

BRAND VISUAL IDENTITY DESIGN OF TIMES PERFUMES

Australia

2nd Jan. 2025

Sector : Perfumes/Fragrance Retail Industry

Creators

Imran and Team Idesire

TIMES
P E R F U M E S

TIMES

PERFUMES

5' **TIMES**
P E R F U M E S

3' **TIMES**
P E R F U M E S

2' **TIMES**
P E R F U M E S

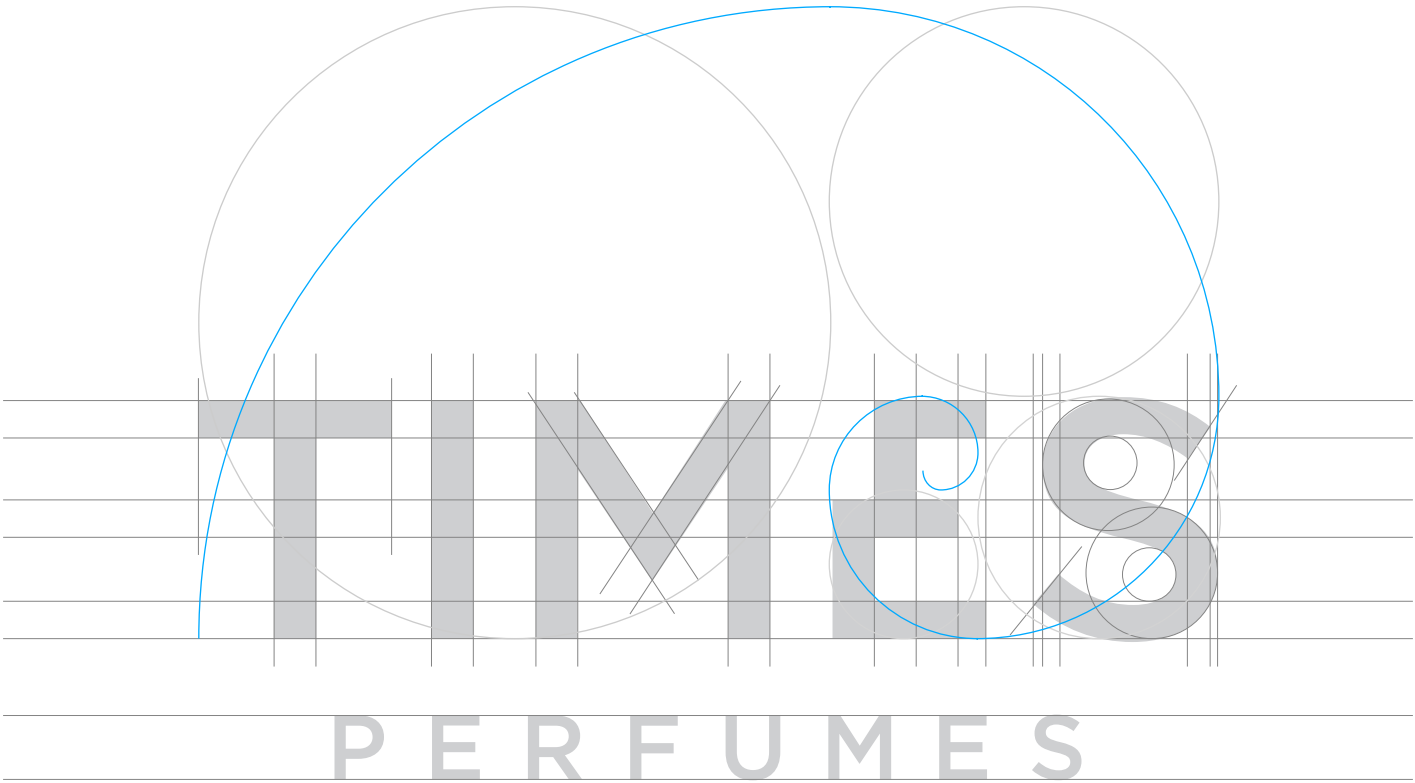
1' **TIMES**
P E R F U M E S

Brand Logo
Symbol



$$E + \text{O} = \text{E}$$

EE



Brand Logo
Symbol Scalability



Reverse and Inverse



TIMES
PERFUMES

TIMES

P E R F U M E S

TIMES
P E R F U M E S

EE

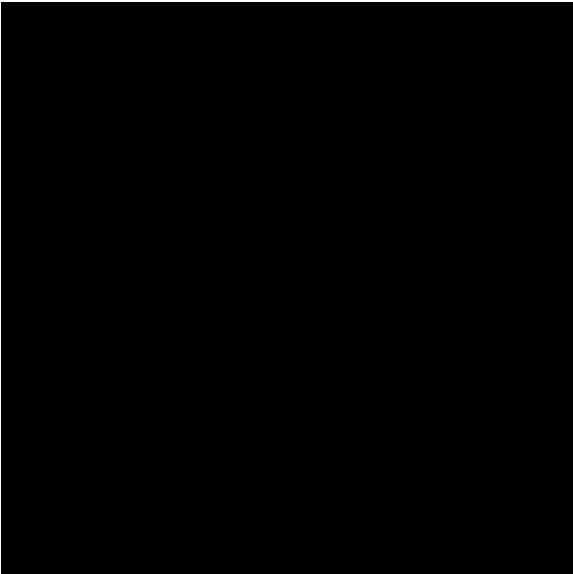
TIMES
P E R F U M E S



Brand Logo

Color Palette

Primary Colors



CMYK (#445aa8) 83 | 72 | 0 | 0

Secondary Colors



CMYK (#4e4e50) 66 | 59 | 55 | 36

Tint



Grey Scale

Typefaces

Gotham Medium
gotham medium
GOTHAM MEDIUM

! @ # \$ % ^ & * () _ +
1 2 3 4 5 6 7 8 9 0

Gotham Bold
gotham bold
GOTHAM BOLD

! @ # \$ % ^ & * () _ +
1 2 3 4 5 6 7 8 9 0

Above the Beyond Gcript

Bring Back Memories

TIMES

PERFUMES

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



1. Omnia prout dicitur et amicitia, caritatem adiungunt et, et de
miamus prout incidunt et labore in digne magna aliquid.
Quae prout temperantur utitur prout

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Lorem ipsum dolor sit amet, consectetur adipiscing elit.

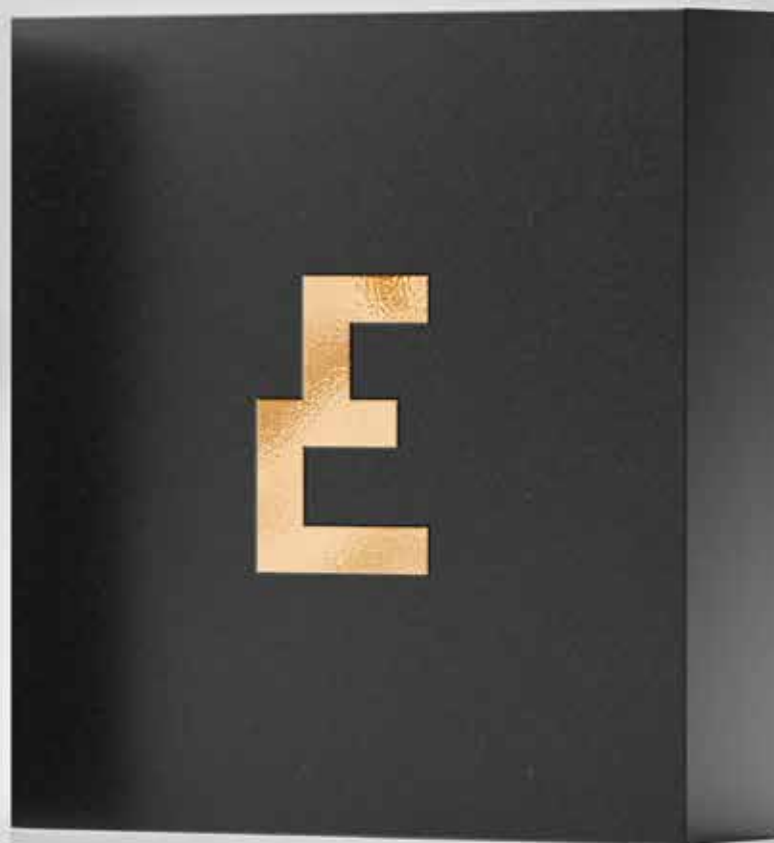
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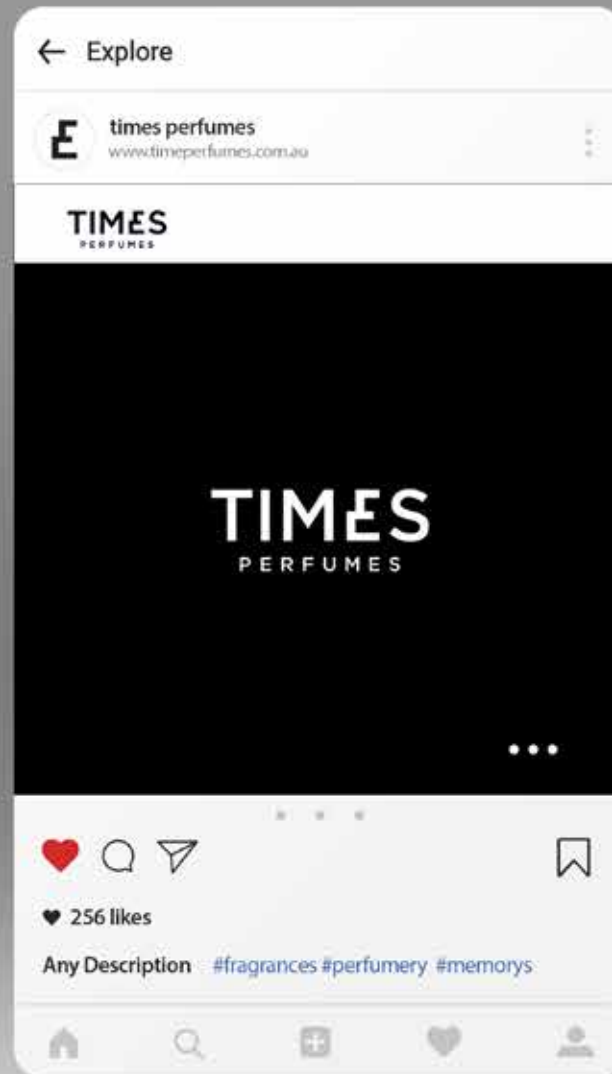
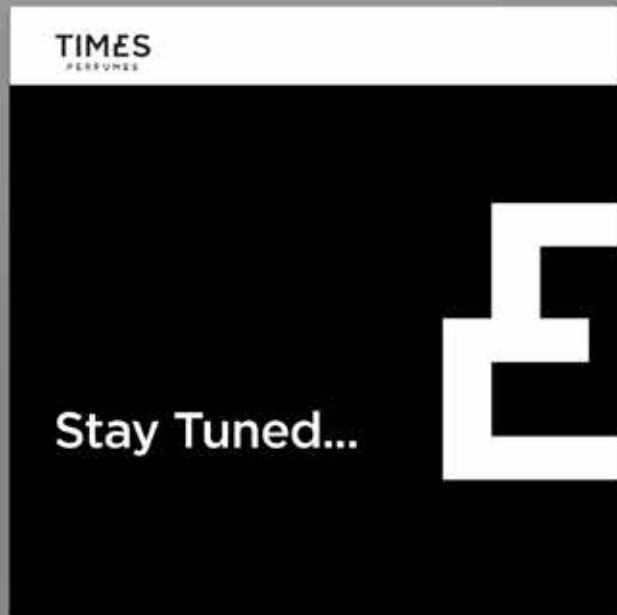
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Thank You !


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