

# Brandbook

*Elsa Stern for Maison Thierry Bornier*

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# Visual identity

Perfection, open-mindedness and French

- Your main logo •



The logo of Thierry Bornier is a logotype.  
It is made to appear like a French “blason” - a sign of the brand’s quality.

The signature expresses the uniqueness and “artaholic” aspects of the brand, playing with the initials of Thierry Bornier’s name.

It is supported by the French words “Maison Thierry Bornier - artisan chocolatier” in an open circle with dots, marking the brand’s open-mindedness and perfectionism.

The color **gris chaud** marks the warmth of the product with a touch of sobriety.

# • Variations •



These logo alternatives can replace the main logo (but should never be placed next to the main logo).

They should only be used when necessary. Each variation will be used with its own product line.

The use of color on the logo will remain minimal. It will only be used in **gris chaud on a pastel background**. The background can only be one of the 6 colors on the right (cf. p.8)

# • Visual hierarchy & layout •

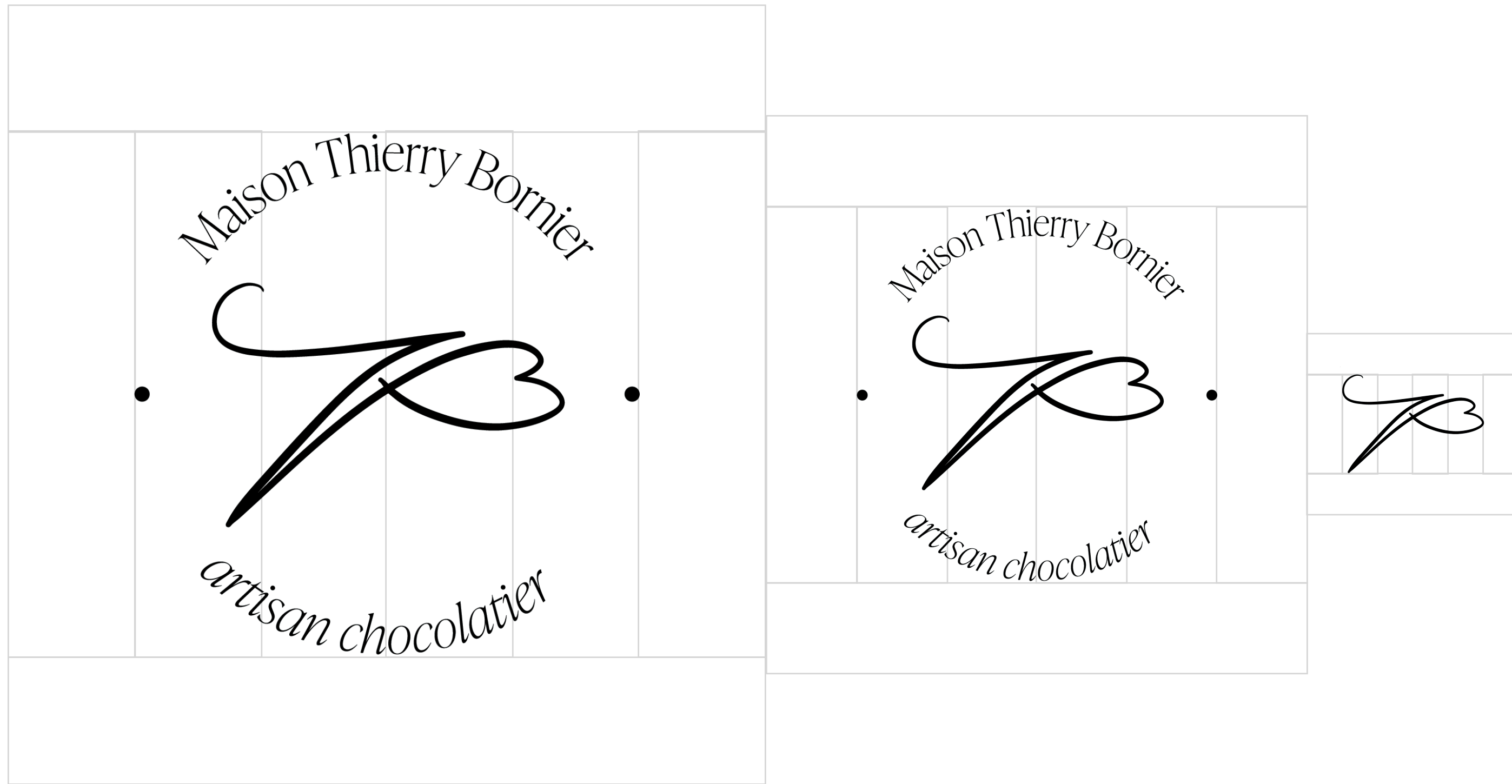


The logo will only keep the signature initials when width is smaller than 150px

Minimum size of the logo: 60x60pt

**The logo cannot be reduced to more than this size.**

# • Visual hierarchy & layout •



Because the brand is confident, the logos should never be crowded. It is important to always give them room to breathe and stand out.

The "exclusion zone" around the logo is  $\frac{1}{4}$  the width of the logo itself added on all sides: nothing should be put in this zone.

# Colors

While we will use the pastel palettes for all backgrounds, the logo itself and most of our texts shall always be in gris chaud.



# • Colors •

**gris pastel**

#C9C9C7  
RVB 201, 201, 199

**violet pastel**

#E1C1F4  
RVB 225, 193, 244

**vert pastel**

#B8D1C2  
RVB 184, 209, 194

**gris chaud**

#434444  
RVB 67, 68, 68

**sable pastel**

#B7AA91  
RVB 183, 170, 145

**orange pastel**

#F3A575  
RVB 243, 165, 117

**bleu pastel**

#B3CCEE  
RVB 179, 204, 238

# Typography

IvyPresto Display is the font used for all the brand's content. The characteristics of this font (round with small serifs) give a sense of modernity combined with luxury.

• Typography •

# IvyPresto Display

**Bold**

**AaBbCc123**  
IvyPresto Extra Bold

**Lacinia at quis risus sed vulputate odio ut enim blandit volutpat maecenas volutpat blandit aliquam.**

Regular

AaBbCc123  
IvyPresto Bold

Lacinia at quis risus sed vulputate odio ut enim blandit volutpat maecenas volutpat blandit aliquam.

Light

AaBbCc123  
IvyPresto Demi

Lacinia at quis risus sed vulputate odio ut enim blandit volutpat maecenas volutpat blandit aliquam.

*Light Italic*

*AaBbCc123*  
*IvyPresto Demi*

*Lacinia at quis risus sed vulputate odio ut enim blandit volutpat maecenas volutpat blandit aliquam.*

IvyPresto Display is the font used for every content of the brand. The characteristics of this font, round with small serifs, give a sense of modernity combined with luxury.

# • Typographic hierarchy •

MAIN TITLE

IvyPresto, CAPITAL, bold  
pastel color, 78 pt

Section title

IvyPresto bold  
gris chaud, 48 pt

Sub-section

IvyPresto regular  
pastel color, 29,5 pt

Body - introduction

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

IvyPresto light  
gris chaud, 18 pt

Body - content

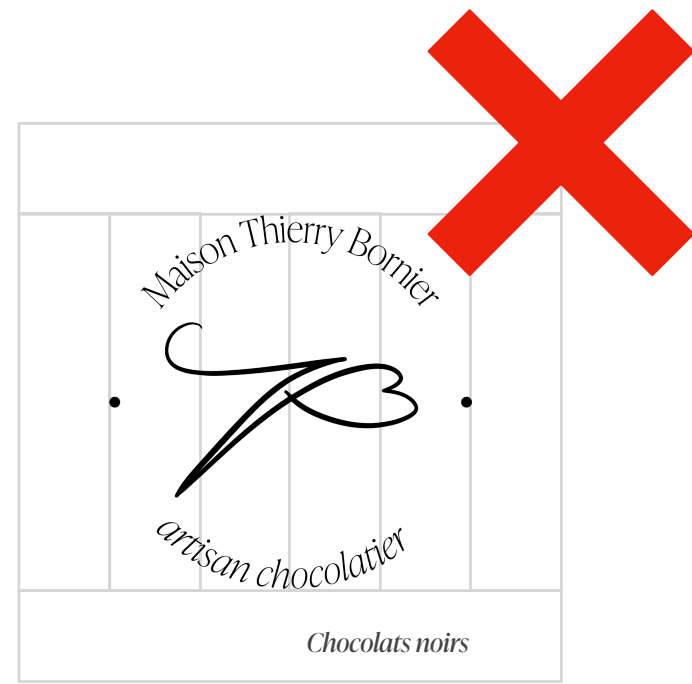
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

IvyPresto, light  
gris chaud, 12 pt

# Do's and don'ts

Because using logos consistently ensures brand recognition, it is important to avoid the following misuses.

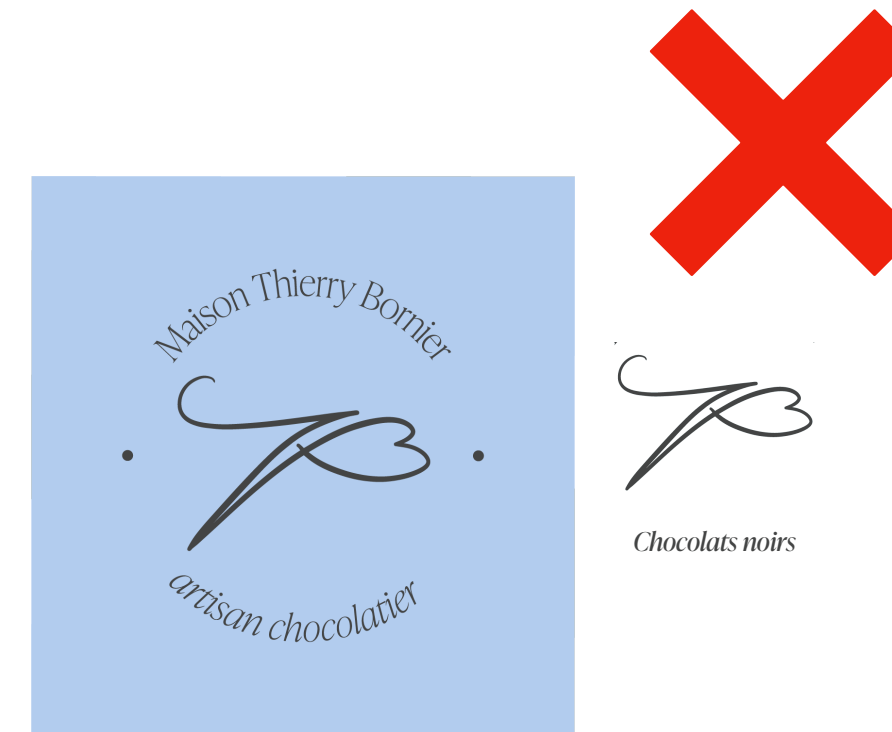
# • Logo misuse •



Always keep spaces around the logo



Never distort the logo



Never put an alternative logo or a secondary badge next to the main logo



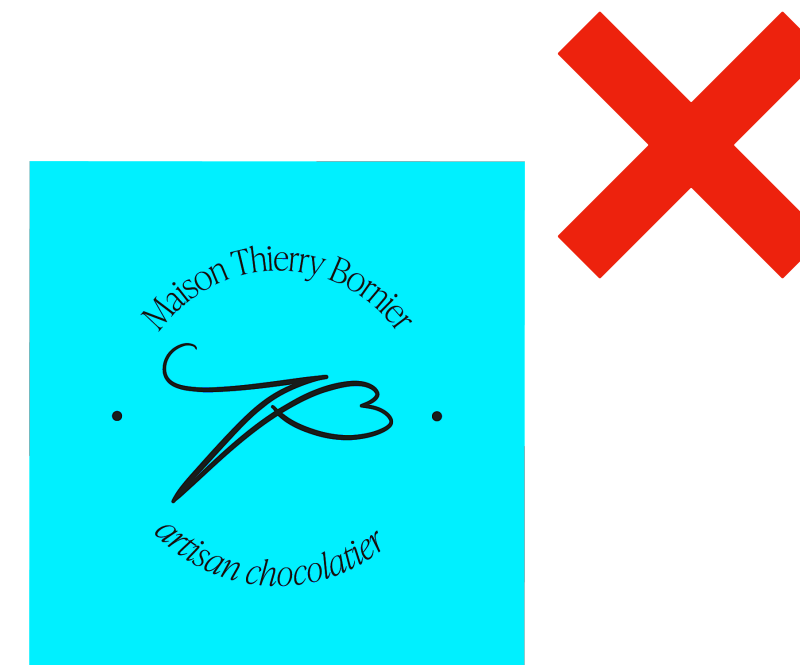
Do not rotate the logo



Never change the sizes of the different elements of the logo



Never change or rearrange the different elements of the logo



Never use colors other than those intended for the logo (pastel palettes, cf. p 8)



Never change the fonts and their styles in the logo

- To conclude

If you have any doubts, please refer to this guide or contact me ([contact@elsastern.com](mailto:contact@elsastern.com)).

These guidelines are quite flexible and should leave you with the freedom you need to express your creativity when designing your own visual elements for your brand, while being sure that your visual identity remains uniform in all its applications.