

Brand Guidelines — Luxury Fashion Brand

Primary Colors:

- Midnight Black: #0B0B0B
- Pearl White: #FFFFFF

Accent Colors:

- Gold Accent: #C9A24D
- Rose Blush: #E6C7C2

Typography:

- Heading: Playfair Display (serif)
- Body: Inter (sans)

Logo usage:

- Always use the full mark on white or black backgrounds.
- Do not stretch, rotate, or recolor the logo.

Tone of voice:

- Elegant, concise, aspirational.