



PLURIELLE

BRAND GUIDELINES.

WE ARE PLURIELLE.

This publication has been developed to guide users of Plurielle's visual identity on how to use the company's logos and graphic material. This reference guide aims to guarantee consistency with the corporate image conveyed internally and externally that Plurielle has been building.

At Plurielle, our mission is to redefine fashion through sustainability and inclusivity. We are dedicated to creating timeless, trendy, and eco-conscious clothing that not only empowers individuals to look and feel their best but also contributes to a more sustainable and ethical industry. By prioritizing environmental responsibility and embracing diversity in body shapes and sizes, we aim to inspire a positive shift in the fashion landscape.

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LOGO.

A company's logo expresses its identity, personality, and values. This identity is accentuated by the quality of the various graphic elements that reinforce it.

To preserve the integrity of the Plurielle brand, its use must be managed through the standards set out in this guide.

X

Proscribed uses

The core components of the logo form an indivisible whole: symbol, colours, proportions and positioning of its different elements must not be modified in any way.

POSITIVE VERSION



PLURIELLE

NEGATIVE VERSION

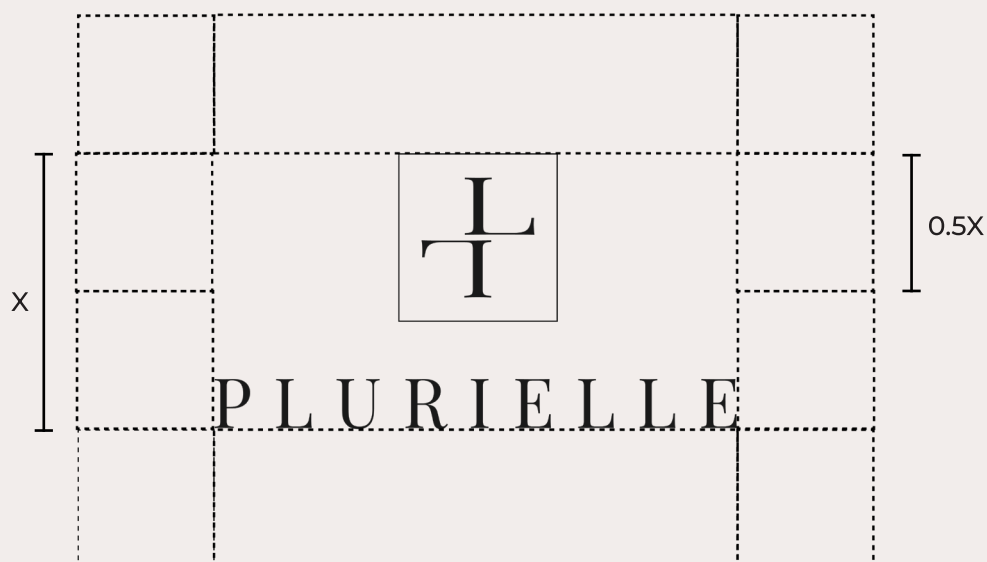


PLURIELLE

BUFFER ZONE

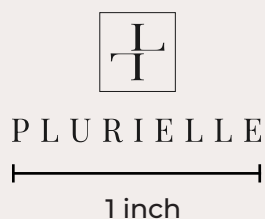
To optimize its presence in any given space, the logo must include a buffer zone, i.e., a minimum area of protection, free of external graphic or textual elements.

The size of this area is based on a relative measurement, which can be applied in any context, and is equal to half the height of the full logo (the monogram placed on top of the logotype).



MINIMUM SIZE

A minimum size for usage of the logo must be determined to ensure optimal visibility. The Plurielle logo must measure at least 1.5 inch wide (2.5 cm).



COLOURS.

The official corporate colours for the visual platform, i.e., for all graphic elements used in support of the logo, any one of the following colors maybe used. Technical specifications are detailed below.

#181818

RGB: 25-25-25

CMYK: 0-0-0-90

#F1EFED

RGB: 241-239-237

CMYK: 0-1-2-5

#F1EDEA

RGB: 241-237-234

CMYK: 0-2-3-5

TYPOGRAPHY.

This is for corporate and marketing communications.

The official typeface to be used in corporate and marketing communications, for printed or electronic documents, is Montserrat. Produced by Google Fonts.

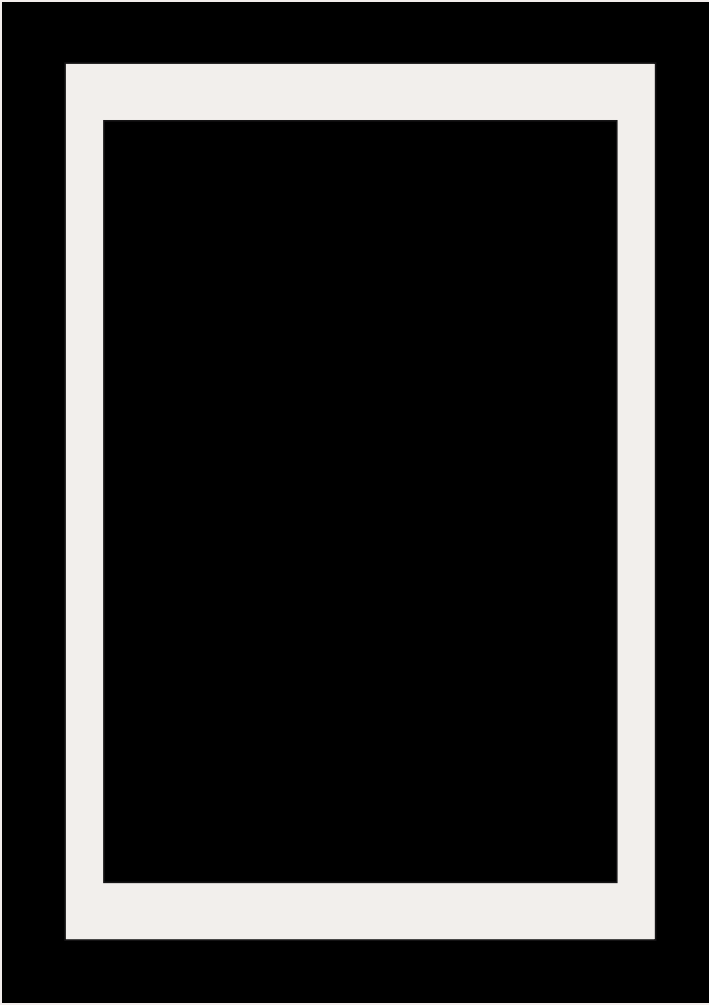
MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzæœfifl
0123456789!/?#€\$£¥&§%
{(\<-+=—>/)}*™®ª“”‘’”«»»:;.,.,

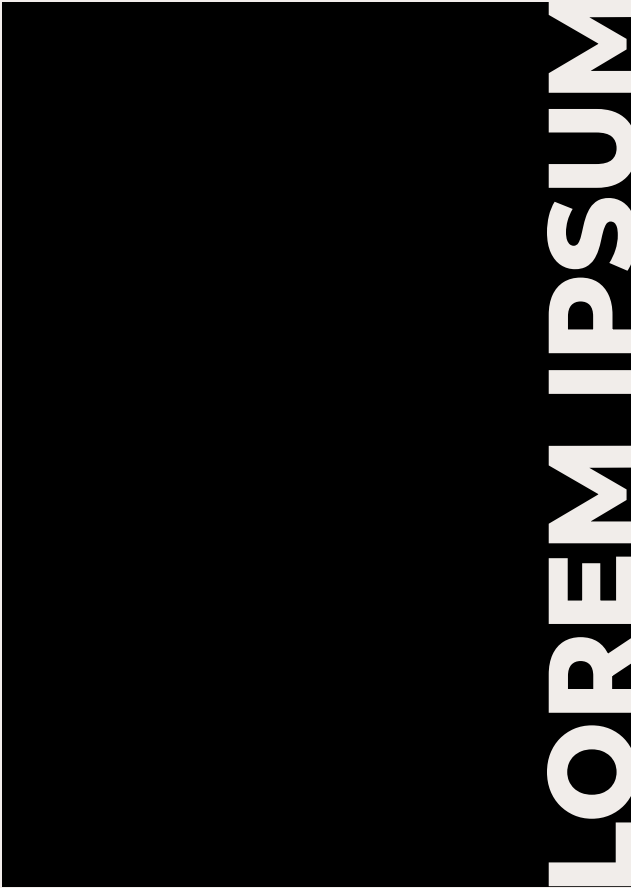
THIN EXTRALIGHT LIGHT
REGULAR MEDIUM SEMIBOLD
BOLD EXTRABOLD BLACK

GRAPHIC ELEMENTS.

Shapes, illustration, and typography.



BEIGE FRAME



VERTICAL TYPE

PHOTOGRAPHY.

All photography avoids the models' faces, focuses mainly on the clothing, and is shot in natural settings.





APPLICATION EXAMPLES.

A grain effect must be added to every image.



PLUS COMFORT.











At Plurielle, we are passionate about fashion with a purpose. Committed to sustainability, we craft clothing that not only enhances your style but also minimizes our environmental footprint. Our trendy and classy collections are thoughtfully designed for diverse body shapes and sizes, ensuring everyone feels confident and beautiful. Elevate your wardrobe with Plurielle, where fashion meets conscience, and embrace a lifestyle that looks good and feels even better.

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