

BRAND IDENTITY GUIDELINES

SEREIN

Brandbook

An atmosphere of your own.

FRAGRANCE / 24 CHAPTERS

V2.0 / 18 OCTOBER 2026

Fictional identity system. Owner release pending.



How to use this book

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Source of truth: [serein-brand-system-v2/](#). Use the outlined logo SVGs. Install the supplied fonts before editing live text. Version 2.0 supersedes the earlier six-page concept.

Digital templates are editable layout sources. Packaging and print pages need actual dimensions, approved copy and supplier proofs before production.

Brand foundation

AUDIENCE

A fragrance customer drawn to a quiet object, tactile packaging and a precise visual story.

BRAND PROMISE

Create a coherent visual encounter from bottle to discovery material.

POSITIONING

For a fragrance customer drawn to a quiet object, SEREIN pairs transparent glass and pale paper with an identity shaped by proportion and light.

EVIDENCE BOUNDARY

Design proposition only. Composition, concentration, ingredients, fragrance notes and longevity are not verified.

These are chosen design propositions. They do not represent validated market research or proven product performance.

Voice and personality

Quiet

Leave room around a single thought.

Sensory

Describe visible light, form and texture.

Exact

Separate atmosphere from product fact.

USE / CAMPAIGN

Discover the collection in a different light.

AVOID / UNSUPPORTED CLAIM

A natural fragrance that lasts 24 hours on everyone.

Product detail: factual and scannable. Support: calm, specific and action-oriented. Campaign: one clear thought, with no invented performance claim.

Product architecture

SEREIN

MASTER BRAND / FIXED

Fragrance / product family

Fragrance

Discovery format

Fragrance collection

Keep the brand mark fixed. Change the descriptor and approved SKU details. Names shown here are concept labels, not verified product specifications.

Master wordmark

The image displays the master wordmark 'SEREIN' in a dark blue, serif typeface. The letters are tall and elegant, with classic serifs. The 'S' has a large, sweeping tail that curves under the first 'E'. The 'R' features a prominent, rounded shoulder. The 'E' has a simple, horizontal top bar. The 'I' is a simple vertical stroke with a small serif at the bottom. The 'N' has a tall, slightly curved stem and a horizontal base. The wordmark is centered within a white rectangular area.

AUTHORITATIVE ARTWORK

logos/serein-primary.svg. The master is constructed from licensed Bodoni Moda 400 outlines, with fixed spacing. Use this file, never retype the logo.

Aspect ratio 5.046:1. The SVG contains vector paths and has no font dependency. This is a typographic identity, not a claim of trademark uniqueness.

Logo variants

The word "SEREIN" in a black, serif typeface, centered on a white rectangular background.

serein-primary.svg / light field

The word "SEREIN" in a white, serif typeface, centered on a dark navy blue rectangular background.

serein-reverse.svg / dark field

The word "SEREIN" in a black, serif typeface, centered on a white rectangular background.

serein-black.svg / single-color

A large, black, serif capital letter "S" centered within a light blue square.

Compact signature: a secondary initial for small controlled contexts. Introduce the full brand nearby; do not use the initial as an independent registered symbol.

Reverse artwork is solid white. Do not apply opacity, shadows, gradients or a new outline to the master paths.

Clear space and size



$X = H / 2$

H is the actual mark height.

Minimum digital width

SEREIN 160 px

Print starting width: 34 mm. Evaluate a 1:1 proof on the actual stock. Increase the size if strokes or counters close.

X uses the exact master path height, including optical overshoot. These are project rules, not universal standards or printer guarantees.

Incorrect use

The word "SEREIN" is displayed in a black, all-caps, serif typeface. The letters are well-proportioned and spaced evenly, maintaining the original width-to-height ratio.

01 / DO NOT STRETCH

Keep the original width-to-height ratio.

The word "SEREIN" is displayed in a red, all-caps, serif typeface. The letters are horizontally stretched, making them wider than they are tall, which is an incorrect use of the logo.

03 / DO NOT RECOLOR

Use an approved logo variant only.

The word "SEREIN" is displayed in a black, all-caps, serif typeface. The entire word is rotated counter-clockwise, so it is no longer horizontal, which is an incorrect use of the logo.

02 / DO NOT ROTATE

Keep the master on its horizontal baseline.

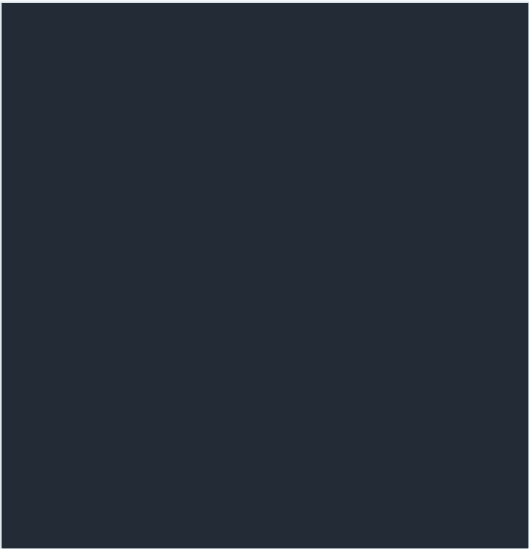
The word "SEREIN" is displayed in a light blue, all-caps, serif typeface. The color is faded and does not match any of the approved logo variants, which is an incorrect use of the logo.

04 / DO NOT FADE

Use a strong, clean contrast field.

Counterexamples above are intentionally incorrect. They are not additional approved artwork options.

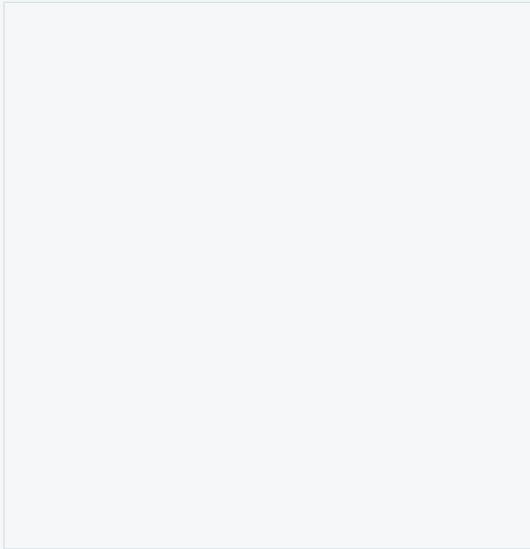
Color system



#232C36

RGB 35, 44, 54

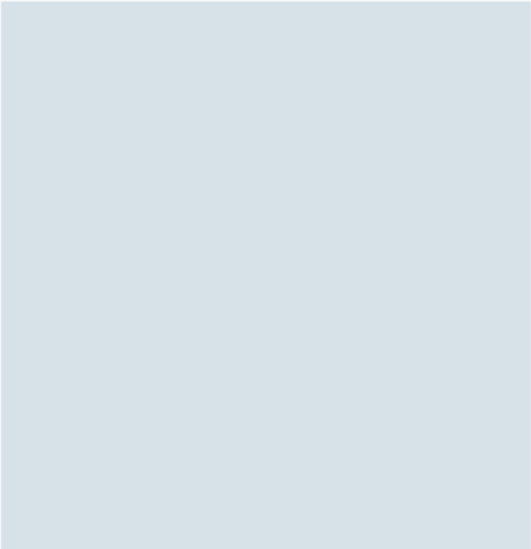
Ink / identity



#F5F7F8

RGB 245, 247, 248

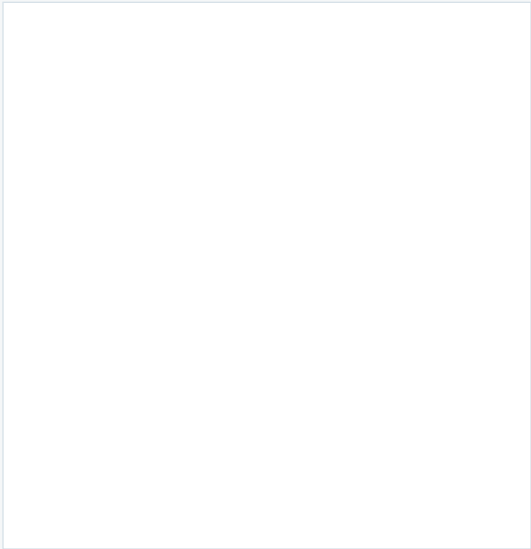
Cool white / reading surface



#D7E1E8

RGB 215, 225, 232

Silver blue / carton



#FFFFFF

RGB 255, 255, 255

White / space

Digital master: sRGB. CMYK and spot-color specifications remain unset until stock, process and output profile are agreed. Match a physical proof, not a screen guess.

Accessible pairings

TEXT / BACKGROUND	SPECIMEN	RATIO	AA NORMAL	AA LARGE
Ink / base	Aa 123	13.16:1	PASS	PASS
Ink / accent	Aa 123	10.66:1	PASS	PASS
Ink / light	Aa 123	14.14:1	PASS	PASS
White / ink	Aa 123	14.14:1	PASS	PASS
White / accent	Aa 123	1.33:1	FAIL	FAIL
Accent / base	Aa 123	1.23:1	FAIL	FAIL

WCAG relative-luminance contrast, sRGB. Normal text: 4.5:1. Large text: 3:1 (18 pt regular or 14 pt bold). Classifications use unrounded values. Images need a local contrast check; logo exemptions do not apply to body copy.

Typography

Bodoni Moda 400

Aa Bb Cc 0123456789

Inter / 400 + 600

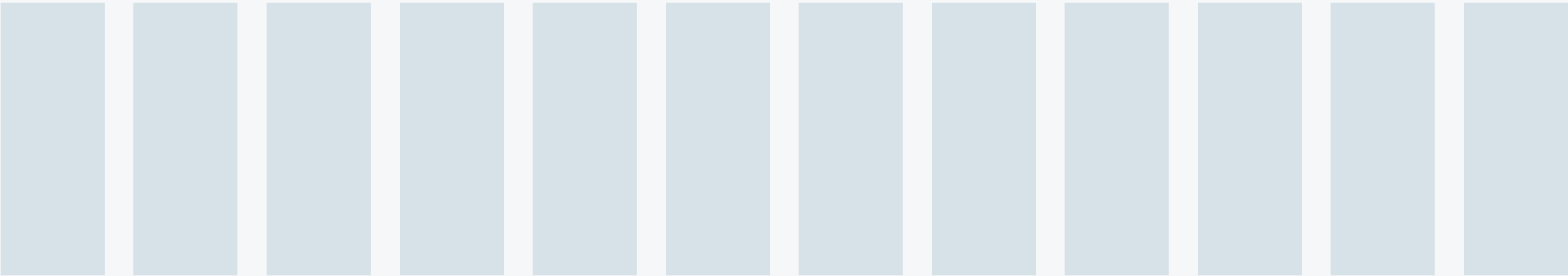
A clear system makes the next decision easier. Supporting copy stays readable, even when the headline becomes expressive.

Desktop H1	64 / 68 px	Bodoni Moda 400
Mobile H1	40 / 44 px	Bodoni Moda 400
Body / label	16 / 24 px	Inter 400 / 600
Caption	12 / 18 px	Inter 400
Print paragraph	10 / 15 pt	Inter 400

Sizes are size / line height. Heading tracking 0; body tracking 0. Logo spacing is locked in the vector. OFL font files are included. Do not synthesize extra weights.

Layout grid

DESKTOP / 960 WIDE / 12 COLUMNS



48 margin

57.333 column

16 gutter / 48 margin

MOBILE / 390 WIDE / 4 COLUMNS

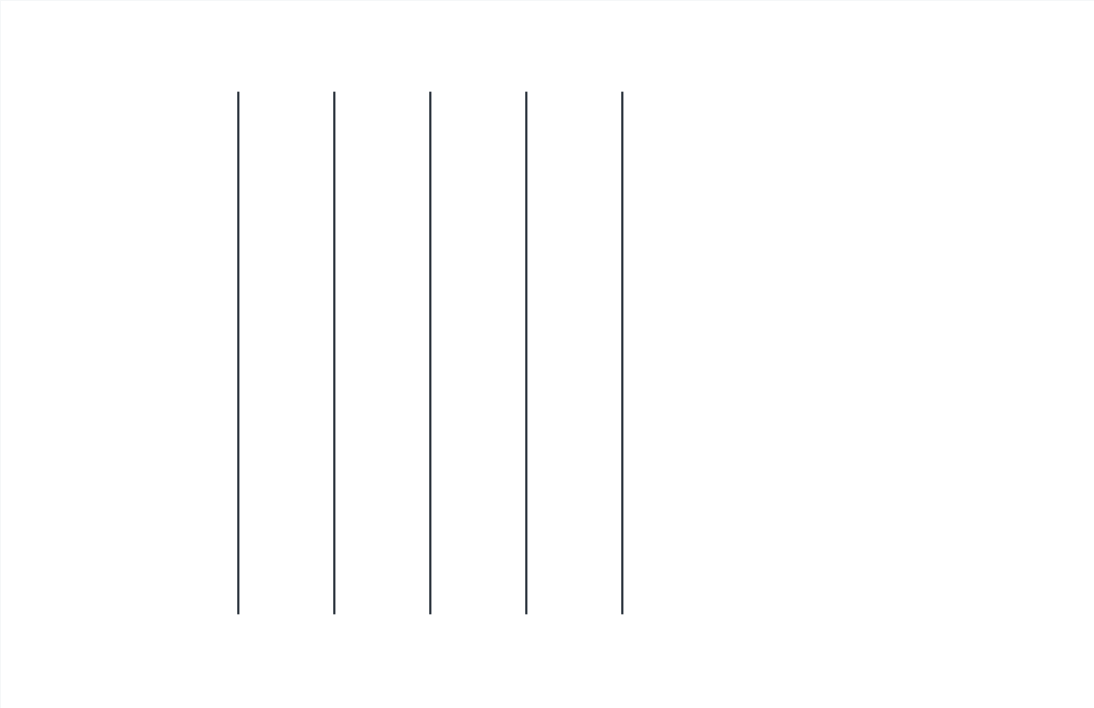


Mobile: 20 px margins, 12 px gutters, 78.5 px columns.
Spacing rhythm: 8, 16, 24, 32, 48, 64. This is layout spacing, not print bleed.

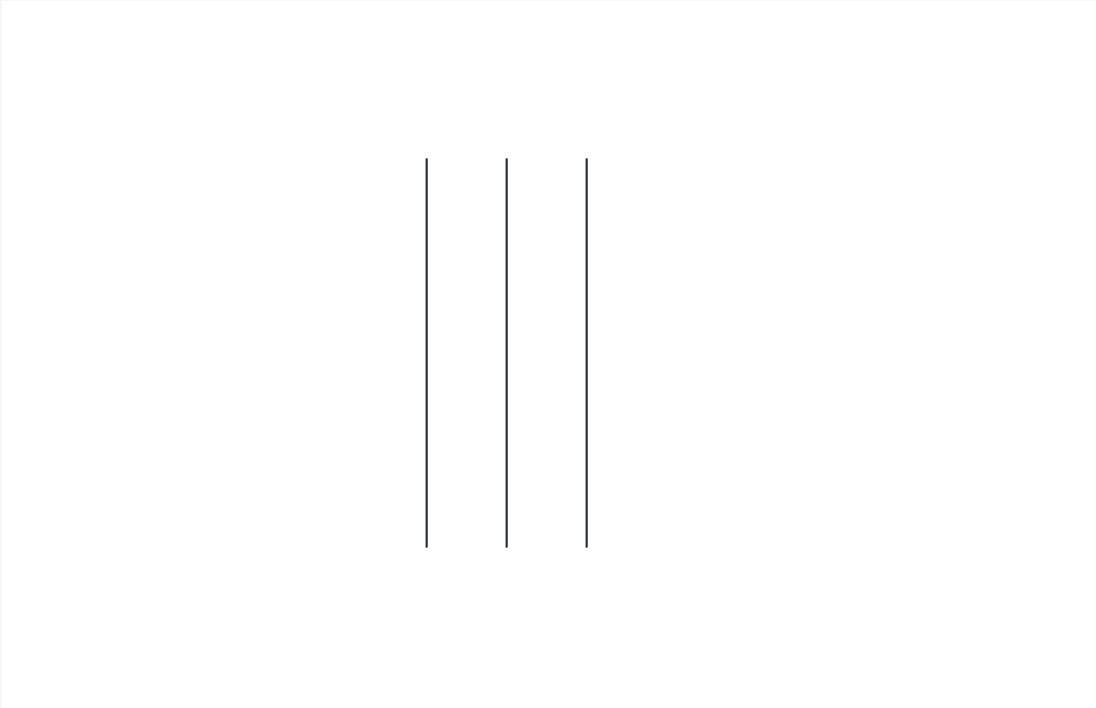
Desktop equation: $2 \times 48 + 12 \times 57.333... + 11 \times 16 = 960$. Mobile equation: $2 \times 20 + 4 \times 78.5 + 3 \times 12 = 390$.

Graphic language

FINE VERTICAL REFRACTIONS



PRIMARY RHYTHM



QUIET TREATMENT

Use three to five 0.8 px vertical lines, 30-36 px apart. Keep a single cluster away from the product label. Scale proportionally; avoid symbolic badges or certification-like ornaments.

Photography direction



LIGHT / MATERIAL

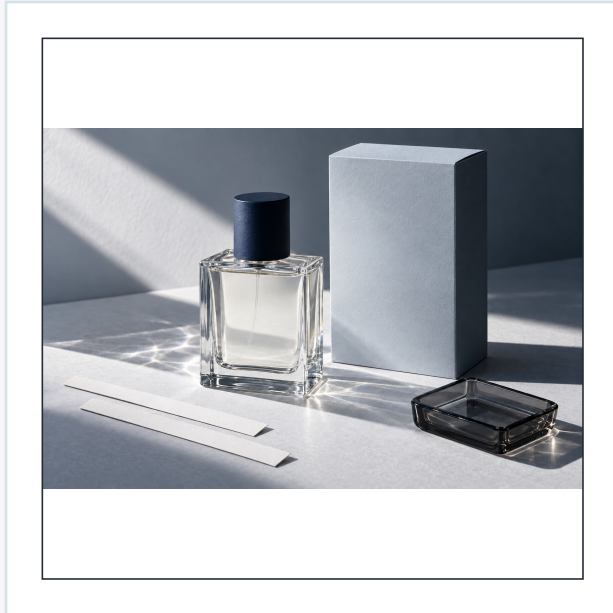
Directional side light through clear glass.
Preserve a readable label field and nearly
colorless liquid.

Camera: controlled studio perspective. Keep
verticals credible and surfaces tactile. Leave a
quiet field for live type. Retouch dust and
temporary artifacts; preserve the real object.

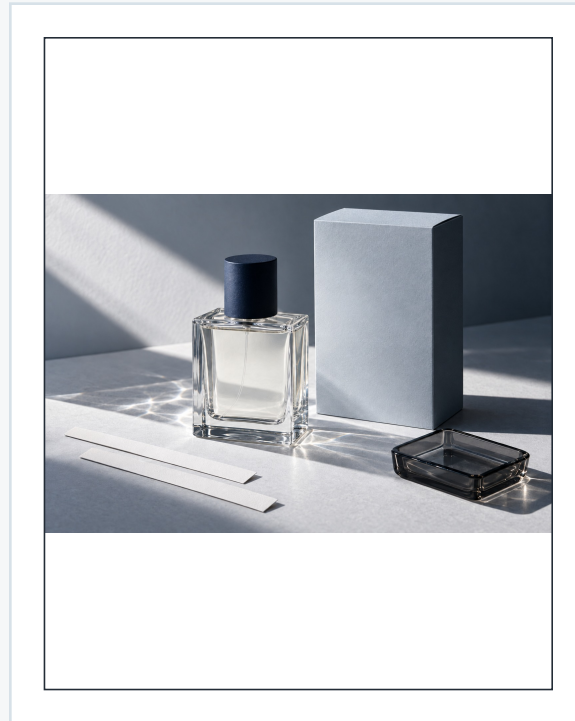
Exclude neon, gold props, flowers, floating objects,
fake awards and generated text.

Synthetic, unbranded material study. It is not evidence of a real SKU. Do not replace a supplied real product silhouette or material without explicit approval.

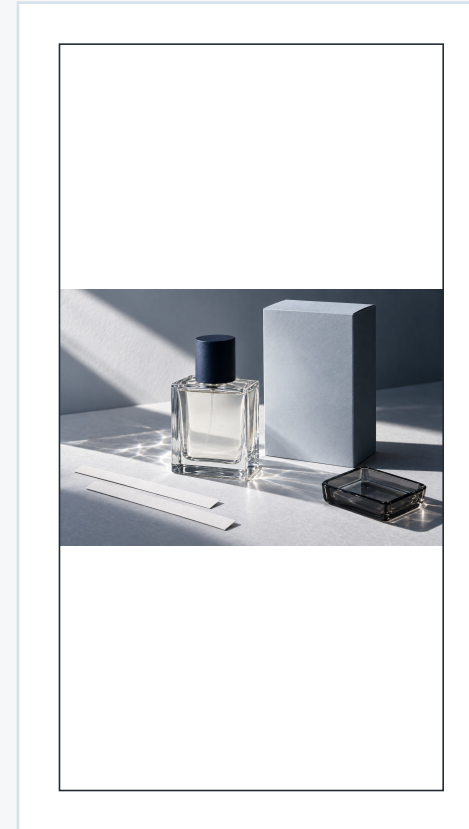
Crop and composition



1:1 / 64 px safe



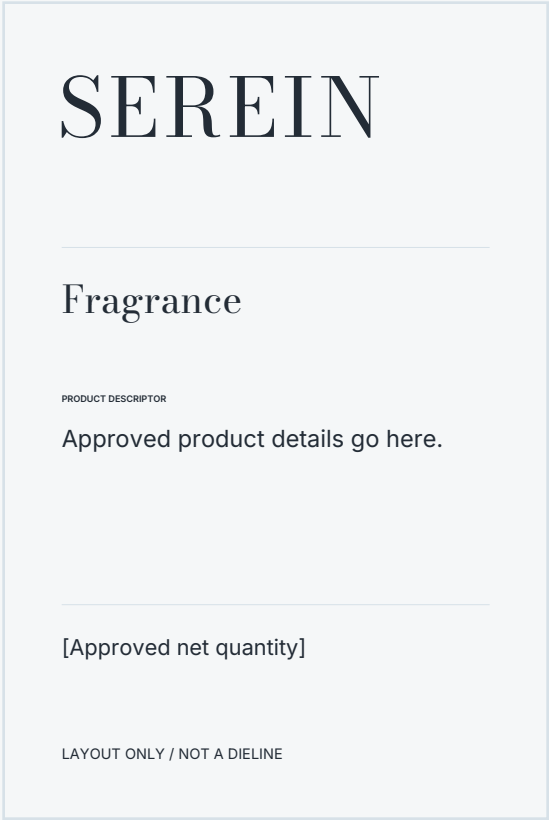
4:5 / 64 px safe



9:16 / 96 px safe

The image is contained, never stretched. Safe areas refer to the 1080 px application templates, not these diagrams. Keep key copy within them and review actual channel UI overlays before publishing.

Packaging architecture



600 x 900 source units

FRONT PANEL

Brand, product descriptor, necessary product detail and net quantity. Preserve their order; fill the marked zones with approved copy.

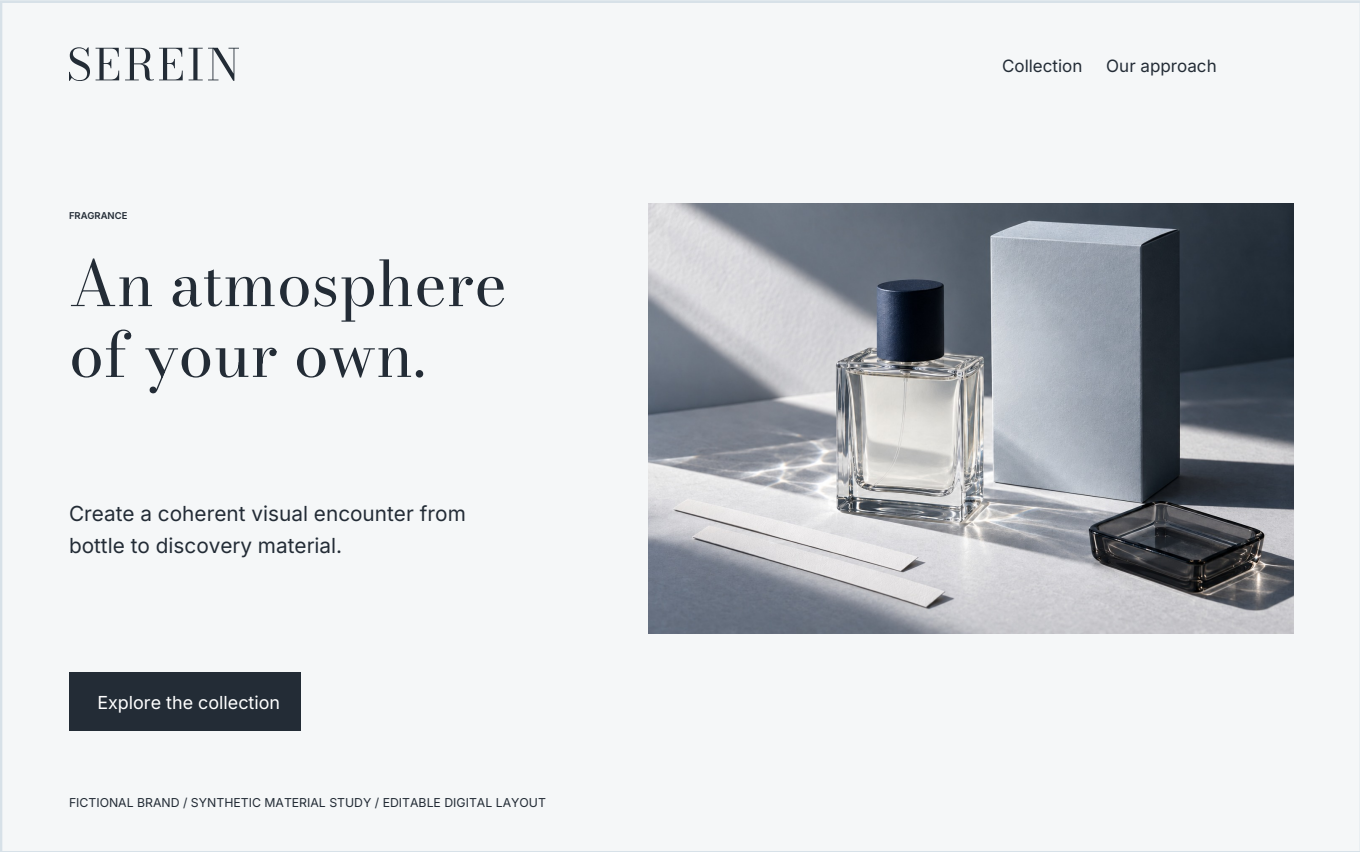
SIDE / BACK PANELS

Approve the final fragrance specification and label information before production. Glass, cap, carton finish and tolerances require real material samples.

Use packaging-front-600x900.svg. A 60 x 90 mm front is an illustrative scaling reference only. Obtain the supplier dieline, seams, tolerances and market requirements.

Not a dieline or a production-ready label. No ingredient list, barcode, certification or mandatory market copy has been fabricated.

Ecommerce application



A CLEAR FIRST SCREEN

Lead with one promise, one product image and one descriptive action. Keep the mark, headline and interface copy outside the photograph.

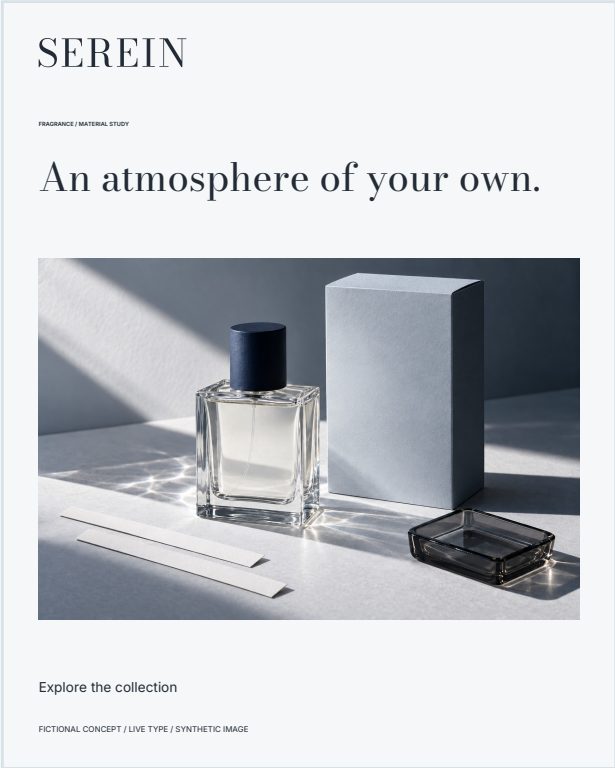
IMPLEMENTATION

Use live HTML text and verified product data. This source is a visual layout; it does not contain shop functionality.

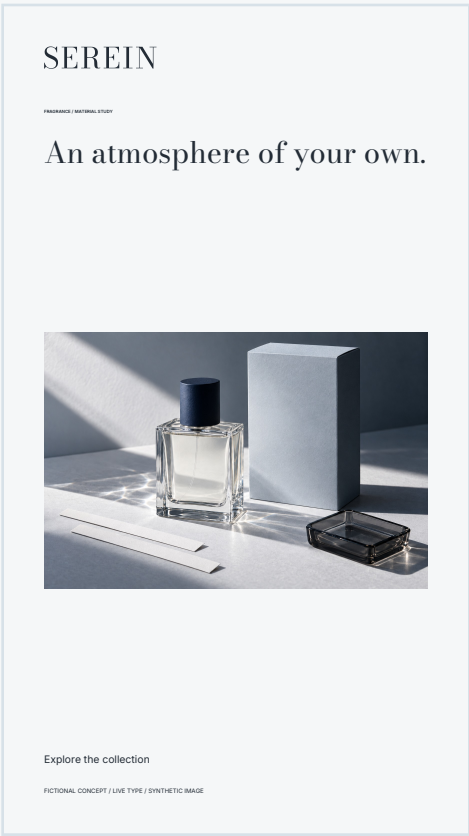
EDITABLE SOURCE / ECOMMERCE-1440X900.SVG

The SVG is a digital layout, not a working shop. Keep the logo and product copy as live vector elements; add verified product data when implementing the page.

Social applications



1080 x 1350 / 64 px



1080 x 1920 / 96 px

CONTENT ORDER

Brand, one headline, one image and a single invitation. Do not put important copy inside generated photography.

TWO SOURCE FILES

social-1080x1350.svg and story-1080x1920.svg. The specified margins guide this system; they do not guarantee clearance from every app overlay.

Keep product proportions intact. Review crop, text size and interface overlays in the intended channel before release.

Print touchpoints

SEREIN

Thank you.

We hope this becomes part of your everyday.

LAYOUT DRAFT / TRIM AND BLEED TO BE SET BY PRINTER

SEREIN

An atmosphere of
your own.



MATERIAL DIRECTION / FICTIONAL CONCEPT

PRESENTATION TITLE / LIVE SOURCE

THANK-YOU CARD / LIVE SOURCE

Trim is the finished edge; bleed extends beyond it; safe area keeps critical content inside. Set all three from the printer template. These RGB layout sources are not press-ready.

Partnerships

SEREIN

PARTNER

Placement placeholder only

RELATIONSHIP

Match optical weight and baseline. Give both marks their own clear space; use a divider only when the context needs it.

APPROVAL

Use the partner-approved asset and written permission. The compact initial does not replace the full brand in first introductions.

Content and localization

NAMING

Keep the master wordmark unchanged. Use sentence case for navigation and product descriptors. Apply one approved SKU name consistently across pack, store and support.

ALT-TEXT EXAMPLE

Unbranded glass fragrance bottle and pale carton in directional studio light.

TRANSLATION

Allow 30% extra text space as a starting buffer. Reflow content instead of shrinking it. This is a layout allowance, not a guarantee for every language.

LANGUAGE COVERAGE

Included fonts support the selected Latin examples. Choose and license a suitable script family for other languages; confirm shaping, glyph coverage and native-language review.

Use real heading structure in implementation, visible focus states and descriptive link text. A visual template alone does not establish website accessibility.

Files and handoff

logos/	4 outlined SVGs: primary, reverse, black, compact
pages/	24 editable 960 x 600 SVG pages
templates/	6 SVGs: web, social, story, packaging, card, slide
fonts/	Display face, Inter 400 + 600, original OFL texts
images/	Unbranded synthetic material-study photograph
prompts/	24 chapter briefs in Markdown and JSON
brand-system.json	Locked strategy, palette, type, size and version
palette.css	Named sRGB color variables
brandbook.pdf	24-page review PDF with embedded fonts
rights-manifest.json	Sources, status and SHA-256 inventory

Install fonts and keep the folder structure intact for linked photos. Logo paths are outlined; text in page and application SVGs remains editable. Read README.md before changing artwork.

Release and rights

DOCUMENTED NOW

Original layout and vector construction. Font files with original OFL license notices. Synthetic photo provenance. Exact color values, template dimensions and file checksums.

BEFORE COMMERCIAL RELEASE

Clear the chosen brand name and mark in the intended market. Approve real product facts and all copy. Review visual rights, real-language output and channel-specific use.

BEFORE MANUFACTURING

Obtain actual dielines and dimensions, approved label content, output profile, stock and physical proofs. Appoint a responsible approver.

CURRENT STATUS

Technical design handoff for a fictional case. Owner approval, trademark clearance, real product labels and print release are pending. No exclusivity or blanket legal clearance is claimed.

Record approval owner, date, market and version in rights-manifest.json when those checks are completed. Design completeness and release approval are separate decisions.