



Beatrice Fleurs

luxury gifting brand

Identity manual

INTRODUCTION

A brand is unique.

The logo is the core of a brand's identity.

Find out about the logo's elements, variations and how to apply it in a consistent way.

These brand guidelines set the visual standards for the Beatrice Fleurs brand image outlining usage convention for our logo, color palette, typography; setting out clear rules on the deployment of these components in the brand.

The correct application of the manual will result in a strong, consistent and modern image.



LOGOTYPE

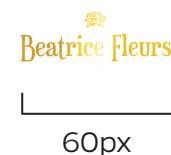
The logo is a graphic comprised of the wordmark (logotype), figurative mark (symbol) and the baseline.

Use the complete logo. The only time you should use the symbol alone is on the website or social media channels where there are other elements to help the user recognise the brand.

The correct proportions and dimensions of the logo.

The proportions of the Beatrice Fleurs logo should always remain unaltered.

The minimum logo size in all usages is 2 cm wide. Minimum logo size without baseline. The logo cannot be smaller than 2 cm wide (without baseline).



Minimum size online



Minimum size offline

Minimum logo size without baseline

CLEAR SPACE

The Beatrice Fleurs logo must stand out clearly from its surroundings.

This applies not only to the background, but also to interference from nearby text, photographs and other graphic elements that might compromise the impact of the logo.

The **minimum** clear space above and under the logo is equal to the length of the ROSE. The clear space to the left and right of the logo is equal to the length of the ROSE.



CLEAR SPACE

LOGO VERSIONS

FULL COLOUR LOGO

The positive version of the logo is always used on clear white or lighter colour tinted backgrounds to maintain legibility.



SHADOW-BORDER

The logo can be used with the gradient shadow-border for a clearer view. But only when needed.



BLACK MONO LOGO

For use on black and white publications.



WHITE-OUT LOGO

When used on dark and coloured backgrounds, the logo should be all white to maintain legibility. This will provide a striking contrast allowing the logo to be clearly legible.



POSITIVE AND NEGATIVE

Positive version

The figurative mark must remain gradient gold in positive and negative versions of the logo. This ensures the logo is recognisable.



Positive version



Negative version

The **monocromatic version** have been specifically designed to meet some specific printing requirements.



Positive monocromatic version



Negative monocromatic version

INCORRECT USE

It is not allowed to alter the structure, colour, proportions, elements or the direction of the logo.

To ensure that our logo is always recognisable, it must be used consistently, with discipline, and with precision. The power of a logo is easily weakened by misuse. We can avoid this problem by guarding against poor or incorrect usage.

Don'ts

- Don't change the font!
- Don't add elements!
- Don't move elements!
- Don't remove elements!
- Don't change the font!



Don't add shadows!



Don't use the same colours
on the background!



Don't stretch or transform!



Don't outline!

Typeface

The following fonts are acceptable for Beatrice Fleurs's brand imaging.

PRIMARY FONT: Euphorigenic-Regular

Euphorigenic-Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 £ \$ % & @ * ! ?

SECONDARY FONT: Dutch & Harley-Regular

Dutch & Harley-Regular

a b C D E f g H i j k l m n o p q r s t u v w x y z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Colour Palette

This is the Beatrice Fleurs primary gradient. It reflects the seamless synergy between luxury and beauty/flowers. It should be used within the logo, and as a background colour only.

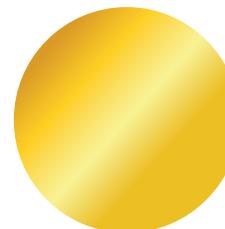
GRADIENT ANGLE

The gradient angle must be set to 45°.

COLOURS

The gradient uses four colours from the Beatrice Fleurs colour palette in the following order: cyan, navy, purple and magenta.

Four colours have been carefully selected to reflect the Beatrice Fleur's brand identity. These colours can be used for typography, charts/graphs, PowerPoint presentations, web links, tabular systems and to highlight specific information within printed material. They can be used as solid colours as well as tints.



Primary gradient



Colour order for the primary gradient

PANTONE 7563 C

CMYK 14, 42, 100, 0

RGB 218, 154, 49

HEX DA9A28

PANTONE 115 C

CMYK 1, 17, 93, 0

RGB 225, 208, 39

HEX FFD027

PANTONE YELLOW 0131 C

CMYK 3, 0, 51, 0

RGB 249, 243, 151

HEX FAF395

PANTONE 7409 C

CMYK 8, 23, 99, 0

RGB 235, 190, 32

HEX ECBF23

Packaging

The logo can be used on boxes in its positive version, but also on negative version, depending on the colors of the boxes.





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— luxury gifting brand —