

Logo Overview

Colour Palette

Typography

Brand Pattern

Mockup

## 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



Alphabet A

+



Alphabet M

+



Scissors

=



Logo Mark

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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



①



②



③



④



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## Horizontal Logo Variant



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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