

AminKader

BRAND GUIDEBOOK



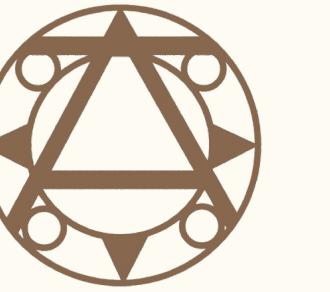
BRAND GUIDEBOOK

This document presents the Brand Portfolio of Maison Amin Kader, offering an in-depth exploration of our enduring Parisian couture heritage and our unwavering commitment to timeless elegance.

TABLE OF CONTENTS

01. THE LOGO
02. LOGO GUIDELINES & COLOR VARIATIONS
03. TYPOGRAPHY
04. BRAND IMAGERY GUIDELINES
05. CAMPAIGN
06. EDITORIAL GUIDELINES
07. INSTAGRAM
08. VISUAL MOCKUPS

THE LOGO



LOGO MARK

MAIN LOGO

01.

LOGO GUIDELINES

Letter Details:

This logo features the name "Amin Kader" in flowing script that resembles Arabic calligraphy.

The "A" is dramatic, with a long upward stroke and an extended crossbar.

The "K" has an exaggerated lower loop that curls back into the name.

The rest of the letters are smooth and connected, maintaining fluidity throughout the name.

Typography Style:

The lettering is dynamic and bold, with sweeping strokes that give it an hand-drawn quality.

COLOUR VARIATIONS

LOGO:

HEX: #0000
RGB: 000000
CMYK: 8 7 7 10

HEX: #BF9B30
RGB: 191 155 48
CMYK: 0 19 75 25

HEX: #87674F
RGB: 135 103 79
CMYK: 0 24 41 47

HEX: #FFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0

02.

03.

LOGO GUIDELINES

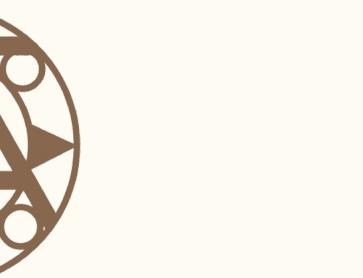
SAFE AREA:

The logo's safe area defines the minimum clear space that must be maintained around it. This ensures its optimal legibility and prevents any visual obstruction from nearby elements.



LOGO MARK:

Main Shape: The logo is circular, containing several geometric elements within the outer ring.
Central Element: At the center is a large A-shaped triangle pointing upwards.
Horizontal Bar: A horizontal line intersects the triangle near the upper point
Star-like Pattern: There are four triangular points (like a sunburst) extending outward, evenly spaced along the inner circle.
Circles: Four smaller circles are positioned symmetrically around the triangle, located between the tips of the outward-pointing triangles.
Color: The entire design is rendered in a monochromatic brown tone.



HEX: #87674E
RGB: 135 103 78
CMYK: 0 24 42 47

TYPOGRAPHY

Aa.

Inter

Aa.

Olimpico

AA.

CINZEL

Bold. Regular. Light.

Bold. Regular.

CINZEL CINZEL

Used for body text and general headlines, this clean, modern, and highly legible sans-serif font provides a sophisticated and clear foundation for all written communications.

This distinctive and elegant font is reserved exclusively for titles, lending a refined artistic flair that elevates key headings.

This strong and classic typeface is used for the campaign poster. It gives an authoritative feel that fits well with the campaign's themes of heritage and strength.

BRAND IMAGERY GUIDELINE

04.

KEY PRINCIPLES

The brand's visual identity embodies sophistication, timeless elegance, and the celebration of modern womanhood. It draws deep inspiration from natural elements, Mediterranean roots, and the profound influence of art and architecture, all conveyed with a pervasive warmth.

VISUAL PRINCIPLES

Sophistication & Warmth: Imagery exudes quiet, understated luxury through clean compositions, refined taste, and an inviting atmosphere. Lighting is consistently soft and natural, favoring warm, muted, and earthy color palettes.

Womanhood & Candid Photography: Visuals celebrate the grace, and dynamic freedom of women. Photoshoots primarily feature candid, natural moments, capturing the effortless interaction of the garment with the woman's authentic self. Locations include serene natural landscapes and the elegant districts of Paris.

ART & DESIGN

INSPIRATION

THEORY

IMPLEMENTATION

RESULTS

REFLECTION

NOTES

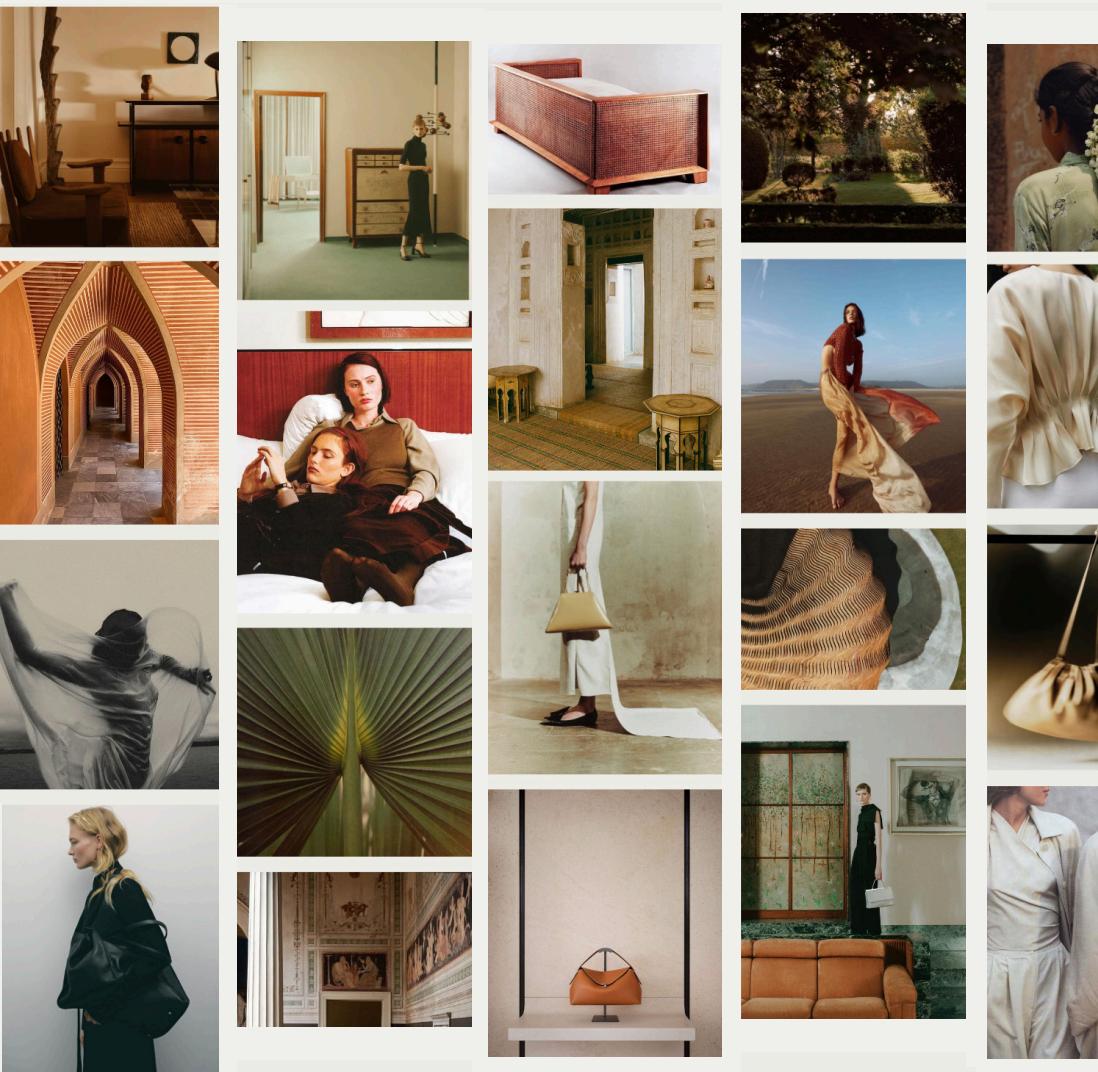
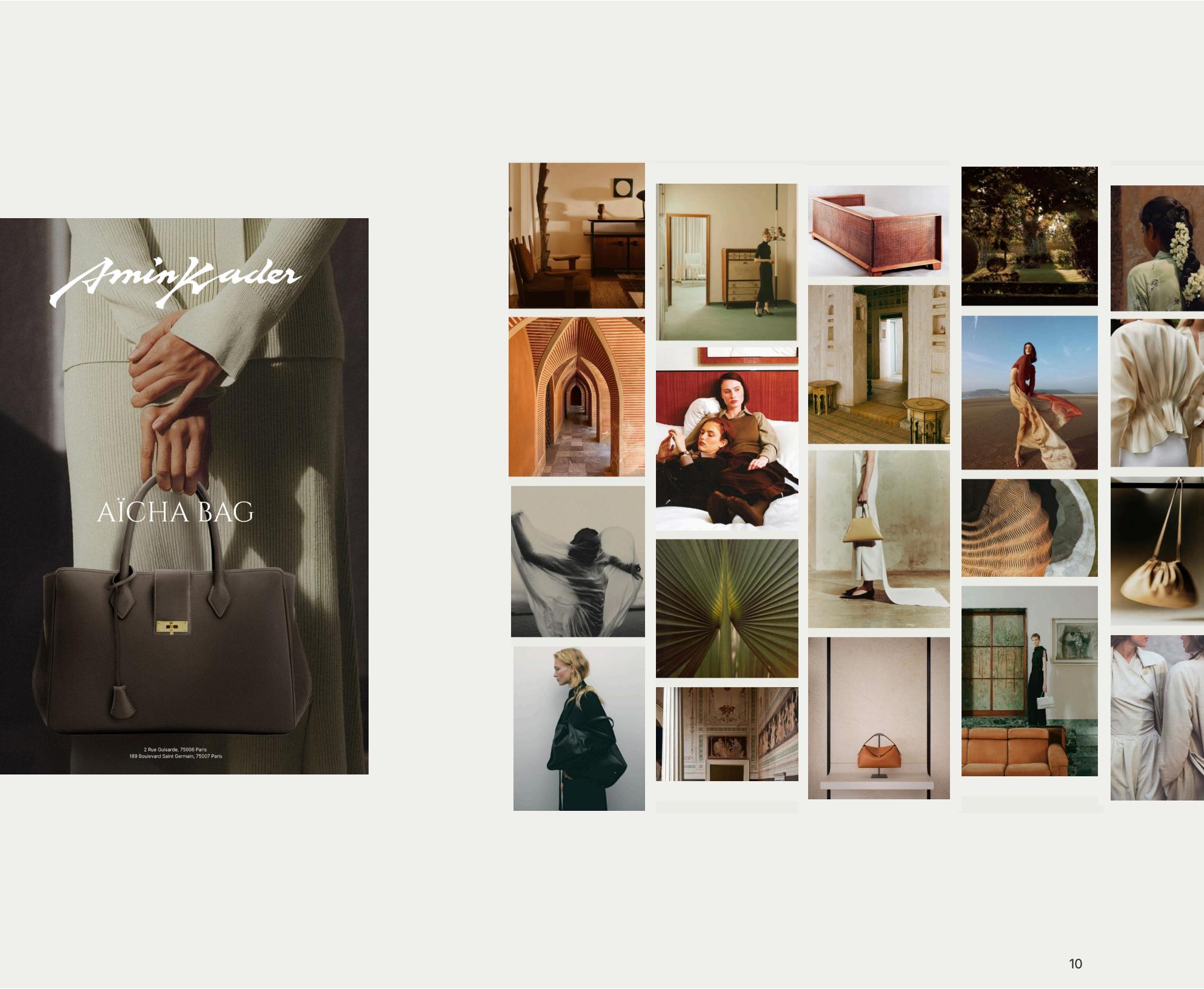
CAMPAIGN INTRODUCTION

“The Modern Architect”

This campaign, “The Modern Architect,” introduces a new extension line for **AMIN KADER**, featuring a highly anticipated, more practical bag designed for daily wear. While embracing a longer-reaching audience, this collection maintains the brand's commitment to silent luxury, sophisticated style, and unparalleled elegance.

At its core, the campaign aims to seamlessly integrate this new, versatile accessory into the established AMIN KADER universe. The primary goal is to celebrate the **sophisticated modern woman's dynamic lifestyle**, offering a solution that perfectly balances her need for practicality with her desire for enduring style. We want to show how true elegance isn't confined to grand occasions but is woven into the fabric of everyday life, supporting a woman's strength and grace as she navigates her world.

05.



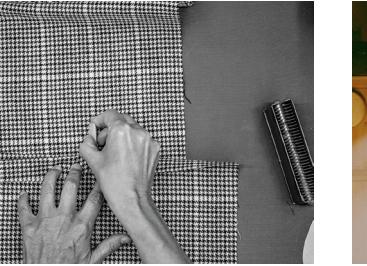
CAMPAIGN MOODBOARD

This campaign moodboard offers a visual overview of creative direction, featuring an interior concept where **nature's rich palette**—from warm marble to light wood—seamlessly blends with the distinguished lines of **Algerian motifs** and **Roman architectural forms**, ultimately celebrating the strength, grace, and dynamic freedom of the sophisticated modern woman.

EDITORIAL GUIDELINES

BRAND VOICE

Our Vision: To articulate the essence of enduring Parisian couture through language that embodies timelessness, refined luxury, and unparalleled craftsmanship. We aim to connect with a discerning clientele who value substance, discretion, and the art of true elegance.



LANGUAGE RULES

Grammar & Punctuation: Use formal French or English (specify if primarily one, but assume sophisticated international audience). For English, use British English spelling and grammar (e.g., "colour," "analyse") to align with a classic European luxury sensibility.

Keywords & Concepts: Couture, Maison, Parisian, Timeless, Craftsmanship, Discretion, Refined, Quality, Noble Materials, Artistry, Heritage, Elegance, Sophistication, Confidential.

Brand Phrases: Always refer to the brand as "Maison Amin Kader" or "Amin Kader" (capitalized).

Emphasize "savoir-faire," "art de vivre," "Parisian elegance." Highlight the concept of "creations for women in motion."

Refined: Our language is elegant and polished, avoiding colloquialisms or casual phrasing.

Discreet: We convey luxury through implication and quality, rather than overt display or boastfulness. We invite discovery rather than demand attention.

Knowledgeable: We educate and inform about the nuances of true craftsmanship.

Timeless: Our vocabulary and sentence structure aim for longevity, reflecting the enduring nature of our collections.

Poetic (subtly): There is an underlying appreciation for beauty, movement, and the subtle interplay of material and form, which can be expressed with a delicate, evocative touch.

CONTENT FRAMEWORKS

Headlines: Should be understated, hinting at the depth and quality of the subject matter. Focus on longevity, craftsmanship of the piece.

Examples: "The Geometry of Grace"

Body Copy (website, press releases, product descriptions, brand narratives):

Product Descriptions: Focus on the material's origin and quality. Embrace precise descriptions of fabrication.

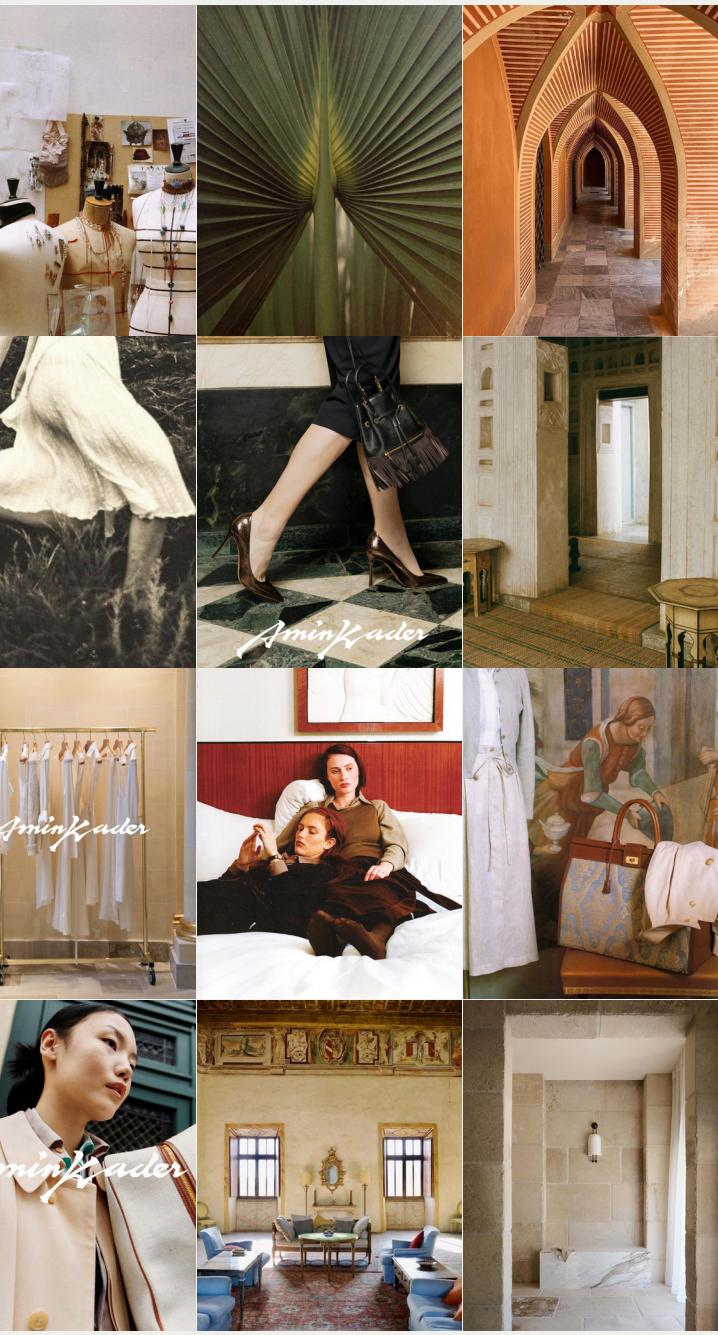
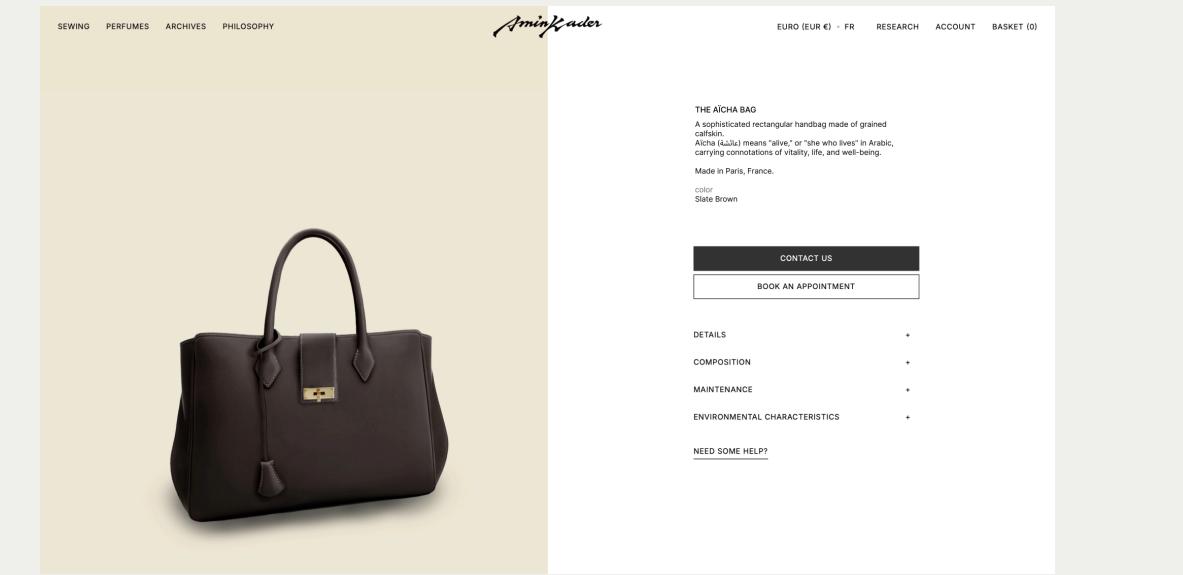
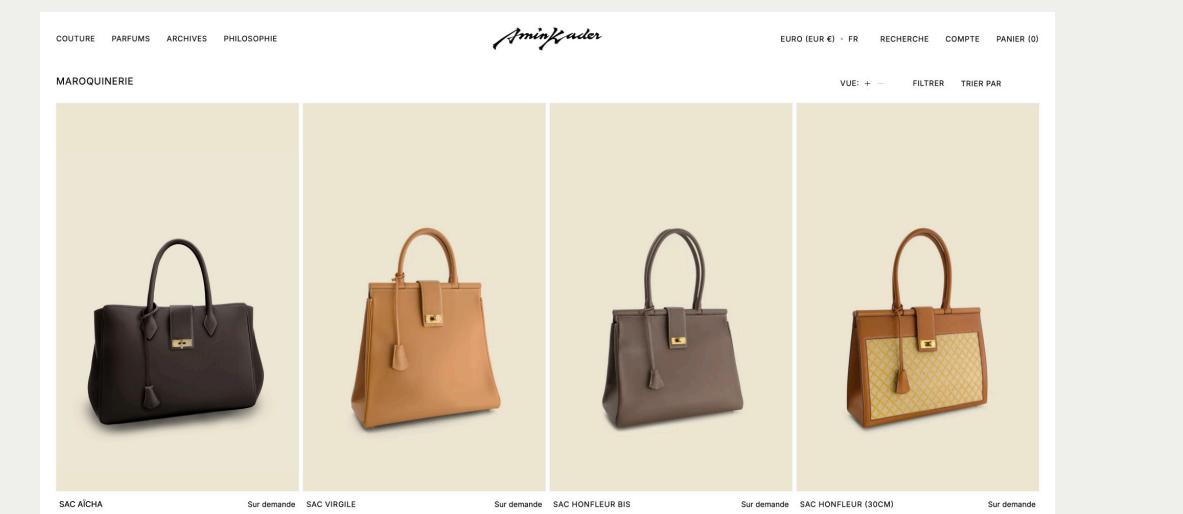
"The Geometry of Grace."

"The perfect drape of combed cashmere."

WEBSITE

User Experience: Design should be minimalist, intuitive, and visually harmonious, allowing the products to be the focal point.

Product Pages: High-resolution imagery with detailed shots of fabric and construction. Descriptions that are informative yet retain the brand's refined voice.



INSTAGRAM

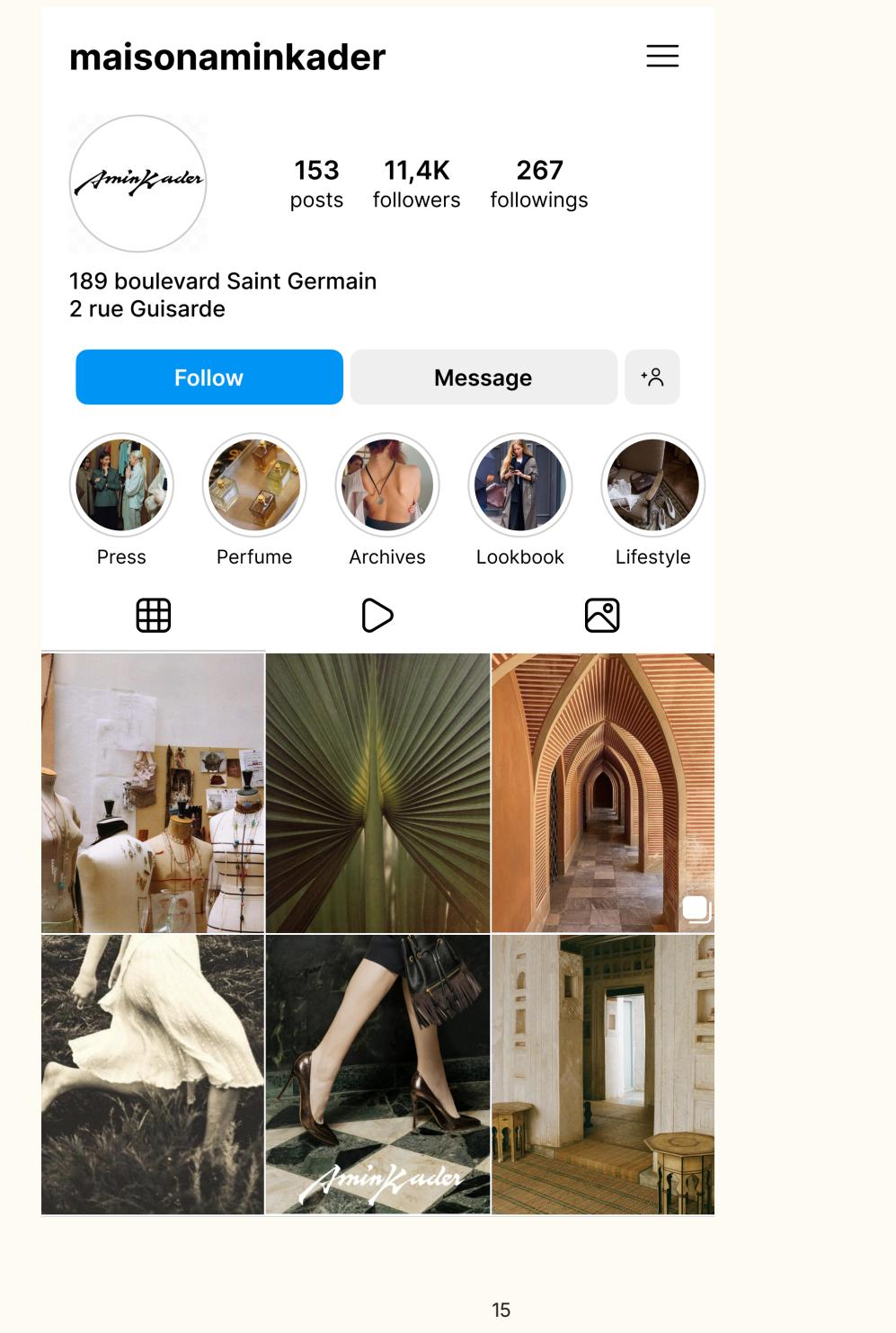
FEED

The Instagram feed offers a curated glimpse into the Amin Kader universe: from the architectural and natural inspirations that inform the latest campaign, through the meticulous artistry of atelier, to the timeless elegance of our products, embodied by the dynamic woman on the go.

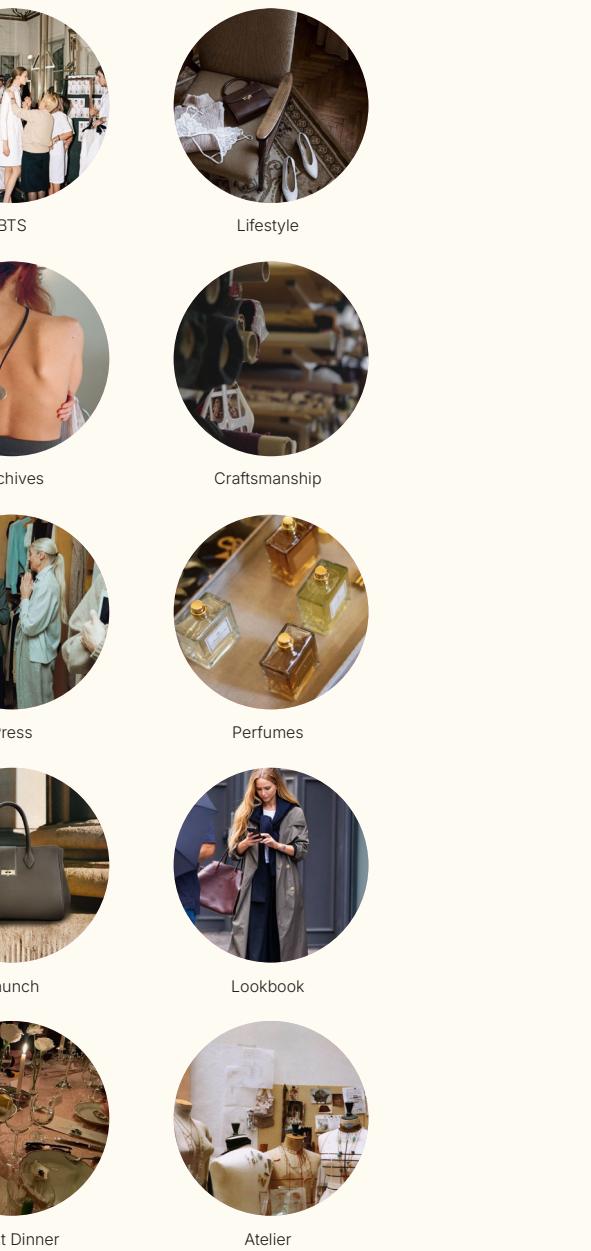
Content Balance: The feed's content strategy will ensure a careful balance between campaign visuals, atelier insights, nature, architecture, and lifestyle shots of the woman on the go—to create a rich and varied visual narrative.

Product Post Sourcing: Product-focused posts will primarily feature high-quality imagery derived from various sources, including shots from our campaign photoshoots, elegant views of our store interiors, and dedicated product photography that highlights craftsmanship and detail.

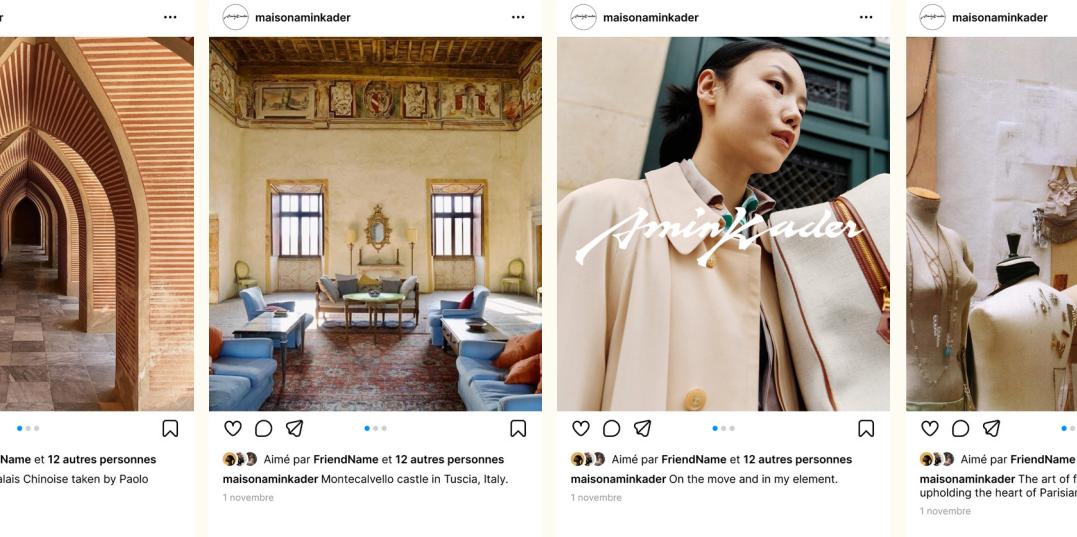
INSTAGRAM PROFILE & HIGHLIGHTS



15



16



16

INSTAGRAM POSTS

Campaign Inspirations:
Architecture, Nature.

Artistry & Craftsmanship:
Atelier process.

Product Focus:
Timeless elegance, Creations.

Target Embodiment:
Dynamic woman on the go.

INSTAGRAM STORIES

Template 1 – CTA Focus

Purpose: Drive traffic to the website, inviting viewers to step inside the Amin Kader Maison digitally

Design: Place the call-to-action link in the lower half of the screen for easy tap access.

Use for: Product reveal announcements, video clips of the atelier, event RSVP, and collection launch moments.



Template 2 – Visual Focus

Purpose: Highlight product and campaign visuals without distraction

Design: Position the Amin Kader logo discreetly in the bottom corner to maintain minimalism while reinforcing the brand.

Use for: Teaser posts, soft reveals, ambient storytelling with no text overlays, just one short title.

Template 3 – Editorial Storytelling

Purpose: Deliver longer-form content and narrative depth

Design: Include space for body text or quotes, with clean formatting for storytelling or inspiration with photograph of no product or subject focus

Use for: Brand philosophy and aesthetic references.

VISUAL MOCKUPS

Presented here are visual mockups demonstrating the campaign's execution across various touchpoints, including **magazine advertising**, potential **bus posters** in Paris for future consideration, and targeted **Instagram advertising posts**.



Magazine Advertisement

This mockup is recommended for ads within high-end Holiday magazine, targeting a discerning audience during key seasonal periods.



Bus Stop Poster

Designed for Parisian bus stops situated in affluent areas, this visual aims to capture attention in prime urban locations, serving as a recommendation for future campaigns.

A screenshot of an Instagram post from the account 'maisonaminkader'. The post shows a close-up of a person's hands holding the brown leather Aïcha bag. The Instagram interface includes a profile picture, the account name 'maisonaminkader', the word 'Sponsored', a three-dot menu, a 'Learn More' button with a right-pointing arrow, and social media icons for heart, comment, and share. The caption reads: 'maisonaminkader Introducing Aïcha Bag.'

Instagram Advertisement Post

This mockup illustrates a targeted digital ad, specifically crafted for promoting the new extension line.



AminKader