

Visual Identity System



Your Jewelry Brand



Your Jewelry Brand



Your Jewelry Brand



Typography

Primary Font

Tenor

AaBcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRr
Ss

Used in most cases

Regular

Used for body text

Secondary Font

Outfit

AaBcDdEeFfGgHhIiJjK
kLlMmNnOoPpQqRrSsTtUu

Used in most cases

Regular Medium Semibold Bold

Brand Colors

Sandy Taupe
#946b00

Dull Brown
#857655

Terra Cotta
#d97e6f

Zeus
#242424

White
#FFFFFF

Old Lace
#FDF5E6



The perfect
sparkle for
every entrance.

