

# Perfume Co.

Style Guide

## Button



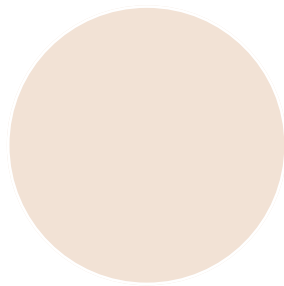
- The color palette of Perfume.Co reflects elegance, sophistication, and vibrancy.
- Primary Colors:
  - Soft pastel pink: #f2e2d5
- Secondary Colors:
  - Dusty rose: #bca89f
- Use the primary colors sparingly for impactful accents and highlights, while the secondary colors can be used for backgrounds or supporting elements.

## Color



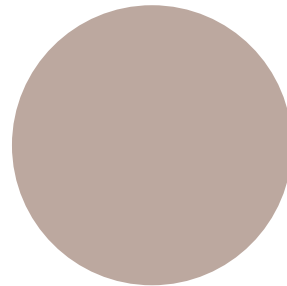
#f2f1ec

rgba(242,241,236,255)



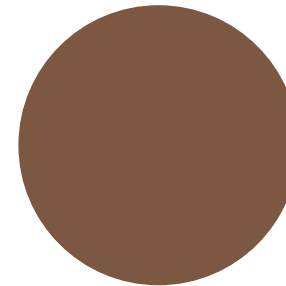
#f2e2d5

rgba(242,226,213,255)



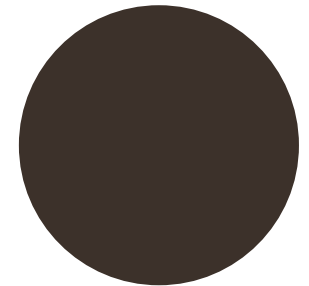
#bca89f

rgba(188,168,159,255)



#7c5742

rgb(124,87,66)



#463428

rgba(70,52,40,255)

## Logo

Perfume Co.



Perfume Co.

## Logo Usage:

- The Perfume.Co logo is the primary visual representation of our brand. It should be used consistently across all platforms.
- Use the full-color logo on light or neutral backgrounds.
- If the background color is dark, use the white version of the logo.
- Maintain appropriate clear space around the logo to ensure visibility and impact.

## Typography

H1 32px - Primary Font Family

H2 28px - Secondary Font Family

H3 24px - Secondary Font Family

H4 22px - Secondary Font Family

H5 20px - Secondary Font Family

H6 16px - Secondary Font Family

P 18px - Secondary Font Family

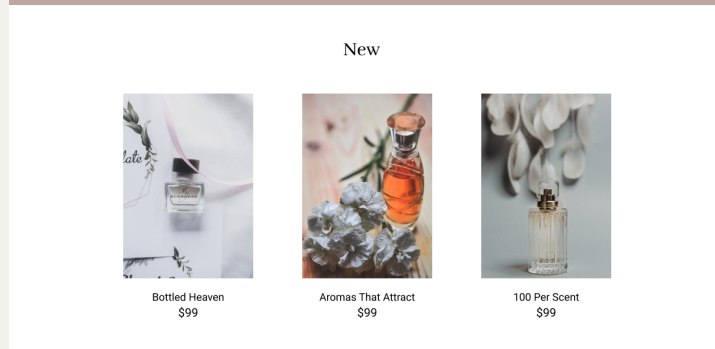
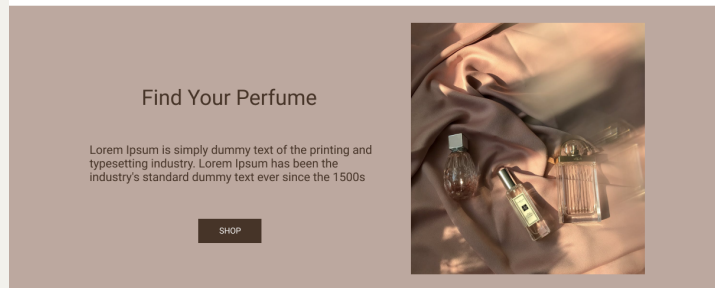
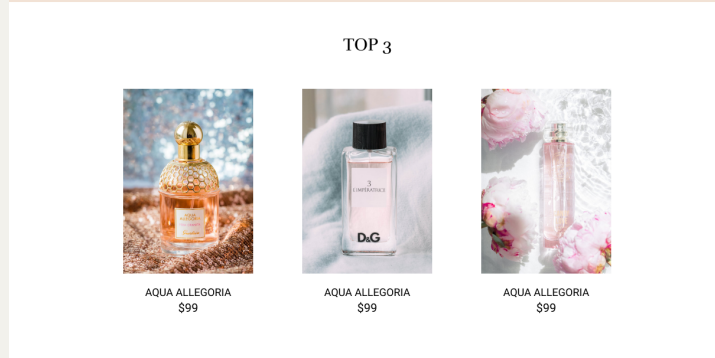
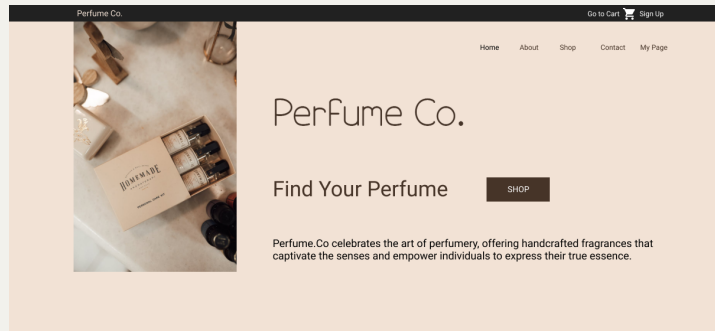
- Heading: Playfair Display
- Body: Lato
- Use Playfair Display for headings, titles, and important textual elements to convey elegance and sophistication.
- Lato should be used for body text, ensuring readability and clarity.
- Great Vibes can be used sparingly for accent or decorative text to add a touch of elegance and personality

## Imagery

- Visuals should evoke a sense of luxury, sophistication, and artistry.
- Use high-quality images that showcase the craftsmanship behind perfumery, such as close-ups of delicate flowers, artistic brush strokes, or beautifully arranged perfume bottles.
- Maintain a consistent aesthetic that aligns with the brand's elegance and exclusivity.
- Use a soft, dreamy, or ethereal visual style to enhance the sensory and emotional aspects of our fragrances.



# Layout and Design



## Layout and Design:

- Maintain clean and minimalistic designs that let the fragrances and visuals take center stage.
- Use ample white space to create a sense of elegance and sophistication.
- Keep layouts simple and intuitive, ensuring ease of navigation and readability.
- Incorporate subtle decorative elements, such as floral motifs or elegant borders, to add touches of refinement.



By following this style guide, we ensure consistency and coherence across all brand communications, conveying the elegance, artistry, and exclusivity that define Perfume.Co.

Perfume Co.