

Brand Manual
By Luis Olivárez



ENZO GUFÍ



About us

**History:**

Our project arises with the idea of offering accessories for men from the comfort of your home, selecting quality products at a good price.

**Mission:**

Bring accessories for men wherever you choose, following the latest fashion trends.

**Vision:**

To be the online store of accessories for men, with more buyers.

**Values:**

Punctuality - Honesty - Commitment – Delivery



Services

Ecommerce - Dropshipping



Watches-Sunglasser-Wallets-Belts-Hats-Bangles

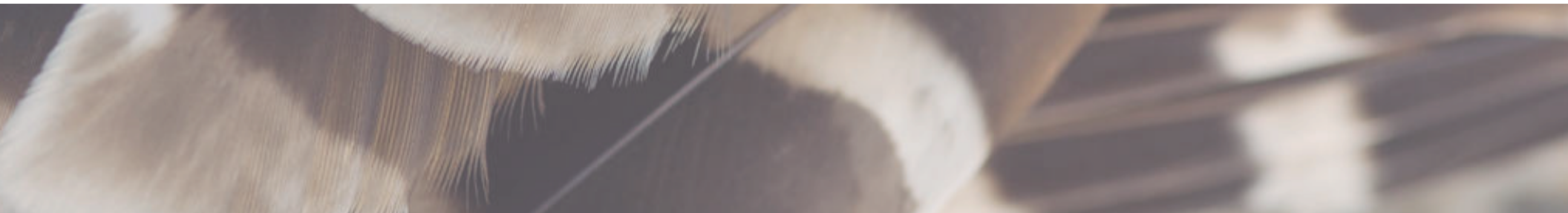


Logo



Owl logo, smart bird, elegant and majestic. The Italian name for our products that follow the fashion of the Italian line. "Goofy" means "Owls" in Italian.

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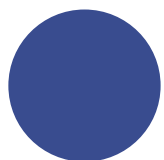
Typography

Arvo Bold

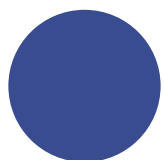
Montserrat Regular



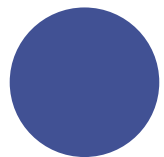
Colours



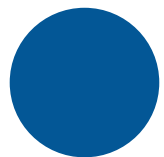
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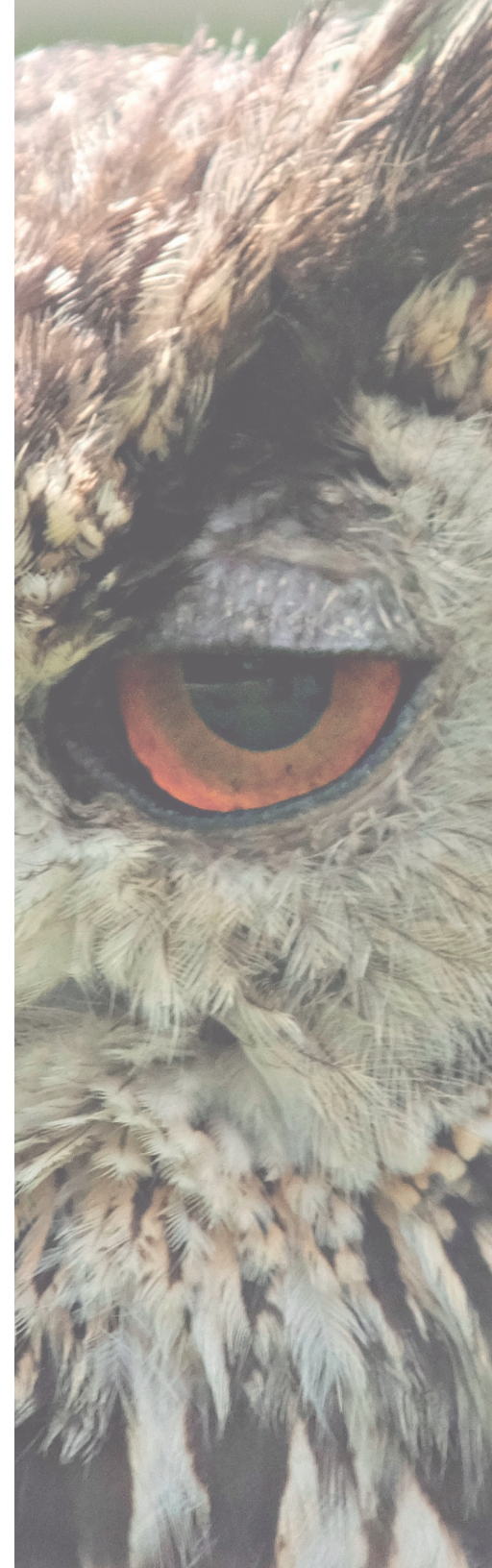
RGB(58,76,143)



CMYK(87,79,12,0)



P7685-C





Use of colours and variants





Minimum reproduction

5cm

2cm

3.60cm



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2.70cm

