

Brand Guide



MISSION STATEMENT

Timeless Threads crafts sustainable, vintage-inspired fashion that blends classic elegance with modern values, empowering style that lasts a lifetime.

MISSION STATEMENT



Primary Logo

Usage Rules

- Always use on a clean, uncluttered background for maximum legibility.
- Use the full logo whenever introducing the brand for the first time in any medium.
- Maintain original proportions. Do not stretch, skew, or rotate.
- Avoid overlaying on visually complex photography unless placed inside a solid background box.

Variations

- Full colour: Gold monogram and navy wordmark on light background (primary version).
- Reversed: White monogram and white wordmark on solid navy background.
- Monochrome: Solid black or solid white for single-color printing.

Safe Space

- Minimum clear space: Equal to the height of the “T” in “Timeless” on all sides.
- No text, graphics, or imagery should intrude into this space.

Size Specifications

- Minimum print size: 25 mm wide.
- Minimum digital size: 150 px wide.
- For small applications (e.g., tags), use the secondary logo to ensure clarity.

Mini Story

The intertwined T’s mirror the brand’s fusion of heritage and modernity, threads of the past woven into the style of tomorrow.





Secondary Logo

Usage Rules

- Ideal for small scale applications, social media avatars, watermarks, and product details.
- Must always maintain original color combinations unless in approved monochrome variations.
- Should not be used as a replacement for the primary logo in formal brand introductions.

Variations

- Full colour: Gold monogram on light background.
- Reversed: White monogram on navy background.
- Monochrome: Solid black when necessary for production.

Safe Space

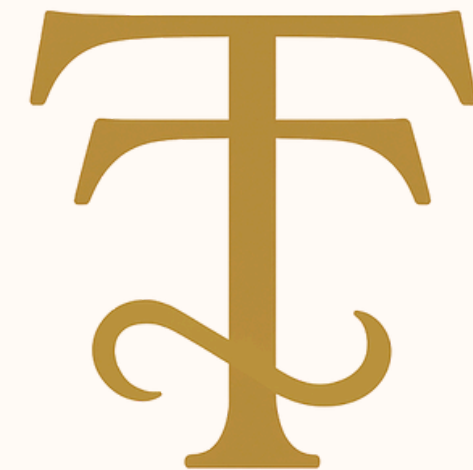
- Minimum clear space: Equal to the width of the monogram's horizontal top bar.

Size Specifications

- Minimum print size: 10 mm wide.
- Minimum digital size: 50 px wide.

Mini Story

The elegant monogram distills Timeless Threads into a singular mark, a signature of craftsmanship that speaks without words.





LOGO VARIATIONS



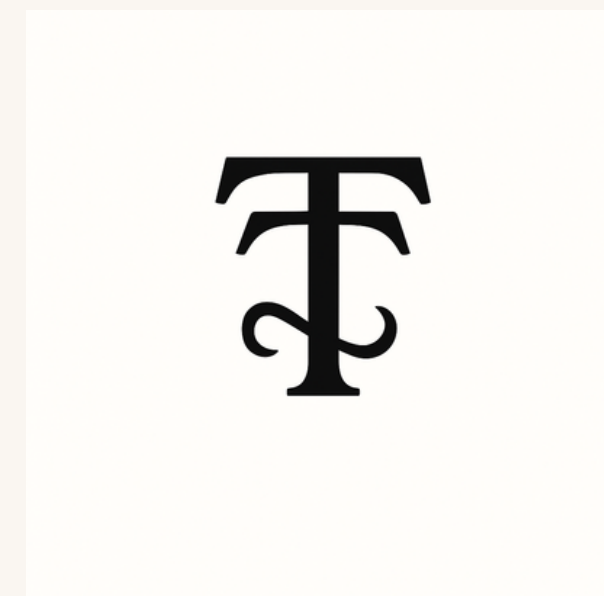
Reversed Primary Logo



Reversed Secondary Logo



Monochrome Primary Logo



Monochrome Secondary Logo



Colour Palette

The chosen colour palette for Timeless Threads embodies the perfect balance between heritage and modern elegance. Cream (#FAF6F1) provides a soft, refined backdrop that exudes warmth and timeless sophistication, allowing designs to take centre stage. Deep Navy (#1C1F2B) adds depth and luxury, reflecting the trust and refinement associated with the old-money aesthetic. Gold (#CBA135) introduces a sense of heritage and prestige. Charcoal Black (#1A1A1A) grounds the palette with a strong, modern contrast, creating visual balance and sophistication. Together, these colours form a cohesive and luxurious visual identity that reflects the brand's commitment to sustainable luxury and enduring style.

Cream

#FAF6F1

Deep Navy

#1C1F2B

Gold

#CBA135

Charcoal Black

#1A1A1A



TYPOGRAPHY

Playfair Display

AaBbCcDdEeFfGgHhIiJj

KkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz

1234567890_+<>:'[]~?*\$

Montserrat

AaBbCcDdEeFfGgHhIiJj

KkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz

1234567890_+<>:'[]~?*\$

Arial

AaBbCcDdEeFfGgHhIiJj

KkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz

1234567890_+<>:'[]~?*\$

The typography for Timeless Threads was chosen to reflect a blend of classic elegance and modern simplicity. Playfair

Display is used for headers to evoke a sense of sophistication and heritage, perfectly aligning with the old-money and vintage-inspired aesthetic. Montserrat serves as the subheader font, offering a clean, contemporary contrast that enhances readability while maintaining a stylish edge.

Arial is used for body text due to its clarity and universal compatibility, ensuring the brand's messaging remains accessible and easy to read across all platforms. Together, this combination balances tradition with modernity, mirroring the brand's core values.



Social Media Mock-Ups



The Instagram and Pinterest mockups were created to reflect Timeless Thread's colour palette, typography, and refined "old money" aesthetic, chosen because these were the two most common platforms identified in the personas and insights mapping. The Instagram mockup simulates a real mobile feed post, featuring a model in heritage inspired styling with the logo subtly integrated, catering to the platform's strength in real time style inspiration. The Pinterest mockup adopts the vertical pin format, showcasing a clean editorial image ideal for visual discovery and capsule wardrobe inspiration. Both designs demonstrate how the brand can deliver platform-native content that is elegant, engaging, and consistent.

