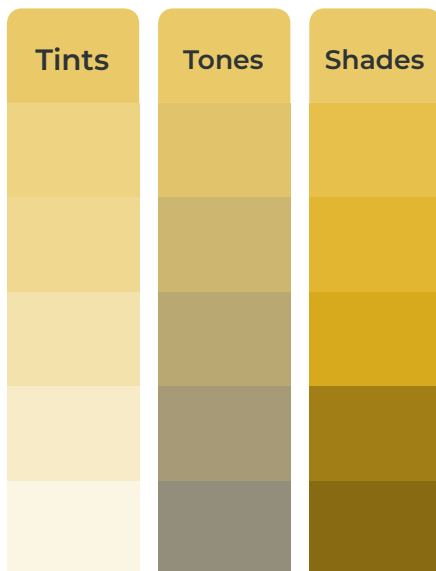
Warmth and Comfort

Evokes feelings of warmth and comfort, reminiscent of sunny beaches and deserts.

Optimism and Positivity

Often associated with optimism, happiness, and positive energy.

This is how **Golden Sand** look like in use



Color Harmony of Golden Sand

Complimentary

#EACA68

#6889EA

Monochromatic

#EACA68

#F0D995

Analogous

#EACA68

#CAEA68

#EA8968

Triadic

#EACA68

#68EACA

#CA68EA

Tetradic

#EACA68

#89EA68

#6889EA

#CA68EA

Split Complementary

#EACA68

#68CAEA

#8968EA

square

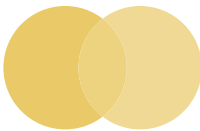
#EACA68

#68EA89

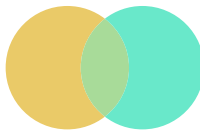
#6889EA

#EA68CA

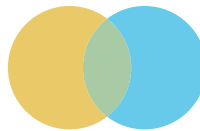
Mixture of Golden Sand



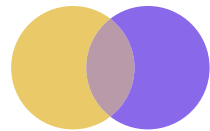
#EACA68 mixed
with #F0D995
created #EDD27F



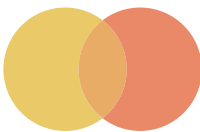
#EACA68 mixed
with #68EACA
created #A9DA99



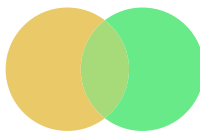
#EACA68 mixed
with #68CAEA
created #A9CAA9



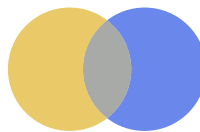
#EACA68 mixed
with #8968EA
created #BA99A9



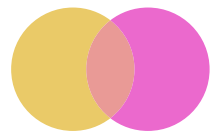
#EACA68 mixed
with #EA8968
created #EAAA68



#EACA68 mixed
with #68EA89
created #A9DA79



#EACA68 mixed
with #6889EA
created #A9AAA9



#EACA68 mixed
with #EA68CA
created #EA9999



Golden Sand in Use

By incorporating Golden Sand into your designs, you can create a warm,

inviting, and visually appealing aesthetic.

300K+ Users

and counting...

**100%
Naturel**

Normal



19k+ Amazing
Customers

200+
ProductHunt
Upvotes

300K+ Users

and counting...

**100%
Naturel**

Inverse



19k+ Amazing
Customers

200+
ProductHunt
Upvotes



Golden Sand

RGB :	R = 234
	G = 202
	B = 104
CMYK :	C = 0%
	M = 15%
	Y = 63%
	K = 9%
HEX :	#EACA68
Pantone :	P 4-14 C



Secondary color

Mountain Meadow

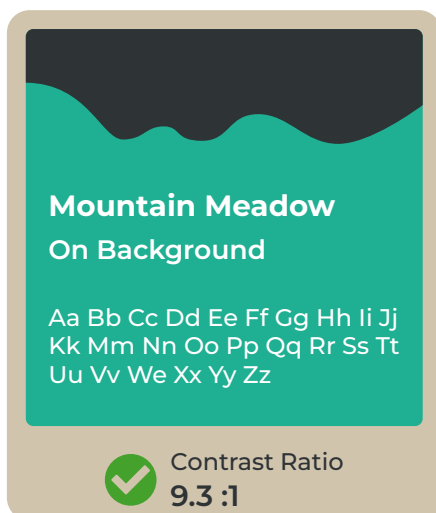
Harmony and Balance

Evoke feelings of peace, tranquility, and balance.

Hope and Growth

Inspire feelings of hope and optimism, suggesting a bright future.

This is how **Mountain Meadow** look like in use



Color Harmony of Mountain Meadow

Complimentary

#1FAF92

#AF1F3C

Monochromatic

#1FAF92

#28D9B6

Analogous

#1FAF92

#1F84AF

#1FAF4A

Triadic

#1FAF92

#921FAF

#AF921F

Tetradic

#1FAF92

#1F3CAF

#AF1F3C

#AF921F

Split Complementary

#1FAF92

#AF1F84

#AF4A1F

square

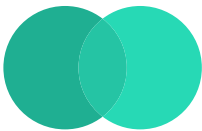
#1FAF92

#4A1FAF

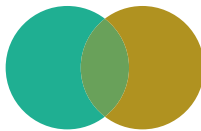
#AF1F3C

#84AF1F

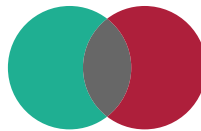
Mixture of Mountain Meadow



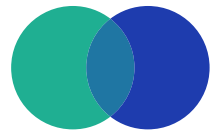
#1FAF92 mixed
with #28D9B6
created #24C4A4



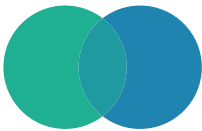
#1FAF92 mixed
with #AF921F
created #67A159



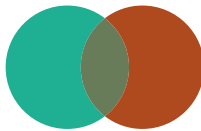
#1FAF92 mixed
with #AF1F3C
created #676767



#1FAF92 mixed
with #1F3CAF
created #1F76A1



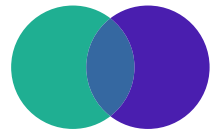
#1FAF92 mixed
with #1F84AF
created #1F9AA1



#1FAF92 mixed
with #AF4A1F
created #677D59



#1FAF92 mixed
with #AF1F84
created #67678B



#1FAF92 mixed
with #4A1FAF
created #3567A1



Mountain Meadow in Use

By incorporating Mountain Meadow into your designs, you can create a sense

of peace, tranquility, and connection to the natural world.

300K+ Users

and counting...

**100%
Naturel**



19k+ Amazing
Customers

200+
ProductHunt
Upvotes

Normal

300K+ Users

and counting...

**100%
Naturel**



19k+ Amazing
Customers

200+
ProductHunt
Upvotes

Inverse



Mountain Meadow

RGB :	R = 31
	G = 175
	B = 146
CMYK :	C = 75%
	M = 0%
	Y = 53%
	K = 0%
HEX :	#1FAF92
Pantone :	339 U



Neutral color

Cod Grey

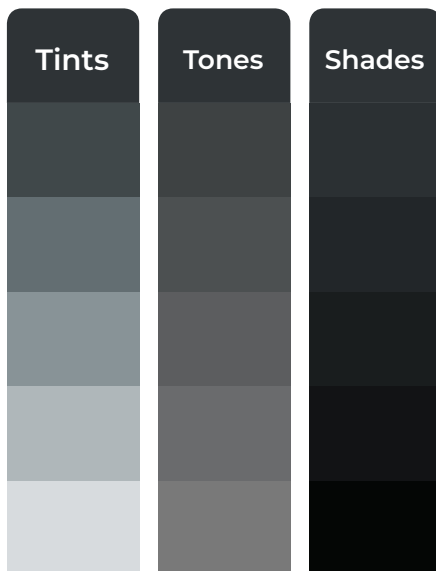
The neutral palette adds texture and depth.

In text-heavy compositions, de-emphasize secondary info by setting in grey.

Unsure of which color to select? Don't hesitate to ping a designer on Slack.

Stick to Cod Grey #2F3436.

This is how Cod Grey look like in use



Accent Palette

The accent palette exists to add differentiation to data-rich visualizations.

Gradients should be used carefully and sparingly.

First choice accent colors

Safe Green	Cyan	Indigo	Purple	Magenta
RGB : 96, 216, 168	RGB : 104, 216, 252	RGB : 96, 104, 244	RGB : 144, 96, 244	RGB : 204, 72, 244
CMYK : 47, 0, 19, 15	CMYK : 58, 14, 0, 1	CMYK : 58, 55, 0, 4	CMYK : 39, 58, 0, 4	CMYK : 16, 67, 0, 4
HEX : #60D8A8	HEX : #68D8FC	HEX : #6068F4	HEX : #9060F4	HEX : #CC48F4
PMS : 3385 C	PMS : 3105 C	PMS : 2725 C	PMS : 265 C	PMS : 238 C

Secondary accent colors

Bytanzium	Danger Red	Orange	Warning Yellow	Lime
RGB : 144, 32, 104	RGB : 236, 72, 64	RGB : 232, 136, 72	RGB : 244, 200, 72	RGB : 152, 224, 80
CMYK : 0, 44, 16, 44	CMYK : 0, 64, 67, 7	CMYK : 0, 38, 63, 9	CMYK : 0, 17, 67, 4	CMYK : 28, 0, 56, 12
HEX : #902068	HEX : #EC4840	HEX : #E88848	HEX : #F4C848	HEX : #98E050
PMS : 235 C	PMS : 1787 C	PMS : 164 C	PMS : 1225 C	PMS : 7487 C

Gradient Accents

Danger Red + Orange	Warning Yellow + Orange	Warning Yellow + Lime	Purple + Safe Green	Cyan + Indigo
Angle : 35°	Angle : 60°	Angle : 75°	Angle : 90°	Angle : 150°
Hex : #EC4840	Hex : #F4C848	Hex : #F4C848	Hex : #9060F4	Hex : #68D8FC
>>> #E88848	>>> #E88848	>>> #98E050	>>> #60D8A8	>>> #6068F4
Magenta + Purple	Danger Red + Byzantium	Warning Yellow + Safe Green + Cyan	Danger Red + Magenta	Orange + Magenta
Angle : 90°	Angle : 120°	Angle : 35% + 120°	Angle : 45°	Angle : 135°
Hex : #CC48F4	Hex : #EC4840	Hex : #F4C848	Hex : #CC48F4	Hex : #E88848
>>> #E88848	>>> #902068	>>> #68D8FC	>>> #E88848	>>> #CC48F4



Typography for ArtKrea

The specific fonts utilized can be identified by carefully analyzing the logo or by reaching out to the designer who created it.

Nevertheless, considering the overall aesthetic, the fonts will be thoroughly described by recognizing and elaborating on their characteristics.

ArtKrea



Font Logomark

The letters "A" and "K" in the Logomark: A serif font call "Evaída" with clean lines and a modern aesthetic.

This font selected for its straightforwardness and clarity, which align perfectly with the logo's minimalist design.

Evaída

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 .,:;?!

dk



Font Wordmark

The word "ArtKrea" is a font that is both timeless and refined, while 'Siromi' is a modern font that combines elegance with adaptability.

The classic typography is given a modern twist by its clean lines and distinctive bracketed serifs.

Philosopher

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 . , : ; ? !

ArtKrea



Font Tagline

Using a script font like "Playwrite AU TAS" for the tagline can elevate the brand's aesthetic and reinforce the handcrafted

nature of ArtKrea's candles. It adds a touch of personality, warmth, and authenticity to the brand's messaging.

Playwrite AU TAS

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

1234567890.,,:;?!

*Light Up Your Memories,
Create Your Atmosphere*



Brand Identifiers

These brand identifiers, when utilized effectively and consistently, can help establish a strong visual presence, reinforce brand recall, and foster a sense of trust and familiarity among consumers.

dk ArtKrea

Our Squircle Shape

Rounded Corners

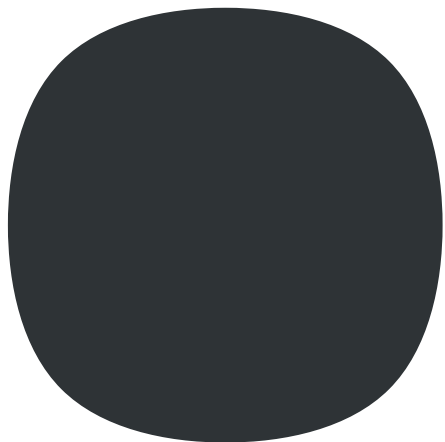
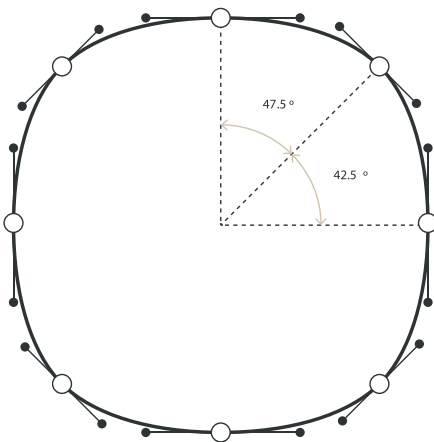
The corners of the square are rounded, creating a softer and more inviting appearance.

Subtly Curved Edges

The edges of the square are slightly curved, adding to the organic and fluid feel of the shape.

Unique and Memorable

This shape is distinctive and stands out from traditional geometric shape.





Squircle Different Formats

The iconic 1:1 Squircle Shape will anchor our identity, we can adapt

this shape to landscape or portrait for usefulness and variety.

To hold call to action



To hold imagery



To hold Logomark



To hold Candle



To hold text



Squirrel Pricepoints

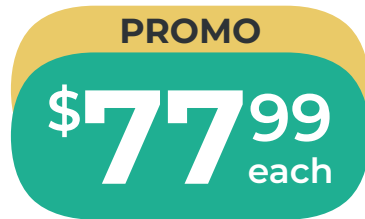
The iconic 1:1 Squirrel Shape will anchor our identity, we can adapt

this shape to landscape or portrait for usefulness and variety.

Price Format



Promo Price Format



Percent Off Price Format



BOGO % Price Format



Category Under Price Format



Percent Off Multi Price Format





Art Elements

The ArtKrea brand successfully captures the essence of minimalism through its simple shape. This minimalist approach can be seen as a reflection of the brand's focus on quality, craftsmanship, and timeless design.

ArtKrea

Our Artwork

This shape merges the features of a candle with a minimalist aesthetic, resulting in a striking and unforgettable symbol for the ArtKrea brand.



Growth
Nature
Hope

Order Now



We Use
SUSTAINABLE

▼
Materials
+
Packaging



+27K
customers
satisfy





A set of Icons

Contact sets



Lovely sets



Bonuses sets



Halloween sets



Strategy sets



Christmas sets



Celebration sets



Colored sets



Candles sets



Candles label sets



Example of use



Nequia volorestem

exceper uptaspi ditias ditas
vendandis non reptum non
reptum



Nequia volorestem

exceper uptaspi ditias ditas
vendandis non reptum non
reptum



Nequia volorestem

exceper uptas-
pi ditias ditas
exceper ditas



Nequia volorestem

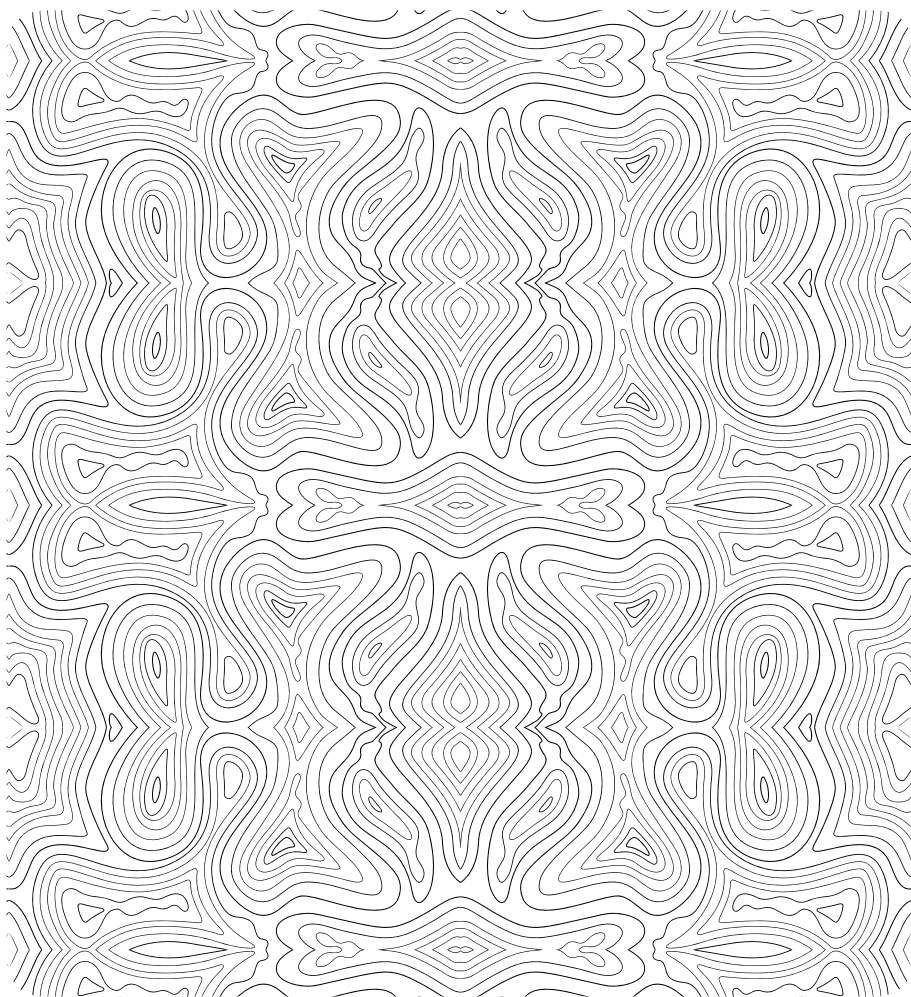
exceper uptas-
pi ditias ditas
exceper ditas



Our Pattern

Our intricate topographic map pattern captures the essence of nature's beauty.

With its complex lines, it adds a touch of adventure and depth to your designs.



Our Background

Use it to create a visually engaging and inspiring experience that reflects the

spirit of exploration and discovery.





Images Speak for Us

Our photography style sets us apart. We capture the essence of our handcrafted candles, showcasing their beauty and unique qualities in a way that inspires and evokes emotion.

Whether it's our products, customers, associates, or homeowners, our photography highlights the warmth, comfort, and luxury that ArtKrea brings to every space.

ArtKrea

Our Imagery

Our images are more than just pictures, they tell a story and evoke emotion

with a focus on creating inspiring and engaging images.





Rear Frame

Our images are enhanced with a unique touch through these frames, and they showcase a rustic elegance that fits seamlessly

with any style. Experience the beauty of handmade art and add a touch of elegance to your space.



Picture Frame

Use it to create a visually engaging and inspiring experience that reflects the

spirit of exploration and discovery.





Seasonal Visual Guide

Discover the magic of ArtKrea's seasonal candles, crafted to evoke the spirit of each season.

From the vibrant energy of spring to the cozy warmth of winter, our candles offer a unique sensory experience.

Indulge in the captivating scents and soothing ambiance created by our seasonal collections.

ArtKrea

Winter

Warm up your winter with comforting candles.

Inspired by the beauty of snowy landscapes and the warmth of a crackling fire-place, our winter-themed candles feature a delight-

ful blend of spicy and woody scents.

Let the soothing aroma fill your home and create a cozy atmosphere for the holiday season.





Spring

Celebrate the arrival of spring with our vibrant and refreshing candles.

Inspired by the beauty of blooming flowers and lush greenery, our spring-themed candles feature a de-

lightful blend of floral and citrus scents.

Let the warm, sunny notes of our spring candles fill your home with a sense of renewal and optimism.



Summer

Escape the heat with our refreshing and invigorating summer candles.

Inspired by the ocean breeze and sunny days, our summer-themed candles feature a delightful blend

of citrus, floral, and aquatic scents.

Let the cool, crisp notes of our summer candles transport you to a tropical paradise.





Fall

Cozy up with our warm and inviting fall candles.

Inspired by the changing leaves and crisp autumn air, our fall-themed candles feature a delightful

blend of spicy and woody scents.

Let the comforting aroma fill your home and create a cozy atmosphere for the cooler months.



Ramadan

Celebrate the holy month of Ramadan with our special collection of candles.

Our Ramadan-themed candles feature a delightful blend of spices and sweet scents.

Let the warm, inviting aroma of our candles create a peaceful and contemplative atmosphere for your Ramadan prayers and gatherings.





Holiday

Spread the joy and warmth of the holiday season with our festive collection of Christmas candles.

Inspired by the scents of pine trees, cinnamon, and

cloves, our Christmas-themed candles create a cozy and inviting atmosphere.

Let the comforting aroma fill your home and bring the magic of Christmas to life.





Halloween

Add a spooky touch to your Halloween celebrations with our limited-edition collection of candles.

Featuring scents inspired by the night, mystery, and the supernatural, our Hal-

loween-themed candles create a spooky and atmospheric ambiance.

Let the eerie scents fill your home and add a touch of fright to your Halloween festivities.





Contact

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Mail: support@artkrea.com

www.artkrea.com