

BRAND STYLE GUIDE LINE

Most completed _____



SUMMARY

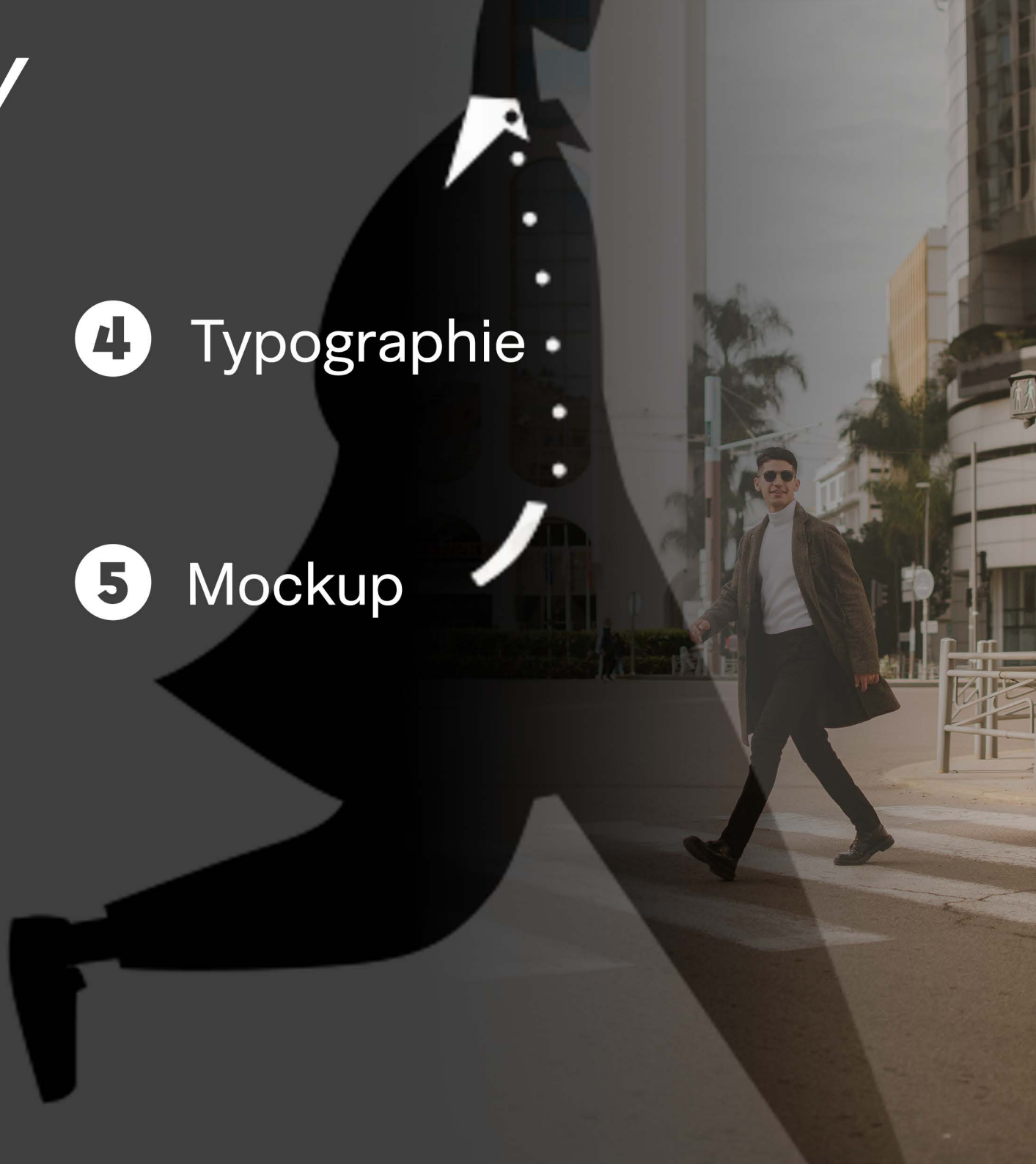
① Presentation

② Logo choice

③ Color palette

④ Typographie

⑤ Mockup



Presentation

A brand needs a graphic identity, visuals, and a story to:

Be Recognized and Memorable: A consistent logo, colors, and images make the brand immediately identifiable and easy to remember, distinguishing it from the competition.

Inspire Trust and Credibility: A professional appearance and consistent communication demonstrate the brand's seriousness, reassuring consumers.

Create an Emotional Connection: An authentic story and relevant visuals allow customers to identify with the brand and develop a sense of attachment.

Differentiate: In a crowded market, a unique identity and a distinctive story help the brand stand out and justify its value.

Build Customer Loyalty: By creating a sense of belonging and generating engagement, the brand builds lasting relationships with its customers.



Logo choice

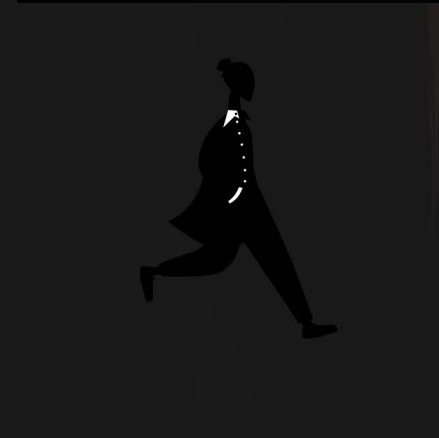
Definitive

Elegant and Tailored Silhouette: The man's silhouette, although simplified, evokes a structured and elegant outfit. The lines of the garment suggest precise tailoring and attention to form, characteristic of haute couture.

Exposed Buttons: The presence of small circles along the jacket, representing buttons, highlights an essential detail in the tailoring of the garment. It is a functional and aesthetic element that requires careful placement.

Dynamic but Controlled Posture: The silhouette's fluid yet balanced pose can symbolize the ease and comfort provided by well-cut garments, which hug the body without restricting movement. This is the result of a perfect fit.

Sophisticated Minimalism: The minimalist style and the use of black and white convey a sense of sophistication and timelessness, values often associated with haute couture and craftsmanship, where attention is paid to the essence of the garment.



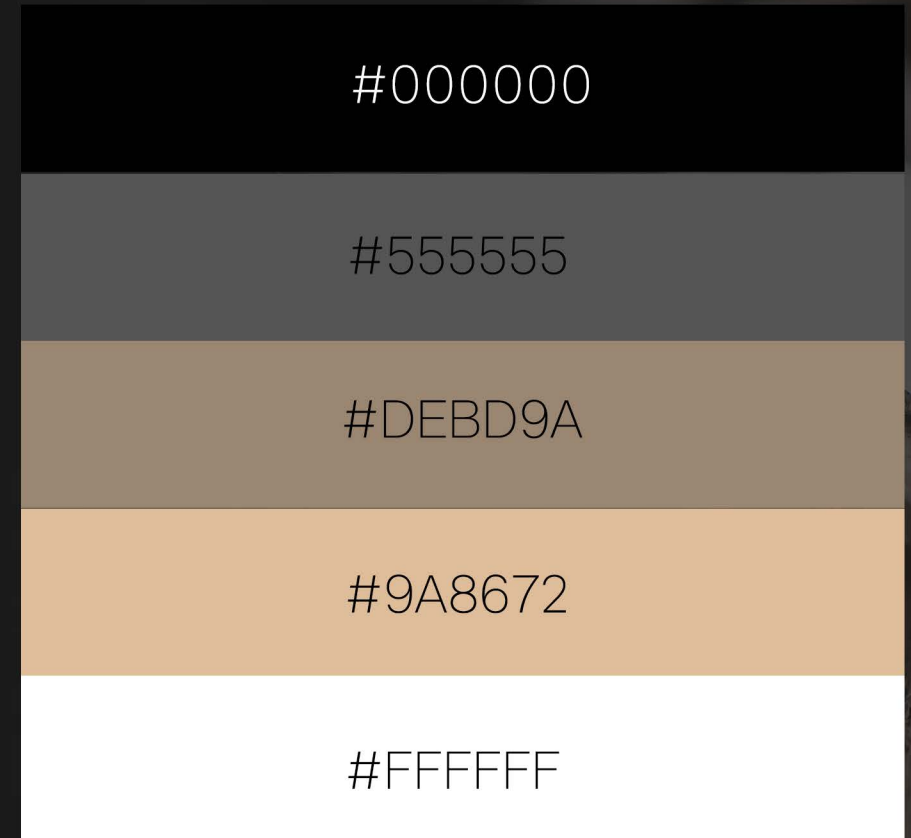
Color palette

Choosing the right colors for a brand is vital because they :

Evoke emotions and convey the desired message.

Ensure rapid recognition and memorization. Differentiate the brand from the competition.

Ensure visual consistency across all media. Shape the public's overall perception of the brand.



Typographie

The choice of typography is crucial in branding because it conveys the brand's personality even before the text is read. It establishes the tone (modern, luxurious, friendly, serious), reinforces visual recognition by being associated with the brand, and ensures readability. Well-chosen typography supports the brand's identity and message.

Communicates the brand's personality (e.g., elegance, modernity, playfulness).

Contributes to the recognition and memorization of the logo and messages.

Ensures readability and a good user experience.

Reinforces visual consistency across all media, consolidating the brand identity.

Aziga

Aa

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

Angie

Aa

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

Mockup

Exemple

Mockuping your logo is essential for several reasons. First, it allows you to visualize how your logo will look in a real-world context, whether on clothing, a website, a business card, or something else. This helps you judge its effectiveness, size, and positioning.



Additionally, logo mockups are powerful marketing and presentation tools. They allow you to present your brand in a professional and engaging manner to potential clients, investors, or partners. Ultimately, they help strengthen your brand's visual identity and make it more memorable.