



BRAND BOOK

A Complete guidelines of Lavish Ceramics

www.lavishceramics.com

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01

Logo



Used Fonts
BANK GOTHIC

Used Tag Line Fonts
BANK GOTHIC



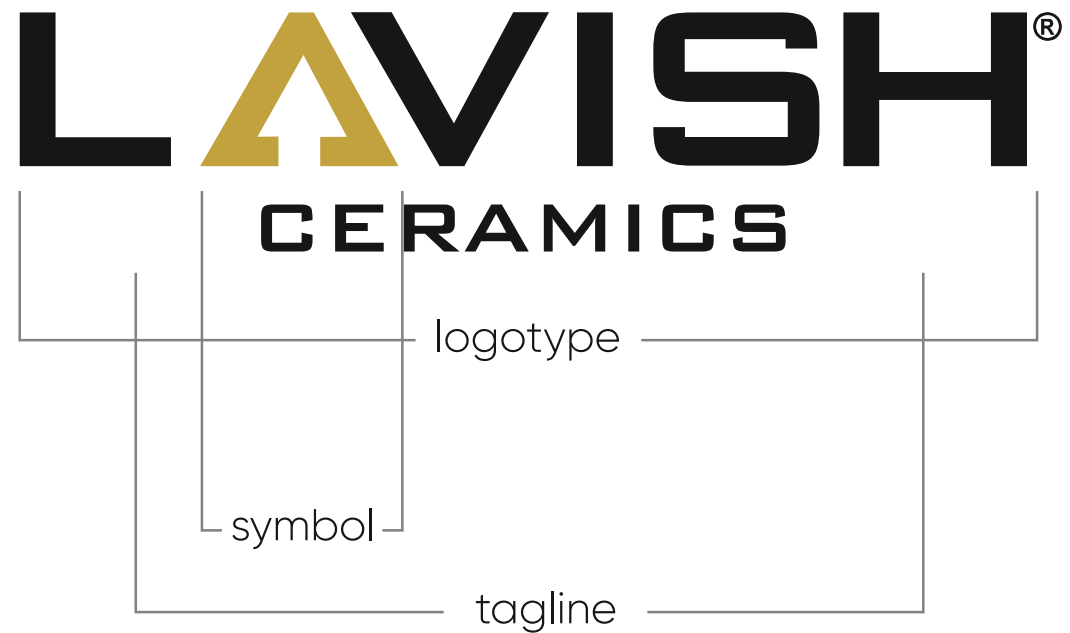
Brand Identity Mark

At Lavish Ceramics, our logo stands as the paramount and highly prominent aspect of our brand identity. Consequently, the use or application of our logo on any marketing materials, online or offline, necessitates written permission from Lavish Ceramics.

Ensuring the accurate and uniform implementation of our logo enhances audience engagement and reinforces brand remembrance. The Lavish Ceramics logo comprises two elements:

1. The symbol/brand identity mark
2. The logotype

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Corporate Typography

aA

PRIMARY TYPEFACE

Gilroy regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*(:><?

DOWNLOAD

1. Montserrat : Montserrat is a modern and versatile sans-serif typeface. It is inspired by the traditional neighbourhood signs of Buenos Aires, where each letter carries a little bit of special Argentine flavor. Montserrat comes with a wide spectrum of styles, from ultra-light to extra-bold, letting us express various emotions. Its clean and geometric design provides a professional, clean, and crisp image, making it ideal for a modern ceramic brand like 'Lavish'.

2. Gilroy : Gilroy is a clean and minimalist font that presents a friendly and inviting feel yet maintains an undercurrent of finesse and sophistication. It is characterized by its balanced proportions and wide open typeface, making it highly legible even from a distance. Perfect for secondary text, like product descriptions, where we want the content to be easy on the eyes. Its stylish and modern design matches the brand aesthetics of 'Lavish', adding an elegant touch to our ceramic branding collaterals.

Headings, Titles Subtitles

Primary Font
Montserrat

Medium
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

Bold
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

Number
0 1 2 3 4 5 6 7 8 9 !

Corporate Colors

1. Gold (#C2A23E): This is a rich and opulent color that conveys premium quality. This element gives a luxurious feel to our brand, Lavish. Its brightness leaves an impression of prosperity and high value.

2. Black (#2B2A29): This shade of black, nearly charcoal, is deeply striking. It symbolizes strength, authority, and sophistication. The use of black is very bold, and it helps us create a powerful contrast with other colors.

3. White (#FEFEFE): This is a pure, clean, and bright color that provides a neutral backdrop for other colors to stand out. It represents simplicity, clarity, and modernity. This color also adds elegance and brings balance to our brand color palette.

4. Grey (#D9DADA): This grey is a wonderfully versatile color that's both modern and classic. It brings a sense of neutrality and offers a calming, elegant base which enhances the other, more bold colors. It depicts professionalism and conveys reliability.

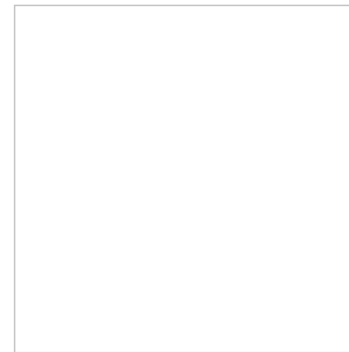
Collectively, these colors makes us a brand that values luxury, quality, and elegance. Our audience can expect a sophisticated, modern brand that meets a high standard of excellence.



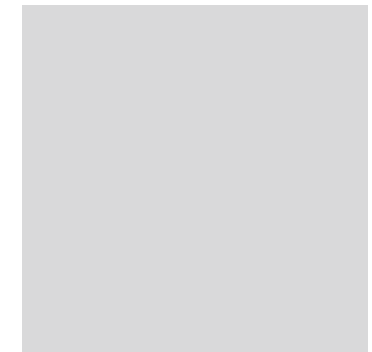
C : 00 R : 194
M : 20 G : 162
Y : 80 B : 64
K : 30



C : 00 R : 43
M : 00 G : 42
Y : 00 B : 41
K : 100



C : 00 R : 254
M : 00 G : 254
Y : 00 B : 254
K : 00



C : 00 R : 217
M : 00 G : 218
Y : 00 B : 218
K : 20

Logo with Various Background



LAVISH[®]
CERAMICS

The logo features the word "LAVISH" in a bold, sans-serif font. The letter "A" is stylized as a triangle with a horizontal bar through it, and is colored gold. The remaining letters "L", "V", "I", "S", and "H" are black. Below "LAVISH" is the word "CERAMICS" in a smaller, black, all-caps sans-serif font. A registered trademark symbol (®) is located to the upper right of the "H".

LAVISH[®]
CERAMICS

The logo is identical to the one above, but the background is solid black. The word "LAVISH" is rendered in white, with the stylized "A" in gold. The word "CERAMICS" is rendered in white, all-caps sans-serif font. The registered trademark symbol (®) is also present.

Identity Placement

Identity Placement

When placing the identity, it is essential to consider its overall size. Utilize the identity at its maximum scale within the available space, ensuring it adheres to clear space rules.

Horizontal Placement

When vertical space is limited, it is imperative to use the Primary Horizontal Lockup. Refer to the CORRECT Horizontal Lockup Placement for guidance. However, when dealing with limited horizontal space, avoid using the Primary Horizontal Lockup.

See the INCORRECT Horizontal Lockup Placement for reference.

Correct Horizontal Lockup Placement

Example 1

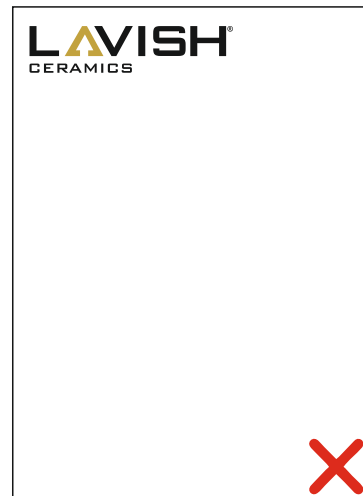


Example 2



Incorrect Horizontal Lockup Placement

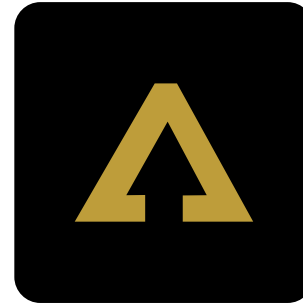
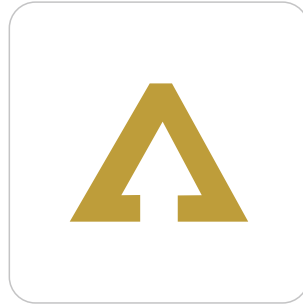
Example 1



Example 2



App Icons



Favicon

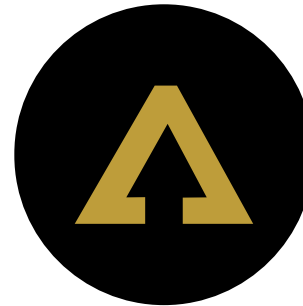


Illustration Style



Social Media Theme with Images



Advertisemnet



THANK
YOU!!!