RUCHE

BRAND GUIDELINES

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OUR STORY

RUCHE WAS BORN FROM ONE SIMPLE BELIEF: MOTHERHOOD DESERVES BETTER DESIGN.

Like many first-time mums, our founder Veronique was overwhelmed by the sea of baby products that were clunky, babyish, or simply unsafe. Her lightbulb moment came in a public bathroom, faced with an unhygienic change table and no stylish, sanitary solution in sight. That experience sparked a mission - to create products that protect our babies while empowering mums to feel confident, chic, and put together.

At Ruche, we use innovative materials like premium silicone leather to deliver products that are germ-resistant, vegan, and gentle on sensitive skin — without ever sacrificing style. Our designs fold seamlessly into a modern lifestyle, proving that safety and practicality can live beautifully alongside fashion and function.

Ruche isn't just a baby brand. It's a parent-first movement, built for the woman behind the mother - the one who refuses to compromise on style, safety, or her sense of self.

Because she's not just a mum. She's a Ruche mum.

Who we're for

FOR THE WOMAN BEHIND THE MOTHER.

She's chic, intentional, and doesn't compromise. Ruche speaks to her world - products designed to fit her lifestyle, not the other way around.
Because she's not just a mum. She's a Ruche mum.

THE PROBLEM

Baby products have always been designed with the baby in mind — not the parent. That means clunky prints, unhygienic fabrics, and designs that clash with your lifestyle. Public change tables? A germ trap. Traditional mats? Hard to clean, quick to stain, and anything but chic.

Ruche changes the game with parent-first design. Our antibacterial silicone leather mat is naturally germ-resistant, wipes clean in seconds, and folds into a clutch-style silhouette you'll actually want to carry. Safe, vegan, and gentle on sensitive skin — all in elevated tones that blend seamlessly into your wardrobe and your world.

OUR SOLUTION

GERM-RESISTANT BY DESIGN

Public change tables can host millions of germs. Ruche said no thanks. Our premium silicone leather is sleek, non-porous, and naturally antimicrobial, meaning bacteria doesn't stand a chance. Unlike cotton, which absorbs moisture and harbours germs for hours, Ruche keeps surfaces hygienic and safe from the first change to the last.

EFFORTLESS CLEANING

Motherhood is messy enough - your changing mat shouldn't be. Ruche's silicone leather resists stains, odours, and sticky moments with ease. A quick wipe-down and it's spotless again. Need more? It can handle high-heat sterilisation too. No endless laundry piles, no scrubbing, no stress — just clean, every single time.

SAFETY FIRST, ALWAYS

Your baby's skin deserves better. Our silicone leather is vegan, eco-conscious, hypoallergenic, and free from PVC and phthalates. Soft to the touch yet designed for durability, it's the safest material you'll lay your little one on - with the added peace of mind that every choice is as gentle on the planet as it is on your baby.

STYLE WITHOUT COMPROMISE

Who said baby gear can't be chic? Ruche's mats come in elevated textures and tonal shades - Ink Black, Mocha Brown, Creamy Ivory, Sage Green - designed to blend seamlessly into your wardrobe, your home, and your lifestyle. Because motherhood should complement your style, not compromise it.

LUXURY LOOK, PRACTICAL CORE

Ruche folds down into a clutch-style silhouette that could pass as your favourite designer bag. Slide it into your tote, clip it onto your stroller, or carry it solo - it's compact, discreet, and still roomy enough to stash nappies and wipes inside. The perfect balance of form and function, designed with the modern mum in mind.

GENEROUS SIZE

From newborn curls to toddler wiggles, Ruche grows with your child. At 32cm x 75cm unfolded, it's generously sized to make every change comfortable — at home, in the café, or on the go. One mat, endless moments.

WE BELIEVE

STYLE IS PART OF THE STORY.

Motherhood doesn't mean compromising on aesthetics — design should elevate, not diminish, your world.

SAFETY IS NON-NEGOTIABLE.

Every product we create is built on the foundation of safe, sustainable, and skin-friendly materials.

MINIMAL DESIGN THAT GIVES YOU MORE.

You don't need more baby gear, you need smarter, multifunctional essentials that last.

LUXURY SHOULD BE LIVED IN.

Practical doesn't have to look plain — products can be both functional and aspirational.

MOTHERHOOD DESERVES RESPECT.

We create with the woman behind the mother in mind — her identity, her confidence, and her sense of self.

WE CARE FOR THE CARER.

Every product is designed to support the mum behind the motherhood - because when she feels confident, stylish, and supported, everything else flows.

KEY MESSAGES

BRANDMARKS & CLEARSPACE

Your brandmarks serve as the visual anchor of your identity. They represent who you are at a glance—instantly recognizable, memorable, and true to your core values. Here, we establish the elements and usage guidelines that ensure your brandmarks make a consistent and lasting impression.

RUCHE

BABY

Full Stack

RUCHE

Icon

Wordmark

LOGO SUITE

A logo is the primary visual symbol of a brand. It's a recognisable mark that represents who you are at a glance—helping people identify, remember, and connect with your business.

More than just a design, a logo is a key brand asset. It captures the spirit of your brand and serves as a shorthand for your identity across all touchpoints—whether digital, print, or physical. When used consistently, it builds familiarity, trust, and recognition over time.

Editorial and fashion-led, designed to endure across seasons and trends.

Refined serif letterforms balance strength and elegance, echoing heritage luxury brands.

RUCHE

Crisp edges paired with soft curves create a sophisticated, modern aesthetic.

Clear spacing gives the logo a calm, confident presence.

DESIGN CONCEPT

The design concept is the creative foundation behind the brand's visual identity. It's where strategy meets style—translating the brand's purpose, values, and personality into a visual language that feels intentional, cohesive, and memorable.

Every element—from the logo and typography to the colour palette and layout—has been thoughtfully crafted to express something deeper. The design is not just about looking good; it's about meaning. Shapes, styles, and symbols are chosen to reflect the brand's story, evoke the right emotions, and communicate clearly with its audience.

RUCHE

BABY

Clearspace

RUCHE

BABY

Minimum Size 50px

FULL LOGO STACK

Your full logo stack refers to the complete set of logo variations created to ensure flexibility across different uses and formats. These variations work together to maintain consistency while allowing the brand to adapt to different spaces, sizes, and contexts.

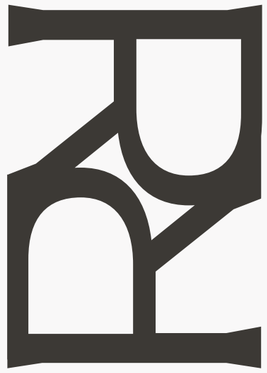
RUCHE

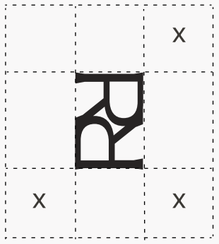
Clearspace

Minimum Size 50px

PRIMARY LOGO

This is the main logo—the hero of your visual identity. It's the most complete version, usually combining your brand name and brandmark (if applicable). It's designed for use in most prominent placements, like websites, packaging, signage, or printed materials where space allows.





Clearspace

Minimum Size 10px

BRAND MARK

Also known as an icon or symbol, this is the most minimal representation of your brand. It's often a visual motif or monogram extracted from your full logo. The brandmark is ideal for small-scale applications like social media profiles, favicons, or embroidery—where simplicity and instant recognition matter most.

RUCHE

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LOGO PERMITTED COLOURS

To maintain brand integrity and recognition, the logo should only appear in approved colour variations. These variations have been selected to ensure maximum legibility, visual impact, and consistency across all applications.

COLOUR

Colour sets the tone, conveys emotion, and helps your brand stand out. In this section, we define your primary and secondary palettes along with their proper use. By applying these hues consistently and thoughtfully, you'll create a cohesive visual language that resonates with your audience.

BLACK

PMS	Black 2 C
RGB	61 57 53
CMYK	63 62 66 57
HEX	#3D3935

OFF WHITE

PMS	2009 C
RGB	230 188 117
CMYK	6 28 69 0
HEX	E6bc75

GREY

PMS	425 C
RGB	84 88 89
CMYK	67 55 54 29
HEX	545859

COLOUR PALETTE

A logo is the primary visual symbol of a brand. It's a recognisable mark that represents who you are at a glance—helping people identify, remember, and connect with your business.

More than just a design, a logo is a key brand asset. It captures the spirit of your brand and serves as a shorthand for your identity across all touchpoints—whether digital, print, or physical. When used consistently, it builds familiarity, trust, and recognition over time.

Ruche's palette is deliberately monotone, built on shades of grey, black, cream, and soft neutrals. This restrained approach creates a high-end, editorial feel - the kind of understated luxury you'd expect from fashion houses rather than baby aisles.

Black

OFF WHITE

Grey

COLOUR HIERARCHY & GUIDANCE

Primary colours should lead the design and carry the most visual weight. Secondary colours should be used to highlight, support, or differentiate sections without overpowering the core brand look. Maintaining this balance helps the brand remain consistent and recognisable while allowing creative flexibility.

THIS IS THE COLOUR THAT YOUR TEXT SHOULD BE ON THIS BASE COLOUR.

THIS IS THE COLOUR THAT YOUR TEXT SHOULD BE ON THIS BASE COLOUR.

THIS IS THE COLOUR THAT YOUR TEXT SHOULD BE ON THIS BASE COLOUR.

COLOUR COMBINING

Colours within the palette have been chosen to work harmoniously together. When combining colours, aim for strong contrast between background and text to ensure readability. Use primary and secondary colours in proportion—avoid using all colours equally. Instead, establish a dominant colour and allow supporting shades to complement, not compete.

TYPOGRAPHY

Typography shapes the voice and personality of your brand. It affects readability, tone, and how your audience perceives your message. Here, we establish your chosen typefaces, their hierarchies, and best practices for clear, compelling communication.

LOGO	HEADINGS	BODY	FEATURE
RUCHE	BABY CHANGE BAG	Ruche uses premium silicone leather, a material engineered for modern, busy and stylish mums.	Black
	Arpona - Thin	Neue Haas Grotesk - Regular	This Reality - Regular

TYPOGRAPHY SUMMARY

Typography plays a key role in shaping how your brand is perceived. It supports your tone of voice, enhances readability, and creates visual consistency across all communications. Your brand fonts have been carefully selected to reflect your personality and ensure clarity, whether you're designing for print, digital, or social.

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUZWXYZ
0123456789

ARPONA

Thin
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUZWXYZ
0123456789

Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUZWXYZ
0123456789

Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUZWXYZ
0123456789

PRIMARY TYPEFACE

This is your hero font—the main typeface used across most branded materials. It typically appears in headlines, large titles, and key brand messaging. The primary typeface sets the overall tone of the brand's visual voice and should feel aligned with your brand personality (e.g. bold, refined, approachable, modern).

Use this font to create a strong first impression. It should be distinctive, legible at all sizes, and consistently applied across key touchpoints like websites, packaging, presentations, and marketing campaigns.

Arpona is the typeface at the heart of Ruche's identity. A modern serif with clean, sculptural details, it strikes the perfect balance between editorial sophistication and everyday clarity. Its subtle curves feel approachable, while its refined structure carries the authority of luxury branding.
By using Arpona consistently across the brand, Ruche creates a look that is timeless, recognisable, and quietly powerful - echoing the aesthetic cues of high-fashion mastheads while remaining fresh and contemporary. It's a font that feels just as at home in a campaign headline as it does on product packaging, reinforcing Ruche's position as a lifestyle brand for modern mums.

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUZWXYZ
0123456789

NEUE HAAS GROTESK

55 Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUZWXYZ
0123456789

65 Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUZWXYZ
0123456789

75 Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUZWXYZ
0123456789

SECONDARY TYPEFACE

Your secondary font complements the primary typeface and is used primarily for body copy and supporting text. It should be clean, highly legible, and work well across long-form content. While it plays a supporting role, it's just as important - offering balance and clarity across your communications.

This font ensures your brand remains functional as well as beautiful. It should maintain consistency and tone, while providing flexibility for more detailed information.

Balancing the elegance of Arpona, Neue Haas Grotesk is Ruche's clean, modern body font. Minimalist and timeless, it delivers clarity and readability across every touchpoint - from product descriptions to digital content. Its pared-back design ensures that the brand's storytelling feels accessible and effortless, while still carrying the quiet sophistication Ruche is known for. By pairing Neue Haas Grotesk with Arpona, we create a visual rhythm: editorial headlines with chic, understated body text that feels fresh, modern, and unmistakably stylish.

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

THIS REALITY

Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FEATURE TYPEFACE

Accent or display fonts are used sparingly for moments of visual flair—like quotes, headlines in campaign assets, or creative graphics. These fonts add a distinctive, expressive element to your type system and help draw attention when used intentionally.

They should never compete with your core fonts, but rather enhance select applications where extra personality or emphasis is needed.

This Reality is Ruche's expressive, handwritten script, used sparingly to add a sense of intimacy and texture. With its loose, editorial strokes, it mimics the feel of handwriting found in high-fashion magazines or personal journaling — aligning perfectly with our collage and scrapbook-inspired design elements.

01. *Feature*

02. # HEADING

03. ## SUB HEADING

04. Like many first-time mums, our founder Veronique was overwhelmed by the sea of baby products that were clunky, babyish, or simply unsafe. Her lightbulb moment came in a public bathroom, faced with an unhygienic change table and no stylish, sanitary solution in sight. That experience sparked a mission - to create products that protect our babies while empowering mums to feel confident, chic, and put together.

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05. SHOP NOW

HIERARCHY & USAGE

Typography hierarchy is the system that helps readers understand the order of importance in your content. It's how we guide the eye—from headings to subheadings, to body copy—making your communication clear, scannable, and easy to navigate.

A strong hierarchy ensures consistency across every touchpoint, while also reinforcing your brand voice.

01. This Reality

2. Arpona Regular

3. Arpona Regular

4. Neue Haas Grotesk

4. Neue Haas Grotesk

IMAGERY

Imagery is your brand's storytelling tool—bringing your values, products, and experiences to life. This section outlines the style, mood, and subject matter that align with your brand. By following these guidelines, you ensure every photo or illustration adds meaning and depth to your visual narrative.

CAMPAIGN IMAGERY

Our campaign imagery is not just about products - it's about capturing a lifestyle. Each shot reflects the world of the Ruche mum: stylish, confident, and effortlessly put together, even in the small, everyday moments of motherhood.

The imagery is candid yet polished, blending the intimacy of real life with the sophistication of high fashion. It shows mums on the go, at cafés, walking the city streets, or simply enjoying time with their children - always with an editorial lens. This balance makes Ruche feel less like a traditional baby brand and more like a lifestyle movement, where parenting essentials are woven seamlessly into the rhythm of modern living.

PRODUCT IMAGERY

Our product imagery positions Ruche pieces as more than parenting tools - they're objects of desire. Shot with the same precision and styling as high-end fashion accessories, each image highlights material quality, craftsmanship, and form. Rich textures, clean lines, and curated backdrops place our products in aspirational settings - at cafés, in transit, or styled against everyday luxury.

The approach is intentional: we want our products to feel like the bag you'd reach for even without the baby, seamlessly fitting into a modern wardrobe and lifestyle. By elevating product shots to look editorial, Ruche blurs the line between baby essentials and luxury fashion, reinforcing our mission to create parent-first products that look as good as they function.

IMAGERY CASTING

Our casting is all about effortlessly cool women - pregnant and mothers who embody confidence, style, and modern sophistication. These are women who don't lose their sense of self in motherhood, but instead fold parenting seamlessly into their lifestyle.

They feel aspirational yet relatable: sipping coffee at a café, walking city streets, or simply enjoying quiet moments with their child. Their wardrobes lean toward pared-back luxury - clean lines, timeless tailoring, and fashion-forward essentials. By choosing women who are stylish, grounded, and culturally relevant, we reinforce the idea that Ruche is not a baby brand, but a lifestyle brand for modern mums.

GRAPHIC ELEMENTS

Graphic elements are the supporting visual tools that bring your brand to life beyond the logo. They add texture, personality, and visual interest, helping to create a cohesive look across all brand touchpoints.

These elements are not just decorative—they're purposeful extensions of your identity. Whether subtle or bold, they reinforce your tone, make content more engaging, and help you stand out in a memorable way.

STORAGE SMART

GENEROUS SIZE

STAIN & WATERPROOF

LIGHTWEIGHT & COMPACT

HYPOALLERGENIC

WIPE-CLEAN

SOFT

SAFE

VEGAN & CRUELTY FREE

DURABLE

LUXURY LOOK

SIGNATURE WEAVE

ICONOGRAPHY

Iconography is a visual language that enhances your brand's communication. Custom icons provide clarity and consistency, helping users navigate your materials or digital platforms with ease. Whether used on websites, packaging, or marketing collateral, icons should align with your brand's aesthetic, be instantly recognisable, and add a touch of personality to your design. Thoughtfully designed iconography ensures your brand feels cohesive and professional across all touchpoints.

DESIGN ELEMENTS

Ruche's collage elements bring a tactile, lifestyle-led layer to the brand. Think torn edges, layered paper, and mixed textures -details that mimic the feel of a family album, but elevated with a fashion-editorial eye. These scrapbook-style touches create intimacy and authenticity, softening the sleek minimalism of the core identity.

By weaving in collage, we capture the realness of motherhood - the moments collected, the stories layered, the beauty found in the everyday. It's a design device that balances Ruche's high-end polish with a sense of warmth and personal connection, ensuring the brand feels both aspirational and lived-in.

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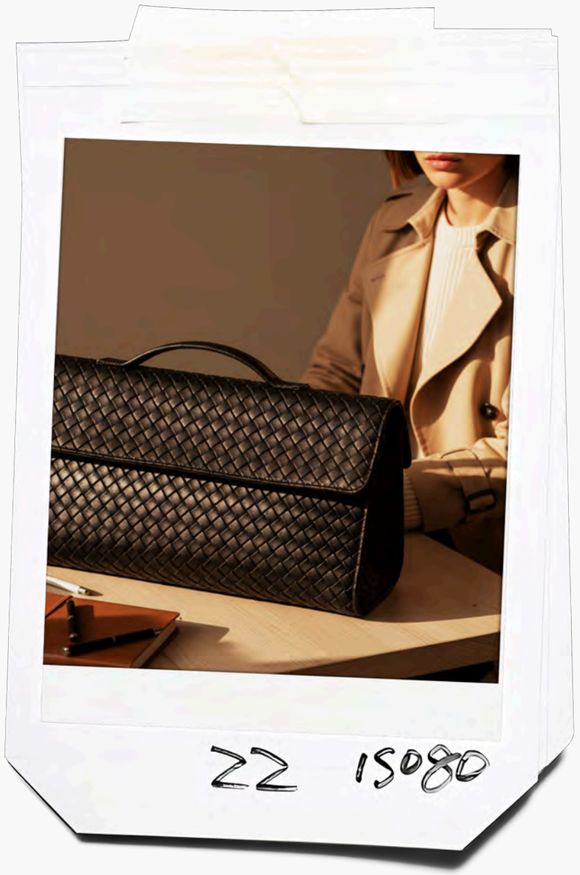

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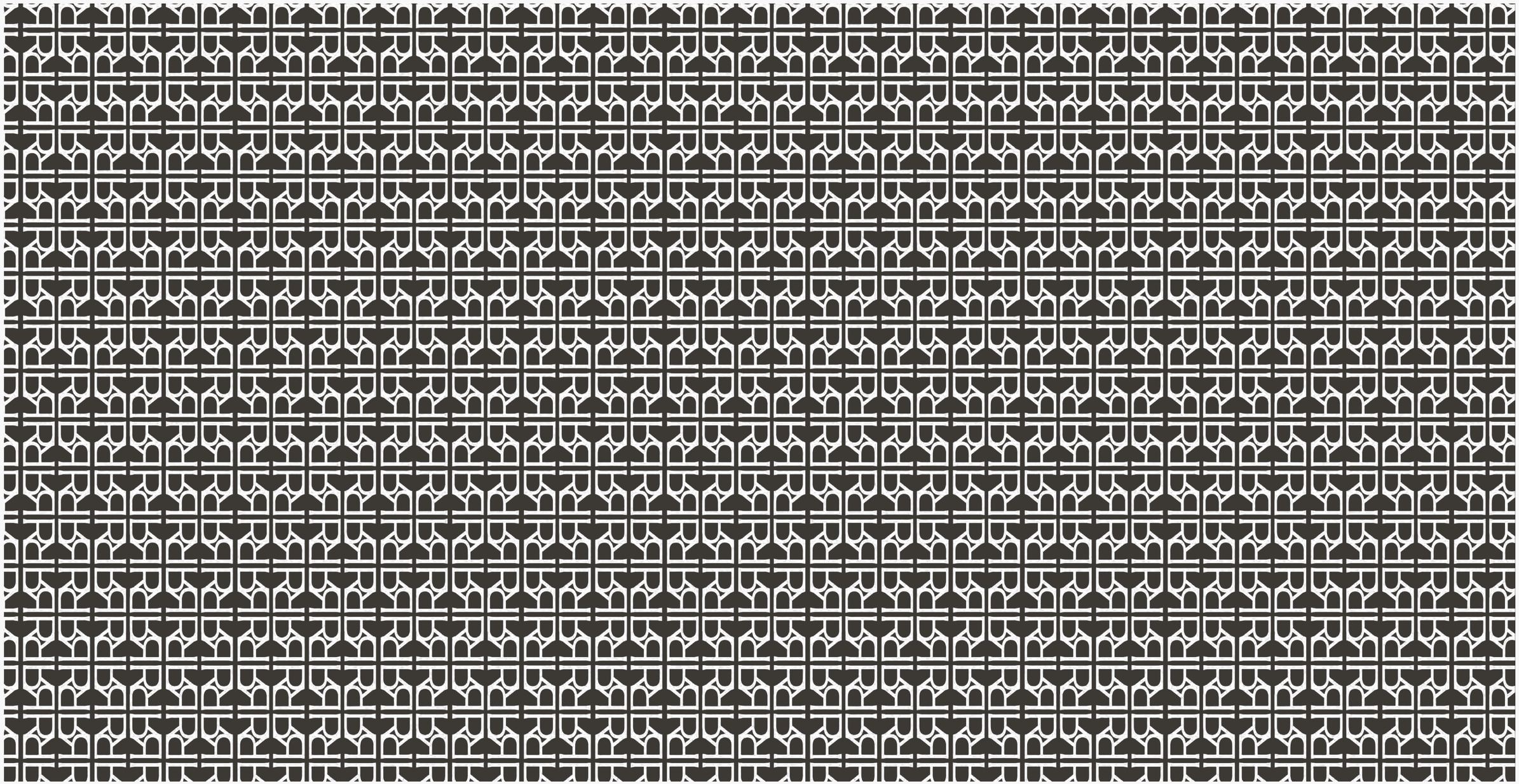


PATTERN

Ruche's signature pattern is a tessellation of the brandmark, creating a visual language that's both subtle and iconic. Repeated seamlessly, it forms a textured backdrop that nods to the heritage of luxury houses while keeping a modern, minimal edge.

The pattern isn't decoration for decoration's sake — it's an extension of the brand's identity, instantly recognisable and versatile across packaging, campaigns, and digital touchpoints. Used in monotone or embossed applications, it adds quiet depth, sophistication, and a sense of belonging to the Ruche world.

APPLICATION & ART DIRECTION

Application is how your brand shows up in the real world — across digital, print, packaging, campaigns, and beyond. It's the practical rollout of your identity in a way that feels seamless, intentional, and recognisable.

Art Direction ensures every visual output feels cohesive and aligned with your brand's tone, mood, and vision. From photoshoots to social tiles, it's the creative oversight that ties everything together.

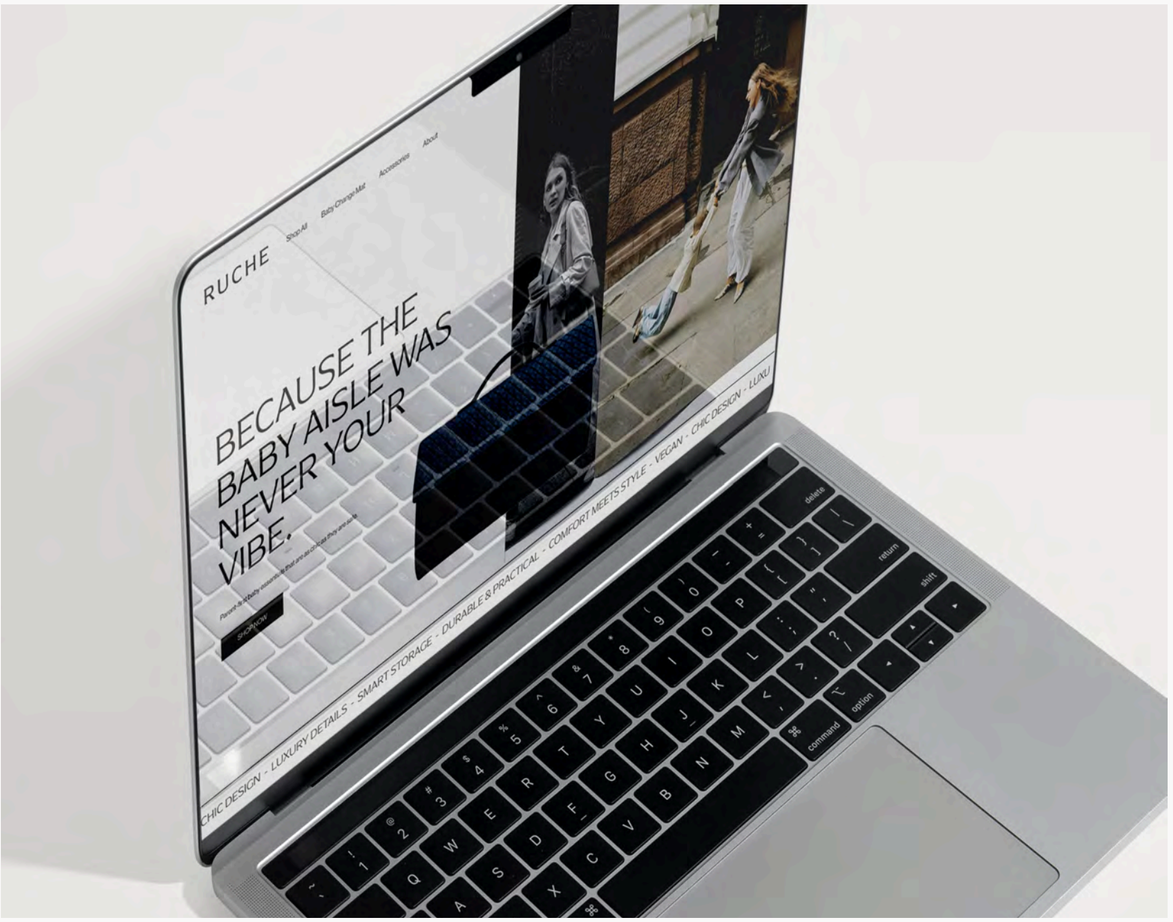
Social Media

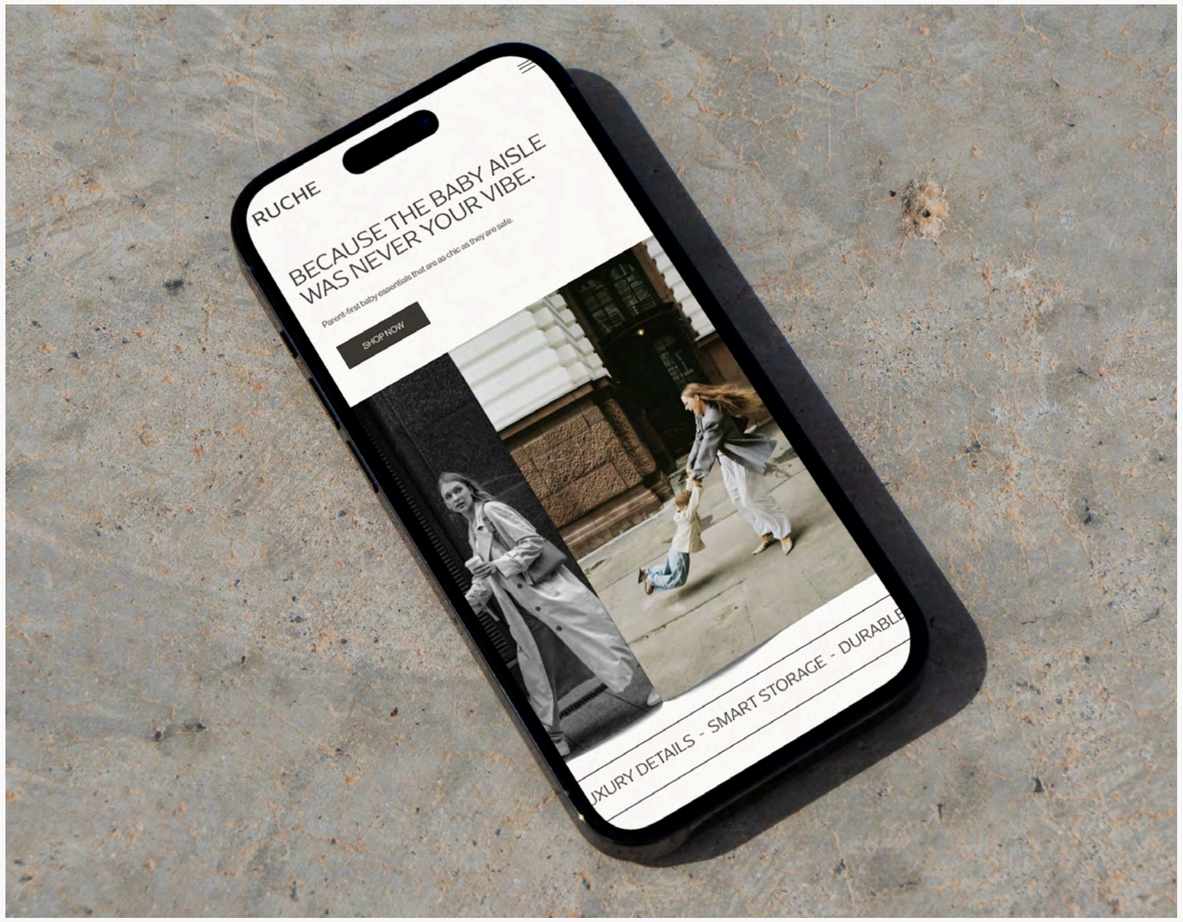
Favicon

SOCIAL ICON & FAVICON

For optimal use on social channels, a profile icon version of the logo is provided. By using the Brandmark, we maximise our space and take away any issues relating to legibility. The clearspace is adjusted to secure maximise impact.

Here the margin size is equal to one third of the size of the icon ensuring there is enough room to breathe.
In social situations, we never shout. So here the icon is a little smaller, while still sitting slightly to the right to make it optically central.

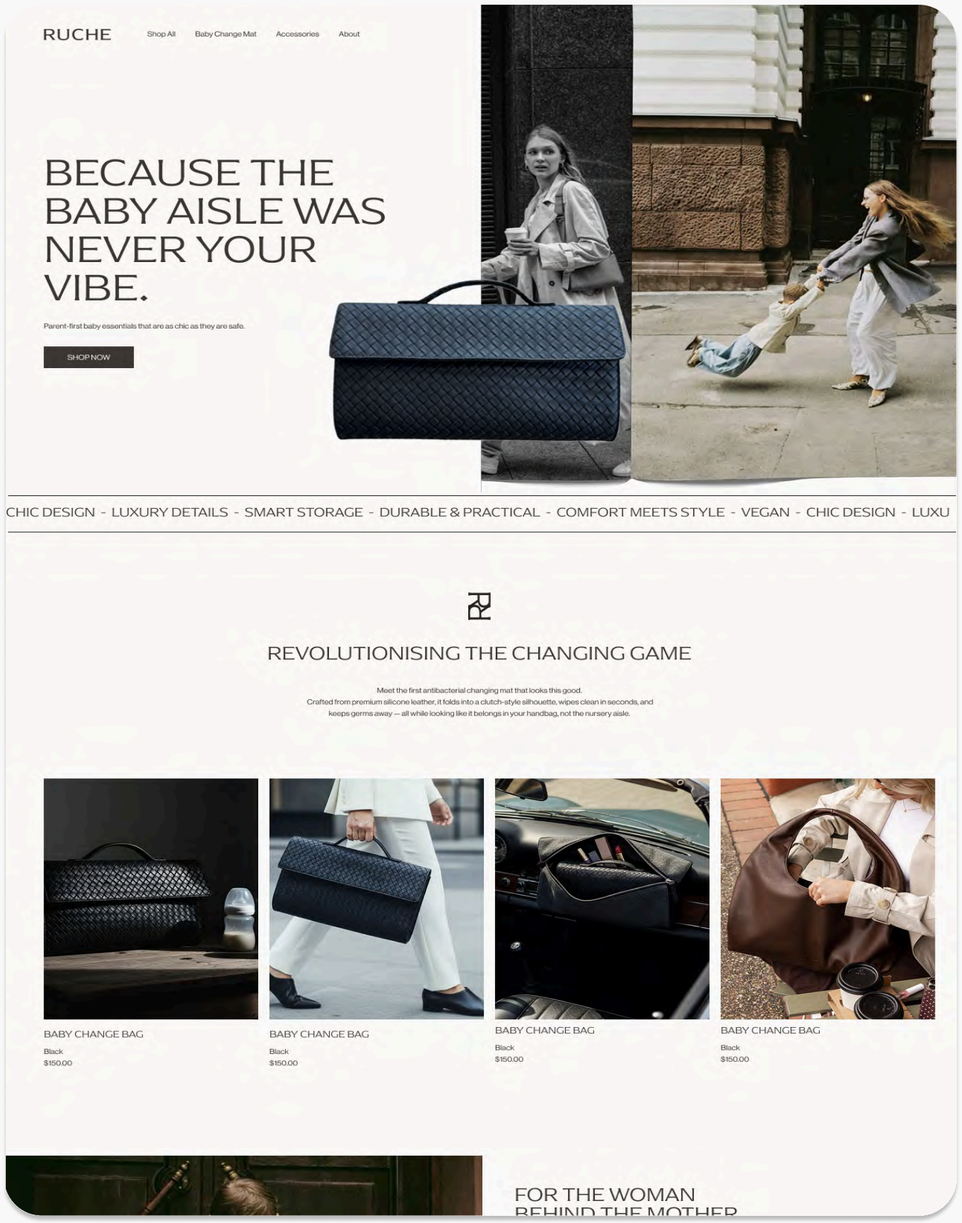




WEBSITE DESIGN

Your website is often the first touchpoint your audience has with your brand—it's your digital storefront. Consistency across design elements helps build trust, recognition, and a seamless brand experience.

In digital applications, your brand identity should be applied thoughtfully and intentionally to reflect your values and visual language. This includes using your colour palette, typography, logo suite, and graphic elements in line with the guidelines provided.



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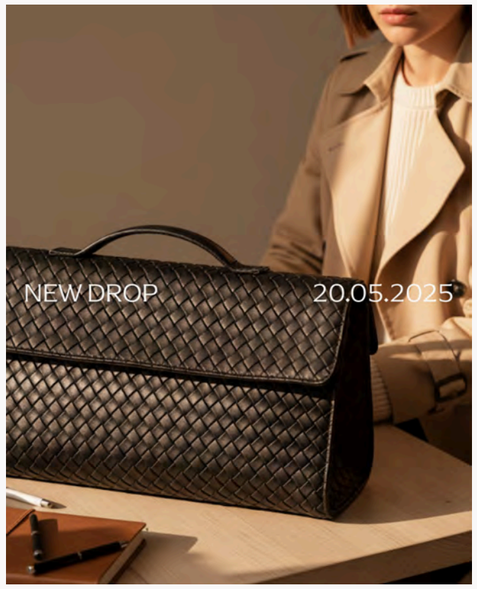
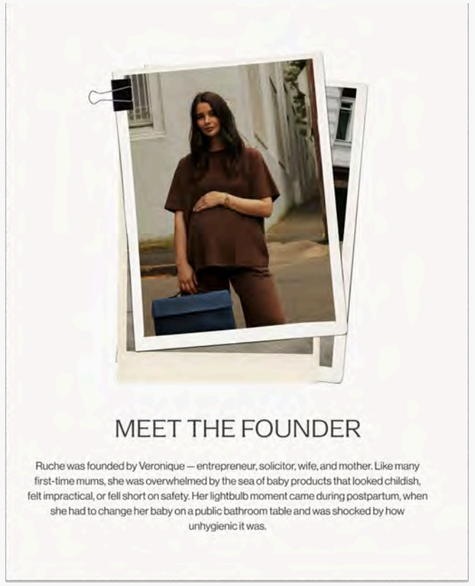
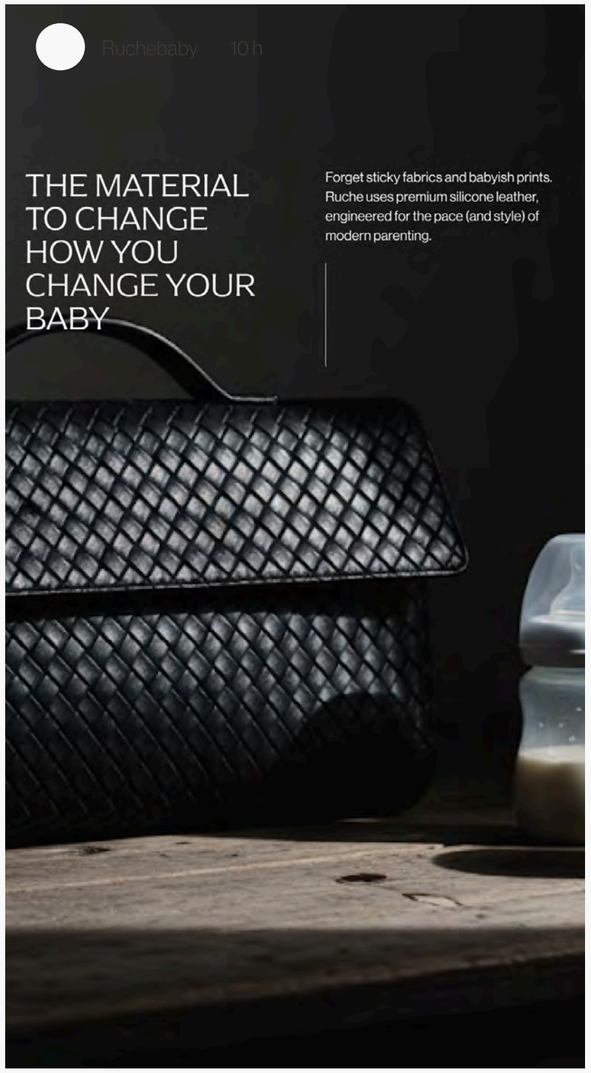
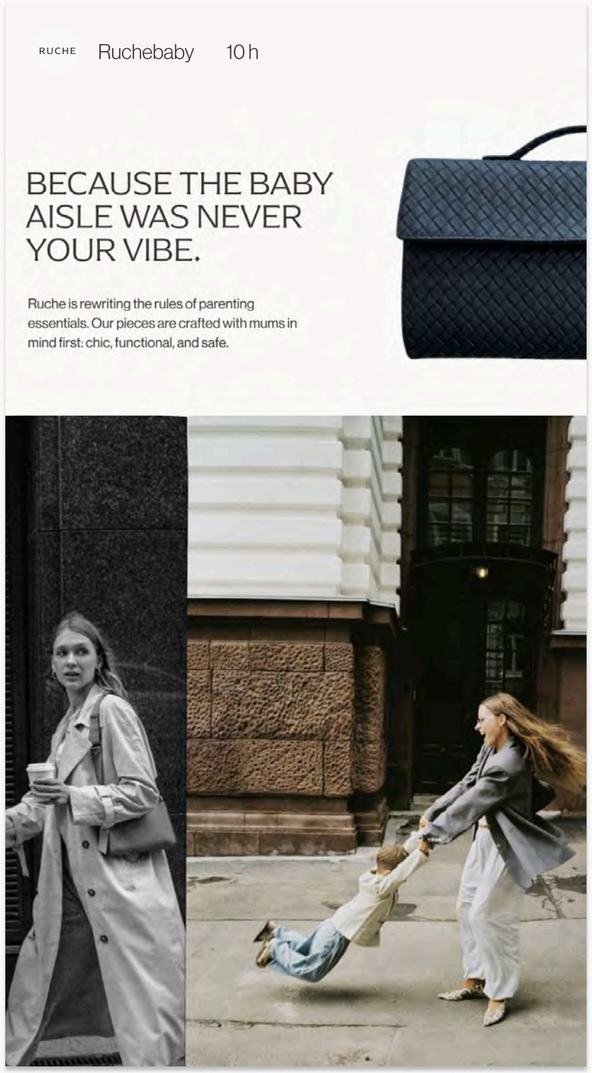




SOCIAL CONTENT

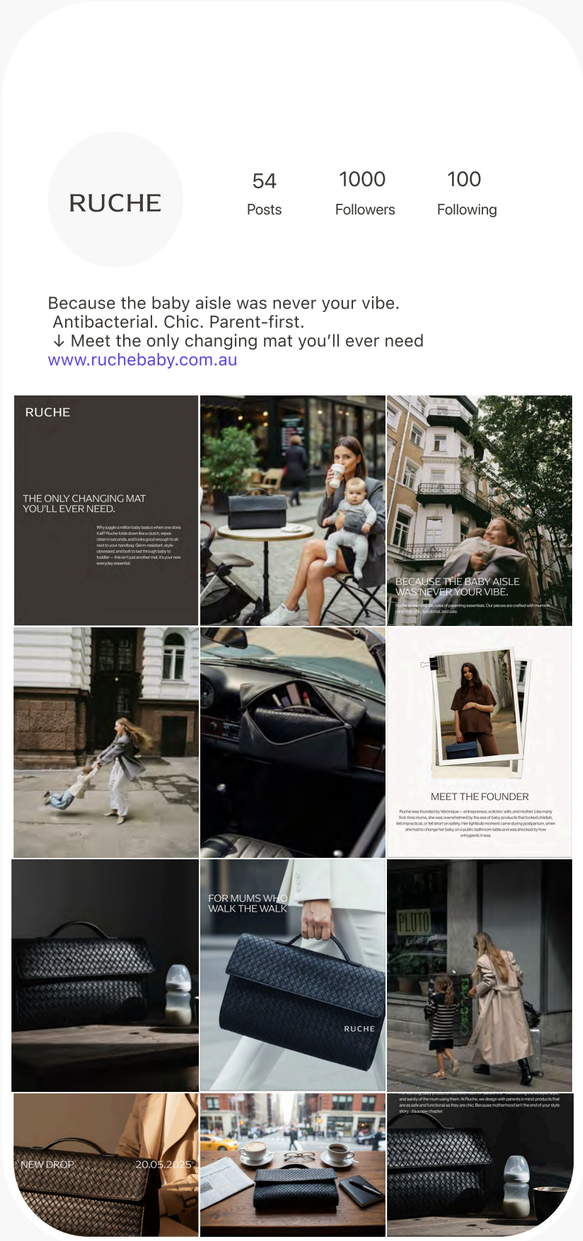
Social media is where your brand shows up daily—it's a key touchpoint for awareness, engagement, and community building. Consistent and intentional branding across your social content helps create a cohesive experience and ensures you're instantly recognisable in a scroll-heavy world.

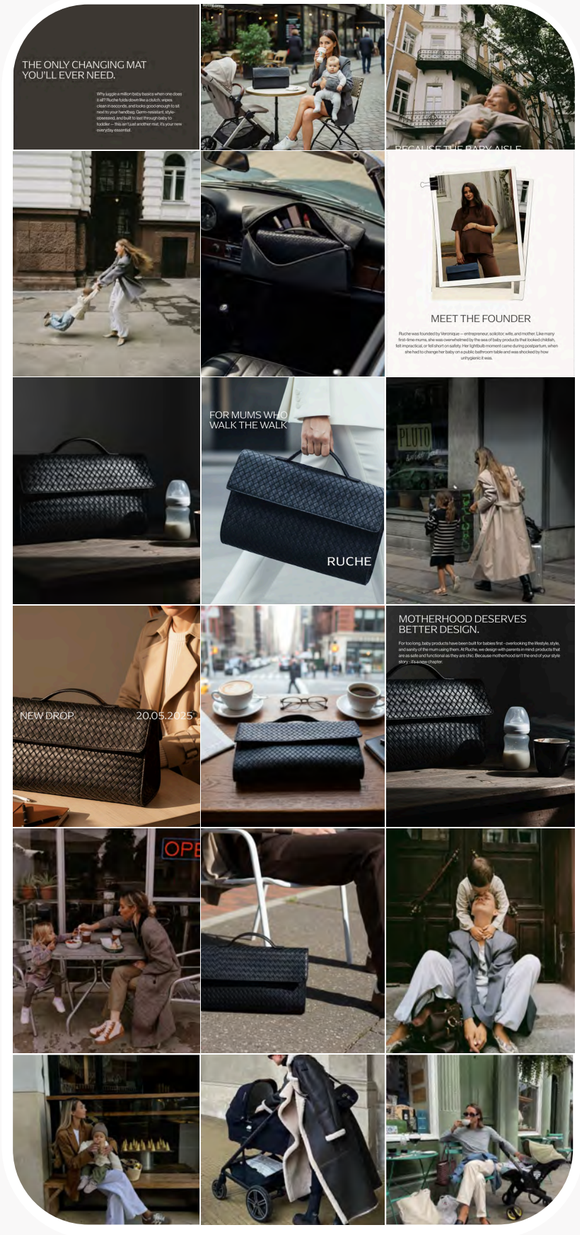




PAID CONTENT

Paid advertising is a powerful tool to increase brand visibility, drive traffic, and convert new customers—but only when it looks and feels like you. Every ad is a brand moment, so maintaining visual and tonal consistency is essential to build trust and recognition.



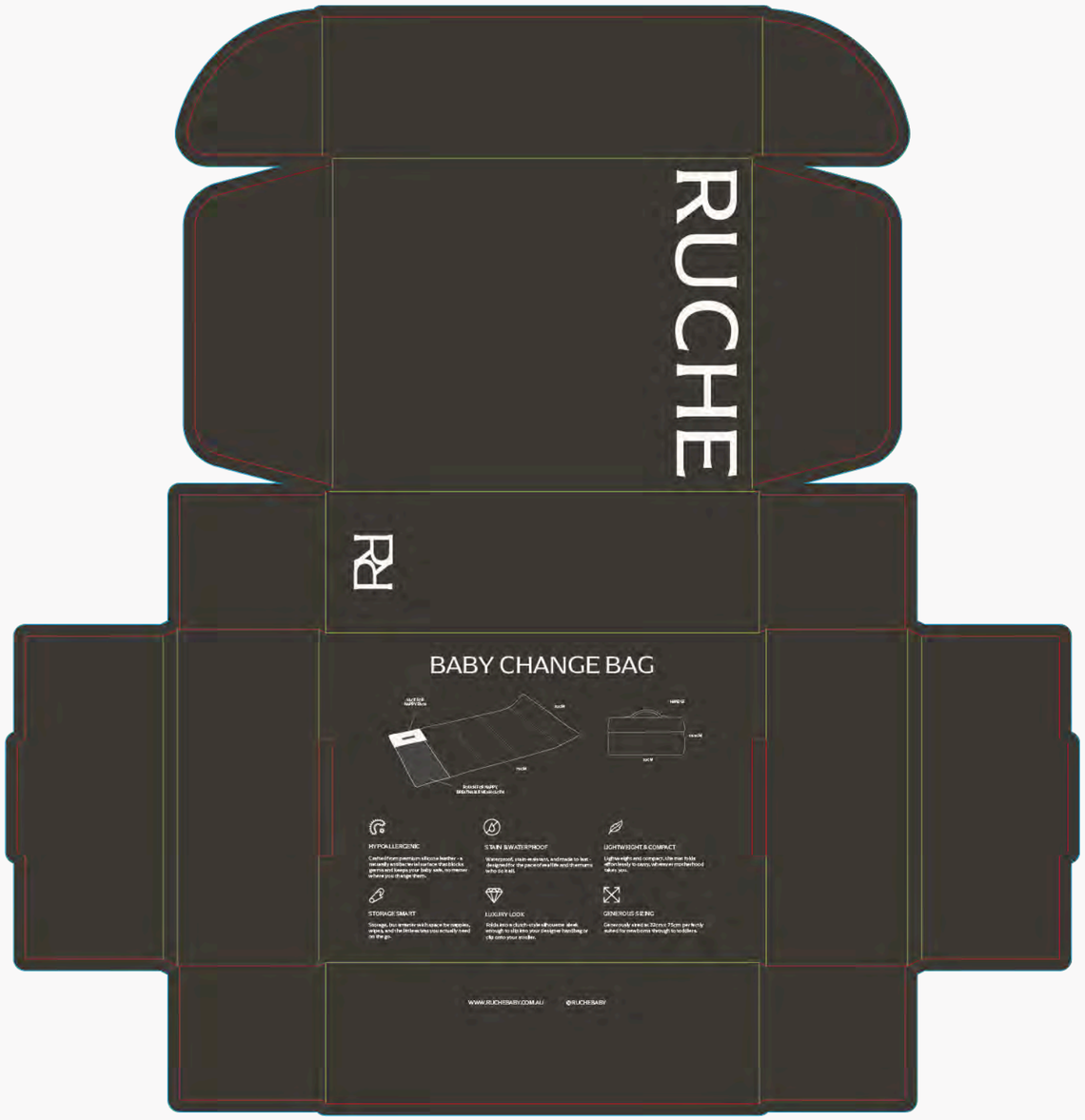


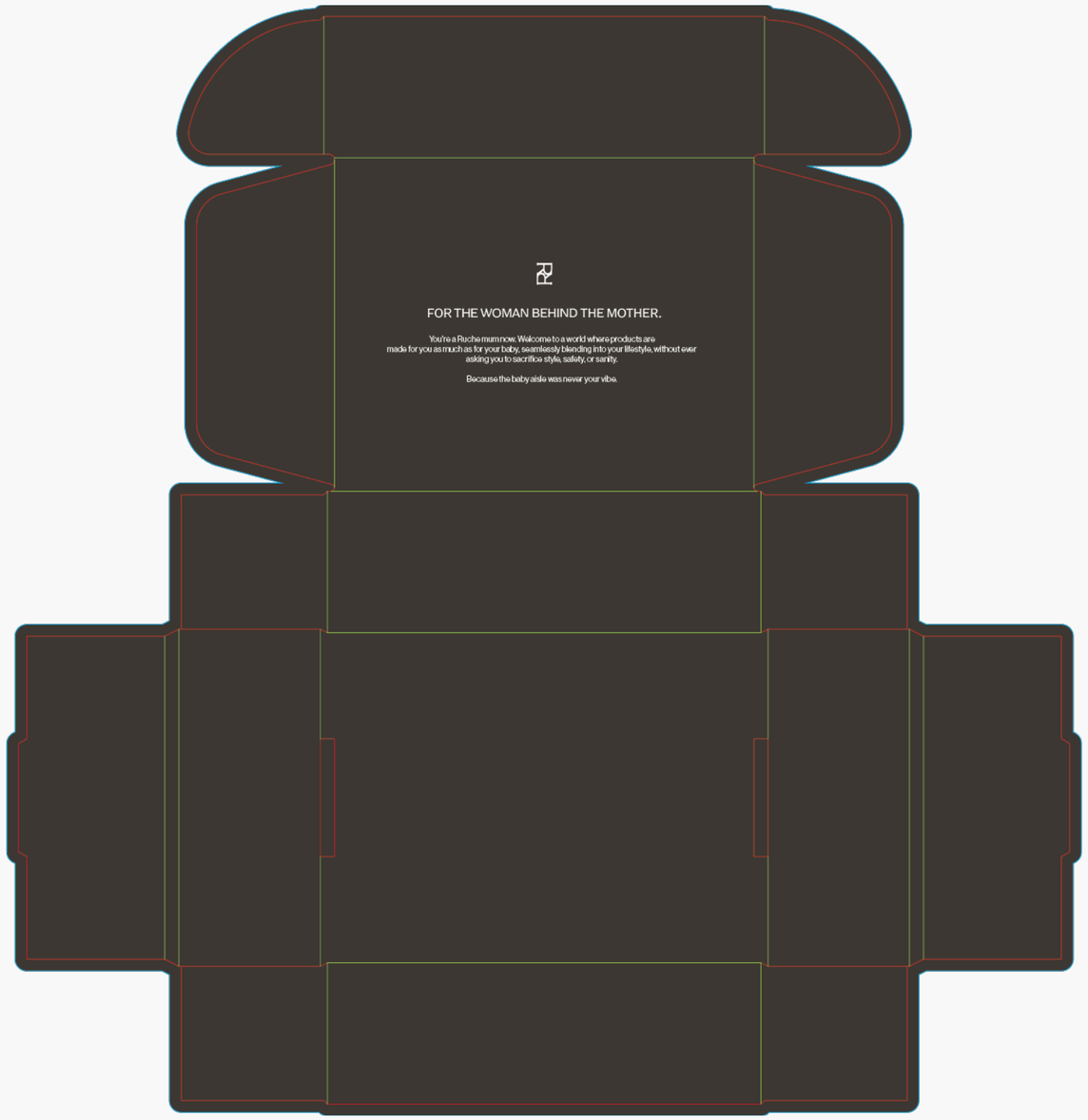
SOCIAL FEED

Organic social media content is your opportunity to build authentic connections with your audience. It's about sharing your brand's personality, values, and story in a way that feels genuine and relatable. From engaging posts and behind-the-scenes glimpses to user-generated content and community conversations, organic social media helps you nurture relationships, build trust, and foster a loyal following without relying on paid ads. Consistency, creativity, and authenticity are key to standing out and creating meaningful interactions.

PACKAGING & STATIONARY

Your packaging and stationery are more than just functional—they're an extension of your brand's identity. Thoughtfully designed packaging creates a memorable unboxing experience, connecting emotionally with your audience and reinforcing your brand's values. Stationery, from business cards to thank-you notes, ensures every touchpoint feels intentional and professional. Together, these elements create a cohesive, elevated brand presence that leaves a lasting impression.





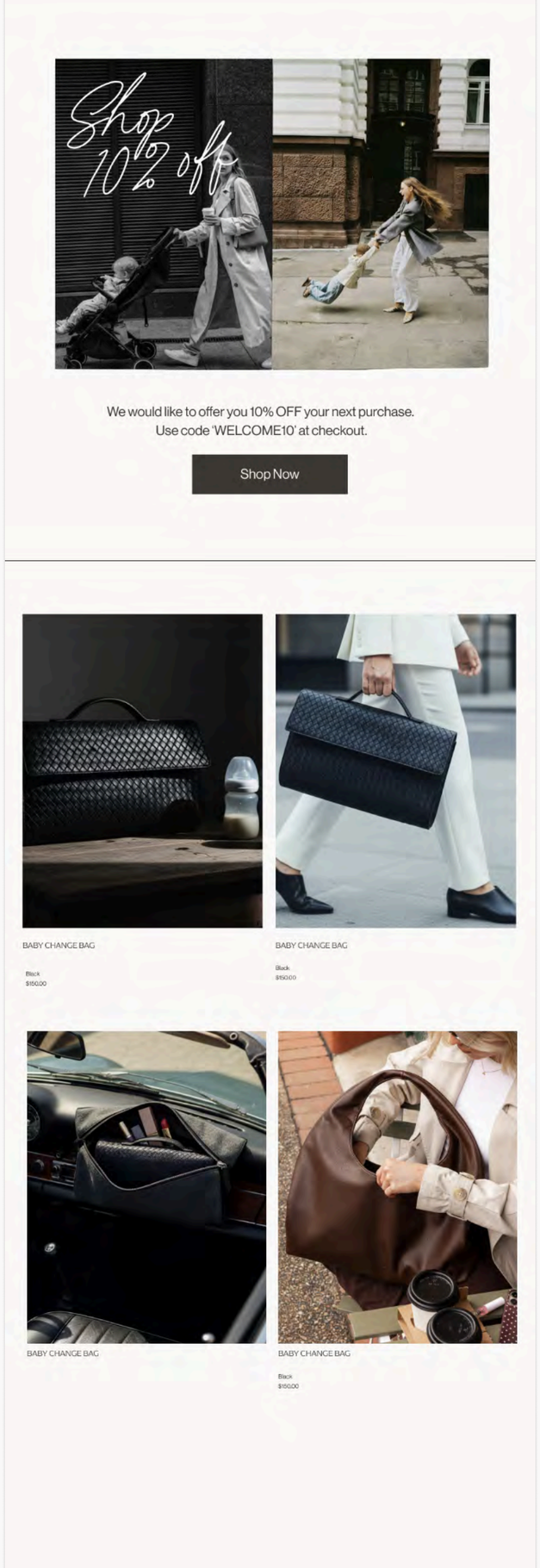
MAILER BOX

Our mailer box is more than packaging - it's an extension of the Ruche world. From the moment it arrives, it signals luxury, care, and intentional design. Every detail has been considered to reflect the same values as our products: chic, minimal, and uncompromising on quality.

Opening the box feels like being welcomed into a new lifestyle - one where motherhood is styled, curated, and celebrated. It's not just about what's inside, but the experience of unboxing, reminding every Ruche mum that she's part of something bigger: a community where safety meets style, and functionality meets fashion.

ADVERTISING

Advertising is your brand's megaphone, designed to capture attention and drive action. From digital ads to print campaigns, it's about delivering the right message to the right audience at the right time. A successful advertising strategy combines compelling visuals, persuasive copy, and clear calls to action, all aligned with your brand identity. Whether it's building awareness, promoting a product, or boosting sales, advertising ensures your brand stays top-of-mind and competitive in the market.

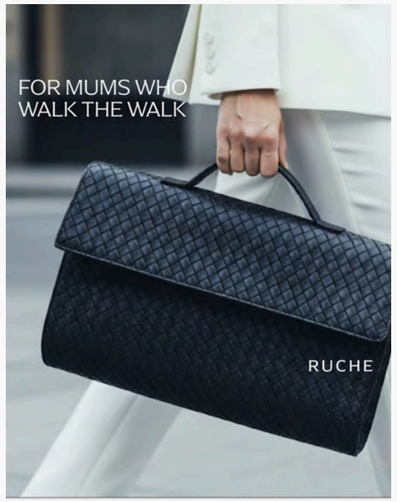


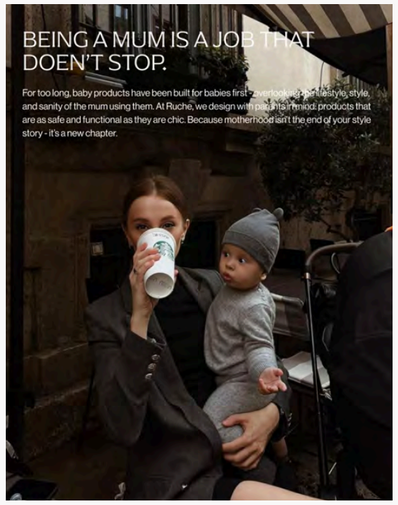
EMAIL MARKETING

Our email marketing campaigns are designed to engage and nurture leads and customers. We focus on delivering valuable content, personalized messaging, and visually appealing layouts that encourage opens, clicks, and conversions, ultimately driving business growth and fostering long-term relationships.

VISUAL SUMMARY

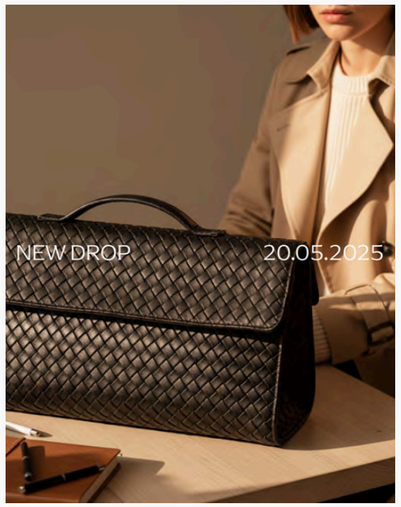
Your Visual Summary is a one-stop resource for all the elements you need to create a compelling visual presence. This includes templates, assets, and resources that empower you or your team to maintain brand integrity over time. With the right tools at your fingertips, it's easy to keep your brand looking and feeling its best.





RUCHE

BABY



VISUAL SUMMARY

Ruche's visual identity is defined by a balance of editorial polish and lived-in authenticity. Drawing inspiration from high-fashion campaigns, the imagery captures mothers in motion — chic, candid, and effortlessly cool — reminding us that Ruche is a brand designed for the woman behind the mother.

The typography pairing of Arpona's refined serif headlines with the clean, modern body of Neue Haas Grotesk creates a rhythm that feels both elevated and approachable, while the handwritten This Reality script adds a tactile, human layer.

A deliberately monotone palette of blacks, greys, creams, and soft neutrals signals quiet luxury and avoids babyish clichés, while collage-inspired elements bring warmth, texture, and a sense of storytelling reminiscent of both fashion magazines and family albums. The result is a brand world that feels confident, chic, and parent-first — communicating that Ruche is not just about baby products, but about a modern lifestyle where style, safety, and functionality live seamlessly together.

Think of your Brand Guidelines as the recipe card for your brand — the one you pass around so everything that gets brewed, built, or designed stays on flavour. It's not just a rulebook; it's your creative compass. The trusty sidekick that keeps your brand looking sharp, sounding right, and showing up consistently (even when you're not in the room).

full cup design studio

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