ARE U KUL

by FROSINA KULAKOVA



ARE U KUL

by FROSINA KULAKOVA

PHILOSOPHY

ARE U KUL is more than fashion.
It is a way of *seeing beauty.*

A belief that *individuality* is never a flaw.

Every collection begins with a *story.*
Every garment carries *emotion.*

At the heart of the brand stands one symbol:
The Disco Ball.

Every fragment reflects light
in its own *unique* way.

So do we.

> *"You are not broken.*
> *You are a disco ball."*



© ARE U KUL by FROSINA KULAKOVA

LOGO SYSTEM

The logo is the primary expression of
the ARE U KUL identity.
It must always appear with *clarity*, *consistency* and *respect*.

ARE U KUL
by FROSINA KULAKOVA



PRIMARY

ARE U KUL
by FROSINA KULAKOVA



MONOCHROME

ARE U KUL
by FROSINA KULAKOVA



SILVER

ARE U KUL
by FROSINA KULAKOVA



GOLD*

ARE U KUL
by FROSINA KULAKOVA



The Disco Ball is an integral part of the official logo and must never be altered.

The Gold and Silver versions are intended exclusively for premium production and special applications.

* Reserved for premium packaging, certificates and limited editions.

© ARE U KUL by FROSINA KULAKOVA

VISUAL IDENTITY

Four elements. One identity.

Together they define the identity of ARE U KUL.

ARE U KUL
by FROSINA KULAKOVA

LOGO

The signature
of the brand.



DISCO BALL

The symbol of light
and individuality.

Aa

TYPOGRAPHY

Elegant. Timeless.
Confident.

SPECTRUM OF LIGHT

The colors inspired
by reflected light.

TYPOGRAPHY

Elegant. Timeless. Confident.

Aa

PRIMARY TYPEFACE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

YOU ARE NOT BROKEN.

Every garment reflects individuality through
light, movement and emotion.

Timeless design begins with authenticity.

We celebrate who you truly are.

BRAND VOICE

The language of ARE U KUL.

Elegant	*Never excessive.*
Confident	*Never loud.*
Bold	*Never aggressive.*
Emotional	*Never sentimental.*
Modern	*Never temporary.*
Authentic	*Always original.*

Every word should reflect the same light as the *brand* itself.



THE DISCO BALL

More than a symbol. A philosophy.



The *Disco Ball* is not a logo.
It is the visual soul of ARE U KUL.

The flat mirrored glass tiles and gold hanging loop are permanent elements of the official mark and must remain unchanged in every application.

08

LOGO SYSTEM

The ARE U KUL logo is built on clarity, balance and identity.
These official logo versions ensure consistency across all applications.

1. PRIMARY LOGO



ARE U KUL
— by FROSINA KULAKOVA —

MAIN USE:
web, presentations, publications, campaigns

2. HORIZONTAL LOGO



ARE U KUL
— by FROSINA KULAKOVA —

USE:
website headers, footers, labels, email signatures, documents

3. VERTICAL LOGO
(SECONDARY MARK)

ARE U KUL
— by —
FROSINA KULAKOVA



USE:
labels, hang tags, certificates, badges, packaging

4. BRAND ICON



USE:
metal badges, buttons, zippers, favicon, social media, app icon

Official symbol used when the full logo is not practical.

CLEAR SPACE



Always ensure clear space around the logo.
The minimum clear space is defined by the height of the letter "A" (x).

MINIMUM SIZE



20 mm
PRINT



60 px
DIGITAL

- All logo versions are official brand assets.
  The Disco Ball must always remain identical to the master artwork, including the flat mirrored glass tiles and gold hanging loop.



09

LOGO APPLICATIONS

The ARE U KUL logo is designed to shine consistently across every touchpoint.

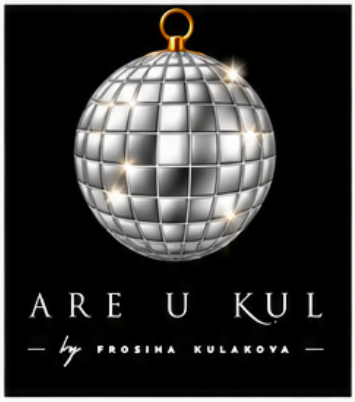
01. PRIMARY LOGO
full color



02. BLACK EDITION
monochrome black



03. WHITE EDITION
monochrome white



04. SILVER EDITION
signature mark



Used for metallic applications, embossing, hardware, zippers, tags and premium details.

05. GOLD EDITION
premium mark



Used for luxury collections, limited editions, awards, premium packaging and special occasions.

06. HORIZONTAL LOGO
full color



07. HANG TAG



08. GARMENT LABEL



09. SHOPPING BAG



10. BRAND ICON



The brand icon can be used independently in small sizes or special applications where the full logo is not practical. Always use the original proportions.



on white | on black | silver edition | gold edition | monochrome black

CONSISTENCY BUILDS RECOGNITION. • USE THE LOGO WITH CARE AND LET IT SHINE IN EVERY DETAIL.

ARE U KUL

by FROSINA KULAKOVA



The identity remains.