



WHYTE





## About the *brand*

A brand curating *fine sterling jewellery* for all styles and occasions. We design pieces that instill a sense of desire in the ones wearing them to be their most confident and expressive selves.



## Brand *Attributes*

CHIC

ELEGANT

EXQUISITE

CONTEMPORARY



# The *Logo*



WHYTE



WHYTE



WHYTE



WHYTE



WHYTE



WHYTE

# Logo *Possibilities*



Vertical logo  
presentation



Horizontal logo  
presentation



Logomark only

Used in tandem where the viewer is already made aware of our name. Mostly used further as watermarks, background graphics or patterns.



Logos using  
brand language

# Color Palette



R: 12 G: 31 B: 53

#0c1f35

R: 220 G: 178 B: 143

#dcb28f

R: 192 G: 141 B: 98

#e2d8cf

R: 242 G: 239 B: 234

#f2efea

R: 245 G: 245 B: 245

#f5f5f5

# Brand *Fonts*

## Galore

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910@#\* <>()\$%&!

## Proza Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910@#\* <>()\$%&!

## Bw Beto

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910@#\* <>()\$%&!

## Montreux Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910@#\* <>()\$%&!

# Typographic System

## Galore/Proza Display

Size - 42/30 pt  
Leading - 34/32 pt  
Tracking - 0 pt

Headlines are lower case  
Headlines can be in Proza Display

## Bw Beto Light

Size - 13 pt  
Leading - 19 pt  
Tracking - 0 pt

Subheadings

## Montreux Grotesk Bold

Size - 10 pt  
Leading - 12 pt  
Tracking - 0 pt

**Bold smaller item, great for labels or menu items**

## Bw Beto Regular

Size - 8 pt  
Leading - 10 pt  
Tracking - 200 pt

AN ALL CAP OPTION IN REGULAR WEIGHT

## Montreux Grotesk Regular

Size - 8 pt  
Leading - 10 pt  
Tracking - 0 pt

Perfect for standard body copy for paragraphs. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

## Montreux Grotesk Regular Italic

Size - 7 pt  
Leading - 9 pt  
Tracking - 0 pt

*\*Great for small print items like legal copy. \*All items on our menu contained raw ingredients. Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of food-borne illness.*

## Montreux Grotesk Regular

Size - 7 pt  
Leading - 10 pt  
Tracking - 200 pt

BUTTON/CTA

# Feed Preview

IG PROFILE IMAGE



# Brand *Pattern*





