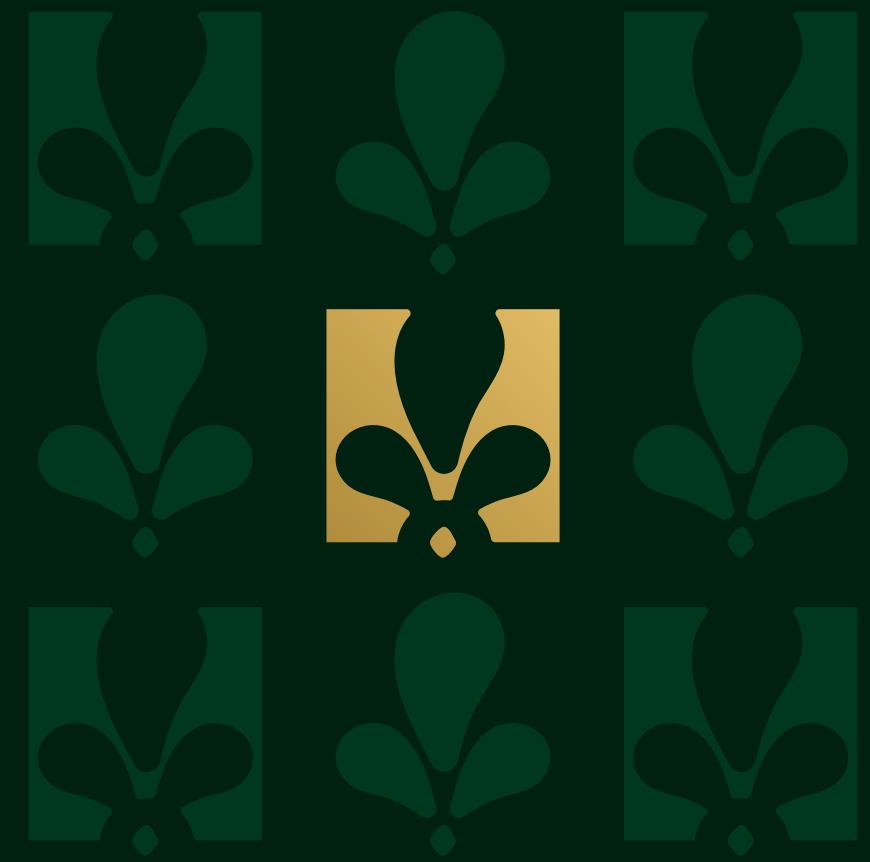


MAI VU
FINE JEWELLERY



BRAND IDENTITY MANUAL



THE
BRAND

INTRODUCTION



A brand created for real people, those who feel deeply, love fiercely, and live authentically. Our jewelry isn't just about capturing the flawless, picture-perfect moments. It's about honoring the full spectrum of your story, the triumphs, the heartbreaks, the growth, and the quiet resilience. Each piece holds the weight of real memories and emotions, becoming a symbol of everything you've overcome and everything you've become. These are jewels that celebrate not just where you are, but how you got here.



“Jewels for every journey”

MISSION & VISION

MISSION

To craft fine jewelry that celebrates the real, raw, and remarkable journey of life — every memory, emotion, and moment, from joy to sorrow and everything in between. Handmade in Sydney with sustainable practices and uncompromising quality, our pieces are designed to honor individuality and become lasting symbols of your beautifully imperfect story.

VISION

To inspire a world where luxury embraces authenticity, and jewelry becomes more than adornment—it becomes a reflection of who we are. We envision a future where not only perfection is valued but imperfections are treasured, emotions are honored, and every person wears their journey with pride, through timeless pieces that are as unique and enduring as their path to the present.

CORE VALUES

Authenticity

Resilience

Symbolism

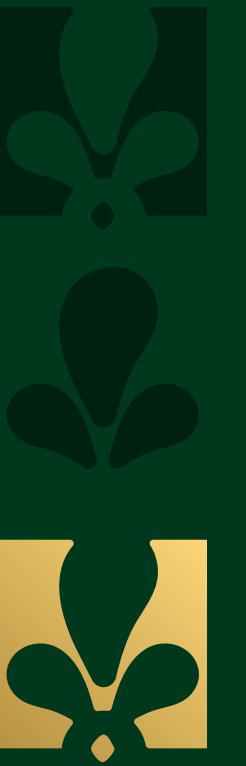
Individuality

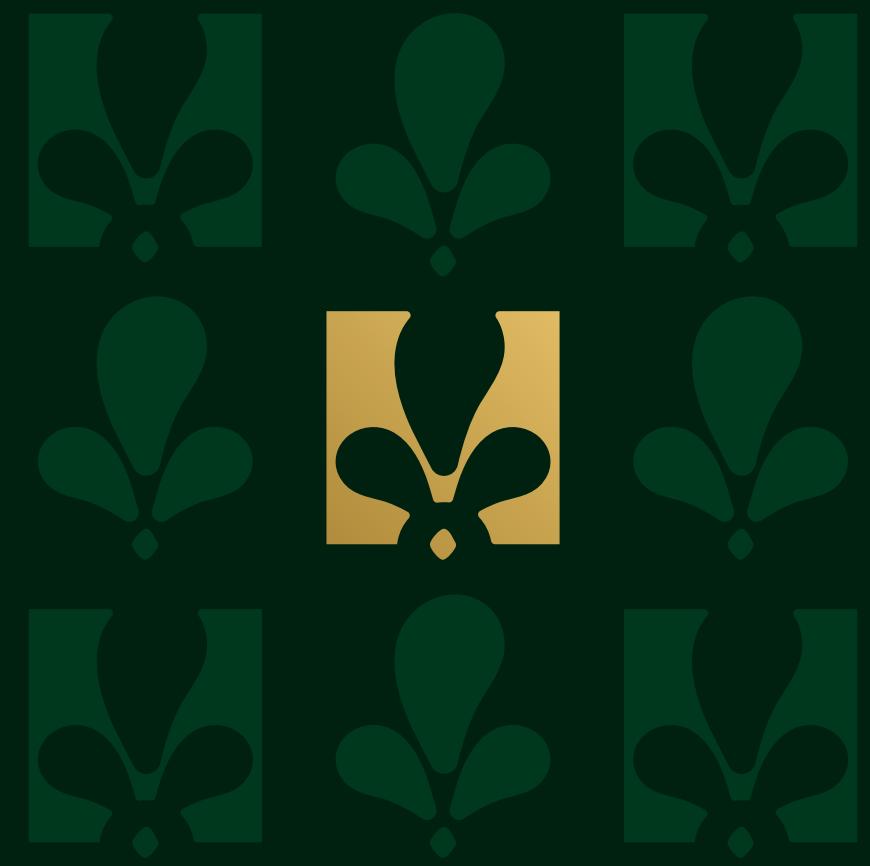
Timeless

Local

Hand Made

Quality





LOGO

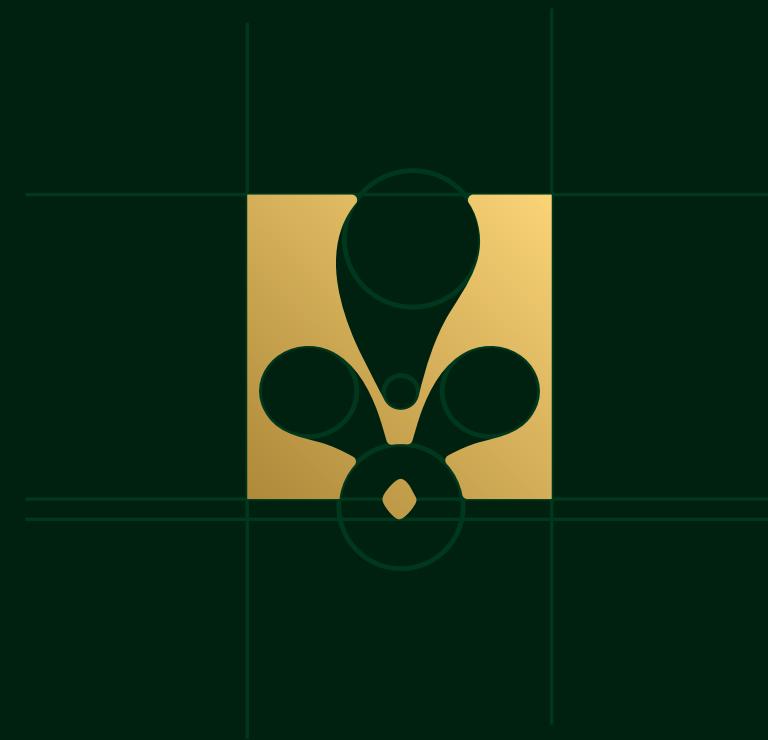
VARIATIONS



Vertical

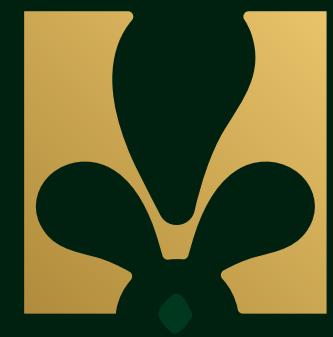


Horizontal



Brandmark

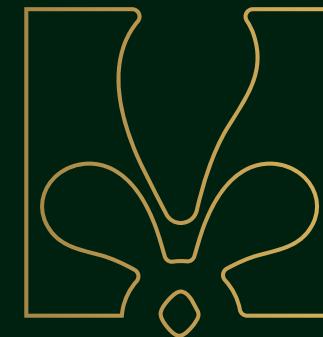
ORIGIN



+



+



A capital letter "M" and a "human mask" that represents how we hide our true selves.

A flower based on the jewel that began everything.

Straight outer lines symbolizing a façade. Inner curves reflect the creator's true self.



REDUCTABILITY



200 px

50 mm



150 px
35 mm

With tagline.

REDUCTABILITY



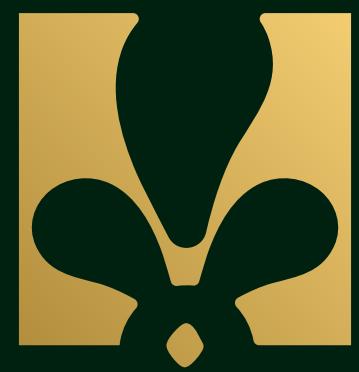
80 px
20 mm



100 px
25 mm

Without tagline.

REDUCTABILITY



— —

40 px
10 mm

Brandmark.

SAFE DISTANCE

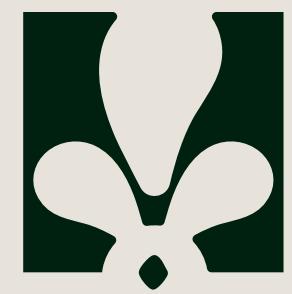


ONE TINT



MAI VU

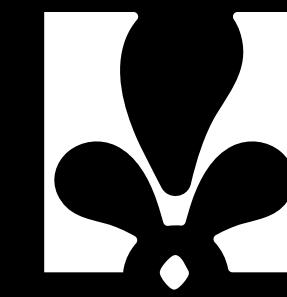
FINE JEWELLERY



MAI VU

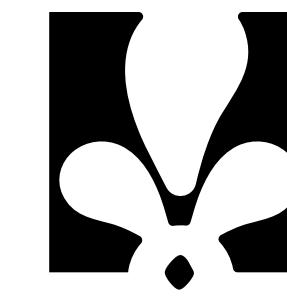
FINE JEWELLERY

B&W



MAI VU

FINE JEWELLERY



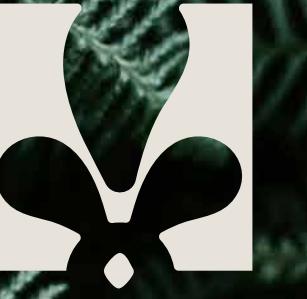
MAI VU

FINE JEWELLERY

ON IMAGES



MAI VU
FINE JEWELLERY



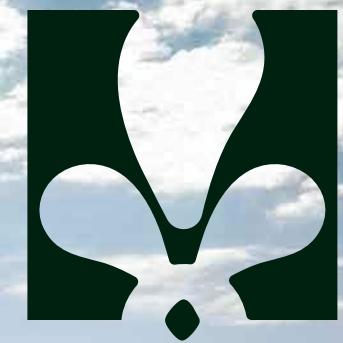
MAI VU
FINE JEWELLERY

ON IMAGES



Light logo over dark or
messy backgrounds.
Dark logo over light
backgrounds. Do not
use gold over images.
Ensure readability
when choosing images

Use horizontal logo
on horizontal spaces when
there isn't much space



MISSUSES



Do not place green over gold.



Do not use the gold gradient individually in every element.



Do not use an horizontal straight gradient.
Always use diagonal



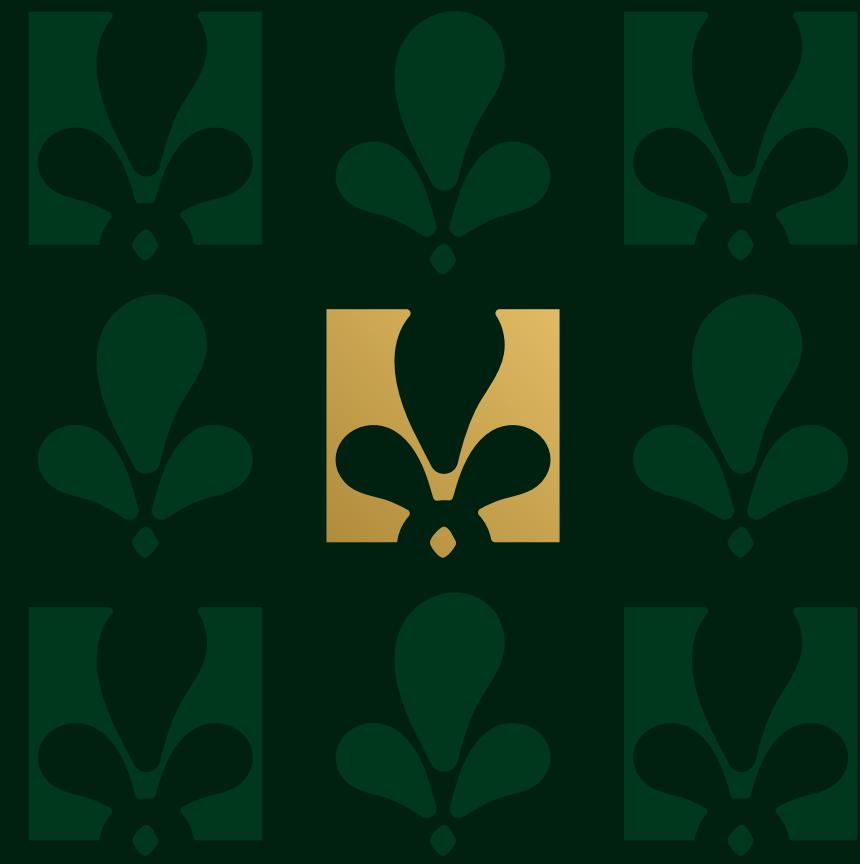
Do not use different colors for the logo other than provided in this manual.



Do not distort or tilt the logo. Do not displace the brandmark.



Do not use offset gradient.



COLORS

COLORS

DEEP FOREST

#002110

R:0 G:33 B:16
C:90% M:59%
Y:79% K:80%

PINE GREEN

#00381D

R:0 G:56 B:29
C:93% M:48%
Y:92% K:63%

SUNRAY GOLD

#00381D

R:0 G:56 B:29
C:93% M:48%
Y:92% K:63%

#00381D
R:0 G:56 B:29
C:93% M:48%
Y:92% K:63%

#00381D
R:0 G:56 B:29
C:93% M:48%
Y:92% K:63%

Ensure appropriate usage between
typography and background colors
as showed in this manual.

PAIRING PRIMARY

CORE COLOR

Additional

Additional

Body Copy.



CORE COLOR

Additional

Body Copy.



PAIRING SECONDARY

CORE COLOR

Additional
Additional

Body Copy.



CORE COLOR

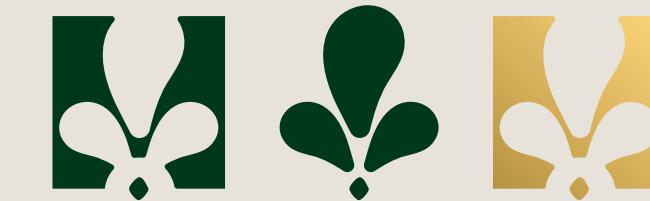
Additional
Body Copy.

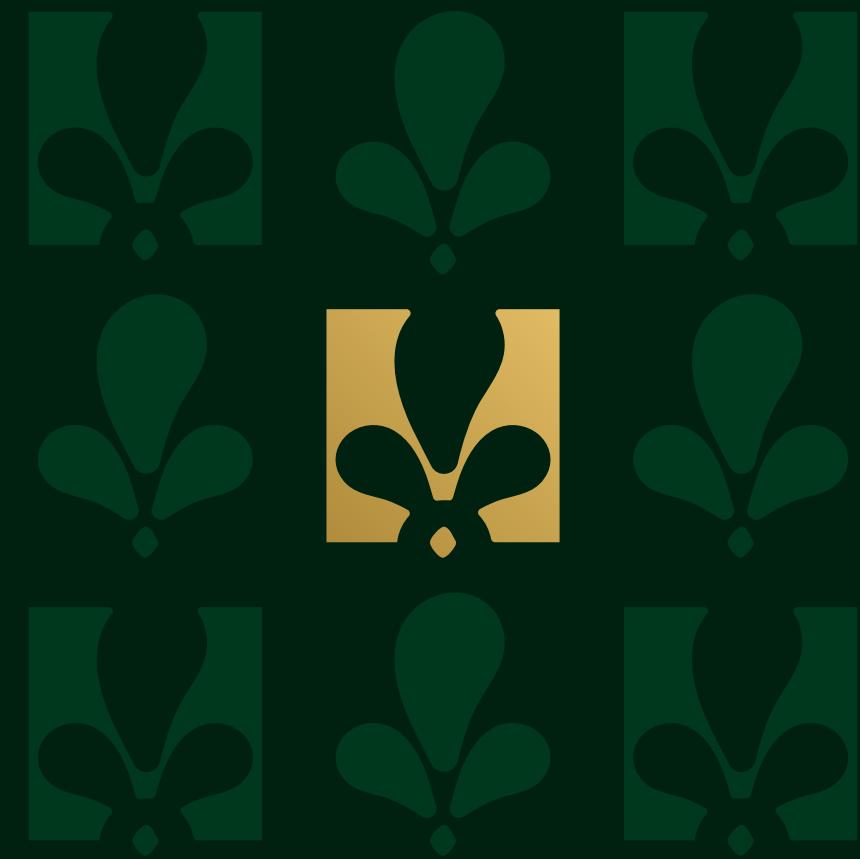


PAIRING TERTIARY

CORE COLOR
Additional

Body Copy.





TYPO- GRAPHY

PRIMARY TYPEFACE

Nave Typeface

Elegant, asymmetric, authentic. Delicate personality but strong presence.

Nave Medium

Headlines, main titles, key concepts and phrases.
Usually in capital letters

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
1234567890
£!@#\$%^&*()_+-=[{}];\.,:/?"|<>?

Nave Light

Delicate text. Only used to apply hierarchy as
needed. Medium should be always considered first.

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
1234567890
£!@#\$%^&*()_+-=[{}];\.,:/?"|<>?

SECONDARY TYPEFACE

Bahnschrift Typeface

Modern, clean sans-serif typeface. Minimalist aesthetic and a confident visual appearance.

Bahnschrift Bold

Used for secondary headings, button labels, and other elements requiring contrast or emphasis.

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
1234567890
£!@#\$%^&*()_+--=[]{};'\.,/:";|<>?t

Bahnschrift Regular

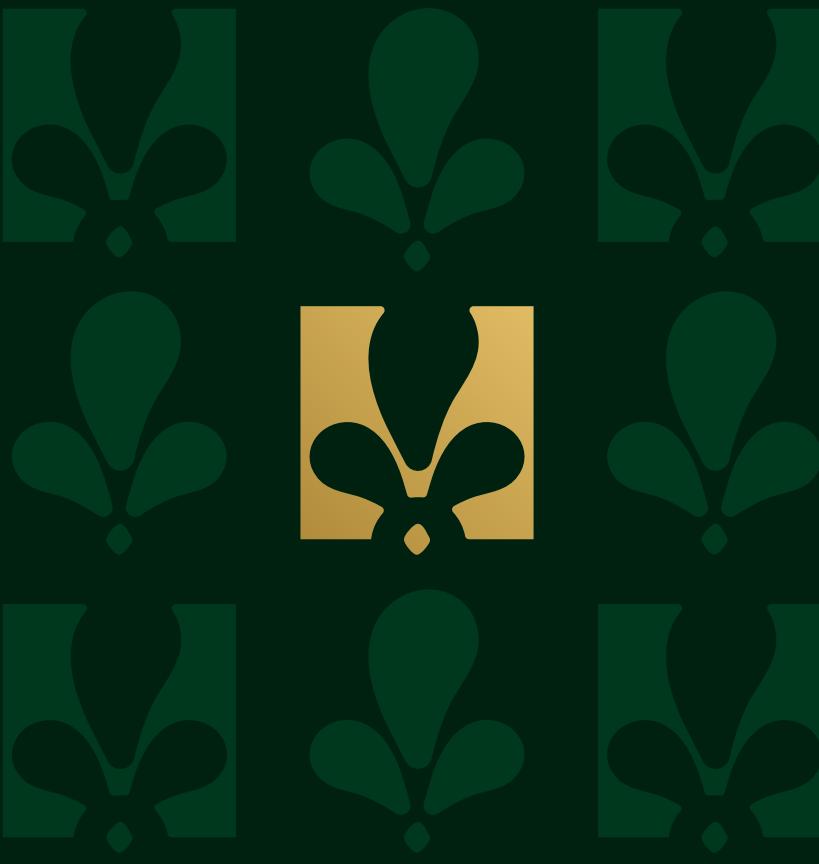
Ideal for body text in brochures, website content, packaging details, and long-form communication.

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
1234567890
£!@#\$%^&*()_+--=[]{};'\.,/:";|<>?

Bahnschrift Light

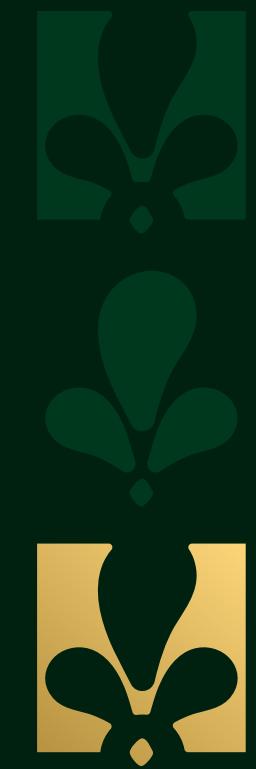
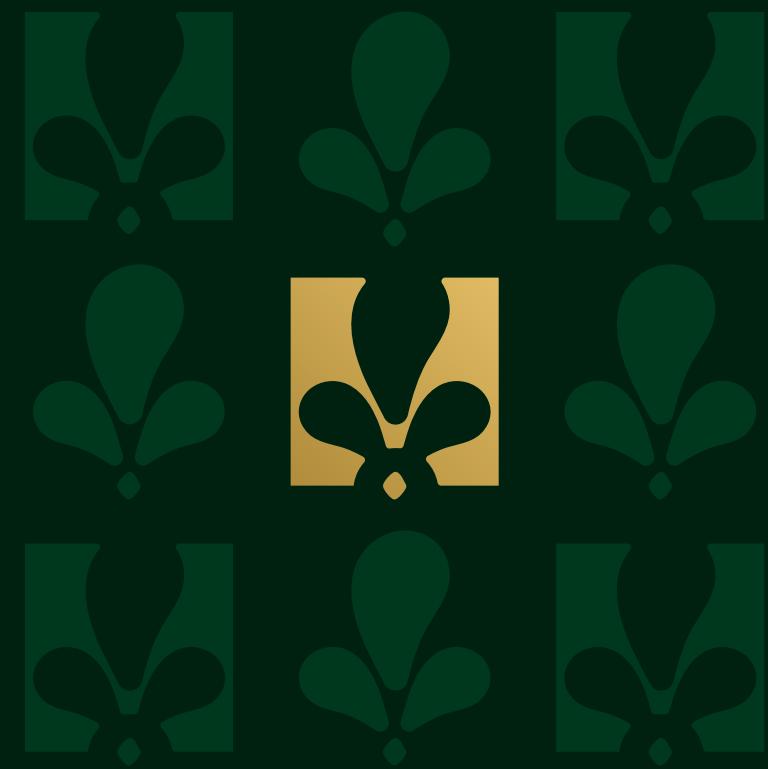
Used for captions, footnotes, disclaimers, product specs, and any subtle text.

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
1234567890
£!@#\$%^&*()_+--=[]{};'\.,/:";|<>?



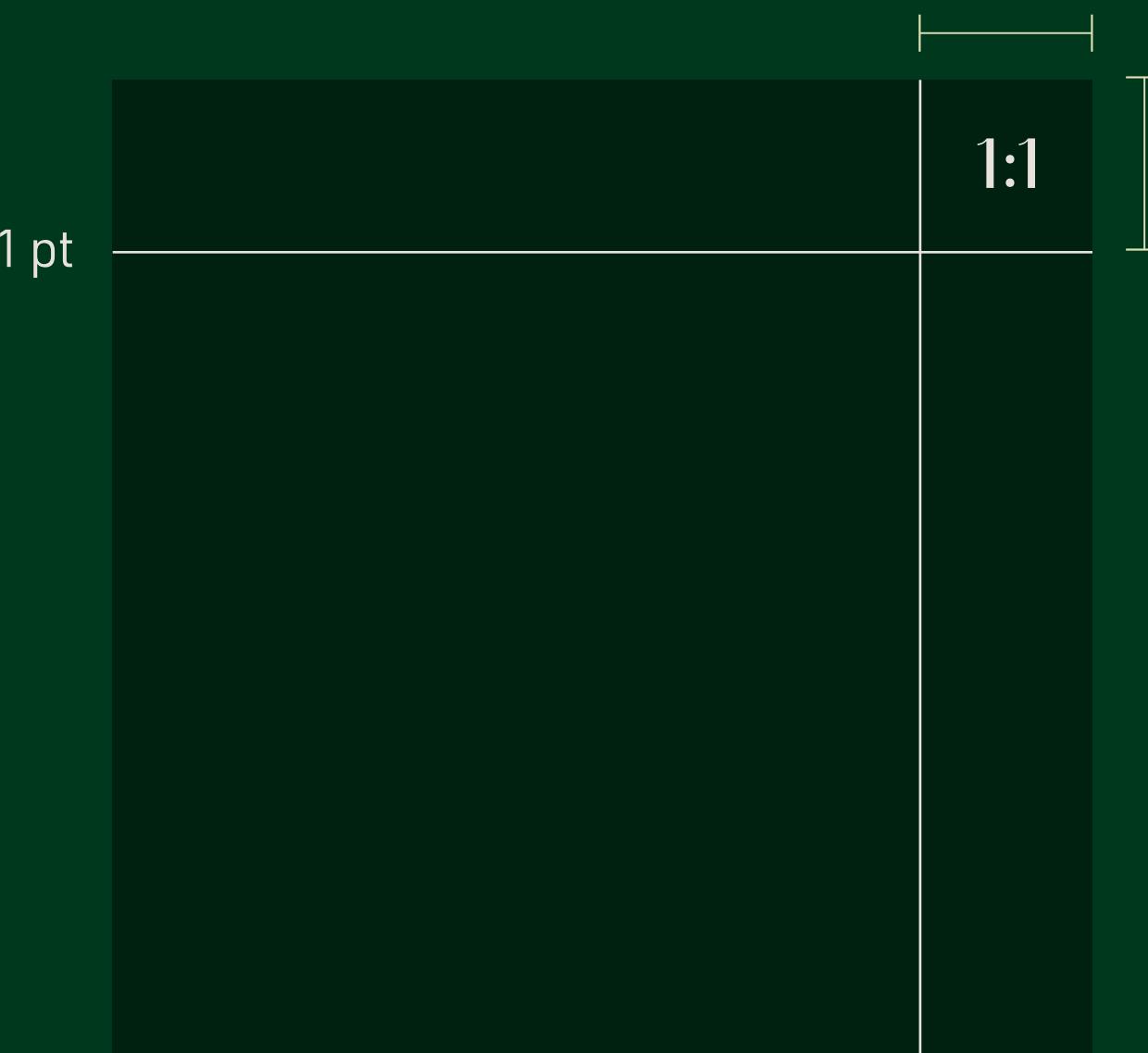
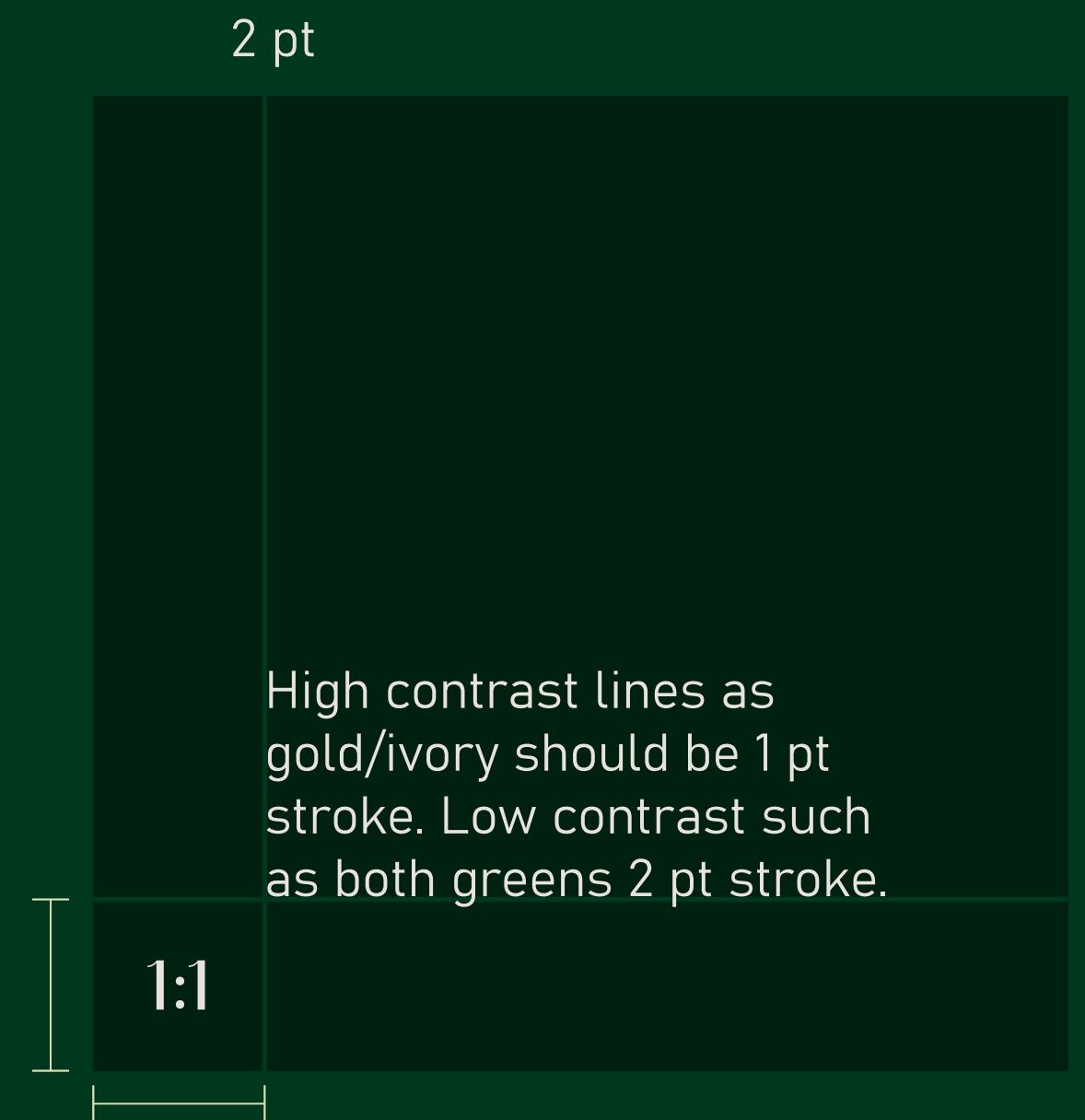
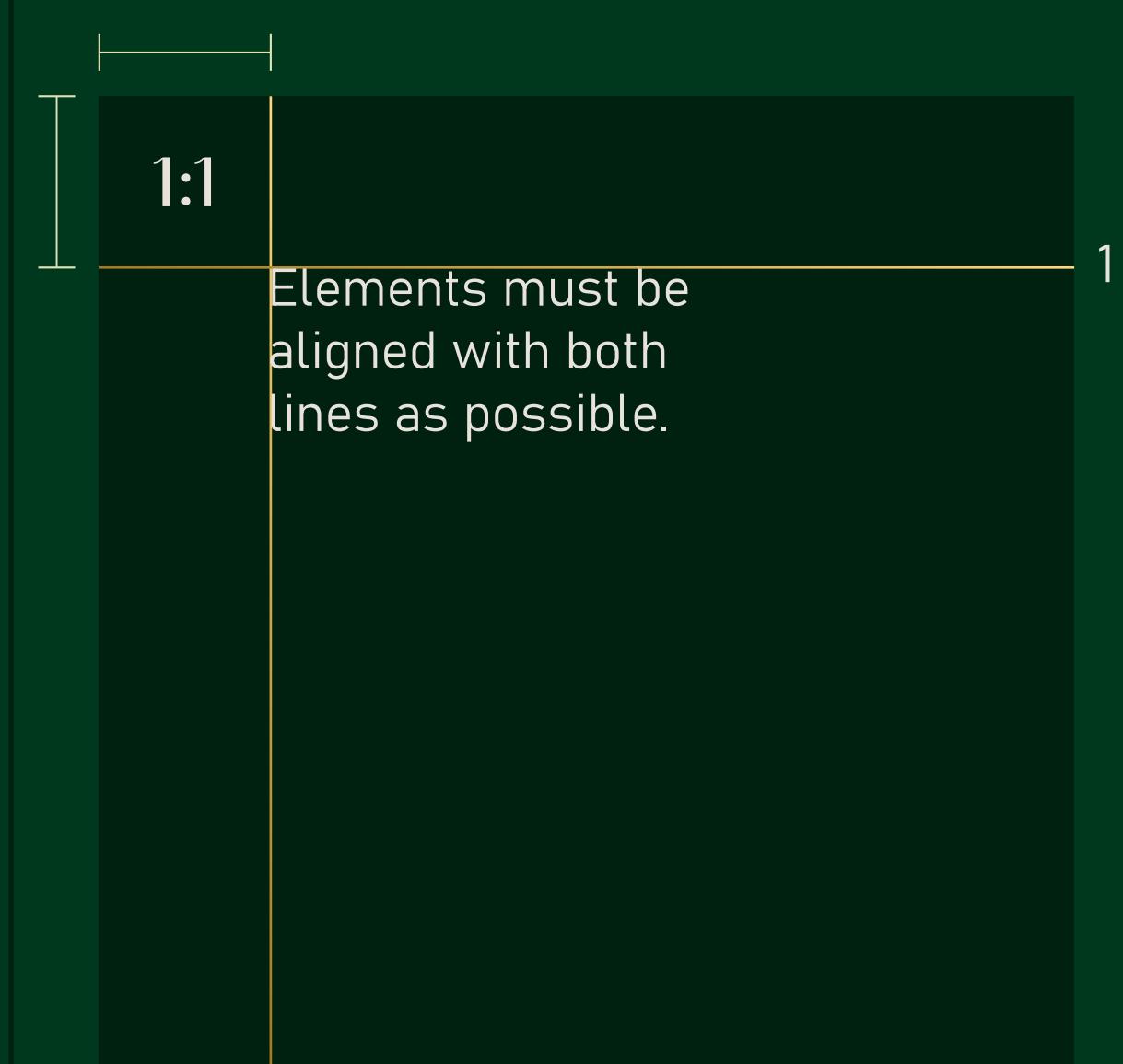
RE- SOURCES

PATTERN

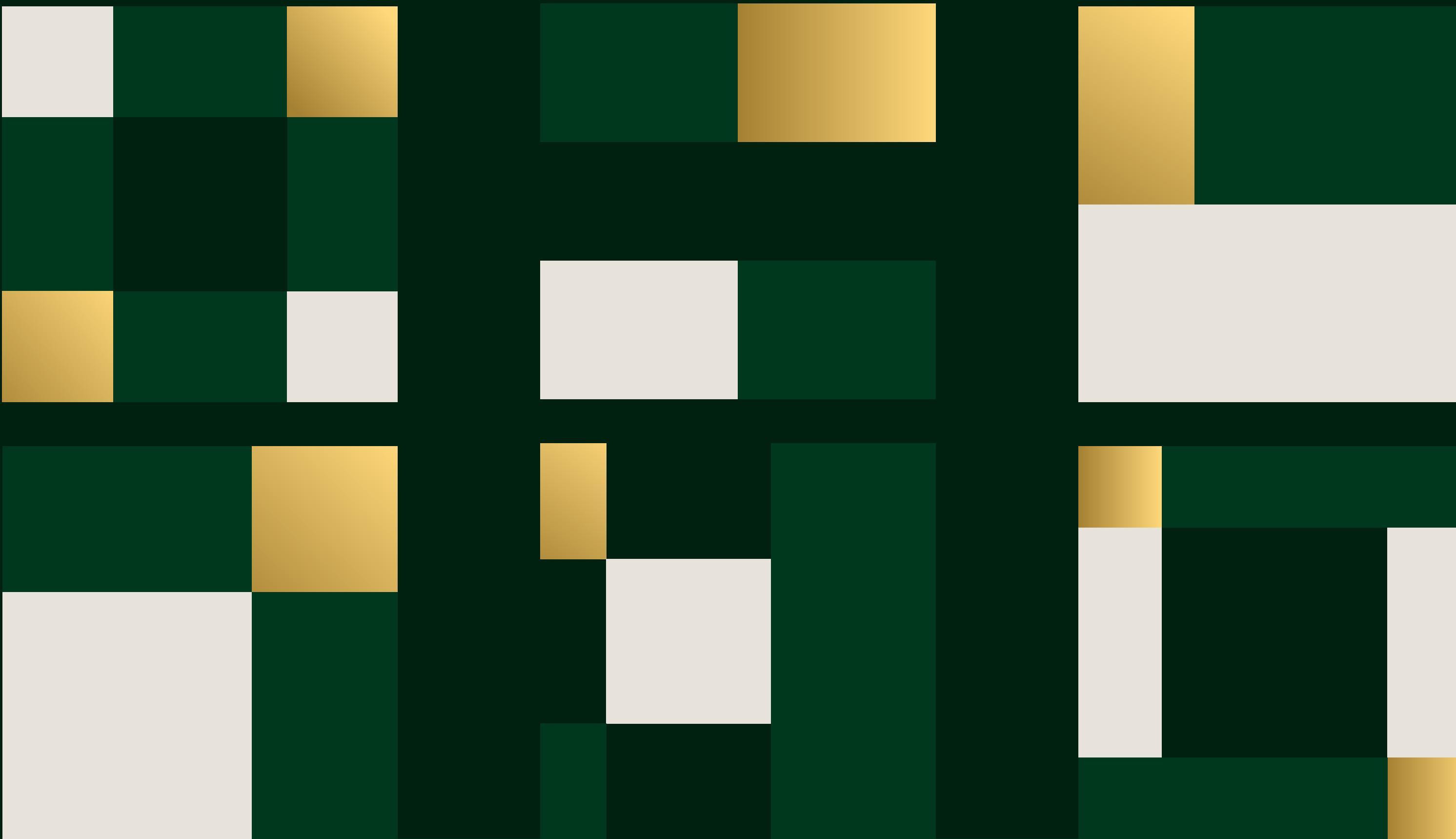


If used, make sure to include the icon in gold over dark backgrounds.

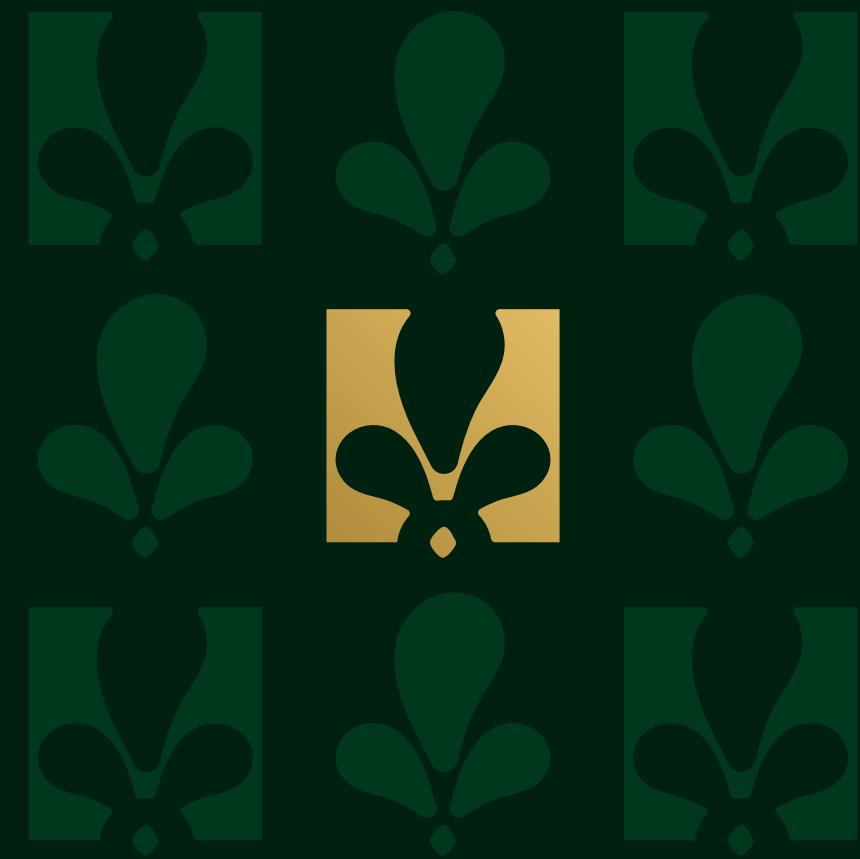
LINES



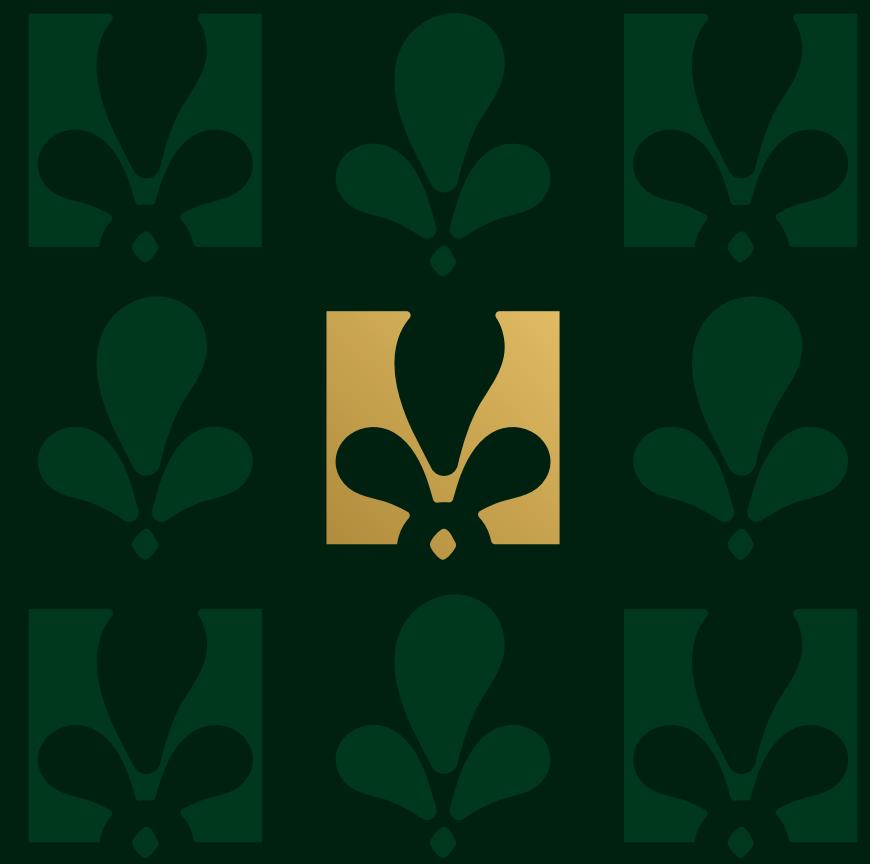
MOSAIC



Infinite possibilities of
squared shapes in which
to place text, images etc.



APPL- ICATIONS



SOCIAL MEDIA

TEXT POST

WEAR YOUR
OWN FEELINGS.

Adorn your essence.

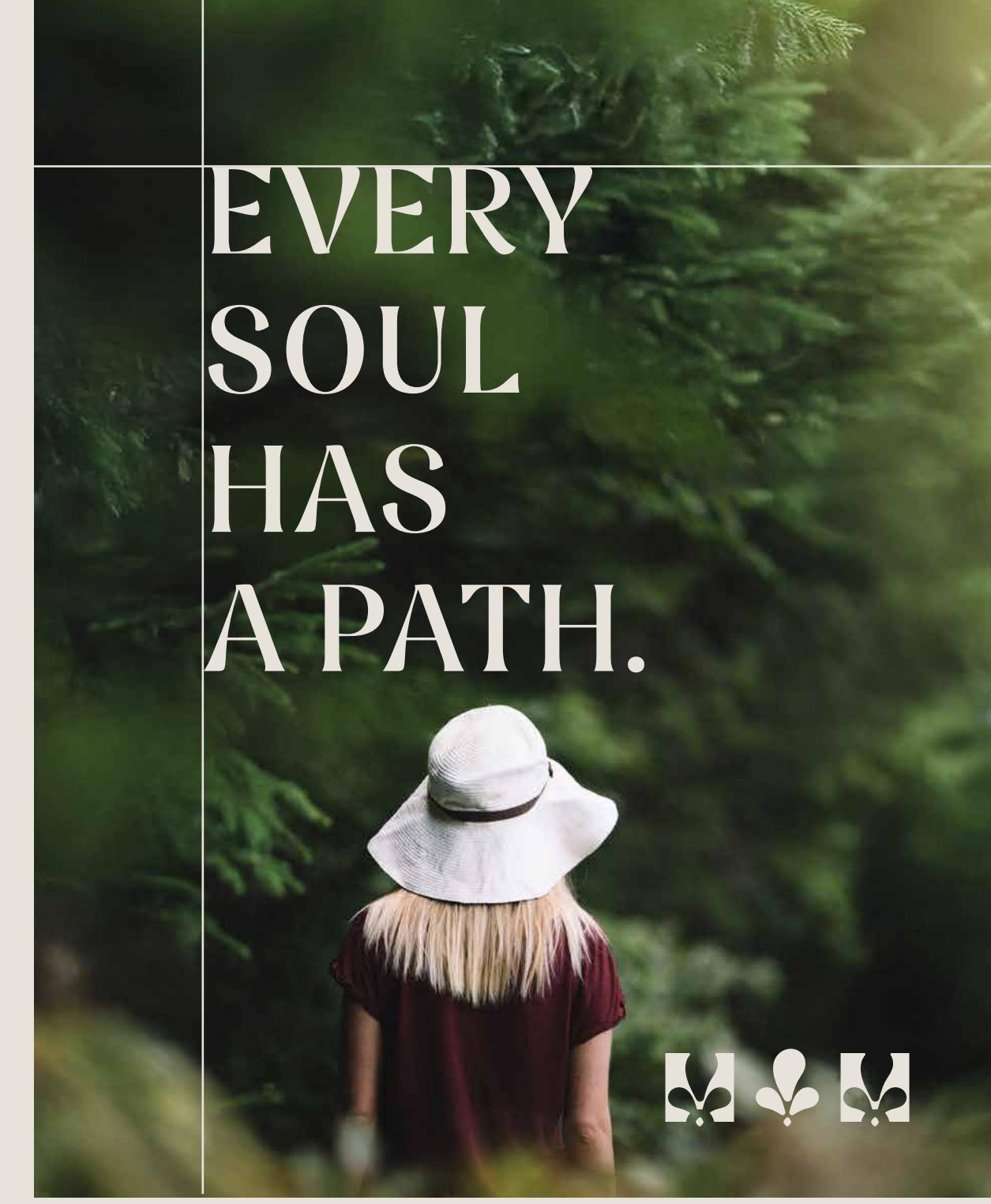


EVERY
SOUL
HAS
A PATH.

Reward every milestone.



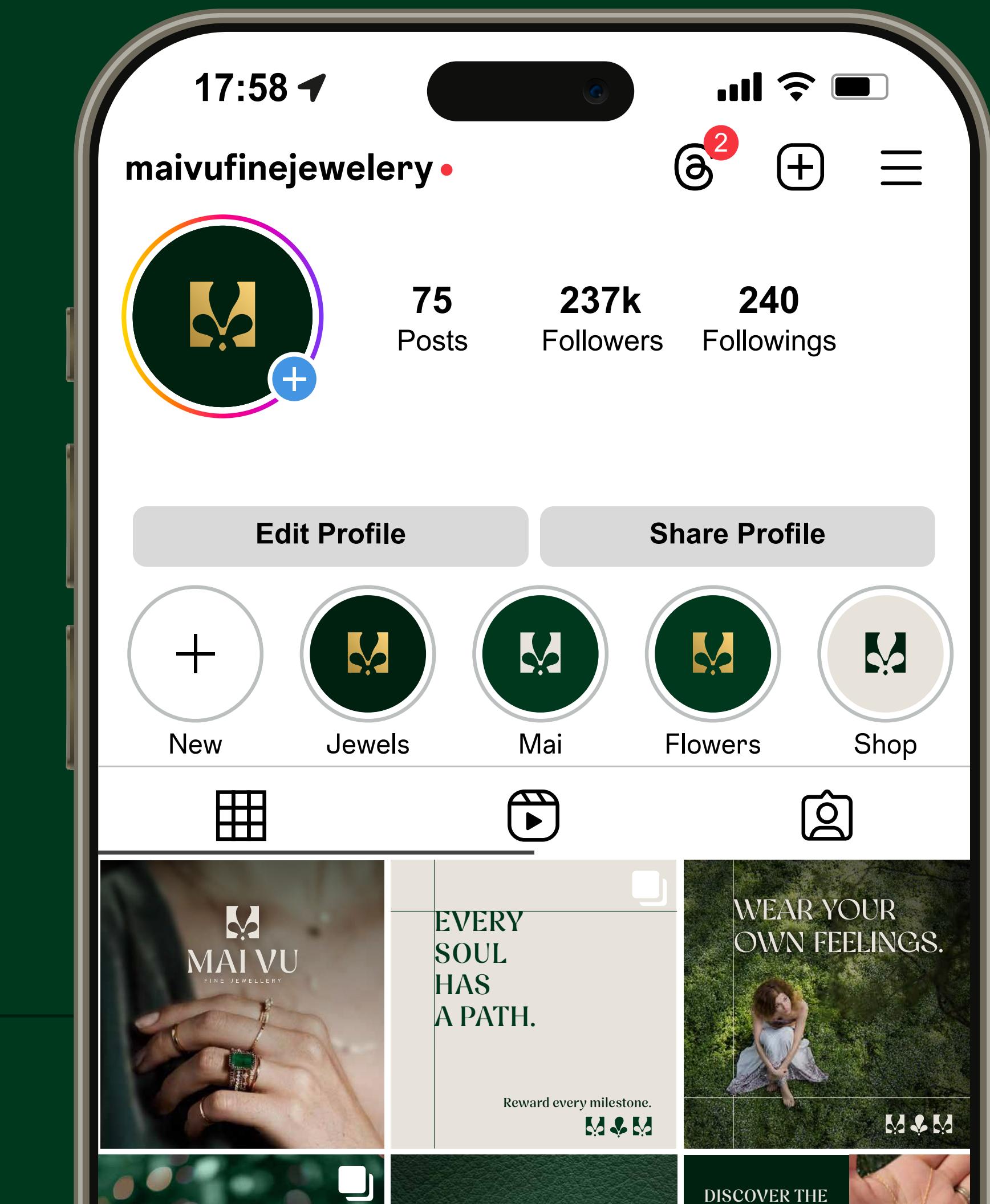
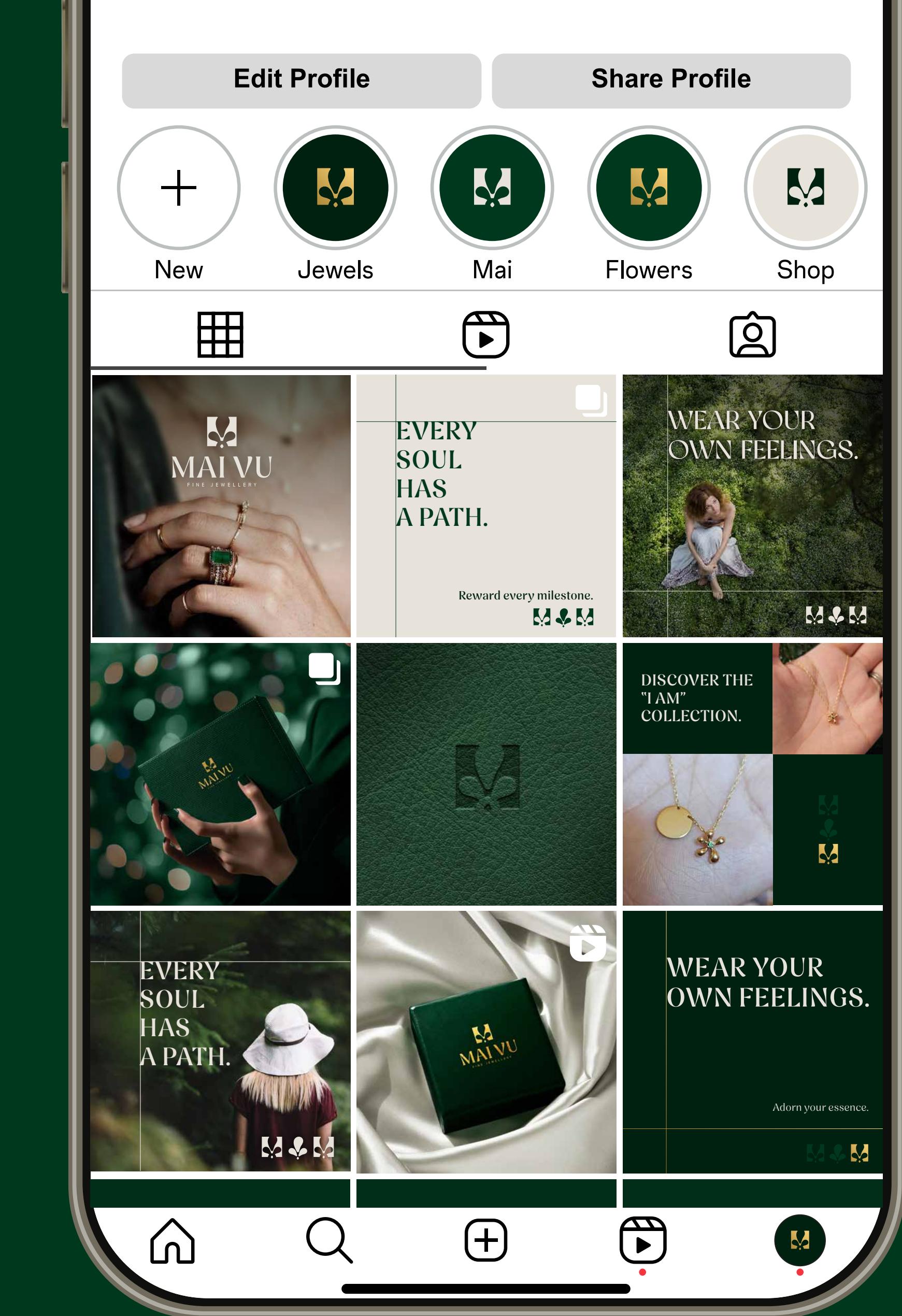
IMAGE POST

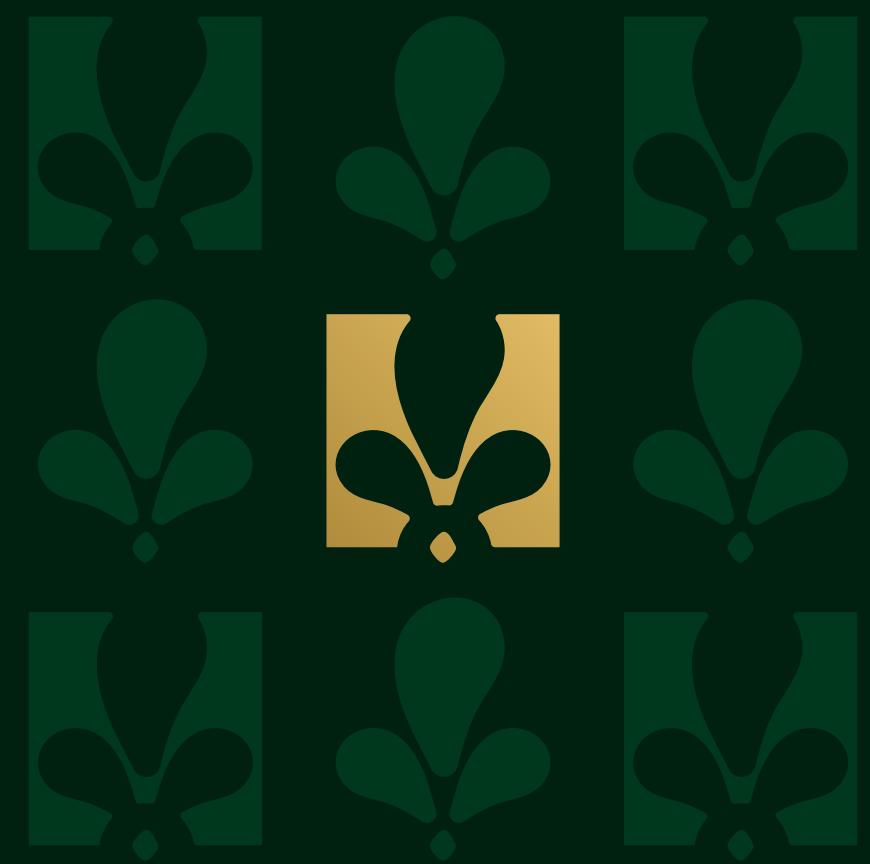


PRODUCT POST



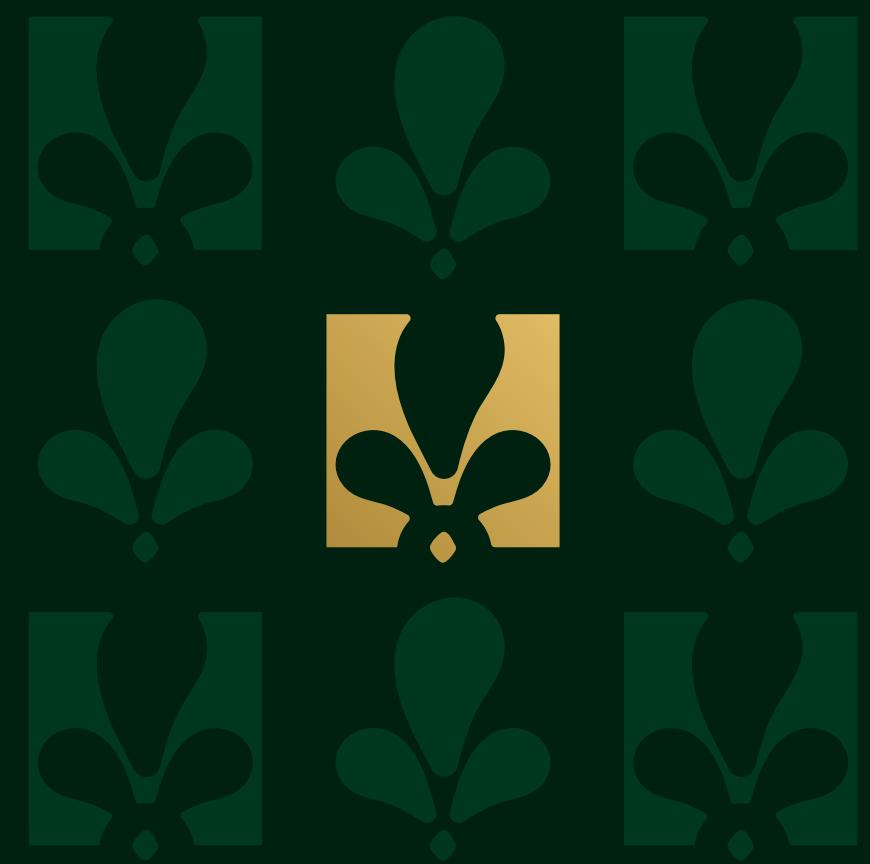
FEED





PACK- AGING





PRINT



MAI VU
FINE JEWELLERY

MAI VU
FINE JEWELLERY

MAI VU



MAI VU
FINE JEWELLERY