



FINESA[®]
GROUP

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www.finesa-group.com

FINESA[®]
GROUP

Premium Quality

BRAND MANUAL
GUIDELINE

2024

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ABOUT US

Welcome to the official brand guidelines for **Finesa Group**!

This document is designed to provide a comprehensive overview of our brand identity, ensuring consistency and cohesion in every aspect of our visual and verbal communication.

These guidelines provide a set of principles and rules to maintain a strong and recognizable brand image across all channels.

Our company "**Finesa Group**" was founded in **2000**, where we were initially only a manufacturer of different blinds and curtains. Over time, we have brought successive changes, reaching the Kosovar market and not only extending to the models such as:

- "**Tenda Pergola**",
 - "**Bioclimatic Pergola**",
 - "**Glass Veranda**",
- as well as other glass products and aluminum.

With an unwavering commitment to excellence, **Finesa Group** has established itself as a trusted choice for those seeking top-notch solutions from our services.

Our products are known for their durability. **Finesa Group** stands as a trusted brand, synonymous with reliability and quality.

03

**LOGO
IDENTITY
USAGE**



LOGO
COLOR
VARIATION



A. Logo Usage



B. Logo Usage



C. Logo Usage



D. Logo Usage



05

BRAND COLOR

COLOR GENERAL



COLOR SOLIDE

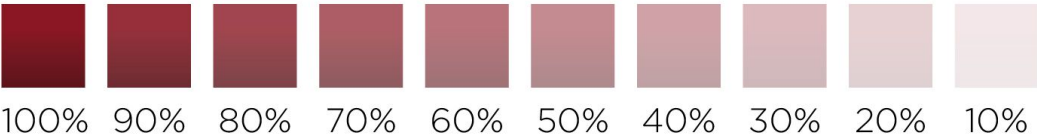


COLOR NEGATIVE & POSITIVE



GRADIENT

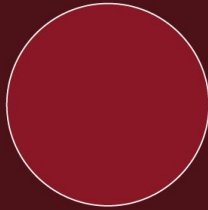
GRADIENT



07

PRIMARY BRAND COLOR

RED



PANTONE
#8a1825

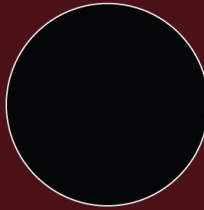
FOR WEB USE

R: 138 G: 24 B: 37

FOR PRINTING USE

C: 28% M: 100% Y: 87% K: 31%

DARK GREY



PANTONE
#000000

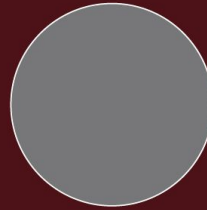
FOR WEB USE

R: 0 G: 0 B: 0

FOR PRINTING USE

C: 75% M: 68% Y: 67% K: 90%

GREY



PANTONE
#777677

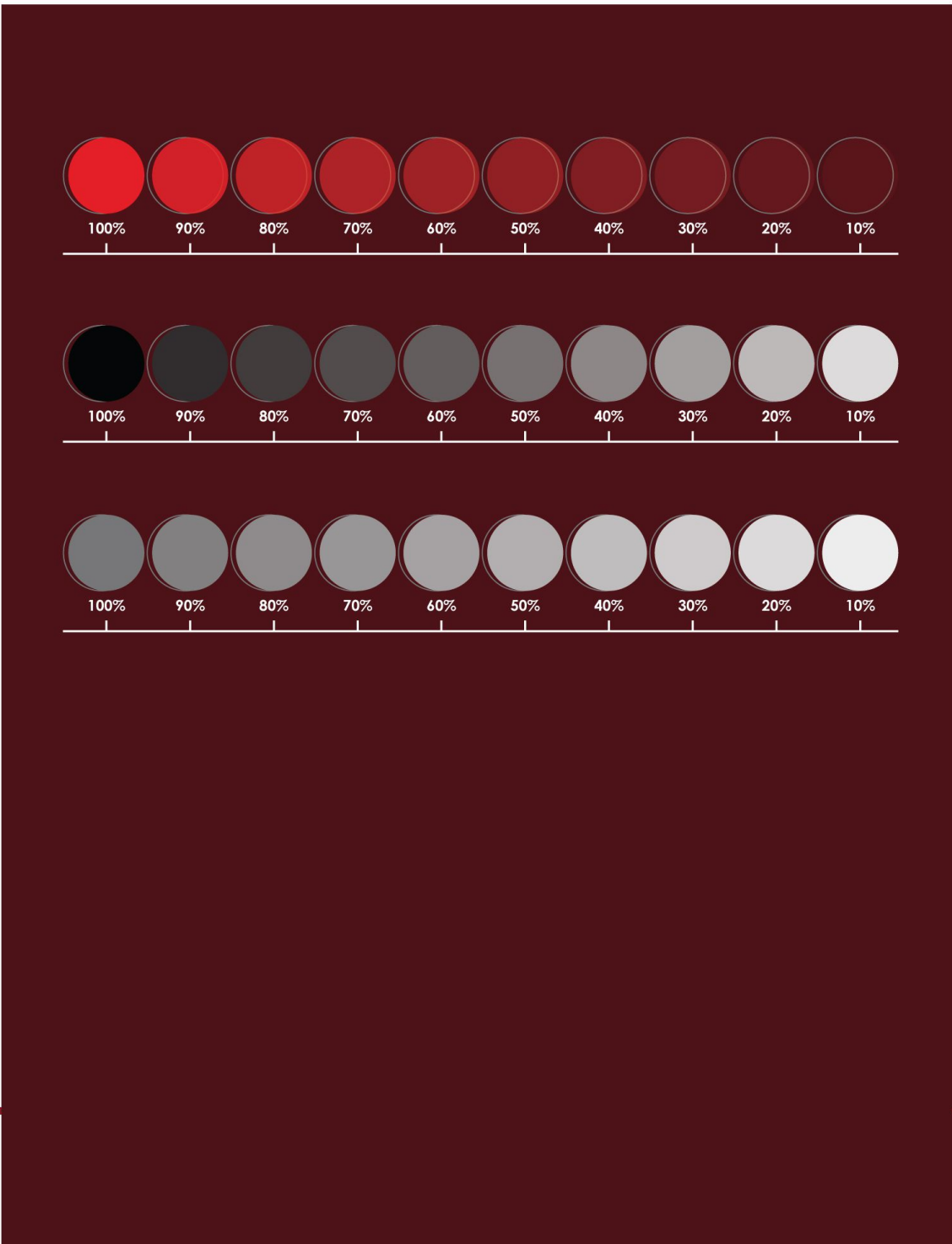
FOR WEB USE

R: 254 G: 203 B: 000

FOR PRINTING USE

C: 000 M: 012 Y: 100 K 000

INTRODUCTION



09

TYPOGRAPHY

PRIMARY FONT

GOTHAM REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@\$%

SECONDARY FONT

JOSEFIN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890!@\$%

HIERACHY

10

FONT SIZE 30 PT

Title

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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FONT SIZE 12 PT

Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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FONT SIZE 8 PT

Content

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LETTER HEAD VISUEL



FINESA
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BUSNIES CARD

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📍 Prishtinë,
Republika e Kosovës

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BUSNIES CARD VISUEL

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MUG



SPECIAL PEN

18



19

BILLBOARD



BILLBOARD

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T-SHIRT



WEBSITE

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