FIORIRE

FLOWER & GIFT BOUTIQUE

BRAND IDENTITY GUIDELINES

Flower & Gift Boutique - Islamabad

Logo

The Fiorire logo elegantly combines a floral 'F' monogram with botanical illustrations, embodying the brand's essence of natural beauty, Italian elegance, and artisanal craftsmanship.

Primary Logo

Logo Elements

- **Floral Monogram:** Stylized 'F' intertwined with botanical line art
- **Wordmark:** 'FIORIRE' in elegant serif capitals
- **Descriptor:** 'FLOWER & GIFT BOUTIQUE' in refined spacing

Logo Variations

- Primary: Black on white/light backgrounds
- Reverse: White on dark backgrounds
- Monogram Only: For compact applications
- Wordmark Only: For horizontal constraints

Minimum Size

Full logo minimum width: 2 inches for print, 180px for digital
Monogram only minimum: 0.75 inches for print, 60px for digital

Color Palette

Fiorire's color palette draws from nature's elegance—sophisticated blacks, warm creams, and soft botanical accents.

PRIMARY COLORS		
Classic Black	#1A1A1A	
Cream White	#F5F5F0	
ACCENT COLORS		
Soft Blush	#F4E4D7	
Sage Green	#A8B5A0	
Dusty Rose	#D4A5A5	
Warm Taupe	#C9B8A8	

Color Philosophy

• **Classic Black (#1A1A1A):** Sophistication, elegance, Italian design heritage
• **Cream White (#F5F5F0):** Purity, freshness, natural beauty
• **Soft Blush (#F4E4D7):** Romance, warmth, feminine grace
• **Sage Green (#A8B5A0):** Natural growth, botanical connection
• **Dusty Rose (#D4A5A5):** Timeless florals, gentle sophistication

Typography

Elegant, timeless typefaces reflect the boutique's commitment to quality and aesthetic refinement.

Primary Typeface: Playfair Display / Didot

Usage: Logo, headlines, premium messaging, event materials
Characteristics: Elegant serif, high contrast, editorial quality, sophisticated
Conveys: Luxury, timeless beauty, Italian heritage

Secondary Typeface: Lato / Avenir

Usage: Body copy, product descriptions, pricing, digital content
Characteristics: Clean sans-serif, warm, approachable, highly readable
Conveys: Modern accessibility, clarity, professionalism

Type Hierarchy

Element	Font	Size	Weight	Usage
Display Headlines	Playfair Display	48-72pt	Regular	Events, features
H1 Headlines	Playfair Display	32-42pt	Bold	Main headings
H2 Subheadings	Lato	20-28pt	SemiBold	Section headers
Body Text	Lato	14-16pt	Regular	Descriptions
Small Text	Lato	11-13pt	Light	Captions, tags

Logo Usage Guidelines

Clear Space

Maintain clear space equal to the height of the 'F' monogram on all sides of the logo. This ensures visual breathing room and prevents clutter.

DO:

✓ Use approved logo files from brand assets
✓ Maintain proportions when resizing
✓ Place on clean, high-contrast backgrounds
✓ Use monogram alone for small applications (social avatars, stamps)
✓ Preserve delicate line work - ensure printing/display quality

DON'T:

✗ Stretch, compress, or distort the logo
✗ Change logo colors (use black or white only)
✗ Rotate or flip the logo
✗ Add outlines, shadows, or effects
✗ Place on busy floral backgrounds that compete with logo
✗ Recreate or modify botanical illustrations

Brand Voice & Personality

Fiorire speaks with grace, warmth, and Italian-inspired sophistication.

Brand Personality:

• **Elegant:** Refined aesthetic, premium quality, timeless beauty
• **Warm:** Approachable luxury, personal service, heartfelt occasions
• **Artisanal:** Crafted with care, attention to detail, bespoke arrangements
• **Romantic:** Celebrating love, beauty, life's special moments
• **Italian Heritage:** 'Fiorire' (to bloom) - celebrating growth and flourishing

Tone of Voice:

Formal occasions: Elegant, poetic, evocative
Everyday content: Warm, inviting, accessible
Product descriptions: Detailed, sensory, descriptive
Social media: Engaging, visual-first, community-focused

Visual Style

• **Photography:** Natural light, soft focus, editorial quality
• **Composition:** Clean, uncluttered, emphasis on botanical beauty
• **Styling:** Organic arrangements, textural elements, subtle props
• **Mood:** Romantic, timeless, aspirational yet achievable

Applications

This brand identity extends across:
• Packaging and wrapping materials
• Social media (Instagram, Facebook)
• Boutique signage and interiors
• Business cards and stationery
• Website and digital platforms
• Event materials and collaborations
• Product tags and care cards

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Fiorire - Where Italian Elegance Meets Botanical Artistry
Islamabad, Pakistan