

This Brand Style Guide serves as the definitive visual and philosophical blueprint for **Muzem Emeralds**. It bridges the gap between old-world heritage and modern, ethereal artistry.

1. Brand Philosophy

Muzem Emeralds represents the intersection of fourth-generation Colombian craftsmanship and a "New Age" spiritual aesthetic. We do not just sell stones; we curate the "jardin" (garden) of nature through a lens of ultra-high-end luxury.

- **Core Identity:** Heritage, Architectural, Ethereal, Exclusive.
- **The "Muzo" Spirit:** Represented by the recurring green fairy butterfly—the soul of the emerald.

2. Visual DNA & Inspiration

Our aesthetic is a dual-tribute to the world’s most prestigious jewelry houses.

Feature	Influence	Application
Drama & Lighting	Buccellati	Deep, moody backgrounds and chiaroscuro lighting.
Precision & Lineage	Van Cleef & Arpels	Thin-line architectural graphics and geometric ciphers.
The "Splash"	Modern New Age	Futuristic, soft volumetric glows and transparent overlays.

3. The Logo & Iconography

The "EN" Cipher

- **Design:** A minimalist, interlocking "EN" monogram.
- **Frame:** A double-lined, thin-stroke octagon (reflecting an emerald cut).
- **Execution:** Always centered. Lines should be hair-thin to signal precision and "House" status.

The Muzo Butterfly

- **Role:** A recurring brand icon used as an artistic overlay.
 - **Appearance:** Ethereal, glowing, and transparent green.
 - **Usage:** It should appear to "hover" over products or interact with the geometry of the brand ciphers, never looking like a static, flat clip-art.
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4. Color & Texture Palette

- **Primary Background:** *Midnight Emerald-Black*. A matte, deep green that feels like a solid void.
- **Primary Metal:** *Pale Creamy Gold*. Used for typography and vector lines. Avoid "yellow" golds; aim for a sophisticated, champagne-hued metal.
- **The Glow:** *Vivid Ethereal Green*. Reserved for the butterfly and subtle "New Age" light fibers.

5. Typography

- **Primary Typeface:** A high-contrast, classic Serif (e.g., Didot or Bodoni).
 - **Styling:** * **All Caps** for brand headers.
 - **Ultra-wide tracking** (letter-spacing). Space is luxury; let the words breathe.
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6. Imagery & Art Direction

- **Product Shots:** Super-macro photography. We celebrate the inclusions and fissures of the emerald (the *jardin*).
 - **Atmosphere:** High contrast. Subjects should emerge from darkness into a soft, focused light.
 - **No "Naive" Design:** Avoid generic 3D renders or bright, saturated neons. Every asset must look like it belongs in a fine art gallery.
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Next Step:

Would you like me to draft a **Grid Strategy** for the first 9 posts of your Instagram launch, including captions that reflect this fourth-generation artisan story?