ANAONO

DESIGNED DIFFERENTLY

BRAND GUIDELINES 2020



ANAONO

DESIGNED DIFFERENTLY





ANAONO

PRIMARY MARK

LOGO:

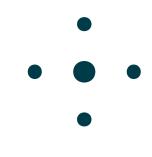
- The primary brand mark is to be used in most cases where the logo is shown.
- When room, the primary mark with the tagline may be used.
- Only when the brand is apparent and space is compromised may the secondary mark be used.
- The icon is for small ornamental details only and should have the primary mark present nearby.
- All logo files will been provided in all approved colorways; do not alter any of the logo marks in any way.
- Logo files can be <u>downloaded here</u>.

ANAONO DESIGNED DIFFERENTLY

PRIMARY MARK WITH TAGLINE

ANA

SECONDARY MARK



ICON ONLY



TYPOGRAPHY:

- Darling Modern is an accent typeface only to be used as ornamental type for the collections.
- Sainte Colombe is the primary headline typeface, which is also used for the logo, and should be used for all large call out text, mostly in all caps.
- Obviously is the secondary headline text, to be used for all subcopy, and should also be used mostly in all caps.
- Montserrat should be used for all body copy.

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DOWNLOAD DARLING MODERN

SAINTE COLOMBE

DOWNLOAD SAINTE COLOMBE

OBVIOUSLY

DOWNLOAD OBVIOUSLY



DOWNLOAD MONTSERRAT



COLOR PALETTE:

- The Primary palette is created out of a neutral feminine palette, loosely drawn from naked skin tones.
- Secondary color palette inspired by each of the collections and should be used sparingly in the overall design.
- The background palette can expanded to include a range of grays as necessary.
- This palette may be expanded as further materials are explored.

PMS 309	PMS 7590
RGB 0 59 73	RGB 212 181 158
HEX #003B49	HEX #D4B59E
CMYK 100 8 20 76	CMYK 10 26 30 1
PRIMARY PALETTE	
PMS 323	PMS 7550
RGB 0 95 97	RGB 209 144 0
HEX #005F61	HEX #D19000
CMYK 100 0 41 51	CMYK 0 36 100 10

BACKGROUND PALETTE

PMS 160 RGB 161 86 28 HEX #A1561C CMYK 0 64 100 32

PMS 7623 RGB 138 43 43 HEX #8A2B2B CMYK 0 96 77 42

SPOT BEIGE RGB 255 250 245 HEX #FFFAF5 CMYK 0120



PATTERN:

- A wandering line represents the abstract shape of our breasts, as well as this random journey of life we are all.
- To be used subtly, the pattern is created out of a thin stroke and is not to take away from the background color or overall design.
- Wandering lines may be extracted from their designated forms and used to be creating in fitting shapes for the space.
- Pattern can be <u>downloaded here</u>.



PRODUCT PHOTOGRAPHY:

- Flat colored backgrounds based off of the new palette for products to lay on.
- Skin tones that match the backgrounds to let the products pop off page.
- Allowing the fabric to lay naturally to show softness and detail.
- Incorporating hands or cropped bodies into product shots.
- Lots of shadows and close crops in to show the texture.







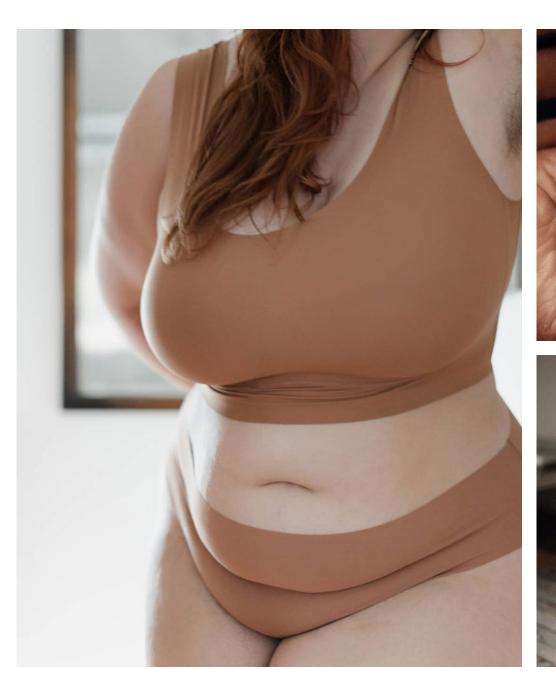






LIFESTYLE PHOTOGRAPHY:

- Look for lots of light, shadows and textures in lifestyle photography.
- Women in rustic, organic settings such as warehouse loft spaces, with lots of grit.
- Make the photography seem real and vulnerable by showing people's skin, stretch marks, and scars.
- Stretch out the fabric to show it's softness and elasticity.
- Capture small initimate moments to show detail.











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STOCK PHOTOGRAPHY:

- If necessary, the desired look may be achieved by sourcing stock photography rather than hosting a full shoot.
- The preceding guidelines still take effect when sourcing images, but a selection of examples can be found on this page, as well as downloaded for use or purchase <u>here</u>.



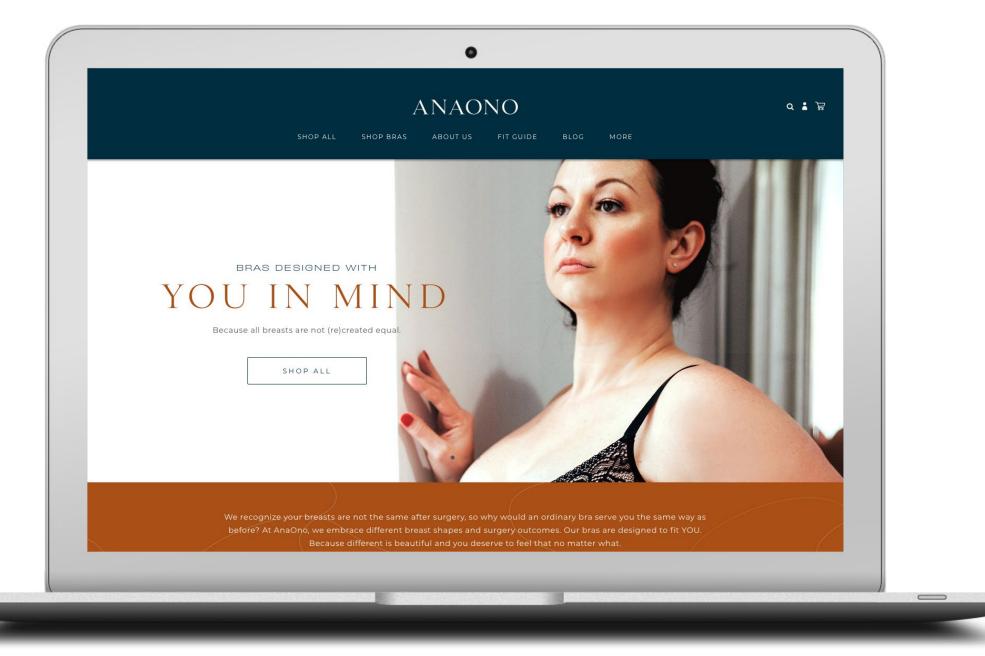






WEBSITE DESIGN:

- Using all of the elements as outlined in the brand guidelines, a full website designed for both desktop and mobile.
- With existing photography edited until replaced by new images, the site embodies the new brand vision.
- All working website files can be <u>downloaded here</u>.





COLLECTIONS:

- Each collection holds a special meaning for it's clothing category.
- See the following pages for the breakdown of each collection with some light art direction to follow.
- Each of the collection names are custom rendered in vector and should not be altered from how they are shown on this page.
- Vectors can be downloaded here.

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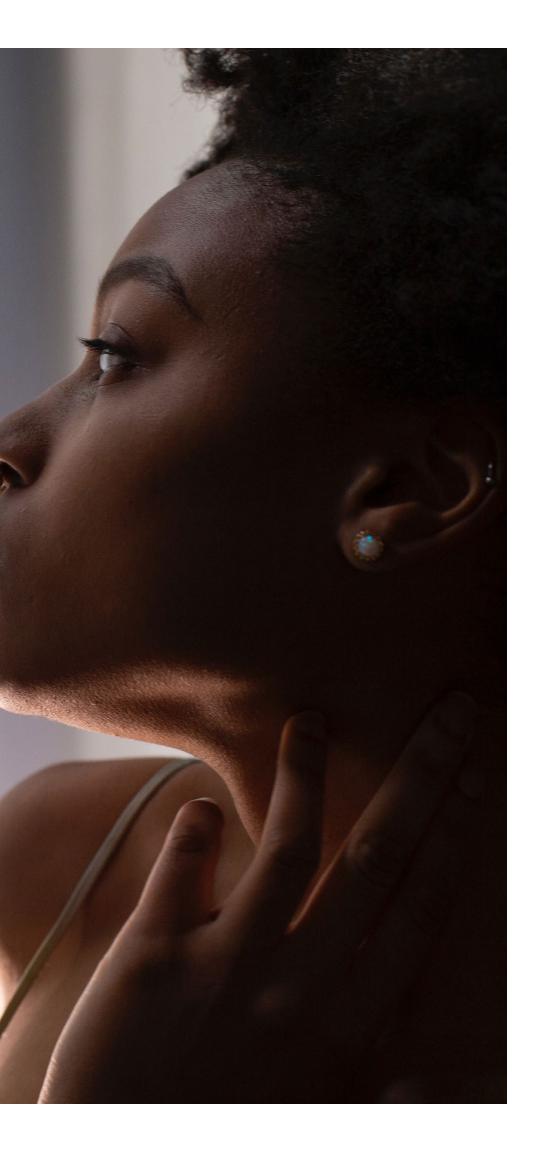


Recover

SOLUTIONS DESIGNED TO KEEP YOU COMFORTABLE DURING YOUR POST-SURGERY RECOVERY.



DESIGNED DIFFERENTLY



Reclaim

BRAS TO EMPOWER YOU DURING YOUR RECOVERY PROCESS





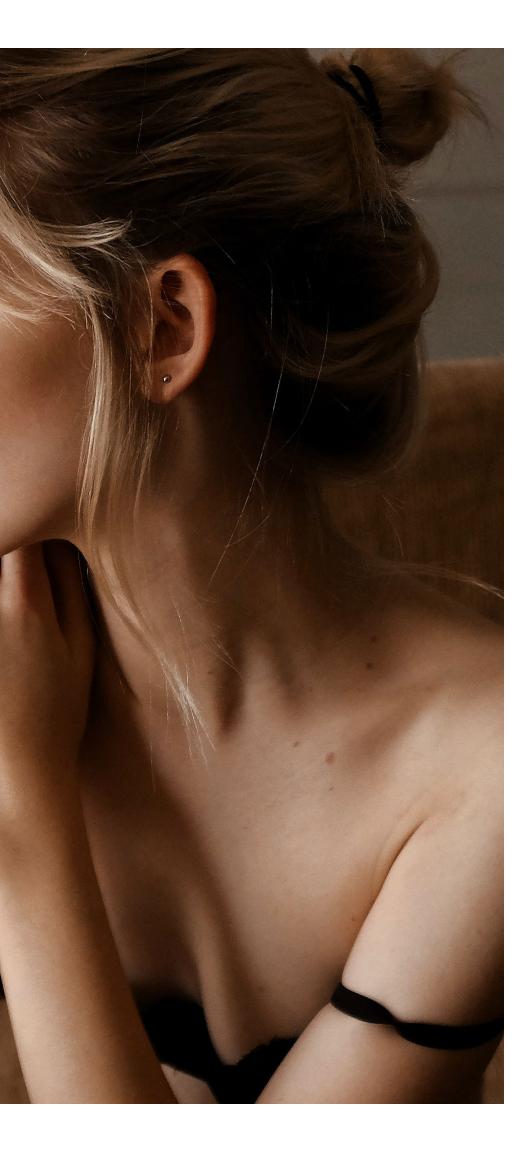
gettyimages[®] Adene Sanchez



seveal

REVEAL YOUR NEW SELF, BRAS TO CELEBRATE SEXY





Revive

BRAS TO SUPPORT YOUR ACTIVE LIFESTYLE





PACKAGING:

- The AnaOno packaging design relies heavily on primary/naked palette, leaning into the Light Pink (PMS 7590) and Navy (PMS 309).
- Using smaller, more subtle accents to detail, such as the wandering lines and dot icon, the brand comes off as minimal and elegant.
- All finalized, production-ready files can be <u>downloaded here</u>.





COLLATERAL:

- Various pieces of printed and digital collateral will be added as the brand continues to grow, using the elements in this guideline as a reference how to design custom assets.
- Examples of finalized branded collateral are shown on this page and can be <u>downloaded here</u>.

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