Tiffany

OUR GOAL

To create consistency around product and brand representation through strategic sales partners. This document will serve as an inspirational tool for partners to effectively plan and execute their Tiffany product merchandising and brand communications.

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COLOUR SYSTEMS

PRIMARY COLOURS

HEXADECIMAL	
#0b686b	#f78153
RGB	
11 104 107	247 129 83
CMYK	
90 40 50 20	0 60 70 0
PANTONE	
7719C	475C

SECONDARY COLOURS

HEXADECIMAL		
#2ee8e7	#edccb5	#fab393
RGB		
46 232 231	237 204 181	250 179 147
CMYK		
55 0 18 0	5 20 25 0	0 35 40 0
PANTONE		
630C	164C	1555C

STRATEGIC BRAND GUIDELINES

WOM. Word of mouth. We make products that are worth talking about. They inspire authentic conversation focused on the innovation or features that make our technical garments special. Promoting your business and brand will increase your athletic guest base and the more people you have sweating at your studio the more word will spread that you are offering Tiffany in your retail boutique.

The first order of business in brand stewardship is realizing that it's not about business at all...
We must recognize that this brand isn't about logos, colors or fonts. These items don't define us. We've crafted them to represent us, but our brand is actually the property of the public and their perception. As we move forward, let's recognize that this brand is alive, it's fragile and still growing.

The logo gives a face to the real body – the people of Tiffany. Treat the logo how you would treat those people – with care, respect and intentionality. This set of guidelines are designed to help you understand the details of curating a consistent visual identity. We are all in this together.

A brand is built brick by brick, day by day, cup by cup by the people who experience our coffee.
It's about people, it always has been. It's about creating a place for relationships to grow – for conversations to happen.

TYPOGRAPHY

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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BRAND USAGES FOR PRINT AND WEB

LOGO SYSTEM

This system includes a series of graphic elements used at various times to create a comprehensive, cohesive and recognizable identity that represents Tiffany publicly.

PRIMARY LOGO

An Icon is a quick, intentional, visual mark that helps deliver an immediate brand signature to the viewer. Sometimes icons are used as symbolic marks that can represent the company and their services. Other times the icon is just a simple mark that identifies the owner. Other times it represents the values that the company stands by. This is the heart and soul of our identity. When in doubt, always use this icon. This is our go-to logo. This icon must be uniform throughout all of its applications. The graphic integrity of the icon and identity elements should be governed by the consistent use of established standards and observed in all communications with our vendors, affiliates, and the general public. Alterations to the icon are prohibited.
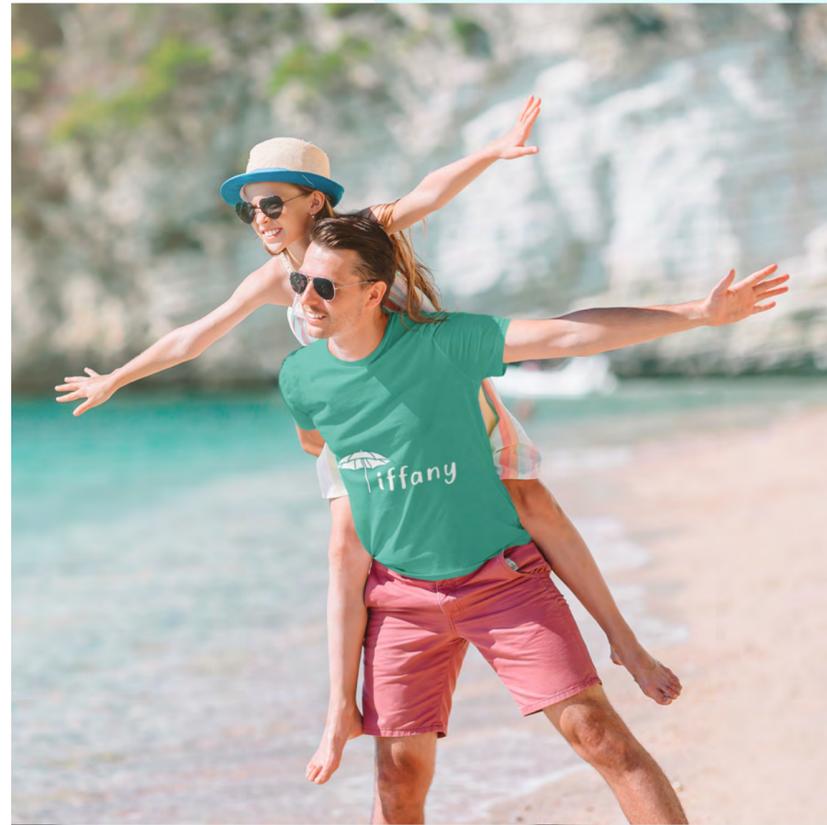
PREFERRED USAGE

The preferred use of the signature is in full colour. If this is not possible then on a pure colour or on a white or light background. This application of the logo should always be considered as the first design option.
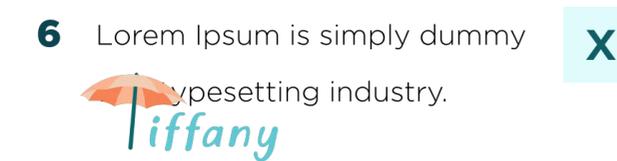
BRAND APPLICATIONS

CLEAR SPACE

When the logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the signature's importance. The logo must be at least 30% of the logo mark away from illustrations, photographs, rules, page edges, or other type.

INTEGRITY OF THE MARK

1 Do not alter color from accepted standards.
2 Do not screen the logo.
3 Do not place the logo within a line of text.
4 Do not fill shapes with patterns or add special effects.
5 Do not overprint the logo on complex photographs or textures that will show through the open spaces of the logo.
6 Do not violate the signature clear zone.
7 Do not skew or scale the width or height.
8 Do not alter size or proportions of the logo in relation to the logotype.
9 Do not rotate the logo to any degree.
10 Do not add or change typeface of logo type.

1 **X**

2 **X**

3 Lorem Tiffany Ipsum is simply dummy text of the printing and typesetting industry. **X**

4 **X**

5 **X**

6 Lorem Ipsum is simply dummy typesetting industry. **X**

7 **X**

8 **X**

9 **X**

10 Tiffany **SWIMWEAR & BEACHWEAR** **X**

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Designed By:
Farshad Naderi