

BRAND GUIDE

HANI KANAFTCHIAN · PHOTOGRAPHER · BRUSSELS

June 2026 edition · Official visual identity

Horizontal logo lockup

Standard use across all communication materials:
website header, email signature, letterhead, quotation, contract.



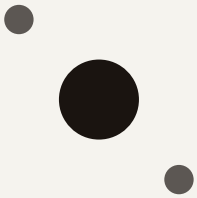


Standalone symbol · diagonal constellation

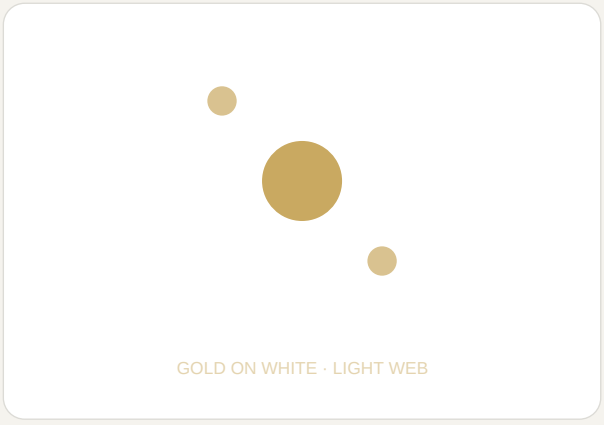
Use when space is limited or the context makes the wordmark redundant:
favicon, watermark, Instagram avatar, mailing seal.



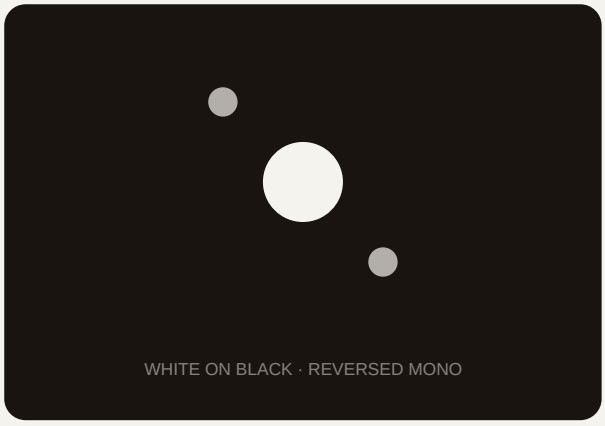
GOLD ON BLACK · PRIMARY



BLACK ON CREAM · DOCUMENT



GOLD ON WHITE · LIGHT WEB



WHITE ON BLACK · REVERSED MONO

Official colours

Only three colours. No other colours may be used.

Signature gold

`#c9a961`

RGB 201 169 97

Pantone 871 C

Primary accent · seals, dividers, focal points

Deep black

`#1a1410`

RGB 26 20 16

Warm anthracite

Brand background · headers, primary typography

Editorial cream

`#f5f3ee`

RGB 245 243 238

Soft paper

Printed documents · quotes, contracts, business cards

Do's & Don'ts

Any departure from these rules weakens the perception of the brand.

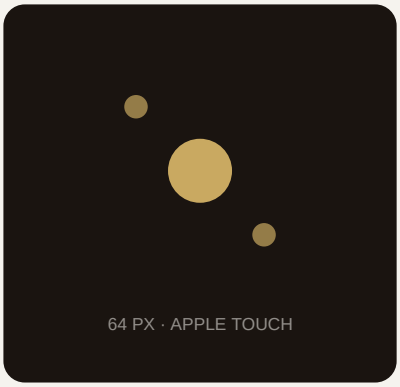
- ✓ Keep the symbol's top-left to bottom-right diagonal
- ✗ Never reverse the diagonal or rotate the symbol
- ✓ Keep the exact ratio: large dot = 2.7× the satellites
- ✗ Do not add outlines, gradients, shadows, embossing or textures
- ✓ Minimum size: 24px for the symbol, 120px for the logo lockup
- ✗ Never use colours beyond the three official colours
- ✓ Wordmark in Manrope Bold 700 (Helvetica Bold as fallback)
- ✗ Do not separate symbol and wordmark unless the crop requires it
- ✓ Clear space: at least ½ the diameter of the central dot
- ✗ Do not apply 3D, lighting or metallic effects to the gold

Favicon · pixel-perfect adaptations

At very small sizes (16-32px), the symbol stays recognisable thanks to the dominant solid-gold central dot. Files: hk-favicon-16.svg and hk-favicon-32.svg.













06 · SPECIAL WEDDING VARIANT

Square stamp · invitations & seals

Signature variant for sealing wax, gift tags and mailing seals on print boxes, photo-book signatures and wedding stationery.



GOLD ON BLACK · PREMIUM WAX & SEAL



BLACK ON CREAM · PAPER INVITATION

Source files & contact

All vector SVG files are supplied in public/logos/brand-2026/

`hk-symbol-or.svg`	Standalone symbol · gold on dark
`hk-symbol-noir.svg`	Standalone symbol · black on light
`hk-lockup-horizontal-or-sur-noir.svg`	Full logo lockup · dark version
`hk-lockup-horizontal-noir-sur-cream.svg`	Full logo lockup · cream version
`hk-favicon-32.svg`	Standard tab favicon
`hk-favicon-16.svg`	Minimum tab favicon
`hk-watermark-or.svg`	Photo watermark · discreet signature
`hk-tampon-mariage-or.svg`	Wedding stamp · gold on black
`hk-tampon-mariage-noir.svg`	Wedding stamp · black on cream

BRAND CONTACT

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