



Elanzye

BRAND GUIDELINES

DO NOT USE



ORIGINAL
PRE-REDESIGN
2022



DO USE



Logo

Simplified scripted word, “Elanze”

***Note: The accented elements and the word “Design” was dropped from the logo at the beginning of 2022 in efforts to modernize and open up the brand more for broader direction moving forward.

Placement and Treatment

The logo in simplified form, can be applied to various needs and formats. As the logo encompasses the entire identity of the company, it must be presented independently from additive verbiage or elements.



In specific instances, collections created by Elanze brand & design teams will be added to denote product collection it belongs within. See example, left.

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, next to the logo.

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

Primary Typography

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

Body Copy, General, Memos Font

Catamaran

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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

Secondary: 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).

Charter

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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

Secondary Typography

Accent and Script Fonts

Gautreaux

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

1 2 3 4 5 6 7 8 9 0

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

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

BRAND GUIDELINES | COLORS

Forest Emerald Green

Hex Code: 4b6f67

R: 75 G: 111 B: 103

Soft Eucalyptus Green

Hex Code: 98b09c

R: 152 G: 176 B: 156

Neutral Green

Hex Code: d7e8cd

R: 215 G: 232 B: 205

Morning Sky Blue

Hex Code: d7e8f0

R: 215 G: 232 B: 240

Soft Teal Blue

Hex Code: 9bb8bc

R: 155 G: 184 B: 188

Royal Indigo Blue

Hex Code: 45475a

R: 69 G: 71 B: 90

White

Hex Code: ffffff

Black

Hex Code: 000000

Color Usage Guidelines

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

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

Primary color for the Catalog based product line is the Forest Emerald Green (in combination with the Charter font).

DO NOT apply all colors at once to supportive visual elements.

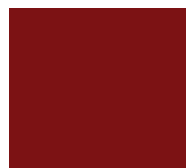
Logo

The logo may be used in reverse on a colored background with the approved colors. See examples below.



Holiday Color Guidelines

Holiday color(s) are for Elanze Christmas collections and product lines. And in certain instances, may be used for EBC, Listing Images, and websites primary supportive visual assets.



Fireside Red

Hex Code: 7d0805

BRAND GUIDELINES | TEXTURES

The textures utilized for Elanze branding are for the purpose of communicating different feeling of collections and brand. We use various types of marble or sandstone concrete paired with linen and distressed canvas. The dominant texture applied across all applied photography textures, is the painter brush stroke (20).

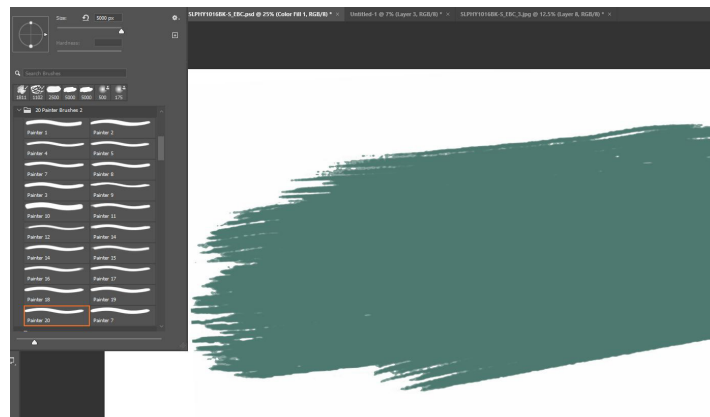
Linen & Distressed Canvas



Marble & Sandstone Concrete



Brush Stroke Elements



The paint brush stroke, helps give dimension to the images, while also incorporating the brand colors.

Texture Usage Guidelines

Textures are to be utilized with branded colors in combination with the paint brush applique.

Photography textures do not always need to be applied, if the brush stroke is incorporated into the primary supportive visual asset(s).

In certain instances, applied photography textures may be applied as a independent solid image ,without adjustments. Typically, they are used in combination with design elements and different application styles.

Iconography Usage & Application Guidelines

Related to ceramics and stoneware for Kitchenware & Dinnerware products, the following icons and language will be added for branding and highlighting select listing bullet points:



Soft Eucalyptus Green is used for these icons, as it pulls the least attention away from the products.

Additional Iconography



BRAND GUIDELINES

Elanze offers a variety of apparel, seasonal décor, giftables and kitchenwares, all meant to create opportunities to spend time together with family and friends.

Elanze, a reason to get together

The Elanze tagline is meant to be open to exchange the brand name, “Elanze,” with whatever season or sentiment is in the promotion spotlight. For example, “Family a reason to get together” or “Thanksgiving a reason to get together” etc...

Togetherness is the foundation of the Elanze brand. Creating opportunities and reasons to spend time with those we love and care about. We create and develop products that are meant to help spark and initiate these moments and special times with those around us. Whether it’s dinnerware set for a new tradition of Friendsgiving, a frame filled with memories of togetherness, or a beautiful snow globe to give on a birthday celebration!

You create a reason to get together...

Photography

Photography is the primary supporting visual element used in Elanze branding and communications (email, social, online catalog of products, general marketing material). All photography will be supplied by Sincerely Hers creative teams, as requested per each collection and product release.

Social Media

Direction and imagery for social media assets will be run through the Videography and Marketing teams, to help develop trending videos that are on brand for Elanze. Using behind the scenes snapshots of the photography and videography teams, to draw the audience to genuine content.