



# BRAND STYLE GUIDE

AMABELLE COUTURE BRAND GUIDELINE

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## Our Logo Formation

We merged the letters A and M, interlacing them with a stylized scissors motif to symbolize precision and craft. The intersecting forms convey unity and exclusivity, while the scissors reinforce couture tailoring. The result is a bold, elegant mark that embodies Amabelle Couture's bespoke, meticulous design philosophy.



AMABELLE

C O U T U R E

Hint



A l p h a b e t A

+



A l p h a b e t M

+



S c i s s o r s

=



L o g o M a r k

## Logo Overview

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## Vertical Logo Variant

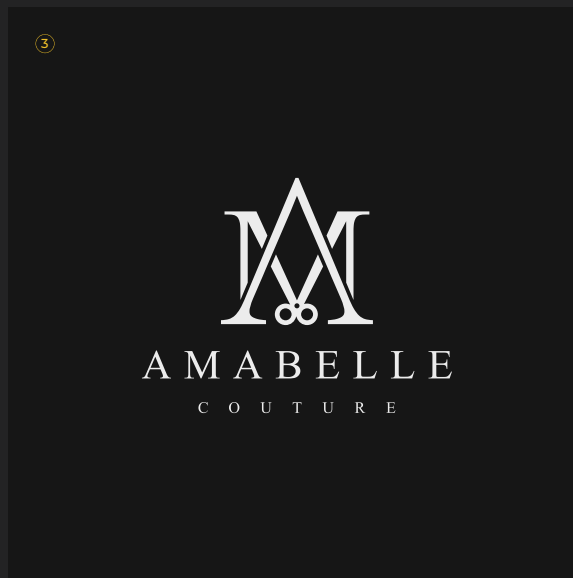
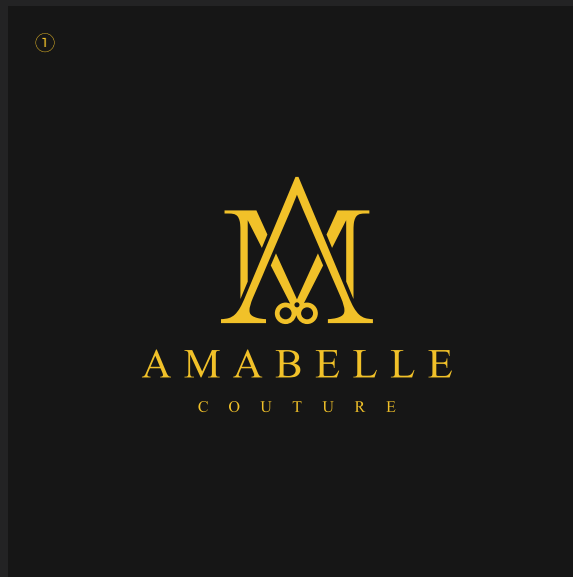
Our logo may be used in Yellow, Black and White.

Use the elements in your piece of communication to determine the colour of your logo for maximum contrast and clarity.

If your background is black, you should be using the yellow logo. If your background is yellow, use the logo in black.

Over photography, you may use the yellow or White Variants, but be sure it is clear and legible.

### Web/Social Media Icons



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## Horizontal Logo Variant

①



②



③



④



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## Logo Clear Space

To maintain the integrity and visibility of the logo, keep it free from clutter. Avoid crowding it with text, imagery, or other graphic elements.

Always maintain adequate clear space around the logo in all communications.



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## Small Logo Usage

The small version of the **Amabelle Couture** logo is reserved for extremely small applications, such as **favicons, social media profile pictures, and menu bars**. Always use the original small logo or brand mark—do not alter or recreate it.



20px max, approx.



15px max, approx.



90px max, approx.



50px max, approx.

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## Logo Misuse



Don't use off-brand colours



Don't stretch the logo



Don't use the logo in multiple areas on a design



Don't use logo in places where it's visibility is compromised.



Don't rotate the logo



Don't apply effects to the logo

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## Colour Palette

At Ani Matters, our primary color is a distinctive Purple, used consistently across our icon, brand communications, and marketing materials. Our carefully curated primary and secondary background colors enhance visual impact while ensuring text remains highly readable across all digital platforms. As the foundation of our brand, they provide the starting point for everything we design.



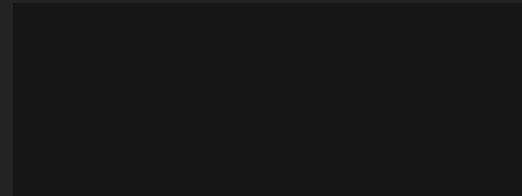
Golden Yellow

Hex: #FACA29

RGB: (250, 202, 41)

CMYK: (0%, 19%, 84%, 2%)

HSL: (46°, 97%, 52%)



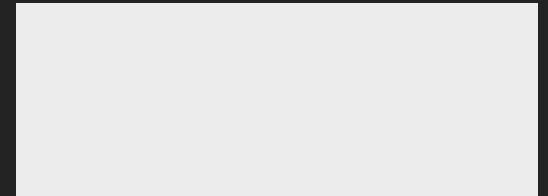
Rich Black

Hex: #161616

RGB: (22, 22, 22)

CMYK: (0%, 0%, 0%, 91%)

HSL: (0°, 0%, 8%)



White Smoke

Hex: #F5F5F5

RGB: (245, 245, 245)

CMYK: (0%, 0%, 0%, 4%)

HSL: (0°, 0%, 96%)



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## Accent Colours



Coral Rose

Hex: **#E76F51**

RGB: (231, 111, 81)

CMYK: (0%, 52%, 65%, 9%)

HSL: (9°, 83%, 58%)



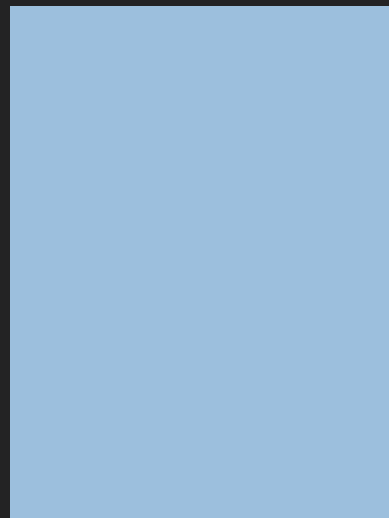
Sage Green

Hex: **#9DBF92**

RGB: (157, 191, 146)

CMYK: (18%, 0%, 24%, 25%)

HSL: (110°, 37%, 62%)



Powder Blue

Hex: **#A5C8E6**

RGB: (165, 200, 230)

CMYK: (29%, 13%, 0%, 10%)

HSL: (210°, 78%, 77%)



Navy Ember

Hex: **#2A3240**

RGB: (42, 50, 64)

CMYK: (34%, 22%, 0%, 75%)

HSL: (222°, 38%, 16%)

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## Typography

Used in logotype form; serves as the most recognizable brand element, all lowercase letters, single weight/style, unique letterforms that define the logo identity.

Aa

**Primary Typeface:** MICROSOFT HIMALAYA

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

1234567890

Aa

**Secondary Typeface:** CENTURY GOTHIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

1234567890

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## Typography Heirarchy

Whenever we write and design copy, please ensure to use the following examples as guidance.

Headline: Microsoft Himalaya - 70px

# Amabelle Couture

Subline: Century Gothic - 35px

## Quality luxuries at affordable prices

Body Copy: Century Gothic - 16px

Amabelle Couture embodies quiet luxury and meticulous craft. Our design philosophy emphasizes exceptional fit, thoughtful texture, and sustainable materials, delivering confident, bespoke elegance for discerning wardrobes.

Button: Microsoft Himalaya - 18px

Sign up

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## Brand Pattern



Logo Overview

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## Screen Wallpaper



Logo Overview

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Typography

Brand Pattern

Mockup

## Face Cap



Logo Overview

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Mockup

Mug



Logo Overview

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# Stationery



Logo Overview

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## Business Card



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## Shopping Bag

