FOLDEN

Wear your own rhythm.

Visual identity guidelines

SAMPLE

01

Contents

FOUNDATIONS, DESIGN RULES & APPLICATIONS

01	Visual identity guidelines	16	Typographic hierarchy
02	Contents	17	Layout & rhythm
03	About the brand	18	Graphic language
04	Identity at a glance	19	Design elements
05	Brand foundation	20	Image direction
06	Voice & expression	21	Brand stationery
07	Professional personality	22	Print media
08	Primary signature	23	Packaging concept
09	Signature variations	24	Merchandising
10	Clear space & scale	25	Outdoor applications
11	Using the signature	26	Mobile app
12	Color system	27	Social expressions
13	Color usage	28	Website & presentation
14	Color & accessibility	29	Your asset library
15	Typography	30	Version & use notes

02

About the brand

FOLDEN

Clothing & fashion

PROPOSED BRAND NARRATIVE

FOLDEN is a fictional clothing label. A strong typographic signature connects the collection cover, social artwork and label study.

This narrative follows the project brief. Use verified brand-supplied information for founding dates, certifications, company history and product claims.

03

Identity at a glance





One identity. Every expression.

The signature, palette, typography and applications share one system. Edit your identity and export again to keep every asset aligned.

Aa

Archivo Black

Confident, concise and personal. Describe the visual direction without inventing fabric, fit or sustainability claims.

Wear your own rhythm.

#662D40	PRIMARY
#F9EDEF	BASE
#DD91A5	ACCENT
#FFFFFF	LIGHT

04

Brand foundation

POSITIONING

An expressive visual direction for an independent capsule clothing label.

AUDIENCE

People exploring a small, design-conscious clothing collection through a lookbook and social posts.

FROM POSITIONING TO DESIGN

Let the audience determine the information hierarchy. Use the positioning to choose copy, imagery and relevant applications. Keep the signature, typography and palette consistent; let real product information lead the design.

05

Voice & expression

Wear your own rhythm.

OUR VOICE

Confident, concise and personal. Describe the visual direction without inventing fabric, fit or sustainability claims.

WRITING PRINCIPLES

Use concrete language about the real business. Give each sentence one clear thought. Support product, certification and numerical claims with evidence.

06

Professional personality

CHARACTER & TONE

Confident, concise and personal. Describe the visual direction without inventing fabric, fit or sustainability claims.

Turn the voice into repeatable behavior, beyond a list of adjectives.

01 **SPEAK CLEARLY**

Explain the product in words your audience uses. Answer their question before introducing the brand.

02 **SHOW UP CONSISTENTLY**

Use the type, palette and spacing in this guide. Start each handoff from the same source files.

03 **MAKE IT CREDIBLE**

Be specific about specifications and scope. Promise only what the business can deliver.

07

Primary signature

FOLDEN

The primary signature is typeset in Archivo Black and exported as vector outlines, independent of installed fonts.

logos/primary.svg

08

Signature variations

FOLDEN

PRIMARY

FOLDEN

REVERSED

FOLDEN

MONOCHROME

FO

COMPACT

09

Clear space & scale



Give the mark room

X is half the visible mark height. Keep at least 1X clear on every side, free from text or graphics.

FOLDEN **FO**

Suggested starting sizes: 120 px full signature; 32 px compact mark. Test complex marks, long names and small print separately.

10

Using the signature



01

KEEP PROPORTIONS

Scale the source uniformly; never stretch one axis.



02

KEEP CONTRAST

Use a dark mark on light surfaces and the reversed version on dark ones.



03

KEEP IT INTACT

Do not rotate it, add outlines or apply arbitrary effects.

11

Color system

01 / PRIMARY

#662D40

RGB 102 / 45 / 64

Recognition & emphasis

02 / BASE

#F9EDEF

RGB 249 / 237 / 239

Primary reading surface

03 / ACCENT

#DD91A5

RGB 221 / 145 / 165

Accent & support

04 / LIGHT

#FFFFFF

RGB 255 / 255 / 255

Space & background

Digital color space: sRGB. Confirm print colors against stock, ink and physical proofs.

12

Color usage

AN ADAPTABLE STARTING POINT



LET THE BASE CARRY CONTENT

Give body copy a calm reading surface with a clear, continuous background.

BUILD RECOGNITION

Use the primary color for signatures, key headings and important actions across channels.

USE ACCENTS WITH RESTRAINT

Use accent color in small areas. Ratios guide composition; verify text contrast separately.

13

Color & accessibility

Aa / Text

9.13:1 AA PASS

#662D40 on #F9EDEF

Aa / Text

10.43:1 AA PASS

#662D40 on #FFFFFF

Aa / Text

2.12:1 NOT FOR TEXT

#DD91A5 on #F9EDEF

Aa / Text

10.43:1 AA PASS

#FFFFFF on #662D40

Aa / Text

2.12:1 NOT FOR TEXT

#F9EDEF on #DD91A5

Aa / Text

4.30:1 LARGE TEXT ONLY

#DD91A5 on #662D40

14

Typography

Aa

Archivo Black

Display face / signatures, titles and key expressions

Inter

Clarity in every line.

Noto Sans SC

Body copy uses Inter; Chinese uses Noto Sans SC. Bundled fonts include SIL OFL licenses.

DISPLAY 56 / 1.1

HEADING 32 / 1.25

BODY 16 / 1.6

15

Typographic hierarchy

SPECIMEN / ONE MESSAGE, CLEAR HIERARCHY

CLOTHING & FASHION

Wear your own rhythm.

An expressive visual direction for an independent capsule clothing label.

FOLDEN

01 / EYEBROW

12-14 px / Inter

02 / DISPLAY

40-56 px / Archivo Black

03 / BODY

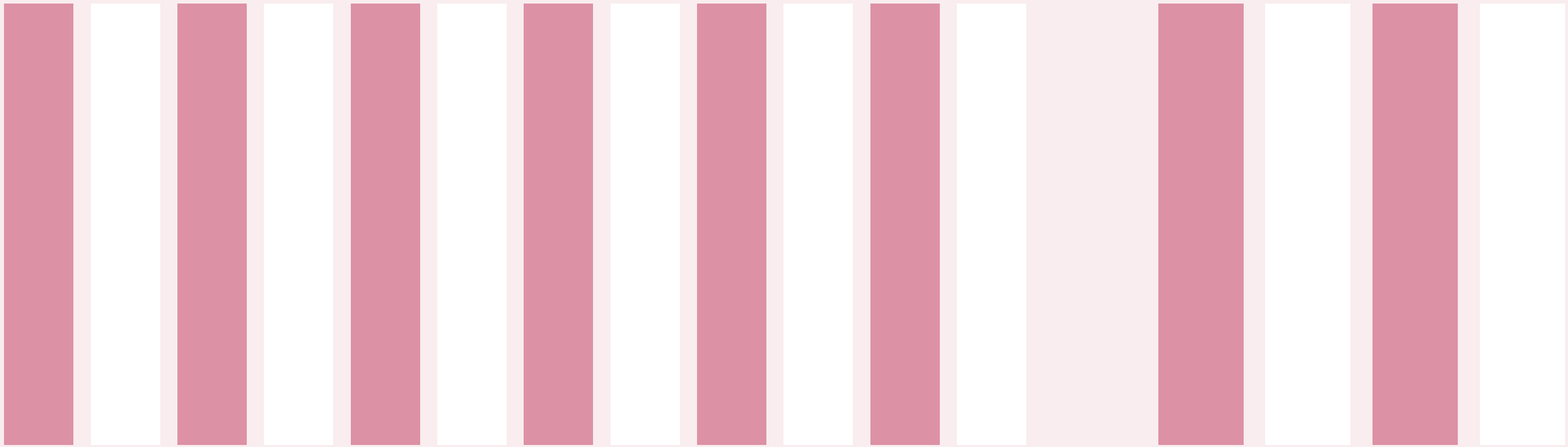
16-20 px / Inter

04 / CAPTION

12-14 px / Inter

16

Layout & rhythm



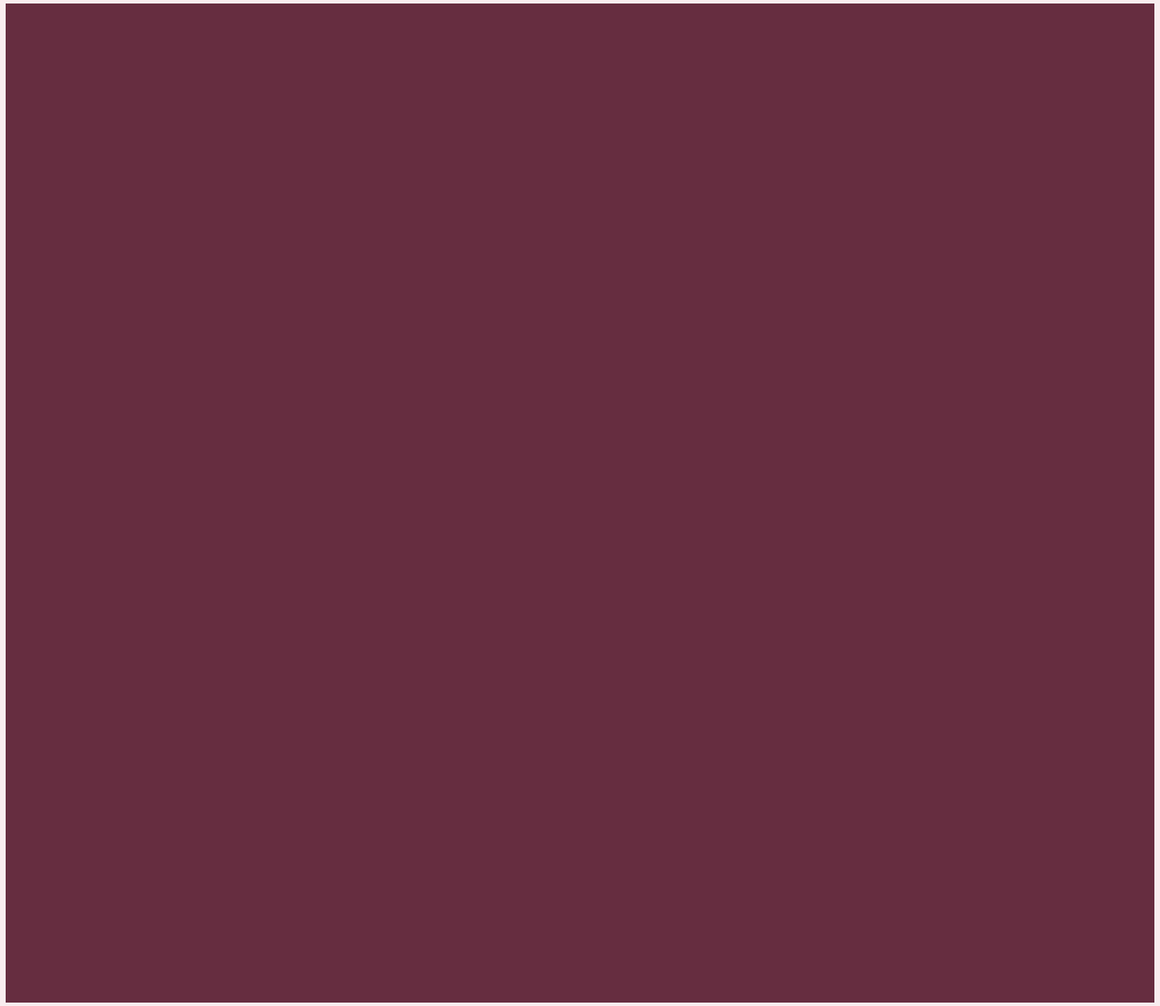
12 COLUMNS / DESKTOP

4 COLUMNS / MOBILE

Use an 8 px spacing rhythm: 8 / 16 / 24 / 32 / 48 / 64. Establish order through alignment and distinguish hierarchy through space.

17

Graphic language



Repeat, with room.

The graphic motif connects applications. Keep it within the palette, control its density and protect the signature’s clear space.

18

Design elements

MOTIF / NONE

Build from one visual vocabulary.



LABELS & DIVIDERS

KEEP INFORMATION ALIGNED

Repeat the motif, fine dividers and clear labels. Keep line weight and alignment consistent. Avoid unrelated decoration and keep graphics clear of copy and signatures.

19

Image direction

IMAGE SPACE / ADD YOUR PRODUCT PHOTO

Use approved garment photographs that show fit and construction accurately. Keep retouching from changing product details.

Verify product shape, labels and materials against the source. Review AI images against originals; missing images are never counted as delivered assets.

20

Brand stationery

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Clothing & fashion

Every introduction is part of the brand.

EDITABLE SVG / 1050 × 600

FOLDEN

FOLDEN

Clothing & fashion

Wear your own rhythm.

21

Print media





LETTERHEAD & ENVELOPE

Carry the signature, contact details and shared alignment into print. SVGs are sRGB concept sources; confirm physical size, bleed, paper and CMYK conversion with the printer, then proof.

22

Packaging concept



Carry the identity onto the package.

Wear your own rhythm.



An editable label concept establishes signature, headline and information hierarchy.

Before production, supply real specifications, ingredients, barcodes and regulatory text, then confirm dielines and materials with your supplier.

23

Merchandising

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TOTE / PRINT AREA

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MUG / FLAT WRAP ARTWORK

Artwork demonstrates the identity on merchandise. Confirm supplier templates, printable areas, seam placement and process limits before production.

24

Outdoor applications



KEEP THE DISTANCE MESSAGE SIMPLE

Use one headline, one signature and one destination. Test type at the actual viewing distance; prepare size, bleed and installation files to the media supplier’s specifications.

25

Mobile app

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DISCOVER

Wear your own rhythm.

Clothing & fashion

Explore the brand

Bring the identity into everyday interfaces.

The concept carries the signature, type, palette and action hierarchy into a mobile screen. Use a four-column layout and an 8 px spacing rhythm, with a clear primary action.

This is an editable interface design SVG. Interactions, accessible states, responsive behavior and functionality need implementation and device testing.

26

Social expressions





One system.
Two formats.

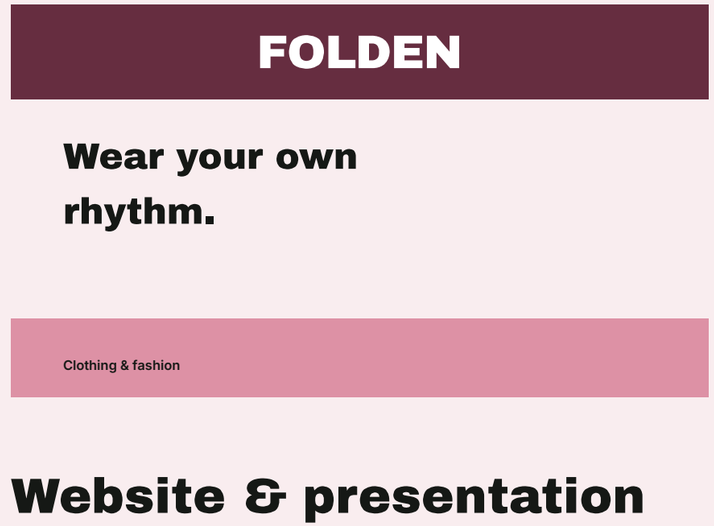
1080 × 1080
1080 × 1920

Keep signature, title and motif hierarchy consistent.

27

Website & presentation





Applications are editable SVG design sources. Website behavior belongs to implementation.

28

Your asset library

Inside your complete source package:

01 / GUIDE & SIGNATURES

brandbook.pdf
brand-board.pdf
brand-board.svg
brand-system.json
palette.css
logos/primary.svg
logos/reversed.svg
logos/black.svg
logos/compact.svg

02 / APPLICATIONS

applications/card-front.svg
applications/card-back.svg
applications/social.svg
applications/story.svg
applications/packaging.svg
applications/letterhead.svg
applications/web.svg
applications/presentation.svg
applications/envelope.svg
applications/tote.svg
applications/mug.svg
applications/outdoor.svg
applications/mobile.svg

03 / FONTS & NOTES

fonts/ArchivoBlack-400.ttf
fonts/Inter-400.ttf
fonts/Inter-600.ttf
fonts/NotoSansSC-Regular.ttf
fonts/LICENSES.txt
README.txt

PDF, SVG, JSON, CSS and font licenses are included.

29

Version & use notes

ABOUT THIS GUIDE

Version 1 / 2026-11-03
This is an editable fictional-brand sample used to demonstrate the system.

The signature is a typographic proposal. Check name and mark availability in your market. Fonts use SIL Open Font License 1.1; licenses accompany the source package.

BRAND-SUPPLIED INFORMATION

A fictional independent clothing label is preparing its first capsule collection. It needs a consistent name, palette and type system for launch artwork, a label concept and a digital lookbook cover. No garment specifications or product photos are supplied.

Source: Original fictional Brandfolia demonstration brief. Curated sample settings; no customer data or live AI analysis.

Digital artwork uses sRGB. Print files, dielines and materials require separate proofing. Customer review does not replace legal or production approval.