fashion BOX
BRAND BOOK

WATCH YOUR STYLE

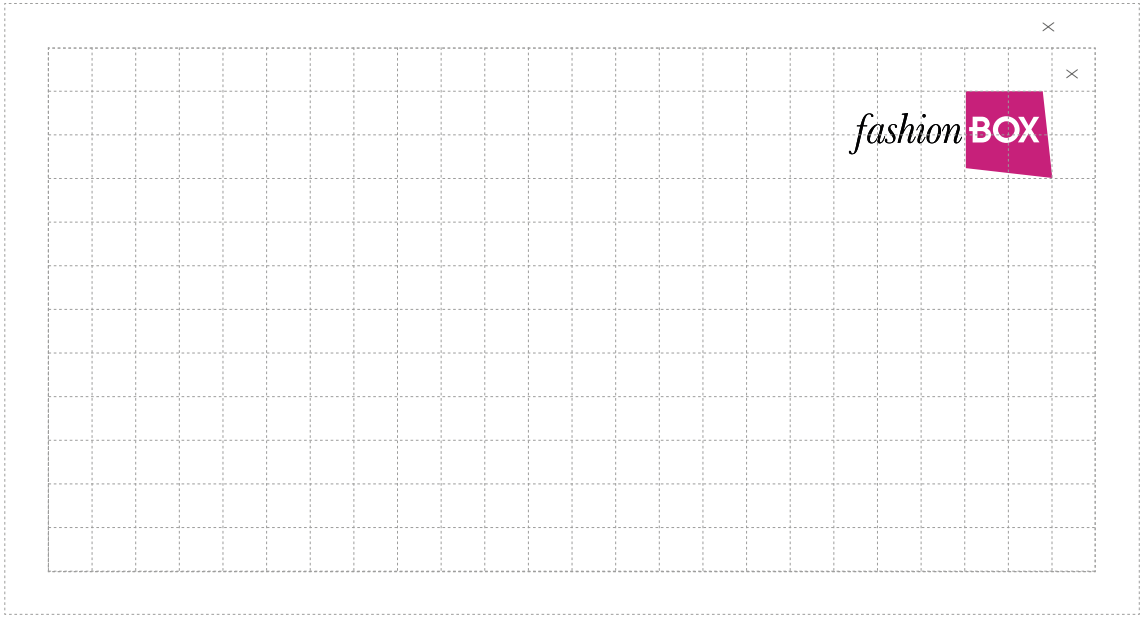
01 BRAND LOGO

fashion
BOX

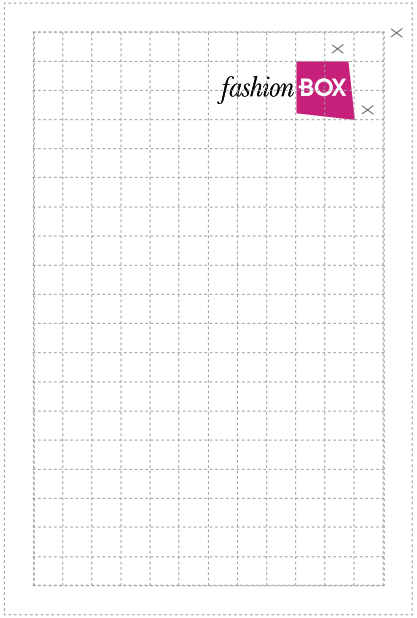
LOGO RATIO

LOGO CLEAR SPACE

Landscape



Portrait



02 TYPOGRAPHY

THE CORPORATE FONTS AND TYPOGRAPHY

THE FONT

The old posters and signs in the traditional neighborhood of NOVECENTO inspired to design a typeface that rescues the beauty of urban typography from the first half of the twentieth century.

NOVECENTO

PRIMARY FONT
NOVECENTO
WIDE FAMILY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z	Bold	-
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z	Book	
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z	Regular	
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z	Light	
0 1 2 3 4 5 6 7 8 9 0	Figures	
! “ § $ % & / ( ) = ? ` ; : ¡ “ ¶ ¢ [ ] | { } ≠ ¿ ‘ « ∑ € ® † Ω ¨ / Ø ϖ • ± ‘ Æ Œ @ Δ º ª © ƒ ∂ , Å ¥ ≈ Ç	Special Characters	

TYPE EXAMPLES
NOVECENTO

THE CORPORATE FONTS AND TYPOGRAPHY

THE FONT

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. A few condensed styles are also available.

SECONDARY FONT OPEN SANS

OPEN SANS

-

TYPE EXAMPLES OPEN SANS

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! “ § $ % & / ( ) = ? ` ; : ¡ “ ¶ ¢ [ ] | { } ≠ ¿ ‘
« ∑ € ® † Ω ¨ ⁄ ø π • ± ‘ æ œ @ Δ º ª © ƒ ∂ , å ¥ ≈ ç

CONTEXT TEXT AND INNER HEADLINES

Caption Text

FashionBox
-
Open Sans Regular
6 pt Type / 9 pt Leading

Copy text

FashionBox
-
Open Sans Regular
8 pt Type / 11 pt Leading

Headlines Copytext

FASHIONBOX
-
NOVECENTO WIDE MEDIUM-Capital Letters
10pt Type / 10pt Leading

HEADLINES AND TYPOBREAKS

Sublines Sections

FASHIONBOX
-
NOVECENTO WIDE BOLD - Capital Letters
16pt Type / 16pt Leading

Big Headlines and Title

FASHIONBOX
-
NOVECENTO WIDE BOLD - Capital Letters
34pt Type / 30 pt Leading

Sequencer and Title

FASHIONBOX
-
NOVECENTO WIDE BOLD - Capital Letters
48pt Type / 48 pt Leading

03 BRAND COLORS

fashionBOX

Color 1

Color Codes

Color 2

Color Codes

CMYK : C 0 M 0 Y 0 K 100
Pantone : 297C
RGB : R 34 G 31 B 32
Web : 231f20

04 CHANNEL LOGOS

LOGO POSITIVE VERSION

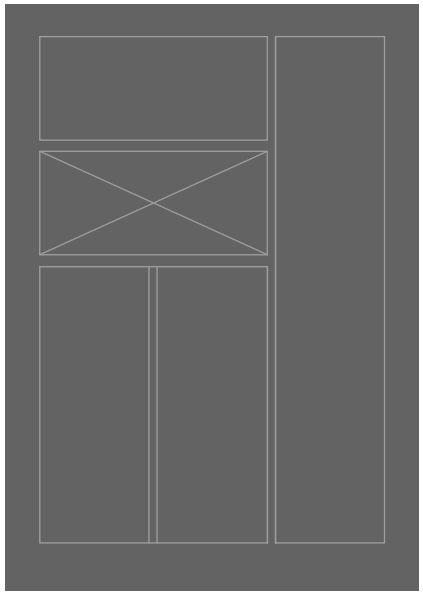
LOGO NEGATIVE VERSION

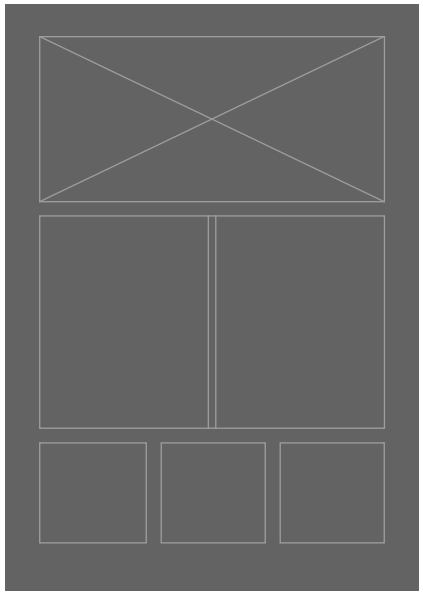
The Logo Light Version

The Logo Dark Version

LOGO WHITE VERSION

05 GRID SYSTEMS





FASHIONBOX CUSTOMIZED GRID SYSTEMS

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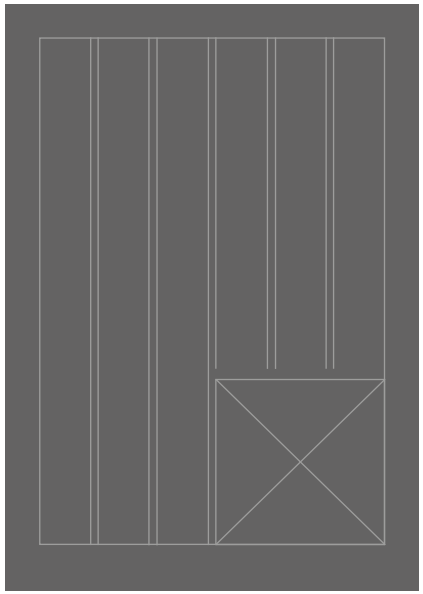
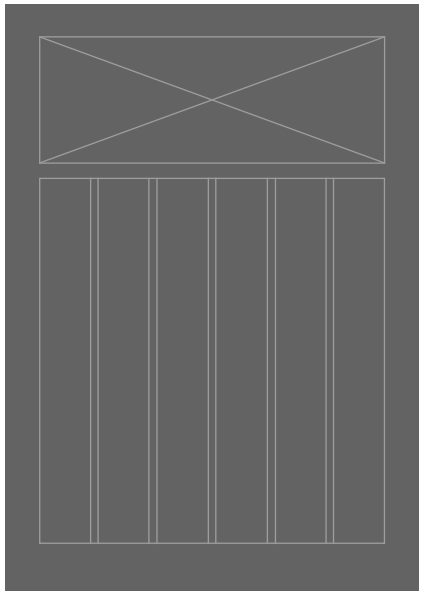
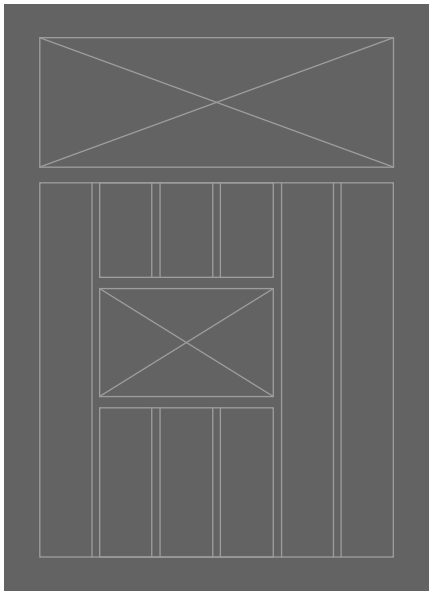
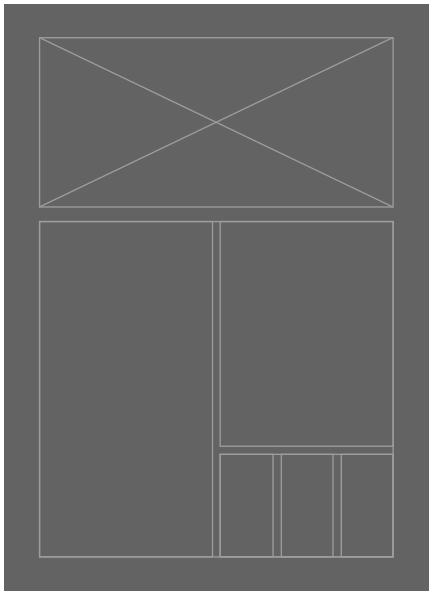
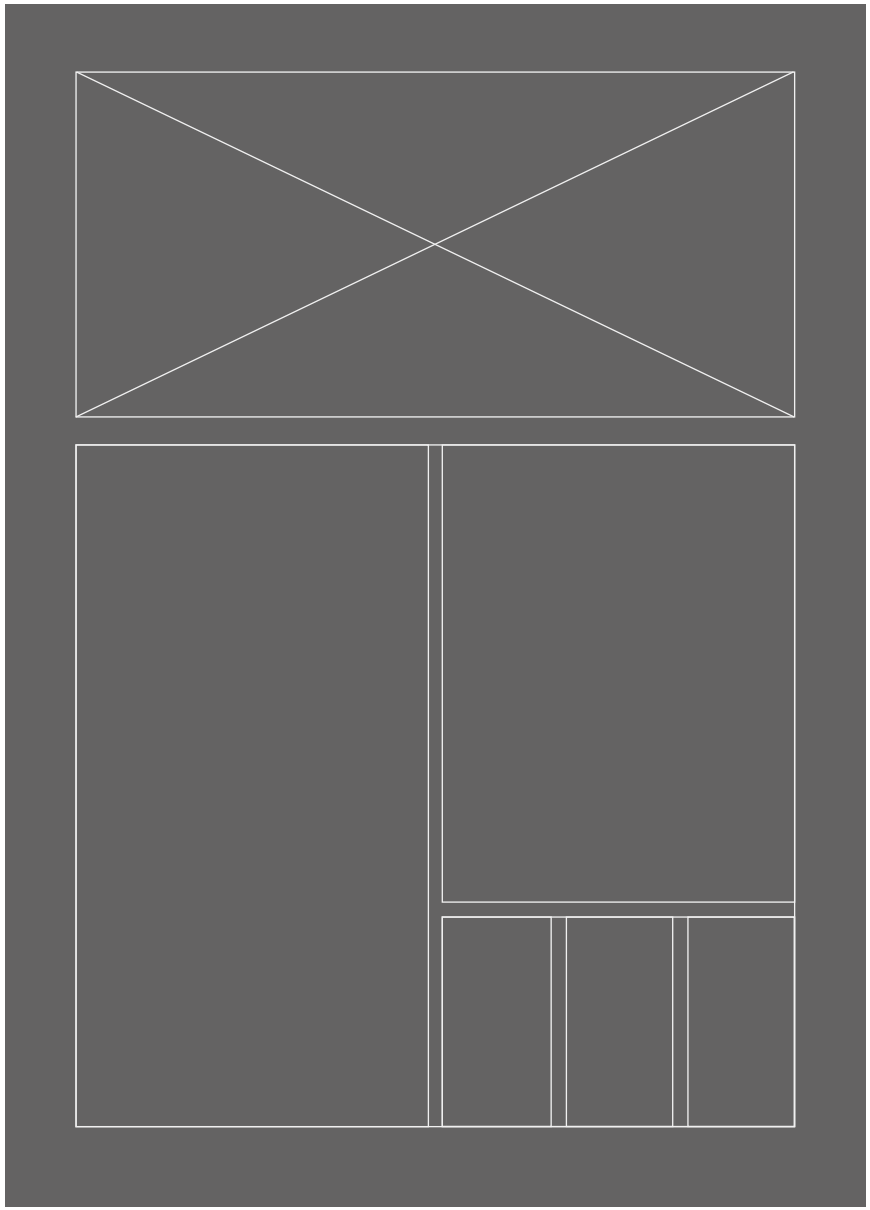
A4 VERTICAL GRID SYSTEM EXAMPLES











FASHIONBOX CUSTOMIZED GRID SYSTEMS

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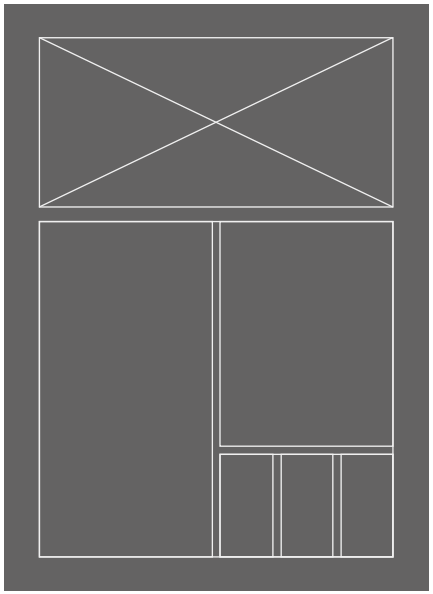
Example:
Poster A3



A3 VERTICAL GRID SYSTEM EXAMPLES

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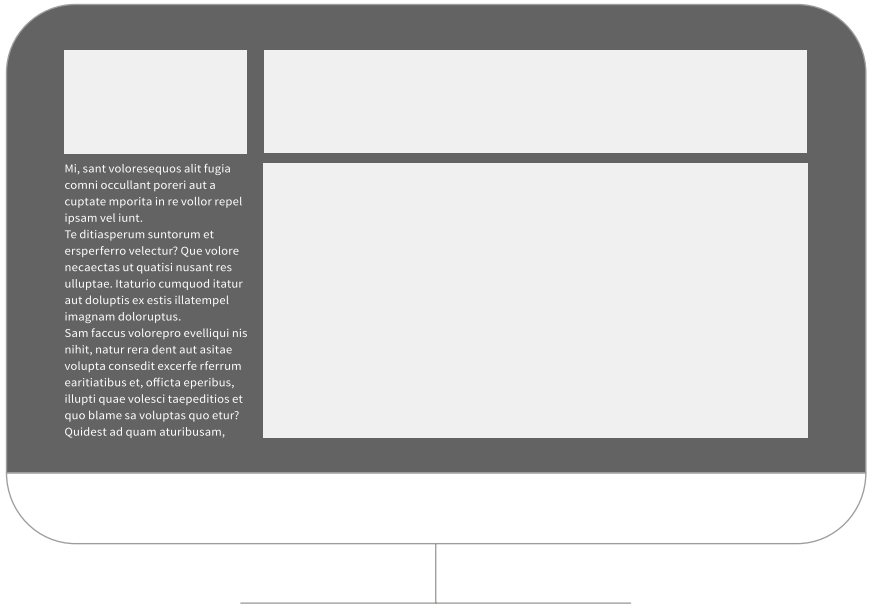
Explanation:
This shows an approved layout with a typography grid for a A3 Poster of Design.Inc.

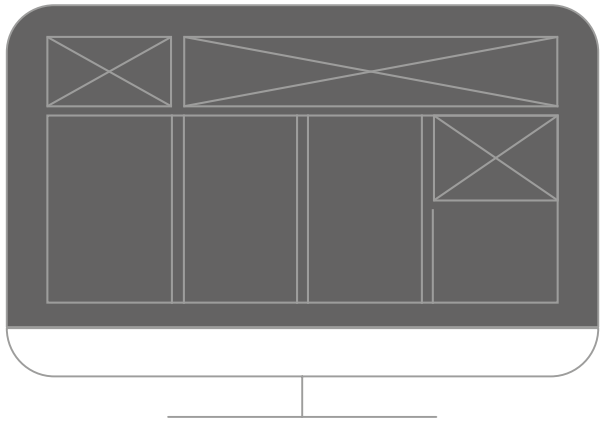
FASHIONBOX
CUSTOMIZED GRID SYSTEMS

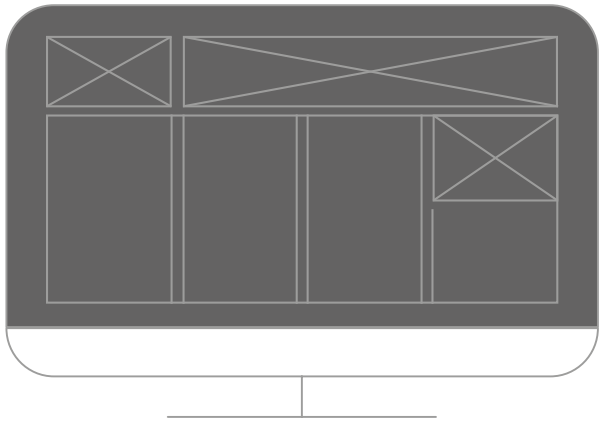
SCREEN HORZONTAL GRID SYSTEM EXAMPLES

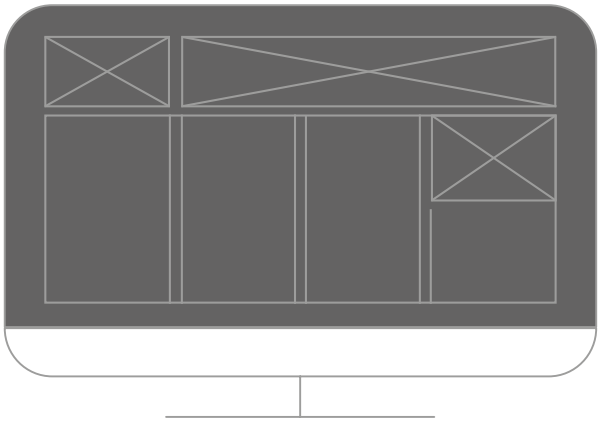


Examples:

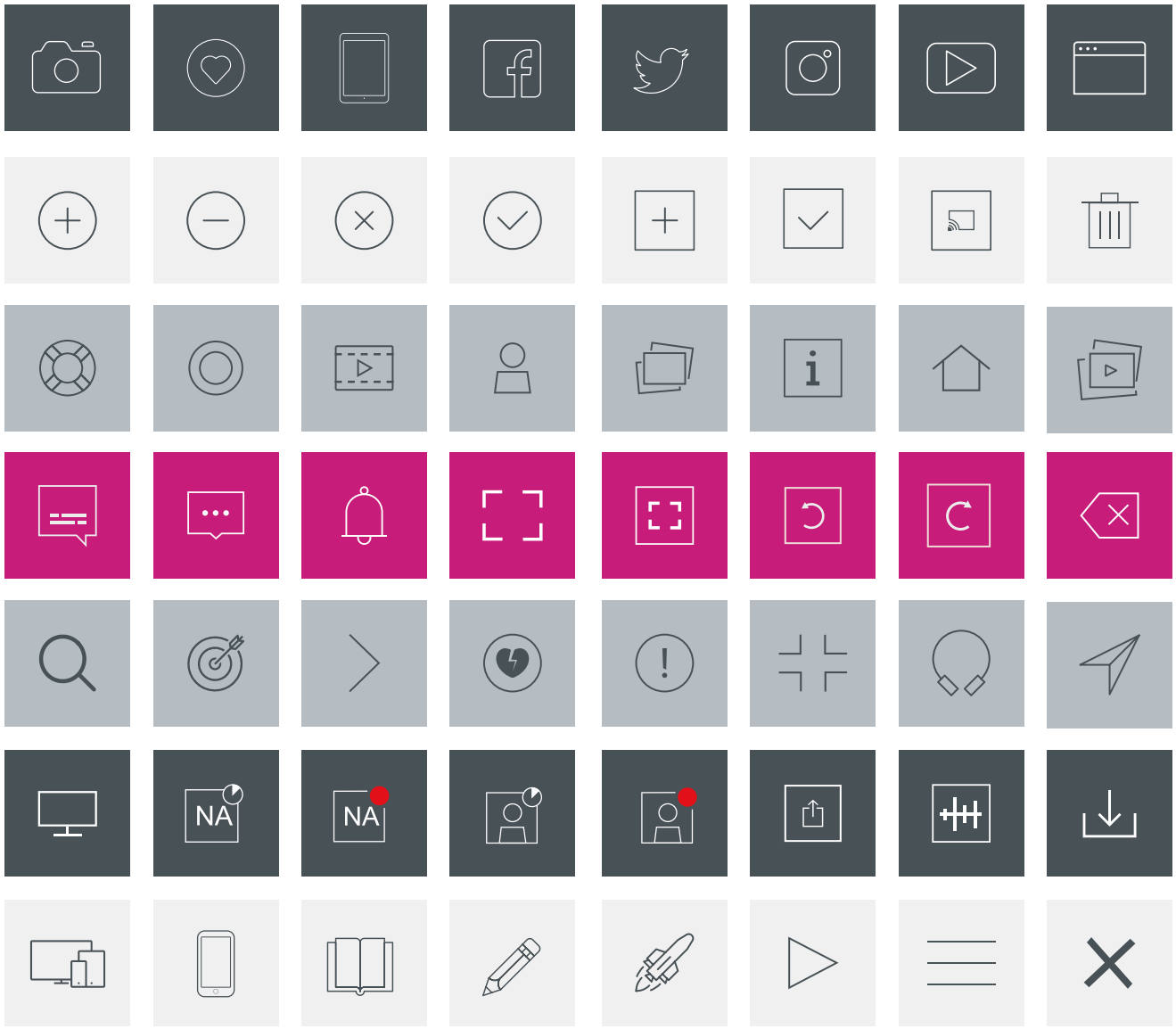
Screen Grids







06 ICONOGRAPHY



EXAMPLES FOR SPI CORPORATE ICONOGRAPHY SYSTEM

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How to:

- only use icon with a backround
- minimum stroke size: 1 pt
- upscale only proportional

fashion BOX