

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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Brand  
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- 1.3 Style
- 1.4 Tone

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# 1.0 Brand Story

1.1  
Values

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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

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  
Wordmark on Backgrounds  
Scale  
Misuse

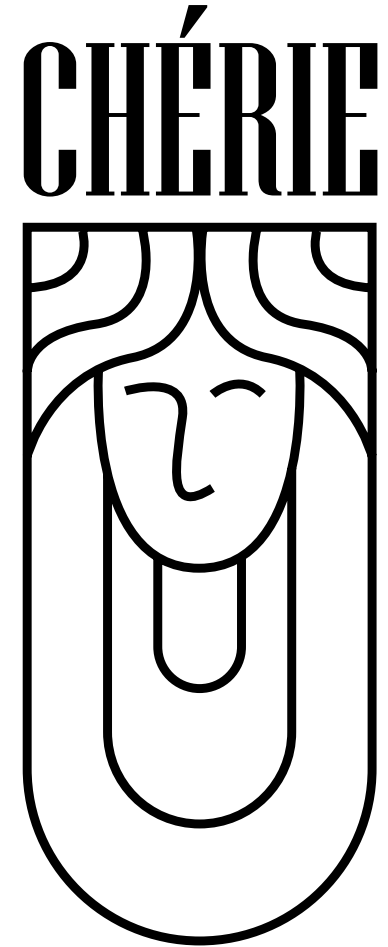
## 2.4 Social Mark

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

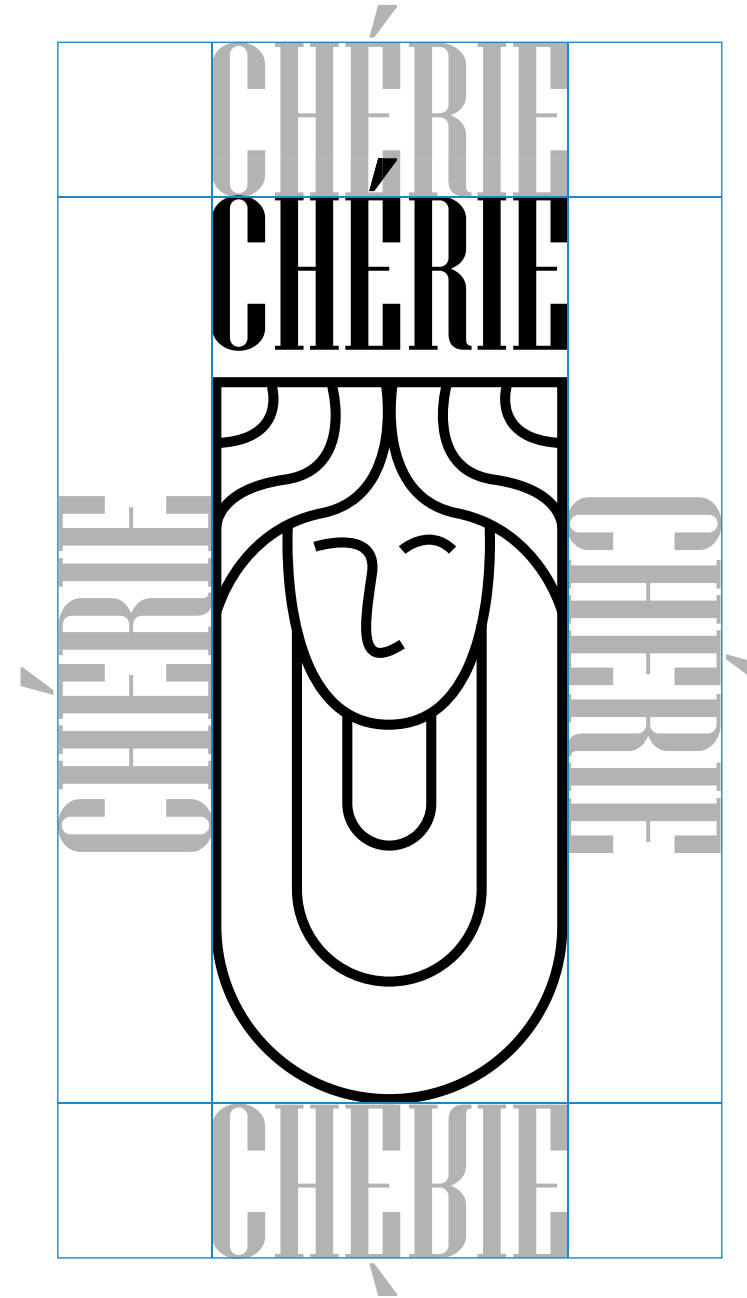


## 2.1 Clearance Space

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.

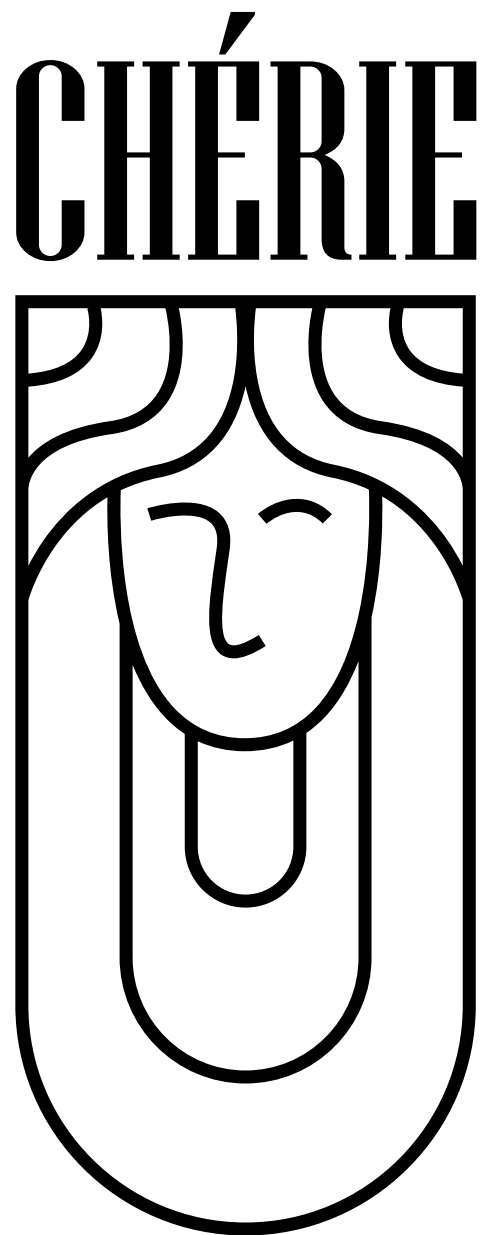
Photos, text and other graphic elements should not overlap the marked area.



## 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.

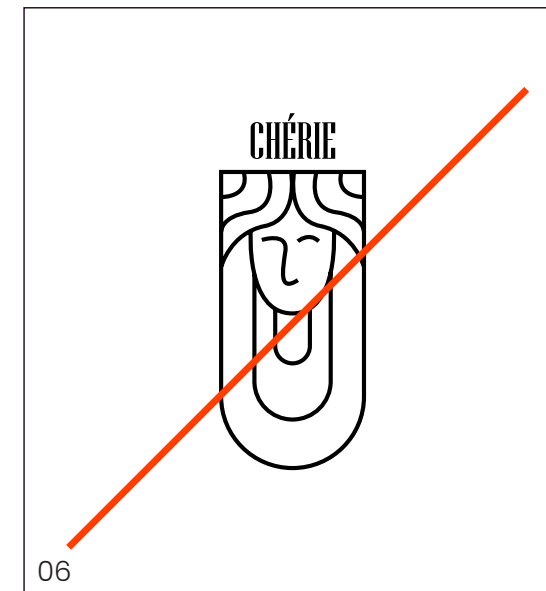
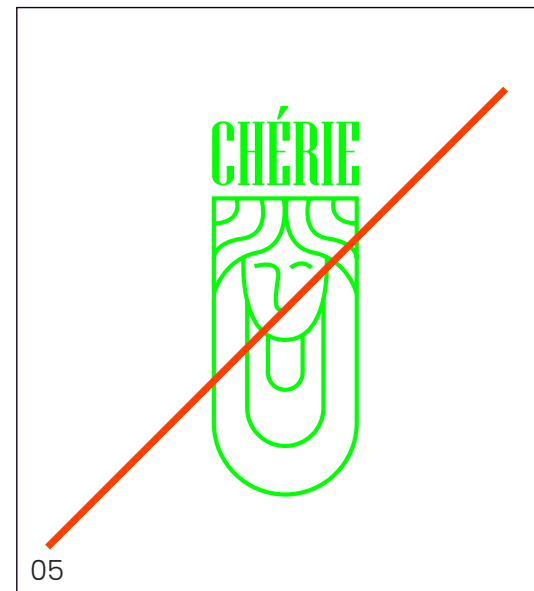
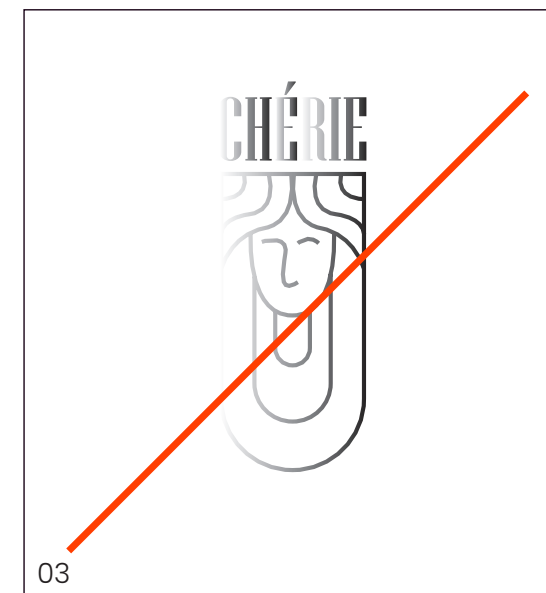
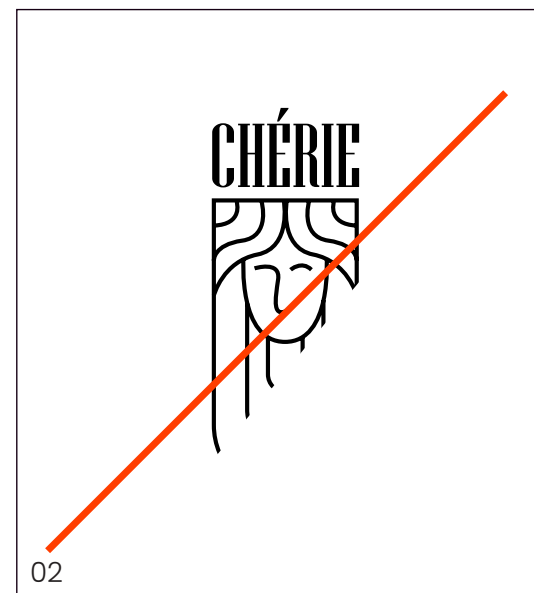
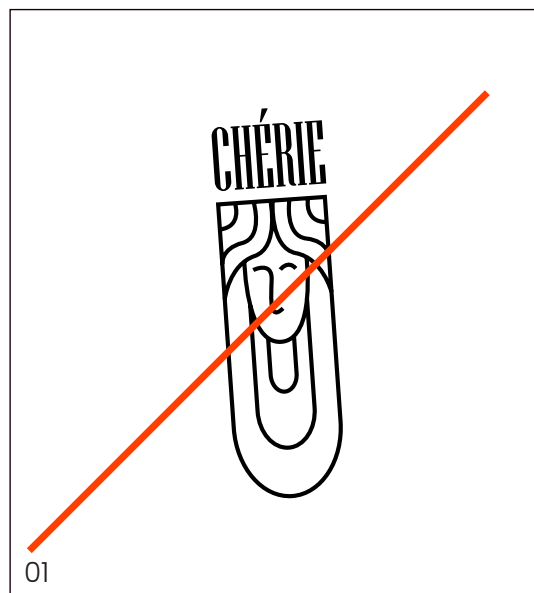
**04 Do not** apply any effect on the logo.

**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.

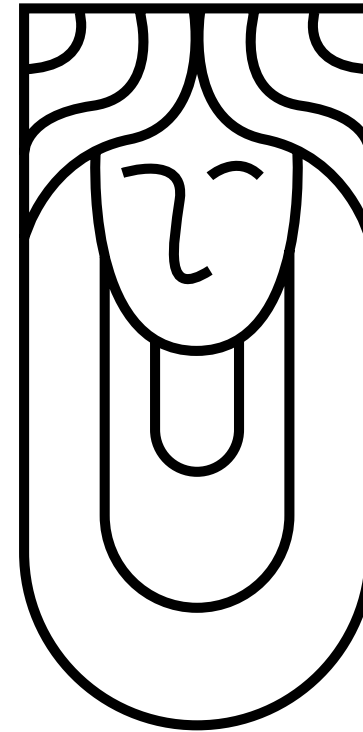


## 2.2 CHÉRIE Icon

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.





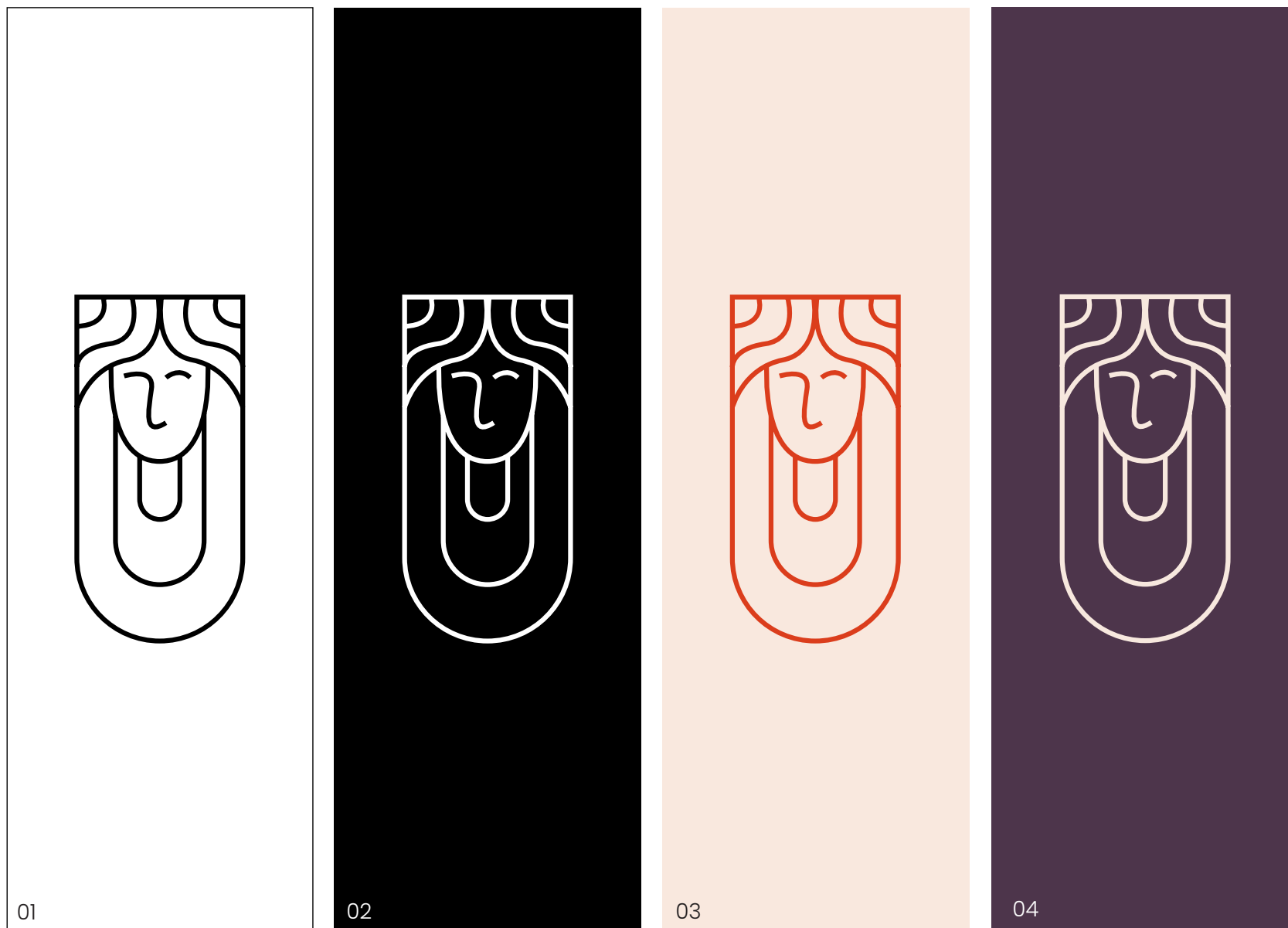
## 2.2

### 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.

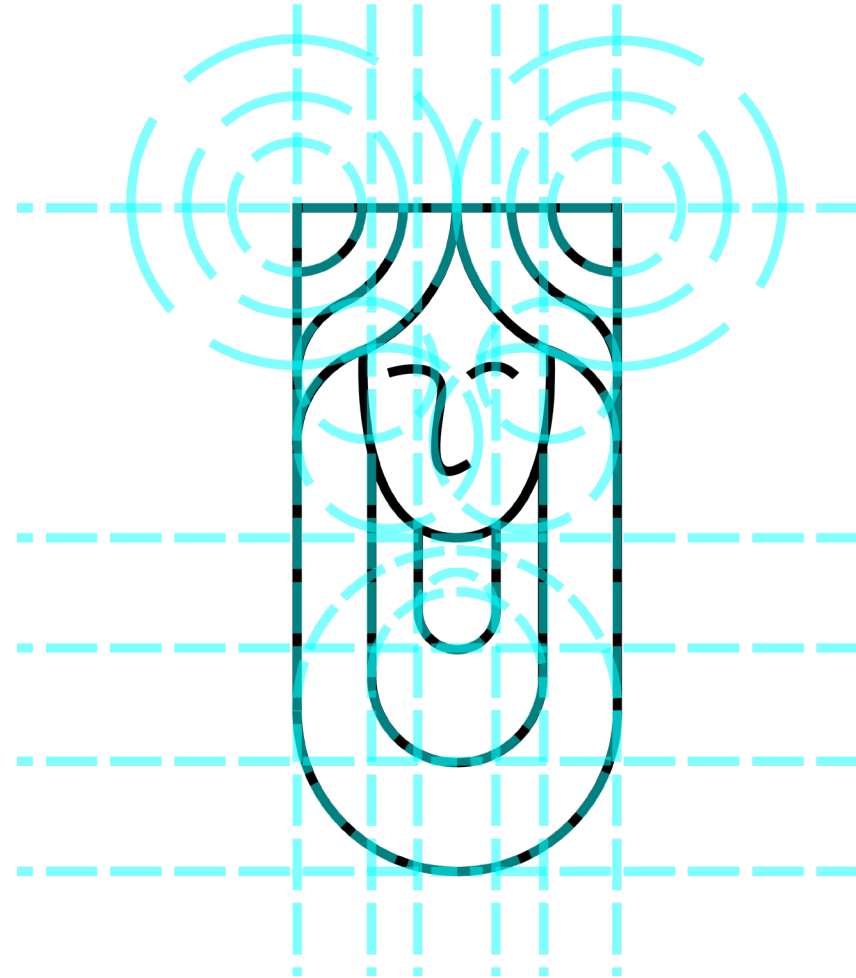
- 01** Monochromatic / Black on White
- 02** Monochromatic / White on Black
- 03** Summer Colours
- 04** Winter Colours



## 2.2 Construction

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

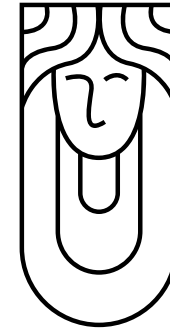
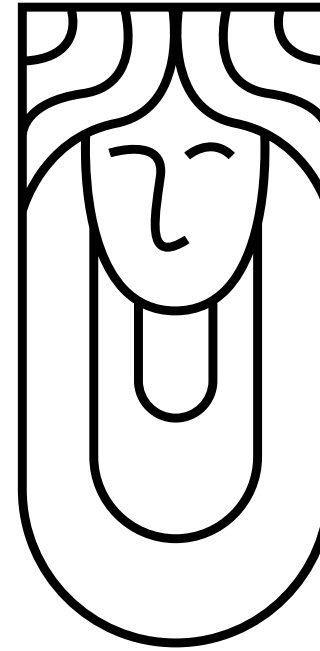
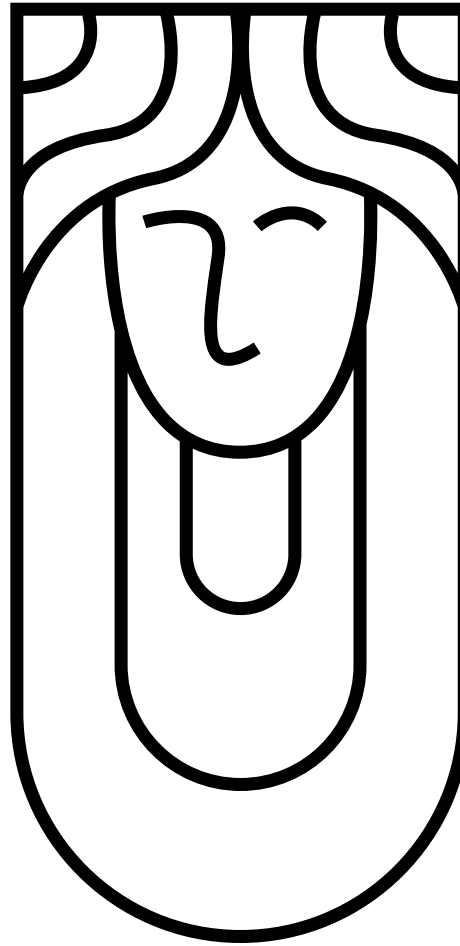
Please do not alter the icon in any way.



## 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

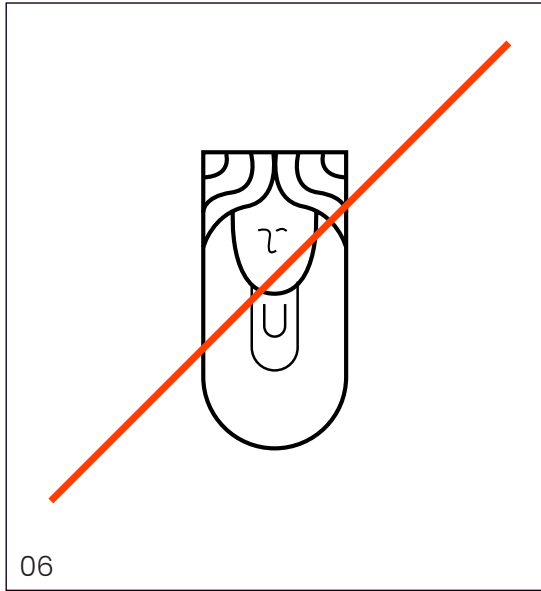
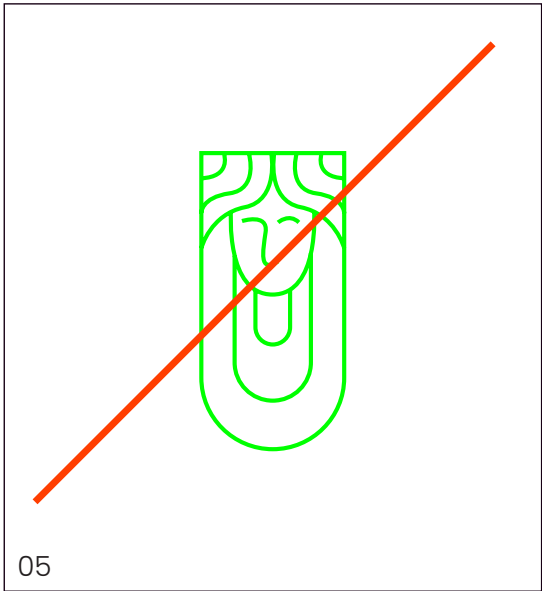
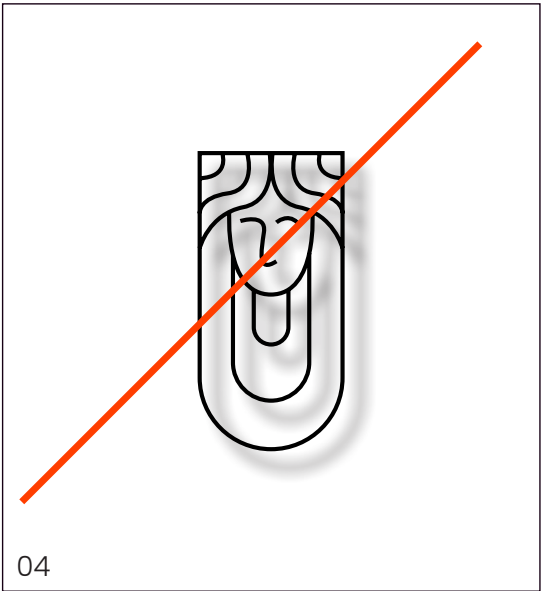
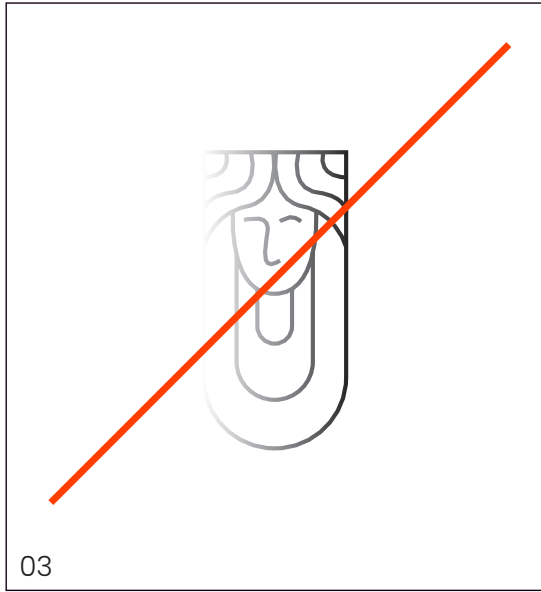
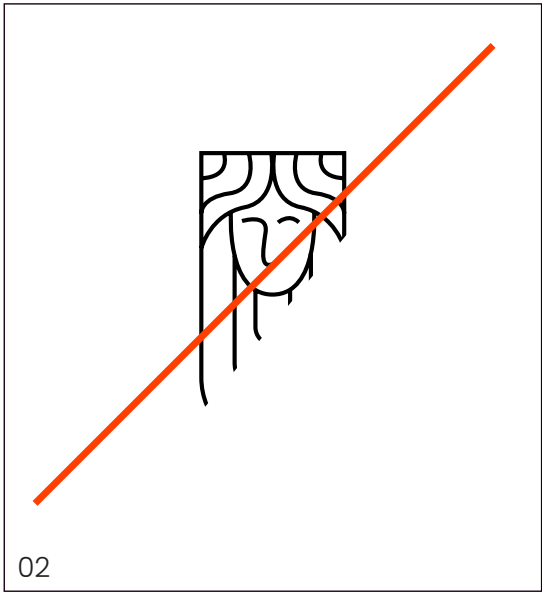
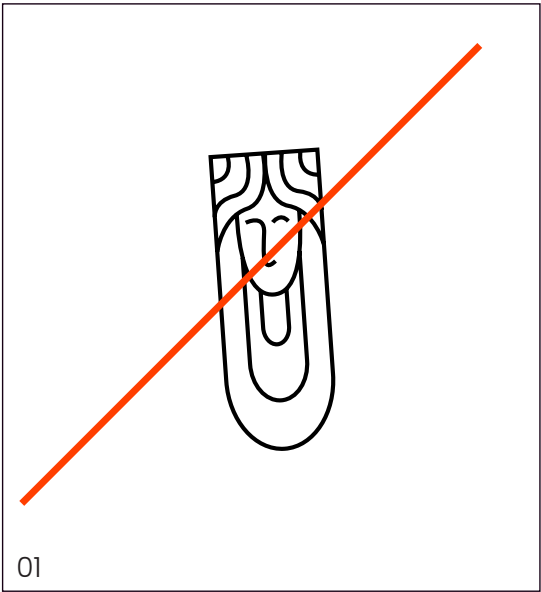


# 2.2 Misuse

- 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.

The image displays the wordmark 'CHÉRIE' in a large, bold, black serif typeface. The letter 'E' at the end of the word is stylized with a horizontal bar that extends to the right, creating a distinctive graphic element. The font is clean and modern, with a classic serif structure.

## 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

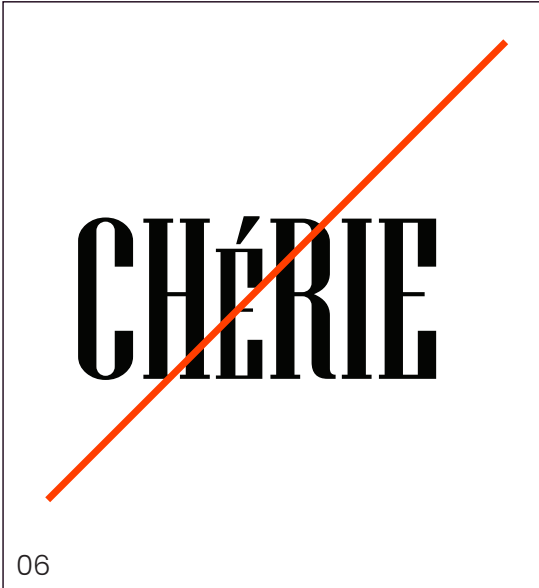
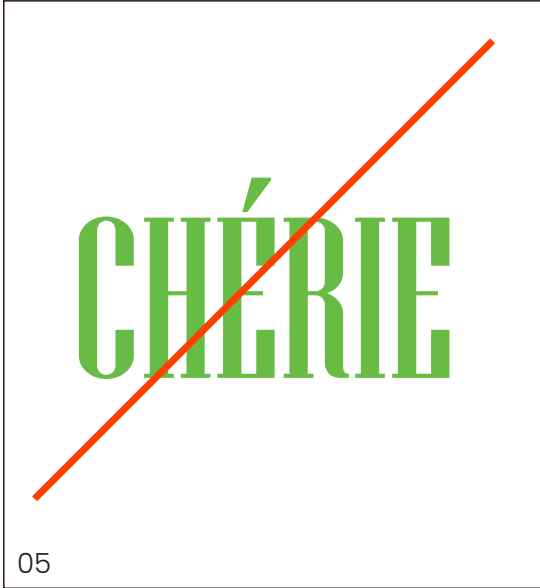
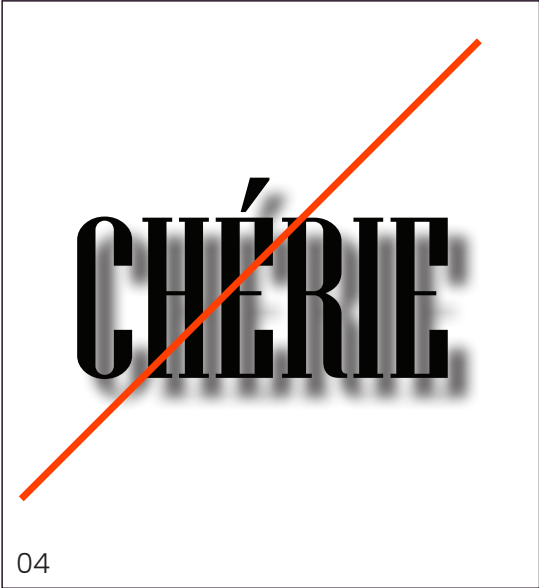
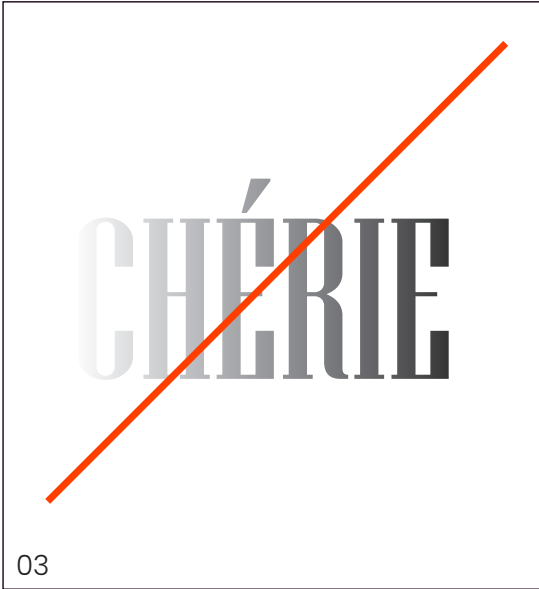
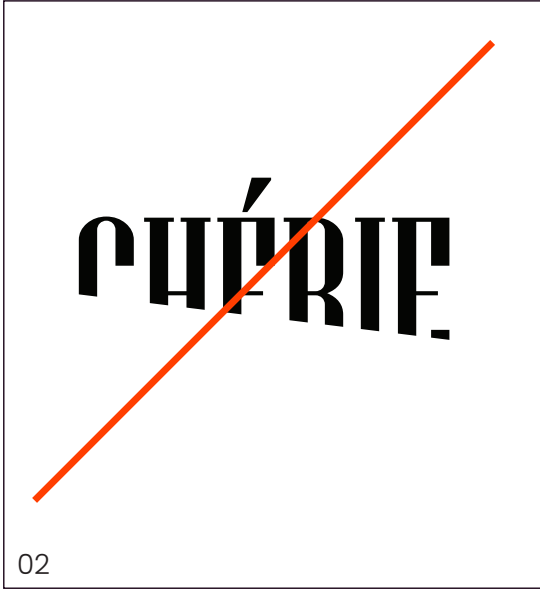
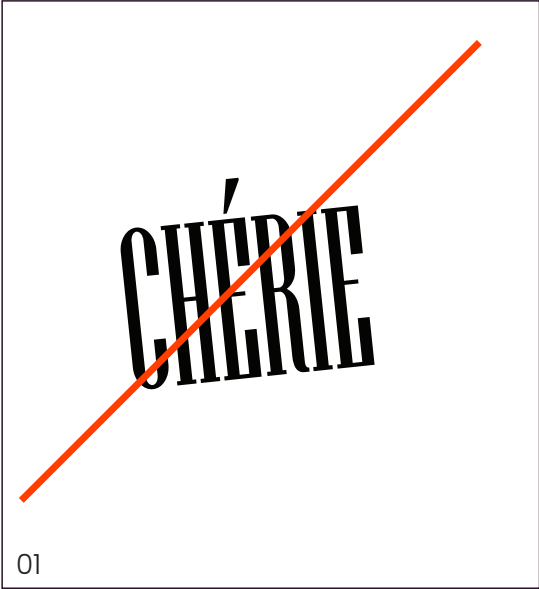
CHÉRIE

## 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.

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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.



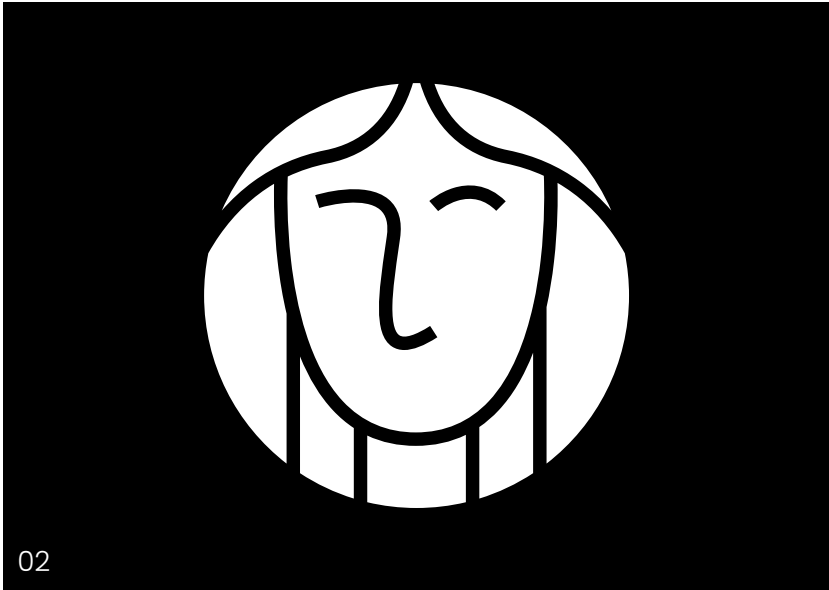
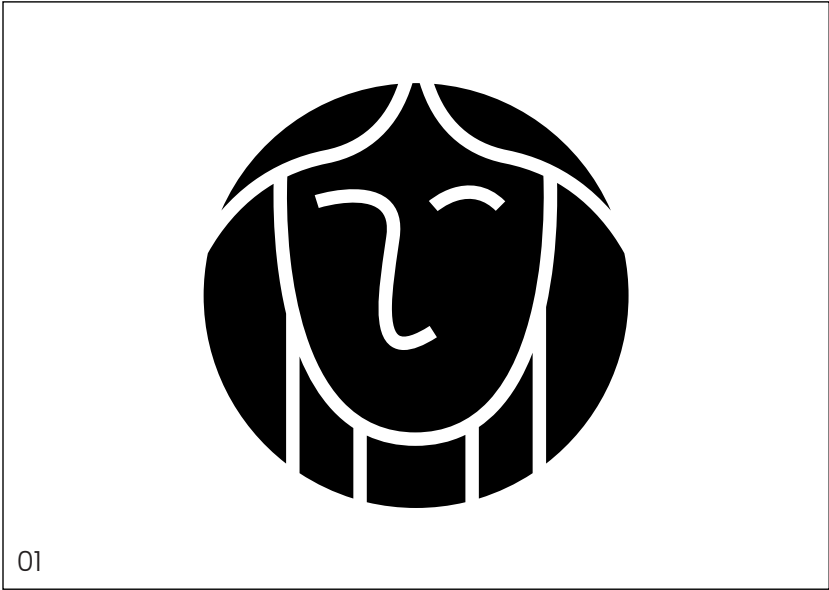
# 2.4

## 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

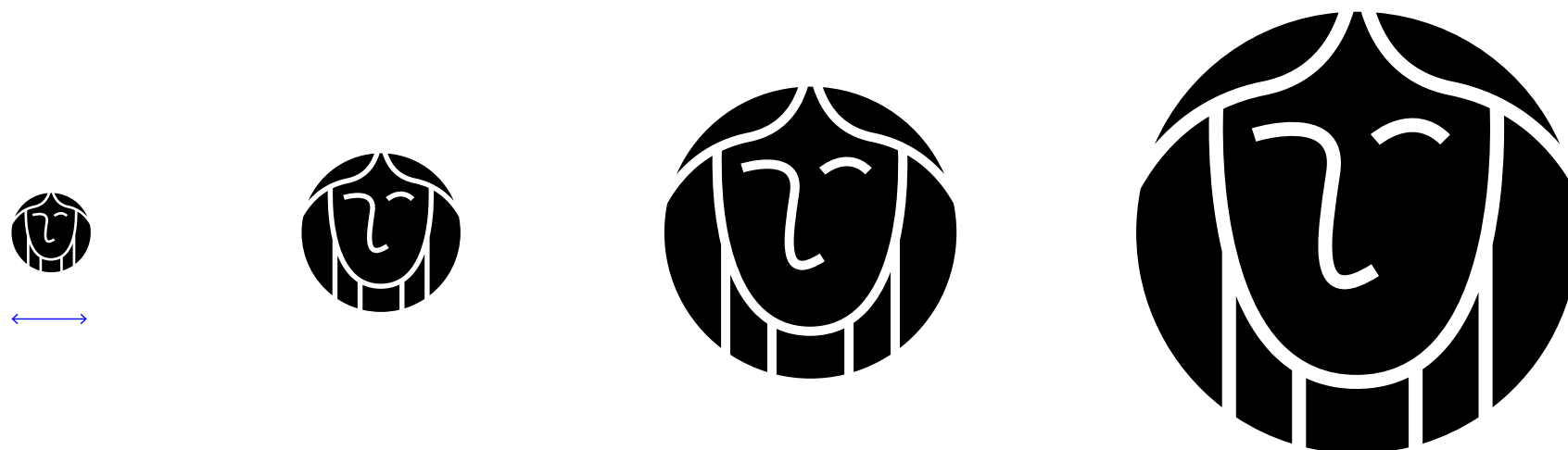


## 2.4

# 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

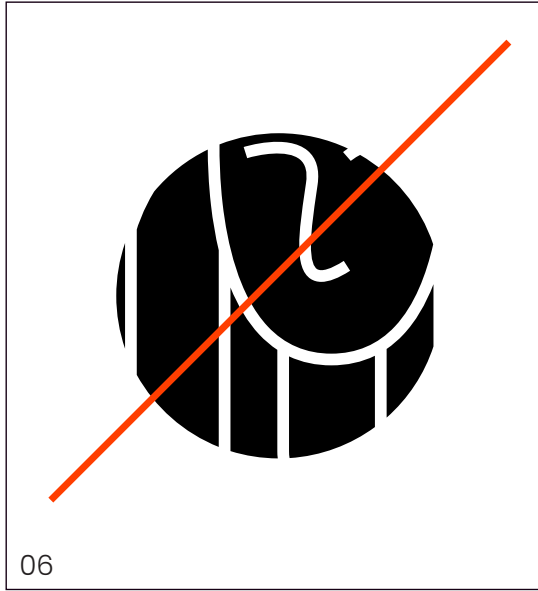
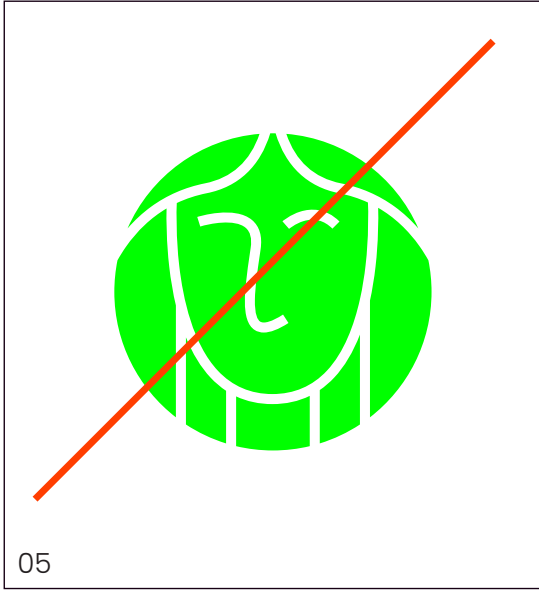
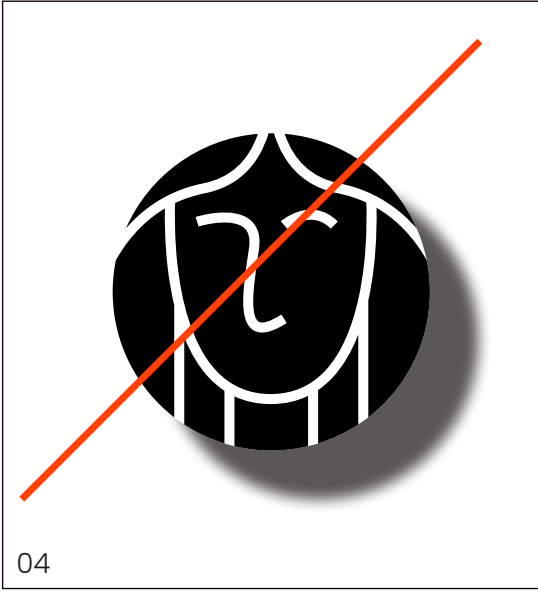
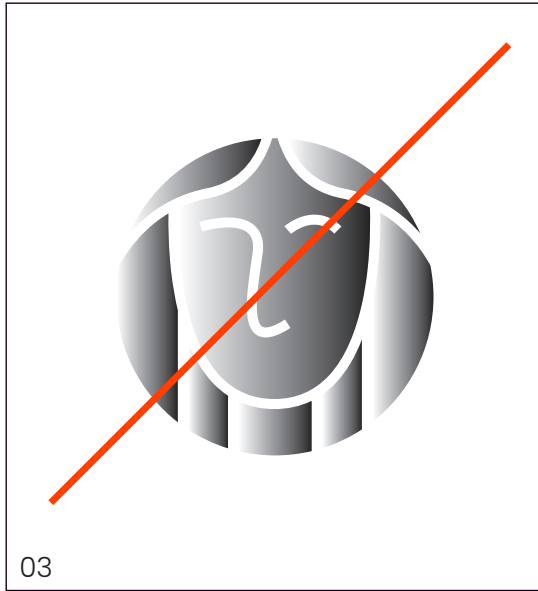
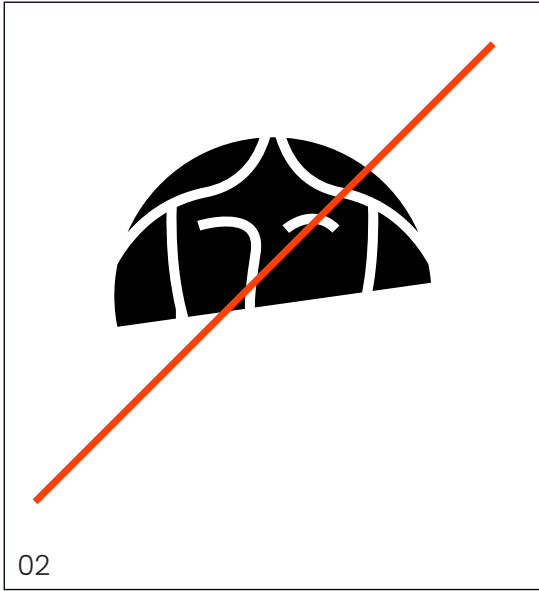
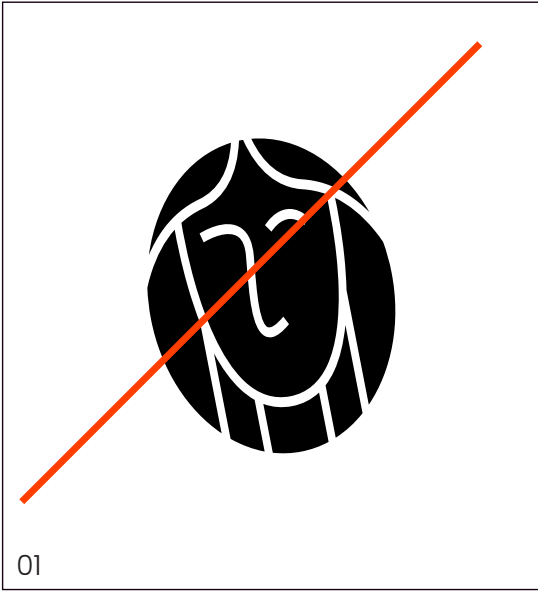


# 2.4 Misuse

- 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

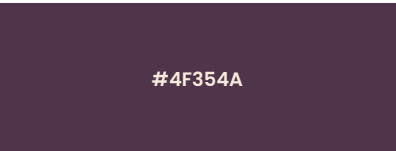
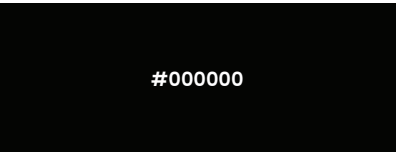
Summer Colours  
Colour Application

## 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.



Primary Colours -  
Monochrome palette



Secondary Colours - Set 1  
Summer palette



Secondary Colours - Set 2  
Winter palette

# 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.

**01**  
White

**CMYK**  
**RGB**  
**Hex**

0 / 0 / 0 / 0  
0 / 0 / 0  
#FFFFFF

**02**  
Black

**CMYK**  
**RGB**  
**Hex**

0 / 0 / 0 / 100  
0 / 0 / 0  
#000000

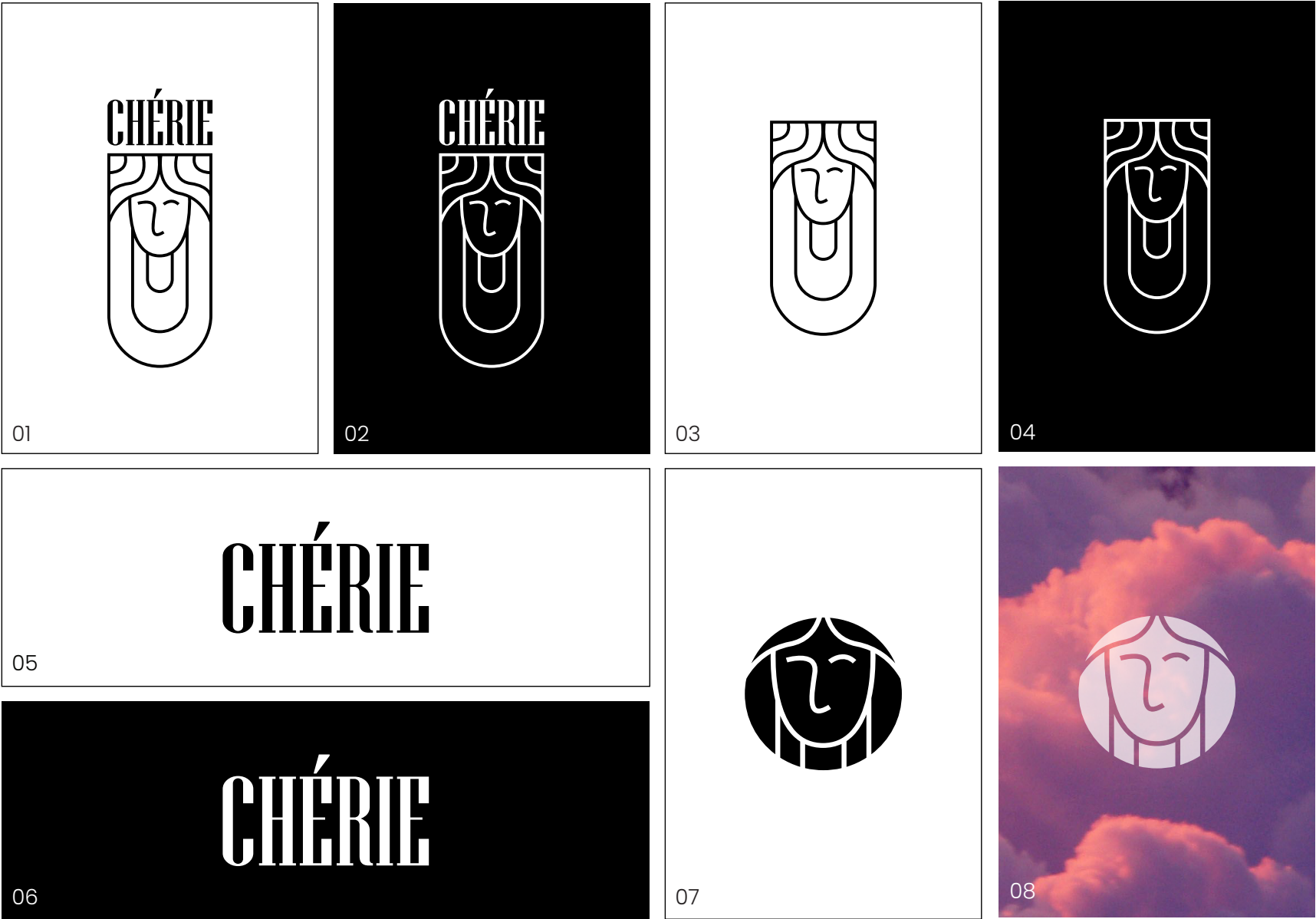
# 3.2 Primary Colour Applications

**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)

CMYK

RGB

Hex

0 / 72 / 87 / 14

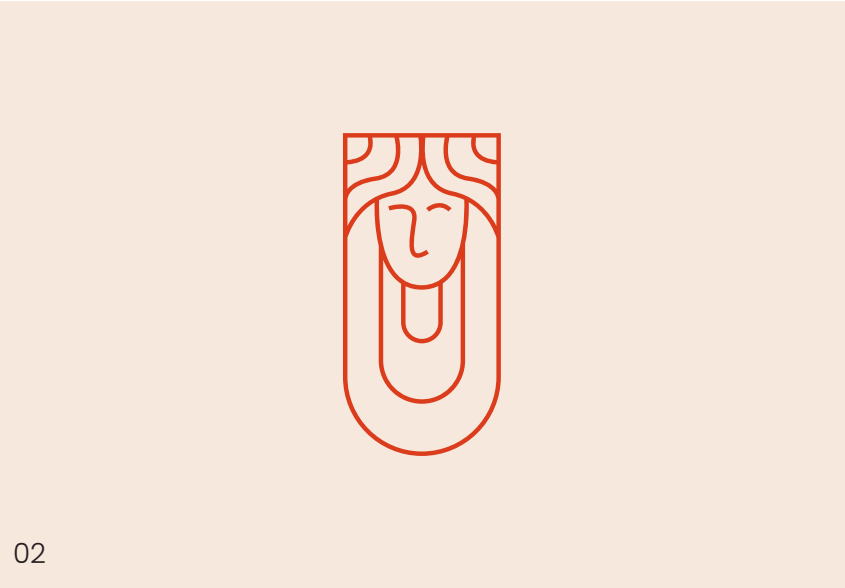
219 / 61 / 28

#DB3DIC

# 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.

**01**  
Purple Taupe

**CMYK**  
**RGB**  
**Hex**

0 / 32 / 6 / 69  
79 / 54 / 74  
#4F364A

**02**  
Antique White

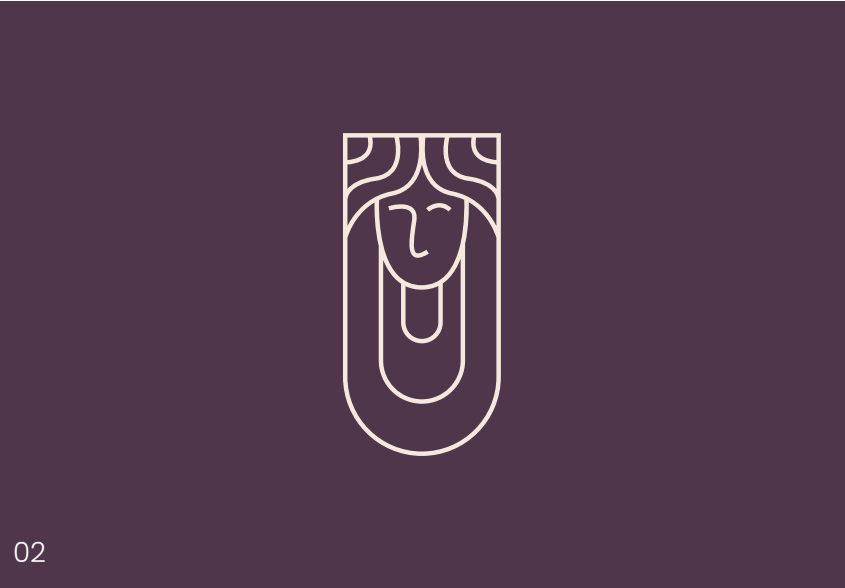
**CMYK**  
**RGB**  
**Hex**

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

# 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

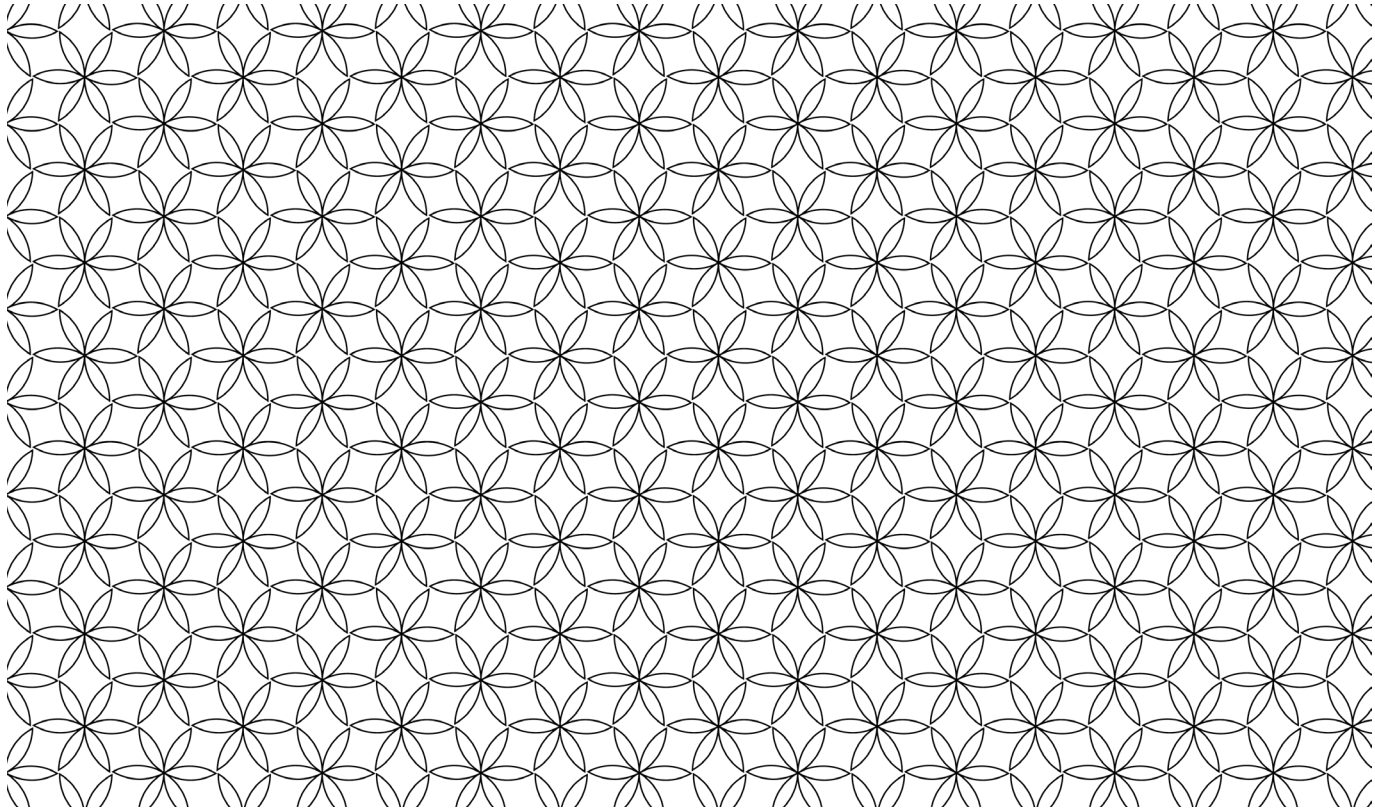
Pattern  
Pattern Application  
Misuse

# 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.



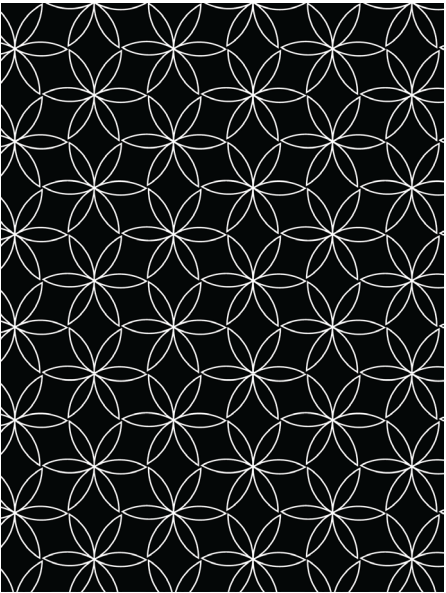
# 4.1

## Pattern on Background

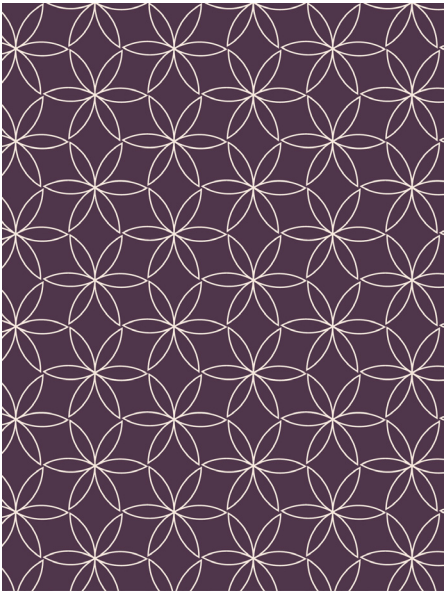
The only acceptable colour combinations of the brand pattern.

- 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

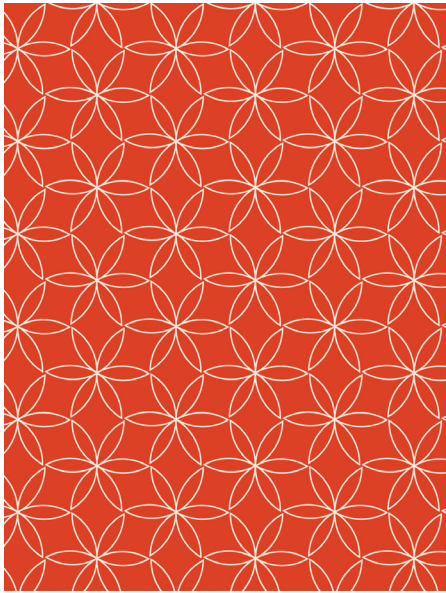
01



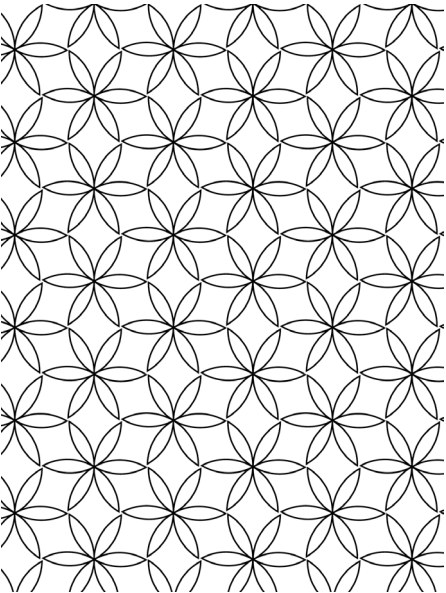
03



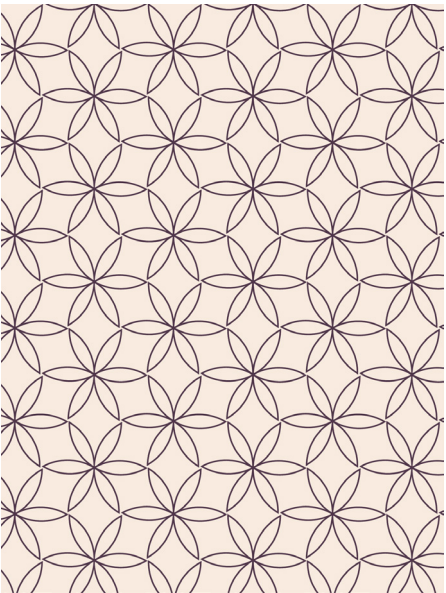
05



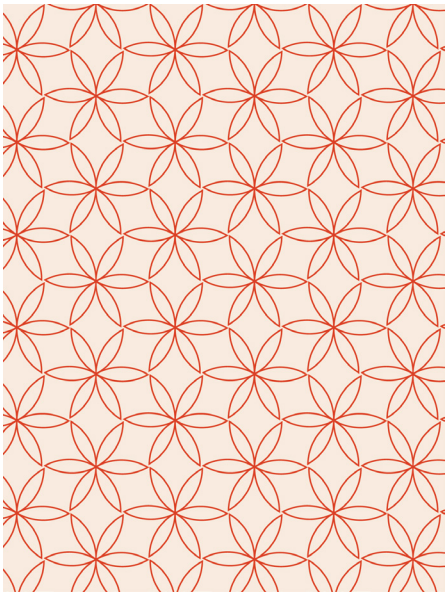
02



04



06

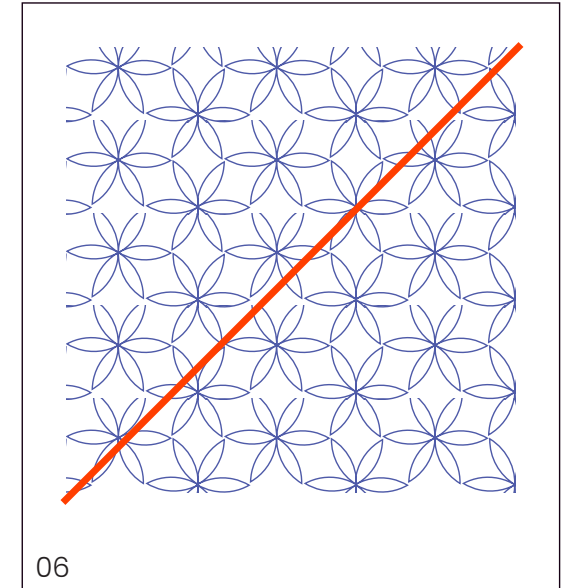
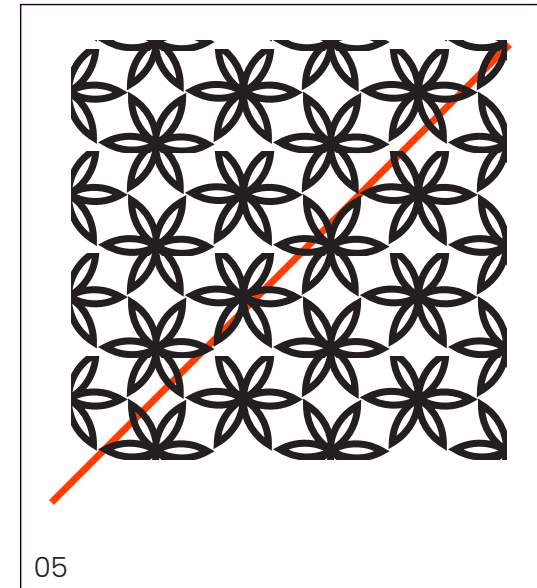
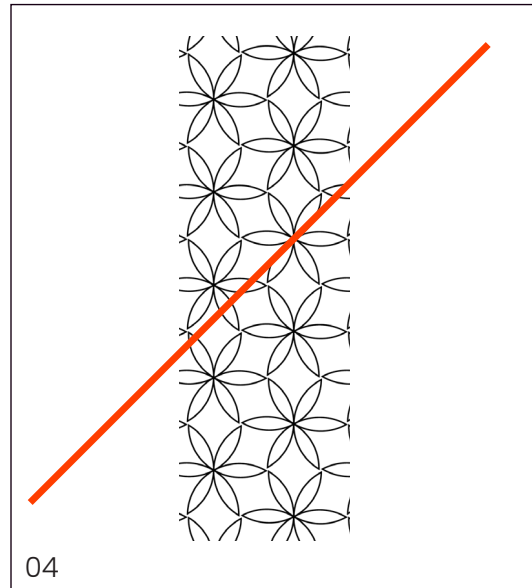
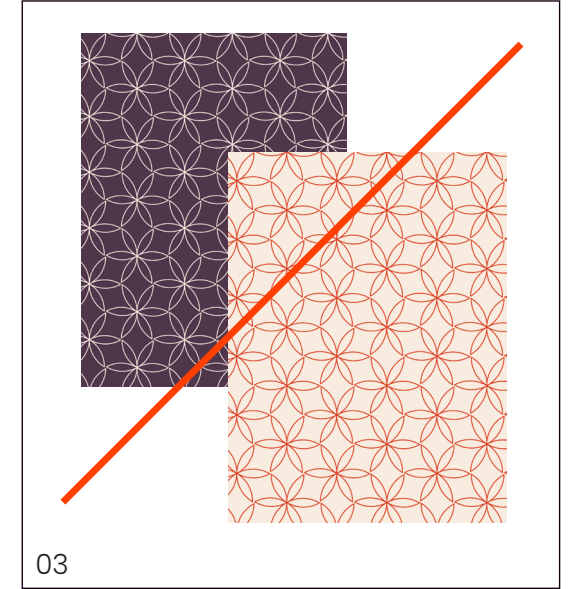
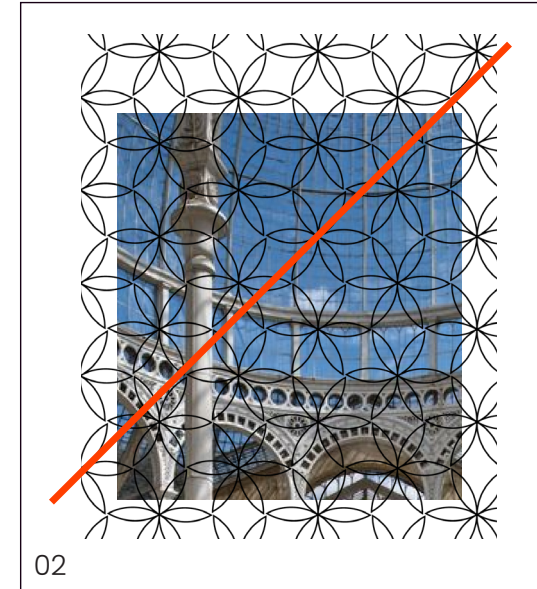
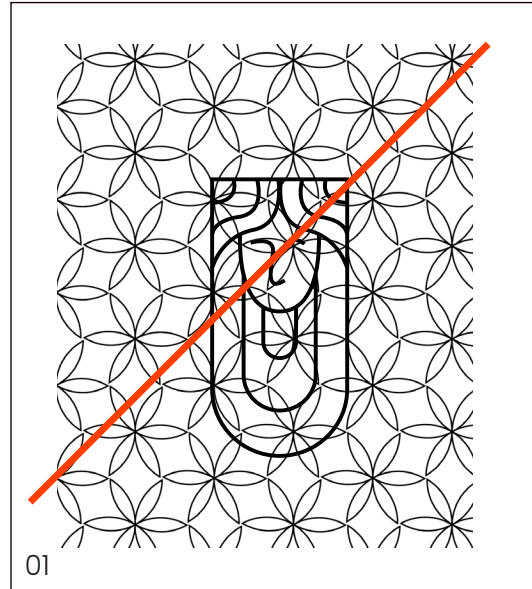




## 4.2

# 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

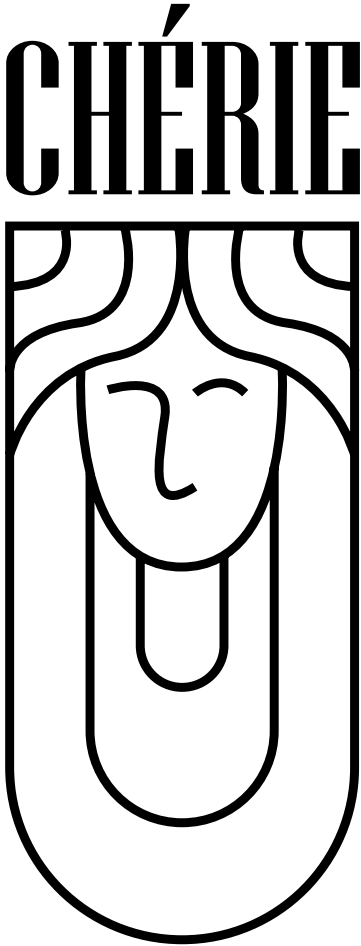
## 5.2 Content Typeface

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
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 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 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

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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.

Imagine if we cared for the  
skin of the Earth as we do  
our own...

LUXURY.  
SUSTAINABILITY.  
SKINCARE.

By combining the  
power of natural  
ingredients,  
sustainable packaging  
and modernity,  
CHÉRIE not only  
curates products that  
excel, but also  
experiences to  
remember.

FRESH PRODUCT INGREDIENT  
LISTINGS ARE UPDATED PERIODICALLY.  
BEFORE USING A FRESH PRODUCT,  
PLEASE READ THE INGREDIENT LIST  
ON THE PACKAGING OF YOUR PRODUCT  
TO BE SURE THAT THE INGREDIENTS  
ARE APPROPRIATE FOR YOUR  
PERSONAL USE.  
BIODEGRADABLE PACKAGING, THROW  
AFTER USE.  
MANUFACTURED ON 12/03/2024  
BEST BEFORE 08/03/2026  
MRP €34 (\$39)

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

