



Sluekie – Brand Guidelines

1. Logo & Symbolism

- **Primary Logo:** Elegant serif wordmark using *Playfair Display Medium*
- **Symbol:** Crescent moon or pillow icon integrated with the typography
- **Variations:**
 - Navy logo on white background (primary use)
 - White on navy or lavender (digital/packaging)
 - Greyscale version for minimalist/editorial use

2. Color Palette

Name	HEX	Usage
Deep Sleep	#1E2D4D	Primary brand color, logo, backgrounds
Sage Calm	#CBDAD5	Accent color, textiles, borders
Soft Mist	#E8EBF0	Light backgrounds, web & layout areas
Lavender Smoke	#D4CFE7	Feminine touch, tags, small elements
Deep Charcoal	#4A4A4A	Text, icons, visual contrast

3. Typography

- Logotype: *Playfair Display Medium*
- Headlines / Accents: *Playfair Display*
- Body Text: *Lato (Light or Regular)*, clean and legible

4. Tone & Verbal Identity

Brand voice: Soothing, elegant, sensory. A balance of softness and intentional design.

Tagline: “Where dreams begin.”

Messaging examples:

- “Elevate your nights.”
- “Curated for comfort.”
- “Designed for deep rest.”

5. Visual Applications

- Packaging: Soft-touch materials, embossed details, calming colors
- Website: Minimalist design, whitespace focus, premium visual assets
- Social media: Cozy textures, serene lighting, real sleep rituals
- Product Tags: Clean serif font with lavender accent and moon icon

