

Khesa

Khmer Hair Extensions Specialty Authentic



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LOGO

The concept of the design is to visually communicate the essence of what the brand stands for: high- quality, sustainable hair extensions that enhance natural beauty.

This is the primary logo that can be used across all kind of platforms from digital to printed materials. Adhering to logo guidelines ensures that the brand's visual identity remains effective and recognizable in various contexts and mediums.

The primary logo is displayed on a light orange rectangular background. It features the word "Khesa" in a large, elegant, dark grey serif font. Below it, the tagline "Khmer Hair Extensions Specialty Authentic" is written in a smaller, dark grey sans-serif font.

Khesa

Khmer Hair Extensions Specialty Authentic

The logo components are shown side-by-side. On the left is the word "Khesa" in a dark grey serif font. To its right is a black plus sign. Further right is a circular icon containing a close-up of a single, wavy, dark brown hair strand.

Khesa

+



Typography

Hair strand

LOGO

Khesa
Khmer Hair Extensions Specialty Authentic

LOGO CLEARSPACE

Red area indicate Clear Space.
The red area must be kept free
of other elements

The minimum required clear space
is defined by the measurement '2x'
which equal the distance between
the descent line and the baseline
multiplied by 2.



LOGO

Khesa
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LOGO DON'TS

These are some examples to avoid misusing the logo.



❌ DO NOT add gradient to the wordmark



❌ DO NOT place objects in the clearspace



❌ DO NOT place the logo over a background that has low contrast to the logo



❌ DO NOT place the logo over a busy image



❌ DO NOT use the logo with a sentence



❌ DO NOT add patterns to the logo or modify it in any ways

LOGO

Khesa
Khmer Hair Extensions Specialty Authentic

LOGO DOS

For more flexibility, we have selected the colors that can be applied to the logo



Root Beer + White



Metallic Brown + White



Metallic Brown + Root Beer



Root Beer + Metallic Brown



White + Black



Black + White

LOGO

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COLORS

PRIMARY COLORS

Root Beer

Hex code
#3f1c04

RGB
R: 63 G: 28 B: 4

CMYK
C: 49 M: 75 Y: 83 K: 71

Metallic Brown

Hex code
#B24D20

RGB
R: 178 G: 77 B: 32

CMYK
C: 0 M: 57 Y: 82 K: 30

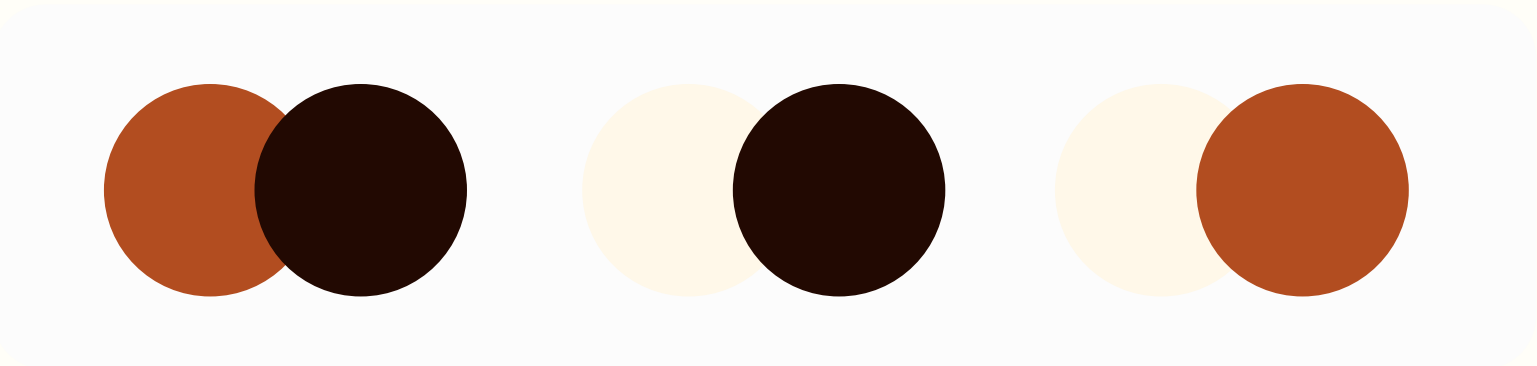
SECONDARY COLORS

#9e0d41

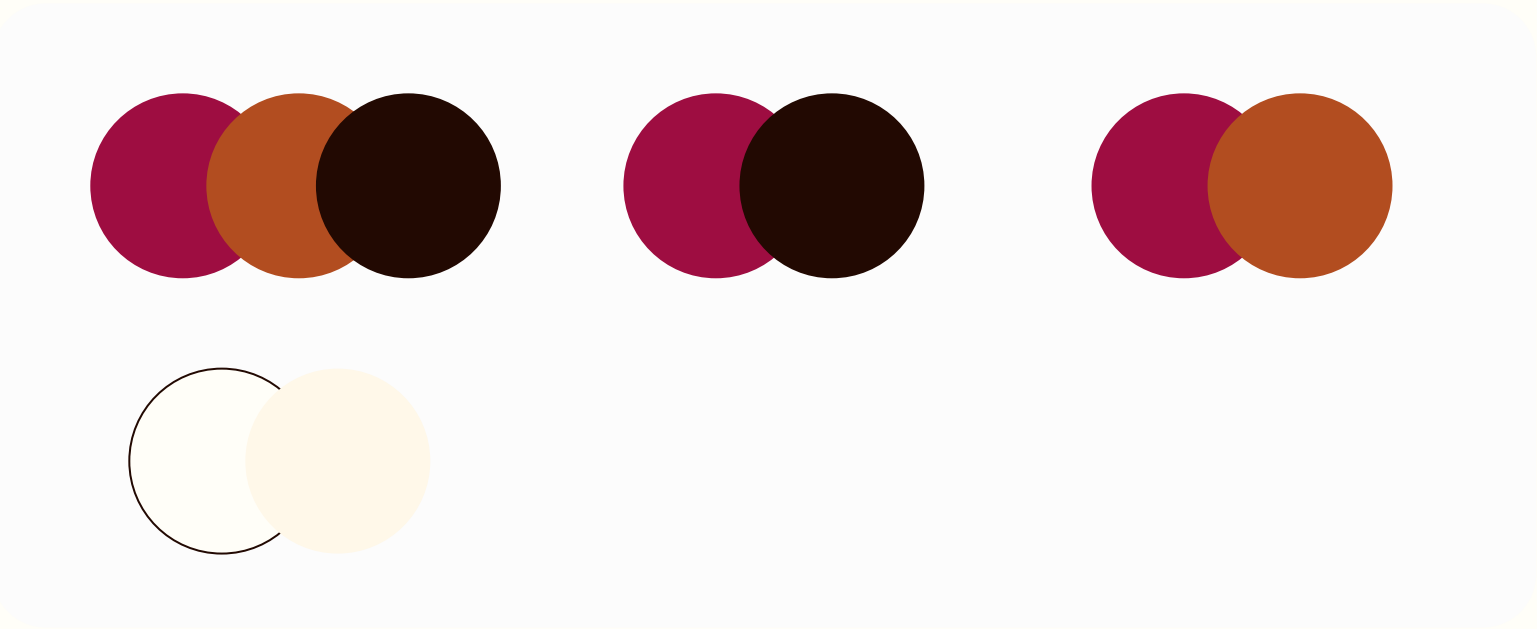
#fff8e9

#fffef8

PRIMARY COLOR PALETTE



SECONDARY COLOR PALETTE



Note

The primary colors and color palette should be used consistently across the brand to ensure brand recognition.

Whereas, the secondary palette should be used lesser than.

ENGLISH FONTS / DISPLAY TEXTS

Font Name **Marcellus (Regular)**
Display Text

Aa

Marcellus

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

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * () _ +

- = { } [] : ; " ' < > , . ? /

EXAMPLE TEXTS

Unleash Your Inner Goddess
with KHESA Hair Extensions

Welcome to KHESA, where we believe every woman deserves to feel beautiful and confident. Our premium hair extensions are designed to help you achieve the hair of your dreams, effortlessly enhancing your natural beauty.

EXAMPLE FONT PAIR

Unleash Your Inner Goddess
with KHESA Hair Extensions

Welcome to KHESA, where we believe every woman deserves to feel beautiful and confident. Our premium hair extensions are designed to help you achieve the hair of your dreams, effortlessly enhancing your natural beauty.

ENGLISH FONTS / BODY TEXTS

Font Name **Outfit (Family)**
Body Text

Aa

Outfit Regular

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
0 1 2 3 4 5 6 7 8 9

!@#\$%^&*()_+ - = { } [] : ; " ' < > , . ? /

Outfit Light

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
0 1 2 3 4 5 6 7 8 9

!@#\$%^&*()_+ - = { } [] : ; " ' < > , . ? /

Outfit Medium

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
0 1 2 3 4 5 6 7 8 9

!@#\$%^&*()_+ - = { } [] : ; " ' < > , . ? /

Outfit Bold

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
0 1 2 3 4 5 6 7 8 9

!@#\$%^&*()_+ - = { } [] : ; " ' < > , . ? /

KHMER FONTS / DISPLAY TEXTS

Font Name **Preah Vihear**

Display Text

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ព្រះវិហារ Preah Vihear

ក ខ គ ឃ ង ច ឆ ជ ឈ ញ ដ
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KHMER FONTS / BODY TEXTS

Font Name **Kantumrui (Family)**
Body Text

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កន្ទុយ Regular

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ឦ ឧ ឡ ណ ត ថ ទ ធ ឌ ឍ ឡ ផ ព
ភ ម យ រ ល វ ស ហ ឡ អ

០ ១ ២ ៣ ៤ ៥ ៦ ៧ ៨ ៩

កន្ទុយ Light

ក ខ គ ឃ ង ច ឆ ជ ឈ ញ ដ
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ភ ម យ រ ល វ ស ហ ឡ អ

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កន្ទុយ Medium

ក ខ គ ឃ ង ច ឆ ជ ឈ ញ ដ
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ភ ម យ រ ល វ ស ហ ឡ អ

០ ១ ២ ៣ ៤ ៥ ៦ ៧ ៨ ៩

កន្ទុយ Bold

ក ខ គ ឃ ង ច ឆ ជ ឈ ញ ដ
ឦ ឧ ឡ ណ ត ថ ទ ធ ឌ ឍ ឡ ផ ព
ភ ម យ រ ល វ ស ហ ឡ អ

០ ១ ២ ៣ ៤ ៥ ៦ ៧ ៨ ៩

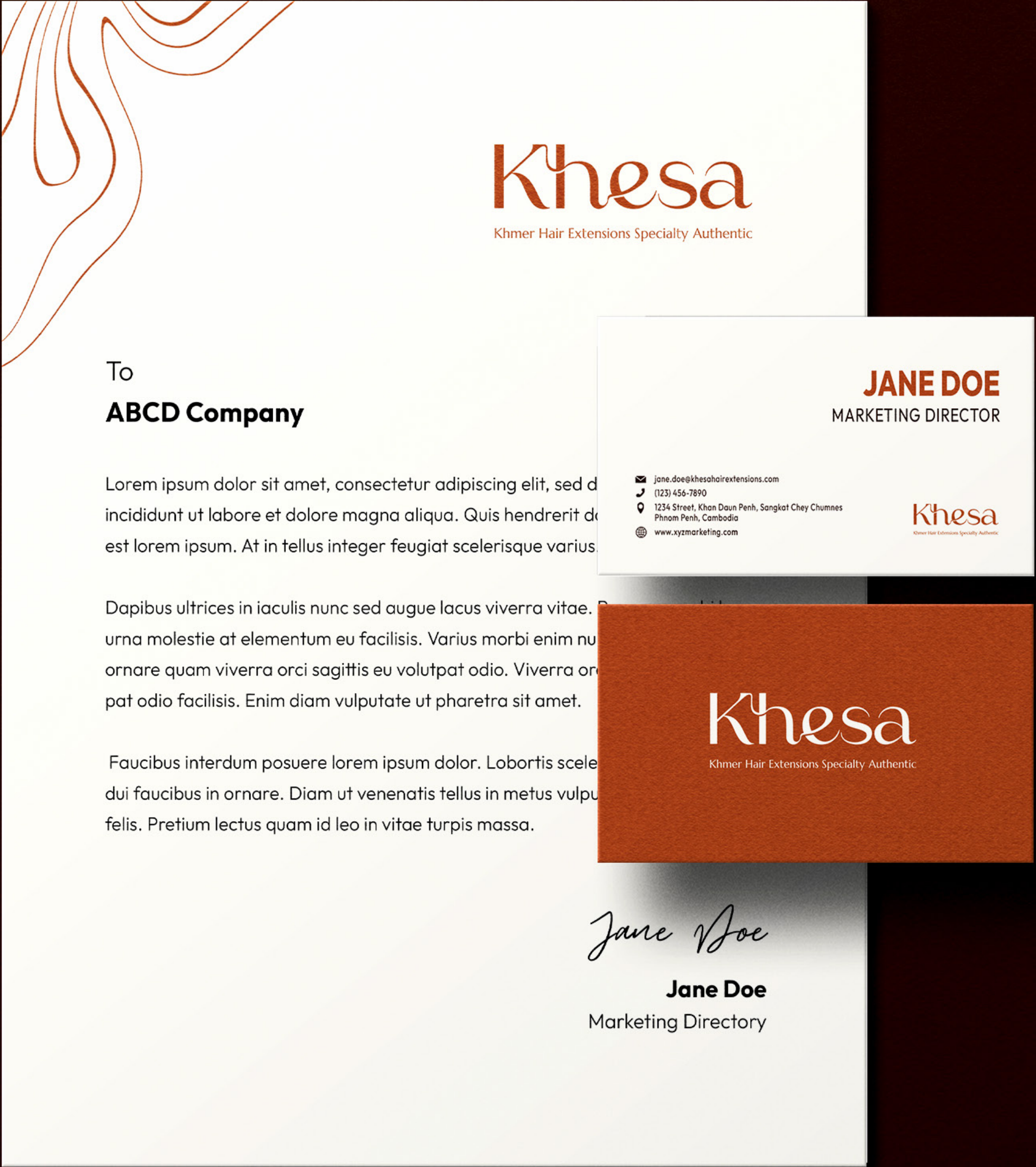
ID AND LANYARD



ID AND LANYARD



BUSINESS CARD AND LETTERHEAD



ENVELOP



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