

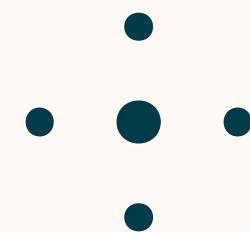
# ANAONO

DESIGNED DIFFERENTLY

ANAONO

DESIGNED DIFFERENTLY

O  
ANA  
O



## 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 be provided in all approved colorways; do not alter any of the logo marks in any way.
- Logo files can be [downloaded here](#).

# ANAONO

PRIMARY MARK

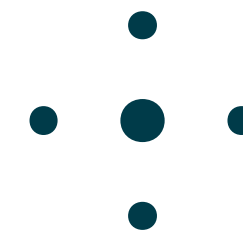
# ANAONO

DESIGNED DIFFERENTLY

PRIMARY MARK WITH TAGLINE

O  
ANA  
O

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.

*Darling Modern*

[DOWNLOAD DARLING MODERN](#)

SAINTE COLOMBE

[DOWNLOAD SAINTE COLOMBE](#)

OBVIOUSLY

[DOWNLOAD OBVIOUSLY](#)

Montserrat

[DOWNLOAD MONTSERRAT](#)



## COLOR PALETTE:

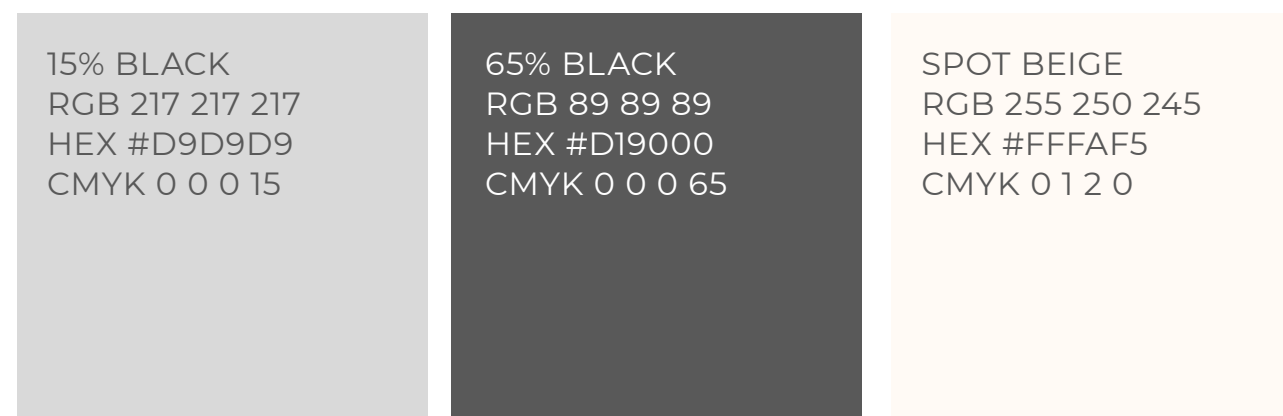
- The Primary palette is created out of a neutral feminine palette, loosely drawn from naked skin tones.
- Secondary color palette inspired by each of the collections and should be used sparingly in the overall design.
- The background palette can be expanded to include a range of grays as necessary.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



PRIMARY PALETTE



SECONDARY PALETTE



BACKGROUND PALETTE



## 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 [downloaded here](#).





## PRODUCT PHOTOGRAPHY:

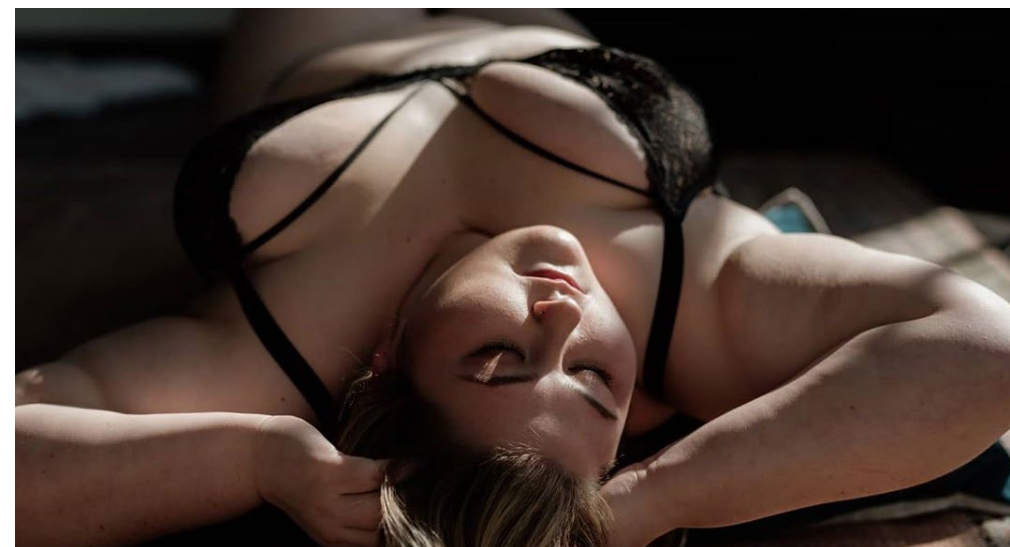
- Flat colored backgrounds based off of the new palette for products to lay on.
- Skin tones that match the backgrounds to let the products pop off page.
- Allowing the fabric to lay naturally to show softness and detail.
- Incorporating hands or cropped bodies into product shots.
- Lots of shadows and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





## LIFESTYLE PHOTOGRAPHY:

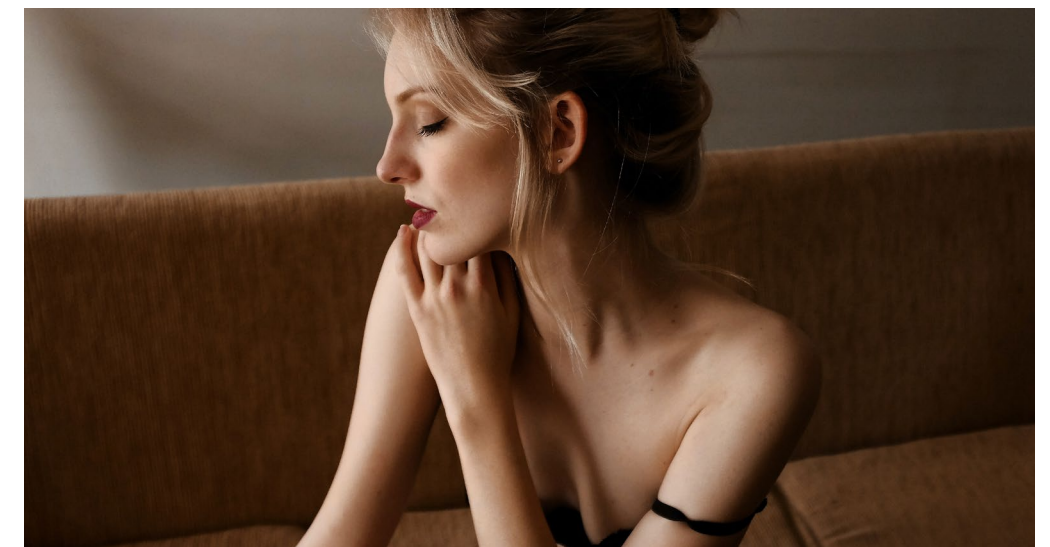
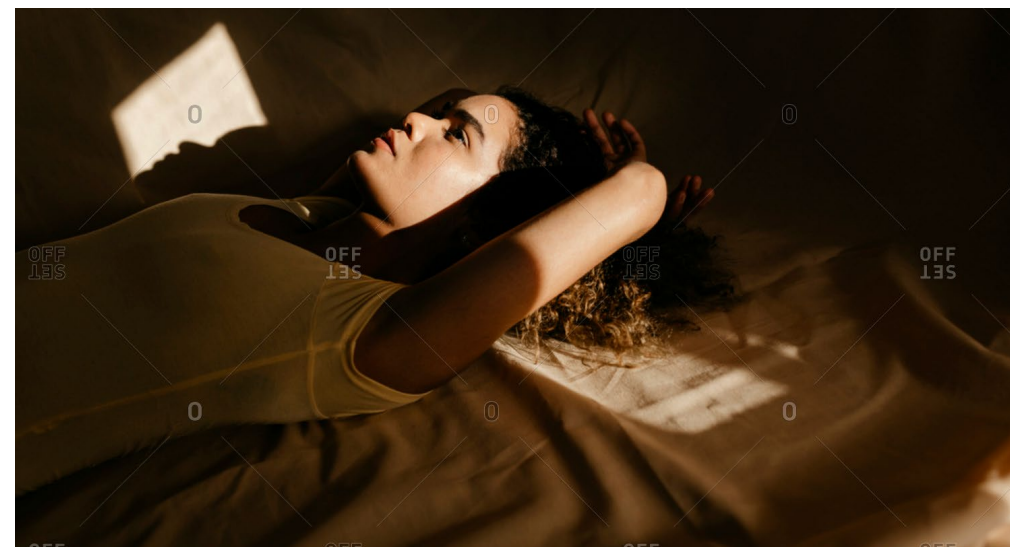
- Look for lots of light, shadows and textures in lifestyle photography.
- Women in rustic, organic settings such as warehouse loft spaces, with lots of grit.
- Make the photography seem real and vulnerable by showing people's skin, stretch marks, and scars.
- Stretch out the fabric to show it's softness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





## STOCK PHOTOGRAPHY:

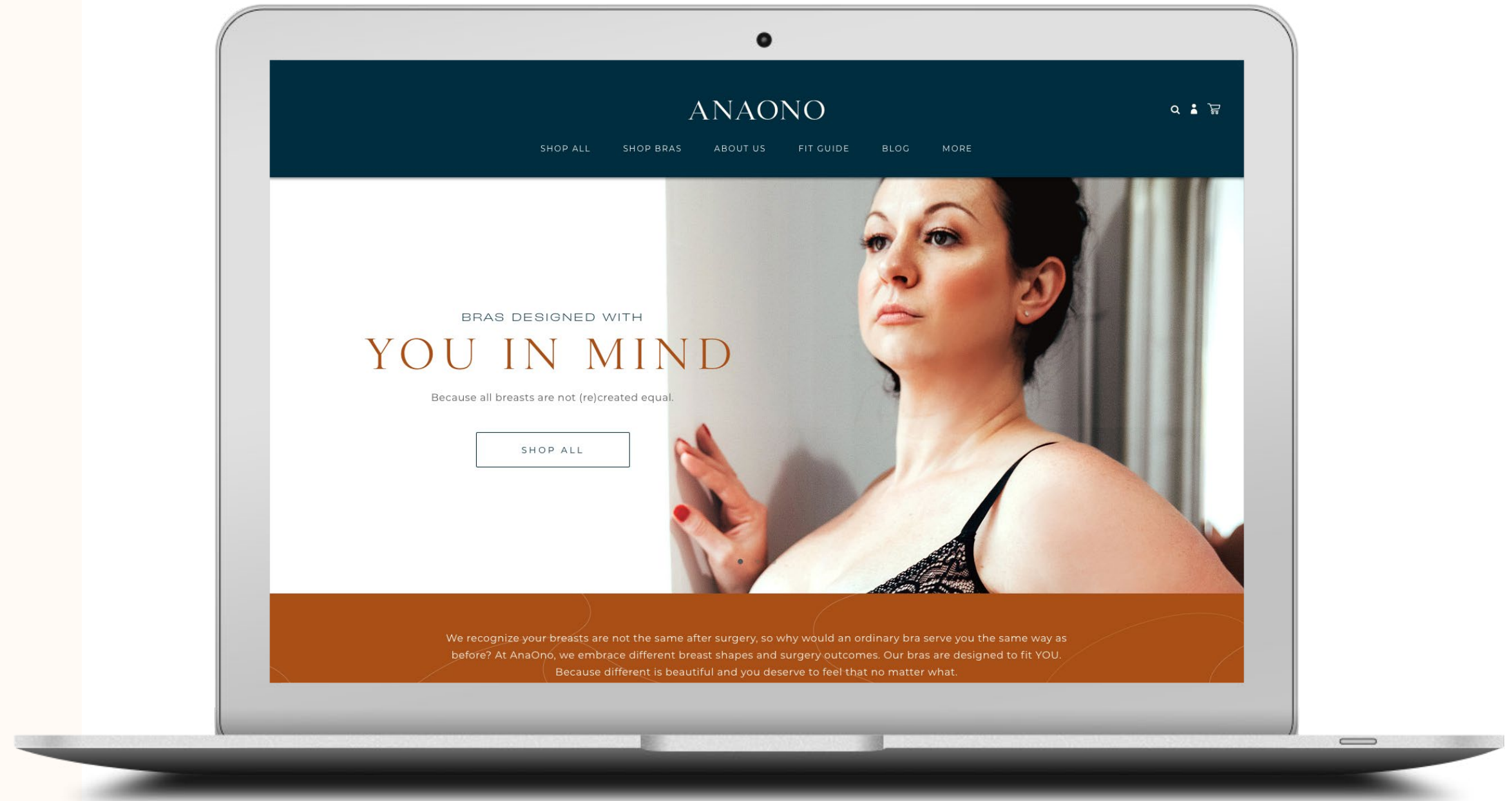
- If necessary, the desired look may be achieved by sourcing stock photography rather than hosting a full shoot.
- The preceding guidelines still take effect when sourcing images, but a selection of examples can be found on this page, as well as downloaded for use or purchase [here](#).





## 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 [downloaded here](#).



## 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](#).

*recover reveal*

*reclaim revive*







*recover*

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

**ANAONO**

DESIGNED DIFFERENTLY







*reclaim*

BRAS TO EMPOWER YOU DURING  
YOUR RECOVERY PROCESS

ANAONO

DESIGNED DIFFERENTLY



gettyimages®

Adene Sanchez

25 YEARS





*reveal*

REVEAL YOUR NEW SELF, BRAS  
TO CELEBRATE SEXY

**ANAONO**

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*Revive*

BRAS TO SUPPORT YOUR  
ACTIVE LIFESTYLE

**ANAONO**

DESIGNED DIFFERENTLY





## 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 [downloaded here](#).





## 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 [downloaded here](#).

