

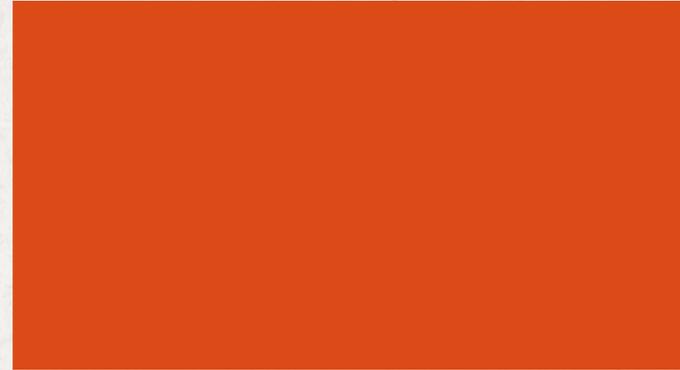


Design Guidelines

DE ROSA

July 2024

BRAND COLORS



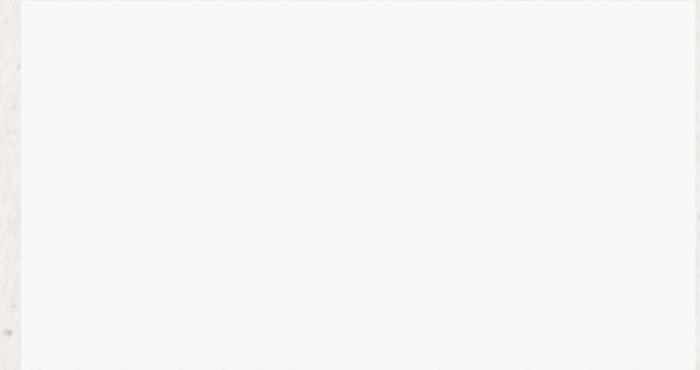
da4b17

- Primary Color
- Shades to use if needed.



dfd5c0

- Secondary color

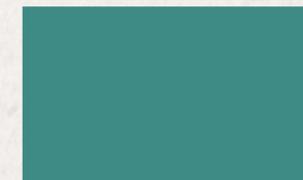


Faf8f6

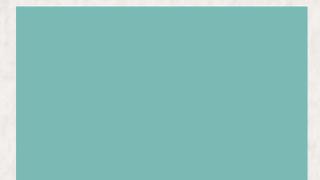
- Background use

Complimentary Colors

Use sparingly



3d8b84



7bb9b5

LOGOS

Primary

Use always



Secondary

Use when orange doesn't contrast



Square Logo

Use if big enough to read



Logo Icon

Use if not big enough to read logo



TYPOGRAPHY

Heading Adobe

Avance Pro-Bold

AaBbCcDdEeFfGgHhIiJjKkLl

Heading Canva

DM Serif Display

AaBbCcDdEeFfGgHhIiJjKkLl

Body

Lato

AaBbCcDdEeFfGgHhIiJjKkLl

ICONS

Use to add personality when needed



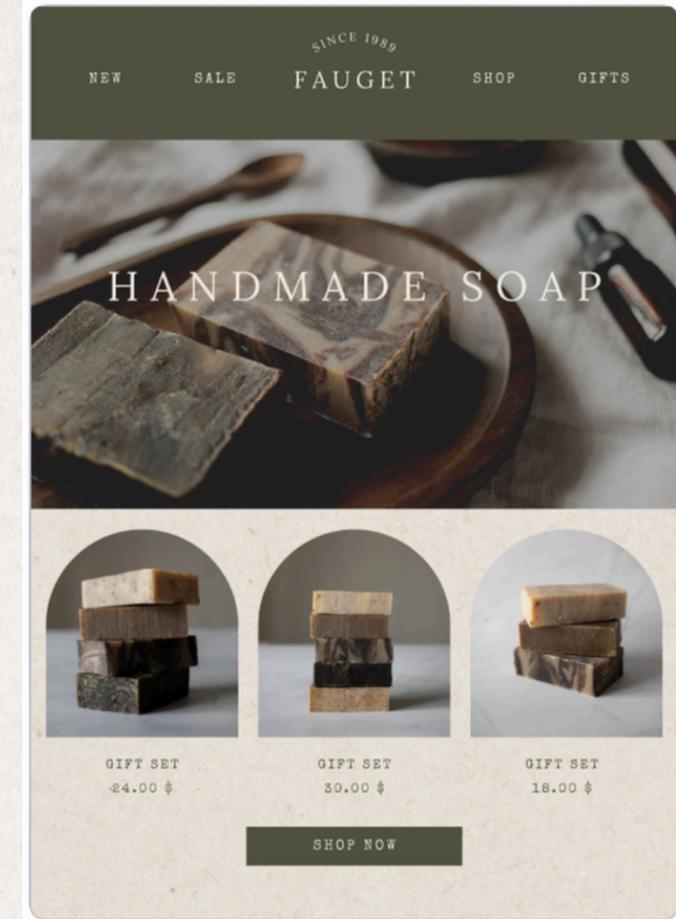
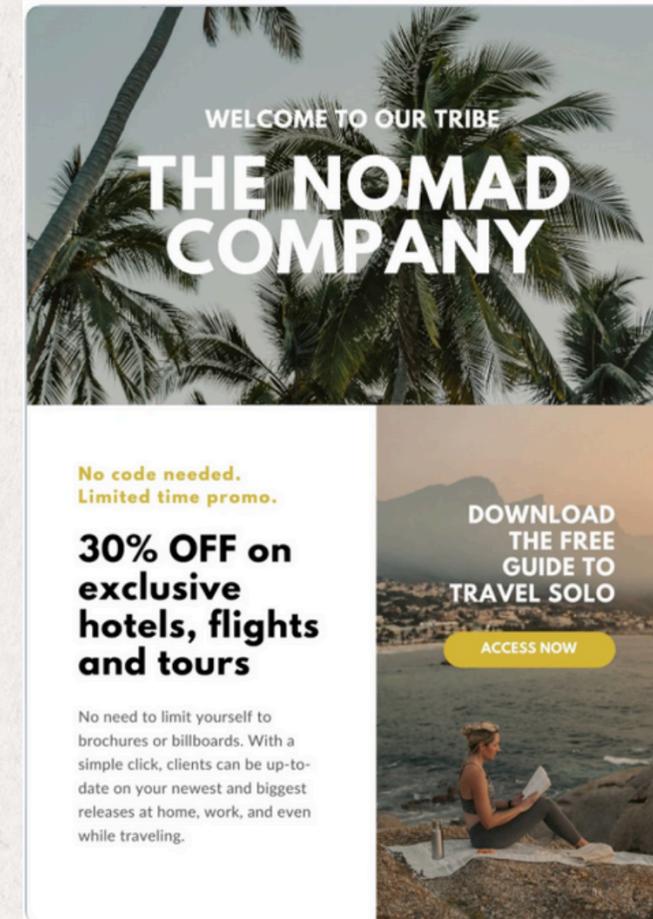
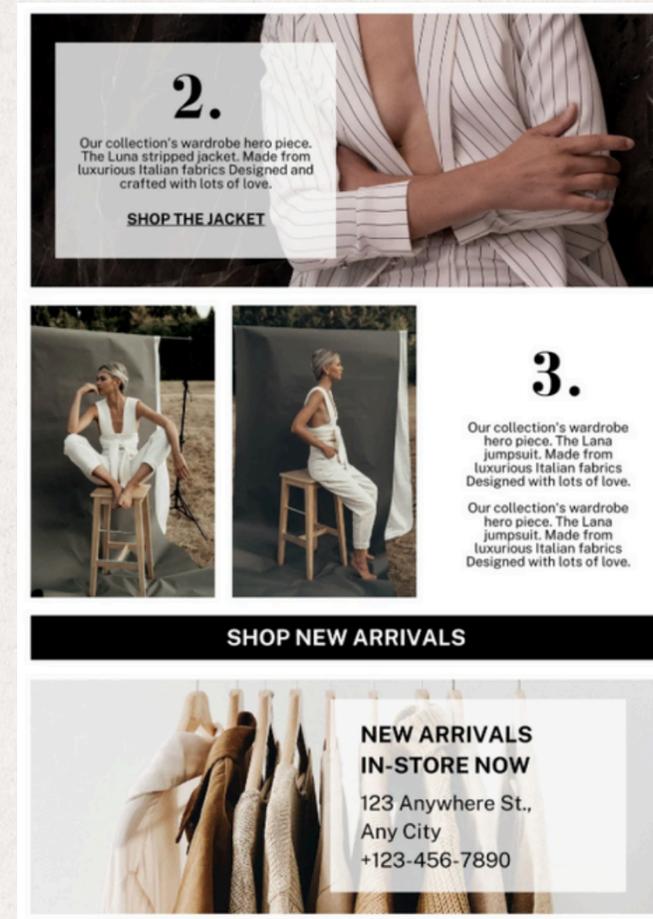
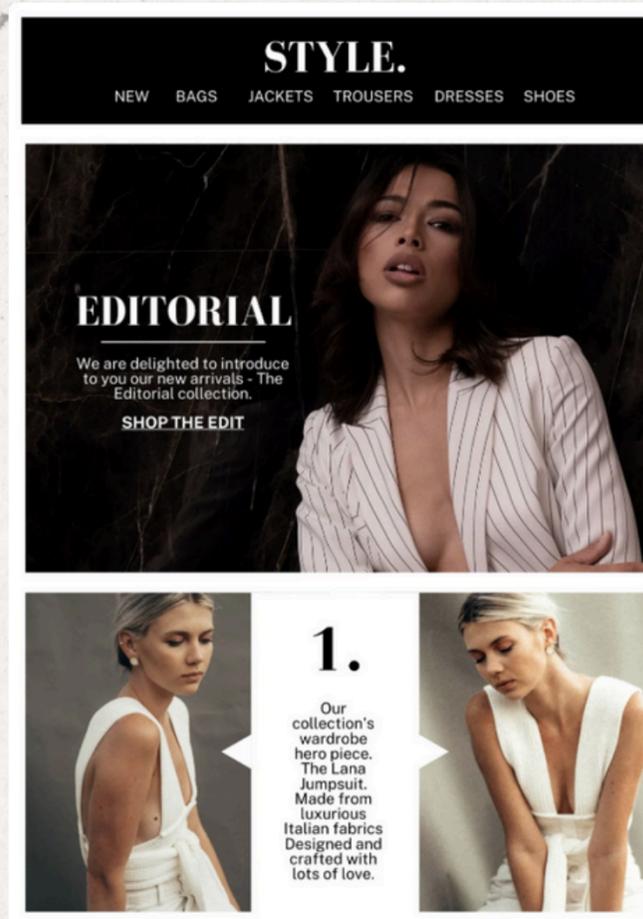
TONE OF VOICE

- Friendly
- Neighborly
- Spanglish
- Real
- Occasionally funny
- Light hearted
- Passionate about the craft

TERMINOLOGY

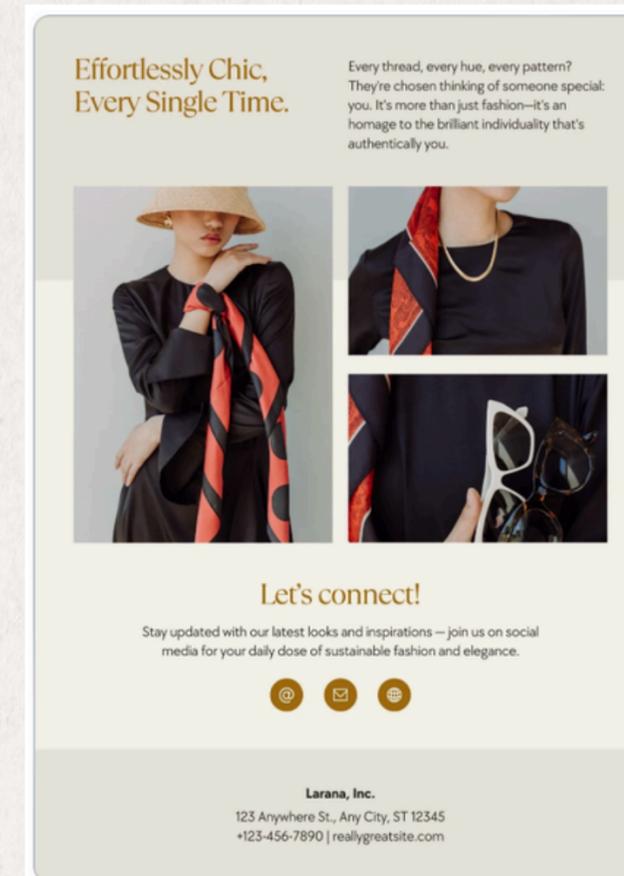
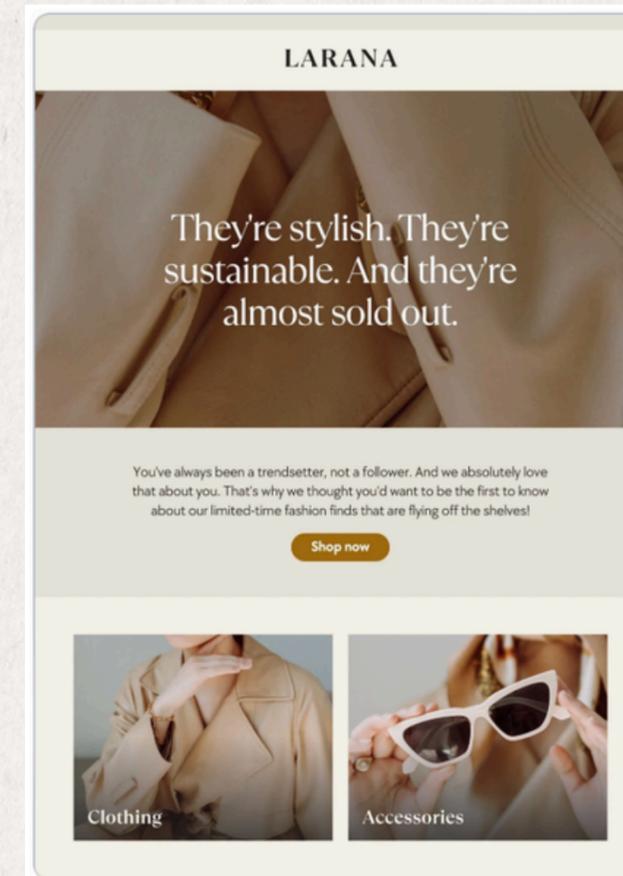
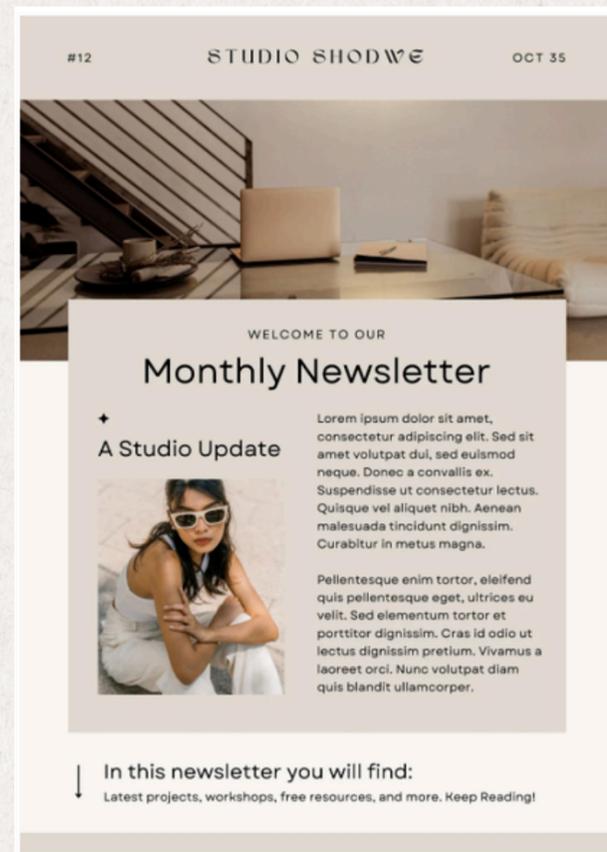
- 50/50 Beeswax Soy Wax Blend
- Hecho en Mexico
- Materials sourced in Mexico
- Signature candle designs
- Designed and handmade by us
- Original designs by us found nowhere else in the world
- Contemporary Mexican decor
- Los Cabos

GRAPHIC DESIGNS



- Image-heavy design
- Close up photography
- 1-3 row design
- Add icons for personality
- Opaque blocks with text
- Large headings over photos with black overlay
- Sharp corner images
- Center position logo

GRAPHIC DESIGNS



- 3 image block or 3 section layout
- 5pt rounded buttons
- Black or white text overlay only
- Occassional orange sub-heading
- Modern with a touch of nostalgia

EMAIL HEADERS



- Block with logo OR logo over image

EMAIL FOOTERS

Let's connect!

Stay updated with our latest looks and inspirations — join us on social media for your daily dose of sustainable fashion and elegance.

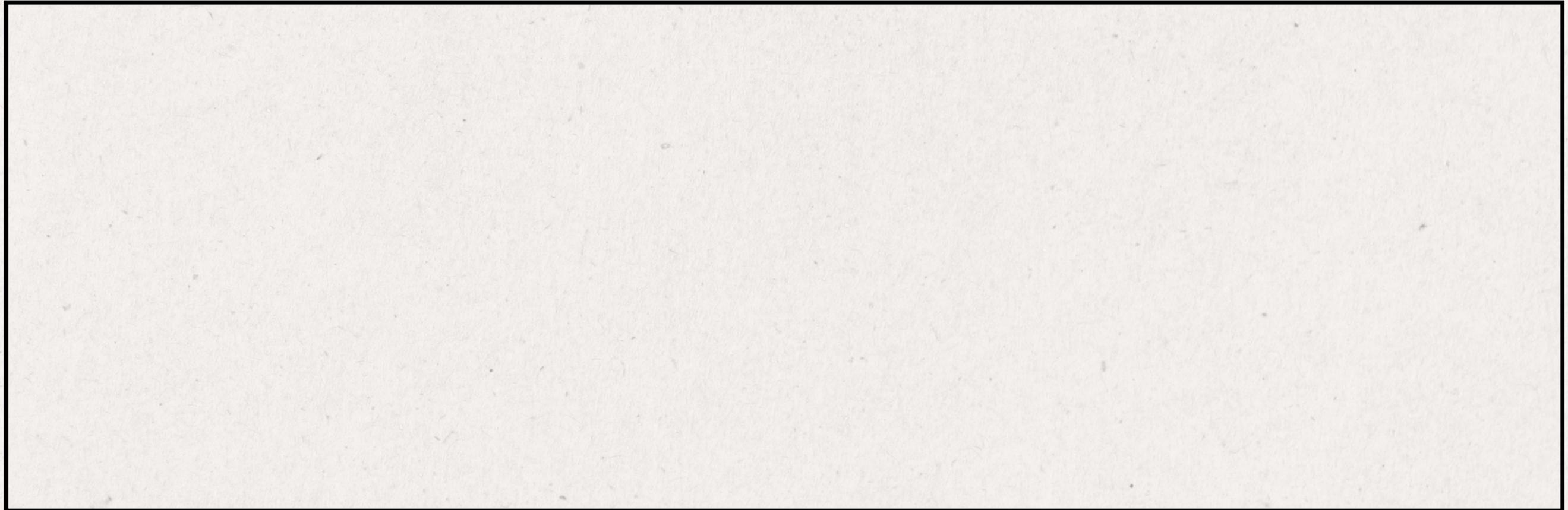


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- Social info
- Contact info
- Text only

TEXTURES



PHOTOGRAPHY

