N'JORA GOLD

For this project, I chose Cormorant Garamond and Montserrat as they create the perfect balance between luxury and modernity. Cormorant Garamond adds an elegant, timeless, and sophisticated feel that reflects the premium nature of jewelry, while Montserrat complements it with a clean, contemporary touch that ensures clarity and modern appeal. Together, these fonts make the typography system both refined and approachable, ideally suited for a luxury jewelry brand.

1. why Cormorant Garamond?

- Discovered/Released: Designed by Christian Thalman in 2015, inspired by the classic Garamond typefaces of the 16th century.
- Use Case: Often used in luxury branding, magazines, fashion, and jewelry because of its elegant and timeless serif style.
- Why Suitable for Jewelry Shop: Its high contrast strokes and refined details create a sense of sophistication and premium quality, aligning perfectly with the luxury appeal of jewelry.

2. why Montserrat?

- Discovered: Designed in 2010 by Julieta Ulanovsky, inspired by old posters and signs in the Montserrat neighborhood of Buenos Aires.
- Clean sans-serif style ↠ adds a modern balance to the classic serif.
- Highly legible ↠ ensures clarity in print and digital branding.
- Widely used in branding and packaging, giving the jewelry shop a contemporary and approachable appeal.

3. color theme

Gold (#998F00)
Symbolizes luxury, prestige, and timeless value. This deep gold shade reflects the richness and exclusivity associated with fine jewelry.

Royal Gold (#BDA103)
Represents elegance, prosperity, and premium craftsmanship. Its brighter tone highlights refinement and adds a luxurious glow to the brand identity.

Black (#000000)
Conveys sophistication, strength, and modernity. Paired with gold, it creates a striking contrast that enhances the jewelry's elegance and exclusivity.

4. LOGO

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WHERE ELEGANCE MEETS ETIRNITY

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5. SAMPLE MOCKUP

6. BRAND REPRESENTATION