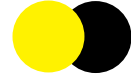




F I N E R Y G U R U

DESIGN AND VISUAL IDENTITY GUIDELINES

# Brand Guidelines



●● TABLE OF  
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BRAND  
GUIDELINE

01

# Finery Guru Brand



Finery Guru

# Representing Our Brand Basics

---

1.1 Introduction

1.2 Our Mission

1.3 Our Brand Promise

1.4 Our Brand Personality



1.1

# INTRODUCTION CORPORATE BRAND MANUAL

---

## HOW TO FIT IN THIS GUIDE

More than a name or a logo.  
More than a logo on a box.  
And more than what the box contains.  
Finery Guru is all of the above and more.

The guidelines that direct communications for Finery Guru products and services are a part of a larger effort to build awareness, understanding and preference for the Finery Guru brand and products and services in the markets in which we compete. To build a brand that endures.

The Finery Guru brand including the logo, name, colours and identifying elements are reserved as company assets. We are responsible for protecting the company's interests through preventing unauthorized use of the Finery Guru name and marks.

FINERY GURU



## 1.2 OUR MISSION



“ Our corporate mission and Positioning, as well as our brand platform, reflects fashion progression ”

Finery Guru revolutionizes how fashion is viewed.

Finery Guru will position its self well within the fashion industry as a bench-mark of perfection in style

“ The Finery Guru is a lifestyle ”

“In order to be irreplaceable one must always be different.”

- Coco Chanel



# Finery Guru BRAND PROMISE

The Finery Guru brand promises to directly address the customer's desire for outstanding style in life and at work. Our brand promises this to every customer:

## AVAILABLE

Readily available to the customer any time, anywhere.

## COMPELLING

Finery Guru provides the best fashion items which are otherwise very difficult to come across. Because we are worth your time.

## EASY-TO-USE

Interactions and transactions are easy and can be done anywhere the customer chooses.





# 1.4 BRAND PERSONALITY



Brand personality to support our position as an creative inventor and our visual style must also evolve. We must be seen as passionate challengers of convention, compelled to perfect our art form. And, at the same time, we must maintain our role as a unique collaborator. We must maintain these characteristics at every point with our customers, consistently.

The brand personality describes the manner of the Finery Guru brand that we want to communicate, in both the things we say and also in the interactions we have with customers and other key clients.



FINERY G U



J R U



02

# Finery Guru Brand



Finery Guru

# Representing Identity System Elements

---

2.1 Guide to Fit In

2.2 Identity Elements

Finery Guru

## 2.1 GUIDE TO FIT IN



### HOW TO FIT IN THIS GUIDE

This brand manual should be used as a communicative collective vision to our valuable customers, all over the country.



# 2.2 IDENTITY ELEMENTS



## LOGO



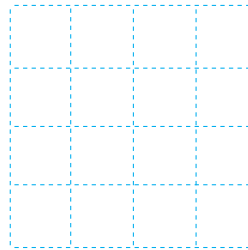
## COLOUR



## TILE



## LAYOUT GRIDS



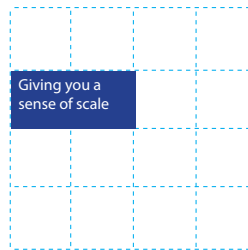
## TYPE

Avenir Next

Customized Symbol Type

Aa

## CONTENT GRIDS



## ILLUSTRATION



## PHOTOGRAPHY



## IMAGES



03

Finery Guru  
Brand 



Finery Guru

# Representing Finery Guru Brand Logo

---

3.1 Corporate Logo

3.2 Logo Elements

3.3 Clear Space and Minimum Size

3.4 Colour Variations

3.5 Acceptable Backgrounds

3.6 Logo Placement

3.7 Misuse of the Logo

## 3.1 CORPORATE LOGO



# The Ultimate REPRESENTATIVE of Finery Guru Brand

### Introduction of the logo

The Finery Guru corporate logo is playing role as representative of our company, our people, and our brand to the world. The logo is a valuable corporate asset that must be used in the proper and approved way. Our corporate logo is a building block

of our corporate identity that ensures our strong existence and represents our company, our people, and our brand to the world.

The Finery Guru brand's logo type have two components, the logo symbol and logo type. The logo Symbol is palying powerful role in representing the culture of our style services. The logo type directly addresses the Finery Guru brands inner feeling of style in life and at work. The logo type of our brand has been chosen very carefully so that our creative purposes can be met; as well as show case our actual objective. Its modern, highly legible to the customers. The typeface is Avenir Next which makes balance perfectly with the logo symbol.

The corporate logo symbol colour has been selected based on International standard. So that it can be implemented very easily. Two corporate colours are used here - yellow and black. The combination of these two colours have made the logo modern and timeless.



The Corporate Full Logo of Finery Guru Brand

F I N E R Y G U R U

## 3.2 LOGO ELEMENTS



### LOGO SYMBOL & LOGOTYPE

The logo has two components – the symbol with diamond of yellow colour to visualize the company's strong promises, and the logotype that's being used Avenir Next typeface to brand our products and marketing communications. The symbol must be used as part of the logo for each and every communication purpose too.

The symbol alone is only used as an icon by corporate sites: Facebook, Twitter, Instagram and YouTube. No other use is allowed. If you have further query please contact the relevant administrator.

### Our Special ATTENTION

The Diamond is a multi-texture gold and not a solid yellow.



# 3.3 CLEAR SPACE & SIZE



## 1

### TO FIT IN CLEAR-SPACE

To ensure the legibility we let the logo breathe by giving it some clear space. The minimum clear space that must be covered by 1.5 times the text ; or half of the blue coloured capital letter O.



## 2

### MINIMUM SIZE OF LOGO

The Finery Guru brand logo represents its visual strength in various sizes. However, when the logo is reproduced for print in too small' then it'll not be legible no longer & its impact is diminished.

In print, the logo should never appear smaller than 1" (25 mm). On-screen, it must appear at least 70 pixels wide.

F I N E R Y G U R U



## 3.3 CLEAR SPACE & SIZE



### 3

#### MAXIMUM SIZE OF LOGO

There is no maximum size for Finery Guru brand. Whenever using the Finery Guru logo at very large sizes (over 3m wide)

 **BIGGER**  
ALWAYS BETTER



## 3.4 COLOUR VARIATIONS



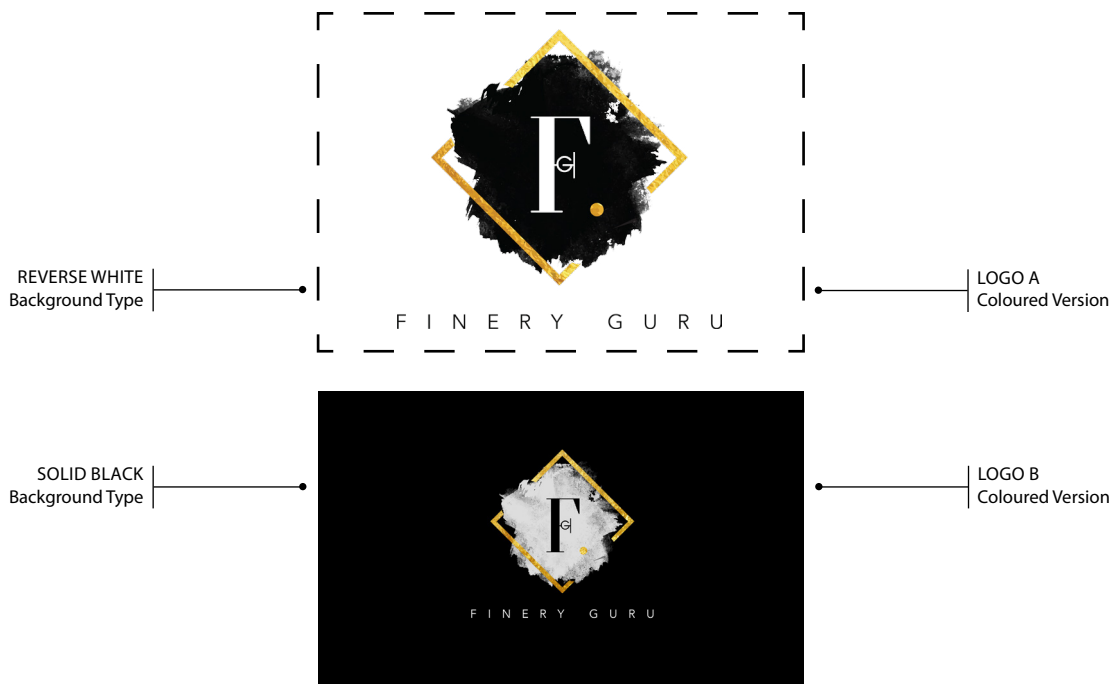
# Finery Guru Brand

To make it creative  
use colours and  
have fun!

# COLOURS

- The Finery Guru brand love to play with variety of colours; specially strong and high contrast colours which makes our brand more appealing to the viewers. The most effective background colour is white; on which to reproduce the colour logo as it gives a clean contrast for the logo's colour and elements. If the colour reproduction is not available, the logo should be reproduced in the black logo variation. It can be used on reverse background of white colour. When the Finery Guru logo is placed on a photographic image

The image behind the logo must be light enough to ensure high contrast for the positive logo or dark for the reverse logo. The full-colour reverse logo may be used on dark colour backgrounds, as well as dark areas within photographs. Please contact the administrator.



# YOU READY?

---

Let's play with  
**colours** and  
have fun! ●●



Finery Guru Brand Colours - Detail  
Section - 06



FINERY GURU

We Love  
Extraordinary  
IDEAS...





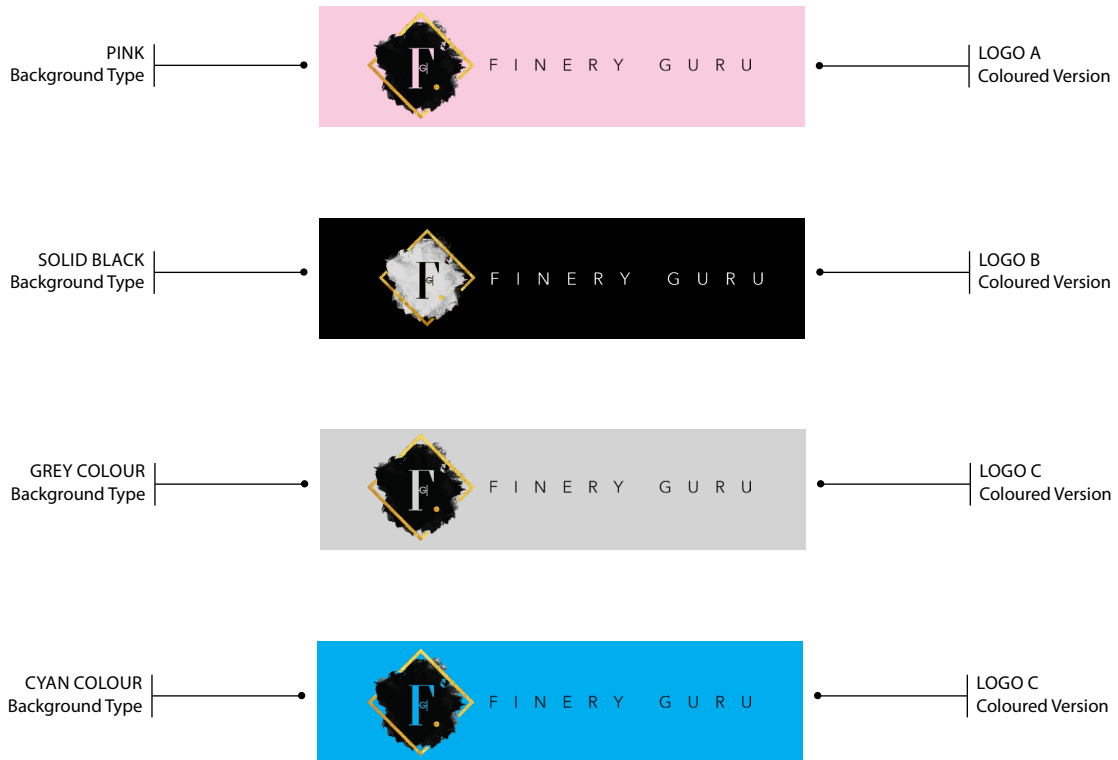
# 3.5 ACCEPTABLE BACKGROUNDS



## PERFECT BACKGROUND TO CHOOSE



For the Finery Guru brand the most effective background colour is white; on which to reproduce the colour logo as it gives a clean contrast for the logo's colour and elements. If the colour reproduction is not available, the logo should be reproduced in solid black. It can be used on reverse background of white colour as pink or grey colour.



## 3.6 LOGO PLACEMENT



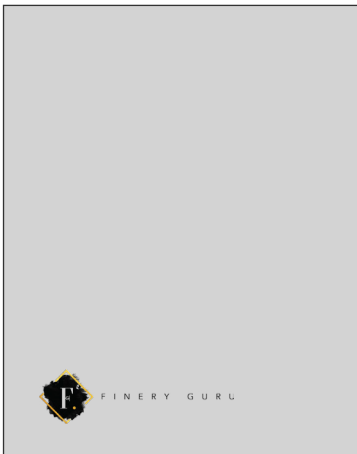
Try to make sure that the Finery Guru logo should appear in the lower left-hand corner, in full colour, and on a white background. The proper placement in this location for communication purpose helps to build Finery Guru brand-awareness. How do you measure the proper clearspace?

Clear space from the bottom and right or left edge is minimum 1" as illustrated in the demo below. If the logo placement is not applied in the lower right corner, an alternate placement can be applied in the top right corner. Please make sure that it have clear spaces to breath.

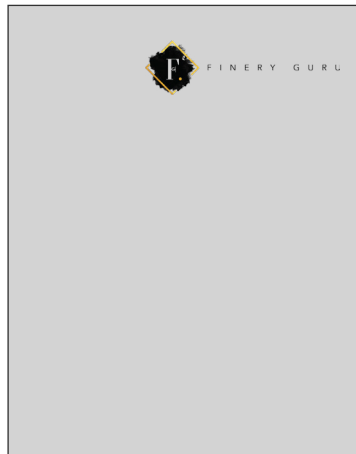
### Clear spacing for the logo placement



PREFERRED Placement Demo



ALTERNATE Placement Demo



# 3.7 MISUSES OF THE LOGO



Don't change the size & relation of logo symbol & type



This is the perfect size & relation of logo symbol & type

Don't add any effects like shadow, gradient and more



Don't place the logo having insufficient level of contrast

Don't compress the logo symbol and logo type



Don't stretch the logo symbol and logo type

Don't place the logo over busy photographs



Don't change the colour of the logo symbol & type

04

# Finery Guru Brand



Finery Guru

# Representing Finery Guru Brand Logo Type

---

4.1 Clear Space and Minimum Size

4.2 Endorsed Communication

4.3 Misuse

## 4.1 CLEAR SPACE & SIZE



### 1

#### TO FIT IN CLEARSPACE

To ensure the legibility we let the logotype to breath by giving it some clear space. The minimum clear space that must be covered by the half of the height of full logo; or half of the blue coloured capital letter of O.



### 2

#### MINIMUM SIZE OF LOGOTYPE

The Finery Guru brand logotype represents its visual strength in various sizes. However, when the logotype is reproduced for print in too small then it'll not be legible no longer & its impact is diminished.

In print, the logotype should never appear smaller than 1" (25 mm). On-screen, it must appear at least 70 pixels wide.

FINERY GURU



On screen: 70 px  
Print: 1" (25 mm)

FINERY GURU



On screen: 113.4 px  
Print: 1.18" (30 mm)

FINERY GURU



On screen: 151.2 px  
Print: 1.58" (40 mm)

## 4.1 CLEAR SPACE & SIZE



### 3

#### MAXIMUM SIZE OF LOGOTYPE

There is no maximum size for  
Finery Guru brand logotype.  
Whenever using the Finery  
Guru logotype at very large  
sizes (over 3m wide)

Let's make  
designs  
**BIGGER!**  
it's clean &  
Legible

F I N E R Y      G U R U

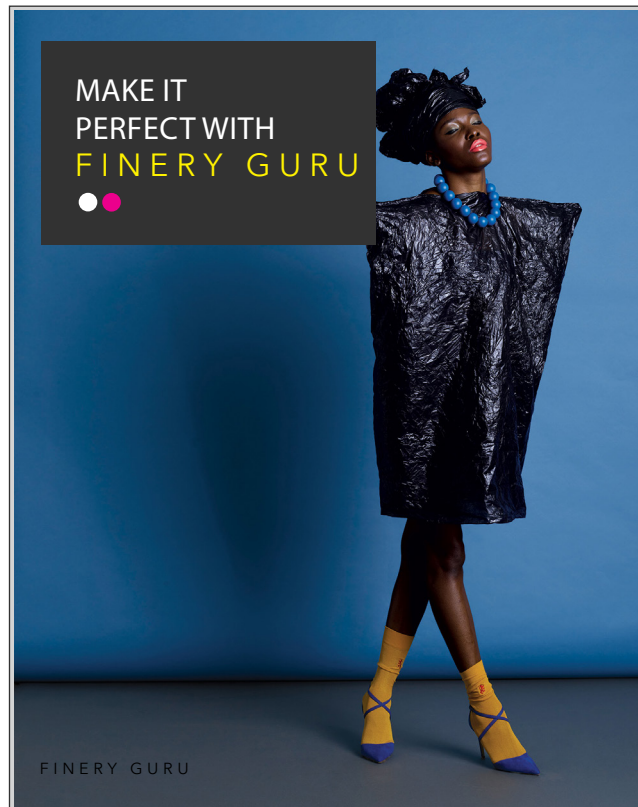
## 4.2 ENDORSE COMMUNICATION



### PERFECT BACKGROUND TO CHOOSE



Finery Guru brand's logotype should be placed from away from the focal point. Most effective background colour is white; on which to reproduce the logotype as it gives a clean contrast for the colour and elements. Placing the logotype in one corner of the layout is a good way to signal that it is an endorsement.







FINERY GURU

OUR SIGNATURE  
YOUR FINERY!



# GET READY!

---

Let's play with  
**type!**

Finery Guru Brand Typography - Detail  
Section - 05



# 4.3 MISUSES OF LOGOTYPE



Don't change the size & relation of the logotype

Finery guru

This is the perfect size & relation of the logotype

Don't add any effects like shadow, gradient and more

FINERY GURU

FINERY GURU

Don't place the logotype having insufficient contrast

Don't compress the logo symbol and logo type

FINERYGURU

FINERY GURU

Don't stretch the logo symbol and logo type

Don't place the logotype over busy photographs

FINERY GURU

FINERY GURU

Don't change the colour of the logo symbol & type

05

# Finery Guru Brand Typography



Finery Guru

# Representing Finery Guru Brand Typography

---

5.1 Corporate Typeface

5.2 Primary Font

5.3 Secondary Font

5.4 Align with Grid

5.5 Type Hierarchy

5.6 Misuse



## 5.1

### Selection of Primary & secondary typefaces



Typography, this is a wonderful thing. Brand typefaces usually play an essential role in design; sometime it's been considered that type is more important than designs elements. Typography helps to express our message to our readers. Using the careful use of typography reinforce our

Personality for communicating successfully to targeted readers & customers. Finery Guru brand have selected Avenir Next as our primary font and Raleway as our secondary corporate font; which allows us to represent our messages from the enthusiastic to the practical understanding.

## 5.2 PRIMARY FONT



### Proper selection of primary font & in detail

Finery Guru brand have selected Avenir Next as our primary corporate font; which allows us for representing our messages from the enthusiastic to the practical understanding. Using the careful use of typography reinforce our brand personality to valued customers.



BOLD |

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z**

REGULAR |

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

FIGURES |

0 1 2 3 4 5 6 7 8 9

SPECIAL CHARACTERS |

! " § \$ % & / ( ) = ? ` ; :  
i " ¶ ¢ [ ] | { } ≠ ¿ '  
« Σ € ® † Ω ¨ / ø π • ± '  
æ œ @ Δ ° ª © ¢ ð , å ¥ ≈ ç  
√ ~ μ ∞ ... - ≤ < > ≥ ~ > < ◇

## 5.3 SECONDARY FONT



### Proper selection of secondary font & in detail

Finery Guru brand have selected Raleway as our secondary corporate font.



**BOLD** |—• **A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m**  
**n o p q r s t u v w x y z**

---

**REGULAR** |—• **A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m**  
**n o p q r s t u v w x y z**

---

**FIGURES** |—• **0 1 2 3 4 5 6 7 8 9**

---

**SPECIAL CHARACTERS** |—• **! " § \$ % & / ( ) = ? ` ; :**  
**i " ¶ ¢ [ ] | { } ≠ ¿ '**  
**« Σ € ® † Ω ¨ / ø π • ± '**  
**æ œ @ Δ ° ª © ¢ ð , å ¥ ≈ ç**  
**√ ~ μ ∞ ... - ≤ < > ≥ ~ > < ◇**



## 5.4 ALIGN WITH GRID



Maintaining the proper process of alignment



## 5.5 TYPE HIERARCHY



### Maintaining proper level of hierarchy & in detail



One of the most important techniques for communicating properly is the use of typographic hierarchy. It's another form of visual hierarchy, a sub-hierarchy per se in an overall design project; to establish an order of importance within the data. Typographic hierarchy creates contrast between elements. Designers achieve this through the use of typefaces, size, weight, capital and lowercase letters, orientation and colour.

#### CAPTION TEXT

FINERY GURU (Sample Text)  
Avenir Next - 6 Point Type & 0 Point Tracking or Leading  
Avenir Next - 6 Point Type & 0 Point Tracking or Leading

#### COPY TEXT

FINERY GURU (Sample Text)  
Avenir Next - 8 Point Type & 0 Point Tracking or Leading  
Avenir Next - 8 Point Type & 0 Point Tracking or Leading

#### HEADLINE TEXT

FINERY GURU (Sample Text)  
Avenir Next - 8 Point Type & 0 Point Tracking  
Avenir Next - 8 Point Type & 0 Point Tracking or Leading

#### SUBLINE TEXT

FINERY GURU (Sample Text)  
Avenir Next - 14 Point Type & 0 Point Tracking  
Avenir Next - 14 Point Type & 0 Point Tracking or Leading

#### LARGE TITLE

FINERY GURU  
Avenir Next - 26 Point Type & 0 Point Tracking  
Avenir Next - 26 Point Type & 0 Point Tracking or Leading



06

# Finery Guru Brand Colours

Finery Guru

# Representing Finery Guru Brand Colours

---

6.1 Corporate Colours

6.2 Primary Colour

6.3 Corporate Griding System

## 6.1 CORPORATE COLOURS



### 02

Core colours of Finery Guru brand & way to use these colours properly



Colour can bring the rhythm in a design. It inspires and connects people all together. Bright, pure and energetic colours play vital role to represent the corporate identity. A palette of primary colours has been developed; which will give a extraordinary look of the Finery Guru

to represent the brand identity to our relevant media. Choose the core colours as the primary colour in your layout. The lighter and darker tints may be used as highlights and accents. Please check out with the designer and printer while using the corporate core colours.

The Finery Guru has two primary official colours: Yellow and Black. These colours have become a recognizable identifier for the company. The secondary colours are complementary to our official colours, but are not recognizable identifiers for Finery Guru company. Secondary colours would be used in less than 10 percent of the palette in one piece.

## 6.2 PRIMARY COLOURS


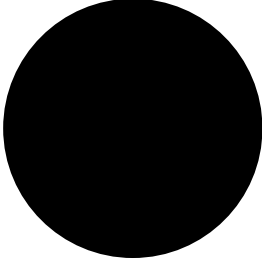


### How to use the primary colour & its detail

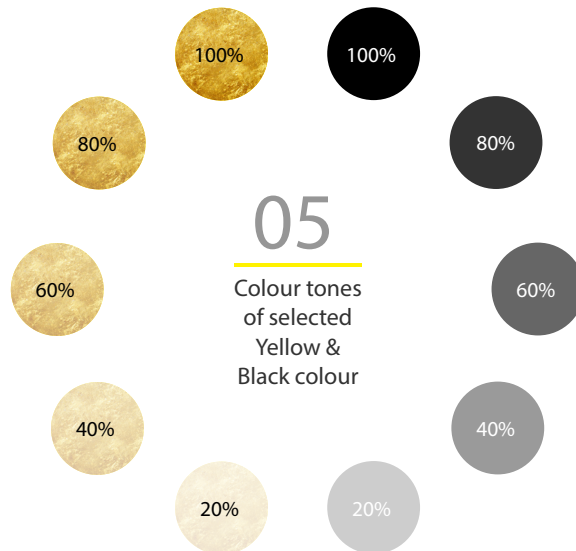
A palette of primary colours has been developed; which will give an extraordinary look of the Finery Guru to represent the brand identity to our relevant media. Choose the core colours as the primary colour in your layout. The Finery Guru has two primary official colours: Yellow and Black.



These colours have become a recognizable identifier for the company.

Yellow C0 M5 Y100 K0 R255 G242 B0 HEX #FF200 (GOLD TEXTURE INCLUDED IN PACKAGE)			Black C75 M68 Y67 K90 R0 G0 B0 HEX #000000
---	--	---	---

05  
Colour tones  
of selected  
Yellow &  
Black colour



100%	100%
80%	80%
60%	60%
40%	40%
20%	20%

# 6.3 CORPORATE GRID SYSTEM



## ON THE SCREEN

These are the approved on screen layout of Finery Guru brand while using various official purposes; as for presentation purposes and more.



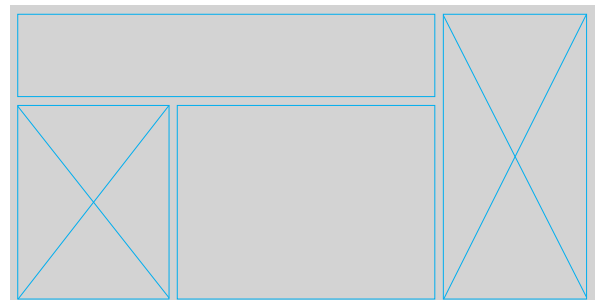
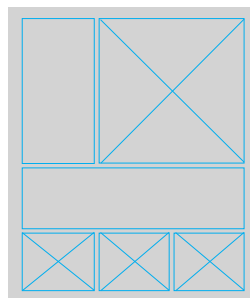
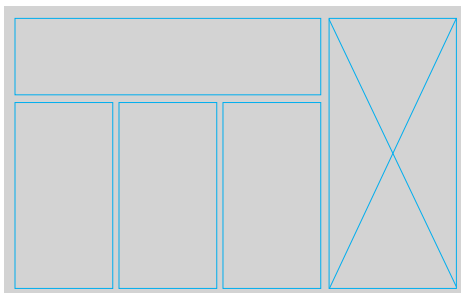
LAPTOP



TABLET



MONITOR







07

Finery Guru  
Brand 

Finery Guru

# Representing Finery Guru Brand Images

---

7.1 Corporate Image: Coloured

7.2 Corporate Image: Black and White

7.3 Other Blending Modes

FINERY GURU  
BRAND  
CORPORATE

---



FINERY GURU



## 7.2 COLOURED IMAGE



### GUIDE TO USE COLOURED IMAGE

### HOW TO FIT IN THIS GUIDE

These guidelines cover both the shared design elements are used by Finery Guru brands & our image unique guidelines.

Requirements:

- High contrast
- High quality image
- Desaturated colours
- Professional look



## 7.3 BLACK & WHITE IMAGE



### USING BLACK & WHITE IMAGE

Requirements:

- Black & white images
- High contrast image
- High quality image
- Desaturated colours
- Professional look



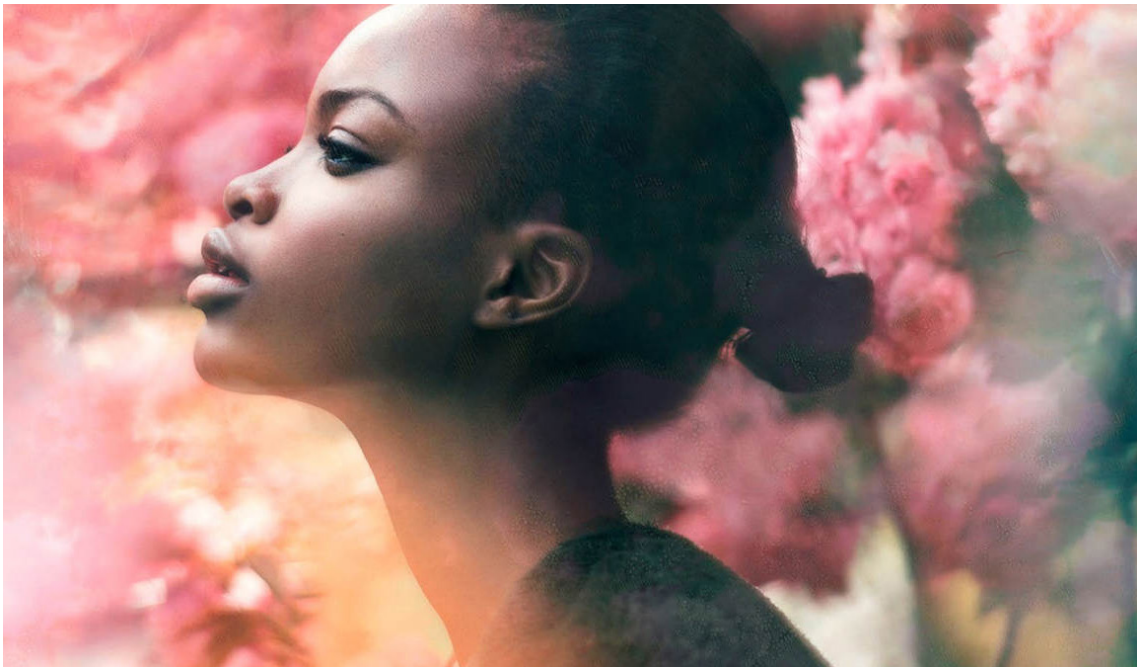
## 7.4 BLENDING MODES



### GUIDE TO USE BLENDING MODES

Requirements:

- High contrast
- High quality image
- In pastel tones



08

# Finery Guru Brand





Finery Guru

# Representing Finery Guru Brand Stationery

---

8.1 Corporate Stationery

8.2 Corporate Letterhead

8.3 Business Card

8.5 On Screen Pages

8.6 Posters & Print Ads



10.1

## INTRODUCTION CORPORATE STATIONERIES

### HOW TO FIT IN THIS GUIDE

In a design, corporate stationery works as defining design element which helps to represent our message in a super clean and direct way.

Using stationery items may create the focal point of the design and type; that makes the total design legible and interesting to the viewers.

A corporate stationery may contain the primary communication information—headline, subhead, body copy and call to action and more.



Corporate stationeries work as defining the design elements all together; creating brand personality

# 10.2 LETTERHEAD



## GUIDE TO USE LETTERHEAD

### Usage:

This letterhead can be used for all corporate communication purposes of Finery Guru brand.

### Requirements:

- High contrast text colour
- High quality image
- DIN A4 and letter size
- Professional look
- Weight 123g/m
- Print format CMYK



# 10.3 BUSINESS CARD



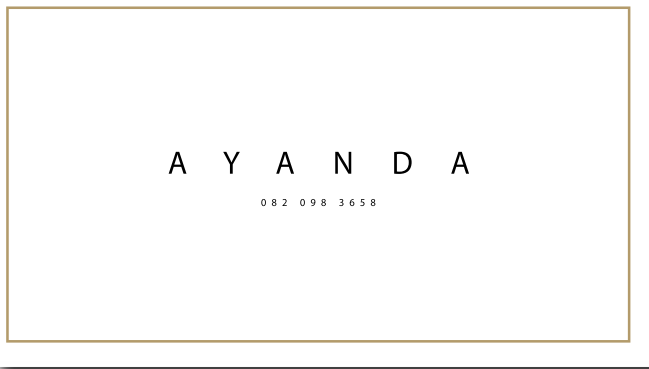
## GUIDE TO USE

### Usage:

This business card can be used for all corporate communication purposes of Finery Guru brand.

### Requirements:

- High contrast text colour
- High quality image
- Professional look
- Weight 120g/m
- Print format CMYK











**FINERY GURU**











  
FINERY GURU  
Lorem ipsum dolor sit amet, sed noster molestias gubergren ad, eum teta adipiscing eu dolores verterem ad sit.  
In sed atque possunt dignissim. Ea sita commodo inconvicere eum, ei duo quot wis, hie eu maucius gnaep e  
Vix ad nulla eiusmod mandamus ei sili. Vixis regione ses. Mei ad ver nostrum scribitur. Ses ne giber  
nacia interpretaria.  
Te vim sili alienum persecuti. Decore asterio present per an. In lobortis efficien  
alienum. Nam accusam qualique interresset in, ferent sensent formibus  
ad nos.  
Istius theophrastus has te. Nulla regione hia ut, est time  
Erat possim quaestio eu has. Qui ea porro  
tur sapientem facilis ne sit. In facer detrahi  
Atomorum honestate mei te, et nec jao  
sonet sperit appellatur nam, sed






FINERY GURU

# 10.4 CONTACT



## CONTACT INFORMATION

We have tried to focus this brand portfolio of world-class style; from our company brand guideline. Here you've got to know brand tools has additional resources and guidance on the entire Finery Guru brand. If you ever have any question regarding our visual identity; please feel free to contact with our special team.

-  Mr. Jarryd McDonald
-  Johannesburg South Africa
-  [jarrydmcdonald@gmail.com](mailto:jarrydmcdonald@gmail.com)



OUR  
SIGNATURE  
YOUR  
FINERY



F I N E R Y G U R U