
SIERRA
DEENE

SIERRA DEENE - BRAND IDENTITY.

LOGO | BRAND SYSTEM GUIDELINES | TYPOGRAPHY | PHOTOGRAPHY

At Sierra Deene, our brand's visual identity is meticulously crafted to mirror our core values of elegance, timeless beauty, and luxury. This guidebook outlines the visual elements that define our brand, ensuring consistency and exclusivity in every aspect of our presentation. From the choice of typeface to the color palette, each component is selected to evoke sophistication and an exclusive appeal, maintaining the brand's prestigious reputation.

By adhering to this guide, we will create a cohesive and compelling visual narrative that resonates with our audience and upholds the Sierra Deene legacy.

1A - PRIMARY LOGO

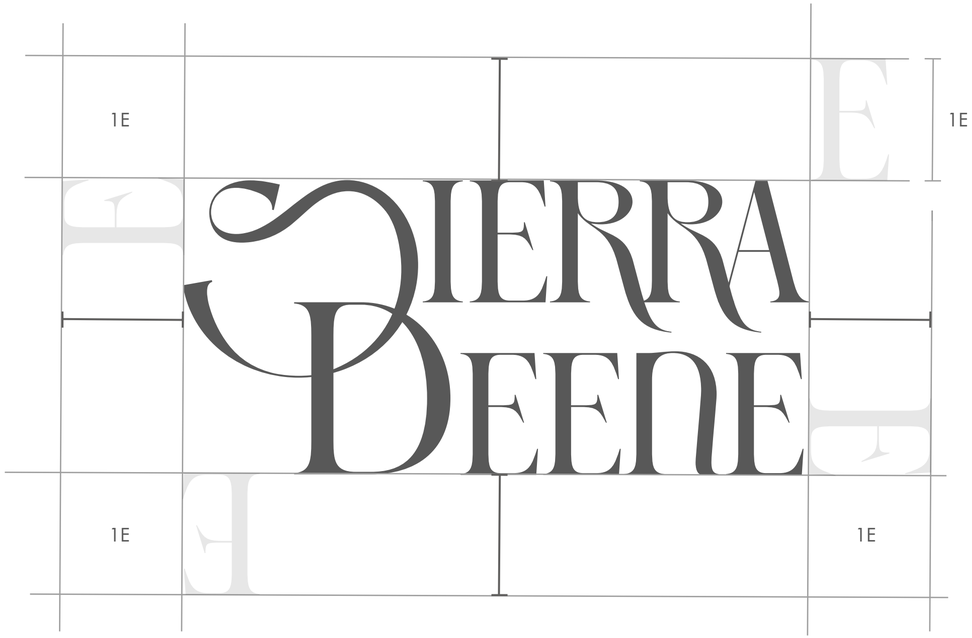
The Sierra Deene signature is the backbone of the brand. This signature represents Sierra Deene's reputation for elegance, timeless beauty, and luxury. The primary color, dark sand (#A58A5E), embodies sophistication and exclusivity, aligning with the brand's prestigious image.

Preferred placement of the signature is in the center or bottom center of a layout, anchoring the page with a balanced and elegant look. The logo should primarily appear on a white background or on a pearl background (#FFF5E3), maintaining its refined and luxurious appeal. By adhering to these guidelines, the Sierra Deene signature will consistently convey the brand's values and visual identity across all applications and mediums.



CLEAR SPACE

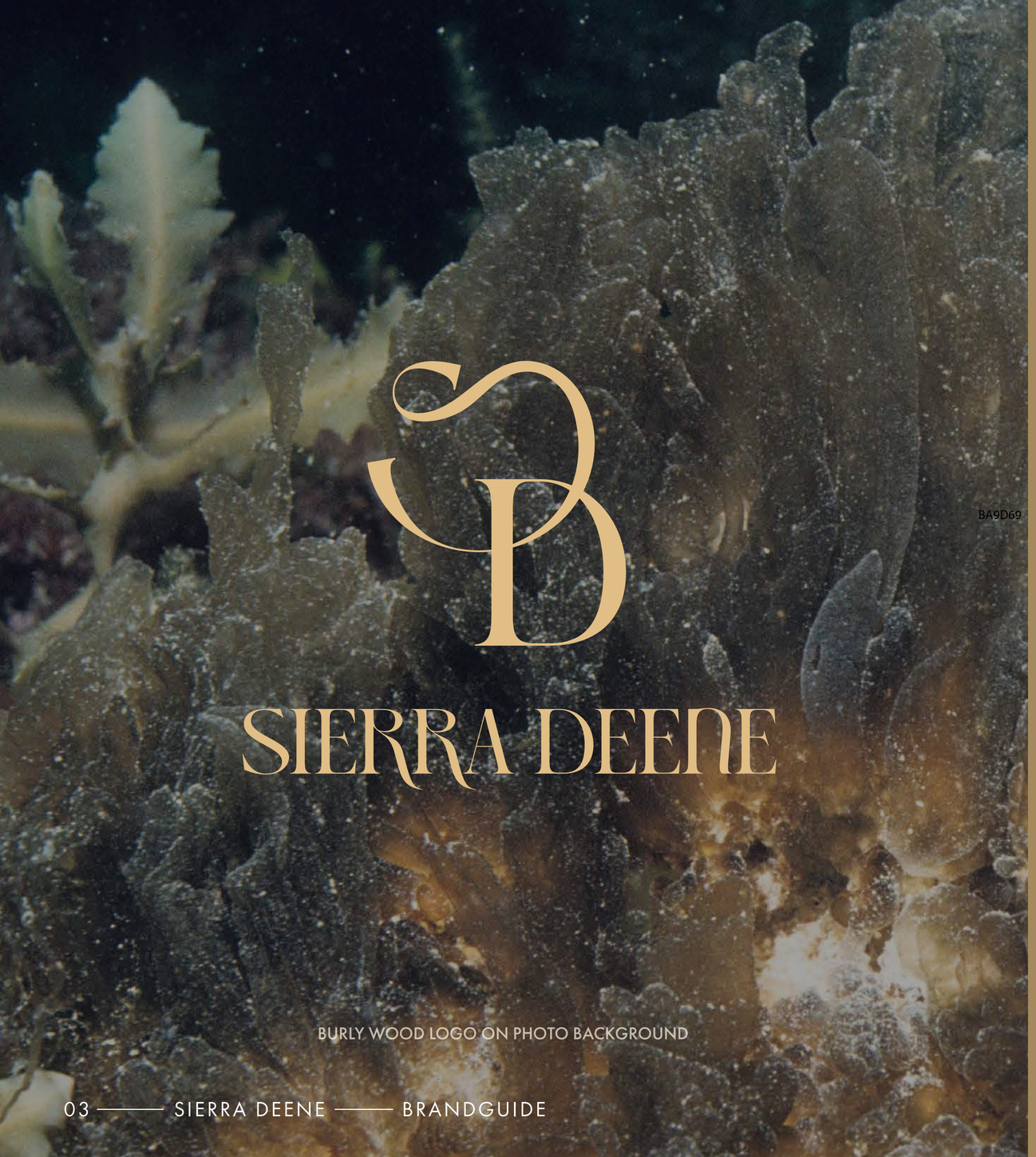
To ensure the Sierra Deene logo is clearly represented across all applications and media, a proportional clear space must be maintained around it. This space is relative to the size of the letter "E" in the diagram below. The clear space around the entire logo should be equal to 1E.



MINIMUM SIZE

To ensure the logo remains legible in all applications, it must meet a minimum size requirement. The logo should be no smaller than three-quarters of an inch.





BA9D69

BURLY WOOD LOGO ON PHOTO BACKGROUND

SIERRA DEENE

PEARL LOGO ON DARK SAND BACKGROUND

1B - SECONDARY LOGO

A - SEPARATE USE OF SECONDARY LOGO, LOGO TYPE, AND LOGO MARK



LOGO TYPE



SECONDARY LOGO



LOGO MARK

B - SOCIAL LOGO

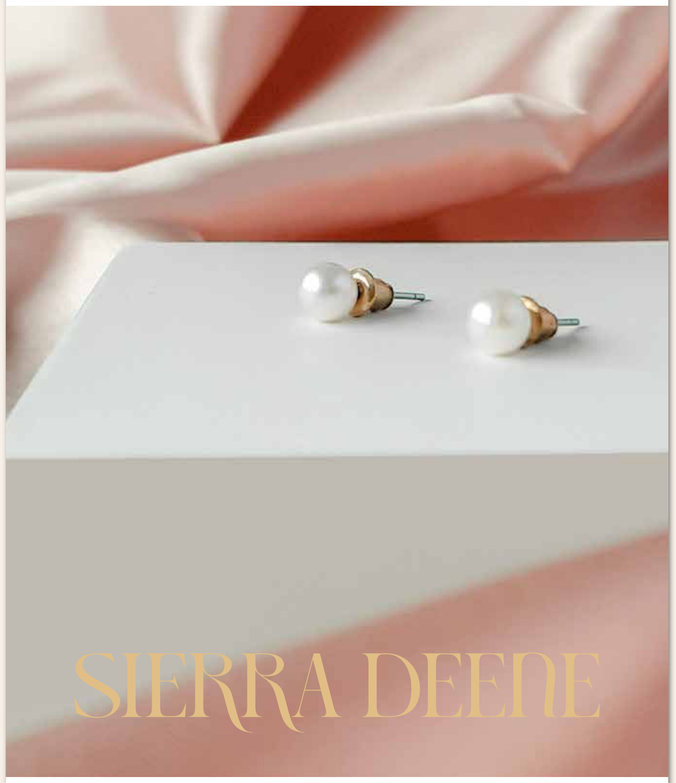
The signature's design accommodates digital environments. These alternate marks can be used for social media when putting the logo as a profile image.







SierraDeene



SierraDeene



SierraDeene





SierraDeene



2 - COLOR PALETTES

In the fashion industry, color is a powerful tool for communicating brand values and aesthetics. Our primary colors are not just visually appealing but are strategically chosen to enhance our brand narrative and connect with our target audience. The use of Pearl, Burly Wood, Dark Sand, and Smoky Black ensures that every interaction with our brand, from our clothing designs to our marketing materials, exudes a sense of refinement and exclusivity.

PEARL

RGB: 255 245 277
CMYK: 0 3 10 0
HEX: FFF5E3

Pearl offers a foundation of purity and calmness, evoking a sense of luxury and elegance that is fundamental to high-end fashion. It provides a serene backdrop that highlights our designs without overpowering them, ensuring that the focus remains on the intricate details and craftsmanship of our clothing.

BURLY WOOD

RGB: 226 191 136
CMYK: 11 24 52 0
HEX: E2BF88

Burly Wood adds warmth and a touch of natural sophistication to our palette. This shade captures the essence of timeless beauty, reminiscent of classic, sun-kissed landscapes, and heritage craftsmanship. It is inviting and approachable, making our brand feel both exclusive and accessible.

DARK SAND

RGB: 165 138 94
CMYK: 34 41 70 7
HEX: A58A5E

Dark Sand is the cornerstone of our color palette, symbolizing strength, reliability, and high fashion. This rich, earthy tone is synonymous with luxury and exclusivity, perfectly capturing the sophisticated essence of Sierra Deene. It ensures that our brand remains distinctive and memorable, reinforcing our commitment to premium quality.

SMOKY BLACK

RGB: 15 15 15
CMYK: 74 67 66 84
HEX: 0F0F0F

Smoky Black introduces depth and authority, providing a bold contrast that enhances the overall visual impact. This classic, timeless color is essential in conveying the elegance and formality that underpin our brand. It is used strategically to draw attention and create a sense of drama and sophistication.


SIERRA DEENE

3 - TYPEFACE

For Sierra Deene, Futura should be used to reflect our brand's elegance, timeless beauty, and luxury. Utilize Futura Bold for headlines, Futura Medium for subheadings, and Futura Book for body text to ensure clarity and sophistication. Stick to a clean and consistent use of the brand colors for text, with subtle accents where appropriate. Align text primarily to the left to maintain a modern and polished look. Avoid overusing uppercase, stretching the typeface, or adding unnecessary effects to keep our visual identity cohesive and refined.

FUTURA BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z A B C D E F G H
I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
! @ # $ % ^ & * ( ) - _ = + [ ] { } \ | ; : ' " , < . > / ? ~ `

FUTURA MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z A B C D E F G H
I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
! @ # $ % ^ & * ( ) - _ = + [ ] { } \ | ; : ' " , < . > / ? ~ `

FUTURA DEMI

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z A B C D E F G H
I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
! @ # $ % ^ & * ( ) - _ = + [ ] { } \ | ; : ' " , < . > / ? ~ `

"Simplicity is the keynote of all true elegance."

– Coco Chanel

A Journey Beyond the Ordinary

THIS IS FOR THE LARGE HEADINGS

In the twilight of celestial elegance, where whispers of eternity weave through the fabric of dreams, a cascade of timeless moments unfolds. Each stitch, a symphony of the infinite, dances in the embrace of ethereal luminescence, crafting an enigma of unspoken allure. The palette of shadows and light converges in a delicate ballet, evoking a resonance that transcends the mundane. Here, in this ephemeral tapestry, lies the quintessence of an otherworldly voyage, inviting the soul to wander through the realms of enigmatic grace and spectral beauty.



4 - LOGO APPLICATION




SIERRA DEENE
COLLECTION CRAFTED BY HAND
MADE IN PARIS

5 - PHOTOGRAPHY

For Sierra Deene, photography should embody our core values of elegance, timeless beauty, and luxury. Use soft, natural lighting to highlight the intricate details and craftsmanship of our designs, ensuring a warm and sophisticated atmosphere. Select models and poses that reflect grace and confidence, and choose luxurious, uncluttered settings that enhance the brand's refined aesthetic. Stick to our color palette with natural and warm tones, and maintain a consistent, polished editing style to create a cohesive visual identity that resonates with our audience.

Key Guidelines:

Style and Aesthetic: Photographs should exude grace and refinement, capturing the timeless appeal of our fashion pieces. Focus on luxury through high-quality settings and attention to detail.

Color Palette: Ensure color tones align with our brand palette—dark sand (#A58A5E), pearl (#FFF5E3), burly wood (#E2BF88), and smoky black (#0F0F0F). Use natural and warm tones to create a welcoming and luxurious atmosphere.

Lighting: Utilize soft, diffused lighting for a gentle and flattering effect. Prefer natural light to maintain an authentic appearance.

Composition: Highlight intricate design details with clean, minimalistic, and balanced compositions. Ensure the subject remains the central focus.

Models and Poses: Choose models who embody elegance and poise. Opt for confident and graceful poses that align with the brand's sophisticated image.

Settings and Backgrounds: Use high-end, luxurious settings that complement the brand's image. Avoid busy or cluttered environments.

Post-Processing: Enhance natural beauty without over-editing. Maintain consistent lighting, contrast, and color balance for a polished look.