



MAISON
& CO.

FINAL LOGO:

- The Maison icon represents elevation, bringing both client's homes and Maison to the next level, as they transition into a digital presence
- The icon also creates a simple envelope shape, nodding to their outstanding correspondence
- A secondary logo is created for the brand's Essentials Collection, using a simple monogram and stamp lockup
- The name itself has been upgraded to "Maison & Co." to showcase their all-encompassing work beyond kitchen and bath

 MAISON & CO.





NAME + LOGO HORIZONTAL



NAME + LOGO STACKED



ICON



NAME ONLY HORIZONTAL



NAME ONLY STACKED



ESSENTIALS COLLECTION



NAME + LOGO HORIZONTAL REVERSED



NAME + LOGO STACKED REVERSED



ICON

MAISON & CO.

NAME ONLY HORIZONTAL REVERSED

MAISON
& CO.

NAME ONLY STACKED REVERSED



ESSENTIALS COLLECTION REVERSED

TYPOGRAPHY:

- Aviano Sans is the primary headline typeface, to be used in all caps for all brand materials
- Quentin is the alternate headline typeface, to be used sparingly and for promotional headlines only
- Montserrat is the body copy typeface, to be used for all long form text, primarily in the light weight
- All fonts can be downloaded via the links on this page, and must be purchased by the brand and it's affiliate partners for use

AVIANO SANS

[DOWNLOAD AVIANO SANS](#)

Quentin

[DOWNLOAD QUENTIN](#)

Montserrat

[DOWNLOAD MONTSERRAT](#)

COLOR PALETTE:

- The primary palette is made up of a range of soft grays, neutral tones and a warm gold, and is to be used on all brand materials
- The primary gold should be used anywhere the brand mark is seen, please reference the usage in this doc for proper color distribution
- A secondary seasonal palette is created to add to collections or make items stand out in marketing; this palette may be changed over time, but must stand out with bright tones to contrast the muted primary palette
- Primary palette has been sourced for an uncoated stock and secondary palette has been selected for coated

PRIMARY PALETTE



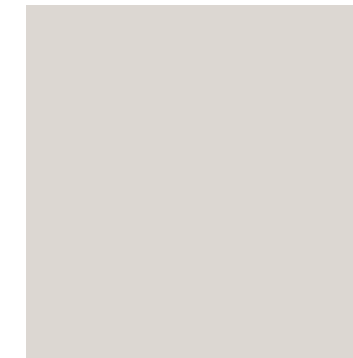
PMS 419 UP

RGB: 41 47 45
 HEX: 292F2D
 CMYK: 57 47 53 66



PMS 139 UP

RGB: 180 107 4
 HEX: B46B04
 CMYK: 2 46 100 33



PMS 7527 U

RGB: 220 215 210
 HEX: DCD7D2
 CMYK: 9 8 15 0



PMS 7530 U

RGB: 169 156 149
 HEX: A99C95
 CMYK: 26 28 35 11

SEASONAL PALETTE



PMS 2381 C

RGB: 94 147 219
 HEX: 5E93DB
 CMYK: 63 34 0 0



PMS 360 C

RGB: 108 194 74
 HEX: 6CC24A
 CMYK: 59 0 90 0



PMS 7549 C

RGB: 255 182 0
 HEX: FFB600
 CMYK: 0 22 100 0



PMS 1655 C

RGB: 252 76 2
 HEX: FC4C02
 CMYK: 0 77 100 0

PHOTOGRAPHY:

- Photography should feel slightly muted, like the color palette, but contemporary in it's subject matter
- When possible, the addition of a hands or people to the shot, brings a softness to the brand
- When selecting images from an existing client or product, choose images that feel warm and inviting
- Collection or seasonal imagery may pop to match the secondary palette
- See sample ad on next page for use of color, type and photography all together





IT'S WHERE YOU LIVE

It's what we live for.

MAISON
& CO.

KITCHEN . BATH . PLUMBING . LIGHTING . HOME IMPROVEMENTS

3305 NW 79 Ave. Miami, FL. 33122 | www.maisonkb.com

(305) 489-1848



PRINT MATERIALS:

- Stationery should be printed on linen or cotton textured paper to elevate the brand's physical presence
- Embossing or engraving techniques are encouraged to give the materials a quality tactile feel
- Only primary colors in CMYK or PMS tones should be used on printed brand materials
- Primary print materials should use more white and light tones, whereas objects can use more dark colors (such as apparel or truck graphics)

 MAISON & CO.

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ANTHONY HERNANDEZ

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THANK YOU



MAISON & CO.

THANK YOU CARDS

LETTERHEAD



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SALES ORDER

BILL TO:

Company Name
800 Address Street Secondary Line
City Name, ST 12123

SHIP TO:

Company Name
800 Address Street Secondary Line
City Name, ST 12123

PROJECT REF.	SALES REP	SHIP DATE	SHIP VIA
Project Description	Name	00/00/2020	Transit Description

ITEM:	DESCRIPTION:	#:	COST:	AMOUNT:
Item Reference #123	Item Description #123	0	\$00.00	\$00.00
Item Reference #123	Item Description #123	0	\$00.00	\$00.00

Oluptisima verio. Nam quatetus eicac soles doluptatat ut doluptat lab idiorpo repudig natesto beariorecab ium incit, ut mi, qui occaborem simodipid maxim re solupta volos quostis et volorroid que volorae mil mos eria nulparumet fuga. El eicti dunt harchil eatent quis que et porecea cullesteste moluptatis eaque core labo. Ligendu ndebis verciant.

SUBTOTAL: \$00.00

SALES TAX (7%) \$00.00

TOTAL: \$00.00

PRINT NAME: _____

SIGNATURE: _____

SAMPLE INVOICE

MAISON & CO.

KITCHEN · BATH · PLUMBING · LIGHTING · HOME IMPROVEMENTS

3305 NW 79 Ave. Miami, FL. 33122 | www.maisonkb.com
(800) 000-0000

SAMPLE BROCHURE COVER





SAMPLE TRUCK WRAP



CLIENT GIFTS:



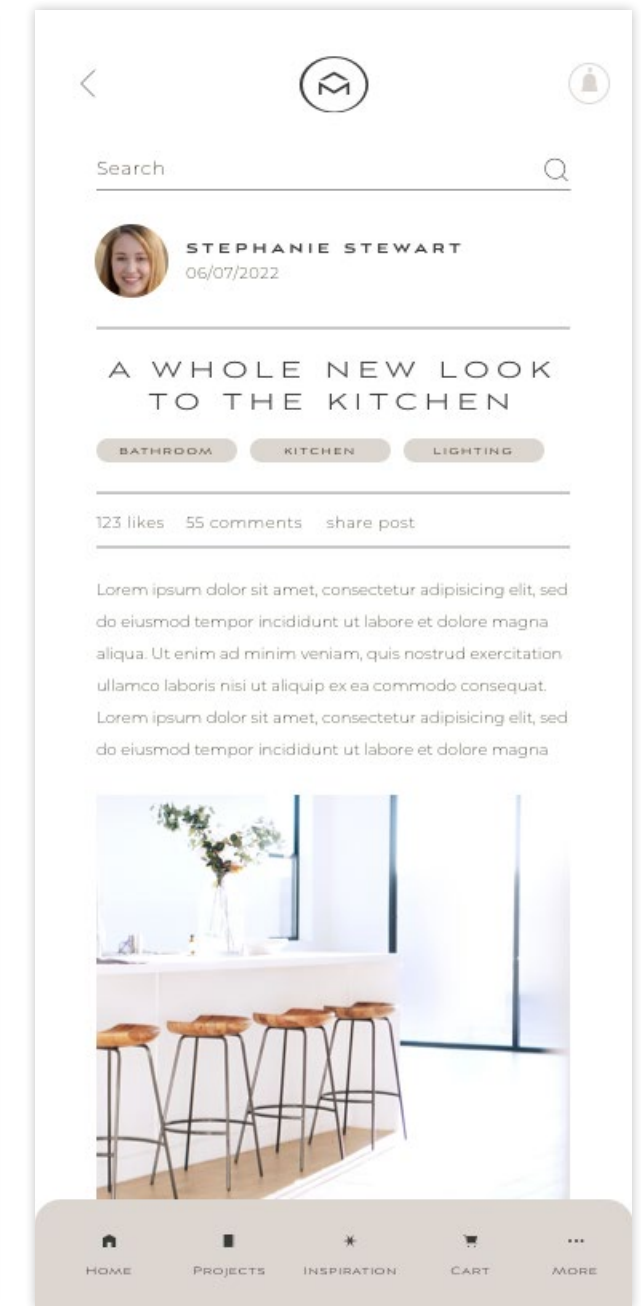
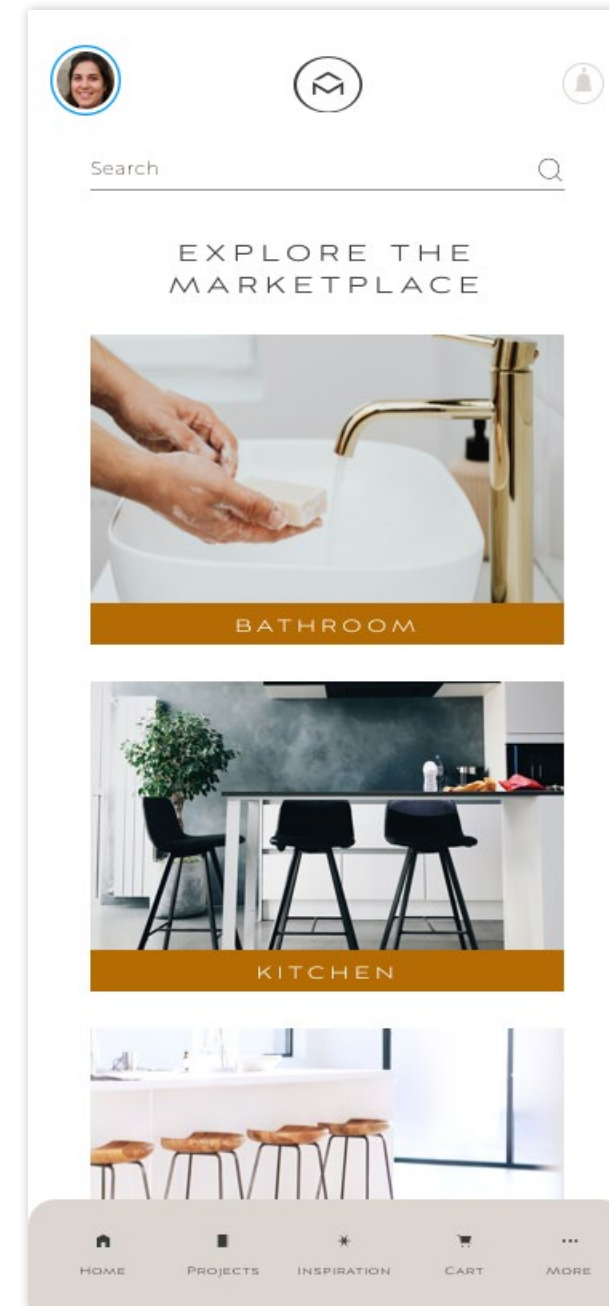
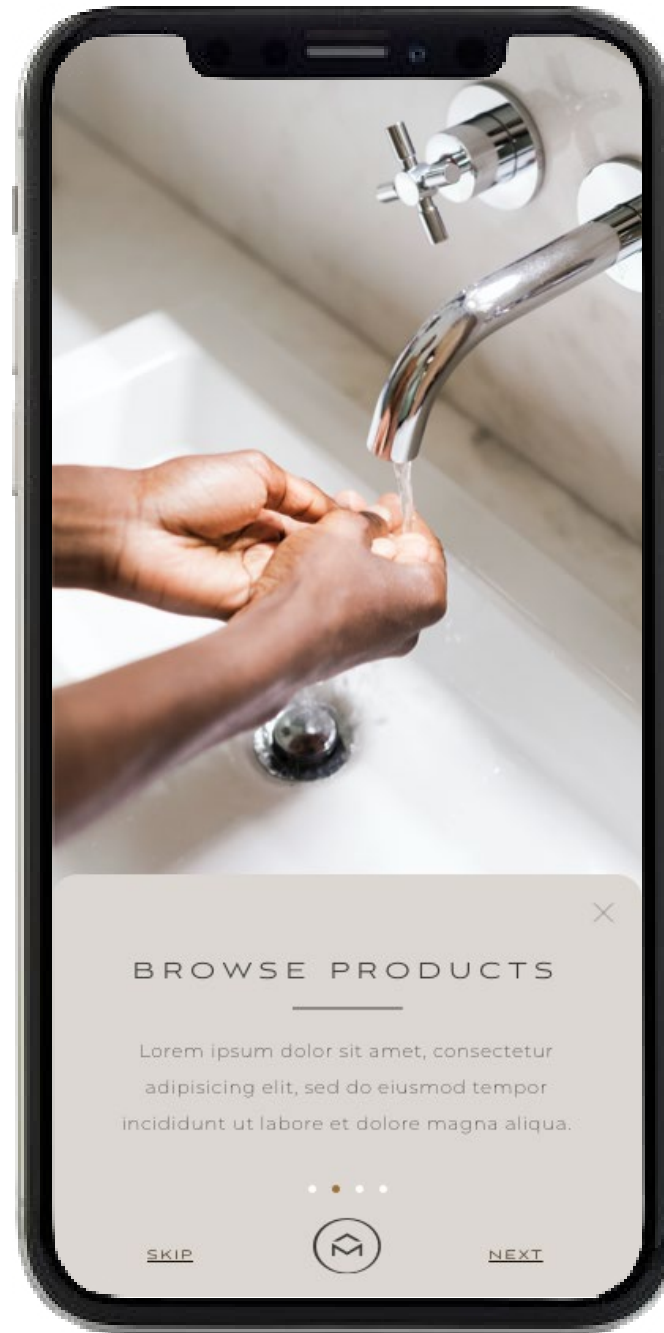
COMPANY COLLATERAL:



ESSENTIALS COLLECTION:

DIGITAL:

- When using brand assets for web, make sure to use the proper color conversions so both print and digital materials match seamlessly across
- Make sure to download all brand fonts and test within the current digital system before applying any styles
- Both stock imagery and client provided photography may be used to achieve the desired effect
- Lots of white space should be considered for all digital applications



SELECT APP SCREENS