

Miss Address

BRANDGUIDE

2022 - V1.0

Miss Address

ADDRESS

1375 Alexis-Nihon, Saint-Laurent
Suite 104
Montreal (Qc). Canada

CONTACT

+1 438-989-6335
info@missaddress.com
www.missaddress.com

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01

INTRODUCTION

Miss Address provides elegant, fashionable dresses for women (30-45) who loves to be seen in the latest, most elegant fashions.

Born out of a love for beauty and the world's wonders, Miss Address finds its beginnings not in a design studio - but an aviator's seat.

The company's founder was a pilot who, for years, flew around the world and was always struck by the beauty of the places he visited.

Working together, he and his wife developed a line of dresses that captured the elegance and opulence of the places they saw.

Miss Address is more than just a fashion brand - it's a way to bring the world's wonder into your everyday life. With its luxurious fabrics and intricate designs, Miss Address is sure to make you feel like a globetrotter, no matter where you are.

You deserve the finer things in life and our clothing line provides you with attainable luxury.



RAMI RAYES, Brand Manager

LOGO VARIATIONS

The Miss Address logo was designed with a custom script font, which echos its elegant and sophisticated persona. The logo constantly evolves, and future versions will be contemporized as the company grows.

COLOUR USAGE

The current Miss Address logo has two variations. The primary logo uses black as its main colour that pops on pale backdrops. This version should be used in most situations.

The secondary logo is simply an inverted white. This version may be used when the backdrop is a rich dark colour.

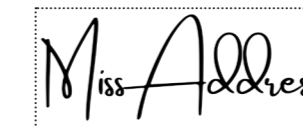
Both versions can be used in some cases - as shown against the pink. In this example, it purely comes down to a judgment call, as long as a significant contrast is used at all times to keep clean visibility.



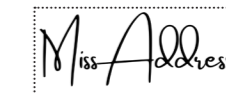
SIZING

While cropping the logo to its minimum frame - always keep padding surrounding the logo with twice the size of the "iss" of "Miss" as a gauge measurement. This will allow the logo to breathe with its surroundings.

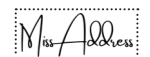
When sizing the logo, the visibility always needs to be clear and readable. Of course, the sizing has limits and sometimes comes to personal judgement.



50%



25%



10%



03

PRIMARY BRAND COLOURS

The Miss Address colour palette includes a set of colours that embody the brand personality. The colours are used on the logo, the website, print material and tone for photography.

COLOUR USAGE

The leading “Black” colour provides a serious, clean and luxury style, which is commonly used in the fashion industry. The supporting colours, “Bright Gray” and “Cultured Gray,” are complementary tones that support the overall pristine aspect of the Miss Address brand.

The punch colour, “Ruddy Pink,” keeps the brand in tone with its target audience - but also gives a stand-out softness to Miss Address. Its sole purpose is to create excitement in graphic elements.

CULTURED GRAY



FOR WEB USE

RED _247
GREEN _247
BLUE _247
HEX F7F7F7

FOR PRINT USE

CYAN _2
MAGENTA _1
YELLOW _1
BLACK _0

BRIGHT GRAY



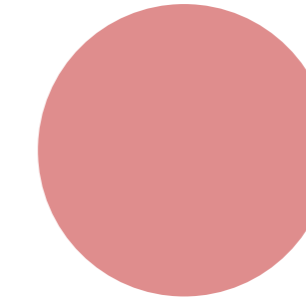
FOR WEB USE

RED _237
GREEN _237
BLUE _238
HEX EDEDEE

FOR PRINT USE

CYAN _6
MAGENTA _4
YELLOW _4
BLACK _0

RUDDY PINK



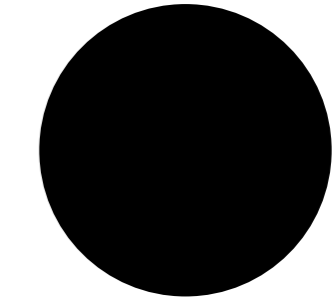
FOR WEB USE

RED _223
GREEN _141
BLUE _141
HEX DF8D8D

FOR PRINT USE

CYAN _10
MAGENTA _53
YELLOW _35
BLACK _0

BLACK



FOR WEB USE

RED _0
GREEN _0
BLUE _0
HEX 000000

FOR PRINT USE

CYAN _0
MAGENTA _0
YELLOW _0
BLACK _100

TYPOGRAPHY

The Miss Address typography specs establish the fonts anyone can use when designing for the brand. They spec out the size, spacing, capitalization, and proper usage of type. Typography specs will keep the brand fonts consistent.

FONT USAGE

Miss Address uses two types of fonts. A primary font should be utilized in all titles, headlines and essential key elements as it illustrates the modern fashion feel of the company.

A secondary font is used when we need to list several elements or elaborate on content. The secondary font has a cleaner tone and a straightforward feel. It supports any "call to action" when needed for print or web purposes.

PRIMARY FONT

BARLOW CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$<>?

SECONDARY FONT

Heebo

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$<>?

HIERACHY

The hierarchy layout is key between headlines and body text. Always use the primary font for titles and the secondary font for content. Here are some examples of usage and size proportions.

HEADLINE (BARLOW MEDIUM - SIZE 85 PX)

SUB-HEADLINE (BARLOW REGULAR - SIZE 23 PX)

1234567890!@#\$<>? (BARLOW - SPECIAL CHARACTERS)

MENU LIST & CALL TO ACTIONS (HEEBO BOLD - SIZE 14 PX)

Body Text (Heebo Regular - Size 17 Px)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$<>?



05

OUTDOOR PHOTOSHOOT

The location is just as important as what the model is wearing. It can tell the story through photos. As Miss Address has an elegant, luxurious image, the photography needs a similar aesthetic.

LOCATIONS & COLOUR CORRECTIONS

Using historical landmarks can be an excellent approach to project a sense of luxury and stick to the brand's legacy. While we always focus on the model and their attire, the backdrop enhances the overall feeling of extravagance. In certain situations, locations and landmarks can be more modern or urban if the clothing dictates it.

Although natural sunlight (preferably at dusk) should be the best warmth and tint for an outdoor photoshoot, colour corrections can always be made easy by using a "Rubby Pink" colour. This can provide that same warm tint, giving an upscale fashion style.

WEBSITE DESIGN

The Miss Address website is designed to draw attention to key features and focus on hierarchy and readability. The goal of the design is to create interaction with all products.

SHOWCASE IN ORDER

The primary Miss Address website design offers a full display of lifestyle imagery displayed above the fold. Not only does it set the tone for the styles, but it also showcases every "Collection" with a rotating slideshow.

On a second level, right after the fold, the "Latest Arrivals" keeps the user informed with the latest updates, new items and capsule collections.

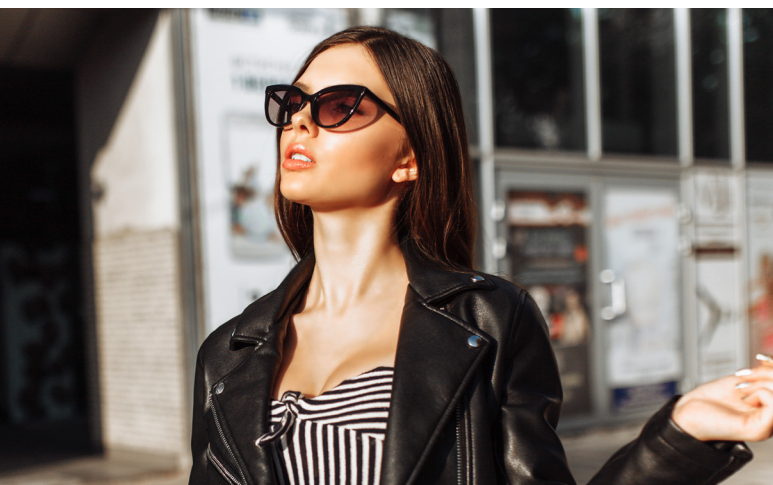
On the third level, Miss Address offers a showcase viewing of all the subcategories of "Dresses." This allows the buyer to glimpse the beautiful collection of dresses and is one click away from shopping with the entire collection.

As a supporting visual layout, we have a fourth-level element, a placeholder for promos, or simply some real estate to push any accessories using lifestyle imagery.

The secondary imagery also comes into play as a feature on the homepage. These are displayed in a rotating list of dresses with prices and offers, all curated by the most popular and/or bestsellers. Users can interact with each of them and open a detail page that they can add to their cart.

A clean menu in the header is a sticky element that follows you down as you scroll. A footer section to keep users informed of the shopping process, essential links and a subscription offer to newsletters.





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WEBSITE IMAGERY

Brand imagery is vital in creating a positive and long-lasting association with the brand. Miss Address needs to communicate the right messages with our target audience when they encounter our brand.

CHOOSING THE RIGHT IMAGES

Like the photoshoots, choosing the right imagery on the website is vital. The forefront imagery of Miss Address is lifestyle images. They give the tone to the rest in terms of value and quality. They should always be used when promoting a product line, showcasing new products, or dividing each Miss Address category.

The more standard photos, with white backdrops, are used as supporting imagery, detailing the dresses on its product page and shopping cart. Applying a subtle warm treatment is recommended to avoid any drastic clash between the lifestyle images and the support ones, as shown here.

08

WEBSITE ELEMENTS

The website elements are a crucial factor that supports the website's overall visuals and design.

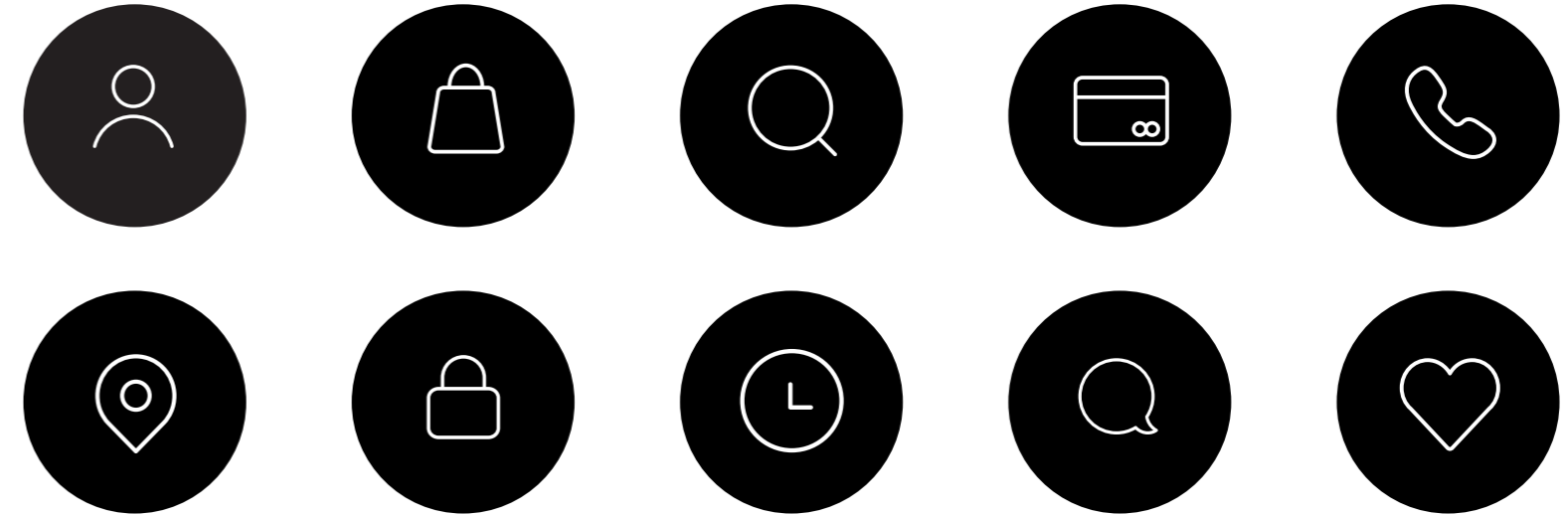
ICONS, CTAS & TAGS USAGE

Miss Address uses a very elegant iconography type feel. This helps to marry the delicate and luxury design of the website. A simple black outline on a pale backdrop is the leading choice, although an alternate version would be a simple invert of white on black, like the samples shown here.

The CTA's (Calls to Action) are simple black rectangles with white text. This style is used throughout the website and should always be used as the principal button. HTML text links should be used with a simple underline and black colour, just like the rest of all texts.

The tags are a simple flashy element that helps promote a reduced price or a discount. It would essentially be placed as an overlay on the secondary imagery, like the suggested design of the carousel at the bottom of the homepage.

OUTLINE ICONS



CALL TO ACTIONS & TAGS



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