



# FineDay

## Brand Guidelines

January 2021

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# Font

Montserrat

English  
English  
English  
English

Source Hans Sans TW

中文  
中文  
中文  
中文

Heading  
Body

Heading  
Body

Montserrat Medium  
Montserrat Light

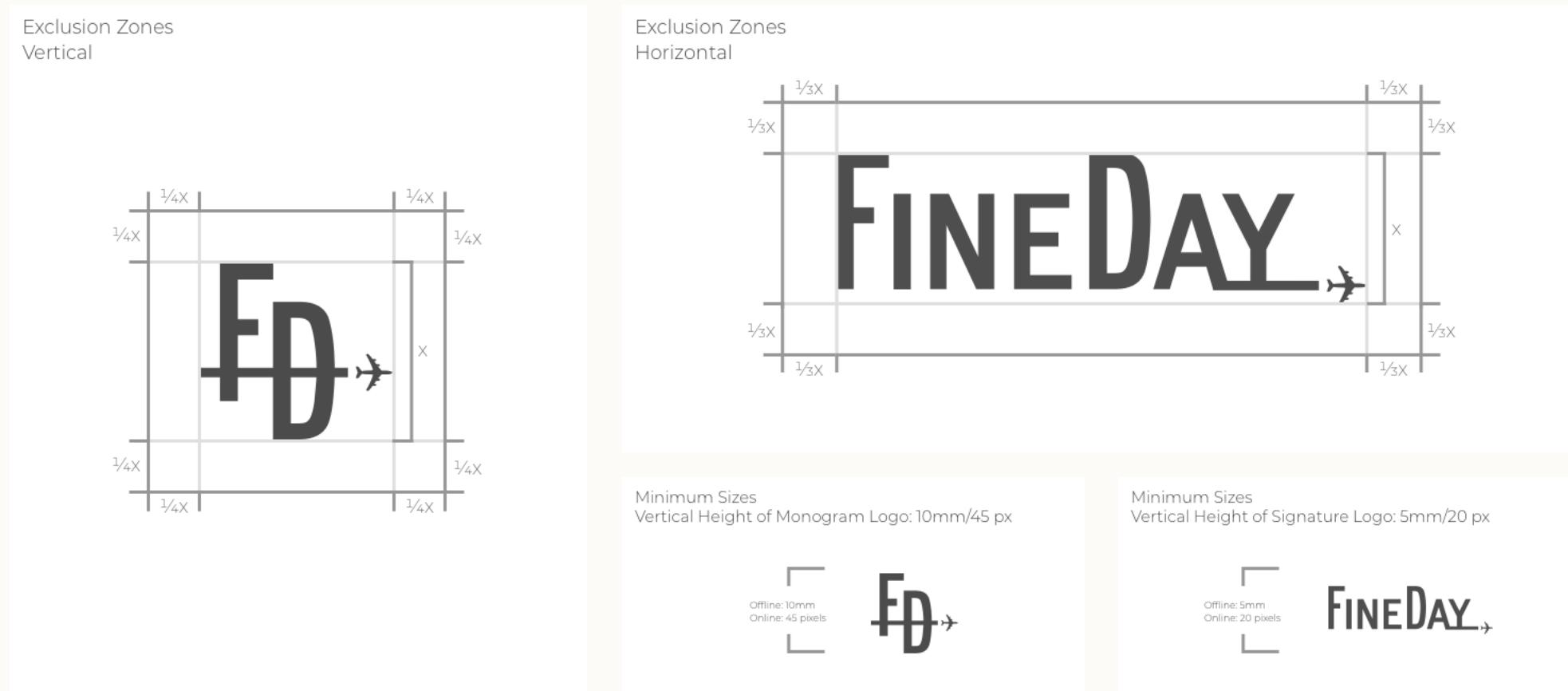
Source Hans Sans TW Regular  
Source Hans Sans TW Light

English  
English

中文  
中文

# Logo

## Exclusion Zones & Minimum Sizes:



Shown are guidelines for exclusion zones (white space) around the logo and minimum sizes to be used for our monogram and signature logos.

Other graphic elements should never enter the exclusion zones. Minimum sizes have been set for legibility.

# Logo

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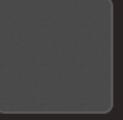
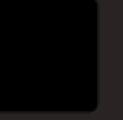
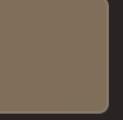
Color Variations and Incorrect Usage:



- Don't change the typeface
- Don't skew or distort the logo
- Don't add or remove elements to or from the logo
- Don't replace gray (#4b4b4b) with black
- Don't alter the proportions of the logo
- Don't crop or cut off part of the logo
- Don't compromise the legibility of the logo

Our logos should only be used in mono color. Acceptable color variations include gray (#4b4b4b) and white (#ffffff). Gray should be used primarily, unless the legibility of the logo is compromised due to a darker colored background, in which case white may be used.

# Color

	#off-white #fcfbf5 100% rgb 252 251 245		#gray #4b4b4b 100% rgb 75 75 75		#white #ffffff 100% rgb 255 255 255		#black #000000 100% rgb 0 0 0
	#dark-sage #586254 100% rgb 88 98 84		#denim #3d5a7e 100% rgb 61 90 126		#brownish-grey #81715c 100% rgb 129 113 92		#pinkish-tan #dd8989 100% rgb 221 137 137

The colors on the top row should be used most of the time. Off-white and white should be generally matched with gray, and black maybe used on rare occasions for additional emphasis. The colors on the bottom row represent accent colors, with dark-sage, denim, brownish-grey and pinkish-tan are usable as additional background colors and additional accents.

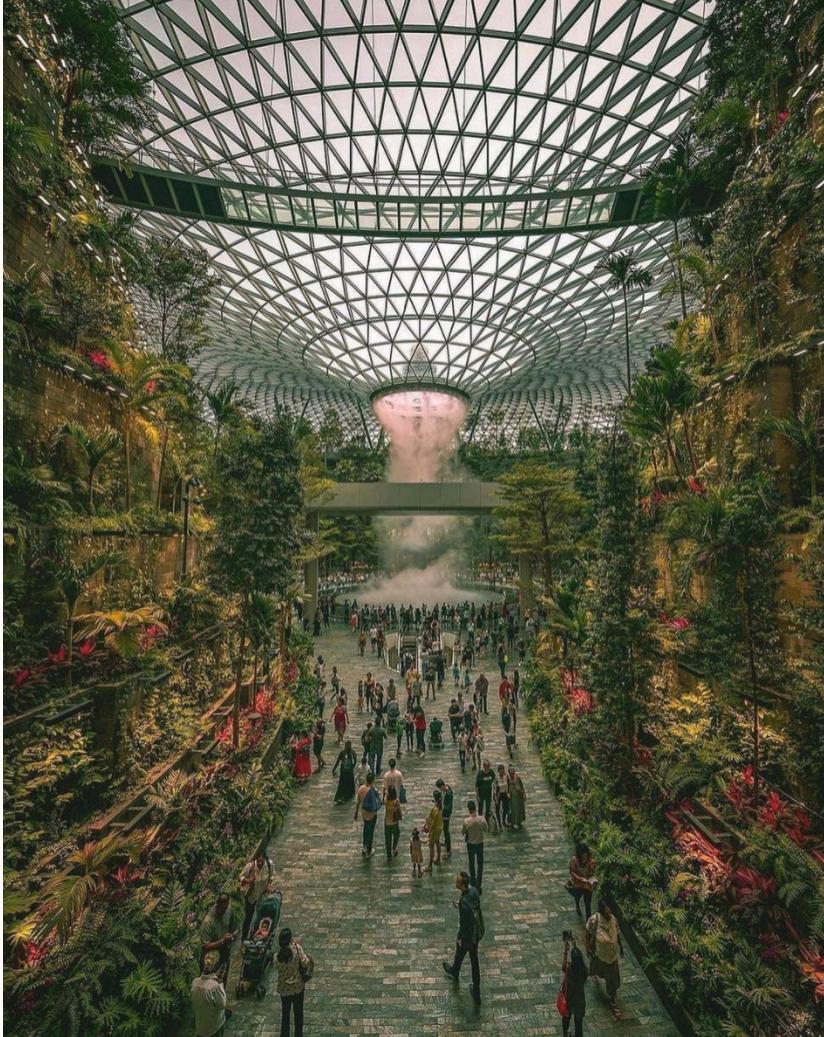
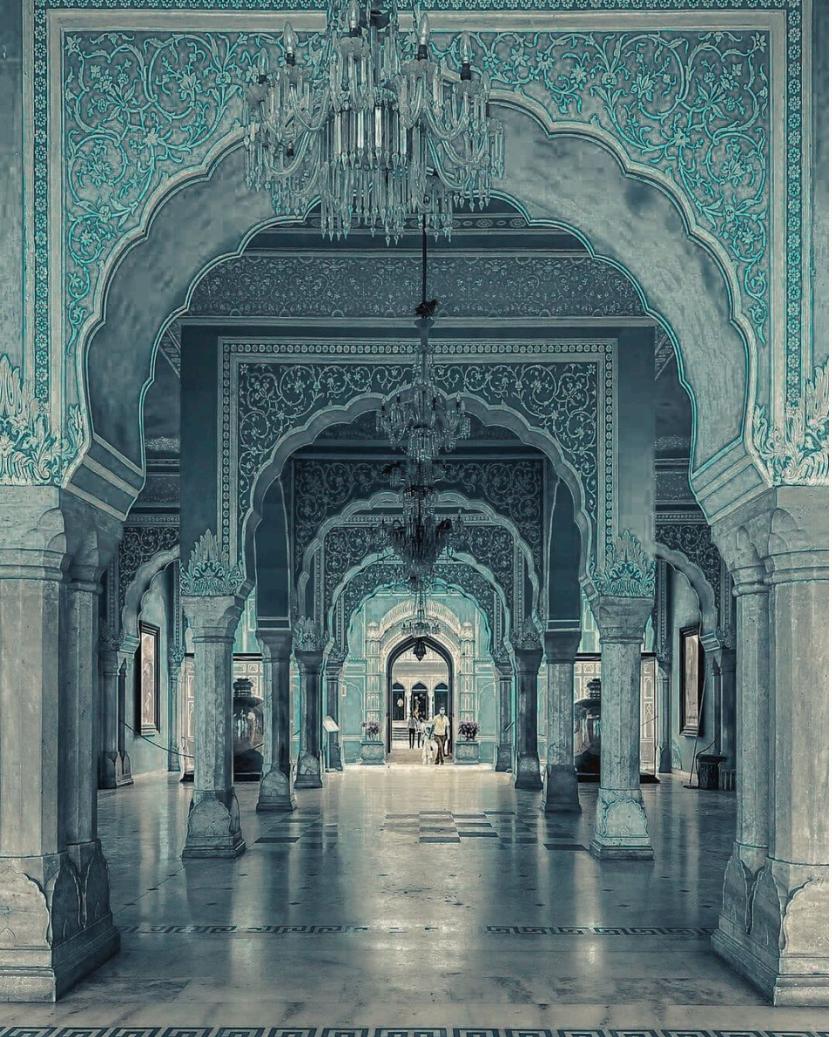
# Iconography



Generally speaking, we use the icon pack "FontAwesome".

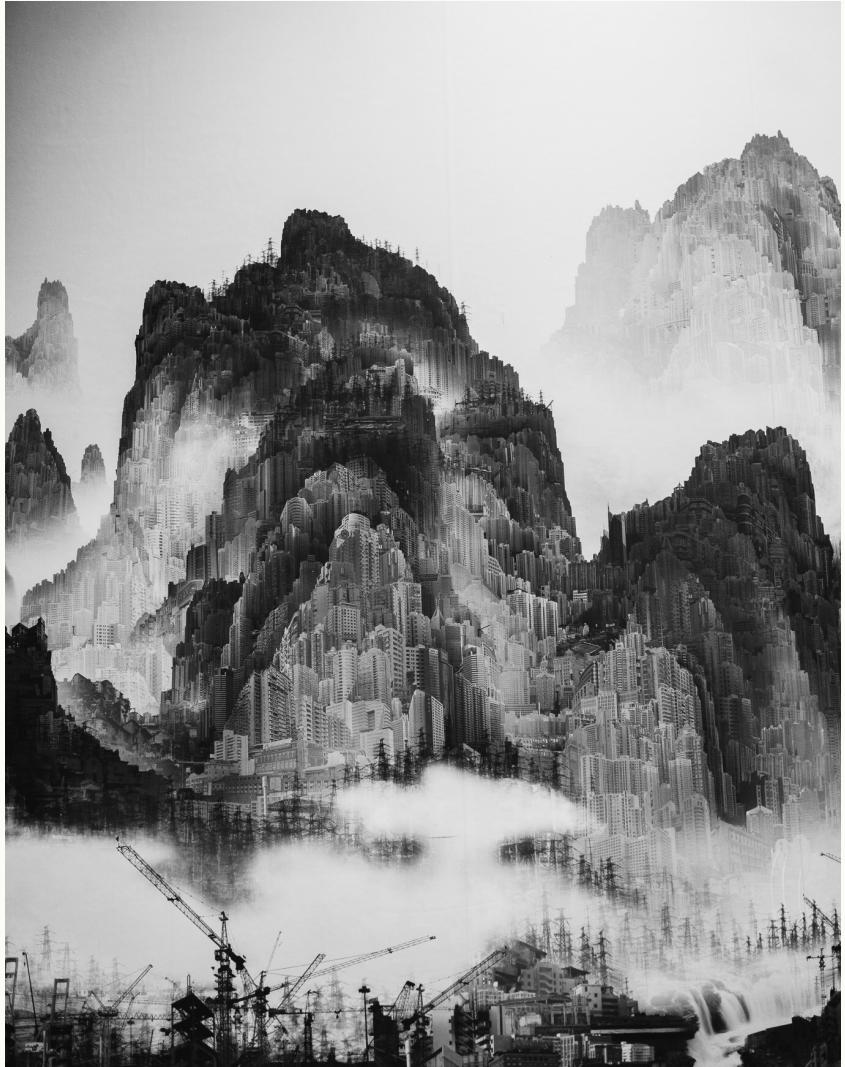
Having said that, sometimes icons offered in the pack does not have the proper look and feel, in which we will use substitutes from anticon or Ionicons.

# Photography



Our photography will vary depending on usage ( social media, product flyers, business presentations etc.) Having said that, they should generally all be noticeably high quality and evoke a sense of grandeur and luxury. They should also be in a muted color palette. Stock photos for slide decks have been pre-selected on the shared drive and social media content will be curated carefully through our content marketing manager and Mercy Creatives.

# Tone of Voice



FineDay's tone of voice reflects our brand and its personality. It embodies our company from the view of the consumer. One of the core themes of our brand is a sense of exclusivity - we want our product to seem out of reach, but not impossible to attain. This is also reflected in our products that offer unique packages only available through us.

Another element of our brand is international luxury. This must be demonstrated through our brands attention to detail and professionalism - done through a sense of minimalism that is sophisticated, yet direct.

# The FineDay Consumer



Our target consumer is one who desires a high-end international lifestyle filled with luxurious international experiences. Whether they are looking for an exclusive resort getaway or unique a tasting menu designed by Michelin starred chefs, FineDay is the ultimate experience provider. As a company, we provide these services that can be found nowhere else at an incomparable price.

It is important to note that through investing time in our digital footprint, notably the use of social media, we can lower our target consumers average age and appeal to a younger audience.

# Communication Guidelines



At FineDay, it is essential that the same brand message is consistently carried across all our platforms – whether that is our website, social media channels, emails or web flyers. Our consumer must build the same image of our brand through every interaction they have.

With the increase of social media in recent years, the influence we have digital becomes increasingly important. We must put a significant emphasis onto on our footprint on mobile platforms in order to reach a wider demographic of younger consumers who rely on technology. It is a form of free sharable advertising in which we can tailor our content around the needs and wants of our followers.