Zavora

Brand Guidelines

WHEN AESTHETICS MEET STRATEGY, PEOPLE CAN'T HELP BUT NOTICE.

ZAVORA STUDIO

Vision

To inspire individuals to embrace their uniqueness and express themselves confidently through fashion, fostering a community where creativity, diversity, and self-expression thrive.

Mission

- To create innovative and timeless fashion pieces that empower individuals to make a statement and celebrate their individuality.

- To continuously push the boundaries of creativity and craftsmanship, delivering exceptional quality and design in every product.

- To cultivate a supportive and inclusive fashion community where everyone feels valued, respected, and encouraged to explore their personal style.

Brand Introduction

This page provides an overview of our brand. We are committed to delivering quality products and services that meet the needs and expectations of our customers.

ZAVORA STUDIO

Brand
Identity

Our brand identity is built on a
deep philosophy of innovation and
excellence. Every element from
our logo to our color palette
reflects our vision and core values.

Zavora ®

Our Logo

Our logo is a visual representation of our brand identity and should be used in accordance with established guidelines. This includes the proper use of color, scale, and white space around it.

Symbol

Logo Font

Main Logo

Zavora ®

Zavora ®

Zavora ®

Zavora ®

Design By Technolabs.io

Color Palette

Our color palette is inspired by nature, creating a fresh and vibrant look. These colors should be used consistently across all media to maintain brand integrity.

White	Cream	Green	Mocha

HEX: #ffffff

RGB: 255 255 255

HEX: #F9F1E8

RGB: 248 241 233

HEX: #645D1E

RGB: 99 93 41

HEX: #422B1C

RGB: 63 44 30

Primary Typeface

We use a custom font selected for readability and elegance. This typography helps to reinforce our brand identity and should be used in all communications.

The Seasons

Aa Bb Cc

Light   Reguler   Bold

abcdsefghijklmno
pqrstuvwxyz12345
67890&%$!~

Imagery Style

Our imagery style is a blend of modern photography with an artistic touch, reflecting innovation and creativity. Images should always be of high quality and relevant to the content.
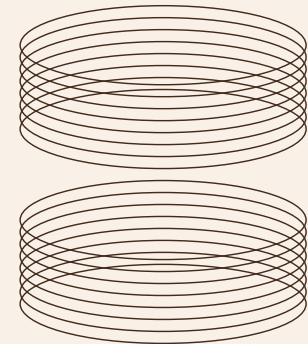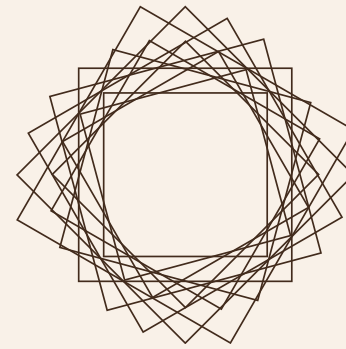
Element & Illustration

"From beautiful nature-inspired images to stunning illustrations from fantasy worlds, each of our works tells a different story. We believe that strong design and compelling illustrations can bring our products to life."
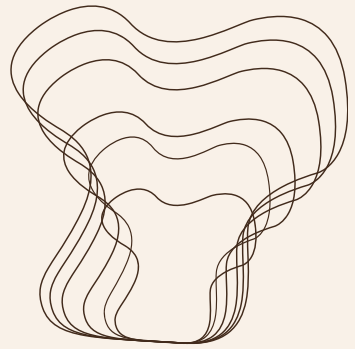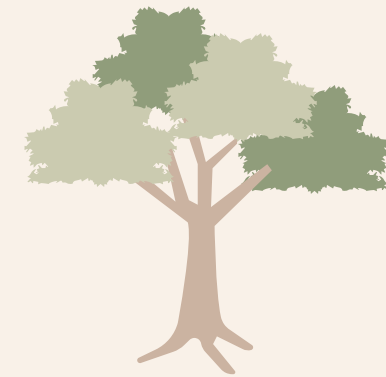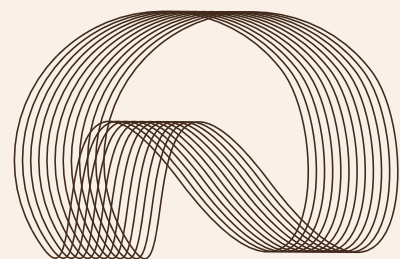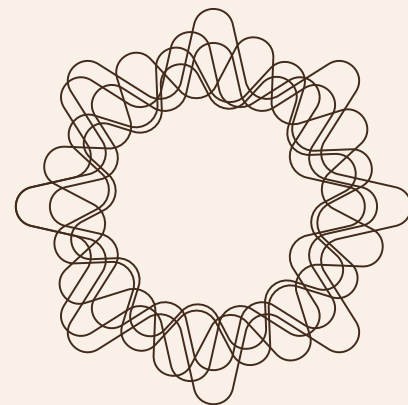

ELEMENT 1

ELEMENT 2
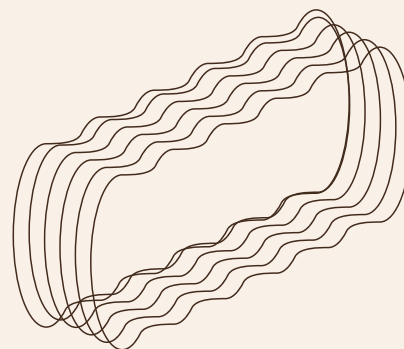
ELEMENT 3

ELEMENT 4

ELEMENT 5

ELEMENT 6

ELEMENT 7

ELEMENT 8

ELEMENT 9

ELEMENT 10

Icon
Collection

Icon is a brand that represents the essence of style and courage. We believe that everyone has the potential to become an icon in their own life, and we strive to provide products that allow them to express themselves with confidence and unique style."

Brand Applications

Our brand applications include a range of marketing and communication materials. From print to digital, each application should be consistent with our brand guidelines.

01/04

ZAVORA STUDIO

DESIGN SPARKED BY

THOMAS ALFONSO

Zavora ®

Zavora ®

Voice & Tone

Our brand voice is professional yet friendly, reflecting our commitment to exceptional customer service. Our tone adapts depending on the context and audience.

Inspirational

Energetic

Exclusive

Friendly

Stylish

Authentic

Playful

Do's

✓ **Use Official Color Palette**

Ensure you use the brand's specified colors in all assets.

✓ **Typography Consistency**

Use the specified fonts and styles in the brand guidelines for all written communications.

✓ **Follow Imagery Style**

Use photography and illustrations that match the brand's aesthetic.

✓ **Consistent Messaging**

Ensure the message delivered is aligned with our brand values.

Don'ts

✗ **Modify the Logo**

Do not alter, distort, or change the logo colors without permission.

✗ **Misuse Design Elements**

Avoid using the brand's graphic elements in a way that is not consistent with the guidelines.

✗ **Inappropriate Color Usage**

Do not use colors that are not included in the brand's official palette for brand representation.

✗ **Conflicting Messages**

Avoid communications that contradict or obscure our brand message.

Legal Guidelines

Zavora

01

Copyright

All materials produced related to our brand are protected by copyright. Always ensure to obtain permission before using third-party owned materials.

02

Trademark

Logos, slogans, and other brand elements have been registered as trademarks. The use of the ™ or ® symbols must always follow established rules.

03

Licensing

Some assets may be used under specific licenses. Ensure to follow all terms of these licenses, including usage, attribution, and restrictions.

04

Unauthorized Use

Avoid unauthorized or potentially brand-damaging use of our brand assets.

05

Objections and Violations

Immediately report any objections or violations against our brand to our legal department.

06

Marketing Material Approval

All marketing materials must be approved by the legal department before distribution to ensure compliance with applicable guidelines and legal regulations.

ZAVORA STUDIO

Our brand identity is built on a deep philosophy of innovation and excellence. Every element from our logo to our color palette reflects our vision and core values, The sleek design of our logo embodies our commitment to forward-thinking and creativity, while the vibrant colors in our palette symbolize our passion and energy.

Contact Information

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