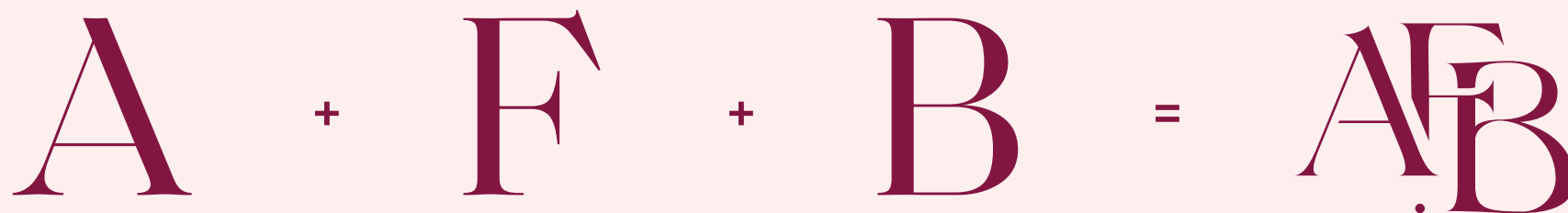


AFB
Arinola Fashion
& Beauty

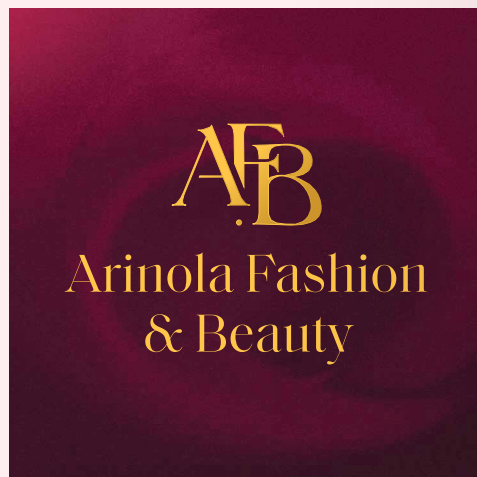
LOGO FORMATION

The Arinola Fashion & Beauty identity is a single tailored system — a monogram, a wordmark, a descriptor and a promise — assembled with the same precision found in a well-cut garment.



VERTICAL LOGO VARIANT

The stacked signature is the primary expression of the brand. Lead with it wherever space allows — covers, storefronts, campaign key art and packaging.



HORIZONTAL LOGO VARIANT

Where width beats height — website headers, email signatures, signage bands and social banners — the monogram sits to the left of a two-line wordmark on a shared baseline.



AFB | Arinola Fashion
& Beauty



AFB | Arinola Fashion
& Beauty



AFB | Arinola Fashion
& Beauty



AFB | Arinola Fashion
& Beauty

LOGO CLEAR SPACE

Protect the mark with an exclusion zone so nothing crowds it. The measure is the mark's own monogram height — signified here as X.



SMALL LOGO USAGE

The small version of the Arinola Fashion & Beauty logo is reserved for extremely small applications, such as favicons, social media profile pictures, and menu bars. Always use the original small logo or brand mark—do not alter or recreate it.



20px max, approx.



15px max, approx.



15px max, approx.



90px max, approx.



50px max, approx.

APP ICONS & FAVICONS

For avatars, app tiles and favicons, use the monogram alone, centred in a gold, purple or ink field. Never shrink the full signature into a space where the descriptor becomes unreadable.



LOGO MISUSE

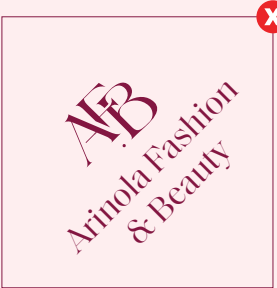
The identity earns its equity through consistency. These are the eight ways the mark should never appear



Don't stretch or distort



Don't color the logo mark



Don't rotate or tilt



Don't use low contrast grounds



Don't add shadows or effects



Don't change the typeface



Don't outline or reframe



Don't place on busy imagery