

CHÉRIE

This brand book document is a summary of CHÉRIE's visual identity. Following these guidelines will uphold a strong brand identity and set rules for the uniform application of brand elements.

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1.0 Brand Story

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Values 1.2
Promise 1.3
Style 1.4
Tone

1.5
Market
Position

1.1

Values

Brand values are the compass that guides how we look and feel across everything we do.

Opulent
Beauty with a purpose
Sustainable

1.2

Promise

What do we promise to deliver to customers through thick and thin?

Environmental
Responsibility
Transparency
Security

1.3 Style

We are not passive—we are engaged and spirited. This will shine through our brand style.

Vivid
Youthful
Traditional
Sensible

1.4

Tone

Based on our principles, our tone of voice defines how we talk, wherever we are, changing based on platform and audience.

Firm
Inspiring
Calming

1.5

Market Position

Who are we targeting? Who do we cater to? Who do we want you to become?

These questions are answered by our market position.

CHÉRIE is talking to the modern woman, who strives to always be the best version of herself.

You can always count on CHÉRIE to achieve the impossible.

2.0 Core Brand Elements

2.1 Main Logo

Main Logo
Logo on Backgrounds
Clearance Space
Scale
Misuse

2.2 CHÉRIE Icon

Icon
Icon on Backgrounds
Construction
Scale
Misuse

2.3 Word Mark

Word Mark
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Scale
Misuse

2.4 Social Mark

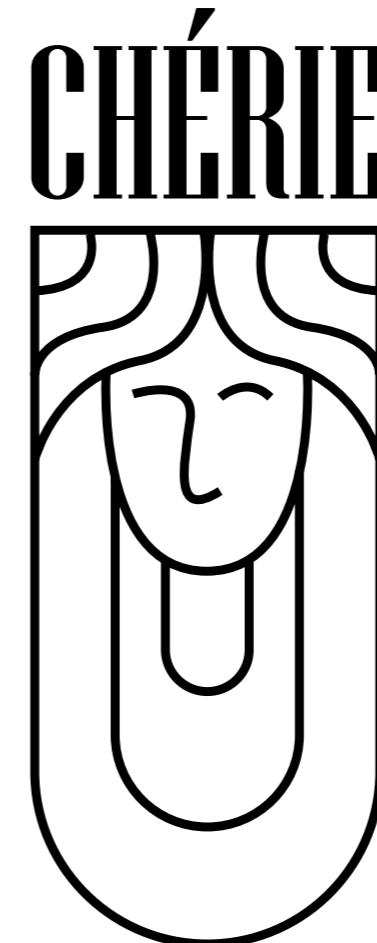
Social Mark
Mark on Backgrounds
Scale
Misuse

2.1

Main Logo

It is the human embodiment of CHÉRIE, and it's brand values.

This is the main logo which should be used on all branded items.



2.1

Logo on Background

The main logo should be used as indicated in the pictures. Avoid using the logo on top of an image.

Use the monochromatic versions for social media only.

- 01** Monochromatic / Black on White
- 02** Monochromatic / White on Black
- 03** Summer Colours
- 04** Winter Colours



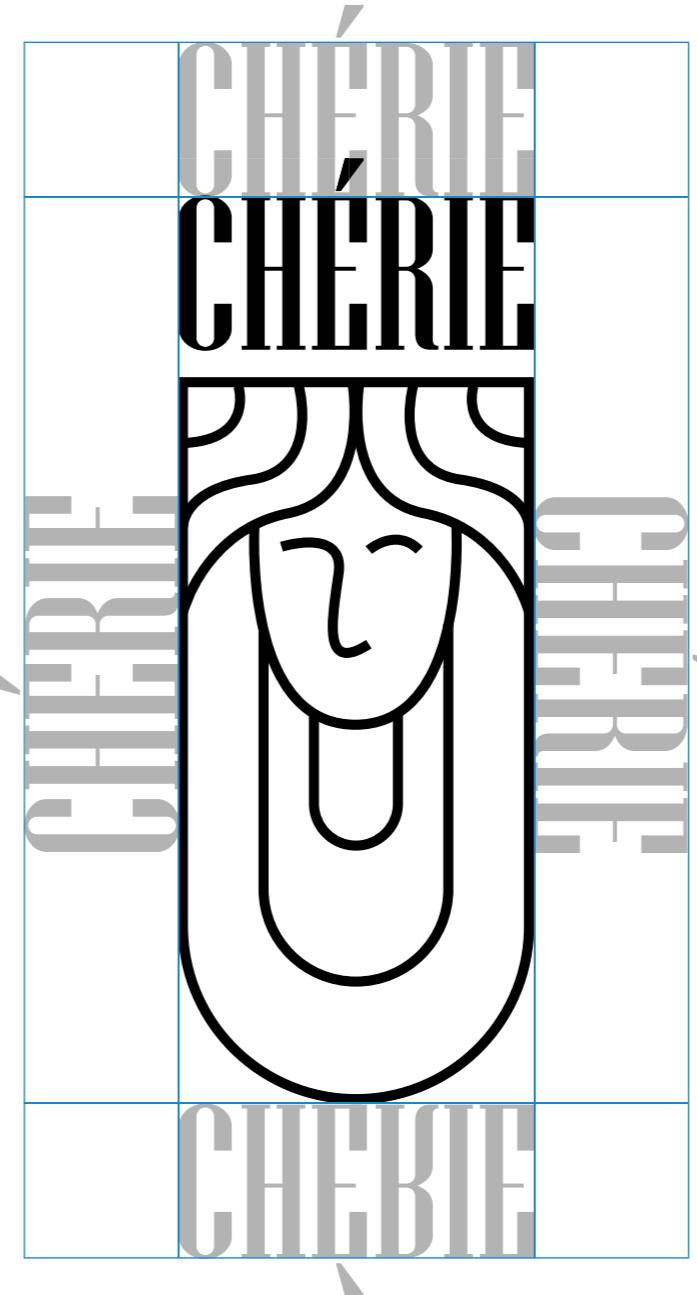
2.1

Clearance Space

Always keep a minimum area around the main logo to maintain visual clarity.

The clearance area is defined by the height (excluding the accent) of the CHÉRIE font.

Photos, text and other graphic elements should not overlap the marked area.



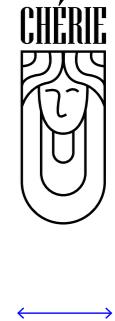
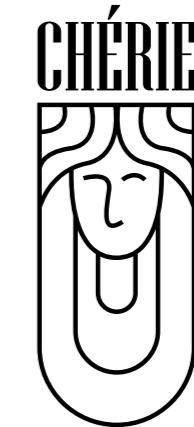
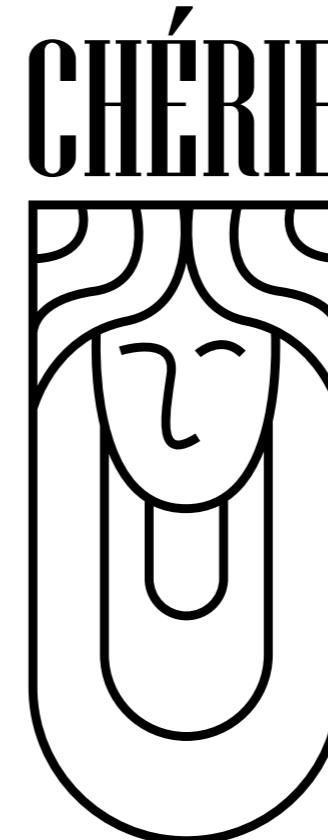
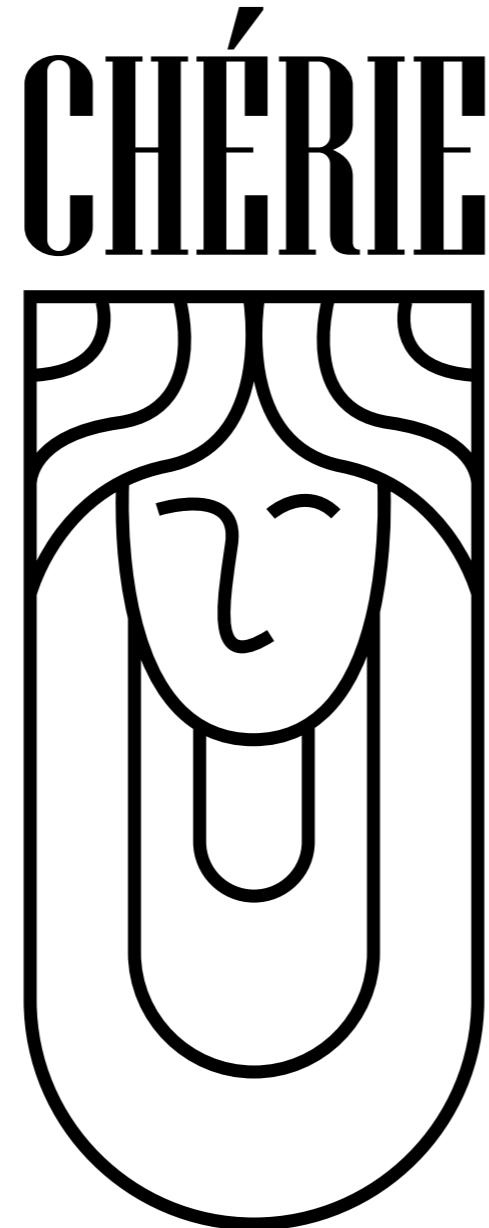
2.1

Scale

Ensure readability and legibility of the main logo at all sizes.

Minimum width for print: **25 px**

Minimum width for digital: **25 px**



2.1

Misuse

01 Do not distort the logo.

02 Do not cut the logo.

03 Do not use gradients on the logo.

04 Do not apply any effect on the logo.

05 Do not change color of the logo besides the selected Summer and Winter colours.

06 Do not change proportion of the logo.

The drawing, proportions and spacing of CHÉRIE brand assets may not be redrawn, typeset, altered, embellished or adjusted in any way.

Master art files must be used for any logo needs.



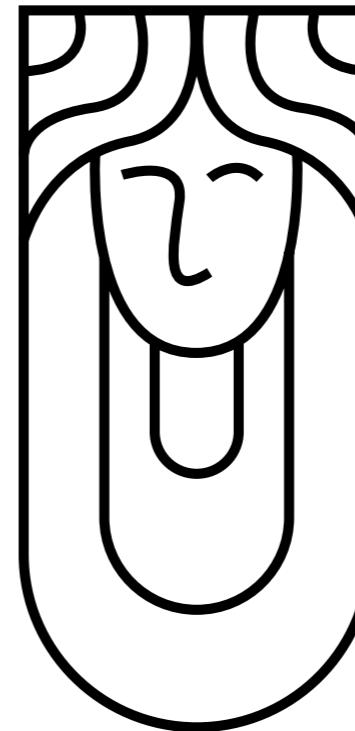
2.2

CHÉRIE Icon

The icon is a secondary brand element.

It is the human embodiment of CHÉRIE, and it's brand values.

Besides digital applications, such as social and mobile icons, where the icon can stand on its own, it should always be used in combination with the main logo.



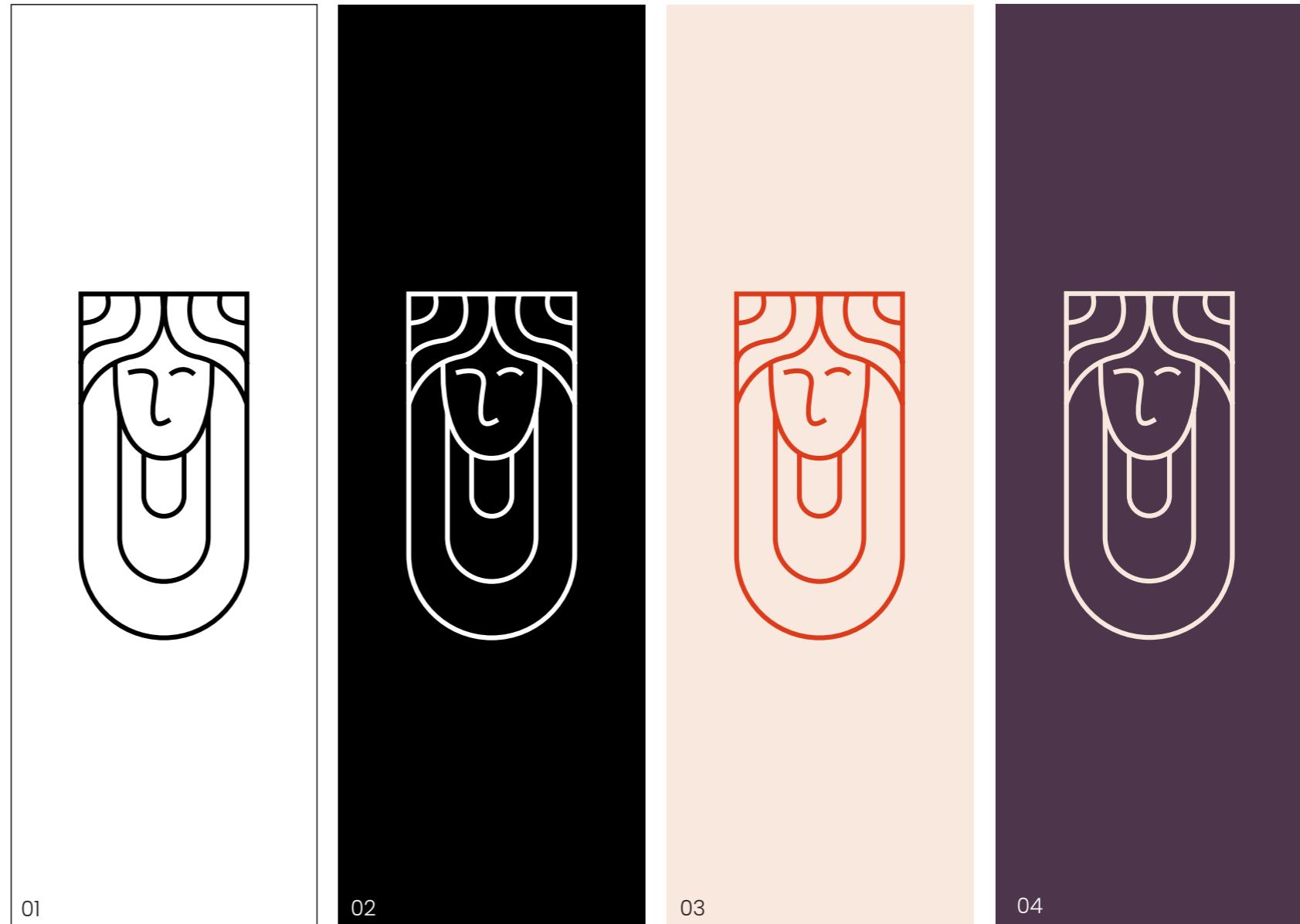
2.2

Icon on Background

The icon should be used as indicated in the pictures. Avoid using the icon on top of an image.

Use the monochromatic versions for social media only.

- 01** Monochromatic / Black on White
- 02** Monochromatic / White on Black
- 03** Summer Colours
- 04** Winter Colours



2.2

Construction

The CHÉRIE icon has been carefully drawn to work well in all environments.

Please do not alter the icon in any way.



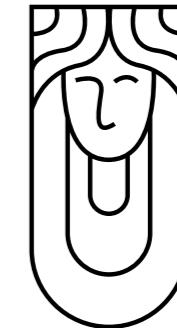
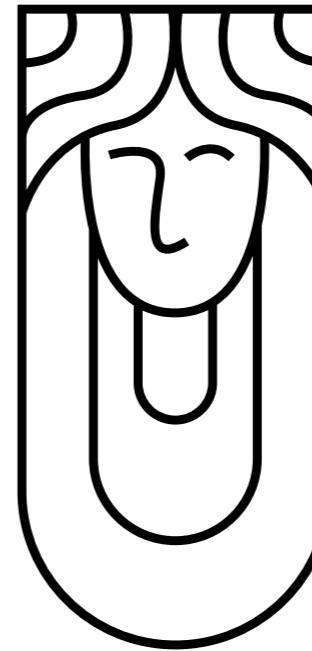
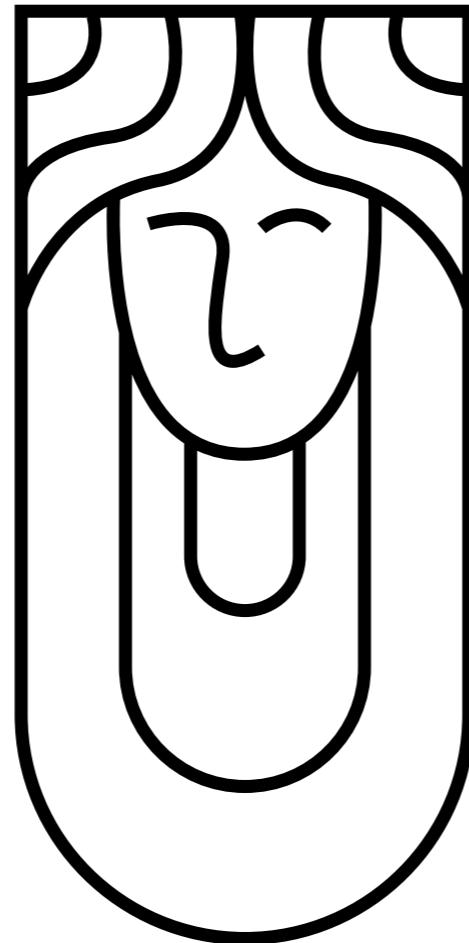
2.2

Scale

Ensure readability and legibility of the icon at all sizes.

Minimum width for print: **25 px**

Minimum width for digital: **25 px**



2.2

Misuse

01 Do not distort the icon.

02 Do not cut the icon.

03 Do not use gradients on the icon.

04 Do not apply any effect on the icon.

05 Do not change color of the icon besides the selected Summer and Winter colours.

06 Do not change proportion of the icon.

The drawing, proportions and spacing of CHÉRIE brand assets may not be redrawn, typeset, altered, embellished or adjusted in any way.

Master art files must be used for any icon needs.



2.3

Wordmark

The wordmark is a secondary brand element.

It embodies the brand values of CHÉRIE.

Besides applications where the wordmark can stand on its own, such as narrow packaging or receipts, it should always be used in combination with the main logo.

CHÉRIE

2.3

Wordmark on Background

The wordmark should be used as indicated in the pictures. Avoid using the wordmark on top of an image.

Use the monochromatic versions for social media only.

01 Monochromatic / Black on White

02 Monochromatic / White on Black

03 Summer Colours

04 Winter Colours



2.3

Scale

Ensure readability and legibility of the wordmark at all sizes.

Minimum width for print: [25 px](#)

Minimum width for digital: [25 px](#)

CHÉRIE

CHÉRIE

CHÉRIE

CHÉRIE

2.3

Misuse

01 Do not distort the wordmark.

02 Do not cut the wordmark.

03 Do not use gradients on the wordmark.

04 Do not apply any effect on the wordmark.

05 Do not change color of the wordmark besides the selected Summer and Winter colours.

06 Do not change proportion of the wordmark.

The drawing, proportions and spacing of CHÉRIE brand assets may not be redrawn, typeset, altered, embellished or adjusted in any way.

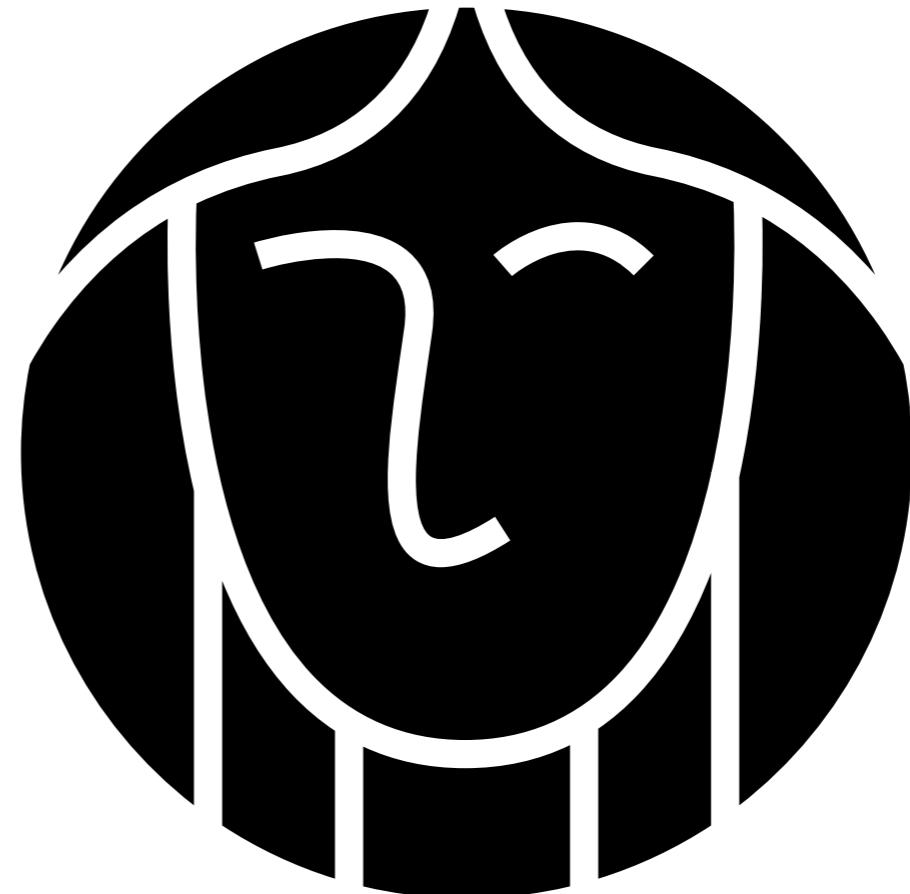
Master art files must be used for any wordmark needs.



2.4

Social Mark

The CHÉRIE icon was developed as avatar icon for everything social.



2.4

Mark on Background

The social mark should be used as indicated in the pictures. Avoid using the social mark on top of an image.

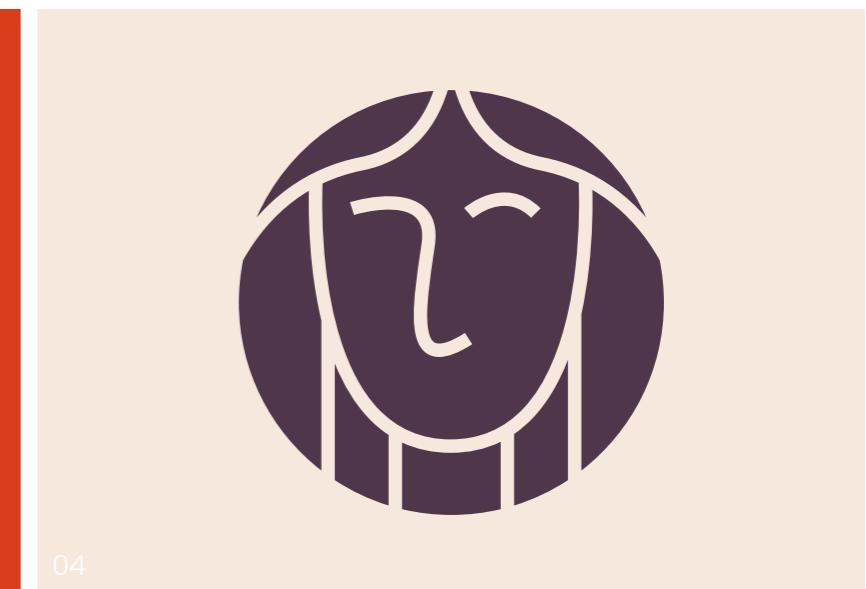
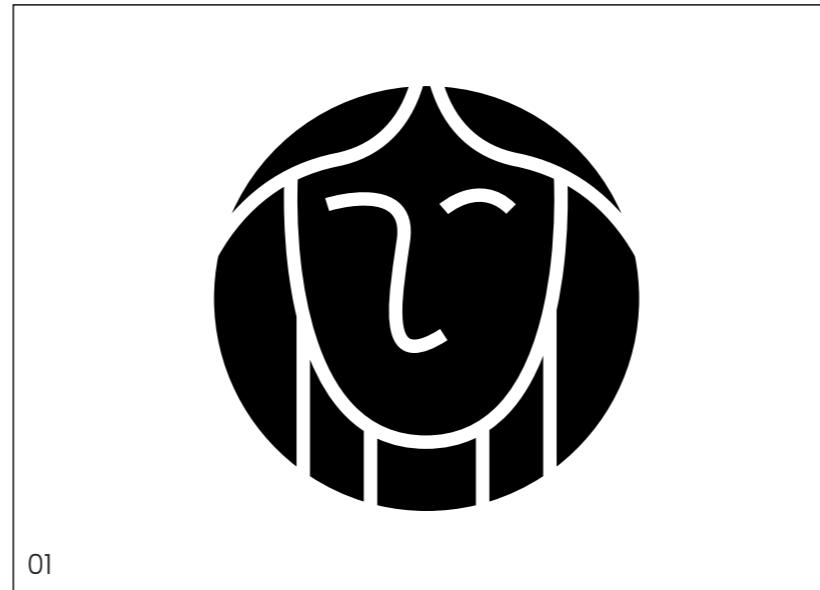
Use the monochromatic versions for social media only.

01 Monochromatic / Black on White

02 Monochromatic / White on Black

03 Summer Colours

04 Winter Colours



2.4

Mark Scale

Ensure readability and legibility of the social mark at all sizes.

Minimum width for print: **25 px**

Minimum width for digital: **25 px**



2.4

Misuse

01 Do not distort the mark.

02 Do not cut the mark.

03 Do not use gradients on the mark.

04 Do not apply any effect on the mark.

05 Do not change color of the mark besides the selected Summer and Winter colours.

06 Do not change proportion of the mark.

The drawing, proportions and spacing of CHÉRIE brand assets may not be redrawn, typeset, altered, embellished or adjusted in any way.

Master art files must be used for any social mark needs.



3.0 Colour

3.1 Colour Summary

A summary of the colour system

3.2 Primary Colours

Monochrome Colours
Colour Application

3.3 Secondary Colours - Set 1

Summer Colours
Colour Application

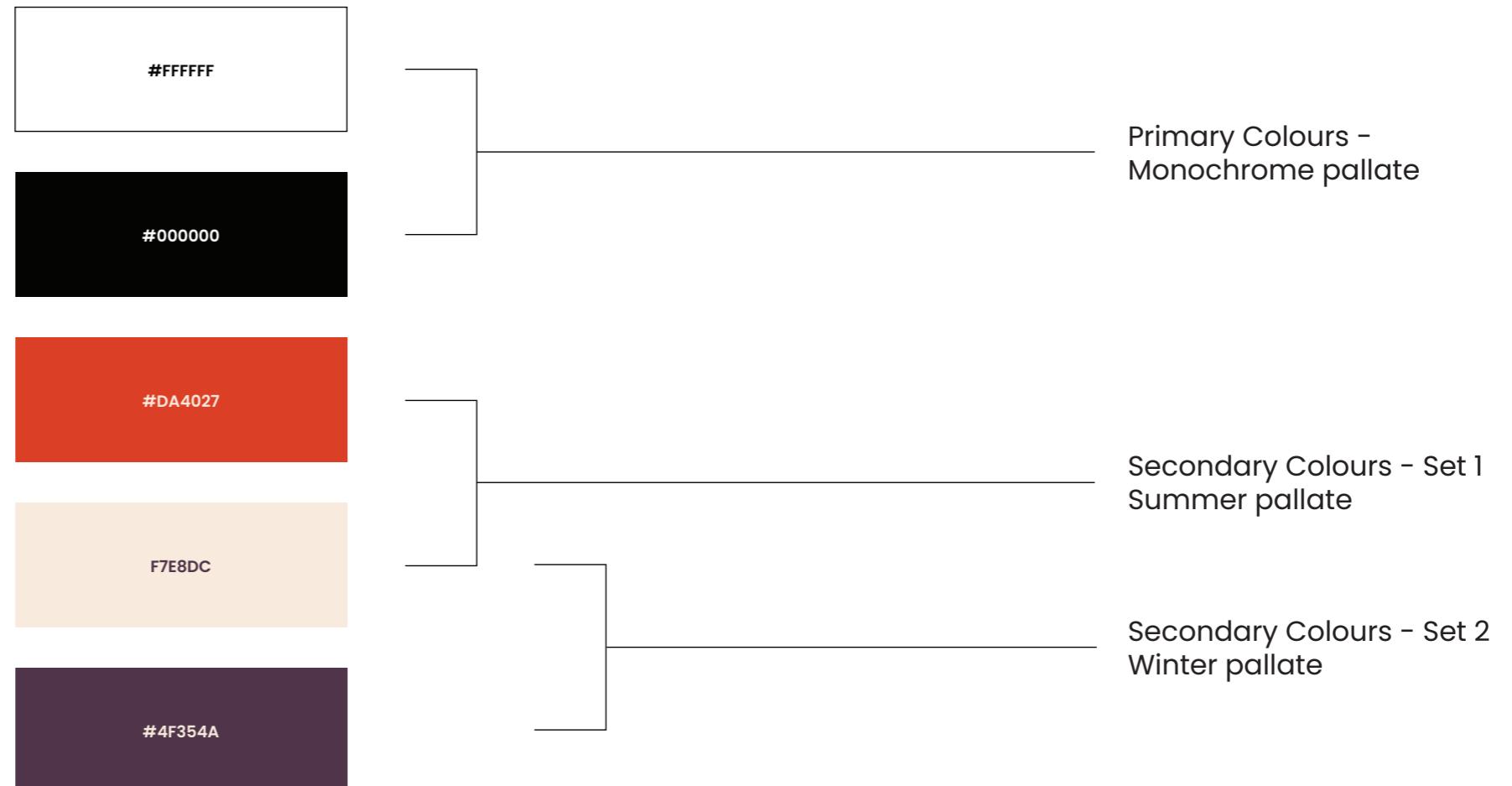
3.4 Secondary Colours - Set 2

Winter Colours
Colour Application

3.1

Colour Summary

CHÉRIE has a Summer and a Winter skincare range. For clarity, this is the standard colour system that must be adhered to.

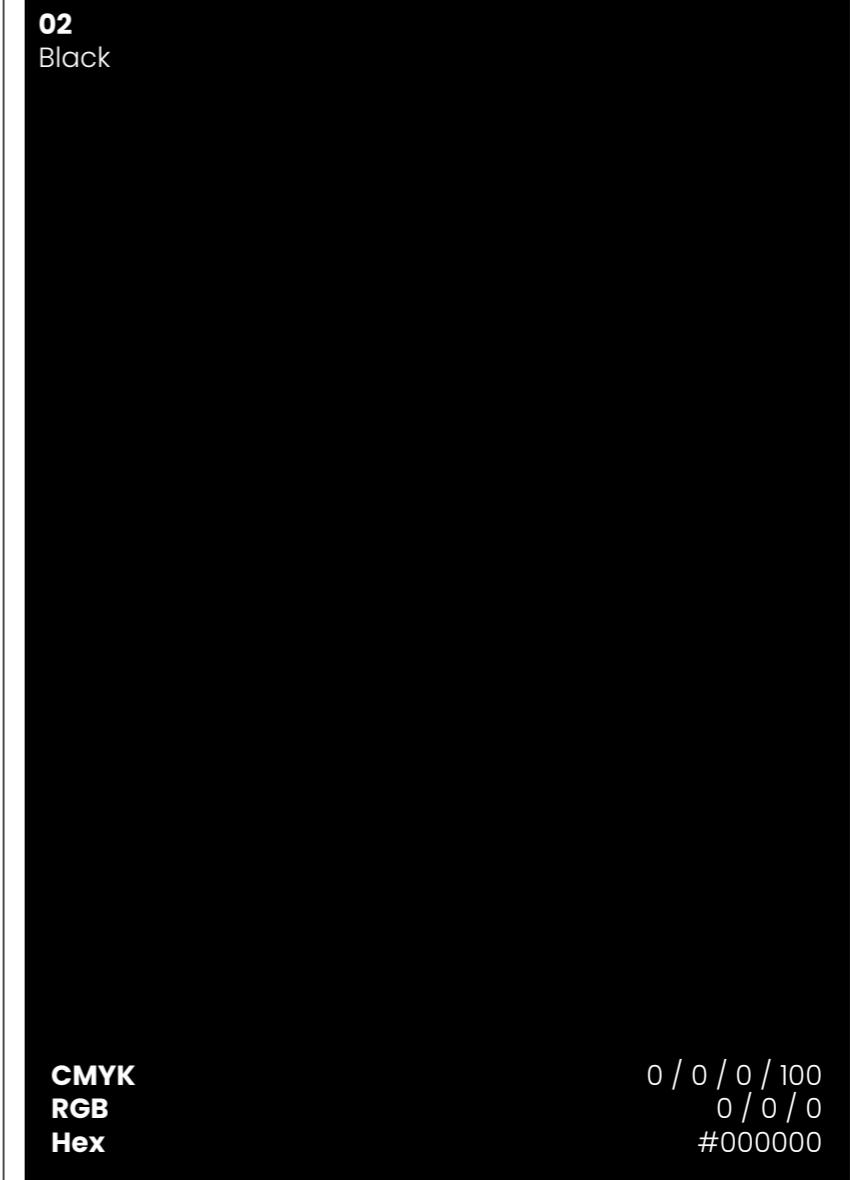
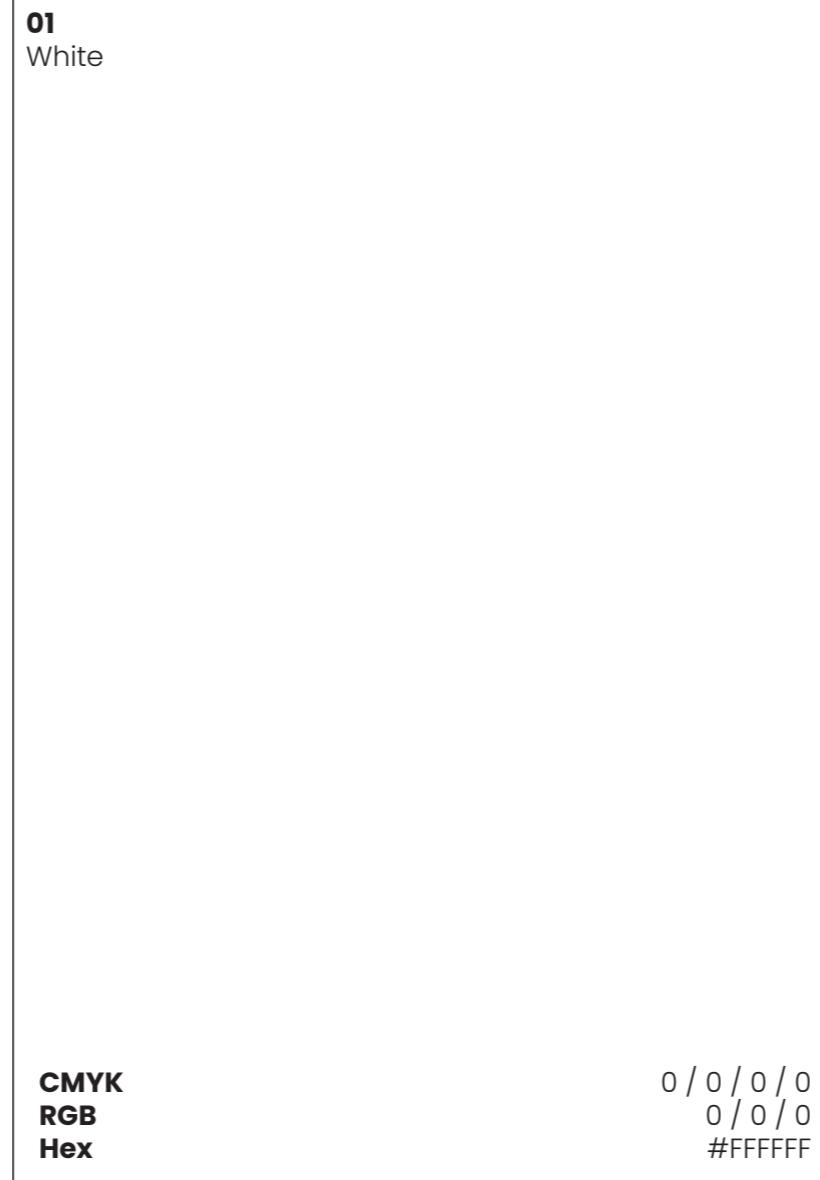


3.2

Primary Colours

01 White and **02 Black** are constant and reliable, for which reason they are the core colours.

They may be used only for social media, and selective branding purposes.



3.2

Primary Colour Applications

Main Logo

- 01 Black on White
- 02 White on Black

Icon

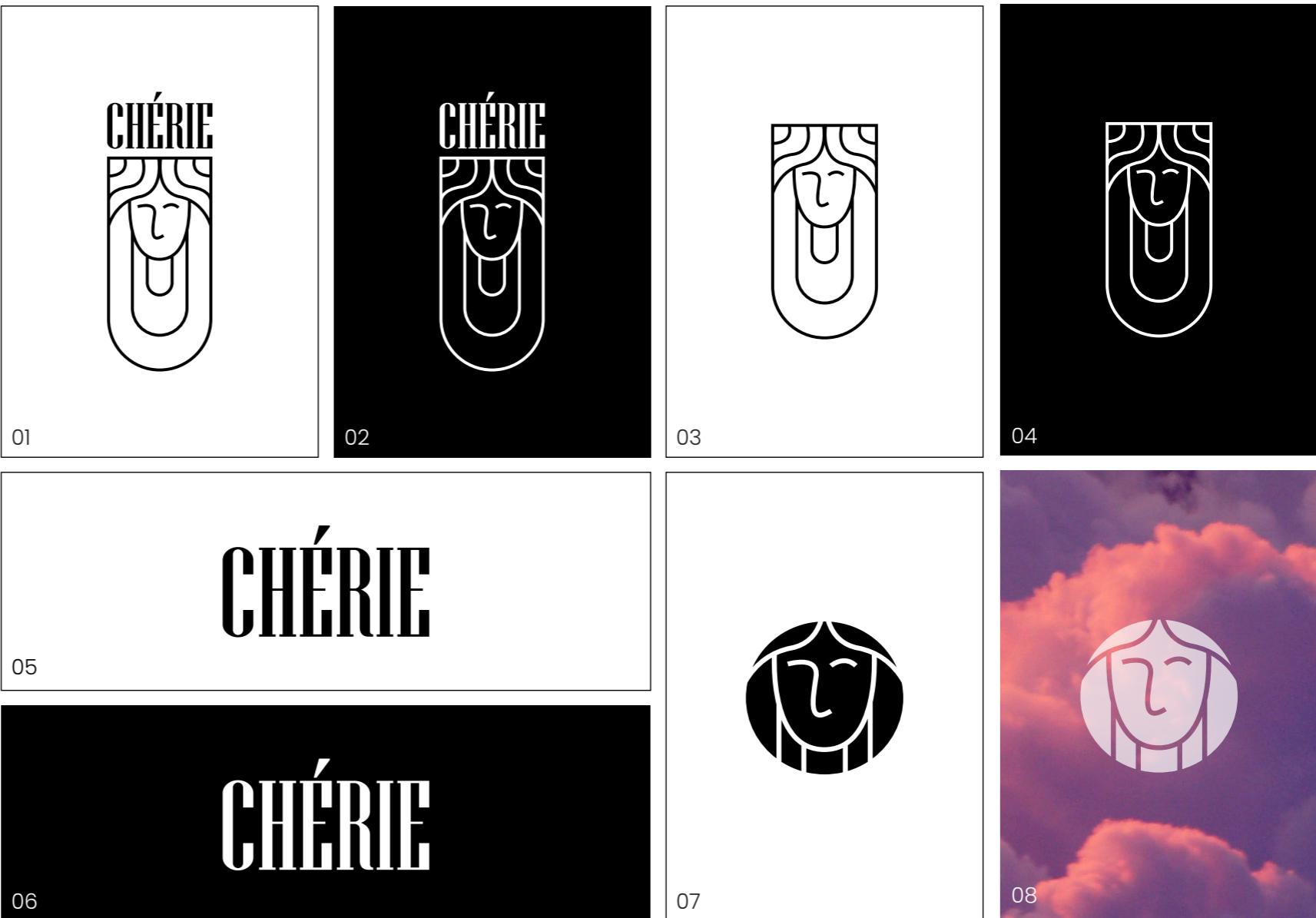
- 03 Black on White
- 04 White in Black

Wordmark

- 05 Black on White
- 06 White on Black

Social Mark

- 07 Black on White
- 08 White social mark to only be used as watermark at 70% opacity.



3.3

Secondary Colours – Set 1

01 Antique White and **02 Vermillion (Plochere)** symbolise warmth and elegance, for which reason they are the summer colours.

They may be used only for social media, and selective branding purposes, specifically the Summer Skincare Line.

01

Antique White

CMYK
RGB
Hex

0 / 6 / 10 / 3
247 / 232 / 222
#F7E8DE

02

Vermillion (Plochere)

0 / 72 / 87 / 14
219 / 61 / 28
#DB3D1C

3.3

Set 1 Colour Applications

Main Logo

01 Vermillion (Plochere) on Antique White Only

Icon

02 Vermillion (Plochere) on Antique White Only

Wordmark

03 Vermillion (Plochere) on Antique White
04 Antique White on Vermillion (Plochere)

Social Mark

05 Antique White on Vermillion (Plochere)
Only

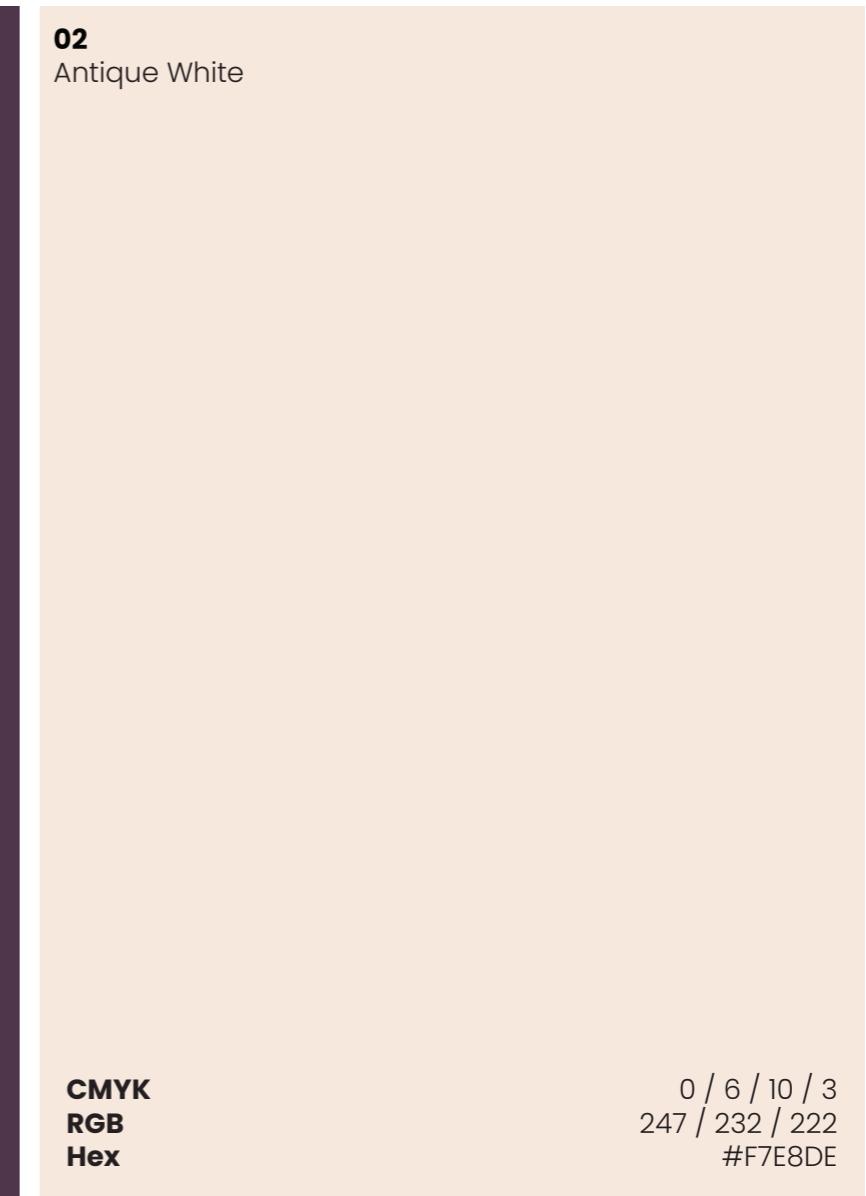


3.4

Secondary Colours – Set 2

01 Purple Taupe and **02 Antique White** symbolise tact and comfort, for which reason they are the winter colours.

They may be used only for social media, and selective branding purposes, specifically the Winter Skincare Line.



3.4

Set 2 Colour Applications

Main Logo

01 Antique White on Purple Taupe Only

Icon

02 Antique White on Purple Taupe Only

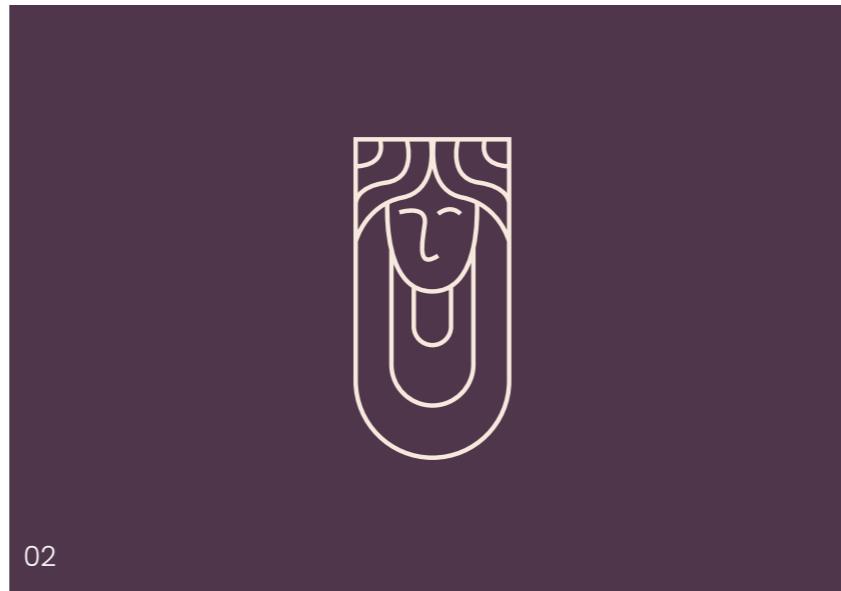
Wordmark

03 Antique White on Purple Taupe

04 Purple Taupe on Antique White

Social Mark

05 Purple Taupe on Antique White Only



4.0 Brand Pattern

4.1 Primary Pattern

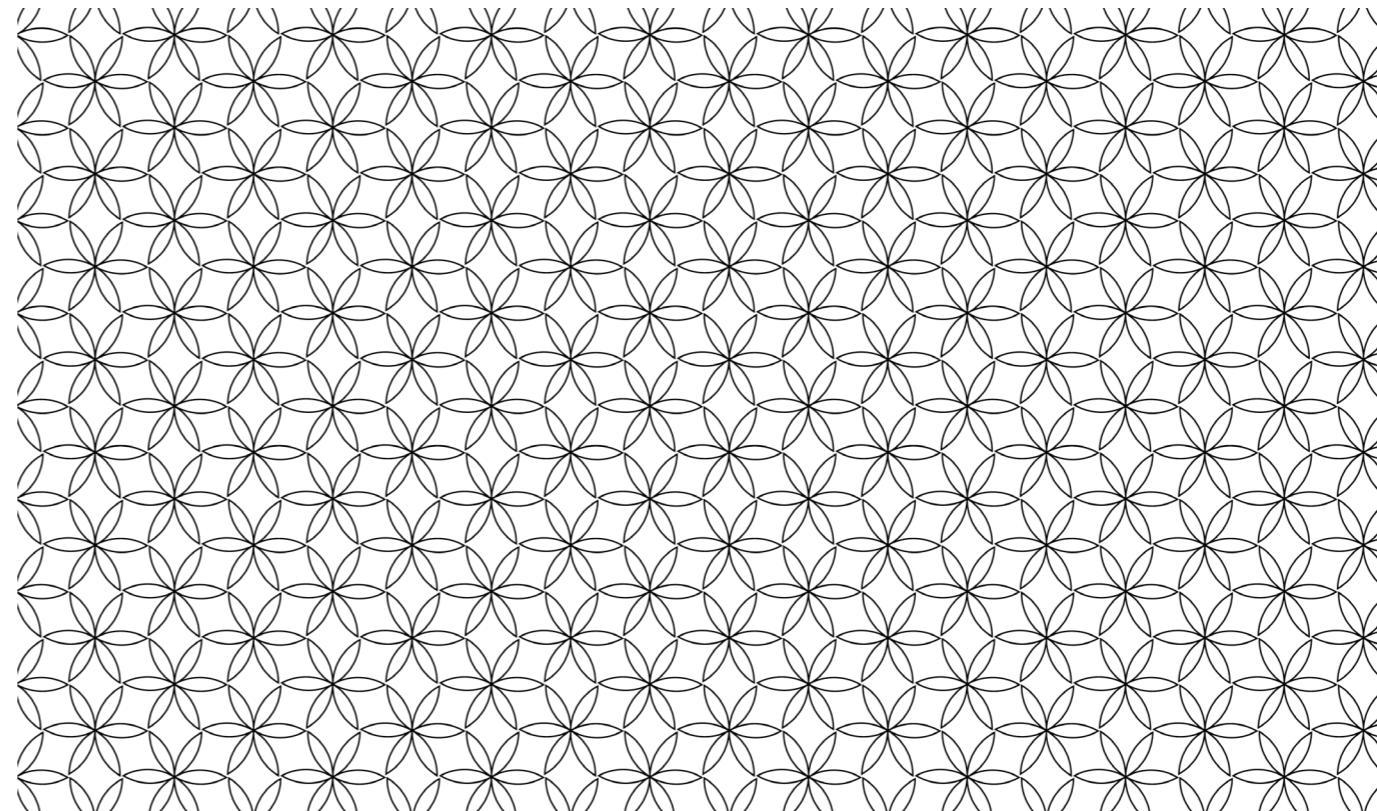
Pattern
Pattern Application
Misuse

4.1

Primary Pattern

A flower pattern that forms an array of circles when put together.

Symbolising the brand's commitment to nature, femininity and luxury.

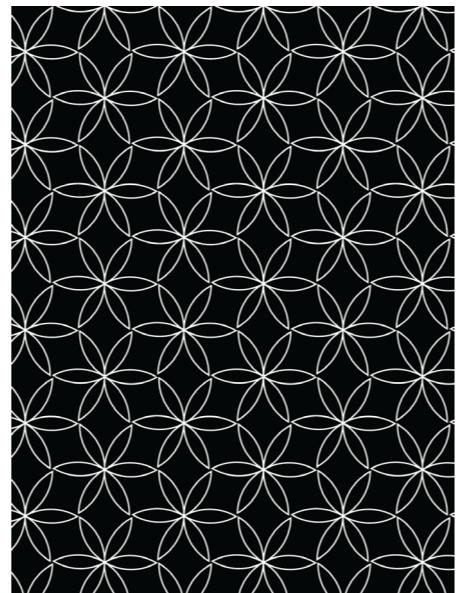


4.1

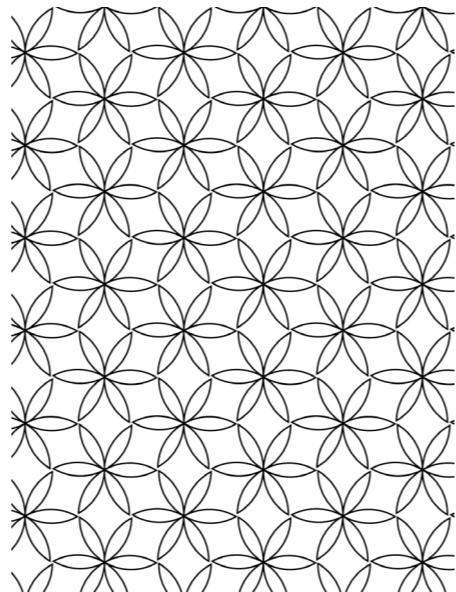
Pattern on Background

The only acceptable colour combinations of the brand pattern.

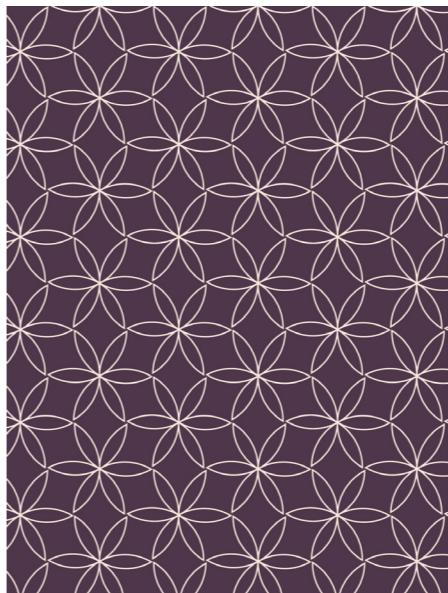
- 01** Black on White
- 02** White on Black
- 03** Antique White on Purple Taupe
- 04** Purple Taupe on Antique White
- 05** Antique White on Vermillion (Plochere)
- 06** Vermillion (Plochere) on Antique White



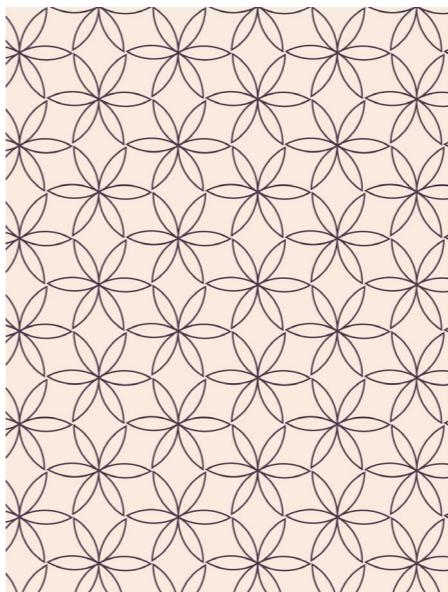
01



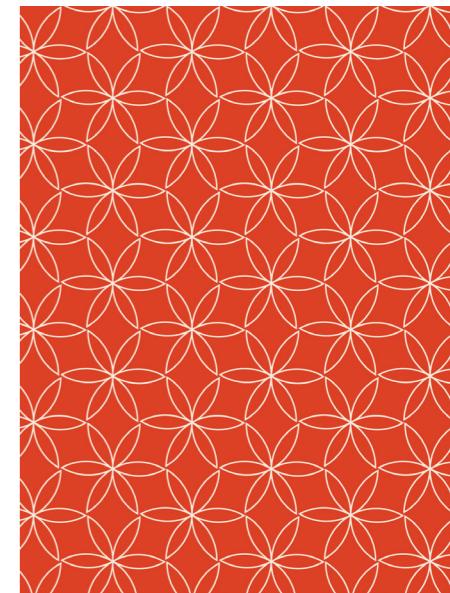
02



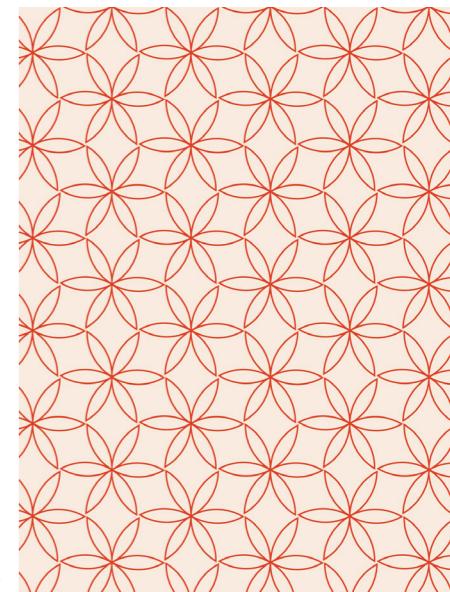
03



04



05



06

4.2

Pattern Misuse

01 Avoid layering text and design directly over the busy areas of the patterns.

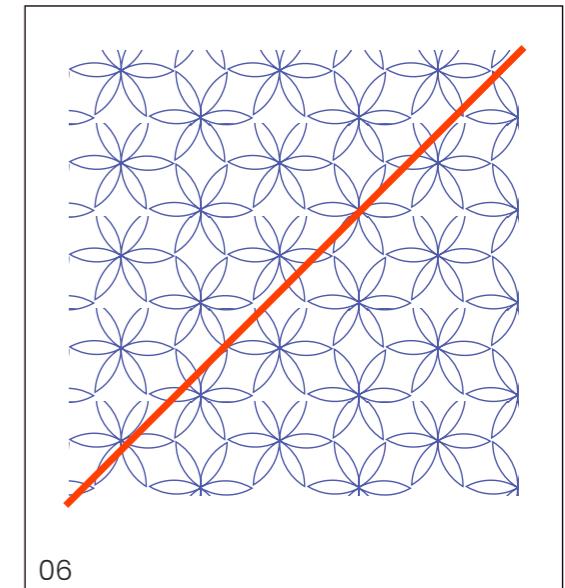
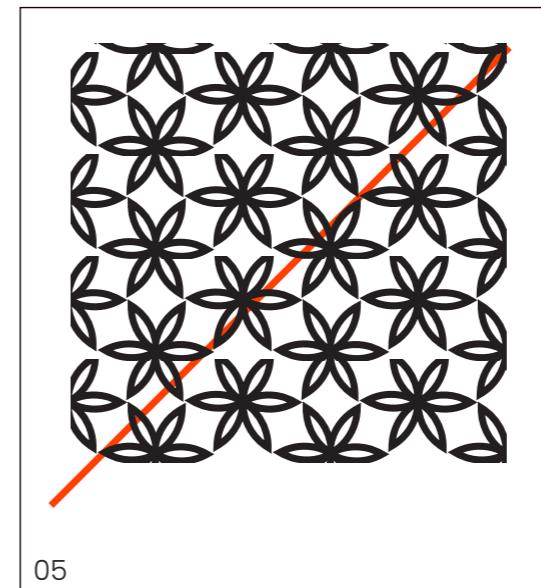
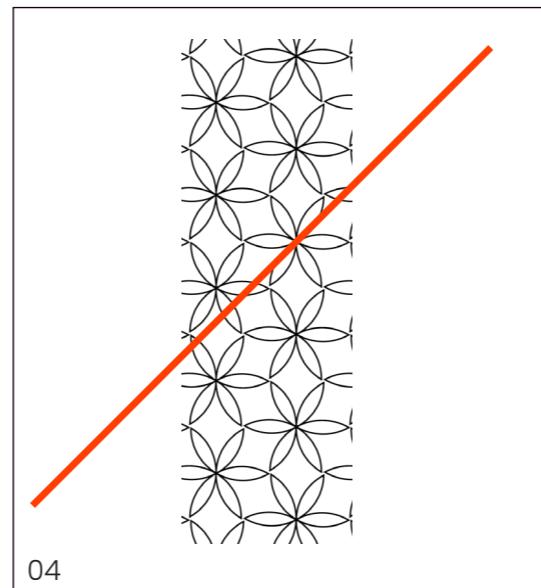
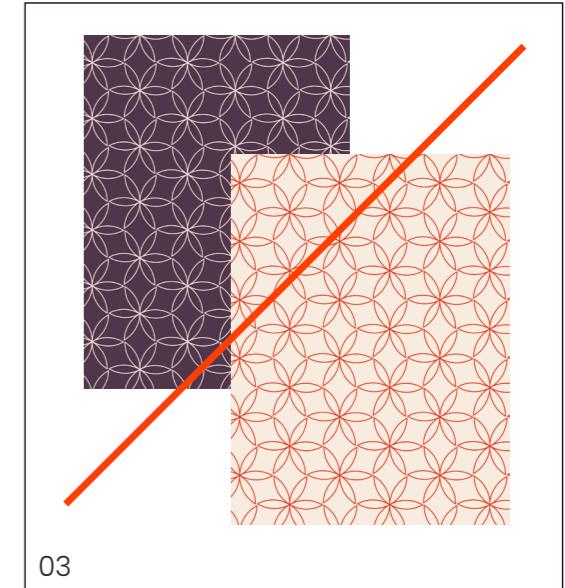
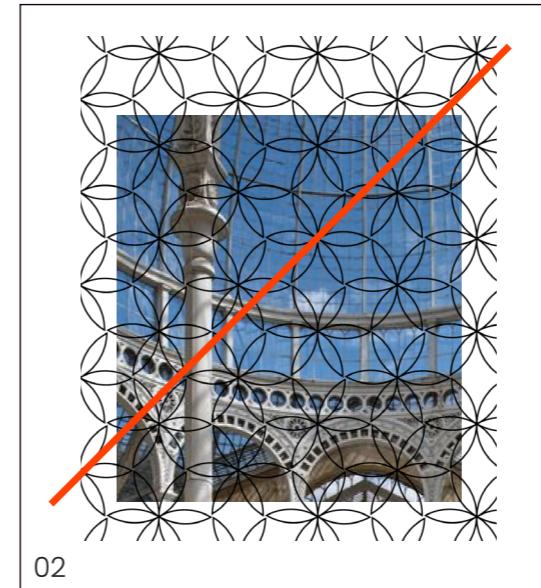
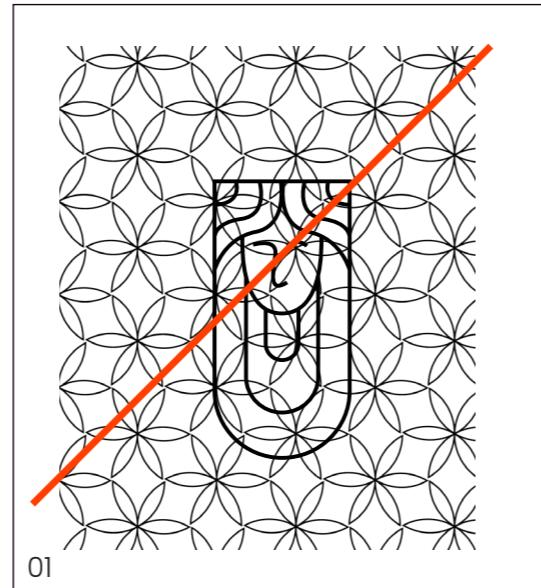
02 Avoid pairing with imagery.

03 Avoid using multiple coloured patterns on the same page.

04 Avoid cutting off the pattern incomplete.

05 Adjusting stroke lines within the patterns is not recommended.

06 Avoid changing the selected colour combinations.



5.0 Typography

5.1 Logo Typeface

Main Typeface
Font

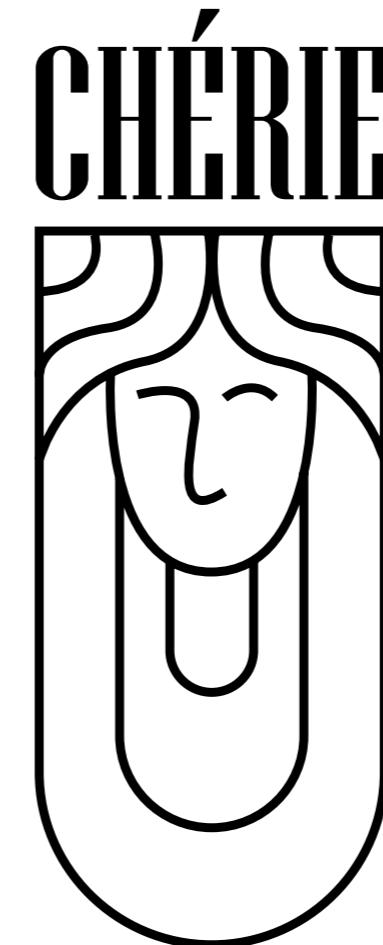
5.2 Content Typeface

Content Typeface Summary
Content Typeface - 1
Content Typeface - 2
Typeface Use

5.1

Main Typeface

The typeface used in the main logo is Niagara Solid.



5.1

Font

Niagara Solid is a serif font that has crisp and elegant geometry, chosen to be the main logo typeface and wordmark for CHÉRIE.

Niagara comes in many weights and styles, but the only style to be used is Niagara Solid.

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnqrstuvwxyz

01923456789

5.2

Content Typeface Summary

Mate SC and Gabriels are the content typefaces to be used for the brand.

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

0 1 9 2 3 4 5 6 7 8 9

Mate SC 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

0 1 9 2 3 4 5 6 7 8 9

Gabriela Regular

5.2

Content Typeface - 1

Mate SC is a dynamic Serif font that aligns perfectly with the brand values.

Only to be used in Regular weight.

Minimum Size: 5 pt.



ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01923456789

5.2

Content Typeface - 2

Gabriela is a feminine and intricate Serif font that aligns perfectly with the brand values.

Only to be used in Regular weight.

Minimum Size: 7 pt.

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

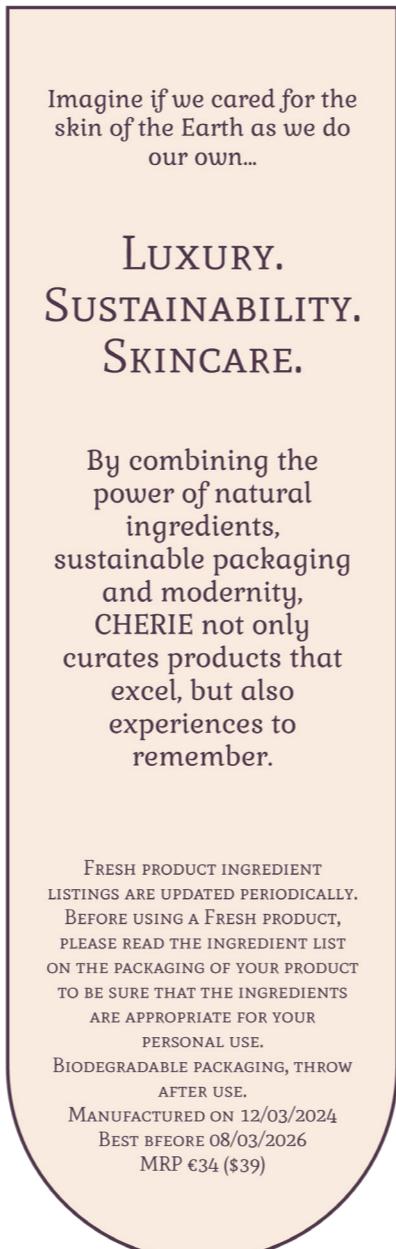
01923456789

5.3

Typeface Usage Example

Gabriela, as an expressive font, is to be used for parts of content that is meant to invoke strong emotions. It is also suitable for use regarding the most basic product descriptors.

Mate SC, alternatively is to be used whenever information or technicalities need to be conveyed for clarity; and also for bold statements that may strengthen our brand values.



→ Gabriela
For emotional, thought-evoking statements

→ Mate SC
For statements that strengthen brand values or are a call to action

→ Gabriela
For emotional, thought-evoking statements

→ Mate SC
For statements that provide information or details

Brand Guidelines

August 2024

By Mallika Chauhan
Semester 5

