

ENDYMION SEPETI.COM

Brand Guidelines

COMPLETE LOGO



LOGO CONSTRUCTION





LOGO DESIGN OVERVIEW

The EndymionSepeti logo blends modernity and elegance through a harmonious gradient color palette and smooth, rounded forms. The monogram symbol, formed by abstractly intertwined letters “E” and “S”, conveys unity, creativity, and a forward-thinking identity. This stylized emblem balances minimalism with complexity, offering both visual intrigue and brand recognition. The vibrant gradients—shifting from purples and pinks to mint and sky blue—evoke a sense of innovation and approachability, making the brand feel dynamic and digitally native. The lowercase typography below adds a friendly, contemporary tone, complementing the symbol without overpowering it. Overall, the logo reflects a brand that is bold yet accessible, modern yet meaningful—perfect for engaging today’s

TYPOGRAPHY

Cocon-Regular

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H2 22pt Cocon-regular

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H3 18pt Cocon-Regular

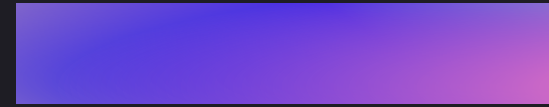
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Body Text 14pt Cocon-regular

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Description 12pt Cocon-Regular

COLOR SCHEME - PALETTE



COLOR

COLOR

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COLOR