

# VERSACE

Fashion brand



BRAND GUIDE BOOK  
*2024*



# HISTORY

## A Legacy of Innovation and Glamour

In 1978, in the heart of Milan, Gianni Versace ignited a fashion revolution. With an audacious blend of Italian heritage and avant-garde creativity, Versace quickly rose to prominence, captivating the world with its bold designs and unapologetic luxury.

Throughout the 1980s, Versace became synonymous with excess and opulence, adorning celebrities and trendsetters on red carpets worldwide. Gianni's tragic passing in 1997 marked a turning point, but his siblings, Santo and Donatella Versace, rallied to preserve his legacy.

Under Donatella's guidance, Versace continued to push boundaries, embracing reinvention while staying true to its roots. Today, Versace remains a beacon of style, renowned for its craftsmanship, quality, and commitment to sustainability.

As we reflect on Versace's storied past, we celebrate its enduring influence on fashion and anticipate the boundless possibilities that lie ahead for this iconic brand.

## **1. Creativity and Innovation**

Versace is dedicated to pushing the boundaries of creativity and innovation in fashion, constantly seeking new inspirations and pioneering designs that captivate and inspire.

## **2. Diversity and Inclusivity**

Embracing diversity in all its forms, Versace fosters an inclusive environment where everyone is celebrated and respected, ensuring that fashion reflects the richness and diversity of the world.

## **3. Integrity and Transparency**

Operating with integrity and transparency, Versace upholds the highest ethical standards in every aspect of its business, from sourcing materials to engaging with customers and partners.

## **4. Sustainability Commitment**

Committed to sustainability, Versace is dedicated to minimizing its environmental footprint and promoting sustainable practices throughout its supply chain, ensuring a more responsible and environmentally conscious future.

## **5. Empowerment**

Versace empowers individuals to express themselves boldly and fearlessly, embodying confidence, strength, and self-assurance through fashion that inspires and uplifts.

## **6. Leadership and Future Vision**

As a leader in the fashion industry, Versace shapes the future by setting trends, driving innovation, and envisioning a world where fashion and sustainability go hand in hand, inspiring positive change and progress.

# LOGO

## Logo Redesign

Our redesigned logo offers a contemporary take on Versace's iconic emblem, maintaining the essence of the original while introducing a sleek, simplified design. By streamlining the V letter and retaining the Greek pattern ring, we've crafted a symbol that embodies Versace's heritage and craftsmanship in a modern context.

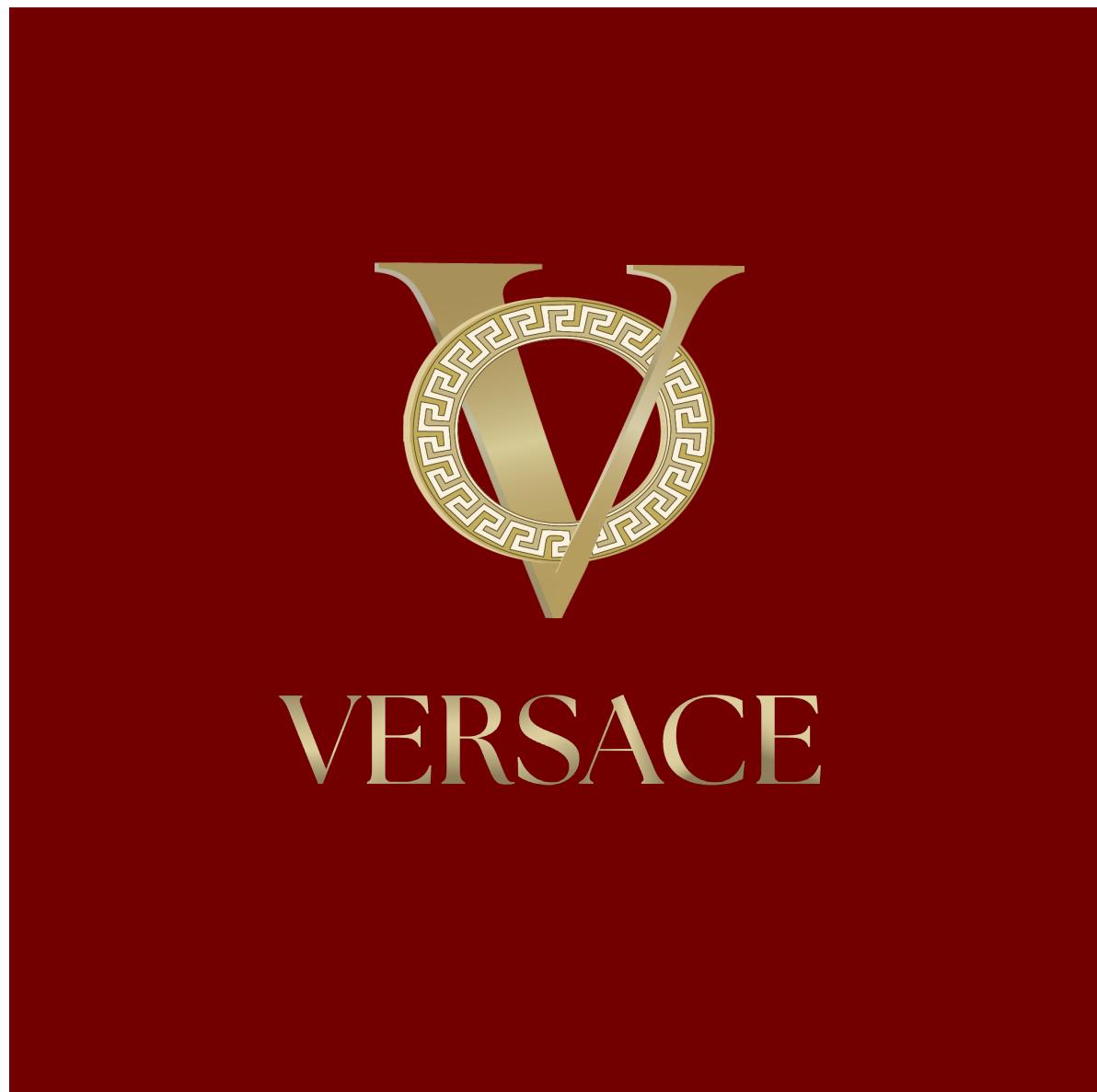
This updated logo reflects our commitment to innovation and timeless elegance, inviting audiences to experience the essence of Versace in a fresh and dynamic way. It symbolizes our evolution while staying true to our core values of authenticity, creativity, and excellence.

3D VERSION



## PRIMARY LOGO

Our Primary Logo combines the iconic Versace logo mark with the brand name against a striking background. This emblem symbolizes luxury, sophistication, and the passion that defines Versace. With its bold design, it communicates confidence and authority, inviting audiences into the timeless elegance of Versace.



## LOGO VERSION

In this section, discover three captivating iterations of the Versace logo, each meticulously crafted to embody the brand's essence in unique ways. From opulent gold gradients against a bold red backdrop to rich red brand names set against light gold and silver logos against a deep black canvas, these versions epitomize timeless glamour, sophistication, and luxury. Explore the versatility and elegance of the Versace brand through these distinctive logo versions.



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## THE SEASON

Season is chosen for its clean and modern aesthetic, offering versatility and readability across various applications. Its sleek lines and contemporary vibe complement the Versace brand's sophistication and elegance effortlessly.

HEADLINE

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

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1 2 3 4 5 6 7 8 9 0

BODY TEXT

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

Tagline &  
Signature

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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

## AKAGI PRO

Akagi Pro is selected for its refined and timeless appearance, embodying the essence of classic elegance. With its graceful curves and balanced proportions, it adds a touch of sophistication to Versace's visual identity, enhancing the brand's prestige and allure.

*Great Vibes*

Great Vibes is chosen for its flowing and ornate script, exuding a sense of opulence and luxury. Its intricate details and graceful flourishes evoke the lavishness and glamour synonymous with the Versace brand, making it the perfect choice for conveying style and extravagance.



## Deep Red

HEX #720000

RGB 114, 0, 0

CMYK 31, 100, 100, 45



## Silver

HEX #e0e1e2

RGB 224, 225, 226

CMYK 11, 8, 8, 0



## Gold

HEX #e0e1e2

RGB 224, 225, 226

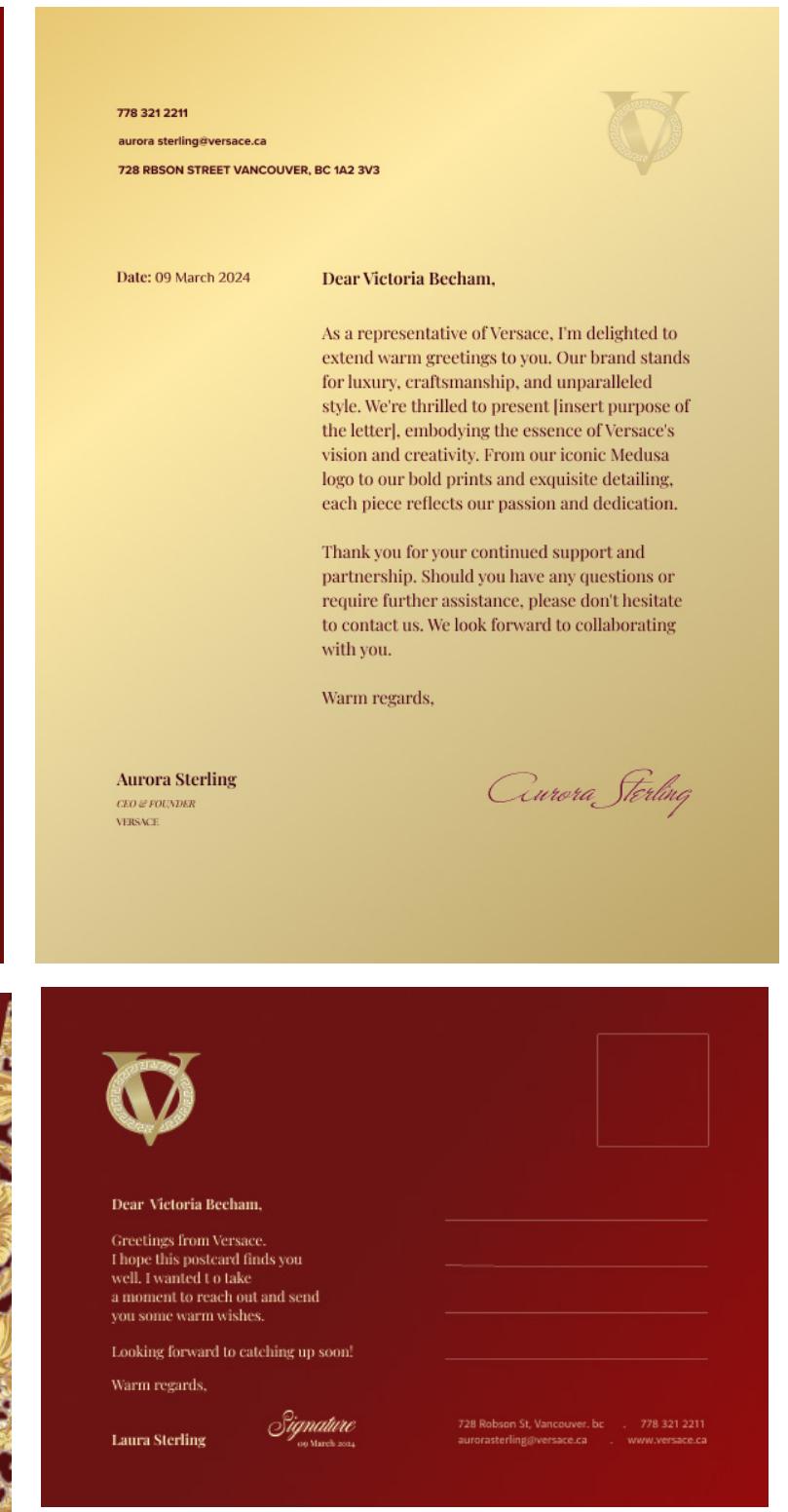
CMYK 11, 8, 8, 0

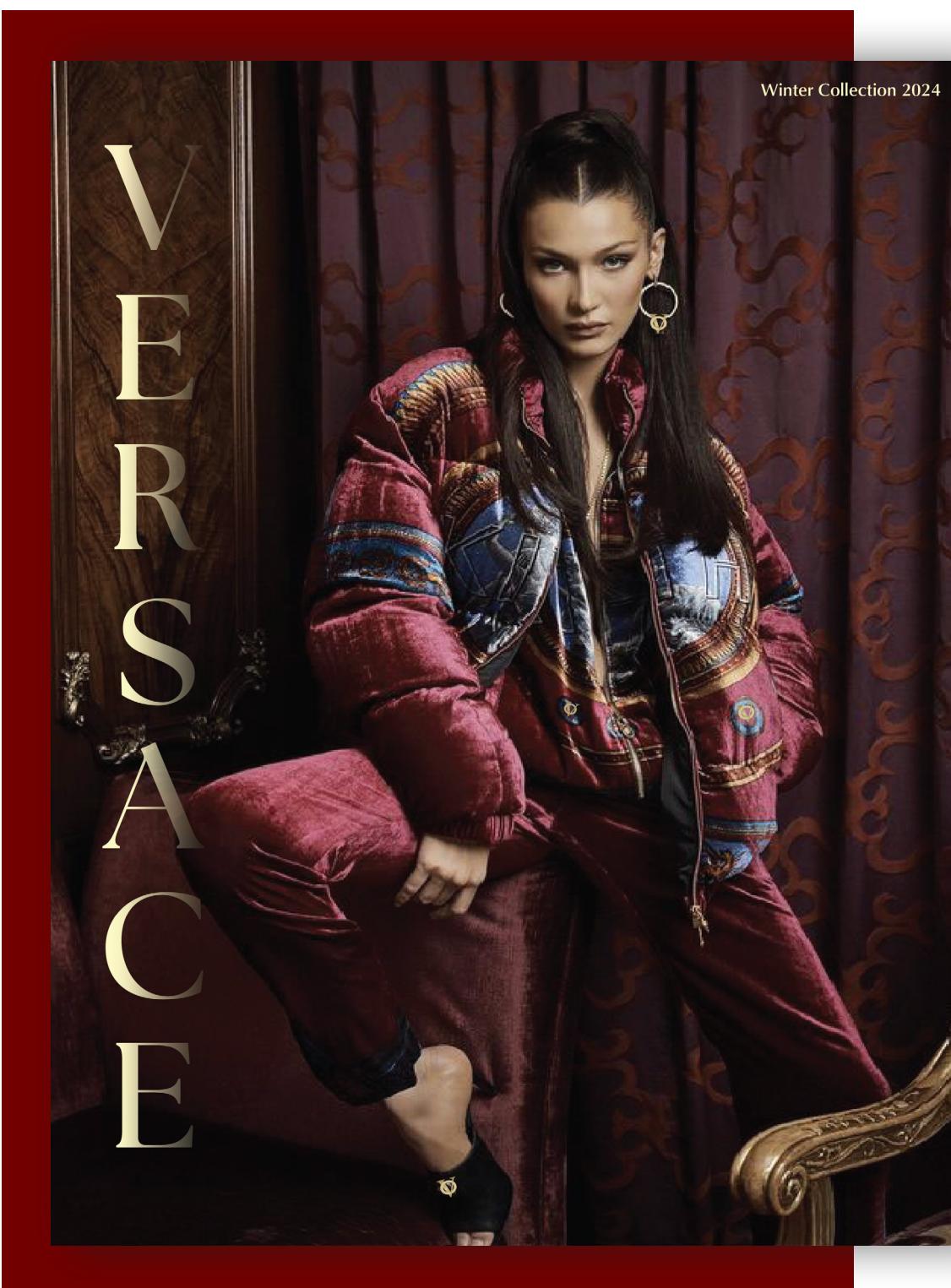
# COLOR

## Color Palette: Radiant Elegance

In Versace's color palette, every hue tells a story of opulence and refinement. From the shimmering allure of gold to the timeless sophistication of silver, and the bold intensity of red, each color evokes a sense of luxury and glamour. Together, they form a harmonious symphony of radiant elegance, embodying the essence of Versace's iconic style. With every brushstroke and design choice, we pay homage to our heritage while embracing the future with innovation and creativity. Versace's color palette is not just a selection of shades; it's a reflection of our commitment to excellence and beauty, inspiring confidence and admiration wherever it's showcased.

# WINTER SOLSTICE





Flyer: Winter Collection

# IMAGERY



Flyer: Winter Collection

BOOTH BANNER : Tagline



VERSACE  
*Glamorous on your hands*

NEW WATCH COLLECTION 2024



BOOTH BANNER : Watch Collection



BACKDROP

“ Deside what you  
are, what you want  
to express by the  
way you dress and  
the way you live ”

— *Gianni Versace* —