

BRAND OVERVIEW

HEIRLOOM: A clothing brand rooted in Black culture, paying homage to the art, stories, and traditions passed down through generations.

LOGO SUITE

PRIMARY

SECONDARY

MONOGRAM

TYPOGRAPHY

Roca One Black
HEADER / SUBHEADER

Quicksand Medium
PARAGRAPH / BODY

Consolas Regular
ACCENT

Aa Bb

Aa Bb

Aa Bb

COLOR PALETTE

VELVET / #422425
PRIMARY

CREAM / #E9D4C2
PRIMARY

MAHOGANY / #893F35
SECONDARY

BRASS / #CC9B57
SECONDARY

VINYL / #111111
ACCENT

DENIM / #394CA0
ACCENT

BRAND PATTERN

