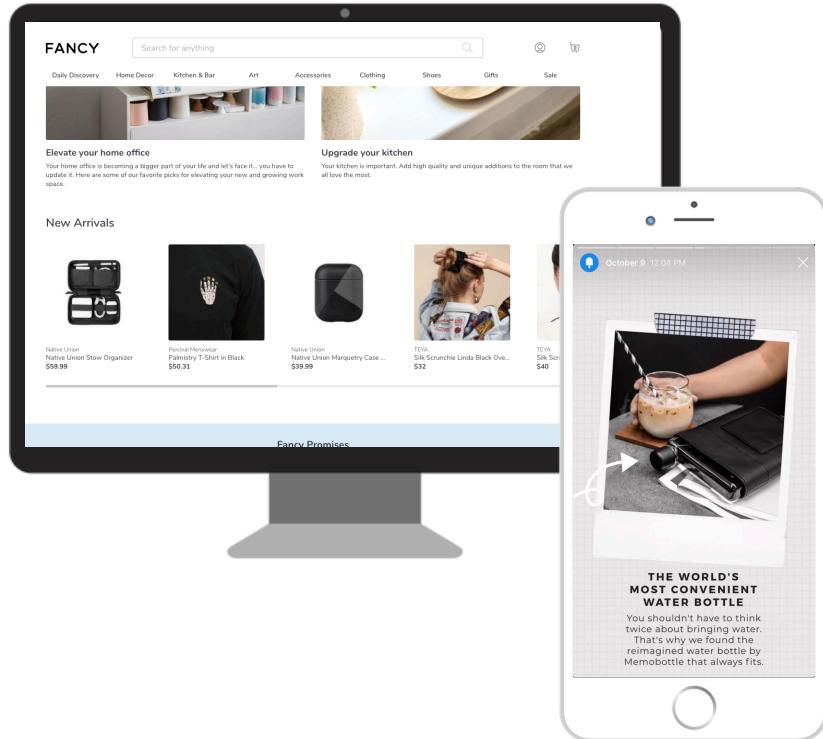


FANCY

Brand Guidelines | October 2020

INDEX

Document Overview
Brand Elements
Image Style
Web Design
Tone of Voice



FANCY

We are for those who have an appreciation
for art, design and quality.

For those who find joy through discovery.

We are for the unpretentiously cool
who believe every purchase is a reflection of
their unique self and style.

We are a community of shoppers
looking to be inspired.

FANCY

LOGOS

Simple Logo

This is our primary consumer-facing logo when directing consumers to the **website**, for collateral highlighting our eCommerce pillar – products & brands

Colors

The logo is only allowed to be featured in Prussian blue (#15364A), black & white.

FANCY

FANCY

Size

The lowest legibility that this logo can be used 1" wide.

Safety Area

The safety area around the logo should be equal to 15% of the width of the logo.

FANCY

LOGOS

Icon Logo

This is our primary consumer-facing logo when directing consumers to the **Fancy app** or for collateral featuring app, profiles or social.

Colors

The logo is only allowed to be featured in, black & white. Popsicle can be fancy blue & white variation or white & transparent variation



Size

The lowest legibility that this logo can be used 1" wide.

Safety Area

The safety area around the logo should be equal to 15% of the width of the logo.

LOGOS

Icon

Icon is reserved for social driven actions and app. This is to only live independently when on website or on app.

Colors

Popsicle can be fancy blue & white variation or white & transparent variation only.



Size

The lowest legibility that this logo can be used is 10 pt, 0.5 in or 50px wide.

Safety Area

The safety area around the logo should be equal to 15% of the width of the logo.

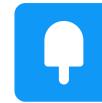
LOGO USE CASE

FANCY

- Fancy.com
- Fancy App (internal branding)
- Marketing collateral directing to web
- Printed asset
- Email



- Marketing collateral directing to app
- B2B Collateral



- App Icon
- Discovery features
- Social icons

FANCY

LOGOS

DO's and DON'T's

Do

- Use the correct colors when using the Fancy logo or icon
- Use the Fancy Grey logos when using the logo on light backgrounds
- Use the Fancy White logos when using the logo on dark backgrounds
- Give the logo space to breath
- Place the logo on imagery
- Use the logo at 100% opacity only



FANCY

LOGOS

DO's and DON'T's

Don't

- Change the logo orientation
- Bevel or emboss the logo
- Give the logo a shadow or glow
- Place the logo on a pattern
- Crop the logo
- Use the logo in colors not stated in this document or fade the logo
- Present logo in outlines
- Place logo on similar colors
- Adapt the logo in any way
- Distort or skew the logo
- Replace elements
- Mirror or flip the logo
- Change the icon shape - circle OK

FANCY

FANCY



FANCY

FANCY



FANCY

FANCY



FANCY

FANCY



FANCY

FANCY



FANCY

LOGOS

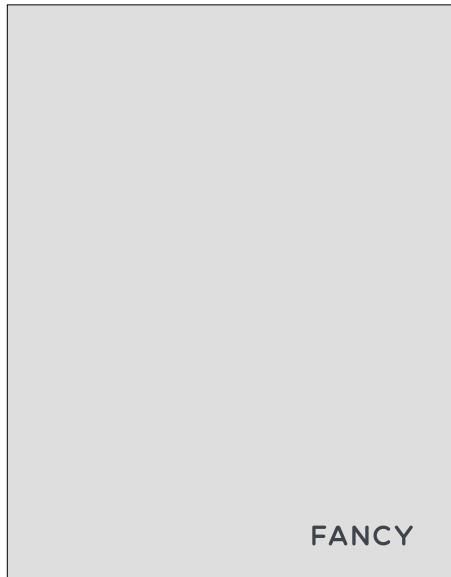
Logo Placement



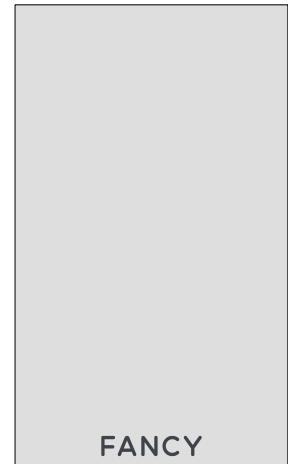
FANCY



FANCY



FANCY

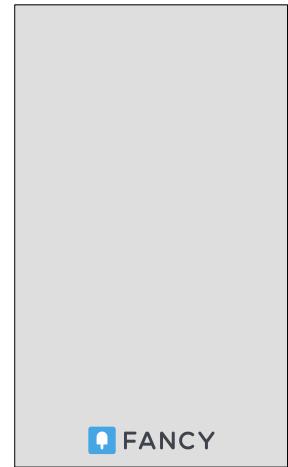
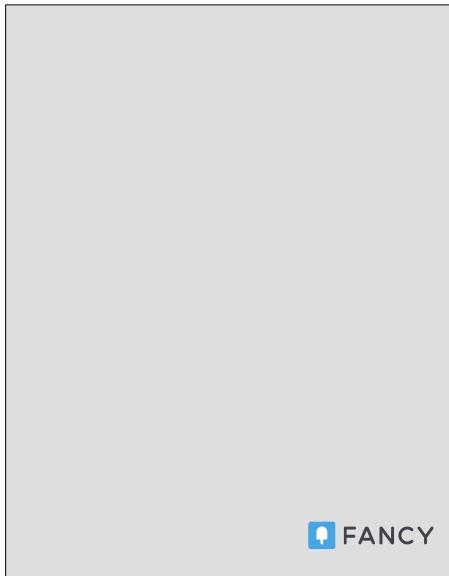


FANCY

FANCY

LOGOS

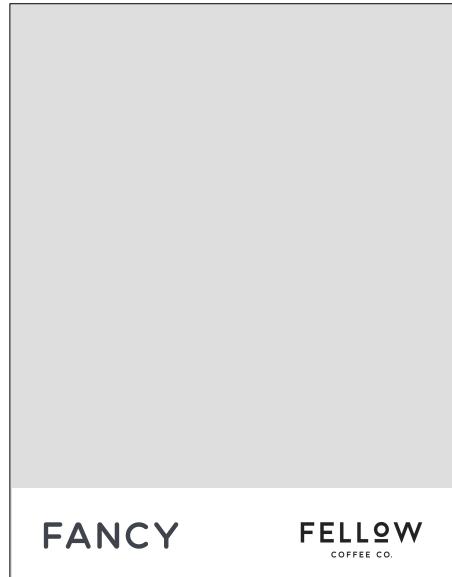
Logo Placement



FANCY

LOGOS

Co-operative Marketing | Fancy logo must be equal or greater size than partner logo.

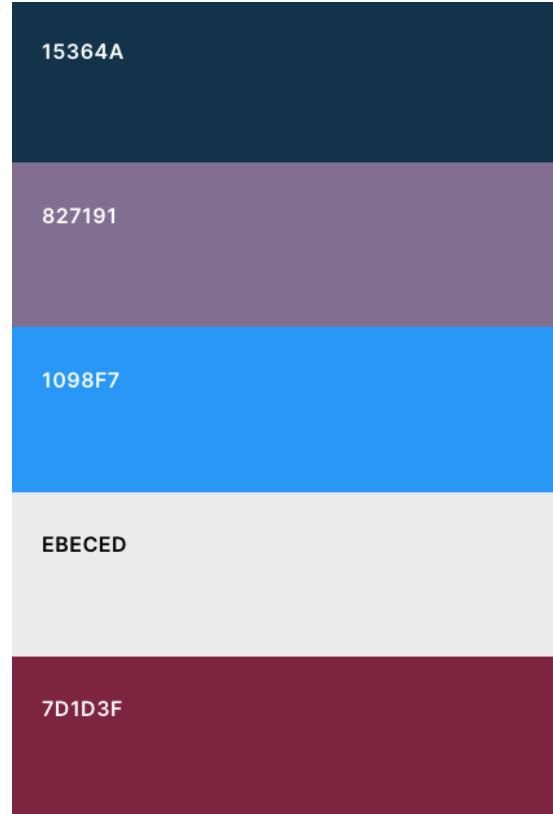


FANCY

COLORS

Fancy colors are clean, simple, modern and accented. Although these are our primary colors and should be used as our primary pallet, as a brand we are not afraid of color to showcase the global culture that weaves through our products. However, a primary brand color should always complement any introduction of a new color.

If you are interested in leveraging an off-pallet color for a particular piece of creative, please contact marketing.



PRUSSIAN BLUE

Background & Font OK | Use Freely.
#15364A

RYTHUM

Background | Use Freely.
#827191

FANCY BLUE

Primary accent
#1098F7

PLATINUM

Background & Accent | Use Freely.
#EBECED

CLARET

Accent only | Use Sparingly
#7D1D3F

FANCY

TEXT RULES

It is important that we are cautious of text color and size when overlaying on colored backgrounds. Text must always be legible.

When Prussian Blue is used as a font color, minimum font size is 14pt (Bold) or 18pt (regular/light). If a smaller font size is required, please swap for black.

Color: White or Platinum

14pt (bold) or 18pt (regular)

PRUSSIAN BLUE

#15364A

Color: White or Platinum

14pt (bold) or 18pt (regular)

RYTHUM

#827191

Color: Black, White or Prussian Blue

10pt (bold) or 12pt (regular) – dark

14pt (bold) or 16pt (regular) – white

FANCY BLUE

#1098F7

Color: Black or Prussian Blue

10pt (bold) or 12pt (regular)

PLATINUM

#EBECEC

Color: White or Platinum

14pt (bold) or 18pt (regular)

CLOARET

#7D1D3F

FANCY

FONTS

It's important that our fonts are used correctly in their purpose and hierarchy of messaging. Multiple fonts on communication pieces are to be used sparingly and must be approved by marketing.

Italic fonts can be used in place of Body Copy accent, but only in Barlow Light.

Font can be white, black or Prussian Blue

Heading 1 is primarily used for main headlines (i.e. homepage hero, main email headlines and advertising assets).

HEADING 1

Sub Heading

HEADING (SMALL FORMAT)

BODY COPY HEADING

Body Copy

Body Copy Accented

BARLOW BOLD

All caps, loose spacing (~100 Tracking)

Barlow Regular

Sentence case, normal spacing (0 tracking)

BARLOW SEMI BOLD

All caps, loose spacing (~150 tracking)

BARLOW REGULAR

All caps, loose spacing (~100 Tracking)

Barlow Light

Sentence case, normal spacing (0 tracking)

Barlow Extra Bold

Sentence case, normal spacing (0 tracking)

FANCY

TYPOGRAPHY LOCK-UPS

Lines and backgrounds bring in a nice designed element, keeping things clean, and simple.

They are used at approximately 2 or 3 pt, depending on the font size.

To create copy breaks, please always use horizontal breaks vs. dash's. Dash's can be used in longer body copy as needed, but for headlines please always break with a horizontal line.

Ex: Winter Skincare Set | Jaxon Lane

STYLE, MEET FUNCTION.

Hand picked, high quality design pieces from around the world.

STYLE, MEET FUNCTION.

Hand picked, high quality design pieces from around the world.



ARIANNA LUNA

East coast girl living the San Diego life.

200K Followers

TEXT OVERLAY

It is OK to put text and captions over images, as long as it is clean and legible. This includes product call outs.

Caption boxes should never cover more than 10% of the image.

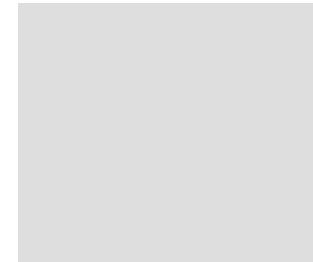
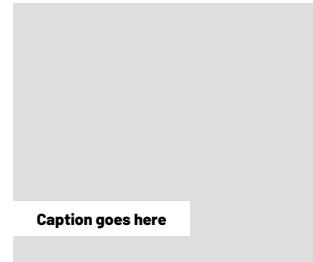
Logo's should always be transparent when overlaid on images, leveraging the neutral color pallet, when available.

Logos should not cover more than 25% of the image. Text should not be more than 5-7 words.

Captions and Logo Overlays OK for web, email and paid.

Caption Font: **Body Copy Accented**

C A P T I O N S



L O G O S



FANCY

ICONS

Brand Values

Can be used with or without text.



Sustainable



Made in the USA



Exclusive



Eco-Friendly



Trending



Handcrafted



Small Business



Charitable



BIPOC-Owned



Women-Owned



Family-Owned

Social Icons



Brand Value icons can be requested from Lily Hua

FANCY

SELECTING IMAGERY

GENERAL

We should always focus on showing products use-case vs. beauty shots when available.

Studio Shots

You are free to use appropriate studio shot imagery wherever necessary. It is often better quality and crafted to highlight product style and benefits

Cool Tones

When options are available, lean to imagery with cooler tones and pops of color.

Stylized vs reality

When selecting lifestyle imagery ensure that talent look as natural as possible and they are using the product in a natural way. When creating assets, incorporate a mix of UGC & Brand images to achieve a natural feel.

Scroll Stop

When selecting imagery, think about the scroll stop. Ask yourself: "Would this image grab my attention or is it just another pretty shot?"



FANCY

SELECTING IMAGERY

UGC

UGC can be used on social channels, and must always credit the creator. Additional use case for UGC on web or advertising can be permitted with explicit consent from the creator.

UGC Guidelines

UGC gives consumers confidence in our product as it's someone else talking about us, and is usually real product.

Quality vs. Proof

Sometimes, the benefit of demonstrating a real user experience outweighs the need for pristine quality.

Keep it nice.

There is a lot of bad UGC out there. Don't feel you have to use UGC if it is not the best option.

Give Credit.

Credit can be provided using the social handle of the creator or name. Credit should be given in post copy.



FANCY

IMAGE GRAPHICS & DESIGNS

Images are a critical part of our asset development. We will want to keep all designs simple, product centric, sophisticated and fun.

Image Overlapping

Ensure products complement each other and product is visible on all images. Front image should not cover more than 25% of back image



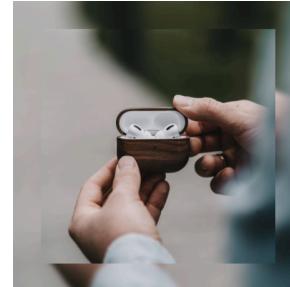
Image Boarders

To make images more styled, boarders and backdrops can be added.

Offset outline



Blurred Framing



Color Shadowing



Framing should be blurred at 50%

FANCY

TEXTURES & ALTERNATIVE BACKGROUNDS

Our primary background colors are solids, but graphics can be applied **sparingly** to create depth in creative within advertising and marketing assets. Graphics are note for use in website background, except for hero banner design.

Graphics should be soft and mild, without repeating pattern.

Callout boxes can use an lighter version our brand color pallet. These are to be used for the promotional banner on the homepage, and for call-out boxes.

As a rule, do not use more than one of the below colors at a time on a page. Pages should no longer use a mix of colors for call-outs.
Banners can contain a blend of text and icons – no image overlays

Only dark fonts (Prussian Blue or Black) should be used for text when Light Brand Pallet is being applied)

Natural Texture Examples

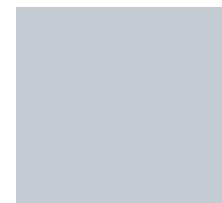


Light Concrete



Natural Paper

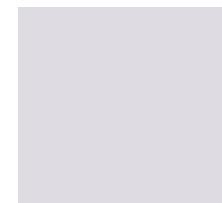
Promo Banners & Callout Boxes Light Brand Pallet



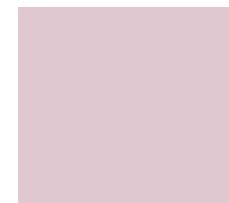
#cbd1d6



#d5eaf8



#eldee5



#e0cfcd4

WEB DESIGN

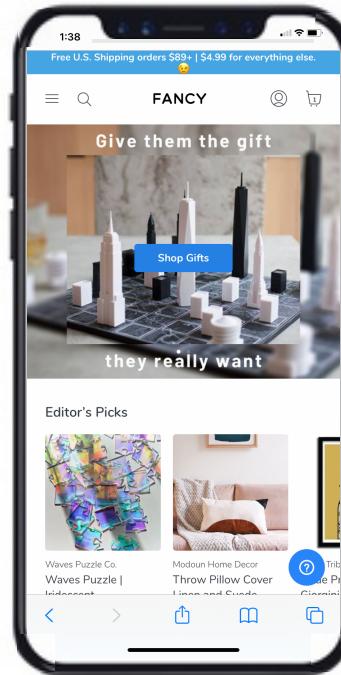
FANCY

MOBILE FIRST DESIGN

We should all continue to design with mobile at the forefront of our minds as mobile continue to gain share over desktop.

The design reflects this in a few ways:

- Large typography and short copy. Screen real estate is limited, it's important to get the message across clearly and quickly
- Smart use of buttons and traditional CTAs – don't flood the page, consider where they are critical & logical
- We use simple, grid based layouts with high impact imagery, inviting touch. On laptops and desktops we enhance the interaction with hover animations
- Animated transitions and overlays to match the feel of a native smartphone app



FANCY

IMAGE ASSETS

For performance reasons, all images uploaded to the site must be a max file size of 300k and must not exceed this file size.

Please follow the below specifications:

Brand Page | Hero

Dimensions - 1256x800 | Minimum: 628x400

Size - Maximum 300k

Format - Jpg

Feature Blocks

Dimensions - 640x640

Size - Maximum 300k (preferably smaller)

Format - Jpg

Images will automatically crop center, so please keep in mind when selecting imagery

NOTE: There is a handy web based app called <https://tinyjpg.com/> that can compress your jpgs to their smallest file size without affecting the image quality.

DESIGN PRINCIPLES

Color & Imagery

Refrain from using bold background colors on pages. If you feel it is necessary to separate content using a colored background or box, please only us the muted brand colors (pg. 21) or platinum (pg 13)

Refrain from using more than 2 colors on a page.

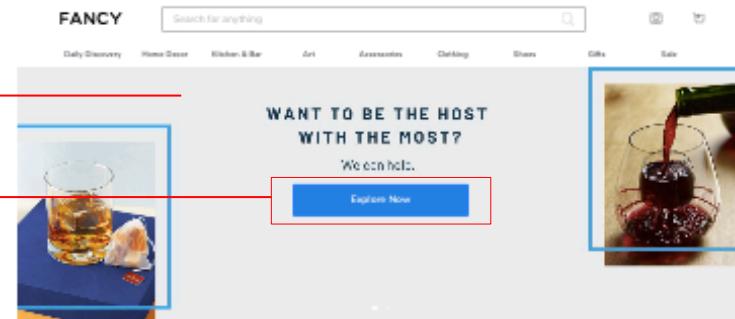
The dominant color should always be white.

Our primary CTA color is to be a specific blue for web optimization: #2581E3

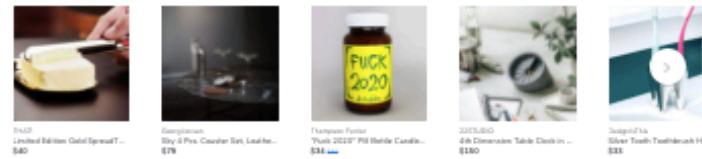
Callout box:
Fancy Blue 25% opacity color box

Platinum Background

CTA uses Fancy Blue
#1098F7



Editor's Picks



Style, meet Function.

Handpicked, high-quality home, art and accessory pieces from around the world. Discover emerging brands & reimagined everyday essentials to express yourself, your space and your place remarkably.

Brands We Love



FANCY

DESIGN PRINCIPLES

Design Elements & Spacing

Use a lot of large, vibrant and emotive imagery to keep the content exciting and visually pleasing (reference pg. 18)

If content on a page is boxed out, a users assumption is that it is clickable. For a the best user experience only display content if it provides a pathway to additional pages. Avoid dead ends.

Use a mix of tactical and inspirational copy depending on what you are displaying. Make sure it is not ambiguous and the customer understands what the page is about.

Keep paragraph copy (especially over imagery) concise and clear.
Please try not to have multiple lines of text.

Use padding to separate content on the page. The more white space, the better

Use strong bold headings help to navigate the user down the page

Product titles should aim to be shorter than 30 characters (with spaces). Product features (i.e. sizing, color, specification), when included in the title, should be broken by a horizontal line.
- ex: Waves Puzzle | Iridescent

Copy should be max. 2 lines
(example should be reduced)

Brands We Love



Brands We Love quality pieces that will last to your heart forever. Our goal is to provide ethically made and sustainable home accessories from urban communities & cultures around the world.



Get sprouted!



PERCIVAL

Percival embodies a spirit of individuality. With their use of understated style and raw, intentionally-revealed materials and methods, classic menswear staples, bring something different to your everyday basics.



Individuality is key to be different. The public perception we have towards luxury brands and packaging is now changing, especially by prioritizing a stylish, practical reusable bottle solution.



Based in Los Angeles, ATELIER SAUCIER is a creative candle company focused on sustainable, recyclable materials. Their mission is to make candles that are both beautiful and functional.



Jeffrey Shultz wants to make things in the right direction by prioritizing craftsmanship and quality products at the lowest environmental impact for their community. That means in their line, Buy Better.

Bold Headlines to break sections

Top Categories



Boxed Content to always be clickable

Featured Brand



Thompson Ferrier

Thompson Ferrier is where fragrance and fashion meet to create a lifestyle of sumptuous comfort and style. When you choose a Thompson Ferrier candle and diffuser, you're choosing the key to a better life, the essence of your life. When you choose a Thompson Ferrier candle, you choose the style to express the essence of yourself moving in time. "Leave our fragrance. Live in style."

Shop 20% off this week only! >



FANCY

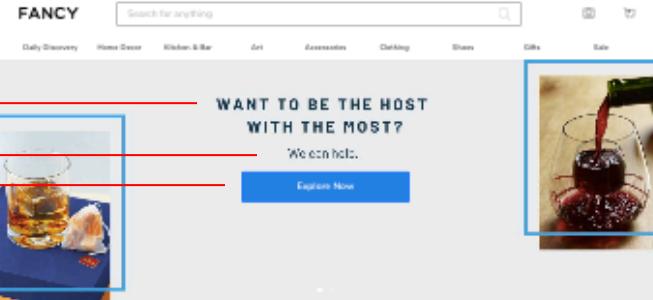
FONT PLACEMENT EXAMPLES

Will need to be updated on live site.

HEADING 1

Sub Heading

CTA: Body Copy



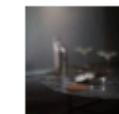
HEADING (SMALL FORMAT)

Brand Name: Sub Heading

Product Name: Body Copy

Price: Body Copy Accented

Editor's Picks



BODY COPY HEADING

Body Copy

Style, meet Function.

Hauspicked, high-quality home, art and accessory pieces from around the world. Discover emerging brands & reimagined everyday essentials to express yourself, your space and your place remarkably.

HEADING (SMALL FORMAT)

Brands We Love



FANCY

TONE OF VOICE

FANCY

We are the **facilitators of connections**, not the authority of cool.

Cool is subjective. We personalize experiences to help you connect with the products and brands that will have value to you.

HOW WE ACT

We are...

- Fun
- Approachable
- Unpretentious
- Energetic
- Relatable
- Informative
- Helpful

We are not...

- Pretentious
- Serious
- Exclusive
- Crafty / Cheap
- Formal
- Passive
- Traditional

OUR BRAND VOICE

THE CONNECTOR.

We are that friend that is always making intros. Connecting those with shared likes and interests to spark meaningful and long-lasting relationships. We are trusted and well-connected, and use those connections to enhance the lives of those around us, by guiding our community to discover something they may not have found on their own.

Words we love:

Meet
Connect
Introducing
Invite
Friends
Community

How we talk:

Enthusiastic
Friendly
Whitty
Descriptive, highlight brand values
Positively transparent
Inclusive
Human

PILLARS OF OUR VOICE

Trust:

- Earned through deep understanding of our partners and consumers.
- Earned through a thorough vetting process to ensure quality.
- Earned through a consistent delivery of new and interesting products, tailored to each user (personalization).

Connections:

- Proven through our access to interesting brands and influential people.
- Proven through our customer service and ability to always make things right.
- Proven through our ability to showcase the right products for you.

Community:

- Showcased through our responsiveness.
- Showcased through our promotion of emerging brands and partners.
- Showcased through our tools that make sharing easy and fun.

HOW WE SOUND

Product



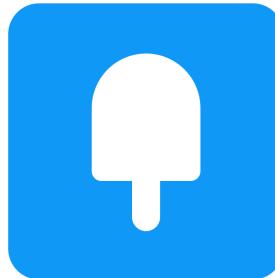
Coffee Lovers meet the cup of your dreams. A brand new category of glasses engineered to capture coffee's complex aromas, tastes and flavors... and topping our list of must have coffee essentials.

Merchant



Looking for the next big thing in small space gardening? Introducing Modern Sprout, the brand cultivating closer connections between your home and nature.

Brand



Discovery built for you. Let us introduce you to new brands and unique products around the world. Tell us what you like (and don't) and we'll continue to customize an assortment unique to you!

KEY TAKEAWAYS

We address people one-to-one ("you")

We address ourselves as a community ("we", "our", etc. vs. "Fancy")

We don't take ownership of the products we sell

We specify the audience we're trying to reach:

- Including problem statements
- Calling out an interest-based subset

We speak to product or brand benefits, briefly, when space permits.

We use questions, sparingly, to trigger engagement.
(answer them in copy too)

CALLS TO ACTION

Successful messaging gives the audience a solid understanding of what steps to take next and the immediate or potential benefit of doing so. While our messaging varies, it is vital that all marketing efforts drive action.

STRONG CALLS TO ACTION

- Shop Now
- Build Your Profile
- Subscribe for Perks
- Download the App

Rules:

- Do not add punctuation
- Keep copy under 3 words – the shorter the better
- Capitalize each word (not all caps), excludes articles (i.e. the, a, etc.)

Links & hyperlinks can be used in place of button to help create visual hierarchy and reserve button placement for our most important CTA's. Links should be denoted by an underline. A few examples of when hyperlinking should be used in place of buttons:

- Learn more
- See more
- Read more

Question?

Contact:

Abbey Schoenberg | Director of Marketing
Arianna Luna | Marketing Manager

FANCY