



COLLECTIONS

BRAND GUIDELINES

## BRAND GUIDELINES • LOGO



### Logo & Variations

Block letters, spelling out “CLASS” in branded colors (variations include solid pebble block letters, or multi-colored using the branded colors, or singular branded color to denote specific collections), with simplified text in brand primary font, spelling out “COLLECTIONS” in pebble black.

### Placement and Treatment

The primary logo in simplified form, can be applied to various needs. The pebble black version (upper left) of the logo is to be used to encompass the entire identity of the brand, it must be presented independently from additive verbiage or elements..

There are two additional variations of the logo that have been utilized in product application in the past, but these have been since retired and should not be utilized moving forward (see below).



DO NOT USE



### Logo Usage Guidelines

DO NOT stretch the logo.

DO NOT use colors for the logo that are not approved. Approved colors for the logo are shown above.

DO maintain proportions and appropriate white space around the logo, if clarification needed please ask Brand and Marketing Team(s).

# BRAND GUIDELINES • TYPOGRAPHY

## Primary Typography

Headline(s), Heading(s), Highlight(s) Font

Body Copy, General, Memos Font

### Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@ \$% & ^ \* ( ) - = +

## Secondary Typography

Headline(s), Heading(s), Highlight(s), Body Copy, General, Memos Font

\*\*\*Used in line with serif based templates and product listing imagery for Catalog based product(s).

### Baskerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ

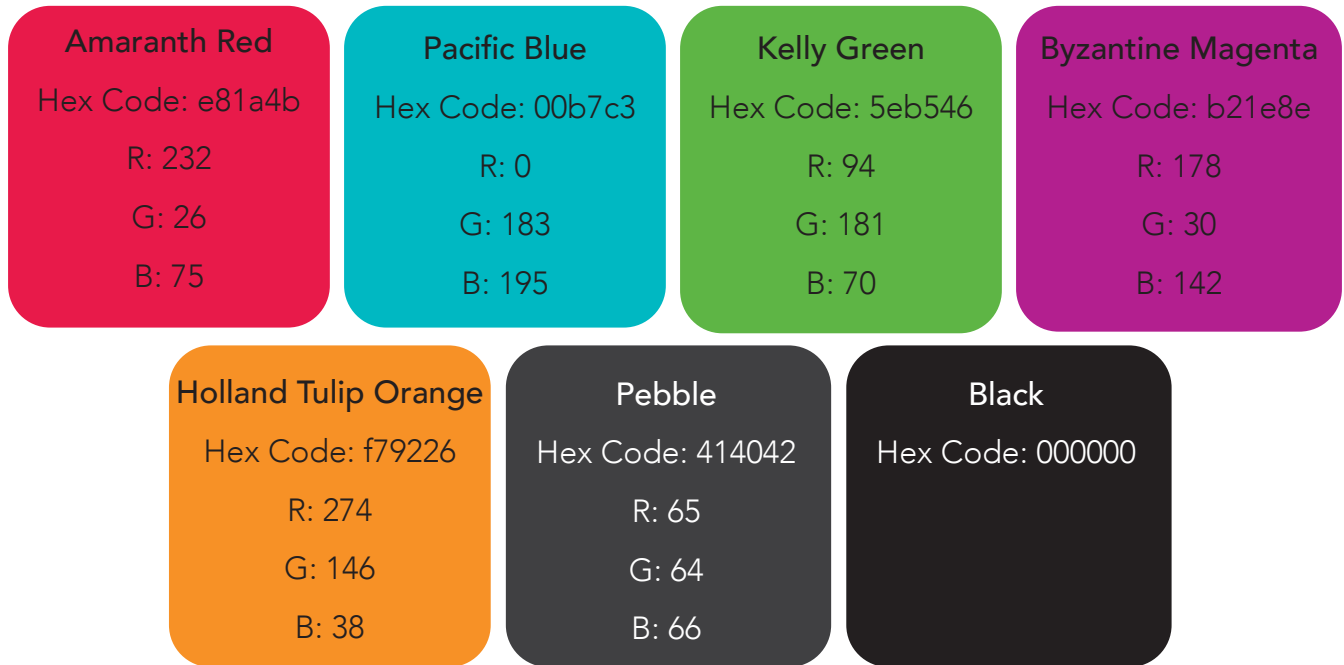
abcdefghijklmnopqrstuvwxyz

1234567890

!@ \$% & ^ \* ( ) - = +

\*\*\*Note: Additional fonts are accepted, but ONLY with exceptions for various product collections developed.

# BRAND GUIDELINES • COLORS & ICONS



## Color Usage Guidelines

Branded colors are to be used with discretion and to maintain supportive roles with the primary visual asset(s).

In certain instances, colors may be used as the primary supportive visual asset when approved.

## Icon Usage & Application

The block icon is used as a supportive element in visuals.