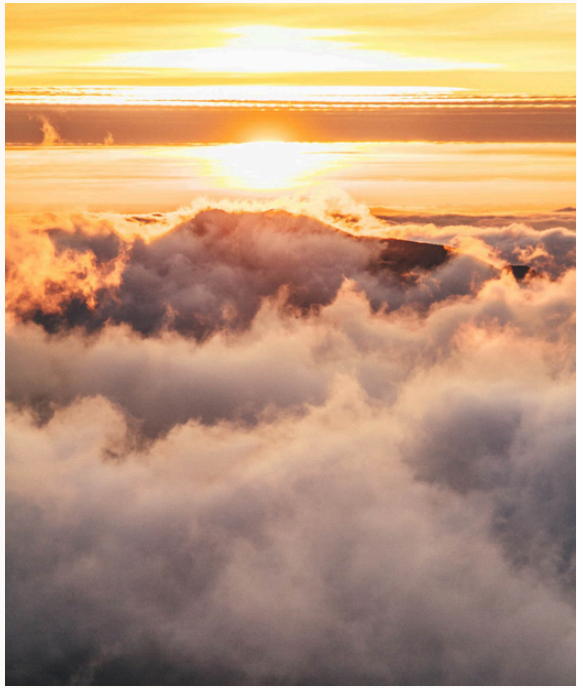




Brand Guidelines



Thermo'Wrap
www.thermowrap.com

Contents



Brand Essence

Keywords

Logotype

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Warmth, always by your side

Thermo'Wrap

Brand Essence

The brand essence of our premium towel lies in comfort, warmth, and innovation.

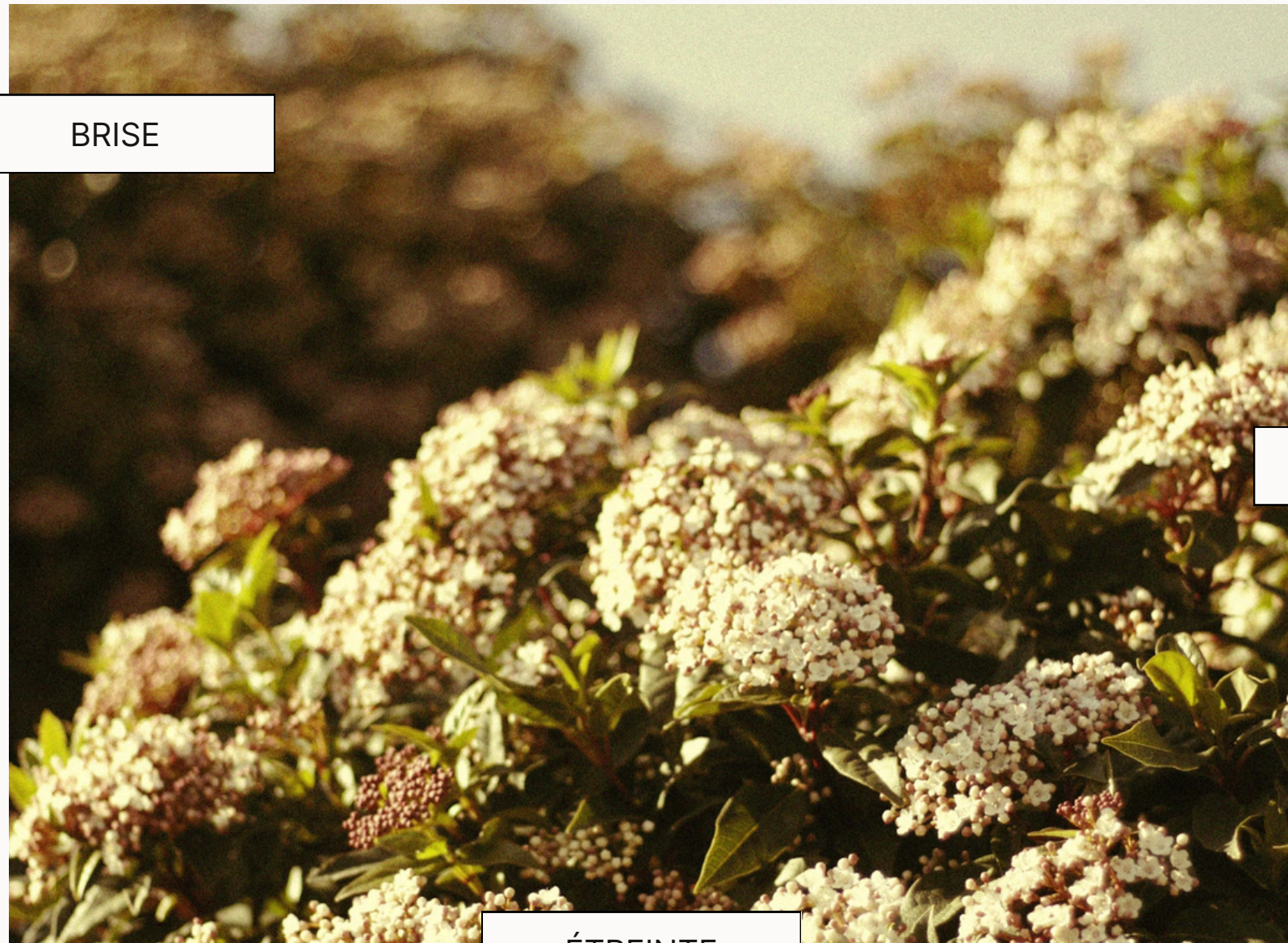
Designed to deliver a unique experience, it blends elegance and technology by providing heat for an instant feeling of well-being. Each towel is crafted to offer optimal comfort — perfect after a long day or for relaxing at home.

Our brand focuses on quality and performance, ensuring a pleasant and lasting warmth, while remaining a modern and stylish product.

www.ThermoWrap.com



Keywords



BRISE



CLASSIC

VELOURS



ÉCLAT

ÉTREINTE



FLAMME

Logotype

Thermo'Wrap



Thermo'Wrap



Brand Colours



BEIGE

main

quiet and warm energy, suppresses aggression, brings regularity and harmony



BROWN

additional

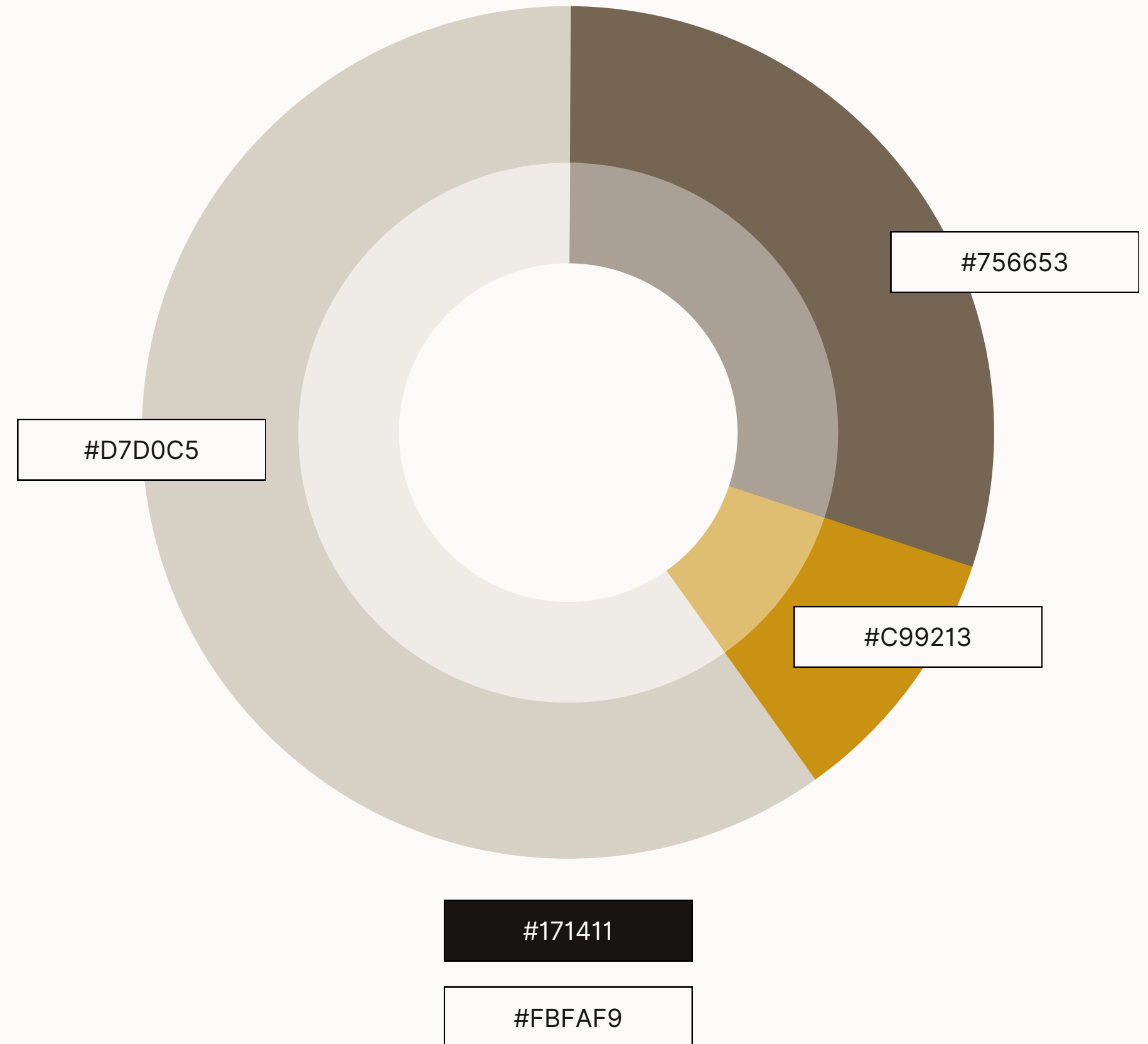
strength and reliability, solid, security, and safety. And also warm, comfort, natural, classic and sophisticated



OCHRE

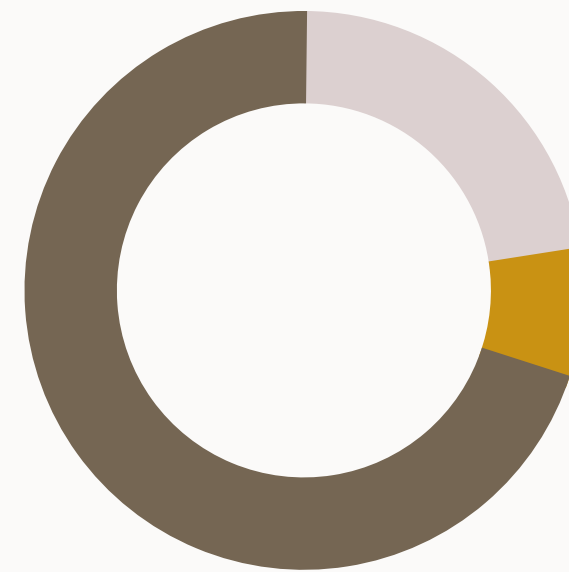
accent

creation, life, optimism, vitality and eternity



Brand Colours Combination

Choose your color combination and delete this slide



Accidental Typeface

Playfair Display

Accidental font is a serif font. It is elegant, strict, contrasting.

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy
Zz
0 1 2 3 4 5 6 7 8 9

Aa

Secondary Typeface

Inter

The typeset text is a classic grotesque. Nothing superfluous. Simplicity and minimalism.

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq

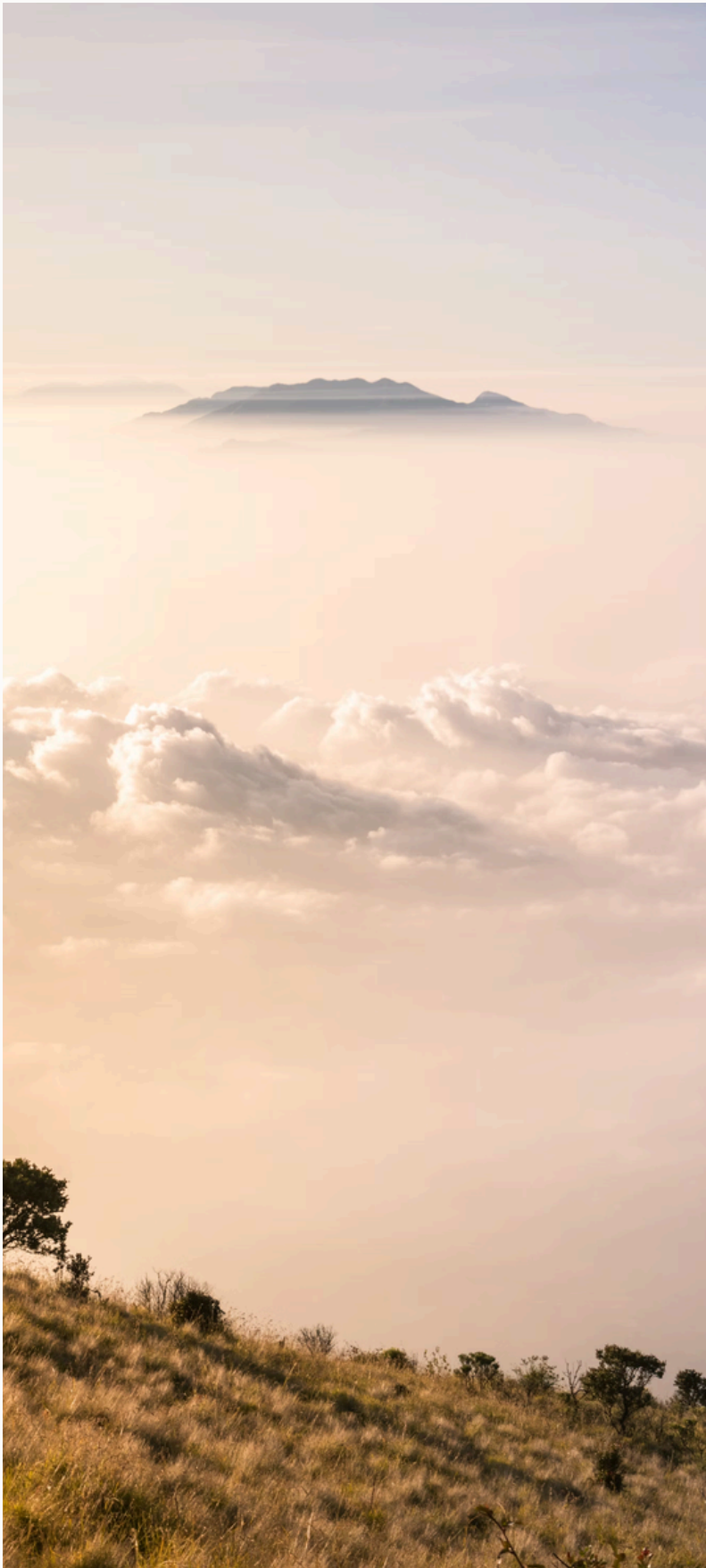
Rr Ss Tt Uu Vv Ww

Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Aa

Image Direction



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