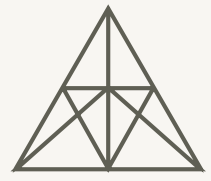


Melati
Brand Guide
2024

BRAND GUIDELINES





BRAND ESSENCE

Core Values

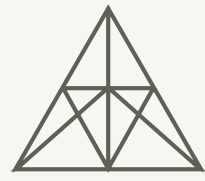
To provide well priced delicate pieces of jewelry with the intent of inspiring positive change. Providing a product of the earth that leaves no negative impact of waste to the planet.

Mission Statement

Jewelry laced with intention, connecting the wearer to the earth and space around them.

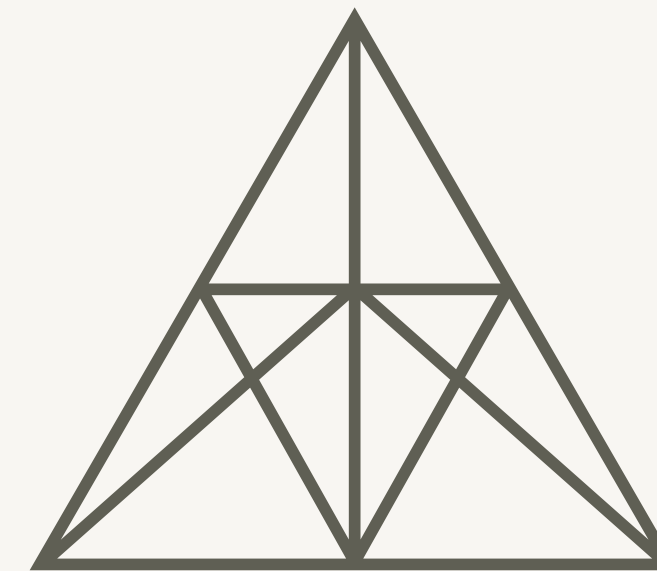
Personality

Dreamy, ethereal set with positive intentions.



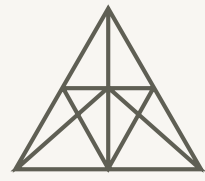
Primary

The primary logo contains all 3 elements - symbol, wordmark, and tagline. The logo design integrates the triangle, not only as a standalone symbol but also by shaping the brand name and tagline into an overall triangular form. This layered approach reinforces Melati's focus on transformation, aligning with the triangle's symbolism of change.



MELATI

ALCHEMY FOR THE SOUL



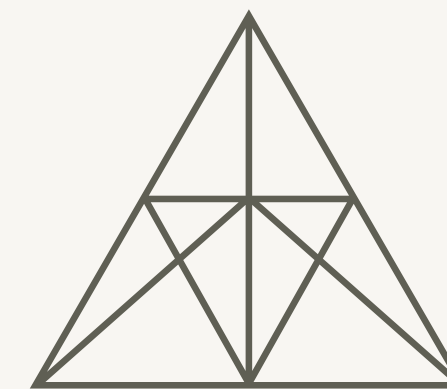
Secondary

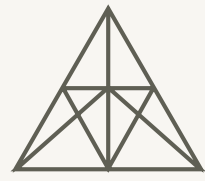
A hallmark of the brand, the triangle remains the symbolic logo. A horizontal and secondary version of the logo incorporates the symbol within the wordmark.

Horizontal



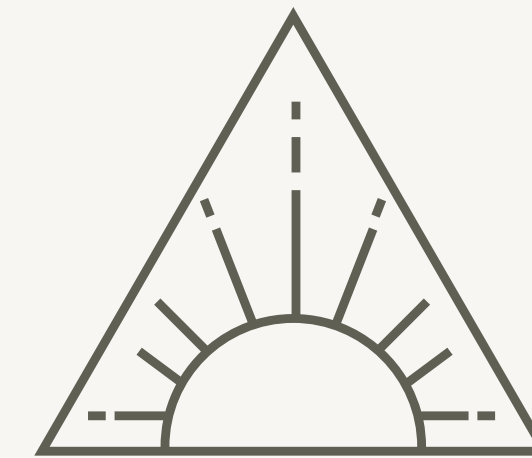
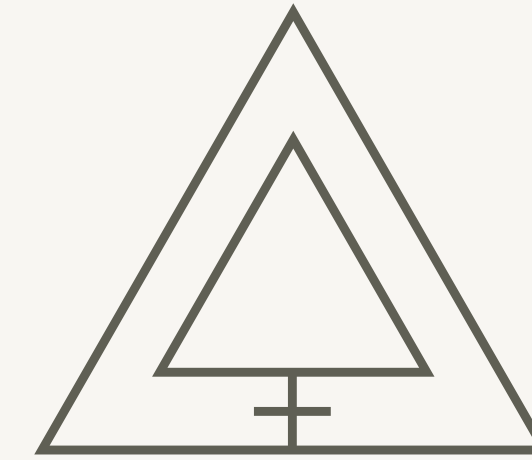
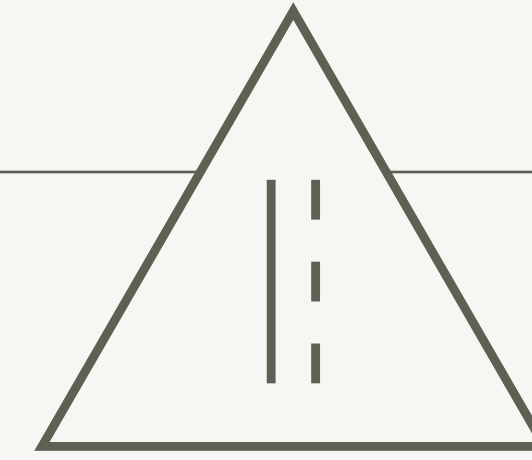
Logo Mark

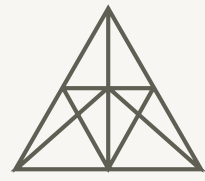




Dynamic Logo

The dynamic logo keeps the triangle as the core symbol, while the interior design changes for different purposes. This adaptable design aligns with Melati's ethos of transformation and positive intention, allowing for versatility without losing its core identity.

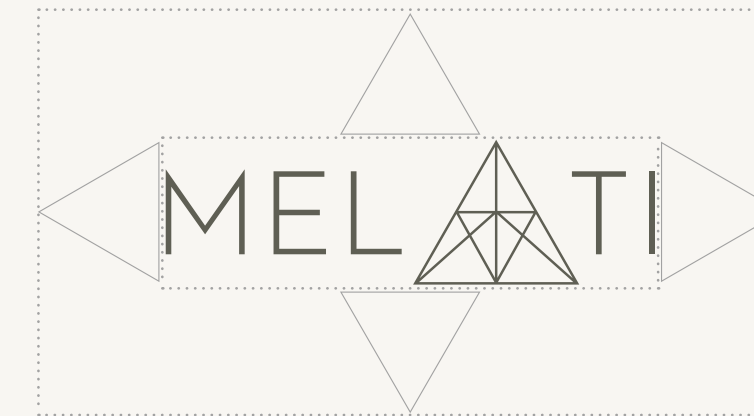


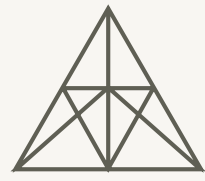


Clear Space

The minimum clear space of the logo is equal to the triangle symbol. For small spaces, always go with the horizontal wordmark.

Minimum width for the primary logo is 100px, and for the horizontal logo is 50px. Always use the logo provided, do not re-create.





Logo Misuse

Do not use the logos in these ways.



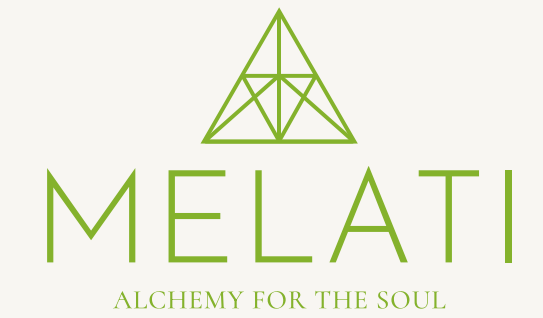
Do not change the transparency of the logo.



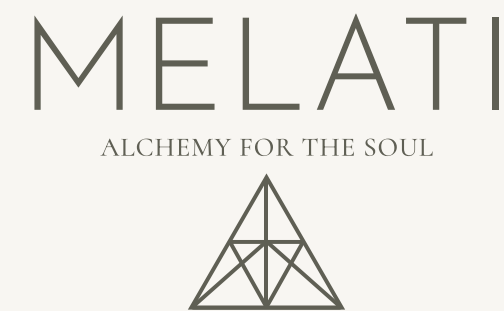
Do not shuffle around the symbol.



Do not redesign the inside of the triangle.



Do not substitute brand colors.



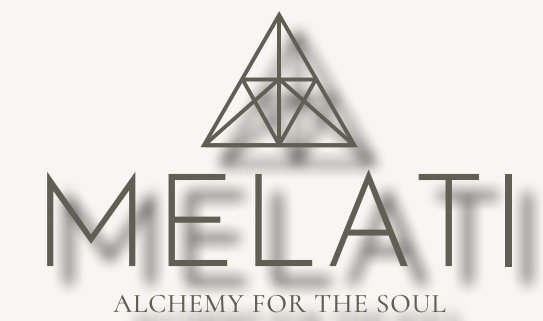
Do not re-stack the order of the elements



Do not distort the logo.



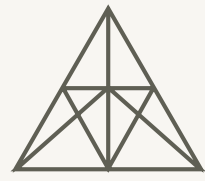
Do not outline the logo.



Do not add a drop shadow.



Do not remove any element from the logo.



Color Palette

The palette connects the brand's grounded nature with a sense of ethereal wonder, balancing earthy richness and celestial lightness. It captures the brand's spirit of transformation, bridging the earthly with the cosmic.

Primary

Celestial Olive

HEX #5F5F54
RBG 95, 95, 84
CMYK 0, 0, 12, 63

Soft Moonbeam

HEX #F8F6F2
RBG 248, 246, 242
CMYK 0, 1, 2, 3

Secondary

Cloud Mist

HEX #E4E5EB
RBG 228, 229, 235
CMYK 3, 3, 0, 8

Desert Clay

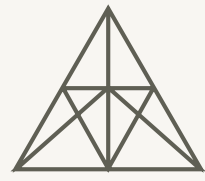
HEX #D6CACB
RBG 214, 202, 203
CMYK 0, 6, 5, 16

Ancient Rose

HEX #DOBAB6
RBG 208, 186, 182
CMYK 0, 11, 12, 18

Moonlit Sand

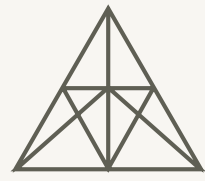
HEX #E3D9CD
RBG 227, 217, 205
CMYK 0, 4, 10, 11



Color Combinations

Only use these accessible color combinations with text.

<p>Celestial Olive Background is Soft Moonbeam.</p>	<p>Celestial Olive Background is Cloud Mist.</p>	<p>Celestial Olive Background is Moonlit Sand.</p>	<p>Celestial Olive Background is Desert Clay. Large text only.</p>
<p>Celestial Olive Background is Desert Clay. Large text only.</p>	<p>Soft Moonbeam Background is Celestial Olive.</p>	<p>Cloud Mist Background is Celestial Olive.</p>	<p>Moonlit Sand Background is Celestial Olive.</p>
<p>Desert Clay Background is Celestial Olive. Large text only.</p>	<p>Desert Clay Background is Celestial Olive. Large text only.</p>		



Typography

This font pairing conveys Melati's balance of grounded luxury and ethereal beauty, embodying the brand's blend of elegance and earthiness.

Primary

Josefin Sans

abcdefghijklmnop
opqrstuvwxyz

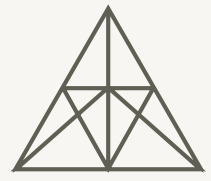
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Secondary

Cormorant Garamond

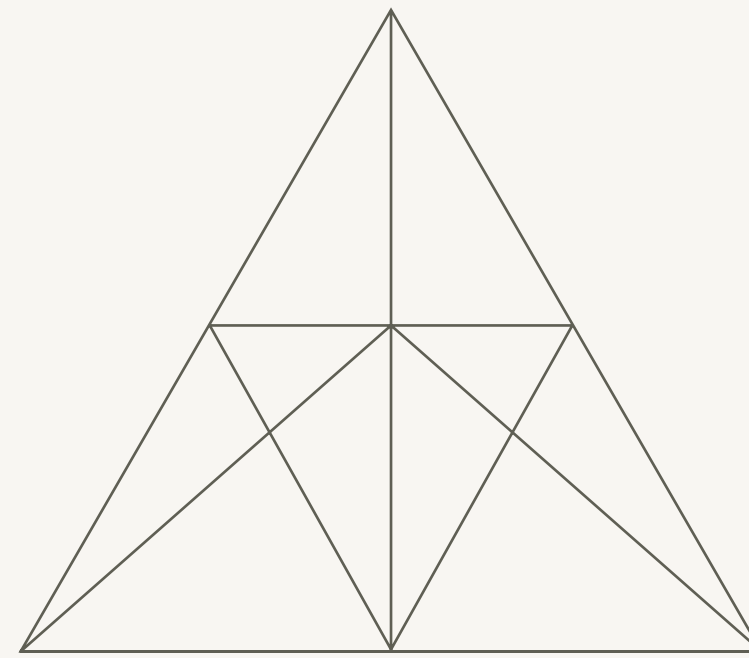
abcdefghijklmnop
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

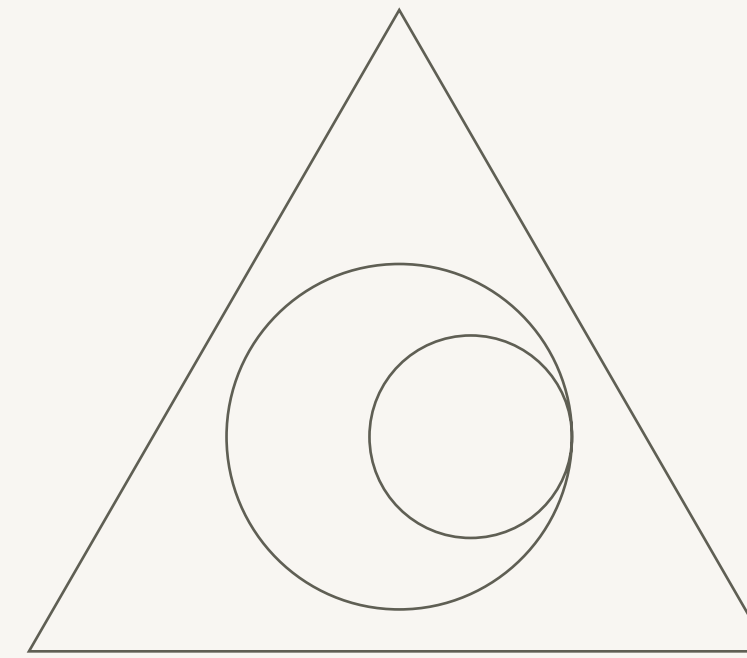


Collections

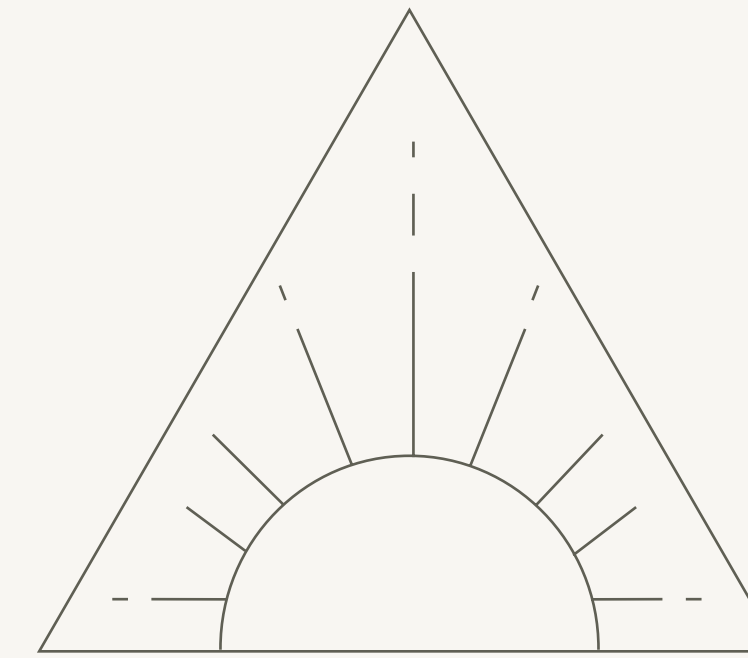
Each of these triangle symbols represents a specific Melati collection. When used without the logo, strokes may be thinner.



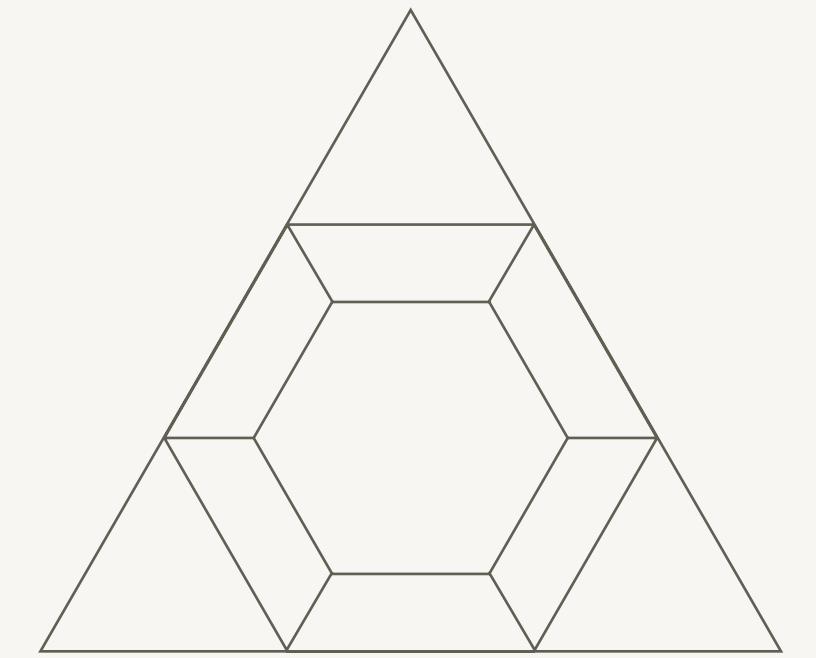
The Change Collection



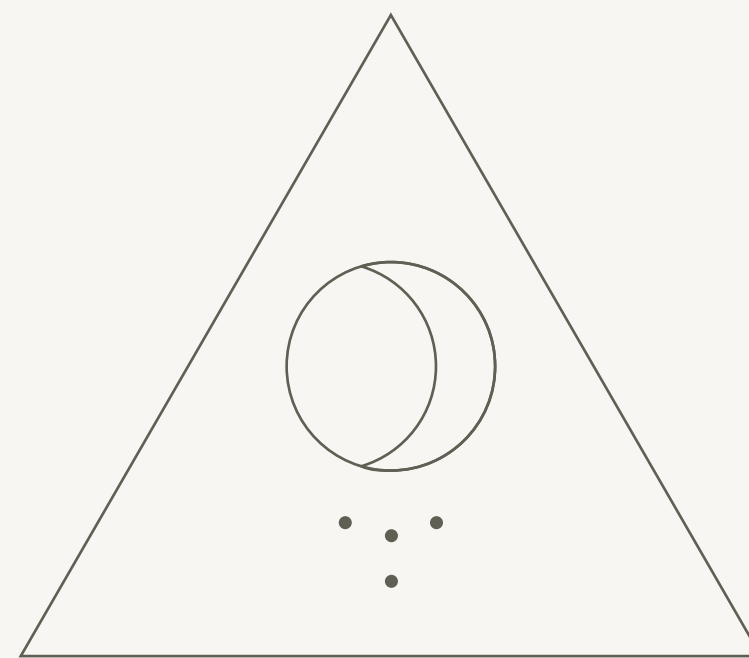
The Eclipse Collection



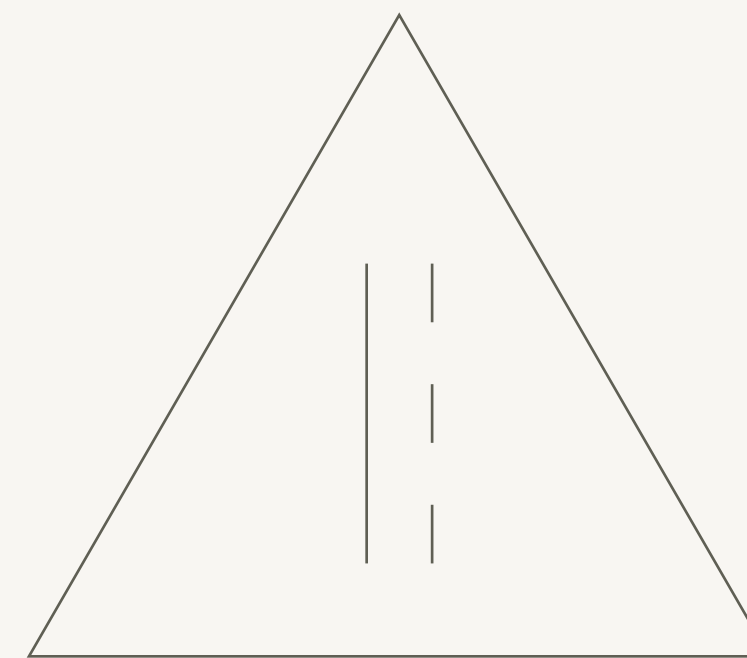
The Rise Collection



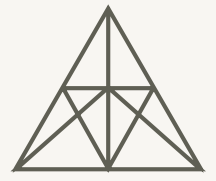
The Feel Collection



The Astros Collection

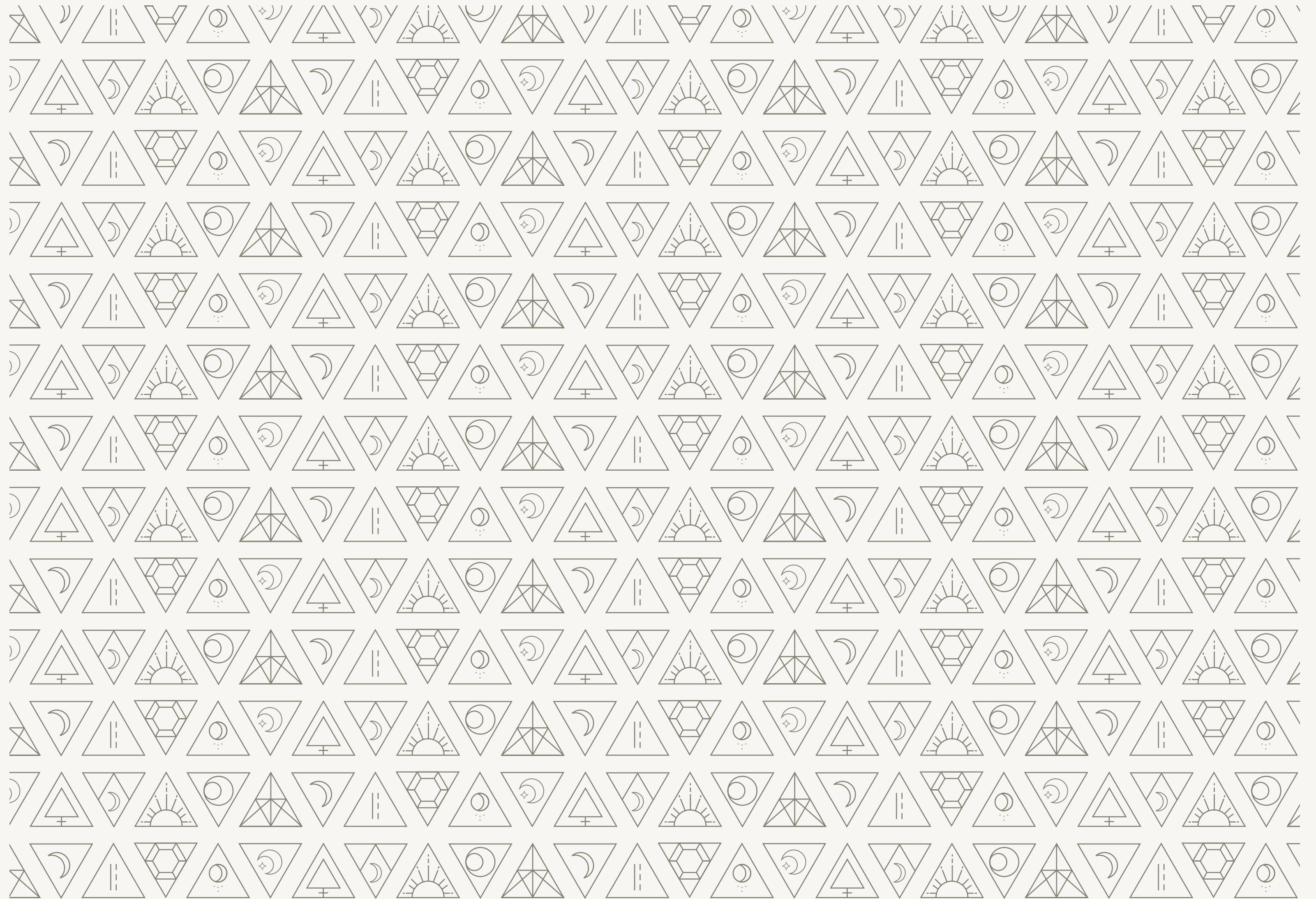


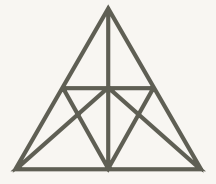
The Pause Collection



Symbolism

This pattern encompasses the different triangle symbols of the dynamic logo. Made of all triangles, the symmetry of this design is seamless. As the brand grows, the pattern will incorporate the new designs, ever growing into a history of Melati.

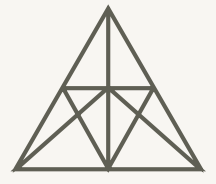




Mockup

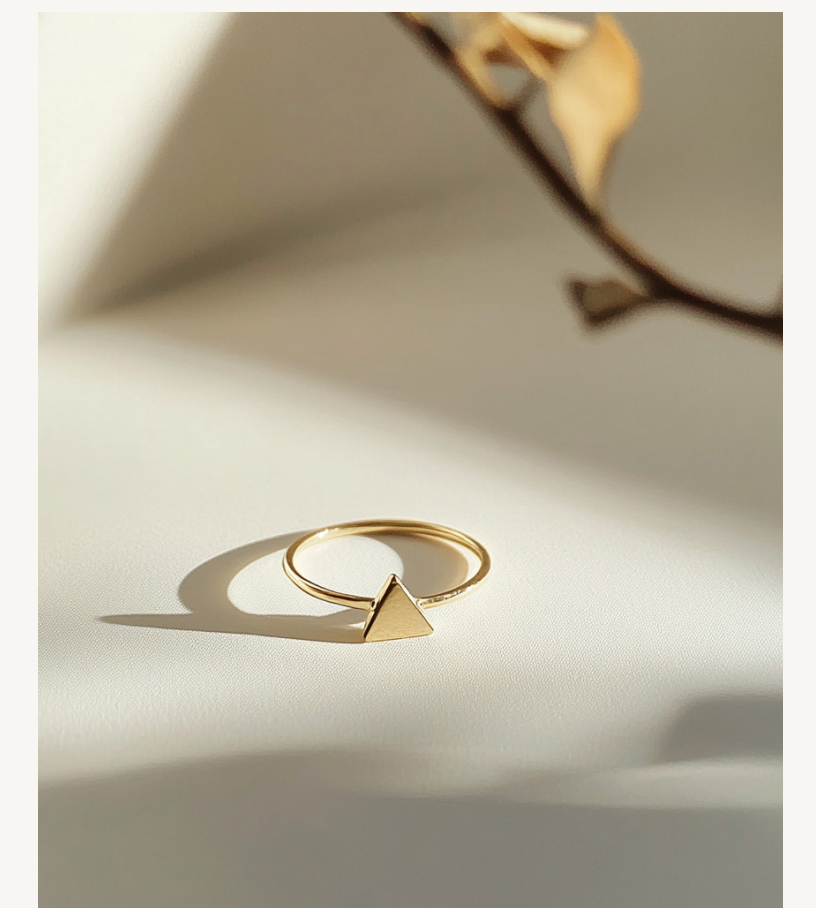
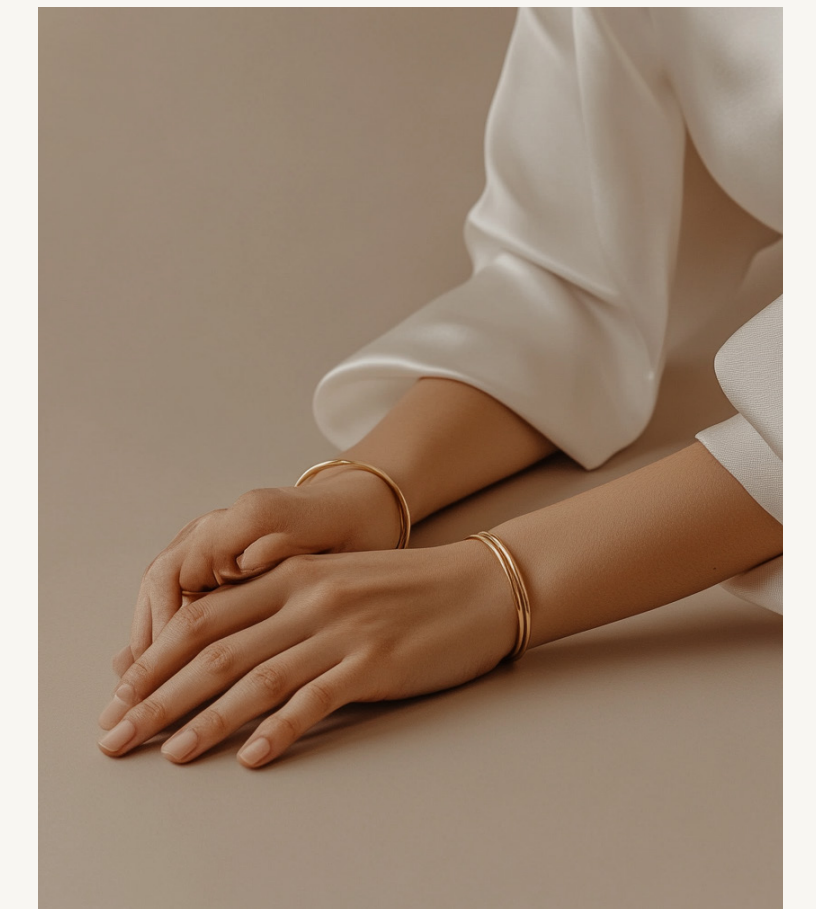
How the branding and pattern should be used in a jewelry box sample and tissue paper to use for wrapping.





Imagery Style

The direction conveys warm, earthy elegance through minimalism and natural textures. Soft lighting and shadows highlight organic materials, creating an intimate, timeless, and refined aesthetic.



QUESTIONS?

For any brand inquiries contact
yasmine@themelati.com