

ANNOUSHKA BRAND GUIDE 2024



1. LOGO USAGE

1. LOGO USAGE | Hero Logo

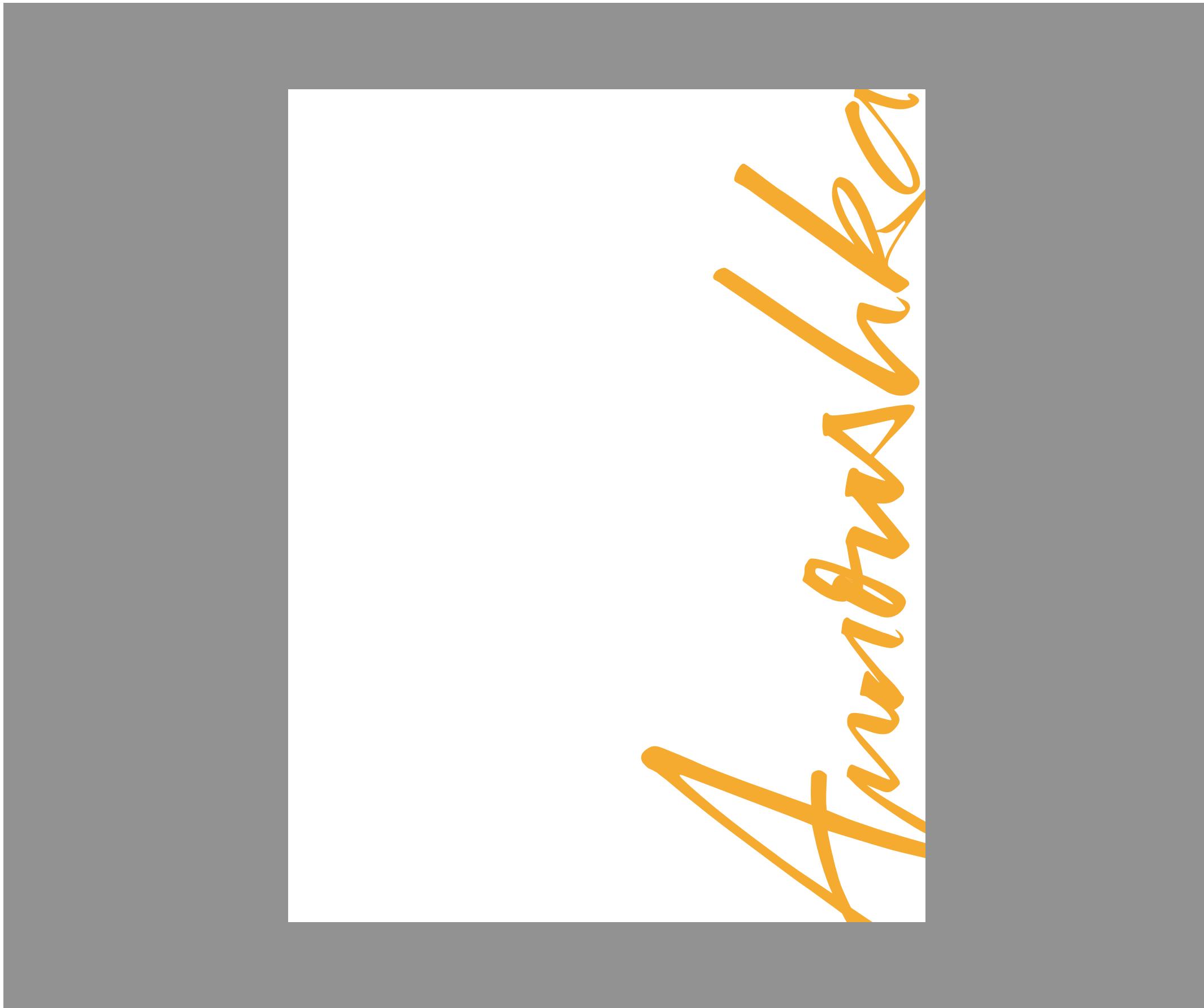
Hero Logo

To make a big statement, its sideways stance maximises impact with a playfully eccentric and unique twist, transforming the original signature into a dramatic stroke that adds a creative flourish wherever it appears.

Used seldomly but prominently in key touch client points at the point of introduction to the brand: the homepage, brochure covers, carrier bags, stationery.

The Hero Logo should primarily be used vertically and to the right.

It should be scaled to the height of the frame, bleeding off of the top, bottom and right hand edges.



1. LOGO USAGE | Hero Logo

Hero Logo Continued

Follow these guidelines to position the logo:

1. The Logo is always aligned to the right.
2. The logo is scaled to the height of the frame.
3. The 'A', 'k' and 'a' bleed off the edges of the frame.
4. The 'nnoush' sits just away from the edge, so all the letters are within the frame.



1. LOGO USAGE | Small Logo

Small Logo

Supporting the Hero Logo, the Small Logo is an omni-present reminder of the brand that is highly legible in plain text, discreet but confident.

Used wherever a permanent logo is required, or when the creative Hero Logo needs a clearly legible counterpart, such as the website homepage and advertising. Can be used with the addition of .com when showing the website.

The Small Logo is always positioned on the left, but can be aligned top, middle or bottom.

The Logo is set in Masny Semi Bold with tracking set to +100. In general, it should be the only use of a Semi Bold font anywhere within the branding.



1. LOGO USAGE | Hero Logo

Hero + Small Logo

Used together, the Small Logo is given double the space of the Hero Logo, giving them equal importance in the frame.

Where possible, the Small Logo should be highlighted in special finishes; adding gold foil for a precious, understated detail.

When used together, the Hero Logo can be given a softer finish: a clear UV varnish, a blind emboss, or a colour tint.

The Hero Logo is always positioned on the right. It should be scaled to the height of the frame.

The Small Logo is always positioned on the left, but can be aligned top, middle or bottom.



1. LOGO USAGE | Small Logo

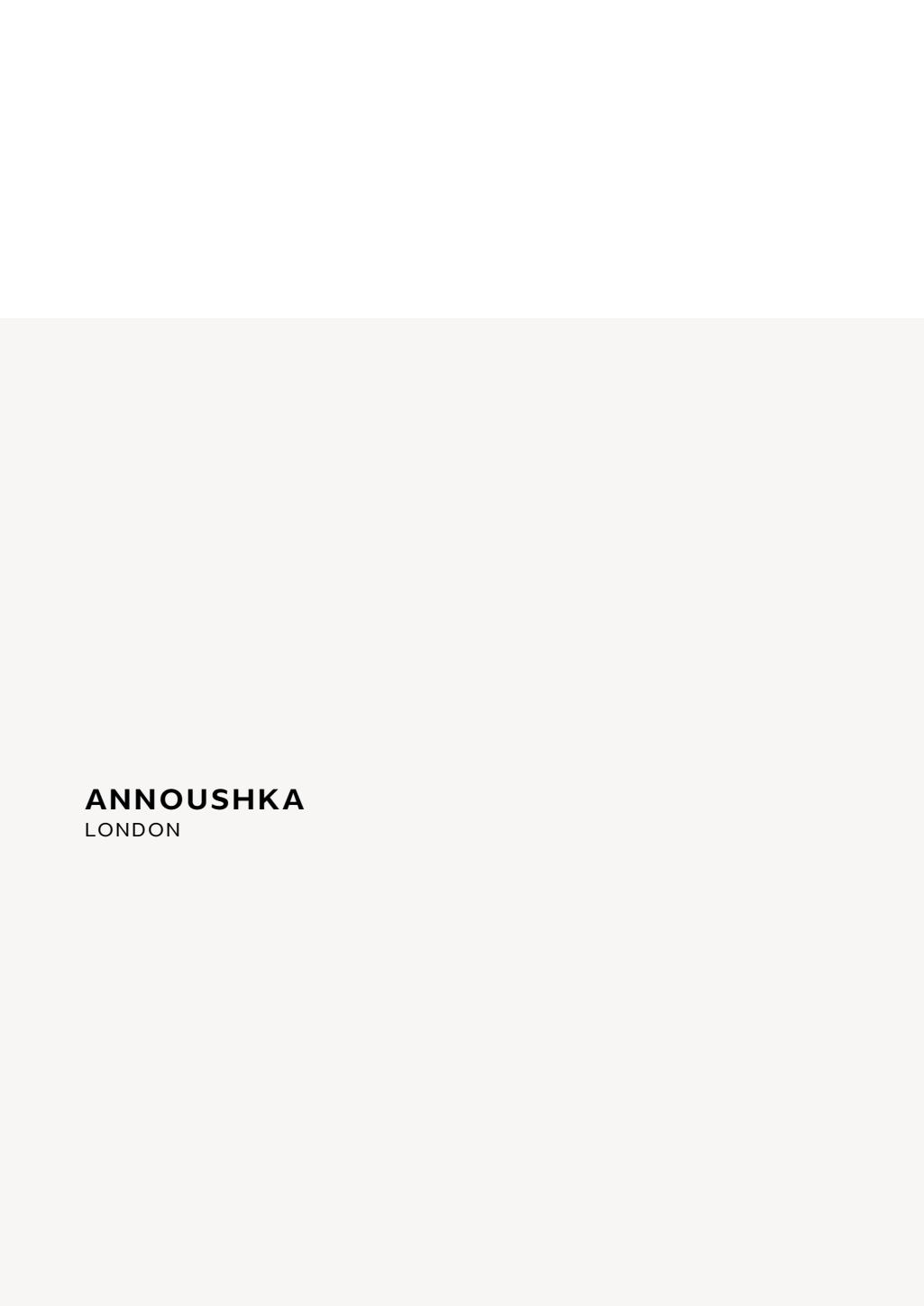
Small Logo + London

For use in non-latin countries for added logo legibility and sense of place.

The Small Logo is always positioned on the left, but can be aligned top, middle or bottom.

The Logo is set in Masny Semi Bold with tracking set to +100. In general, it should be the only use of a semi Bold font anywhere within the branding.

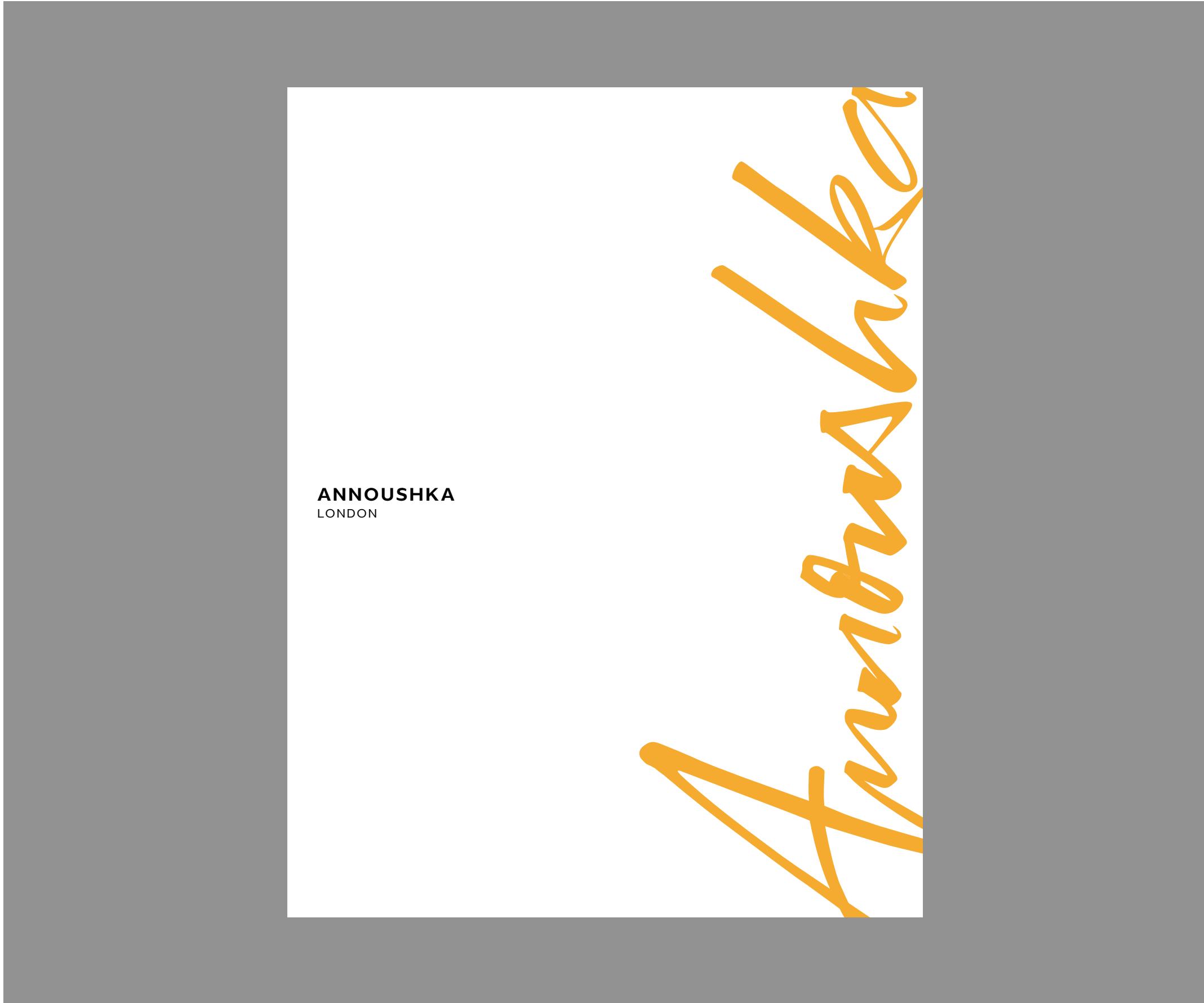
London is set in Masny Light with tracking set to +100.



1. LOGO USAGE | Hero Logo

Hero + Small Logo + London

For use in non-latin countries for added logo legibility and sense of place.



1. LOGO USAGE | Signature Logo

Signature Logo

The established, recognisable mark of the brand. Luxurious with a hand finish.

Used on the precious touchpoints: jewellery boxes, jewel engravings, and discreet branded collateral.

The Signature logo should never be more than 33% of the width of the frame, and should always be centred.



1. LOGO USAGE | Annoushka London Guideline

Annoushka London Logo

The Annoushka London Logo is designed for situations where the brand requires a marker of providence.

This logo is intended for retail, POS and signage.



1. LOGO USAGE | Annoushka London Guideline

Annoushka London Logo

'London' is 1/3 the cap height of the lowercase 'a' of 'Annoushka'

'London' centred vertically in the space underneath the logo and the baseline of the 'A'.

'London' is centred horizontally with the logo.

'London' is set in Masny Book, +250 tracking



2. TYPOGRAPHY

2. TYPOGRAPHY | Brand Fonts Pairing

Contane & Masny, chosen as a harmonising pair oozing with character.

Both fonts share the same x-height, a wide open legible forms that is highly versatile across print and digital, at very large and very small sizes, each boasting a substantial range of character styles and multi-language glyphs.

The fonts pair perfectly together across any size and in both ALL CAPS and Sentence Case, and can be interchangeably used for headlines, and body copy, depending on the use, to allow for a flexible system.

Contane: An elegant serif font with both a high contrast Display version for dramatic larger sizes and a highly legible Text version for small scale use, each with a wide variety of weights.

Masny: A charming sans-serif font in the humanist style and full of detail, derived from proportions of hand written letter-forms, and modernised in the style of early 20th century arts & crafts era typography.

MASNY &
CONTANE
Light &
Regular.

Contane Display
for larger sizes.

Contane Text for smaller sizes.

Masny Light in
Larger sizes,

And in small, but Masny Book for really small.

A Charmed
Life; Meet
Annoushka
Rebellious
Glamour.

Marguerite
Pearl Earrings

18ct white gold, pearl & diamond

An Annoushka classic.

[READ MORE](#)

HEADLINE HOOPS & DROPS

Subtitle: A Life in Charms

“Quote from Annoushka: Great precious jewels have to have fluidity, tactility, detail and playfulness, with a mix of golds, textures and above all – colour.”

Marguerite Pearl Earrings 18ct white gold, pearl & diamond.

**Masny Book
Masny Light
Masny Light Italic**

Annoushka Ducas, who is founder and creative director of her own-name jewellery brand, grew up in London and studied French Language and Civilization at the Sorbonne. From Paris, she moved to Hong Kong in the late Eighties and began to work with local artisans designing jewellery for herself. Three decades on, she continues this process with Annoushka.

“It is very personal – I design what I like to wear,” explains Annoushka. “Jewellery should work hard for you, if I can’t wear something in three different ways, I’m not interested!” I’m also fascinated by the memory that jewellery holds and our emotional

connection with it – I want my jewellery to make people smile, to tell a story and be enjoyed long after I have left the planet”.

While other jewellery brands seem to be about refining the same old ideas or chasing passing trends, Annoushka is always on a restless hunt for the new and unexpected. A compulsive traveller and collector, Annoushka trawls the world to discover extraordinary stones as well as innovative design techniques.

Maintaining a studio on-site at her boutique in Chelsea, London, means Annoushka can channel her energy into trying new things and pushing boundaries - that type of creativity is something you can always expect from Annoushka.

The small print Ti anduntur si cumquam, si doloria derit accus ut qui dolupta tiisciatur magniaspidio qui bla sum que pedipsa nem id magnihi ctempe simil ipsunt labori doloruptatur as et pro to odicto cores ipsum harum acidus pelenis.

Headline Hoops & Drops

Subtitle: A Life in Charms

“Quote from Annoushka: Great precious jewels have to have fluidity, tactility, detail and playfulness, with a mix of golds, textures and above all – colour.”

Marguerite Pearl Earrings 18ct white gold, pearl & diamond.

Contane Medium
Contane Text Regular
Contane Text Italic

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Not advised under 10pt.

2. TYPOGRAPHY | Usage & Letter Spacing

Masny Light, for general use at any size. +25

Masny Light Italic, for emphasis only, to use seldomly. +25

Masny Book, for use in small sizes, or when extra emphasis is needed. +25

Masny Book Italic, for emphasis only in small sizes. +25

MASNY BOOK CAPS, FOR TITLES & HEADINGS. +75

MASNY LIGHT CAPS, FOR HEADINGS AND SUBTITLES. +75

Contane Medium (Display), for headings only. +25

Contane Medium Italic (Display), for headings only. +25

Contane Text Regular, for body copy and small sizes only. +25

Contane Text Italic, for emphasis in body copy and small sizes only. +25

~~CONTANE NOT TO BE USED IN BLOCK CAPS.~~

2. TYPOGRAPHY | PDP Sample Brand Fonts

The screenshot shows a product detail page for the 'Whoopsie Daisy Eternity Ring' on the Anoushka website. The page features a large central image of the gold ring with blue sapphires. To the right, there's a sidebar with navigation links like 'Jewellery / Rings', 'NEW IN', and 'RINGS SIZE'. The main content area includes the product title 'Whoopsie Daisy Eternity Ring', its price '£2,500', and an 'ADD TO BAG' button. A detailed product description at the bottom explains the ring's design as a wavy eternity ring handcrafted in 18ct yellow gold, inspired by a daisy chain.

Private < >

annoushka.com

FREE NEXT DAY DELIVERY & FREE RETURNS

ANNOUSHKA NEW IN JEWELLERY GIFTS BESPOKE ABOUT US GB £ GBP 🔍 🌐 ☎️ 🚩

Jewellery / Rings

NEW IN

Whoopsie Daisy Eternity Ring

18ct Yellow Gold, Sapphire

RINGS SIZE

[Size Guide](#)

£2,500

[ADD TO BAG](#)

PRODUCT DESCRIPTION

A wavy [eternity ring](#) handcrafted in [18ct yellow gold](#), inspired by the simplicity, beauty, and playfulness of a classic daisy chain.

[READ MORE](#)

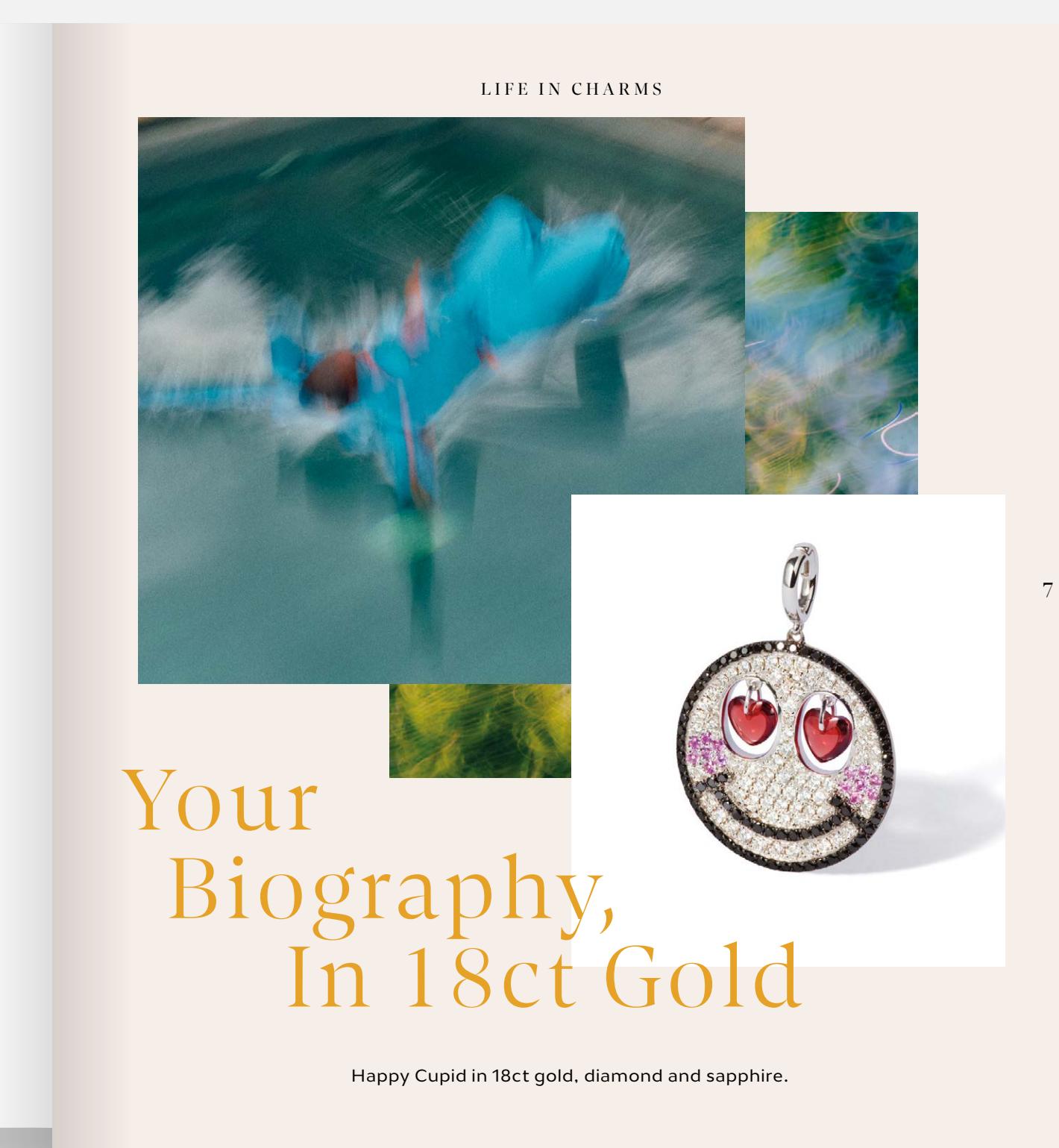
2. TYPOGRAPHY | Brochure Sample Brand Fonts



6

LIFE IN CHARMS

MOMENTS
MEMORIES
MILESTONES



7

Happy Cupid in 18ct gold, diamond and sapphire.

2. TYPOGRAPHY | Brochure Sample Brand Fonts

LIFE IN CHARMS



8

MAGICAL MINIATURES

LIFE IN CHARMS



9

Inspired by the incredible power of charms to tell stories through the generations, we set out to create our own version. Reimagined as bigger, bolder pendants, with the fun turned up to full volume, designed to be worn in your style, your way.

2. TYPOGRAPHY | Brochure Sample Brand Fonts

LIFE IN CHARMS

Delight in the Detail

From spinning propellers
and moving eyes,
10 to wings that open revealing
a secret chamber,
we design each of our
jewels into tiny treasures.

Create a World in Miniature

LIFE IN CHARMS



11

Spinning Magic Mushroom in 18ct gold and sapphire.

2. TYPOGRAPHY | Default Fonts

Where the brand fonts are not available, such as system fonts, email, office documents, etc. Then the default font substitutions that offer the closest approximation are Verdana & Palatino.

Verdana – Default Font

HEADLINE

Subtitle Example

“Quote example for short to medium length copy.”

While other jewellery brands seem to be about refining the same old ideas or chasing passing trends, Annoushka is always on a restless hunt for the new and unexpected.

Marguerite 18ct White Gold Diamond Stud Earrings, £4,295

Masny – Brand Font

HEADLINE

Subtitle Example

“Quote example for short to medium length copy.”

While other jewellery brands seem to be about refining the same old ideas or chasing passing trends, Annoushka is always on a restless hunt for the new and unexpected.

Marguerite 18ct White Gold Diamond Stud Earrings, £4,295

Palantino – Default Font

HEADLINE

Subtitle Example

“Quote example for short to medium length copy.”

While other jewellery brands seem to be about refining the same old ideas or chasing passing trends, Annoushka is always on a restless hunt for the new and unexpected.

Marguerite 18ct White Gold Diamond Stud Earrings, £4,295

Contane – Brand Font

HEADLINE

Subtitle Example

“Quote example for short to medium length copy.”

While other jewellery brands seem to be about refining the same old ideas or chasing passing trends, Annoushka is always on a restless hunt for the new and unexpected.

Marguerite 18ct White Gold Diamond Stud Earrings, £4,295

2. TYPOGRAPHY | Letterhead Sample, Mixed Fonts

Real world example when the default fonts will be used on a document created in office, and printed on to letterhead paper using the official brand fonts.



3. COLOUR

3. COLOUR | Inspiration

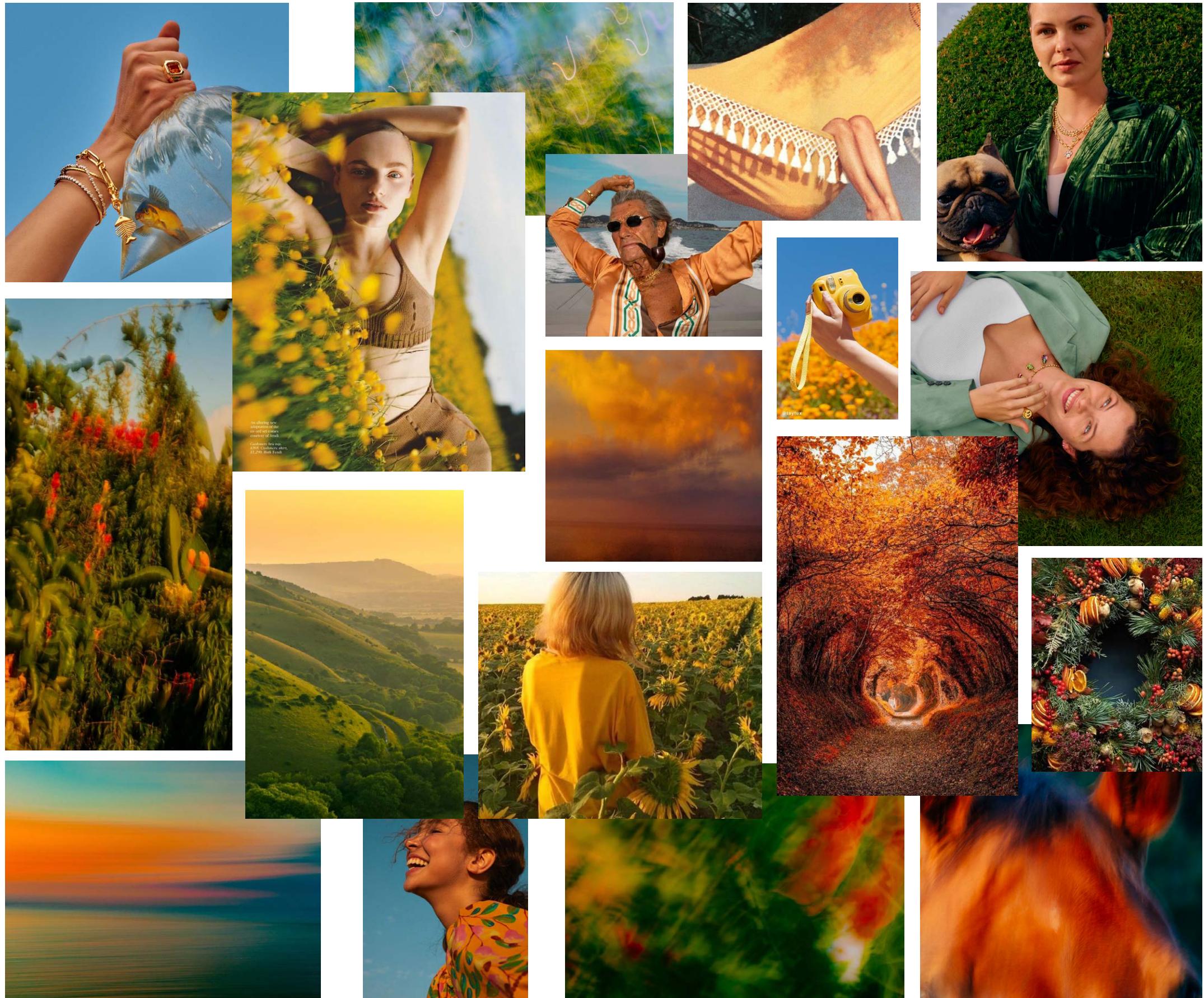
The new colour palette is designed to be playful, creative, expressive, warm and inviting.

All the colours take inspiration from the natural world. Warm sunny days, crisp blue skies, verdant green fields, rich burnt orange foliage, and joyful pink flora.

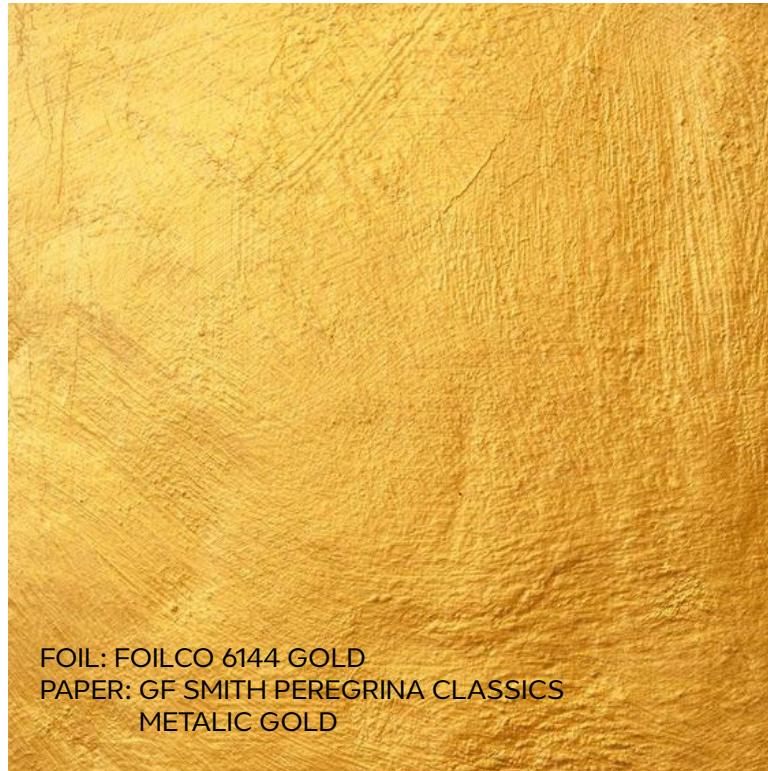
The colours are harmonised to balance with one another, and to be used in many different combinations for different times of year and different brand categories.

The colour palette should be used throughout the Annoushka universe; informing print & materials, bags and packaging, windows displays and store VM, gifts and floral displays, photography styling and colour grading.

Staying within this varied, but limited palette will create a thread of consistency throughout the Annoushka world, whilst allowing it to be diverse and embracing its eclectic nature.



3. COLOUR | Essential Colours



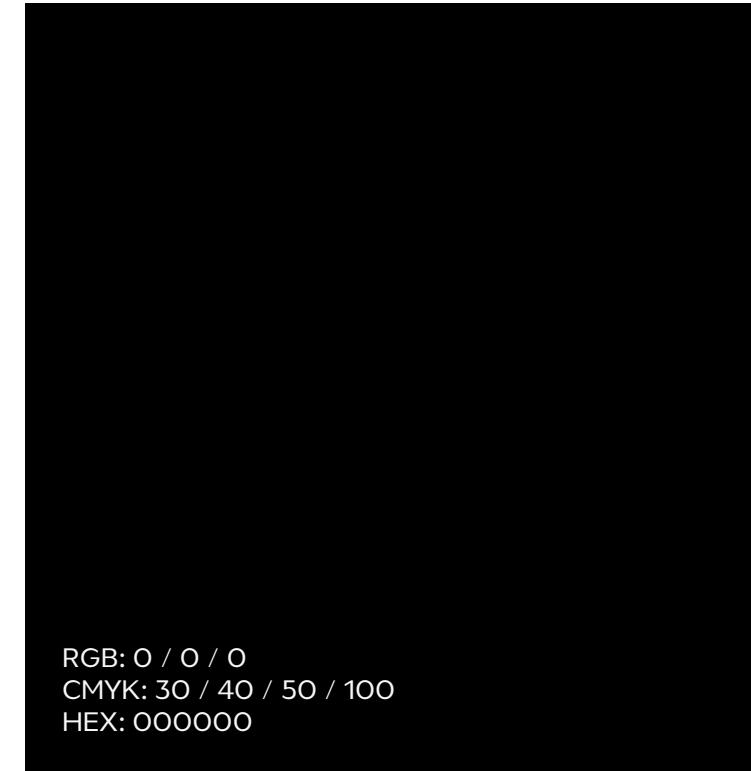
FOIL: FOILCO 6144 GOLD
PAPER: GF SMITH PEREGRINA CLASSICS
METALIC GOLD

Satin Gold



DIGITAL/ DIGITAL PRINT
RGB: 245/170/48
CMYK: 0/ 31/ 80/4
HEX: F5AA30

SIMILAR PANTONE TO PRINT:
PANTONE: 136 C



RGB: 0 / 0 / 0
CMYK: 30 / 40 / 50 / 100
HEX: OOOOO0

Pure Black



RGB: 247 / 246 / 245
CMYK: 4 / 3 / 4 / 0
HEX: f7f6f5

Neutral White

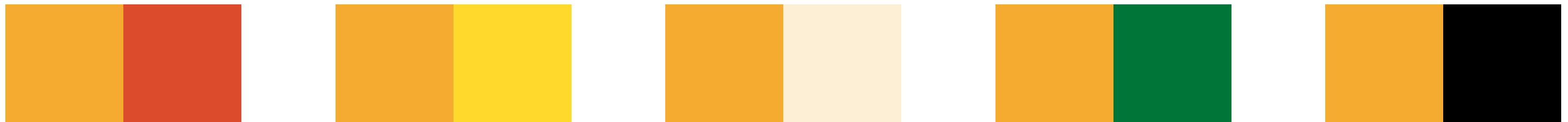
The core brand colour palette is made up of:

- Bright, satin yellow gold. Never to be used digitally, but reserved for physical items with metallic finishes: printed gold foils, metallic gold papers or gold painted surfaces.
- The signature Annoushka orche yellow. A deep, warm and rich saffron orangey yellow.
- A rich pure black.
- An elegant crisp neutral off-white.

3. COLOUR | Key Secondary Colours

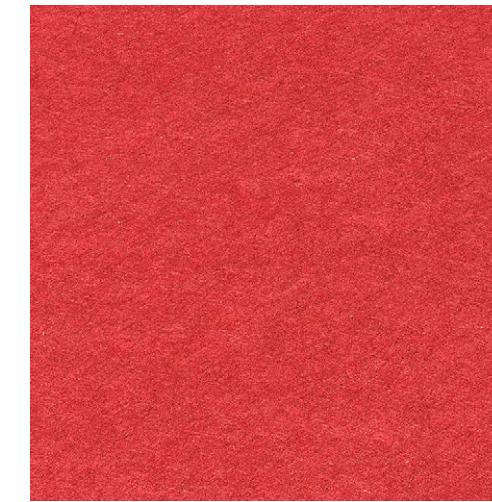
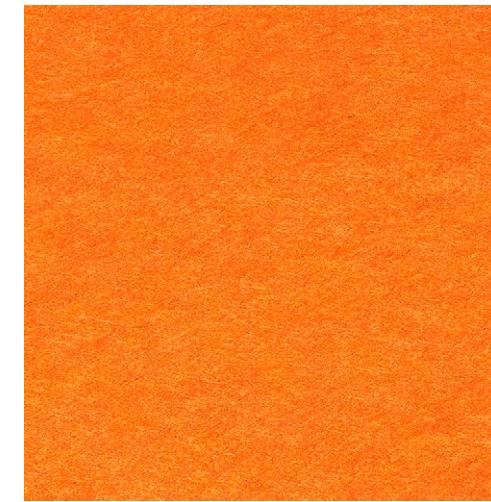
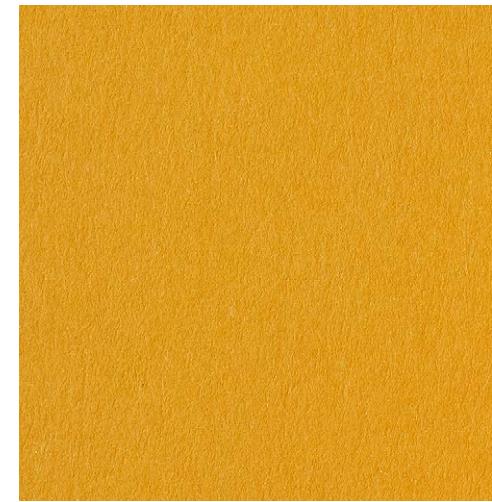


The secondary palette takes vivid colours inspired by nature,
Each Colour is supported by lighter or darker tones, for use in washes and colour washes and increasing legibility.



The secondary colours are all picked to pair successfully in duos with the Annoushka Yellow as an key colour.

3. COLOUR | MATERIAL SAMPLES



MATERIAL:
GOLD FOIL
FOILCO 6144 GOLD

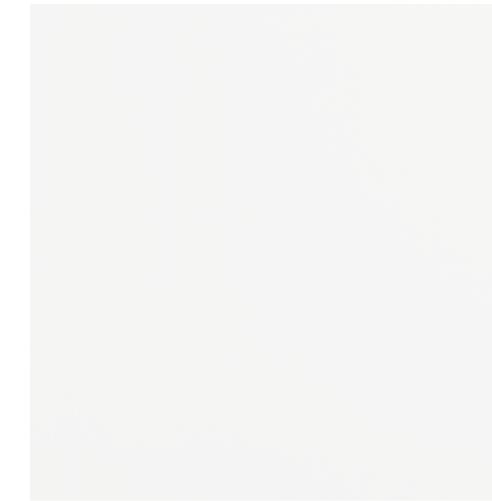
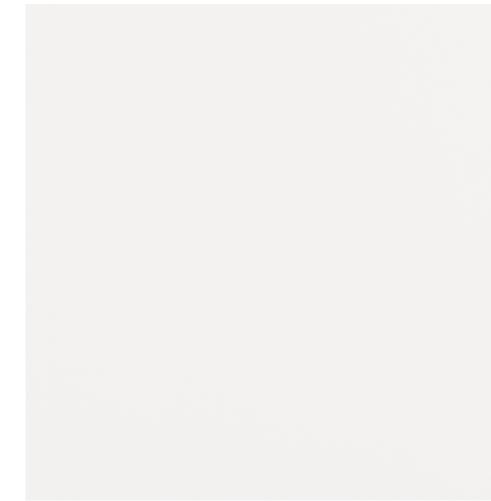
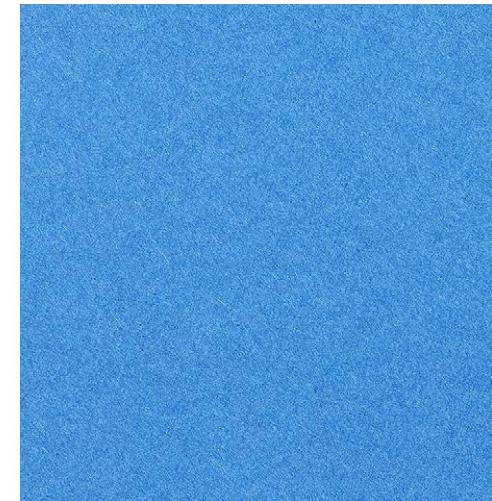
MATERIAL:
GF SMITH PEREGRINA CLASSICS
METTALIC GOLD

MATERIAL:
ARJOWIGGINS POP'SET
SUNSHINE YELLOW

MATERIAL:
GF SMITH COLORPLAN
CITRINE

MATERIAL:
GF SMITH COLORPLAN
MANDARIN

MATERIAL:
GF SMITH COLORPLAN
VERMILLION



MATERIAL:
GF SMITH COLORPLAN
CANDY PINK

MATERIAL:
GF SMITH COLORPLAN
PISTACHIO

MATERIAL:
GF SMITH COLORPLAN
FOREST GREEN

MATERIAL:
GF SMITH COLORPLAN
ADRIATIC

MATERIAL:
GF SMITH COLORPLAN
PRISTINE WHITE

MATERIAL:
MAGNO
WHITE COATED

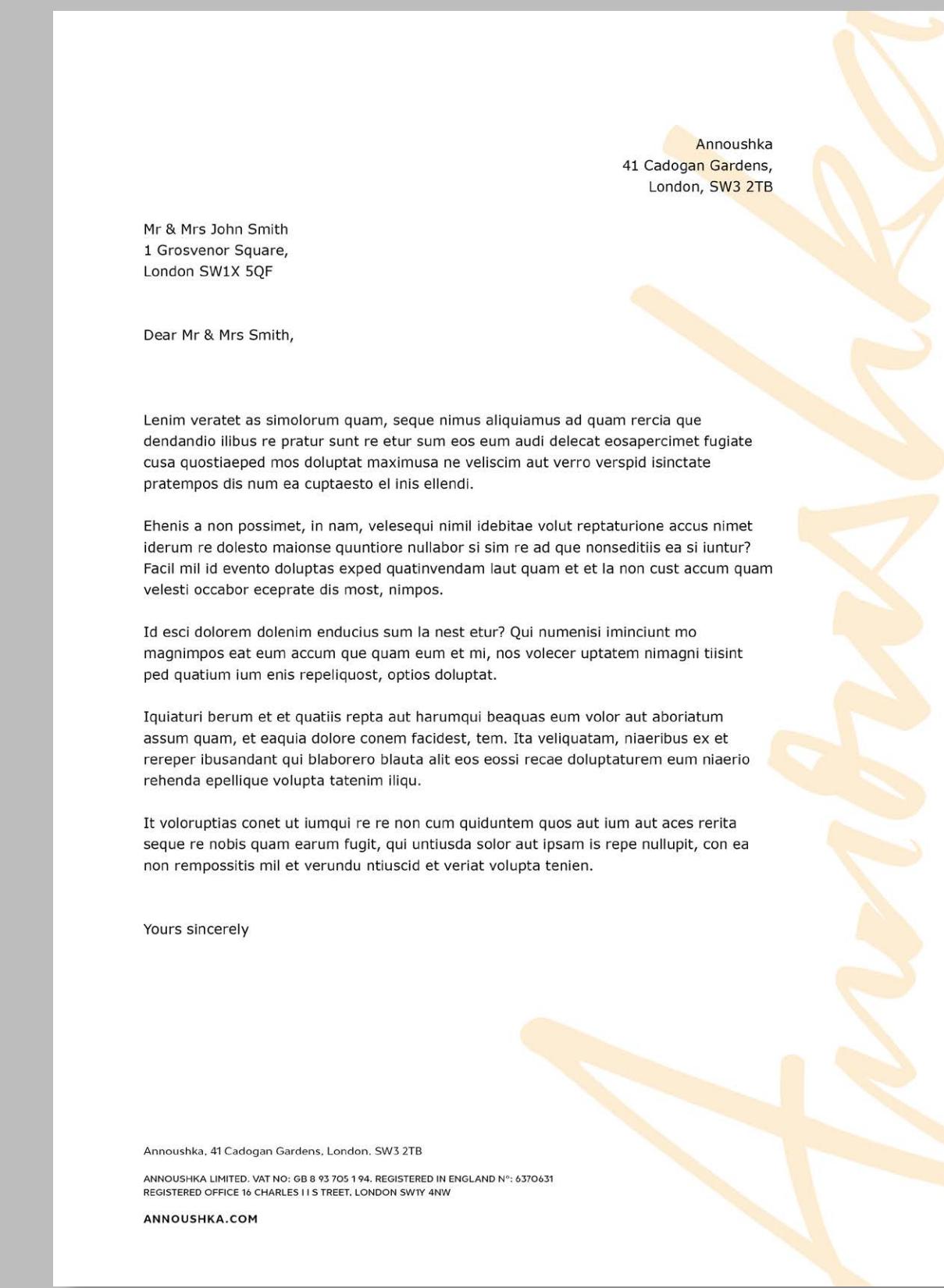
Colour shown is approximate, refer to physical samples.

4. APPLICATIONS

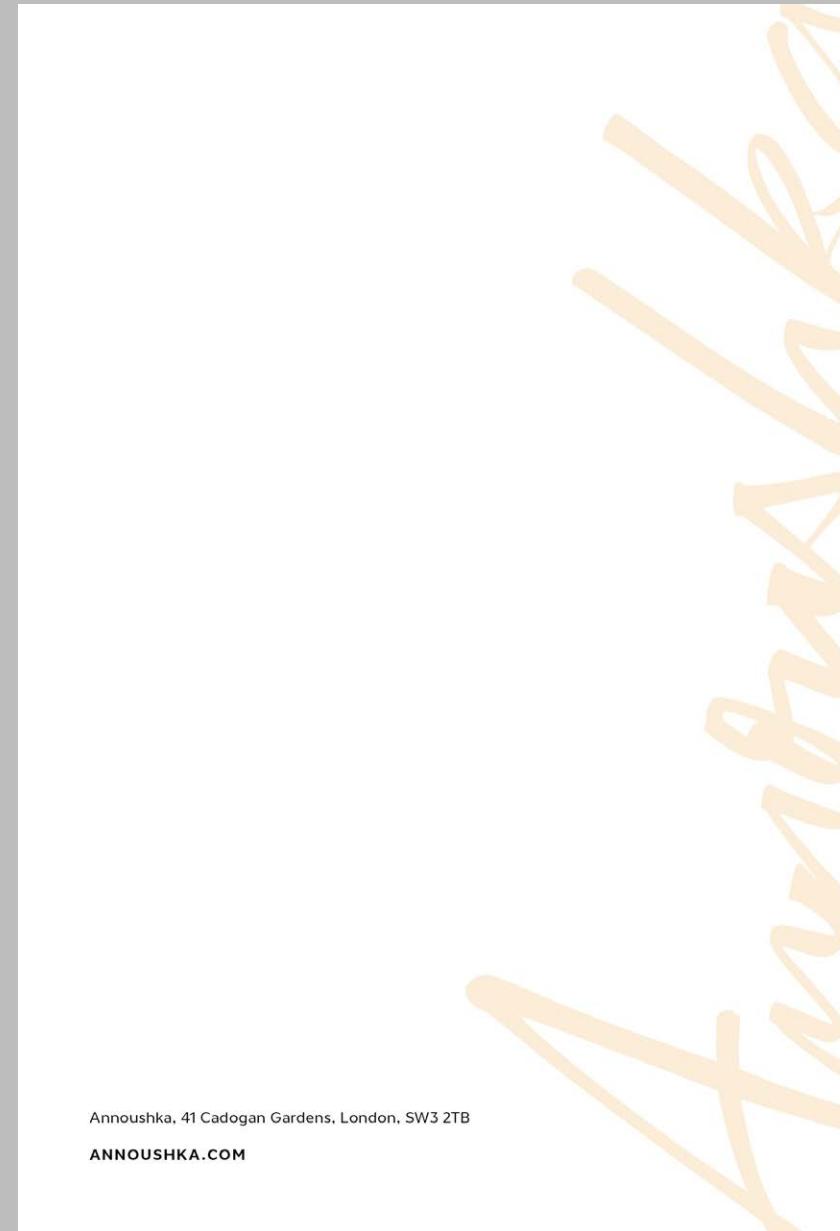
4. APPLICATIONS | Business Card



4. APPLICATIONS | A4 Letterhead



4. APPLICATIONS | A5 Letterhead Opt 1



Certificate of Authenticity

DREAMCATCHER EARRINGS

This is to certify the authenticity and origin of the Dream Catcher, crafted in a numbered edition of 24, comprised of 18ct gold, diamonds and mother of pearl; is a genuine piece sold under authority of Annoushka Ltd.

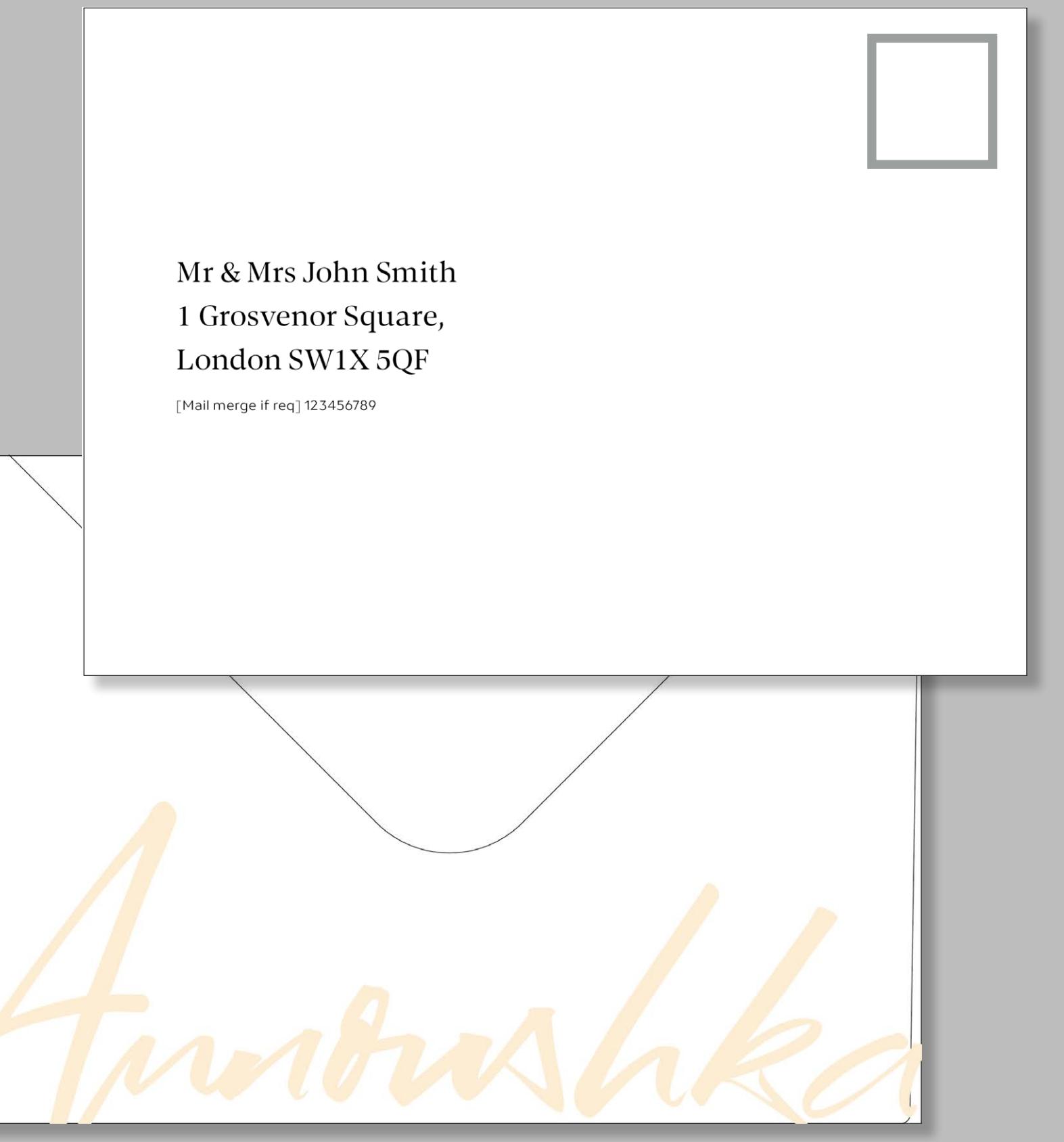
Edition: Dream Catcher
Model No: 023468
Edition No: 23 of 24

Sold on behalf of Annoushka by:

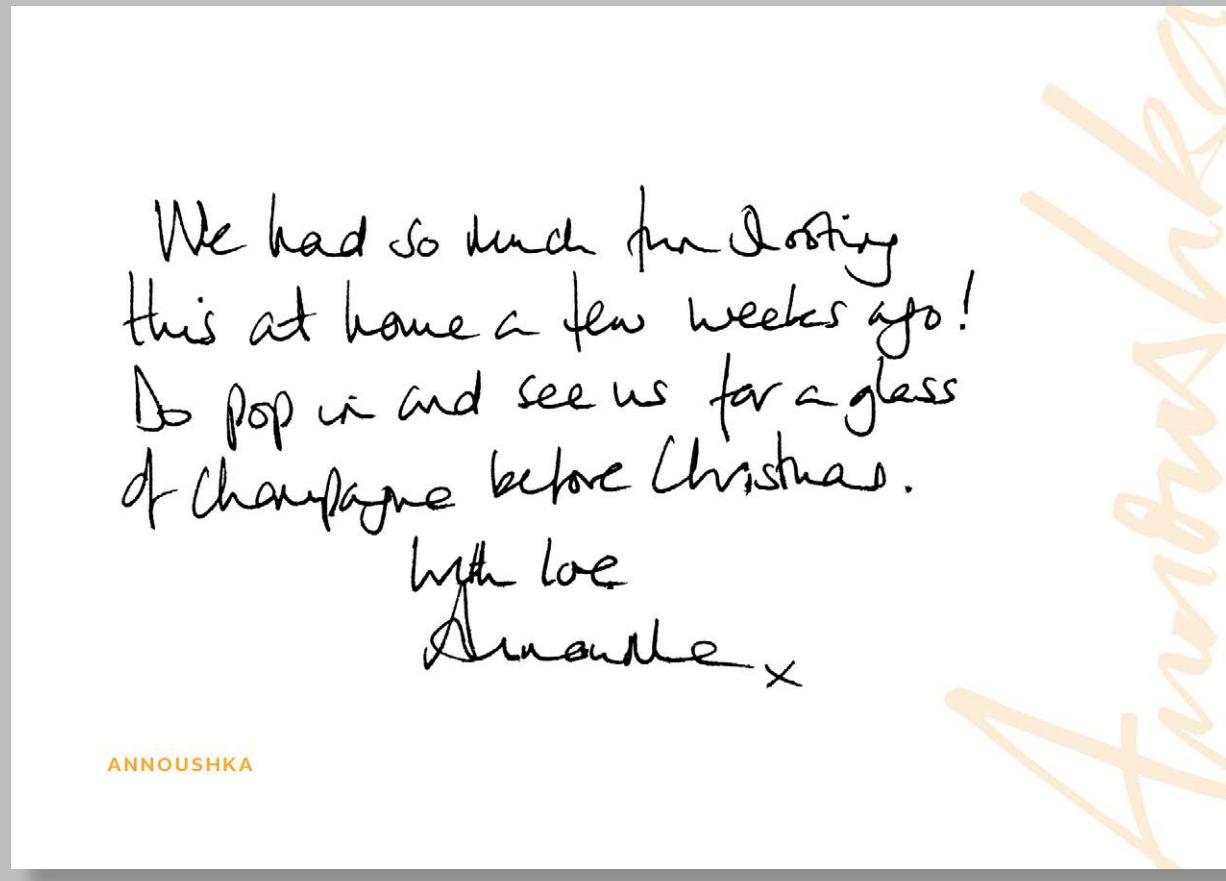
Date of sale:

Annoushka, 41 Cadogan Gardens, London, SW3 2TB
ANNOUSHKA.COM

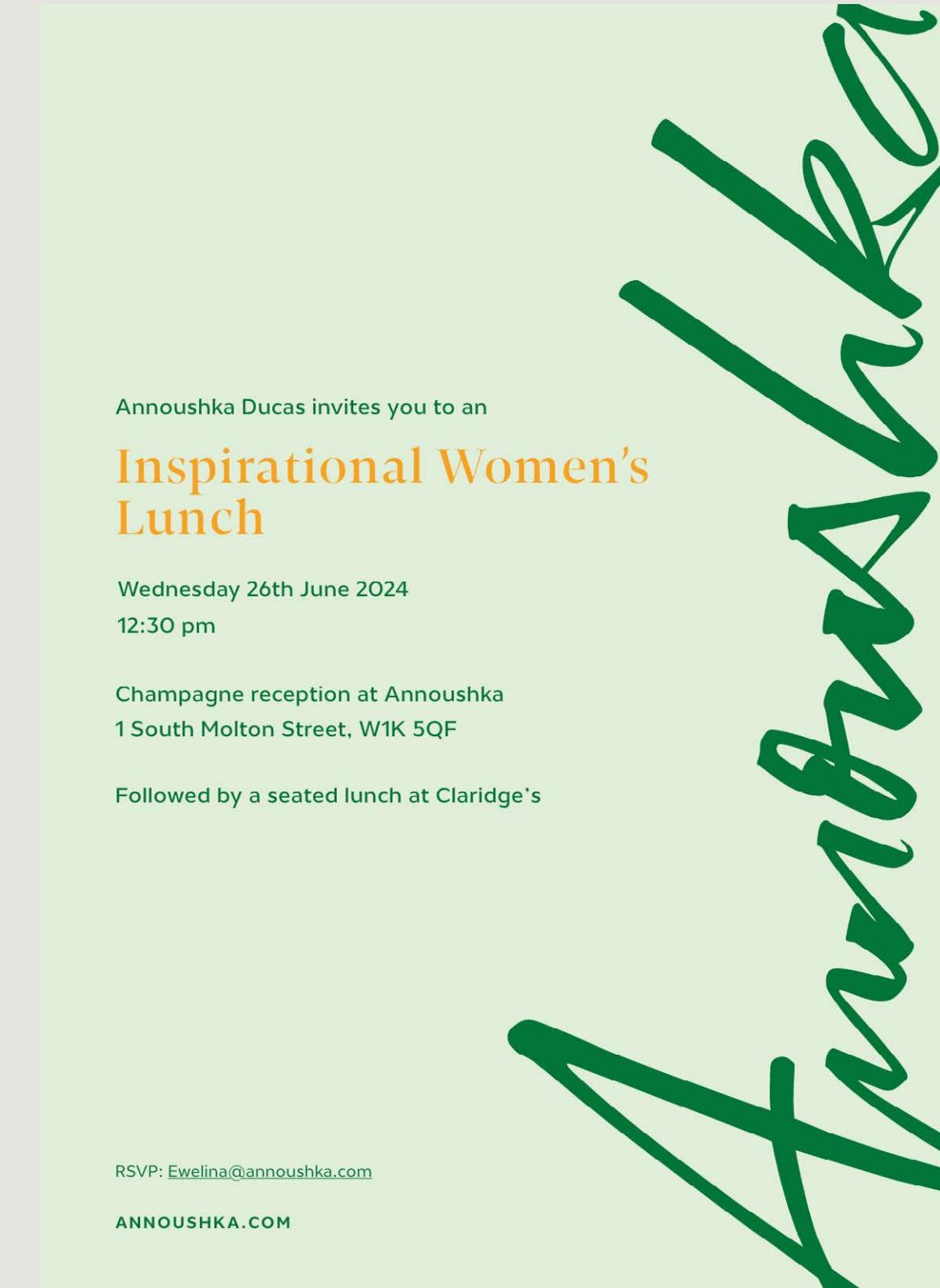
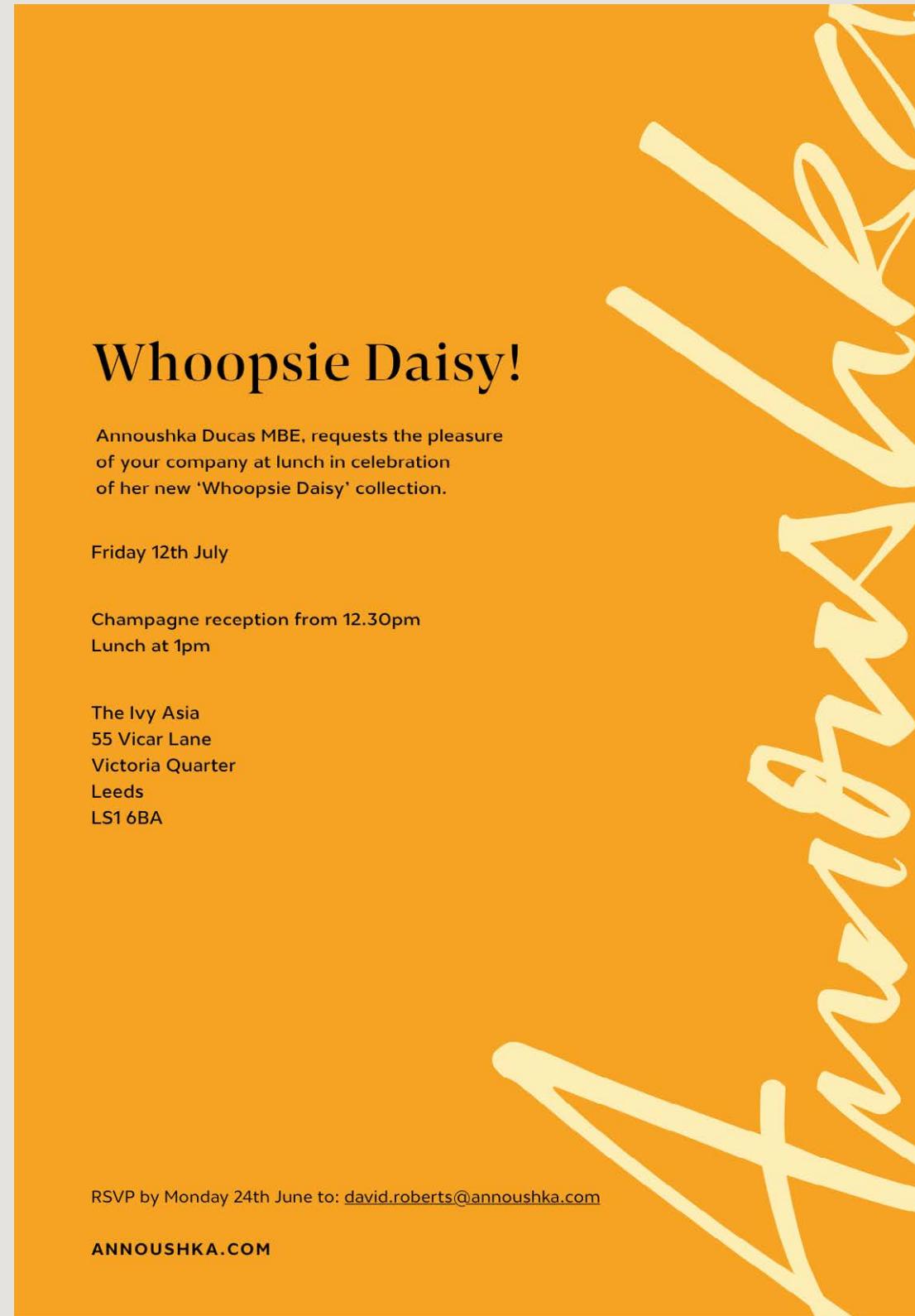
4. APPLICATIONS | Envelope Opt 1



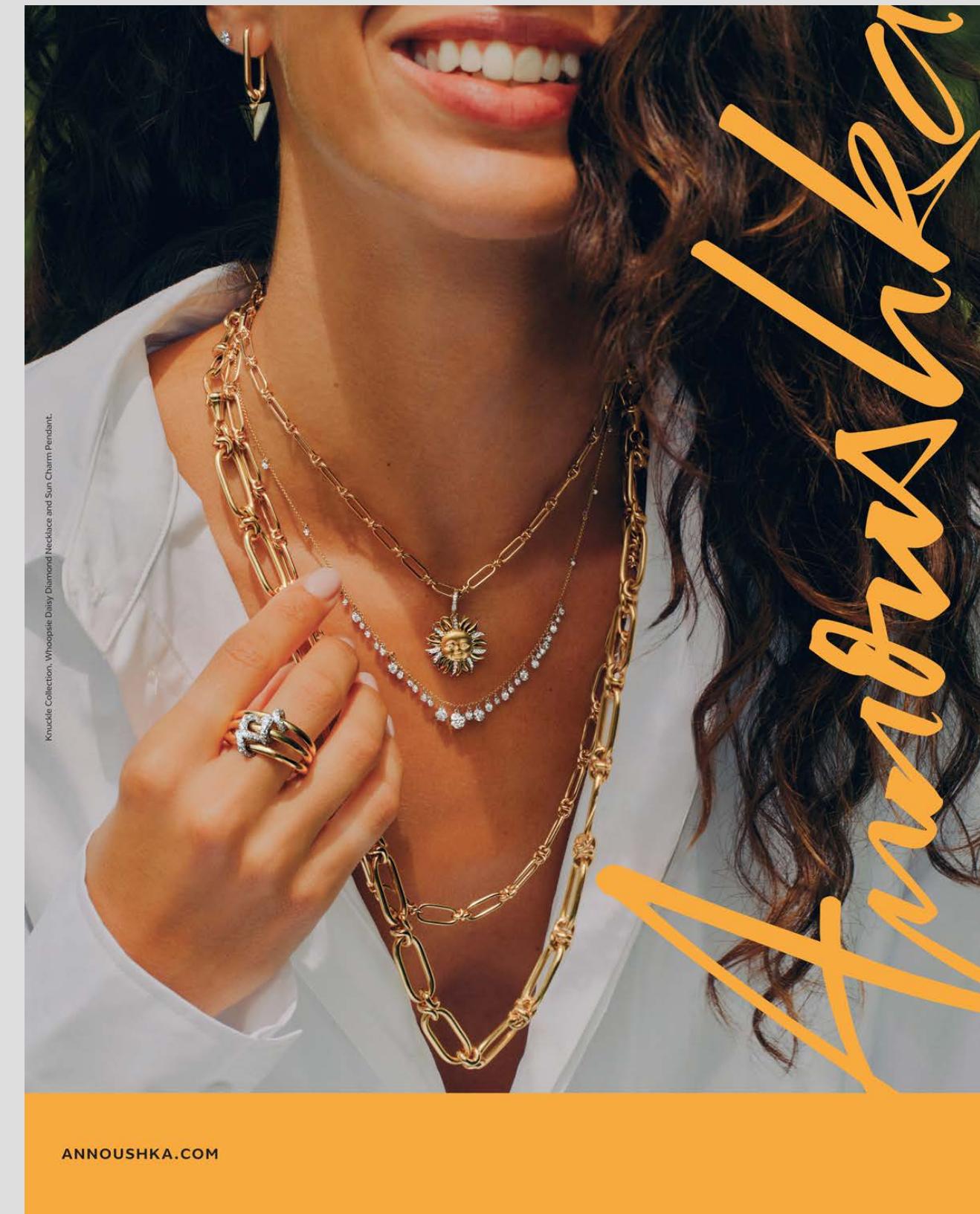
4. APPLICATIONS | Letterhead



4. APPLICATIONS | Generic Invitations



4. APPLICATIONS | Ads (HTSI, RHP, URL Only)



Left-hand and right-hand side of the page

Hero Logo should primarily be used vertically and to the right side. However when used we have adverts on the left hand side it should be placed left, with the same impact as right hand side.

4. APPLICATIONS | Ads



4. APPLICATIONS | Store Signage



THANK YOU