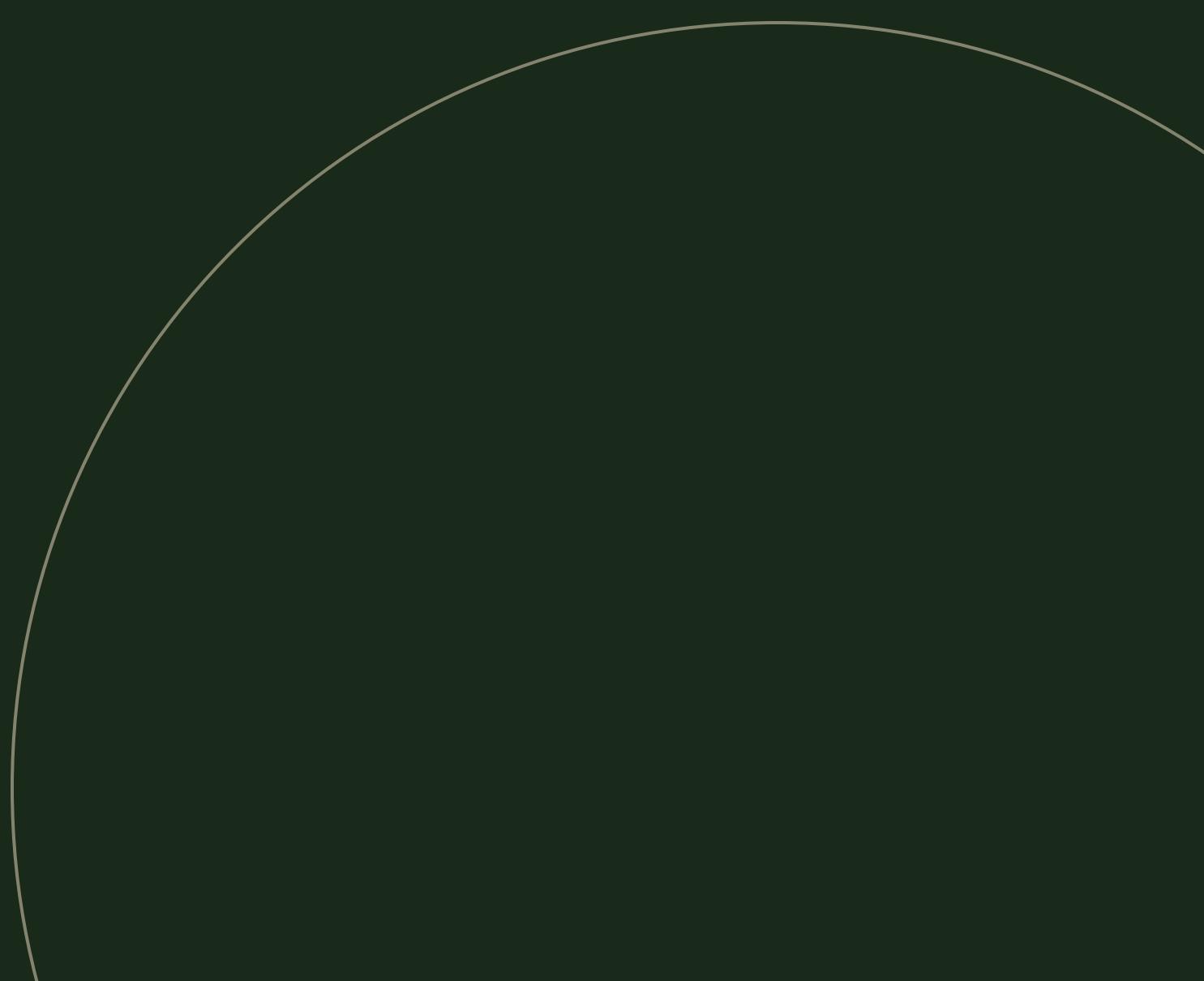


Zita Gallery

Brand Guide & Strategy





214

252

658

020

16.8 FL/OZ
500 ml

4 FL/OZ
120 ml

120 ml

ARTIST QUALITY
OIL PAINT
SENNELIER

Georgian
Sep Green

37 ml

Ecoline

Corporate Identity

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Introduction



About

Gallery Zita is a gallery and exhibition space showcasing and selling art, made by the artist herself. Every piece is unique and has been inspired by the emotions and suffering life can bring.

Brand Vision & Ethos

To use a bold mix of mediums to create honest and unique pieces that spark a thought, a conversation, a feeling in the viewer and give them something they can relate to.

Mission

To enrich people's lives with high quality art, that lasts a lifetime and brings them daily joy.

Values

Intentional

Every piece has been made with the intention of transmitting a message, an emotion, a state of being - what the buyer receives is up to themself.

Unique

Every piece is unique, just like the people who buy them.

Quality

Every piece is made with high quality material to ensure a safe buy for the customer and an artwork that will last a lifetime.



Tagline

“Unique pieces for unique homes”

Tone of voice

Dreamy, inspiring, positive, personal and caring.

Customers

The customers of gallery Zita are quality aware people who dare to be different. Usually middleaged and up (financially secure and looking to spend money on nice-to-have things), interested in “indie-art” - unique pieces that doesn’t come from mass production, supporting locally and who are looking to add some extra joy into their homes.

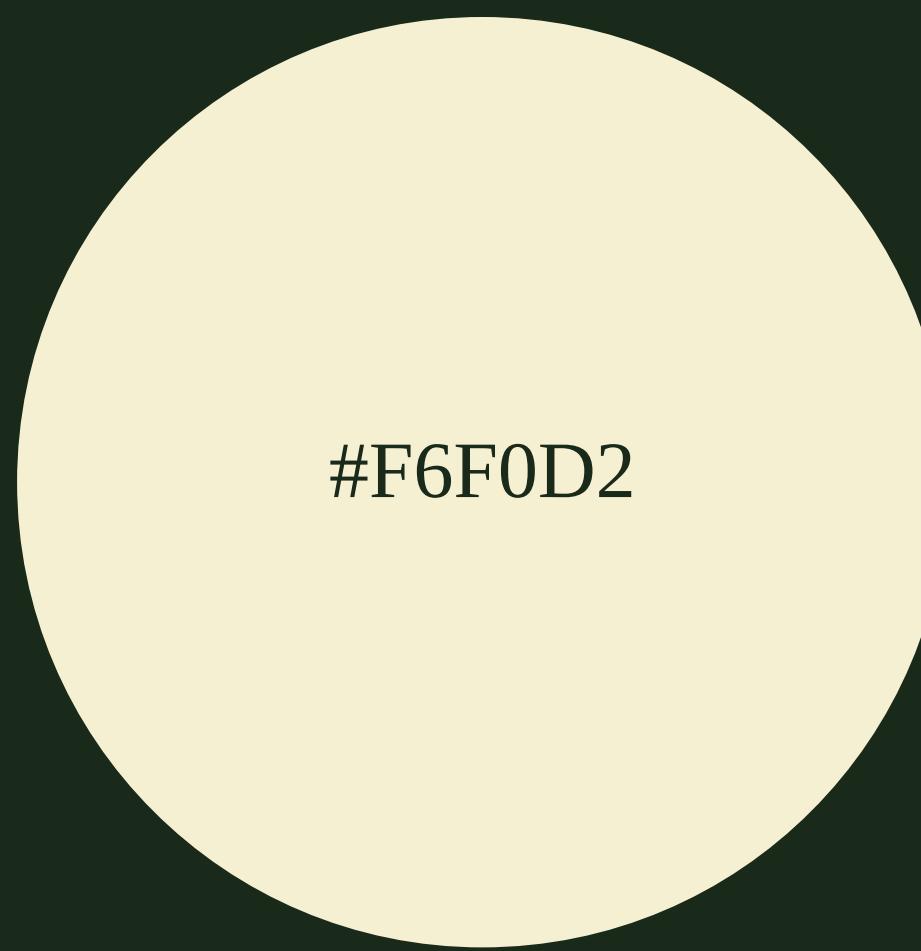


Visual Identity

Color palette



#432216



#F6F0D2



#84846E



#19291A

Fonts

Display text

Playfair Display

Design from the late 18th century, communicates classical style, romance and culture. Well suited for titling and headlines - extra large x-height and short descenders.

Body text

Tinos

An innovative, refreshing serif design, which offers improved on-screen readability. A serif typeface designed to be elegant while remaining legible on low resolution screens.

Info text

Lato

A typeface that doesn't make any noise, but communicates in a clear and simple way. Proportions give the font harmony and elegance. Contemporary and serious.

Fonts

“A mix of serif and non-serif, old and new contemporary fonts, is in line with the identity of the artist and the gallery, which finds inspiration in both old and new and enjoys mixing styles and materials.”

Shapes



Stationary

Zita Gallery



Zita Clausen

Tel. +45 42652660

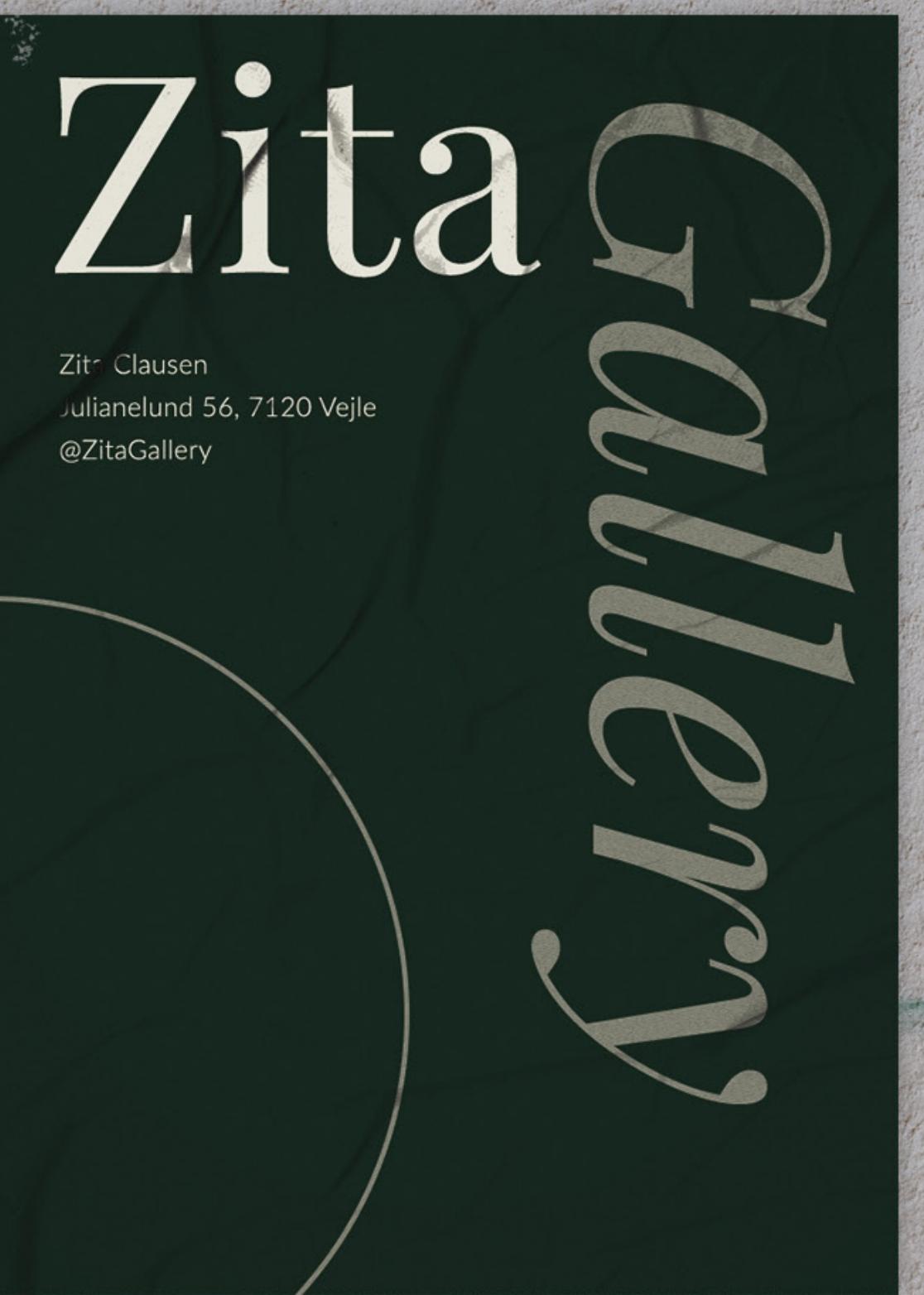
E-mail. kontakt@zitagallery.dk
Julianelund 56, 7120 Vejle

Advertisement



Zita Galeria





325