



SI BELLE



Brand Identity Guide

THANK YOU FOR REVIEWING THIS IMPORTANT DOCUMENT.

Used properly, the guidelines found within it will help maintain graphic and message continuity, protect our logo assets, and help us build powerful, relevant messaging across a broad array of media.

WHY IS THIS NECESSARY?

Proprietary logos, approved typefaces, the visuals we choose and the words we use — every part of our brand is an important part of our whole brand. That's why it's extremely important that we use each very carefully. Following the guidelines and rules in this style guide will help us speak with a single, influential voice to generate bold, engaging communications, build strong bonds with our audiences, and protect our brand for years to come.

NEED APPROVED FONTS, LOGOS, GRAPHIC ELEMENTS, OR ADDITIONAL INFORMATION?

Contact:

Graphic design department | ARABISK

Telephone: 01557226687 | Email: graphic.designs@arbsk.com

The story

Born from the love of elegance and allure, our boutique curates nightwear that celebrates femininity, grace, and confidence. Each piece is designed with meticulous attention to detail, using luxurious fabrics and timeless silhouettes that resonate with modern sophistication.

Since our inception, we have been dedicated to empowering women to embrace their unique beauty and express their individuality. Our collection captures the essence of refined glamour, blending comfort with style for every enchanting evening.

From intimate gatherings to grand celebrations, our night dresses are crafted to make every moment unforgettable. We take pride in being more than a brand – we are a destination where dreams meet design.

**"Elegance is the only beauty
that never fades."**

- Audrey Hepburn



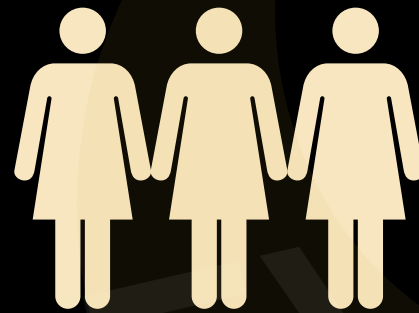
Vision and Mission

To redefine evening elegance by crafting night dresses that inspire confidence, sophistication, and timeless beauty. Our vision is to become a global symbol of femininity and grace, where every design tells a story of allure and individuality.

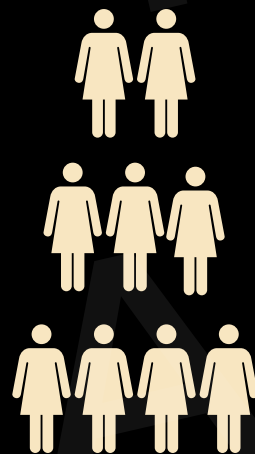
At SI BELLE, our mission is to transform the art of nightwear into a celebration of modern elegance. Through meticulous craftsmanship, premium fabrics, and innovative designs, we aim to create a wardrobe that empowers women to shine at every occasion. We are committed to blending comfort with style, ensuring every piece reflects the unique essence of its wearer.

Our dedication extends beyond fashion; we strive to provide a personalized shopping experience that evokes joy, trust, and lasting connections with our clients.

Demographics



Women, Ages 22–40



Class

A, B+, B, C+



Customer Behavior

Living dynamic and vibrant lives, our clients desire night dresses that combine elegance with versatility. They look for pieces that transform from intimate moments to grand events, all in one stunning outfit.



Good Value for Money

In this Guide

- 4** Logo mark
- 5** Primary logo types
- 6** Clear space
- 7** Brand color palette
- 8** Main colors
- 9.** Black and white versions
- 10** INCORRECT LOGO USAGE
- 11** Brand Typography
- 12** Iconography
- 13** Icon color usage
- 14** Stationary
- 16** Social Media
- 17** Clothes Branding
- 18** Signages
- 20** Packaging





SI BELLE





SI BELLE



Target Audience



Single Women

Layla, 28, Young Professional

Layla is a young professional with a busy lifestyle. She attends social gatherings, upscale events, and dinners, and enjoys dressing to impress. She values high-quality, trendy, and elegant nightwear that complements her personality and keeps her in tune with the latest fashion trends.



Brides-to-Be

Sara, 26, Bride Planning Her Wedding

Sara is a bride-to-be looking for luxurious and romantic nightwear for her special occasions, including her honeymoon. She seeks elegant and intimate pieces that reflect her joy and excitement about her new chapter in life.



Mature Women

Mona, 40, Busy Mom and Entrepreneur

Mona is a mom and businesswoman who values comfort and elegance. She enjoys wearing sophisticated nightwear that balances style and practicality. Mona often treats herself as a reward for her hard work and appreciates versatile, high-quality options.

LOGO MARK

Our logo is the face of SI BELLE - the primary visual expression that we use to identify ourselves. meaning that we need to be careful to use it correctly and to do so consistently.



PRIMARY LOGO TYPES

These are the go-to logos for all brand communications. It's a trademark to help viewers easily identify SI BELLE brand. It is essential that the logo is always applied with care and respect.



ALTERNATIVE LOCKUPS

SI BELLE brand also has a typographic-only mark and an icon mark. These are to be used particularly in situations where legibility at small screen sizes becomes an issue.



CLEAR SPACE

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo. This area is measured using the height of the capital S in the logo, as shown. No other graphic elements, typography, rules, or images should appear inside this clear space. This space is determined by 50% height of logo mark on each side.



MINIMUM SIZE

Minimum size refers to the smallest dimensions allowed for SI BELLE CONSTRUCTION logo. The minimum sizes for each configuration of the logo are listed below.

For print: 0.75" minimum print height
For web: 60 pixel minimum screen height



BRAND COLOR PALETTE

Overview

Our color palette has three sets: primary, secondary, and tertiary, each with its own mix of colors. Lean heavily on the primary black, but use supporting sets to build color schemes that are complementary and balanced. White, black, and gray are also allowed to be used in combination with these colors.

PRIMARY

(Rich Gold)

CMYK 0 | 17 | 74 | 17
RGB 212 | 175 | 55
HEX D4AF37

SECONDARY

(Classic Black)

CMYK 0 | 0 | 0 | 100
RGB 0 | 0 | 0
HEX 000000

TERTIARY

(Elegant Cashmere)

CMYK 0 | 26 | 27 | 43
RGB 146 | 108 | 107
HEX 926C6B

Complementary

(Soft Champagne)

CMYK 0 | 7 | 22 | 3
RGB 248 | 230 | 193
HEX F8E6C1

Main Colors



SI BELLE



SI BELLE

#D4AF37

Rich Gold

Secondary Colors



SI BELLE



SI BELLE

#926C6B

Elegant Cashmere

Complementary Colors



SI BELLE



SI BELLE

#F8E6C1

Soft Champagne

BLACK & WHITE VERSIONS

When using the SI BELLE logo on dark backgrounds, simply inverse the logo to a complete white. When color cannot be used, simplify the mark by using all black.

BLACK VERSIONS



SI BELLE

WHITE VERSIONS



SI BELLE

INCORRECT LOGO USAGE

SI BELLE logo should not be adjusted or edited in any way. Here are some examples of what not to do:

- 1 Do not change the colors of the logo.
- 2 Do not place elements in the logo clear space.
- 3 Do not condense, expand, or distort the logo unproportionally.
- 4 Do not add a drop shadow, bevel and emboss, inner glow, or any other text effects to the logo.
- 5 Do not adjust the placement of the logo words.
- 6 Do not place the logo on top of an image with poor contrast and readability.
- 7 Do not resize any individual elements of the logo.
- 8 Do not rotate the logo.
- 9 Do not crop the logo.
- 10 Do not remove or change part of the logo.

①	 SI BELLE	④	 SI BELLE	⑦	 SI BELLE	⑩	
②	 SI BELLE	⑤	 SI BELLE	⑧	 SI BELLE		
③	 SI BELLE	⑥	 SI BELLE	⑨	 SI BEL		

Primary Typefaces (for headings, logo, and bold statements).

Consistent use of typography helps to make the brand identity strong and cohesive across all applications. The typeface Montserrat was selected to complement the voice and tone of SI BELLE brand. This typeface is a web safe font with flexibility built in — there are a range of styles within the font family. Neo sans is the supporting font, acting as the body copy or alternate subhead styles.

Libre Baskerville - 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
1 2 3 4 5 6 7 8 9 0

Libre Baskerville - Regular

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
1 2 3 4 5 6 7 8 9 0

Secondary Typefaces (for body text, captions, or subheadings).

Montserrat is the ideal secondary typeface, carefully selected to complement Neo Sans. Its clean, modern design makes it perfect for body text, captions, and subheadings. Montserrat ensures excellent readability and versatility across both print and digital applications, providing a seamless balance with the primary brand typeface.

MONTSE**R****RAT**
Aa

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
(.,;?!@#\$%^&*) 0123456789

ICONOGRAPHY

Overview

Various sets of icons were created to represent menu items within the SI BELLE website.

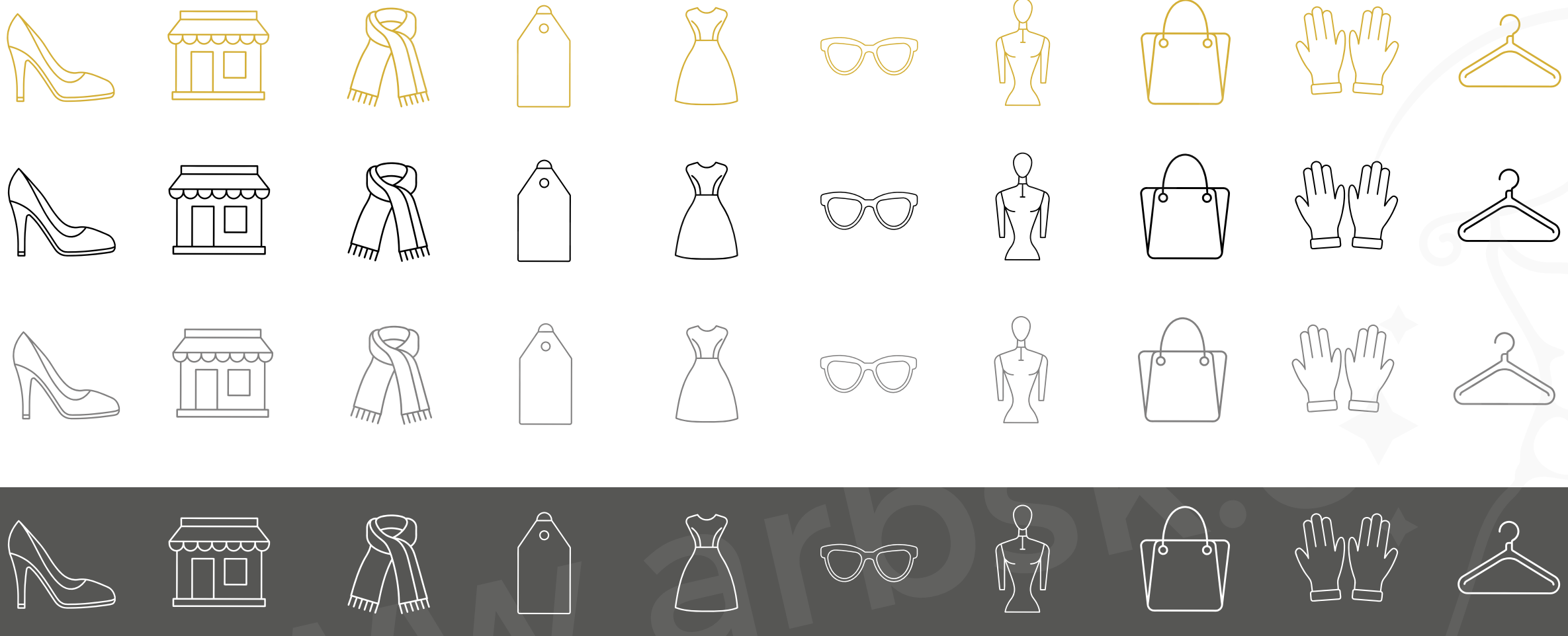
These icons may never substitute the main logo but may be used across the entire brand. Incorporating icons into layouts is a great way to break up large portions of text and images. They also make content more visual and easily digestible. SI BELLE icons are made with light line strokes any brand color. Create an icon in a 0.4 square-inch space with a 1-pt stroke weight. Some icons may be taller or wider, but the scale should feel comparable. Once made, the strokes should be outlined before scaling up or down in size. Note: Do not edit any individual element of the icons



ICON COLOR USAGE

Overview

The icon system may appear in its traditional color scheme or in any of the primary or secondary branding colors, as well as black, white, and gray





Shopping Bag

Front : 5 x 1.7 cm

Back : 12 cm x 4 cm



Shopping Bag

Front : 5 x 1.7 cm

Back : 12 cm x 4 cm



Shopping Bag

Front : 5 x 1.7 cm

Back : 12 cm x 4 cm





Dress Label

Size : 5 x 1.6 cm

Dress Label

Size : 5 x 1.6 cm



Jewellery package

9 x 5.5 cm



Business card

9 x 5.5 cm





Hanger

9 x 5.5 cm



Hanger

9 x 5.5 cm



Business card

9 x 5.5 cm



Business card

9 x 5.5 cm



Business card

9 x 5.5 cm



Business card

9 x 5.5 cm



Envelope

American for letters





Envelope

American for letters



Letterhead

Logo Placement



Stationary

Size : A4



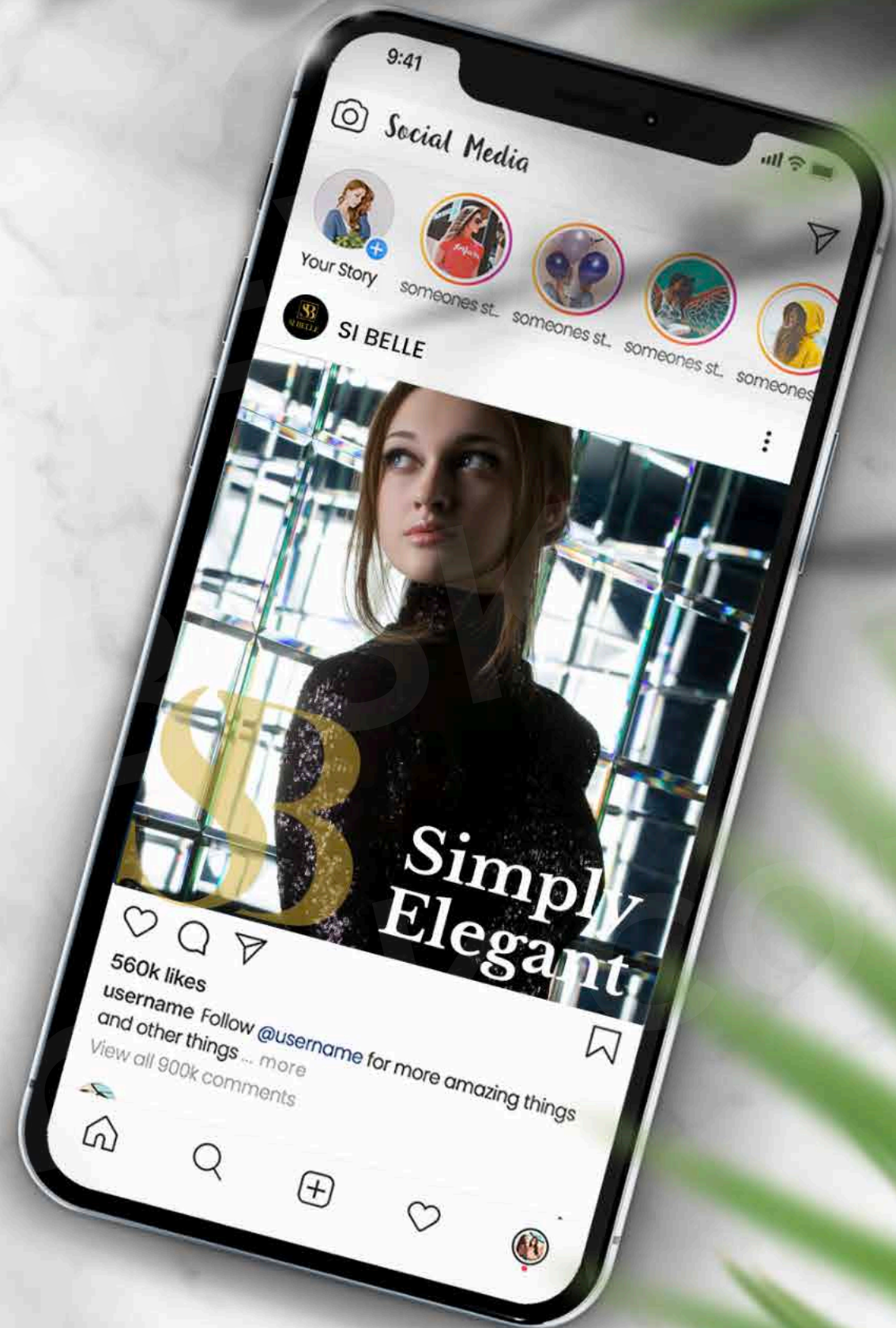


Dress Cover

Design

Social Media

Instagram



Thank you



Integrated marketing solutions agency
www.arbsk.com