



STYLE GUIDE

This is a guide to help you better understand the basic elements that make up ATELIER LUZ

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LOGO VARIATIONS: DO'S

The logo is an integral part of the ATELIER LUZ brand and should be used thoughtfully and consistently.

Most often the logo will be presented in GOLD but can be adapted for use on white, black, pink or dark grey ONLY (see color palette)



LOGO VARIATIONS: DON'TS

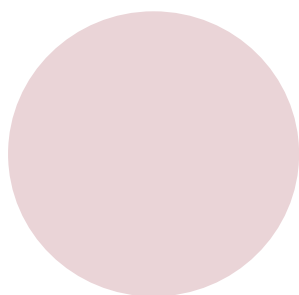
The background should always be solid and never placed on a gradient fill or over an image. The logo should never be distorted. Do not use Nude or Light grey as a background color.

COLOR PALETTE

The primary colors are key indicators of the ATELIER LUZ brand.

Dark Grey is most often used for typography.

Background colours are Pink, Nude and Grey and Light Grey.

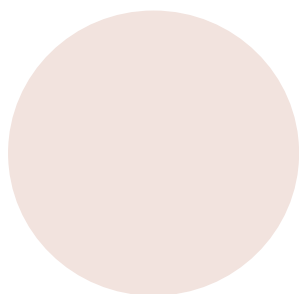


PINK

HEX: #EAD4D7

RGB: 234,212,215

CMYK: 0% 9% 8% 8%

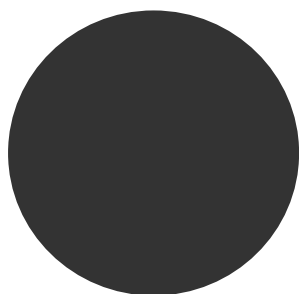


NUDE

HEX: #F2E3DE

RGB: 242,227,222

CMYK: 0% 6% 8% 5%

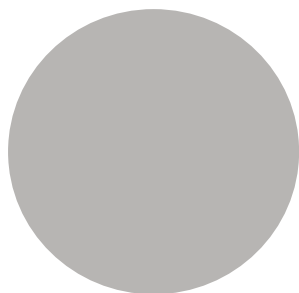


DARK GREY

HEX: #333333

RGB: 51,51,51

CMYK: 0% 0% 0% 80%



LIGHT GREY

HEX: #B7B5B3

RGB: 183,181,179

CMYK: 0% 1% 2% 28%

TYPEFACE SYSTEM

Primary Serif font: **Coromant Garamond Regular**

The primary serif font should be used for body text when the classic aesthetic is required or when there are large amounts of text.

The font is elegant, legible and yet in keeping with the simple aesthetic of ATELIER LUZ. The font should be used in the regular variation and bold can be used for headings and to differentiate hierarchy.



Coromant Garamond
Regular



Coromant Garamond
Bold

Primary Sans Serif font: **Poppins**

The primary sans serif font should be used for Sub Headings, buttons and 'call to action' items. Where a more minimalist aesthetic is required. The font is clean, easy to read and reflective of the ATELIER LUZ brand identity. The font should usually be used in ALL CAPS and regular or bold.



Poppins
Regular



Poppins
Bold

WEB TYPEFACE SYSTEM

Page Header Text

Font: Coromant Garamond Regular

Level: H1

Font weight: Medium

Font size: 5vw

Letter spacing: 0px

Text Line height: 1.5em

Page Sub Header Text

Font: Poppins

Style: TT

Font weight: Bold

Font size: 16px

Letter spacing: 15px

Text Line height: 2em

Page Body Text

Font: Coromant Garamond Regular

Font weight: Regular

Font size: 20px

Letter spacing: 0px

Text Line height: 1.8em

Buttons

Font: Poppins

Font weight: Medium

Font size: 14px

Letter spacing: 4px

Button Border width: 3px

Padding 18px top/bottom

IMIGARY USAGE

The images used are primarily model photographs and used to create cohesiveness among the touch points and fluidity within the color palette.

The photographs reflect the brand's emphasis on minimalism. In all cases file size is important for page load speed.

HEADER/FOOTER IMAGE SIZE

The header and footer images are resized by WordPress by default. Although care should be taken to reduce both the dimensions and the approximate file size.

Typical width: no more than 2000 pixels

Typical height: no more than 1053 pixels

Typical file size: 100kb - 200kb

Typical file resolution: 72ppi

PRODUCT IMAGE SIZE

The product/collection images are NOT resized by WordPress by default. Care should be taken to keep the dimensions and the approximate file size.

Typical width: no more than 400 pixels

Typical height: no more than 400 pixels

Typical file size: 10kb - 20kb

Typical file resolution: 72ppi

PORTRAIT IMAGE SIZE

The Portrait images are resized by wordpress by default.

Although care should be taken to reduce both the dimensions and the approximate file size.

Typical width: no more than 3500 pixels

Typical height: no more than 5200 pixels

Typical file size: 400kb - 500kb

Typical file resolution: 72ppi

