



CASAGRAN HERMĪNA

BRAND GUIDELINES

LOGO

LOGO

CASAGRAN
HERMĪNA

The Hermina logo subtly weaves in a classical column in place of the "i," a nod to Hermes—the Greek god of boundaries, transitions, and connection—perfectly mirroring Hermina's role as a bridge between urban sophistication and waterfront serenity. The column symbolizes strength, elegance, and timeless duality—foundations that support a lifestyle where two worlds don't clash, but complement.

LOGO

Mono & Reverse Logos

Please follow these guidelines on the appropriate and preferred usage of our primary logo, ensuring its consistent and impactful representation across all communication channels.



White against Black



Black against White

LOGO

Arabic

کاسا جرانند
هیرمینا

LOGO

Overview & Minimum Size

The clear space can vary depending on the context in which the logo is used. For instance, in print materials such as brochures or advertisements, the clear space might be larger to accommodate the potential variations in layout.

In digital contexts, where logos may be displayed on websites or social media platforms, the clear space may be adjusted to suit the responsive nature of the design.

Print

The minimum size of the primary logo in print communication should be no smaller than 25mm in width.

Digital

The minimum size of the primary logo in any digital communication should be no smaller than 70px in width.

CLEAR SPACE



MINIMUM SIZE

CASAGRAN
HERMINA



2.5 CM | 70PX

LOGO

Incorrect Usage & Limitations



X Never play with letters



X Never apply effect



X Never change the colour



X Never tilted



X Never add shadow



X Never stretch

Our logo is the visual embodiment of our brand identity and serves as a powerful symbol of who we are.

To maintain its integrity and ensure consistent representation, it is essential to adhere to the following guidelines regarding logo usage and limitations.

By following these guidelines, we can preserve the visual impact and recognition of our logo across all platforms and materials.



X Never place black logo against dark background

COLOURS

COLOURS

Palette Used

The color palette of blue suede, stone, and black reflects Hermina's core duality—blue suede evokes coastal calm and depth, stone embodies stability and refined urbanity, while black adds a layer of timeless sophistication.

Primary Colours



Blue Suede

HEX 22548a
RGB 34, 84, 138
CMYK 94, 72, 21, 5



Stone

HEX 847d71
RGB 132, 125, 113
CMYK 48, 44, 53, 11



Black

HEX 000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100



COLOURS

Logo Colour Application

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TYPOGRAPHY

TYPE

Primary Typeface - Feature Heading

Cambon

abcdefghijklmnopqrstuvwxy

1234567890

TYPE

Secondary Typeface - Body Copy

Axiforma

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0

TYPE

Primary Typeface - Arabic

Snaga Arabic

ق ض ح ذ ط ك م ن ت ه ا ل ب ث ي و ش
ظ ز و د ج ئ غ ء ص ر ع ف س

TYPE

Secondary Typeface - Arabic

Tahoma

ق ض ح ذ ط ك م ن ت ه ا ل ب ث ي ؤ ش
ظ ز و د ج ئ غ ء ص ر ع ف س

IMAGERY

IMAGERY

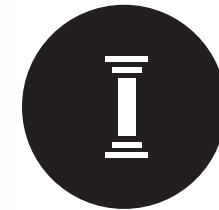
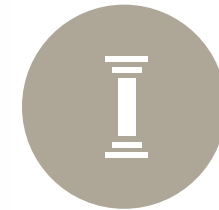
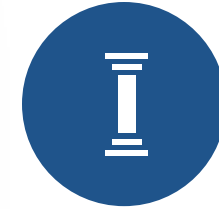
The imagery selection embraces a clean, modern aesthetic that reflects life by the water—open skies, soft natural light, and serene textures. Each visual captures quiet elegance through minimalist compositions, muted tones, and refined interior details, reinforcing Hermina's identity as a premium sanctuary where contemporary urban living meets coastal tranquility.



APPLICATION

APPLICATION

Digital Application



APPLICATION

Print Application



APPLICATION

Print Application



CASAGRAN
HERMINA