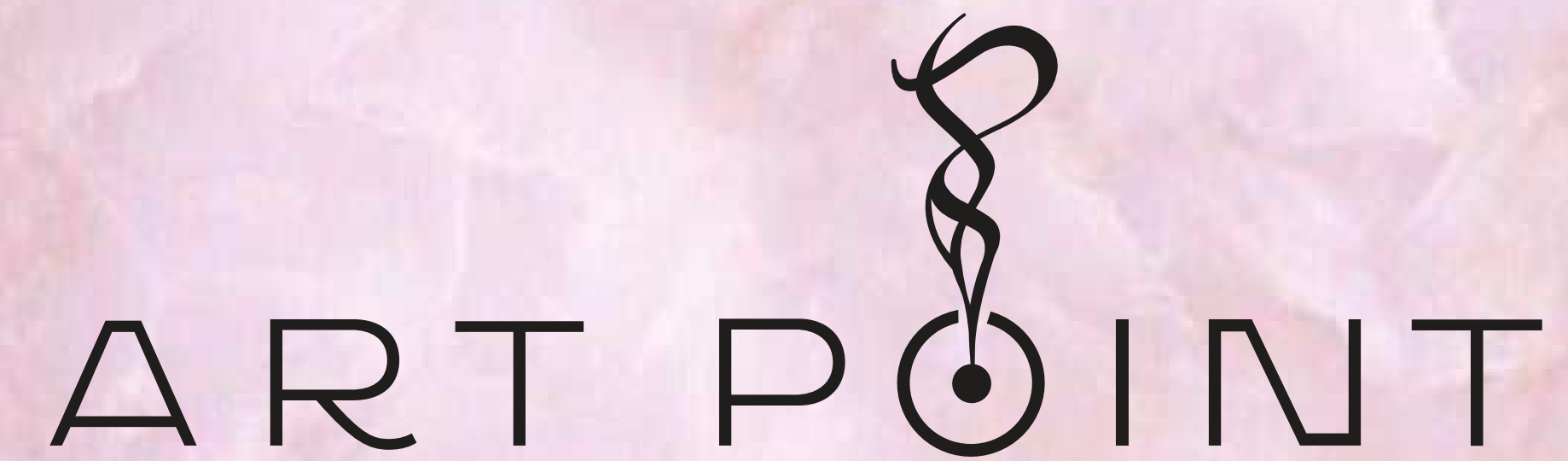




SCENT-SATIONAL FEELINGS

BRAND IDENTITY & GUIDELINES

Brand Identity Manual



SCENT-SATIONAL FEELINGS

Our brand guidelines are designed to help you understand the basic design elements that make up our visual identity and how they all come together to create successful brand communications. It is important for the success of Art Point that you fully understand how all of our communications convey the same standards of excellence that our products and services do. Our logo, colors, typefaces, designs, and messages within our communications are the basic building blocks of our brand. They help us accurately express our character in every communication we create and in a way that is distinctly our own. This document has been created as a tool to guide the development of our communications and to ensure that our company is presented in a powerful way. With proper and consistent application of our identity in every communication, we will continue to build a strong, positive image for Art Point.

TABLE OF CONTENTS

1.0 Brand Values

- 1.1 Who We Are
- 1.2 Brand Characteristics
- 1.3 Brand Behaviours

2.0 Logo

- 2.1 Logo
- 2.2 Icon
- 2.3 Exclusion Zone
- 2.4 Clearspace and Exceptions
- 2.5 Logo Application

3.0 Typography

- 3.1 Primary Typeface
- 3.2 Secondary Typeface
- 3.3 Typeface Application

4.0 Colours

- 4.1 Colour Palette
- 4.2 Colour Ratio



BRAND VALUES

WHO WE ARE
BRAND CHARACTERISTICS
BRAND BEHAVIOURS



WHO WE ARE

Our passion for creating luxurious scents inspired us to develop a wide range of products that elevate your senses and improve your well-being. Each of our essential oils is carefully selected and blended to produce unique and refined fragrances that transport you to a different world. Our diffusers are designed to complement any space, and our sleek, modern designs incorporate the latest technology to ensure maximum effectiveness. We believe that embracing the pleasures of scent is a fundamental aspect of self-care, and our products are crafted with this belief in mind.



BRAND CHARACTERISTICS

Messages and themes that the brand should communicate. These define the personality and help create a brand story that the outside world can clearly understand. This is achieved through creative execution, photography and copy-writing.

CONTEMPORARY

AUTHENTIC

TRADITIONAL

ASPIRATIONAL

EXCLUSIVE



BRAND BEHAVIOURS

How the brand should look and feel across all touch points.

MODERN

PREMIUM

DESIRABLE

ENGAGING

STYLISH

LOGO

LOGO

ICON

EXCLUSION ZONE

CLEARSPACE AND EXCEPTIONS

LOGO APPLICATION

2.0





ART POINT

SCENT-SATIONAL FEELINGS

The Rose Gold Art Point logotype on the Raisin Black background is the primary representation of the brand.

To maximize the visual impact, it must appear prominently and legibly on every communication item produced. The logotype should always be presented in approved color schemes with the appropriate color assigned to each element. Always refer to this document when applying the logotype to anything, no matter the size or application. Used with care and consistency by a trained graphic designer, the logotype and logotype strapline will help create a strong and recognized message for our brand. Always be sure to use approved master artwork, and never attempt to redraw or re-create any part of the Art Point logotype as each element has been carefully configured.



ART POINT

SCENT-SATIONAL FEELINGS

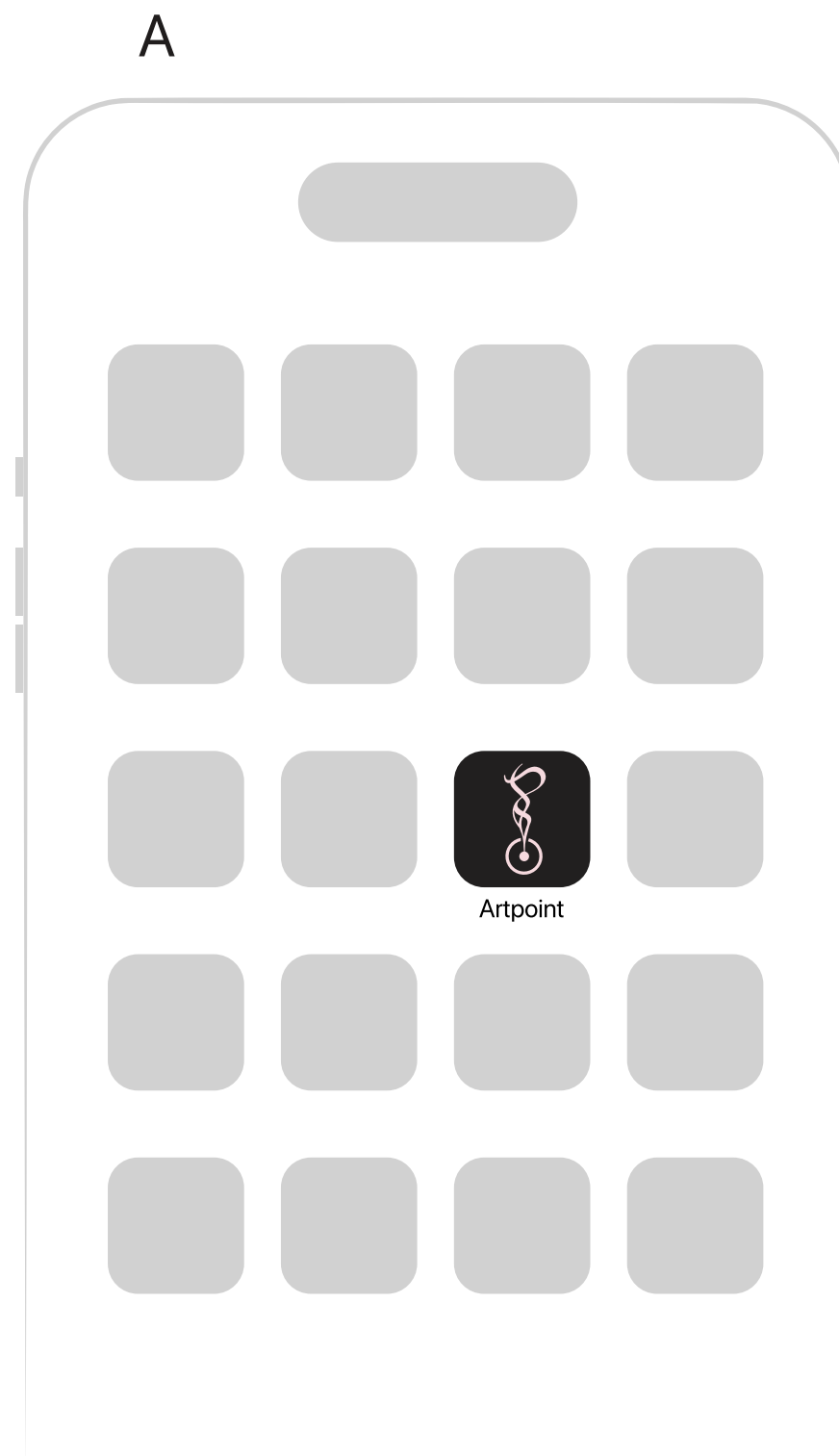
The Raisin Black Art Point logotype on the Rose Gold / White background is the secondary representation of the brand.



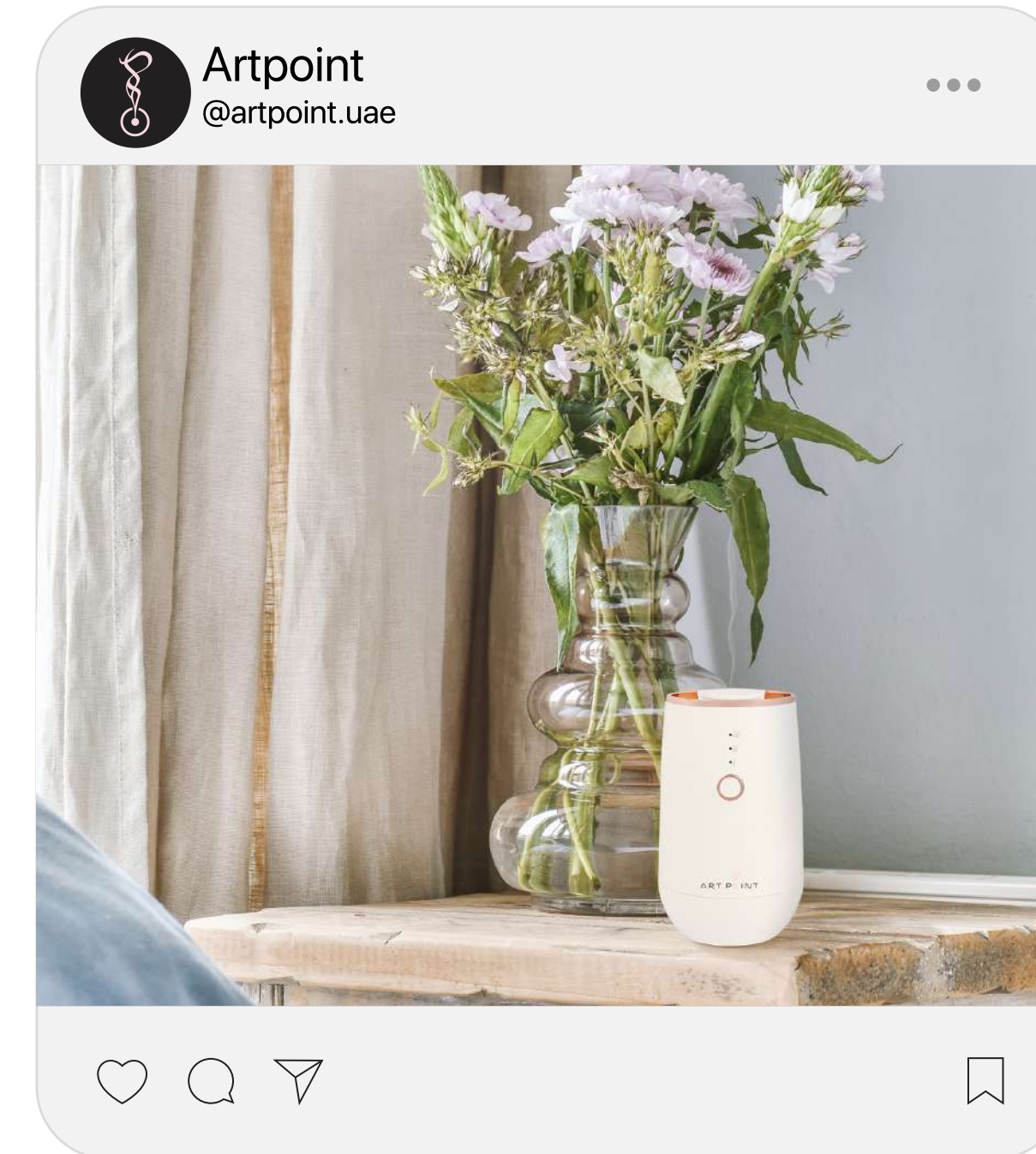
The icon can be applied when used inside the brands domain e.g. stationery, packaging, products ect, simply as an alternative to the full logo it it aids the layout of the the design.



The exclusion zone is determined by the height of the Cube Aroma Icon. It's height determines the distance that should be left clear when placing other images or typographic / illustrative elements next to the logotype. We also recommend a minimum size of 15px / 3mm in height to maintain legibility across digital and print applications.



A. APP ICON EXAMPLE (SIZE/EXCLUSION EXCEPTION)
 B. SOCIAL MEDIA ICON EXAMPLE (SIZE/EXCLUSION EXEPTION)
 C. ALTERNATIVE LOGOTYPE/ICON

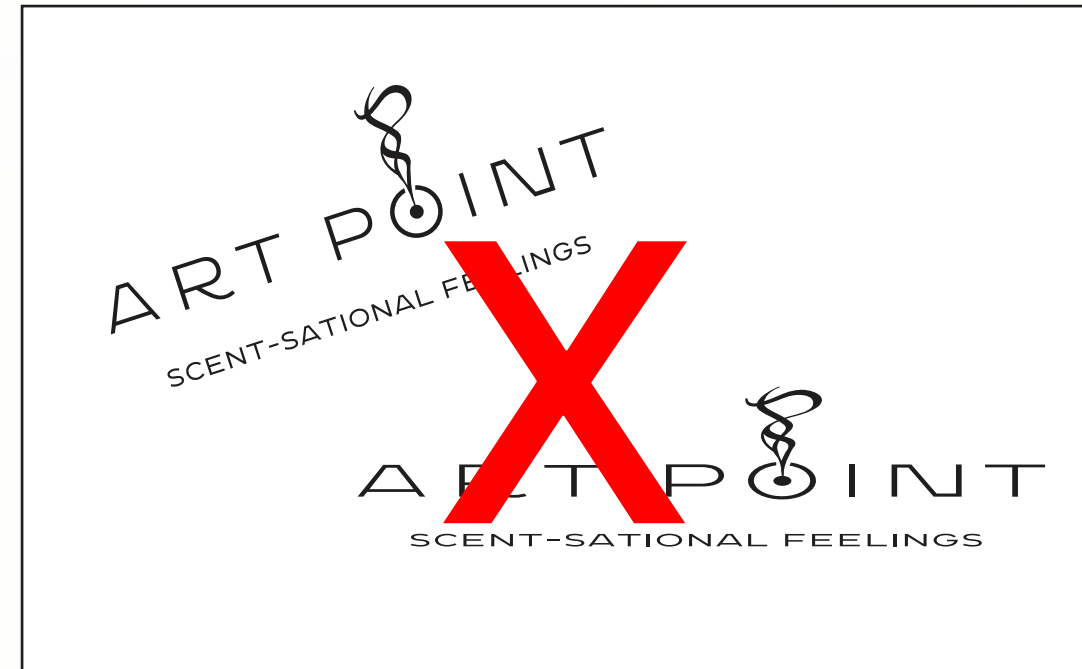


The logo placement depends on the type of communication and application. For App and social media icons an exception to the exclusion zone can be applied, and in extreme circumstances the icon can be applied instead to achieve legibility.



SPACE AROUND THE LOGO

Always give the logo some space to breathe.
Try to use white or neutral background to place the logo.



NOT RIGHT

Do not rotate the logo or scale it disproportionately
in any way.



NO THANKS

Do not add any embellishment like drop shadows, strokes,
embossing etc, to the logo as it will give the cheap effect.



TRY TO IF NEEDED

It is unavoidable to sit the logo on a color or photo,
use the negative alternative logo with the background.



COLOUR CLASH

Do not place the logo on wrong colours.



NOT GOOD AT ALL

Do not combine the negative and full colour logo at once
or sit on background that are too dark, bright or cluttered.

The Artpoint logo application should always follow according to the brand guidelines.
Here's how to apply properly and not messing around with our brand identity.

TYPOGRAPHY

PRIMARY TYPEFACE

SECONDARY TYPEFACE



CA NEGRONI

AA

B123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#\$%^&*()_+:"'<?>[]

The Logo Typeface of Art Point is CA Negroni. CA Negroni is a stylish, delightful, elegantly redefined display font which gives a unique personality to what it sports. It's beautifully designed curvy and boxy characters make the typeface stand out among others

SF PRO DISPLAY_(Regular)

AA

B123

ABCDEFGH IJKLMNOPQRSTUVWXYZ

0123456789

!@#\$%^&*()_+:"'><[]

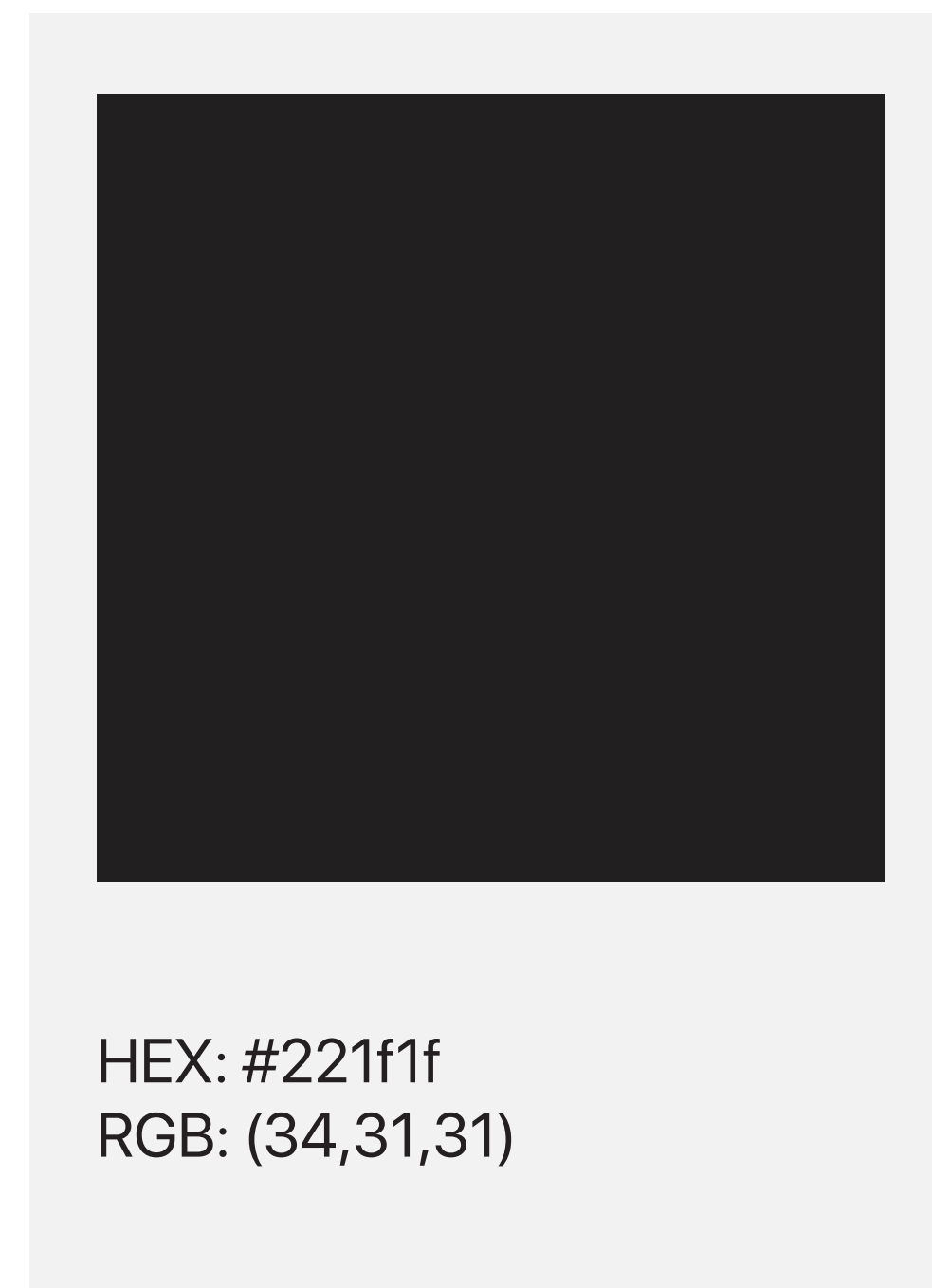
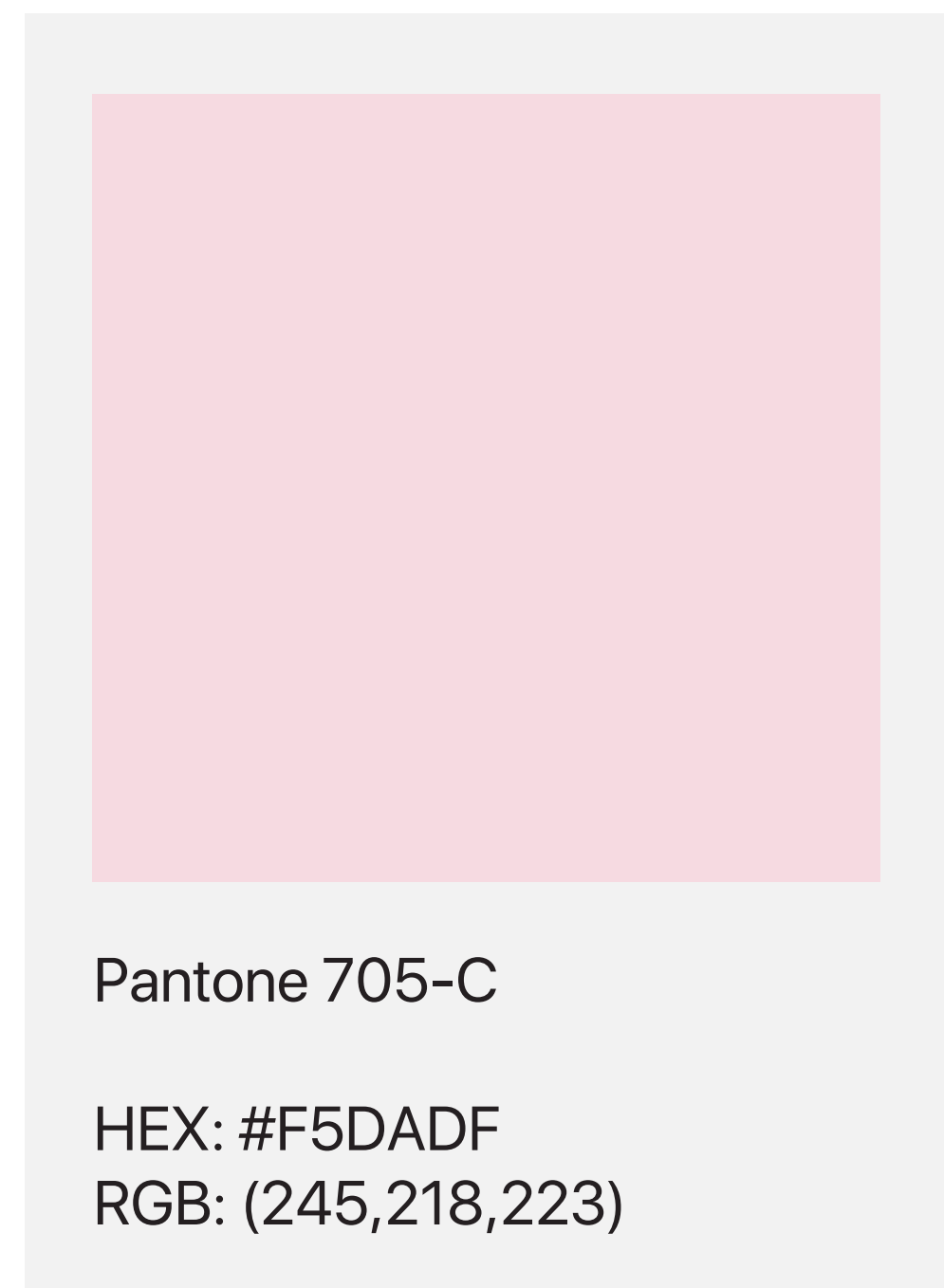
The Artpoint brand Secondary typeface is SF Pro Display Regular. SF Pro Display Regular is a versatile sans-serif typeface family intended for a balanced and rational quality. Solidly neo-grotesque, it performs beautifully at regular display sizes but also maintains an exceptional degree of sensitivity for text sizes.



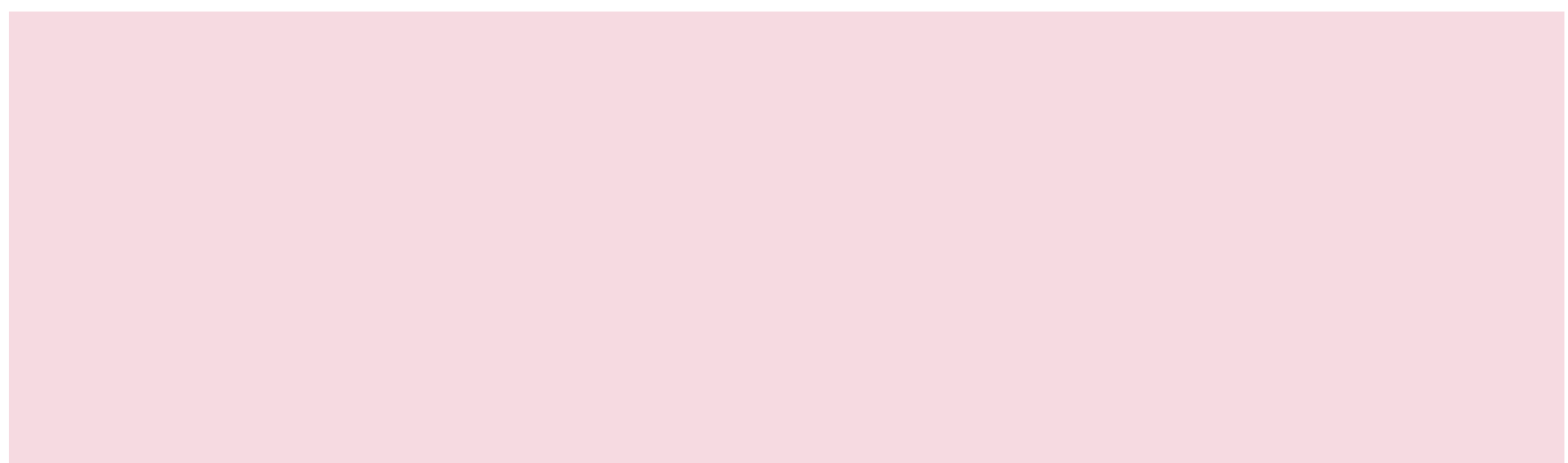
COLOURS

COLOUR PALETTE
COLOUR RATIO





These are the primary and supporting brand colours. We use a mix of Rose Gold, Raisin Black shades to create a sophisticated, ambient atmosphere. The colours must not deviate from what is listed here to maintain maximum consistency across digital, printed and environmental applications.



These are the primary and supporting brand colours. We use a mix of Rose Gold, Raisin Black shades to create a sophisticated, ambient atmosphere. The colours must not deviate from what is listed here to maintain maximum consistency across digital, printed and environmental applications.

THANK YOU!