

# BRAND



# GUIDELINES



*Cigar Emperor*

# WELCOME

Welcome to the elegant and inclusive world of Cigarempereor, where cigar enthusiasts of all levels can experience the ultimate in luxury and sophistication.

Our brand is dedicated to providing an exceptional cigar experience to everyone, regardless of their budget or level of expertise.

Our carefully curated collection of premium cigars offers something for everyone, from smooth and refined smokes to bold and full-bodied experiences.

Our knowledgeable staff are always on hand to offer personalized recommendations and expert advice to ensure that you find the perfect cigar for your taste. So come and join us on a journey into the world of cigars, where everyone is welcome to discover the elegance and luxury of Cigarempereor.



# BRAND IDENTITY

The Cigarempor brand identity is designed to reflect the luxurious and sophisticated world of cigars, and the experience that customers can expect when they come to the emperor.

The logo is elegant and timeless, featuring a crown that represents the emperor's status as a leader in the industry.

The color palette is rich and warm, with gold, brown, and dark red tones that evoke the richness and depth of the cigar experience.

The typography is classic and refined, reflecting the brand's commitment to quality and tradition.



# BRAND EXPERIENCE

Cigarempor is the pinnacle of luxury and indulgence in the world of cigars. When cigar shops purchase imported cigars from the emperor, they are entering into a world of exclusivity, where only the finest products are selected for distribution. The emperor's passion and expertise in cigars is reflected in every aspect of the distribution process, from the careful selection of the products to the personalized recommendations and advice offered to each Shop owner.

Customers who purchase cigars distributed by Cigarempor can trust that they are getting high-quality products that have been carefully selected and imported by the ultimate connoisseur in the industry. The brand experience is focused on the luxurious and indulgent lifestyle that comes with being a cigar connoisseur, and the sense of exclusivity that comes with being a part of the Cigarempor world.



# LOGO

## Rules of Application

Maintaining consistency in your brand identity is essential for building trust and recognition with your audience. To achieve this, it is important to establish clear rules of application.

When creating marketing materials, keep the following guidelines in mind.

Use only the approved brand colors and typography. Utilize approved images and graphics. Maintain consistency in layout and design. By following these guidelines, you can ensure that your brand is represented consistently and effectively, helping to build a strong and recognizable brand identity.

## Logo Features



LOGO MARK



WORD MARK

## Logo Variation

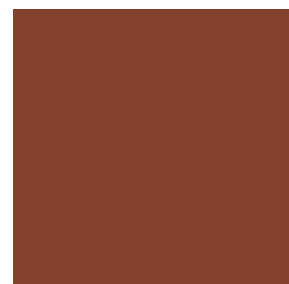


# COLOR PALETTE

The color palette is rich and warm, with gold, brown, and dark red tones that evoke the richness and depth of the cigar experience.



HEX:#b18971



HEX:#82402d



HEX:#59230c



HEX:#b6802c



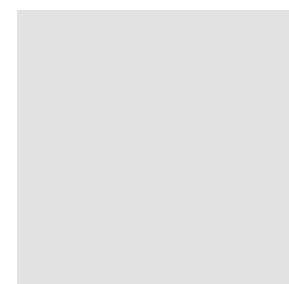
HEX:#152948



HEX:#711718



HEX:#1f1016



HEX:#e1e2e1

- #b18971: This muted peach color is warm and comforting, evoking feelings of relaxation and coziness. It's a great choice for creating a welcoming and inviting atmosphere
- #82402d: This deep reddish-brown color is rich and luxurious, adding an air of sophistication and elegance. It might create a sense of indulgence and opulence.
- #59230c: This dark brown color is reminiscent of rich, dark chocolate. It adds depth and warmth to the color scheme, and might create a sense of comfort and indulgence.
- #b6802c: This warm, golden color adds a touch of glamour and luxury. It might create a sense of excitement and celebration.
- #152948: This deep, moody blue-gray color is mysterious and sophisticated. It adds a touch of drama to the color scheme, and might create a sense of intrigue or curiosity.
- #711718: This dark, reddish-brown color is rich and intense. It adds depth and drama to the color scheme, and might create a sense of passion or intensity.
- #1f1016: This dark, almost-black color adds a touch of sophistication and elegance. It might create a sense of mystery and intrigue.
- #e1e2e1: This light, neutral gray color is calming and soothing. It adds balance to the color scheme and might create a sense of stability and tranquility.

# FONT OVERVIEW

## LONDON FOR HEADLINES

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
NOPQRSTUVWXYZ.

*Stoic*  
*for small Highlights*

*ABCDEFGHIJKLMN OPQRST  
UVWXYzabcdefghijklmnopqrstuvwxy.*

## Montserrat Classic for Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy.

*The real deal when it comes to cigars*

## CIGAR EMPEROR

Cigar Emperor is a global  
cigar distribution  
company.

Driven by a team of  
professionals with more  
than 20 years in the  
industry.

# PICTURES

The pictures and photos on the Cigarempperor's homepage should be carefully curated to reflect the brand's commitment to luxury, exclusivity, and high-quality products.

The imagery should be sophisticated and refined, evoking the same sense of indulgence and indulgence that comes with being a cigar connoisseur.

