

# NEW YEAR *Sale*

FROM **25%** OFF SITEWIDE

Limited Time Offer  
With Minimum of \$50 Purchase, No Code Needed



## NEW ARRIVALS

Sort +

Filtter +





## American Diamond Bridal Set

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut sagittis sodales semper. Etiam commodo odio quis dui aliquam aliquam. Ut sit amet tellus risus. Proin ac neque semper, cursus lorem sed, pretium justo. Nunc pharetra dolor sit amet vulputate ultrices. Vestibulum scelerisque sapien mauris, non tincidunt ex eleifend ut. Curabitur arcu elit, faucibus condimentum quam a, tempus auctor magna.

Price: **\$ 59.99**

Size:

XS

S

M

L

XL

XXL

Add to Cart

---

### Product Details

---

### Shipping Info

---

## Contact Us

### Send Us A Message

Full Name

Phone Number

Email

Send

### Other Form of Contact

#### Contact Us :

(929)XXX-XXXX, M-F from 9am - 5pm

#### Live Chat :

[Click here](#) to contact us on WHATSAPP

#### Inquires :

Email us at [xxxxxxxx@gmail.com](mailto:xxxxxxxx@gmail.com) for any inquiries.

#### Find Us on Socials

[@xxxxxxxxxxxxxxxxxx](#)

[@xxxxxxxxxxxxxxxxxx](#)

[@xxxxxxxxxxxxxxxxxx](#)

# Brand Guidelines

**Bawaries**

**03.10**

# Content

- 01 . Site Purpose**
- 02 . Our Audience**
- 03 . Site Guides & Space**
- 04 . Color Pallet**
- 05 . Typography**
- 06 . Logo Treatment**
- 07 . Site Element**

## Bawaries

# SITE PURPOSE

Bawaries

01

# Our Purpose

**Our Goal is to provide luxurious and  
affordable South Asian Jewelry to  
everyone Globally.**

# Bawaries

# Our Goals

**We are committed to providing ethically sourced, affordable, and stunning jewelry, ensuring every customer experiences luxury and cultural richness with every purchase. Whether for weddings, special occasions, or everyday wear, our collection connects tradition with contemporary fashion, making South Asian jewelry accessible to all.**

# Bawaries

# Our Audience

Bawaries

02

**Name :** Nessa Akhter

**Age :** 28

**Home :** New Delhi (currently lives in NYC Queens)

**Occupation :** Nurse

- Loves jewelry
- Her job prevents her to wear any jewelry for everyday wear
- Her big day is coming up. She will be purchasing traditional jewelry for every event and outfits



**Bawaries**

**Name :** Mahima Akhter

**Age :** 60

**Occupation :** Teacher

- Loves dainty and everyday jewelries
- Big on heirlooms
- Saved up all her life to spoil her daughter on her big day



**Bawaries**

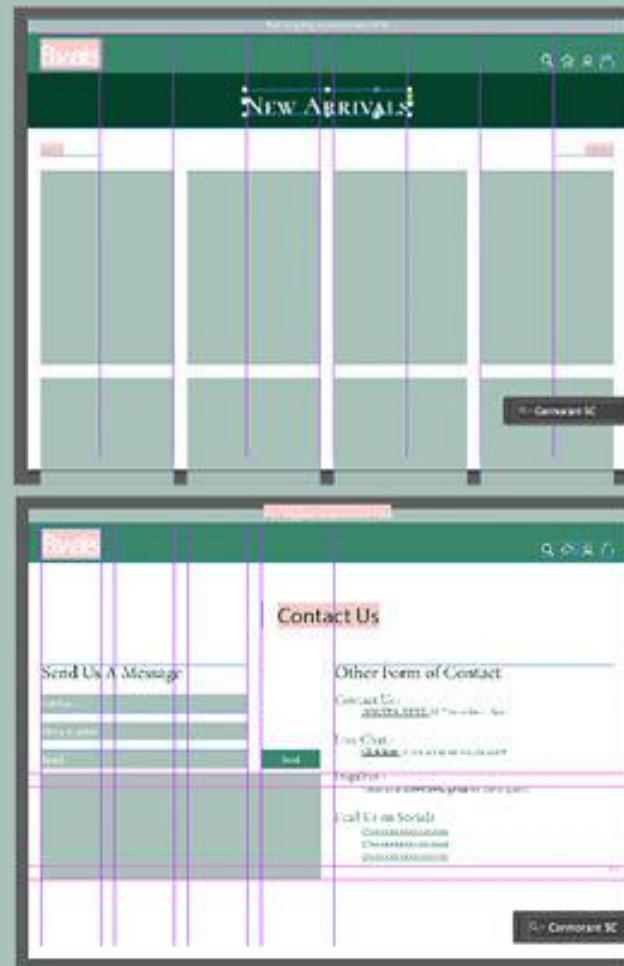
# SITE GRIDE & SPACES

Bawaries

03

# GRIDES & SPACE

COLOMS - 8  
GUTTER - 0.25  
MARGINS - 0.25 IN ALL FOUR SIDES



# COLOR PALETTE

Bawaries

04

	TEXT COLOR	14PX	12PX
DARK GREEN #05422D	WHITE	PASS	PASS
		FAIL	FAIL
MEDIUM GREEN #3B876D	TEXT COLOR	14PX	12PX
	WHITE	PASS	PASS
	DARK GREEN	PASS	PASS
LIGHT GREEN #A8C2B9	TEXT COLOR	14PX	12PX
	WHITE	PASS	PASS
	DARK GREEN	PASS	PASS
WHITE #FFFFFF	TEXT COLOR	14PX	12PX
		FAIL	FAIL
	DARK GREEN	PASS	PASS
DARK MAROON #430700	TEXT COLOR	14PX	12PX
	WHITE	PASS	PASS
	DARK GREEN	PASS	PASS
YELLOW #FF0000	TEXT COLOR	14PX	12PX
	WHITE	PASS	PASS
	DARK GREEN	PASS	PASS

# Bawaries

# TYPOGRAPHY

Bawaries

05

Heading One - 36px

Onyx

Regular

Heading Two - 30px

Onyx

Regular

Heading Three - 24px

Minion Pro

Regular

Heading Four - 18px

Minion Pro

Regular

Body 12px

Minion Pro

Regular

Buttons 12px

Minion Pro

Rehular

**Bawaries**

# LOGO TREATMENT

Bawaries

06

Typeface for the logo is

DMVX  
Size 36

Bawaries

Bawaries

# SITE ELEMENTS

Bawaries

07

# ICONS

- FOUR MAIN ICONS FOR SEARCH, ACCOUNT AND CART SHOULD BE

WHITE LINE ICONS

SIZE - 0.25 INCH

CLICKABLE

- SEARCH BAR NEEDS TO BE

WHITE #FFFFF

2 INCH WIDTH

0.25 HIGH IN THE RIGHT CORNER, LEFT SIDE OF THE SEARCH

BUTTON

- LINKS AND SOCIAL ICONS NEEDS TO BE

DARK GREEN #05422D

CLICKABLE LINKS



Find Us on Socials

[@Bawaries](#)

[@bawaries](#)

[@bawaries](#)



## BUTTONS

- Buttons need to be light green
- a border when the button being clicked
- Cart icon notification needs to be a yellow circle
- Search bar needs to be slided open when clicked on the icon

