

Visual identity
Leather bags.



2026



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THE LOGO





CRAFTA

Handcrafted Leather Bags



CRAFTA

Handcrafted Leather Bags

Explanation of the logo



Handcrafted Leather Bags

The main icon is inspired by a classic leather bag, symbolizing quality and durability



Handcrafted Leather Bags

The brown color palette is inspired by natural leather and conveys authenticity and luxury.



Handcrafted Leather Bags

The typography is clear and elegant, ensuring readability across all applications.



Handcrafted Leather Bags

The dotted lines surrounding the bag represent hand stitching and beadwork, highlighting attention to fine details



Handcrafted Leather Bags

The beige accents create visual balance and enhance the handcrafted feel



Handcrafted Leather Bags

The logo reflects the brand's core values of quality, craftsmanship, and attention to detail

Logo structuring



Orientation Options



Handcrafted Leather Bags

Primary Vertical Logo

The vertical logo is the main logo and will be used across all visual communications.



Secondary Horizontal Logo:

The secondary horizontal logo is used in limited or narrow spaces.

Wrong Uses Of The Logo



CRAFTA

Handcrafted Leather Bags

Changing the logo proportions



Handcrafted Leather Bags

Placing the logo inside a frame



Handcrafted Leather Bags

Modifying the logotype (text logo)



Handcrafted Leather Bags

Adding effects to the logo



Handcrafted Leather Bags

Tilting or rotating the logo



Handcrafted Leather Bags

Removing any part of the logo



COLOR



Logo Color Options



The logo should be used according to the background color, and no other colors are allowed.

Color Meanings



Dark brown symbolizes luxury, stability, and reliability, giving the brand a premium character



Brown represents natural leather, authenticity, and durability, reflecting the quality of handcrafted products.



Beige reflects simplicity, warmth, and a handcrafted feel, balancing luxury with subtle elegance.



FONTS



Used Fonts

Main font for headings

Serif Display Typeface

display typeface, characterized by elegant, sharp details and strong letterforms. This typeface reflects:

Luxury and premium quality

Craftsmanship and authenticity

Heritage and timeless design

Strength and trustworthiness

Secondary Typeface

The tagline is set in a refined serif text typeface that is simpler and more readable than the primary font. Its purpose is to:

Support the main logo without overpowering it

Communicate clarity and professionalism

Reinforce the handmade and traditional nature of the brand

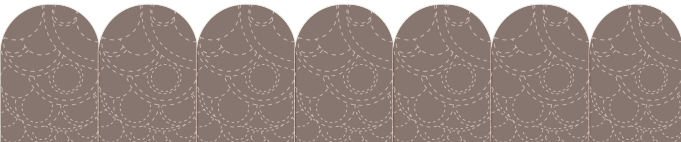


IDENTITY





The elongated semi-circle with dashed stitching lines symbolizes elegance, craftsmanship, durability, and protection, inspired by handcrafted leather bags.





Mockup



MOKUP



NAME SURNAME
POSITION

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info@companyname.com
www.companyname.com

1234 YOUR LOCATION HERE
YOUR HQ, YOUR STREET
POSTAL CODE



MOKUP



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