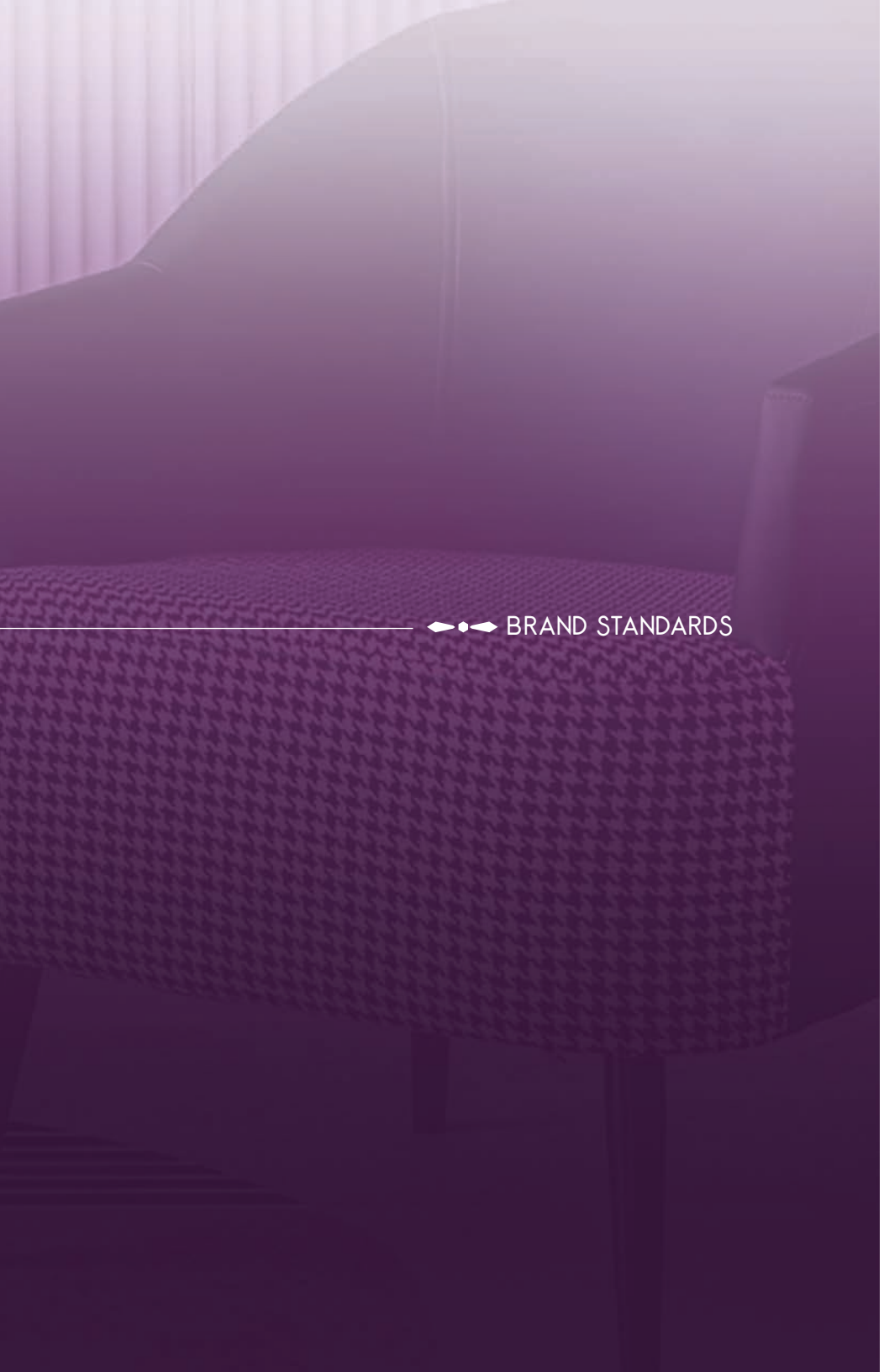


BRAND STANDARDS

The Purple Chandelier

SHOP • CONSIGN • REFINE • DESIGN

Contents and Brand Overview

Our Brand Standards

This guide exists to connect all the visual and verbal dots of The Purple Chandelier. In these pages, you'll find details surrounding the name, logos, colors, type and graphics that make up this brand's identity. We'll tell you what to use, when to use it and why it all matters.

Section 1 – Introduction

1.1 Mission Statement
1.2 Values Venn Diagram
1.3 Luxurious
1.4 Comfort
1.5 Sustainable
1.6 Quality

Section 2 – Logos & Brand Instances

2.1 Primary Logo
2.2 Acceptable Logo Variations
2.3 Secondary Logo Instances
2.4 Single Color Applications
2.5 Logo Elements
2.6 Logo Clear Spaces
2.7 Logo Minimum Size
2.8 Logo Elements In Use

Section 3 – Color Standards

3.0 Color Inspiration
3.1 Principle Purple
3.2 Our Favorite Color
3.3 Color Use and Codes

Section 4 – Typography Standards & Tone

4.1 Tone of Voice
4.2 Preservation
4.3 Font Family
4.4 Primary Body Copy
4.5 Print Layout

Section 5 – Collateral Material

5.1 Business Cards
5.2 Letterhead and Stationery
5.3 Closing – Let's make it Happen



The Purple Chandelier

SHOP • CONSIGN • REFINE • DESIGN

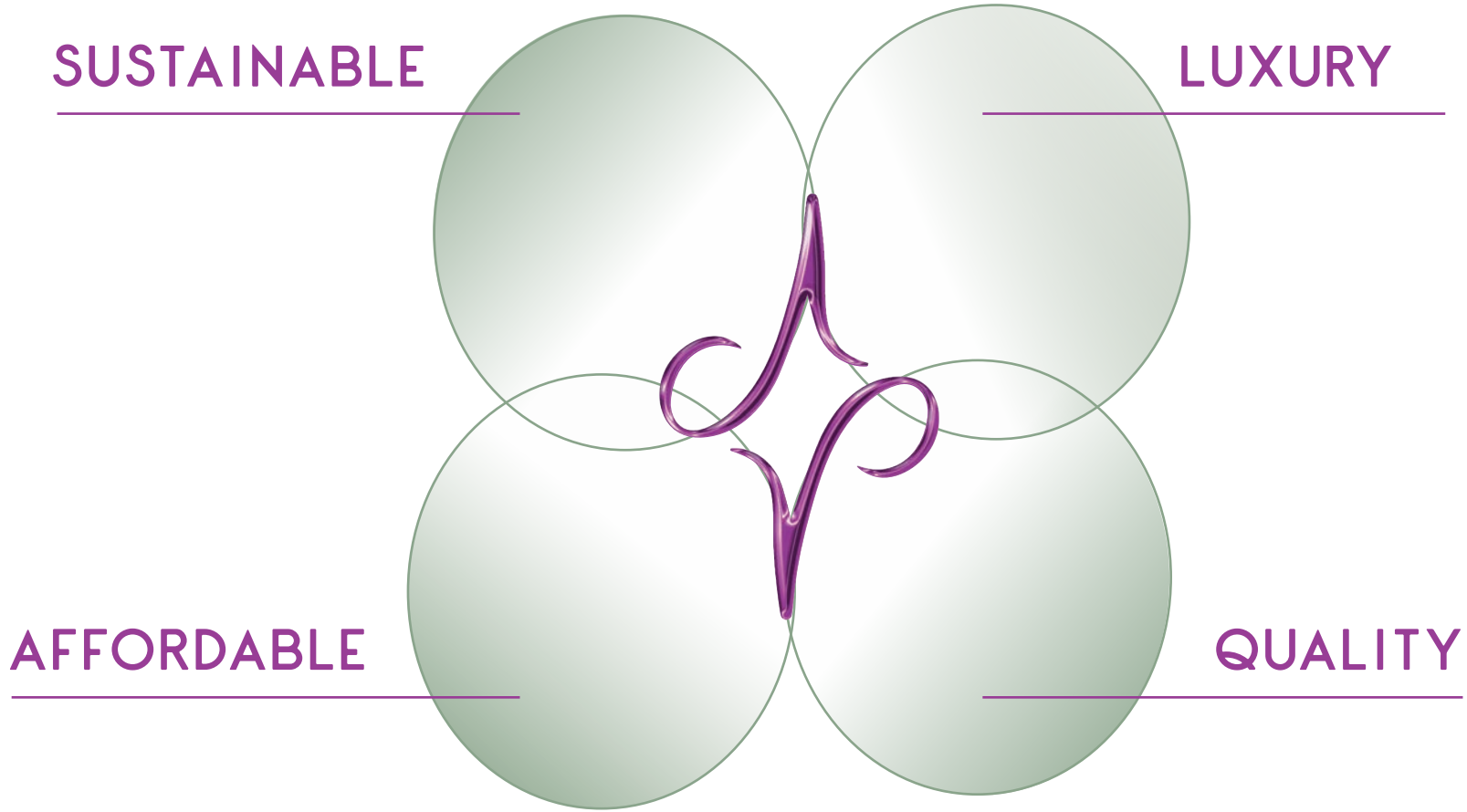
Mission Statement

Repurpose the past for a future that lasts, through luxury consignment and design.

Experience the fusion of DESIGN's most desirable elements in 30,000 square feet of previously enjoyed furnishings built by the finest craftsman in the industry and curated for the most discriminating shopper. The Purple Chandelier champions a balance between comfort, quality and luxury at a price point that makes retail look ridiculous.

I want it Now!

The Purple Chandelier combines luxurious comfort with sustainable quality to create our industry's only **affordable, high quality, on-demand design option.**



LUXURIOUS

/ ləgˈZHo͝orēəs /

Extreme comfort, made of fine material, elegant or enjoyable especially in a way that involves artistry or craftsmanship.



"Luxury lies not in the extravagance of things, but in the elegance & quality."



COMFORT

/ˈkəmfərt/

A feeling of relief or encouragement; contented well-being, a satisfying or enjoyable experience.

"A designer has a duty to create timeless, boundaryless comfort."

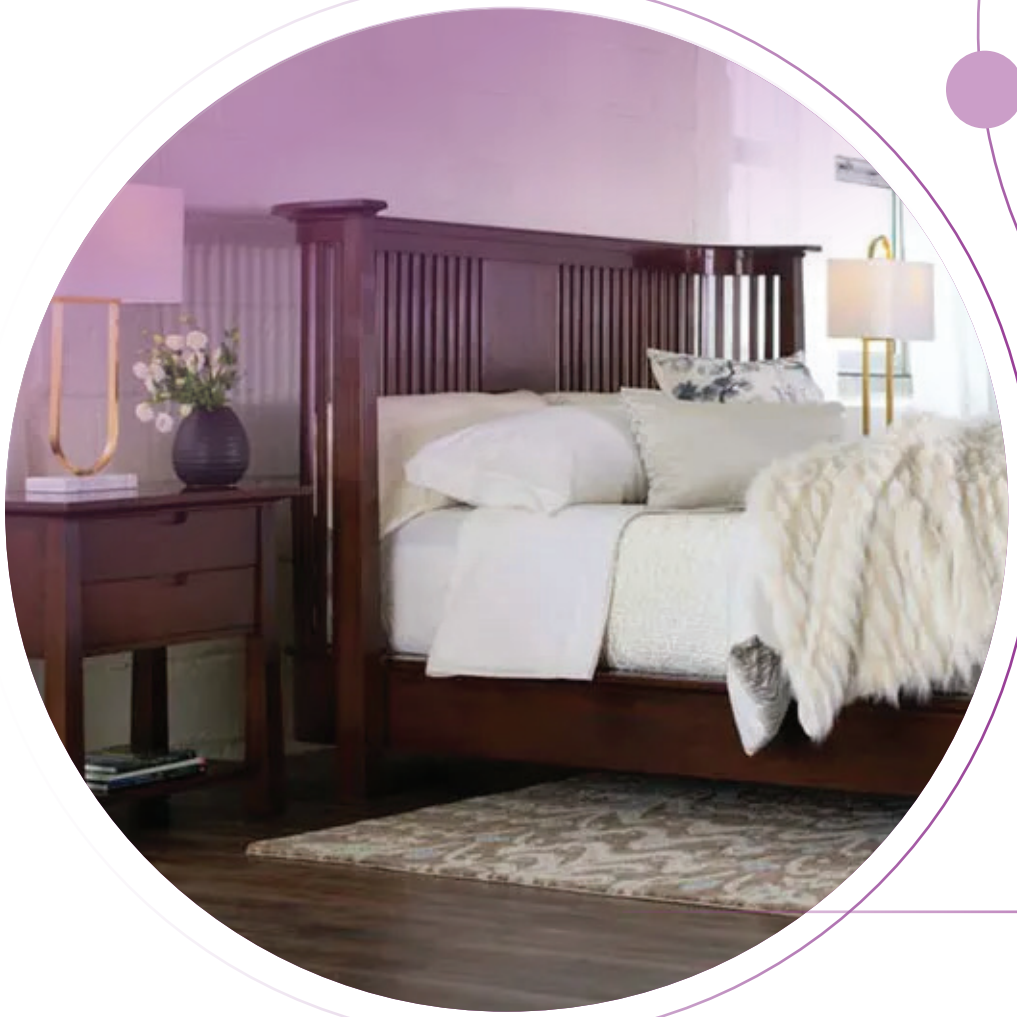
"Revived, refined furnishing is the only sustainable design option that satisfies the desire for luxury in a way that is easy on the bank account and good for the world."



SUSTAINABLE

/səˈstānəb(ə)l/

A method of harvesting or using a resource so that the resource is not depleted or permanently damaged; fiscally responsible; ability to maintain at a certain level.



"Each piece is carefully curated from a previously owned offering in an attempt to preserve the quality pieces that deserve the right to tell a second or third story."

QUALITY

/ˈkwäləd ē/

Extreme comfort, made of fine materials, elegant or enjoyable especially in a way that involves artistry or craftsmanship.

Logo and Brand Instances

General Overview

The Purple Chandelier, including the logos, name, colors and identifying matter are elements that define the company to people out in the world. For this reason, it's important to note we are all responsible for protecting the brand's interests by preventing unauthorized or incorrect use of The Purple Chandelier name and marks.

Section 2.1 - Primary Logo
> Primary Logo Instances
> Construction
> Breakdown

Section 2.2 - Acceptable Logo Variations
> (A) Primary Logo
> (B) Fancy Chandelier
> (C) Gold Chandelier
> (D) Transport

Section 2.3 - Secondary Logo Instances
> Examples (A-E)

Section 2.4 - Single Color Applications
> Examples (A-D)

Section 2.5 - Logo Elements
> (A) Chain
> (B) Houndstooth
> (C) Chair with Houndstooth

Section 2.6 - Logo Clear Spaces
> Breakdown
> Example

Section 2.7 - Logo Minimum Size
> Breakdown
> Examples

Section 2.8 - Logo Elements in Use
> Digital / Print Examples

Primary Logo Instances: Brand Logotypes

Primary Logo

The Purple Chandelier primary logo is composed of the wordmark and abstract purple chandelier. The wordmark was chosen for its comfortable, luxuriously modern style. The directional tips of the edges imply a continuous cycle similar to the recycling logo. The empty center represents the void we fulfill in the luxury design market for sustainable & budget friendly furnishing.

Tagline

Shop. Consign. Refine. Design. A summary to the services we provide, in which, we take great pride.

Primary Wordmark and Symbol



Acceptable Logo Variations

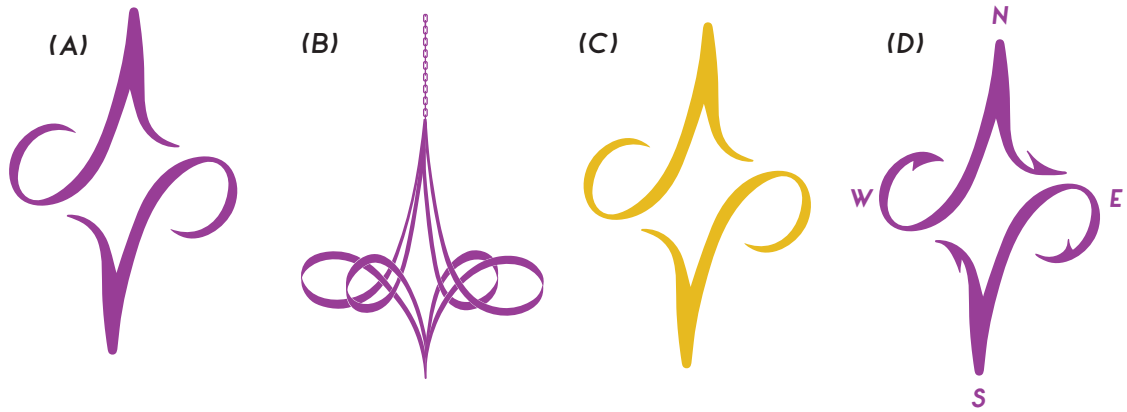
Version (A) Primary Logo
To be printed as metallic whenever possible. In dimensional gloss whenever it's not possible. Rarely in flat.

Version (B) Fancy Chandelier
Fancy Chandelier to be used on the website and as a model for the neon sign. May also be used for TPC Design.

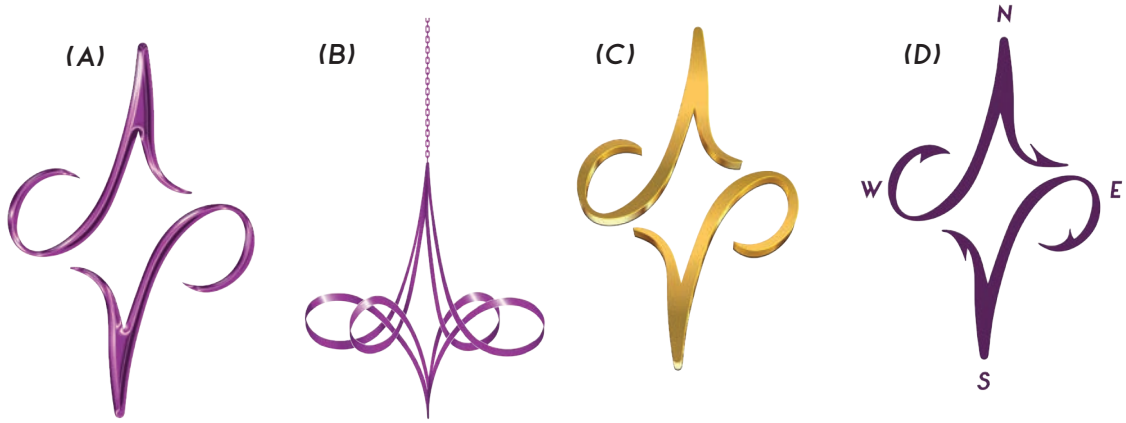
Version (C) Gold Chandelier
Gold Chandelier will be used for Las Vegas Gold Buyers.

Version (D) Transport
Transport will be used for TPC Transport with the arrow edges and compass direction.

FLAT LOGO SAMPLES



GLOSS LOGO SAMPLES



Secondary Logo Instances

Version (A)
The abstract purple chandelier can be placed in-line with the tagline for when a horizontal version is needed.

Version (B-C)
The Chandelier logo examples to the right are a great way to utilize our brand elements without feeling too repetitive. Have fun with the brand just make sure that our Brand is the first thing people see.

Version (D)
Use whenever the name is needed alone.

Version (E)
Use whenever the name and tagline are needed.

(A)



(B)



(C)



(D)



(E)



Single Color Applications

Version (A)

When a single color usage on a light background is called for we want to obtain a high contrast from the background. Clean and crisp is what we are going for.

Version (B)

Often times you will want to use the Purple Chandelier branding on a flooded color background. When doing so, please only use a color from the brand colors that allows for the most contrast possible and underlay the houndstooth pattern if possible.

Version (C)

Mixed white with dark background. Logo on white and name on purple with possible Houndstooth.

Version (D)

White on purple.

(A)



(B)



(C)



(D)



Logo Elements

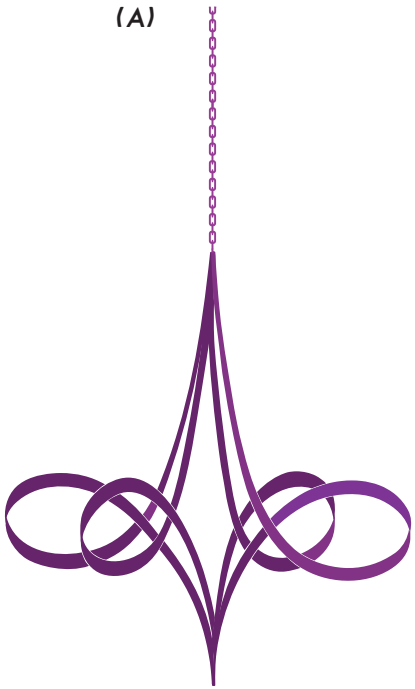
Logo and design elements can be added and used with to enhance design projects.

(A) Chain

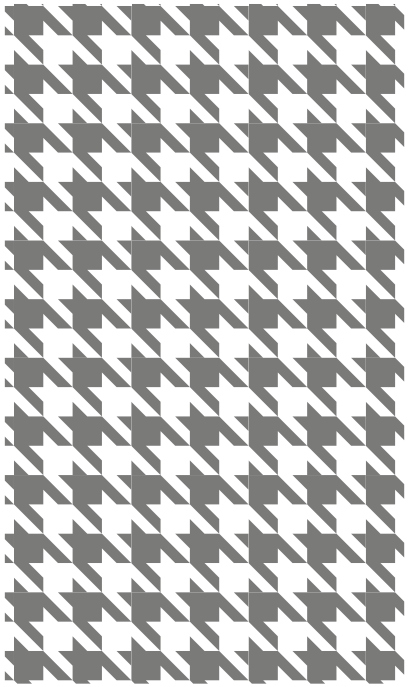
(B) Houndstooth

(C) Chair With Houndstooth

(A)



(B)



(C)



Logo Clear Spaces

Clear Space

In placement or positioning of each of the brand logos, clear space is known as the comfort zone surrounding the logo. Meaning, it's the smallest distance that should be allowed between the Purple Chandelier branding elements and any other graphic object. The text "Chandelier" is the base measurement for "X" this distance should grow proportionally with the logo mark as it sizes up and down.

More space is always better and should be used whenever possible to avoid crowding the Purple Chandelier logo.

Chandelier = X



Logo Minimum Size

Minimum Sizing (based on 300dpi)

It's crucial to adhere to minimum sizing guidelines so that each of the Purple Chandelier Brand elements appears legibly for all print or on screen instances. When designing, please be mindful of the following minimum sizing direction.

Abstract Logo with Tagline



Print: 30 mm or 1.1811"
On Screen: 354 px

The Chandelier logo without Tagline



Print: 12 mm or .47"
On Screen: 142 px

Solid Abstract logo without Tagline



Print: 10 mm or .39"
On Screen: 118 px

Logo Elements in Use

Digital / Print Applications

Displayed are a few examples of how we can utilize some of the Purple Chandelier logo elements.












Color Inspiration!

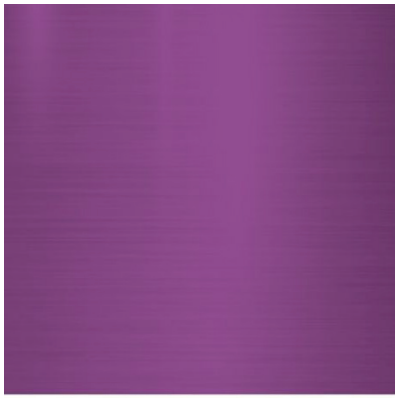
INSPIRATION COMES FROM MANY SOURCES

Principle Purple

Second to the logo, color is the most essential and evocative piece in visual identity. You don't design your home decor with colors that don't suit you. The same goes for a brand. Which is why we thoughtfully chose a palette that aligns with our values.

Section 3.1 – Principal Color Standards

> Color Inspiration
> PMS Metallic Colors
> PMS Colors
> CMYK Breakdown
> RGB Breakdown
> Hex Code



Pantone Metallic Shimmers
20-0118 TMP
Scottish Thistle



The Purple Chandelier
Pantone 513

Our Chandelier
may be purple. . .

but our favorite color is green.

Color Uses and Codes

The Purple Chandelier palette is defined by five core colors: Purple, Gold, Silver, Sage Green and Charcoal Gray. The Charcoal Gray allows us to be as flexible as we need to with our supporting colors. Use the metallic colors provided whenever possible but we've also supplied the Pantone basic equivalent to the metallics when necessary. These colors are our primary brand colors and should be used in conjunction with photography-inspired hues whenever possible. Color should be fun and exciting like our brand and can be used in typography, merchandise, or with brand elements.

Scottish Thistle

Pantone Metallic Shimmers
20-0118 TPM

Fleur De Lis

Pantone Metallic Shimmers
20-0047 TPM

Ice Palace

Pantone Metallic Shimmers
20-0002 TPM

Pantone 513

Web: #983c97

C: 45	R: 152
M: 90	G: 61
Y: 0	B: 151
K: 0	

Pantone 123 Gold

Web: #e7bb20

C: 10	R: 231
M: 25	G: 187
Y: 100	B: 32
K: 0	

Pantone Cool Gray 2

Web: #d0cfce

C: 18	R: 208
M: 14	G: 207
Y: 15	B: 206
K: 0	

Pantone 5635

Web: #89a48b

C: 49	R: 137
M: 24	G: 164
Y: 50	B: 139
K: 1	

Pantone Cool Gray 11

Web: #54565a

C: 66	R: 84
M: 57	G: 86
Y: 51	B: 90
K: 29	

Typography Standards and Tone

General Overview

Today more than ever, type is an integral piece of the branding world. In fact, brands literally cannot survive without it. And with so many variations, it's important to choose typographic standards that provide clarity and act as an extension of the brand itself.

Section 4.1 – Tone of Voice

> The Purple Chandelier Tone of Voice

Section 4.2 – Font Family

> Primary Display Type Family
> Primary Body Copy Type Family
> Type Specimen
> Breakdown

Section 4.3 – Primary Body Copy

Section 4.4 – Print Layout

> Type Layout
> Usage



The Purple Chandelier Tone of Voice

Determining the brand voice of the Purple Chandelier allows the way we communicate both internally and to the outside world to be consistent and congruent. All copy materials representing The Purple Chandelier should convey a sense of a fun and creative tone. Whether we are communicating to individual customers, retailers or prospective employees, every message counts. When crafting copy, remember to use a tone that communicates our brand, we are all about high end consignment, design and staging. We are here to support our customers no matter where they are or who they are. We are all about the preservation of quality furnishings in our industry.

Preservation

OF QUALITY FURNISHINGS

Font Family

Breakdown

The display family "Satisfaction Pro" and "George Rounded Semibold" is the preferred headline/display font for the Purple Chandelier branded copy whenever possible. The two fonts can be used with each other when wanting to highlight header words.

Portraying a clean, modern feel, these fonts allow us to be creative and fun. It should be used in instances such as large display type graphics, title headlines, and sub-headlines where eye-catching visuals are vital.

Satisfaction Pro

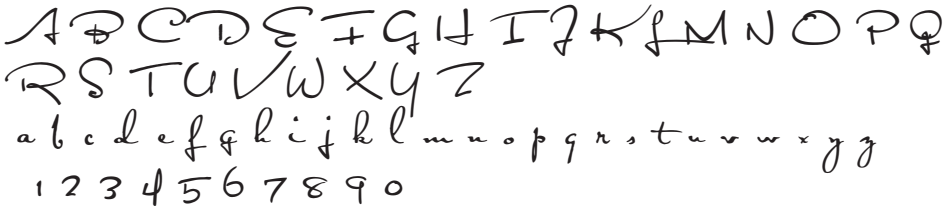
Display type family

EXAMPLE HEADING

George Rounded Semibold (330 letter spacing)



SATISFACTION PRO – 1 STYLE



Aa

GEORGE ROUNDED – 8 STYLES

GEORGE ROUNDED SEMIBOLD
GEORGE ROUNDED BOLD
(use with the Semibold or Bold for Headers when possible)

Primary Body Copy

Breakdown

The sans-serif "George Rounded Regular" is the primary font of choice for all the Purple Chandelier branded body copy whenever possible.

This type family conveys a friendly spirit while easily staying within the modern professional realm. George Rounded is a great choice for both print and digital applications with eight styles to choose from when needed.

Bb

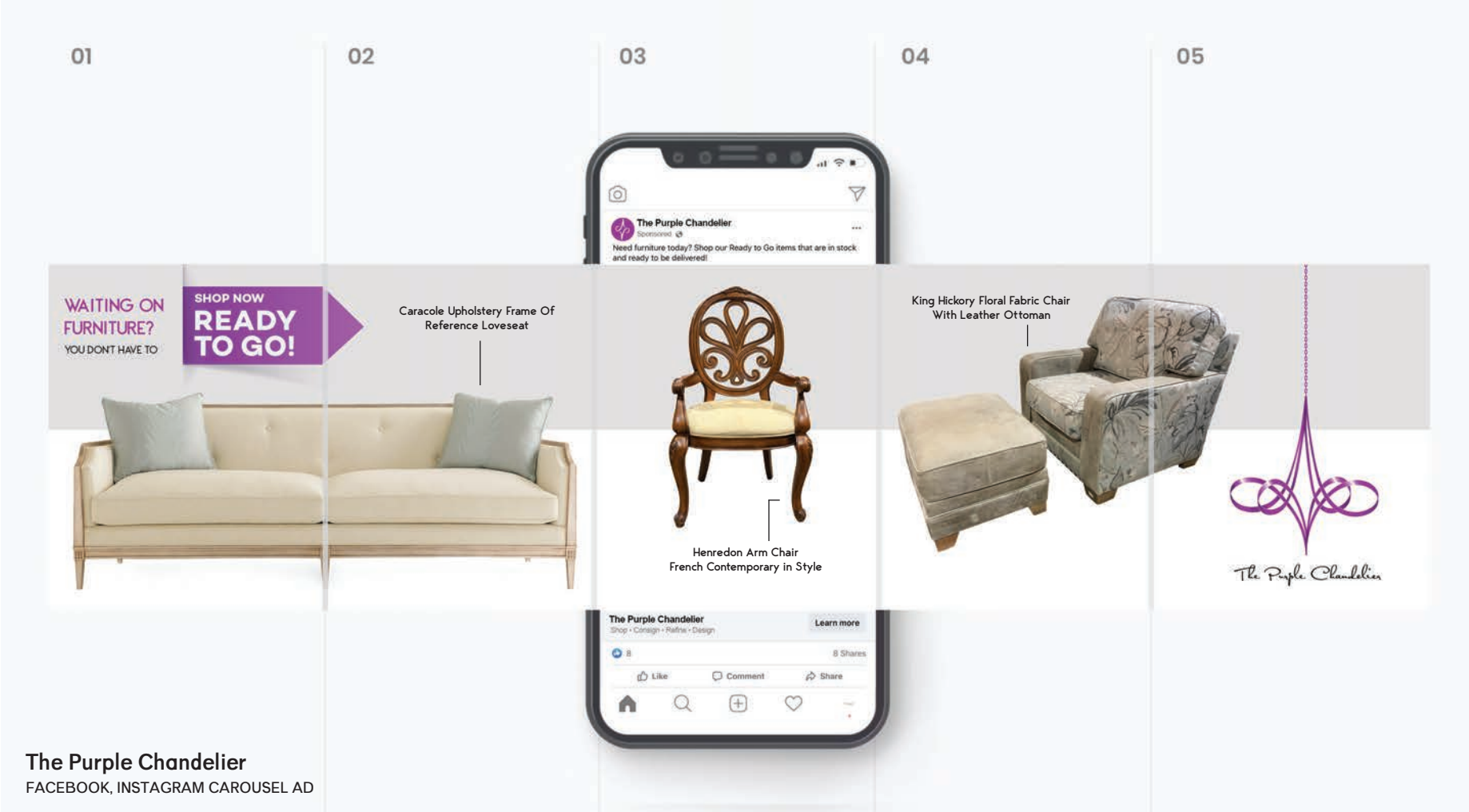
GEORGE ROUNDED – 8 STYLES

GEORGE ROUNDED LIGHT
GEORGE ROUNDED LIGHT ITALIC
GEORGE ROUNDED REGULAR
GEORGE ROUNDED REGULAR ITALIC
GEORGE ROUNDED SEMIBOLD
GEORGE ROUNDED SEMIBOLD ITALIC
GEORGE ROUNDED BOLD
GEORGE ROUNDED BOLD ITALIC

Example Layout

Breakdown

The example below shows how to properly use some of the Purple Chandelier elements and colors together to create an advertisement. A clear hierarchy is created using the Type standards on the previous pages. Notice how the logo is not crowded by other elements and the call to action is clear and concise.



The Purple Chandelier
FACEBOOK, INSTAGRAM CAROUSEL AD

Business Cards Specifications

- Printed 2-sided
- 120 lb. Coated Cover Stock
- Metallic purple and Pantone Cool Gray 11





Front



Back

Letterhead Specifications

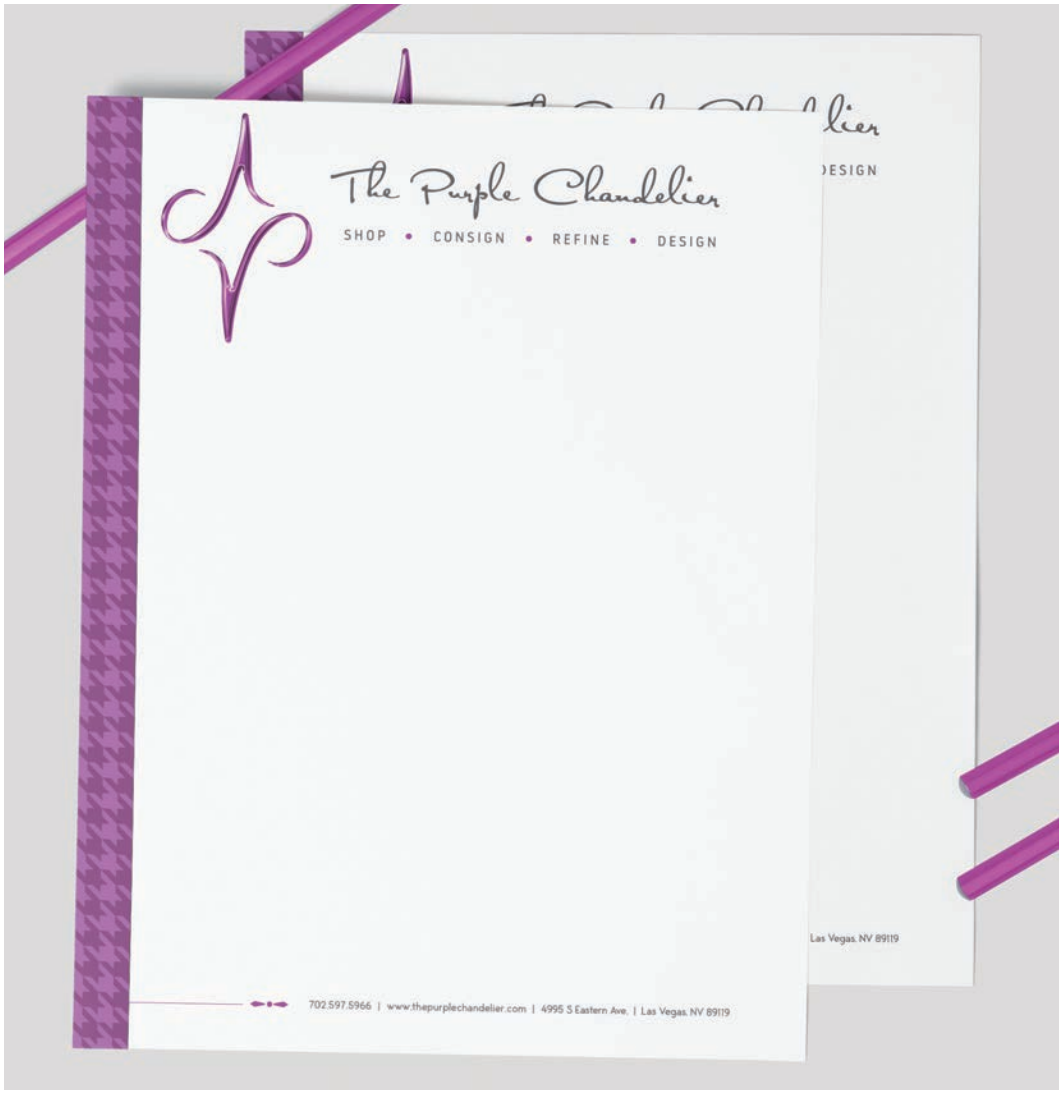
- Printed 1-side
- Full Bleed
- 60 lb. uncoated text
- Metallic purple/Pantone Cool Gray 11



Front of card with envelope - folded with .5" hangover



Back of card



Note Cards Specifications

- Printed 2-sided
- Full Bleed (5.5" x4.25" folded)
- 80 lb. uncoated cover
- Metallic purple/Pantone Cool Gray 11
- A-2 Envelope (4.375" x 5.75")

Preserving quality furnishings

LET'S MAKE IT HAPPEN

The Purple Chandelier

Shop. Consign. Refine. Design. We believe there's a sustainable pathway to creating a luxurious sanctuary while honoring the art and craftsmanship behind fine furnishing. We take great care in designing, creating and innovating the previously enjoyed pieces for our customers, and that is a direct reflection of the care we take with our own brand.

The Purple Chandelier

SHOP • CONSIGN • REFINE • DESIGN