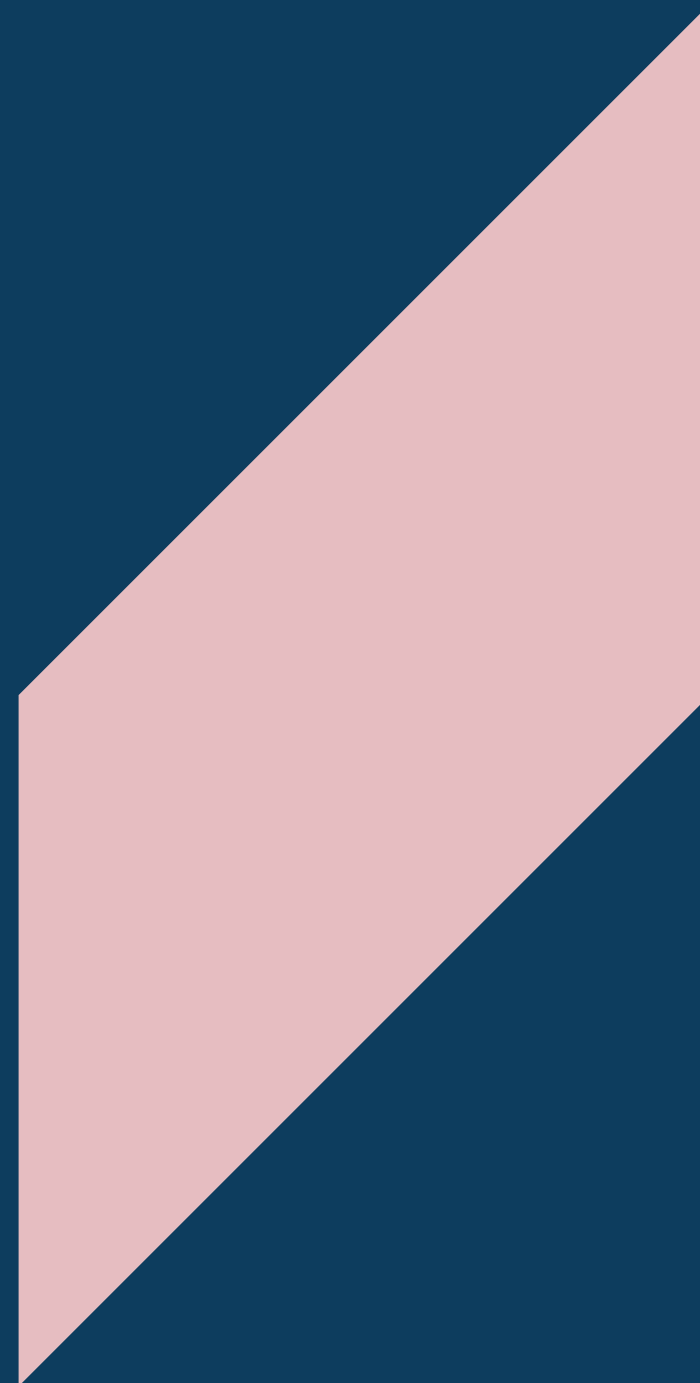


THESE ARE THE BRAND GUIDELINES FOR ELLA CELESTE GRECO.

ESTABLISHED 02 | 17 | 17 | 5:18P | NYC



HELLO.

This document is meant to be a guide for all partners creating work for or with **ELLA CELESTE GRECO**. Adherence to the rules and direction described in the following pages will ensure consistency and recognition across all communications.

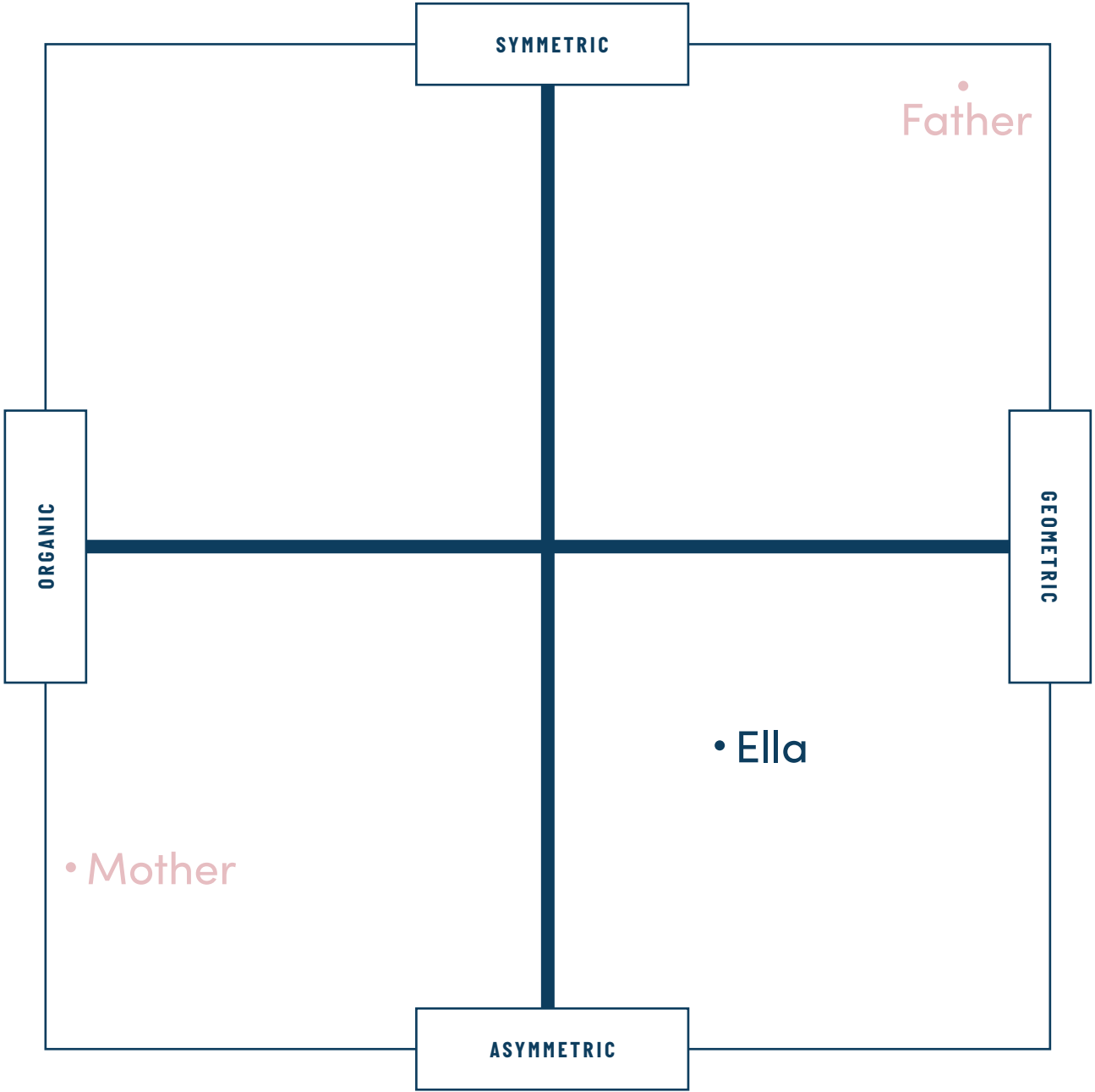
BRAND TONE

Information is presented in a straightforward, almost hyper-literal manner so as not to overstate or confuse.

ELLA IS HUMAN.
ELLA IS FEMALE.
ELLA IS YOUNG.
ELLA IS NOT BAD.

VISUAL EXPRESSION

The brand should feel considered yet natural, existing within the cross section of the geometric and asymmetric.

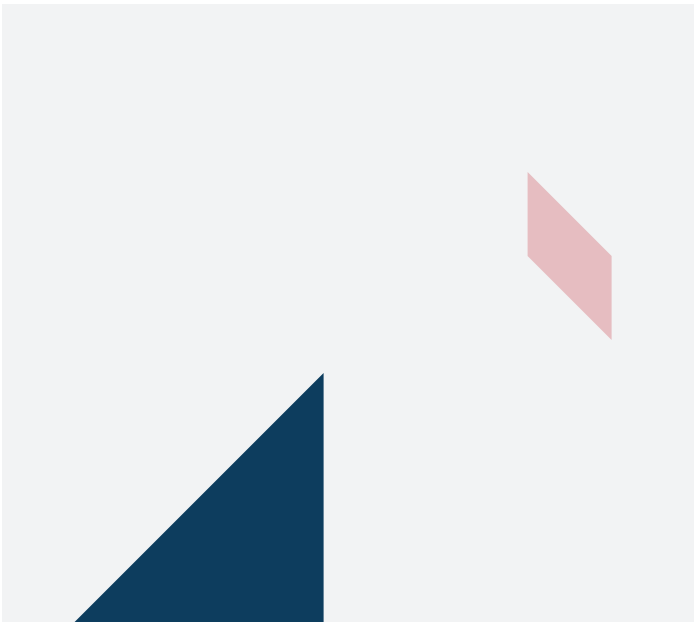
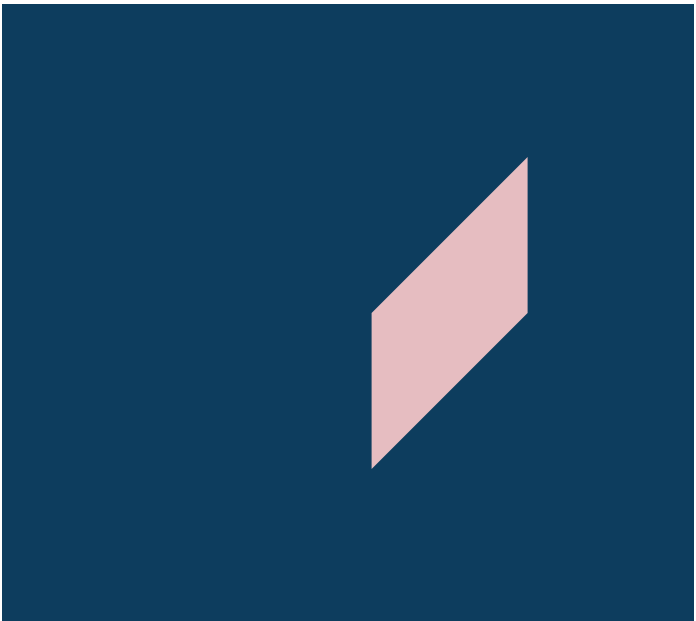


LOGOMARK

THE PARALLELOGRAM is a simple non-self-intersecting quadrilateral with two pairs of parallel sides. By way of these sides and angles, the sharp, upward geometric shape represents a harmonious merging of two opposites as one.

The logomark should only appear in Armada Blue, Mauve Rose, and Gallery White. It may appear on Armada Blue and Gallery White as well as treated photography and illustrations.

It may be scaled, flipped, cropped and duplicated as necessary.



WORDMARK

The wordmark embodies the frank approach of the overall brand tone. The parallel aspects of certain letter forms also reference an influential factor in naming.

ELLA, meaning “all” or “other,” is both the middle name of her mother’s younger sister and her great grandmother. **CELESTE**, meaning “heavenly” is the middle name of her mother’s youngest sister. Finally, the coup de grâce, **GRECO**, is the last name of her father.

The wordmark is not required to be present in every execution.

PRIMARY WORDMARK

Ella

SECONDARY WORDMARK

Ella Celeste

TERTIARY WORDMARK

Ella Celeste Greco

TYPOGRAPHY

ITALIAN PLATE is a display face that is both elegant and solid. It is based on Italian license plates from the 60's but it still maintains a modern quality, diverse in its application.

SOFIA PRO is a casual, playful geometric sans serif with wide open counters that reads clearly at any scale.

HEADLINES | ITALIAN PLATE NO6 REGULAR | TRACKING 50

THIS IS THE STORY
OF A QUICK BROWN FOX
AND A LAZY DOG.

SUBHEADS | ITALIAN PLATE NO2 BOLD | TRACKING 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BODY | SOPHIA PRO REGULAR | UPPERCASE TRACKING 50 | SENTENCE CASE TRACKING 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

COLOR

The brand colors reference the very recent western phenomena regarding the gender specific palette of blue and pink.

Here, we push them to the ends of their respective spectra into deeper and richer hues while balancing their usage so neither is the more dominant.

Secondary colors can be used to compliment the primary brand colors as backgrounds and accent colors.

PRIMARY COLORS

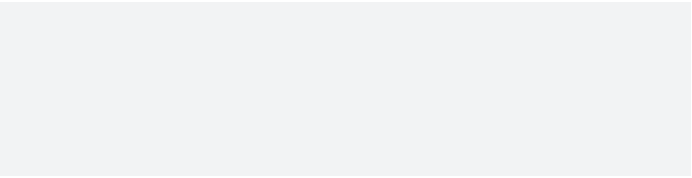


Armada Blue
Pantone 647 C
CMYK 98|77|39|28
RGB 19|61|95
#133D5F



Mauve Rose
Pantone 692 C
CMYK 8|28|14|0
RGB 230|190|194
#E6BEC2

SECONDARY COLORS



Gallery White
CMYK 0|0|0|5
RGB 241|241|242
#F1F1F2



White
CMYK 0|0|0|0
RGB 0|1|95
#FFFFFF



Black
CMYK 98|77|39|28
RGB 19|61|95
#133D5F

GRADIENT OVERLAY

Furthering the notion of balance, a gradient screen may be employed as a means of treating imagery. Colors should be distributed at a 45° angle.

ILLUSTRATION

Non-photographic imagery is specific to floral illustration from the 1950s, the decade in which each of Ella's grandparents were born.



PHOTOGRAPHY

Portraiture of the individual is encouraged.
Environments and lighting should be natural,
and the emotion, or lack thereof, genuine.



COMMUNICATIONS

Following these guidelines will insure both visual cohesion and vast usability.



THANKS.

