

# Visual Identity Guideline

2021

# Introduction

The guidelines in this document explicitly describe the visual elements that represent the Lirika Matohsi brand. This includes the logo and its variation, typography, color and other identifying graphic elements.

Each design element should be consistent in reflecting the brand's balance between playfulness and elegance.

# Contents

## Introduction

### 1.0 Brand Strategy

- 1.1 Values
- 1.2 Aesthetic
- 1.3 Mission Statement
- 1.4 Tagline

### 2.0 Logo Family

- 2.1 Variations
- 2.2 Character Set
- 2.3 Breathing Room
- 2.4 Incorrect Usage
- 2.5 Examples

### 3.0 Typography

- 3.1 Primary and Secondary Typefaces
- 3.2 Weights
- 3.3 Examples

### 4.0 Icons

- 4.1 Icon System
- 4.2 Construction
- 4.3 Patterns
- 4.4 Examples

### 5.0 Color

- 5.1 Swatches
- 5.2 Gradients
- 5.3 Examples

### 6.0 Photography

- 6.1 Website
- 6.2 Social Media

### 7.0 Applications

- 7.1 Letterhead
- 7.2 Business Card
- 7.3 Envelopes
- 7.4 Poster
- 7.5 Brochure
- 7.6 Apparel Tag
- 7.7 Tote Bag
- 7.8 Packaging
- 7.9 Website
- 7.10 Instagram

# 1.0 Brand Strategy



## 1.1 Values

The Lirika Matoshi brand is a 100% woman-run and woman-owned business. It values a close-knit and friendly working environment, sustainably sourced materials and a quality-over-quantity ethos for methods of production. By prioritizing these values, the brand is able to produce high quality garments that are original designs and all handmade.

## 1.2 Aesthetic

Lirika Matoshi revolves around celebrating, amplifying and overdramatizing feminine clothing. Favoring bright colors and exaggerated silhouettes composed of layers of ruched satin or transparent fabric with embellished designs or patterns, Matoshi's garments are the perfect whimsical statement piece. They have a fairy and princess quality that is both nostalgic and dream-like.

### 1.3 Mission Statement

Lirika Matoshi is a one of a kind clothing brand whose unique, handmade designs offer the perfect balance of whimsical and sophistication because every outfit should feel as if you are putting your best feminine self forward.

## 1.4 Tagline

Embrace Your Feminine Self

# 2.0 Logo Family

The flower is something that has feminine and whimsical connotations, but with a b&w color scheme / select color use, it can look elegant and sophisticated.

The logo can vary from having the brand's full name, its abbreviation/monogram, but it should always include the flower icon. The name should always be in one line and never span across two.

## 2.1 Variations: Full Name

The brand's full name should always span across one line. It should be used on larger and more spacious applications where there is no secondary information about the brand's name. This can include stationery, clothing labels, box or bag packaging, and website.

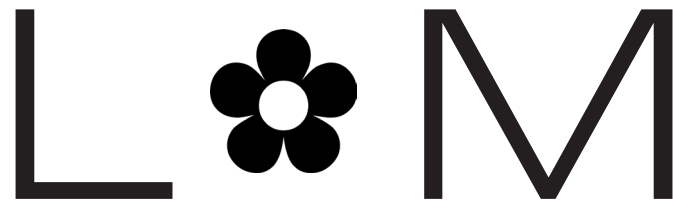
The color of the typeface should remain black in most situations, but there are options to inverse it to white, or play with the icon color from the brand's color palette.

Lirika ❀ Matoshi

## 2.1 Variations: Monogram

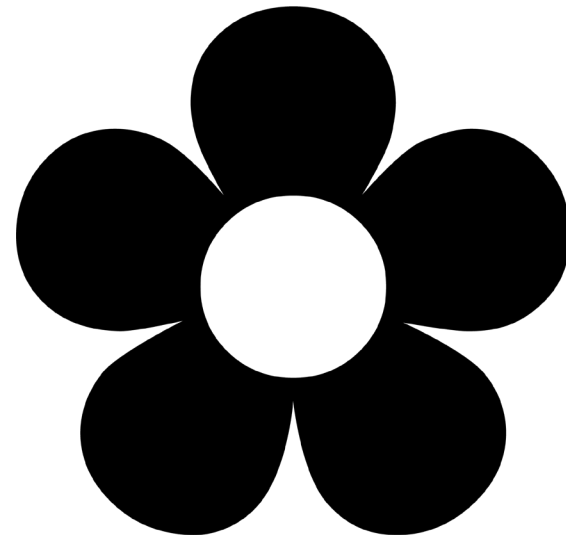
The brand's monogram can be a replacement for the full name variation when the full name doesn't fit on one line, the spacing between other design elements gets tight, or when the size of the typeface and icon begin to lose its legibility. This can include applications that go smaller than standard postcard.

The color of the typeface should remain black in most situations, but there are options to inverse it to white, or play with the icon color from the brand's color palette.



## 2.1 Variations: Icon

The flower icon should stand alone as its own graphic element, separate from any accompanying text or information. This variation should be used in instances where information about the brand name is already provided. This includes platforms like social media profile pictures, business cards, and merch such as stickers, tote bags or packaging details.



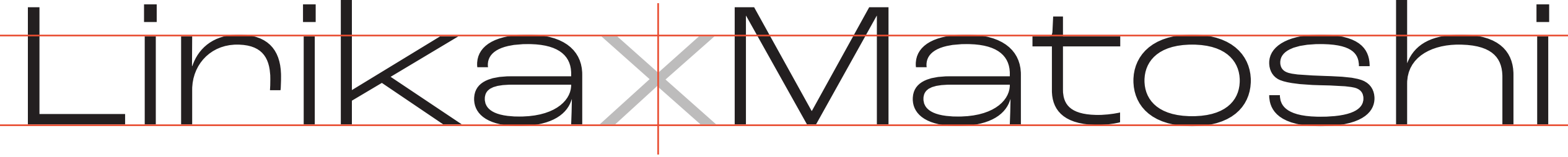


## 2.2 Character Set: Full Name

When positioning the icon in between the brand's full name, it should be the same height as the typeface's x-height. The space between the first and last name should be the same width as a capital "M" of the same font size that is being used, and the icon should be placed in the center of that space.



Lirik a M Matoshi

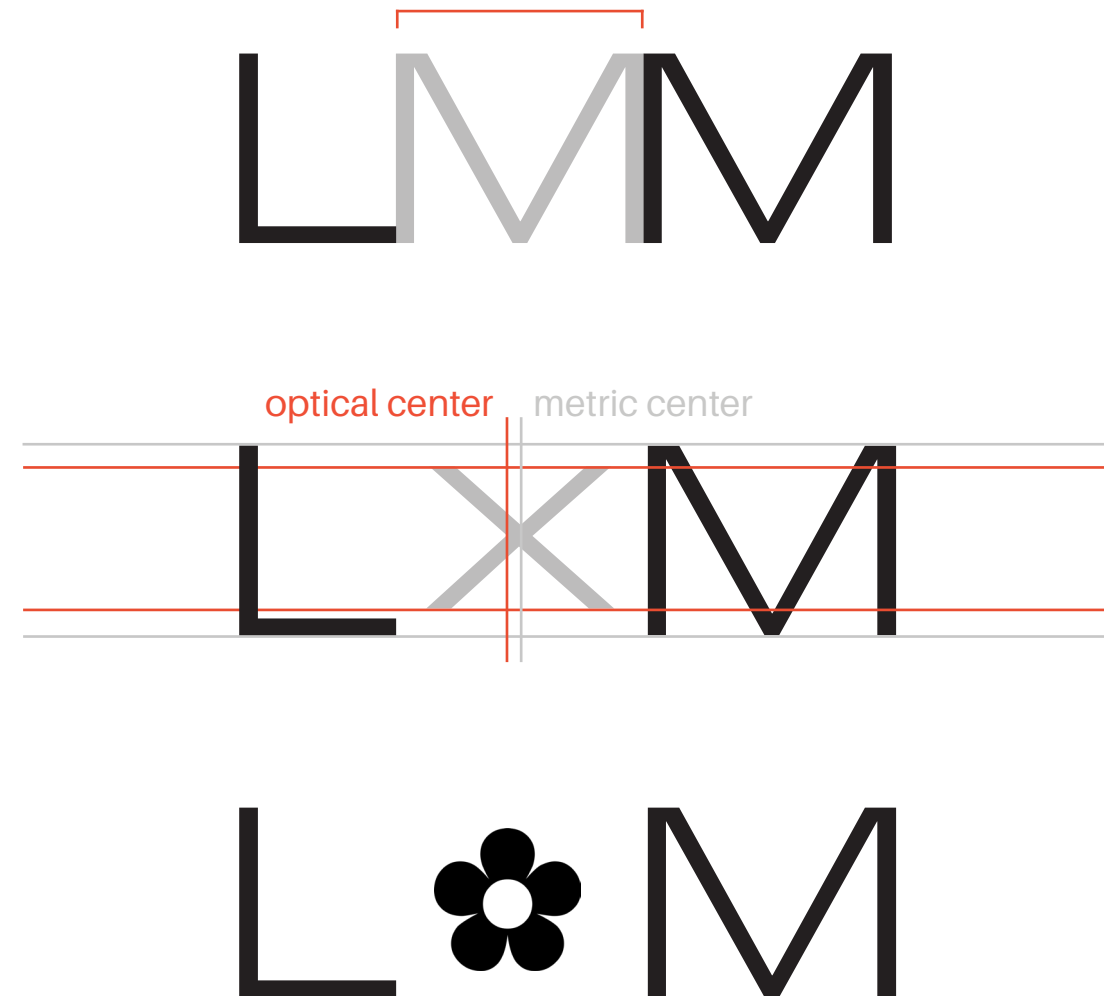


Lirik a x Matoshi

Lirik a  Matoshi

## 2.2 Character Set: Monogram

The placement of the flower icon amongst the brand's monogram follows the same measurement criteria as it is with the full name. The difference is that the icon should be placed vertically in between the letter's cap height, as opposed to sitting on the letter's baseline. The horizontal position should be optically, not metrically centered to accommodate for the greater amount of negative space in the "L."

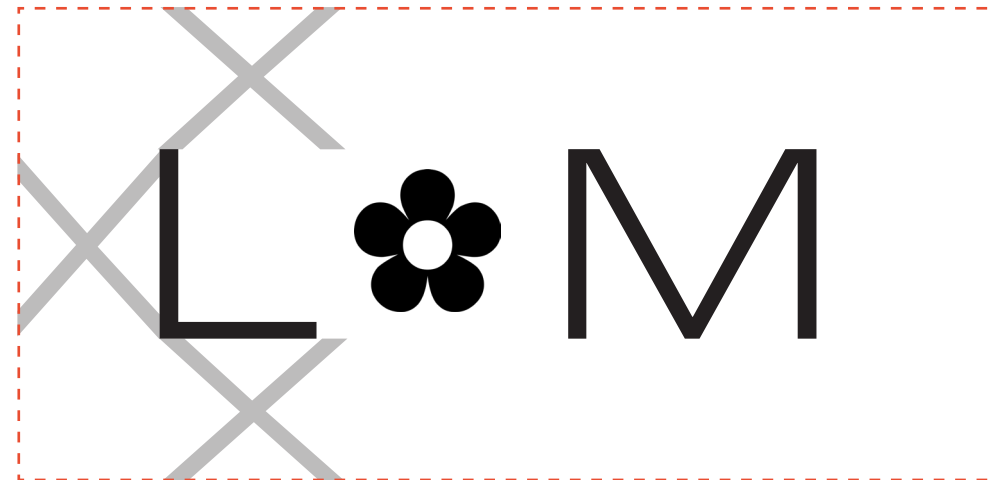


## 2.3 Breathing Room: Full Name and Monogram

The minimum amount of space surrounding space of the logo should be the corresponding font-size's cap height. This is applied if the logo is among other design elements, disregarding margins.

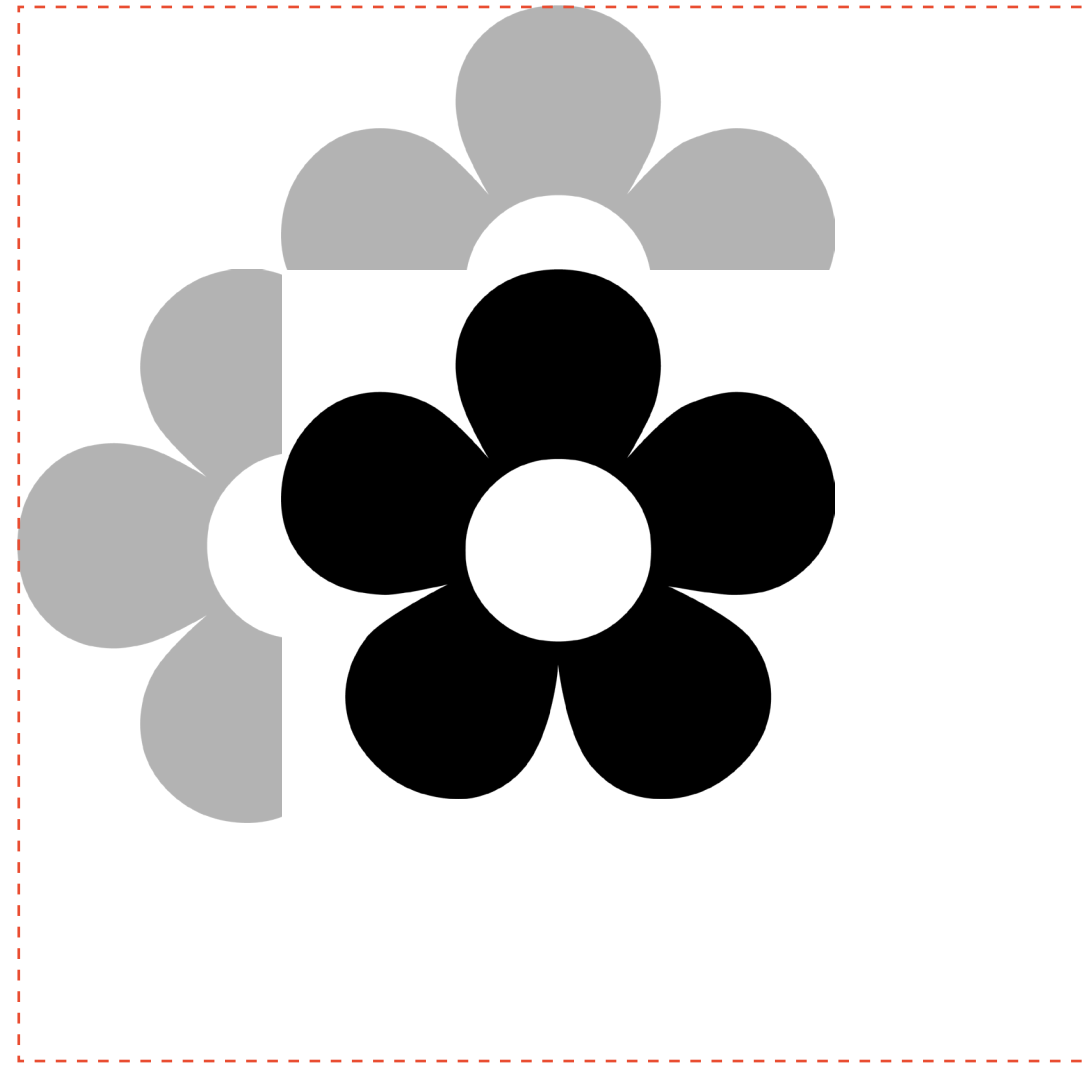


## 2.3 Breathing Room: Full Name and Monogram



## 2.3 Breathing Room: Icon

The minimum amount of space surrounding space of the icon should be half of its width and height. This is applied if the logo is among other design elements, disregarding margins.



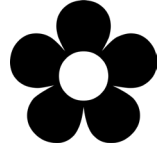
2.4 Incorrect Usage


Lirika  Matoshi

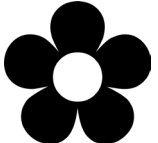
Lirika   
Matoshi

Lirika  Matoshi

Lirika  Matoshi

L  
  
M

L  M

L  M

2.5 Examples: Full Name

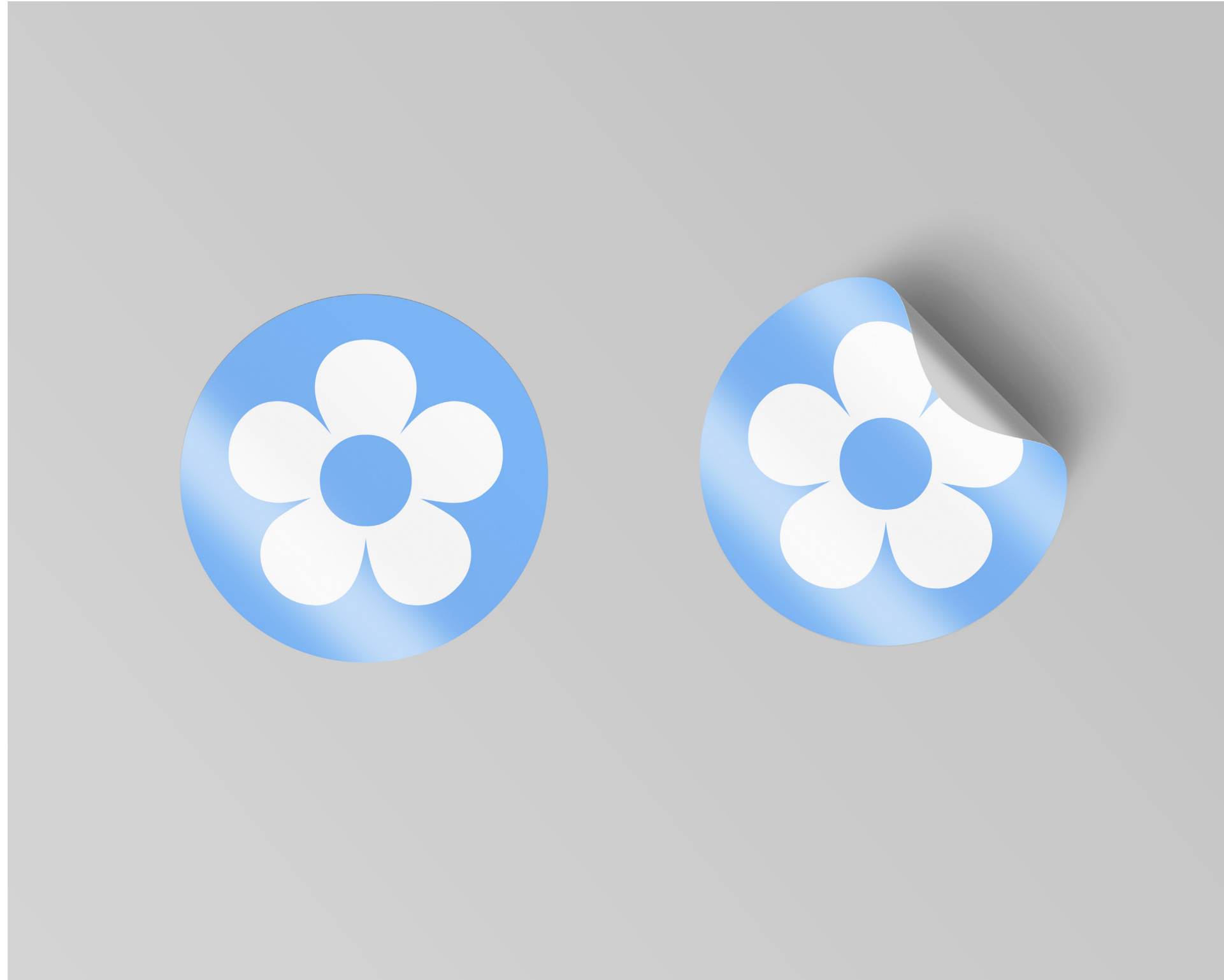


## 2.5 Examples: Monogram





## 2.5 Examples: Icon



# 3.0 Typography

### 3.1 Primary and Secondary Typefaces

Roc Grotesk is the primary typeface for the logo variations as well as for large size applications such as headers for letterheads, posters, signage, etc. It's purpose is to stand out in an elegant and fun manner as the first level of hierarchy.

Aileron is a more standard condensed typeface that is easily readable. It should be used for larger bodies of text and secondary information such as letters business cards, and on the website.

#### Roc Grotesk Wide

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

#### Aileron

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

## 3.2 Weights

The weight of the primary and secondary typefaces should not go bolder than “regular.” This is to keep the airiness quality of the brand’s identity and its products.

The standard weight for logo variations is “Roc Grotesk Wide Light.” Because Aileron is used at a smaller font size, it can be used at its “regular” or “light” weight.

Roc Grotesk Wide

Roc Grotesk Wide Light

Aileron Light

Aileron Regular

3.3 Examples

# Cinderella's 70th Anniversary



Lirika Matoshi  
x Disney

Green pastures, pink skies, glass slippers, magic castles and make believe at the stroke of midnight. We believe in fanciful fairy tales, princess gowns and dressing up even if we're going nowhere. Our latest collection is full of enchanted wanderlust. Whether dancing on a cloud in our Pink Skies dress or making a wish in our Glass Slipper gown, some dreams are meant to be lived to the fullest in real life.



# 4.0 Icons

## 4.1 System

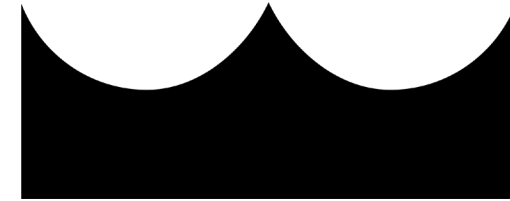
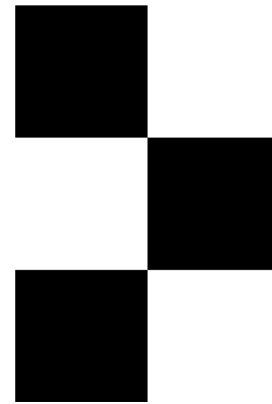
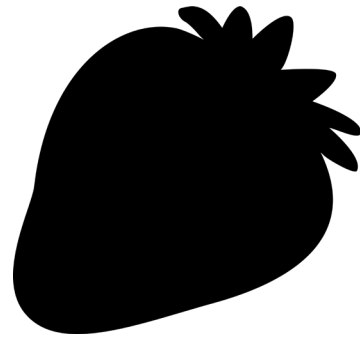
With each collection that the brand comes out with, there will be a corresponding icon that can be interchanged with the flower icon.

cloud = girl dream collection

strawberry = strawberry dress

checkers = checkered knit vest for people & pets

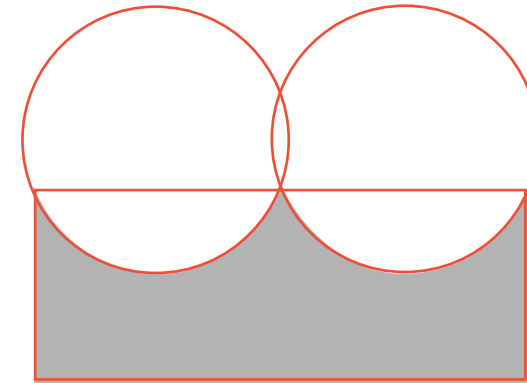
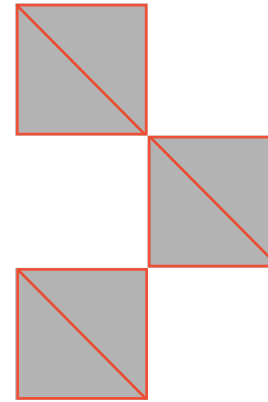
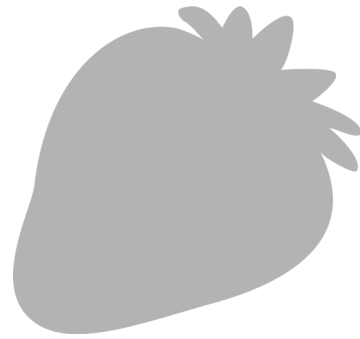
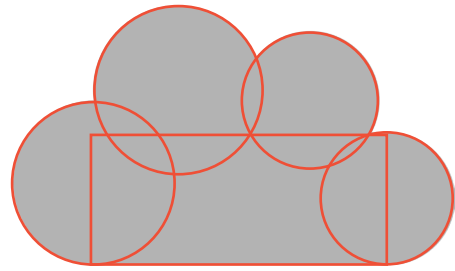
crown = disney princess collection for Cinderella



## 4.2 Construction

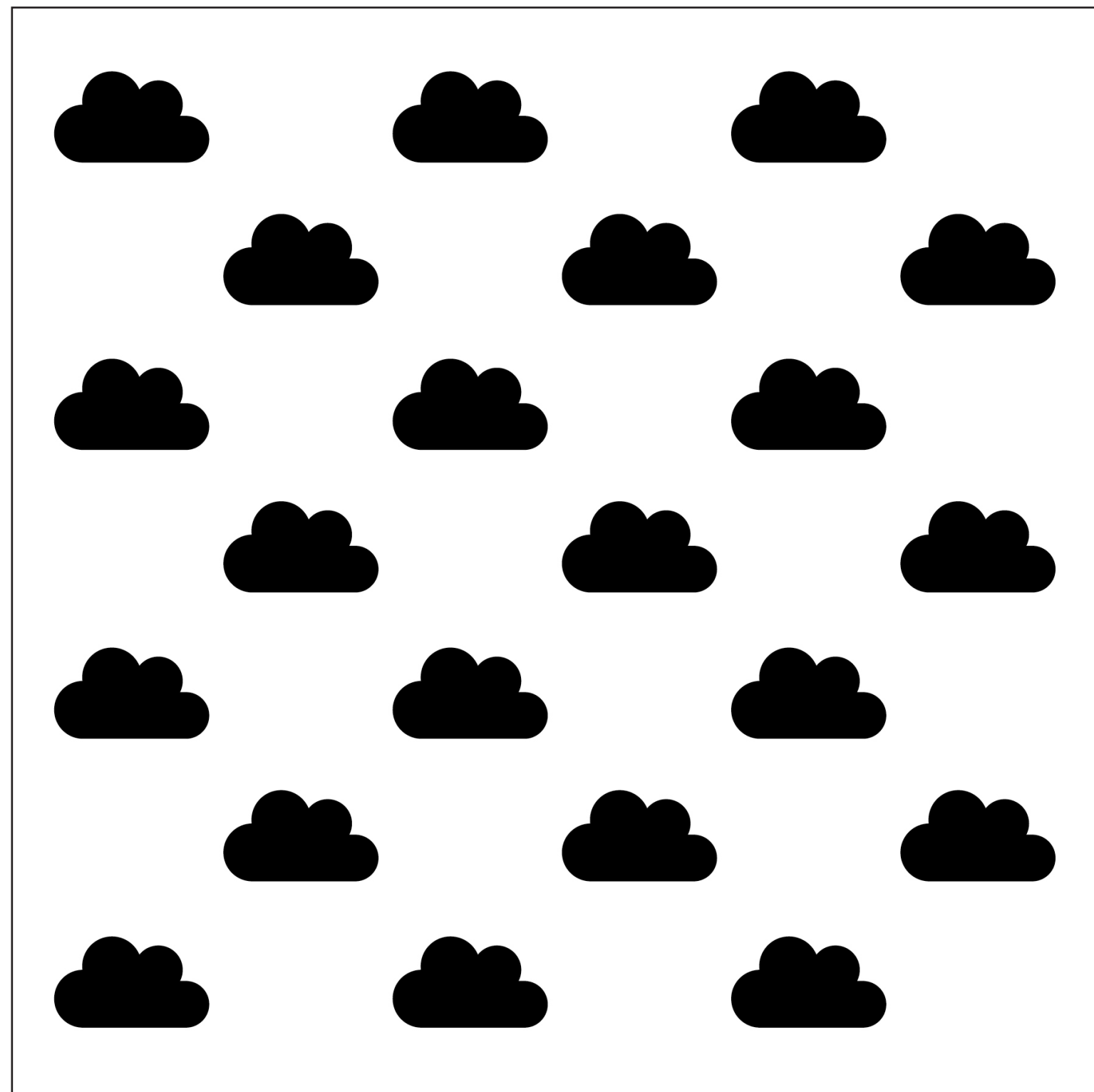
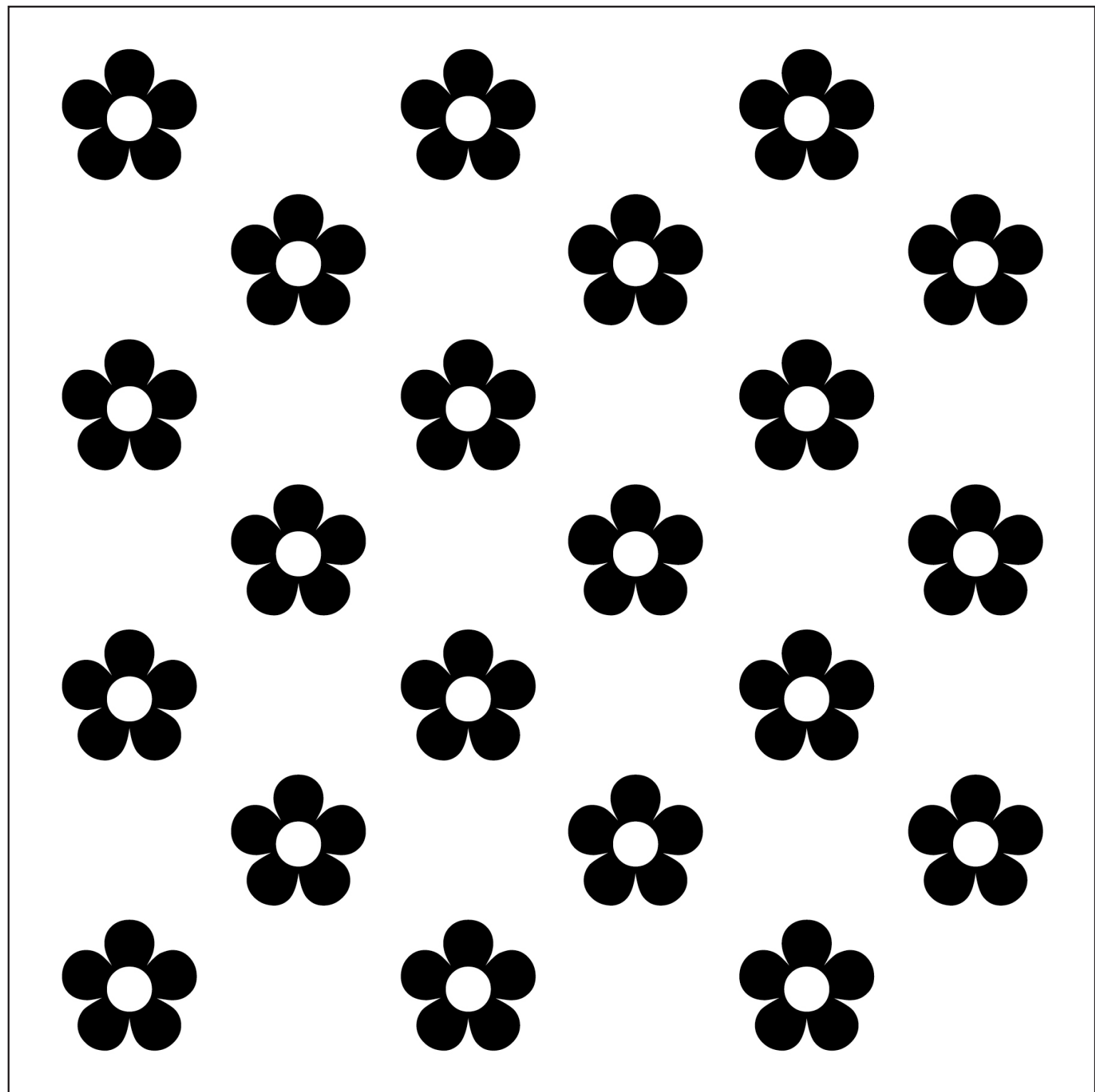
The icons should generally follow a geometric construction to keep it simple as well as simple. There should also be attentions towards the shapes the negative space the icons create, to mimic the initial logo of the flower icon petals.

The strawberry is the outlier since it is an organic shape, but it still has equal weight and use of negative space as the other icons.

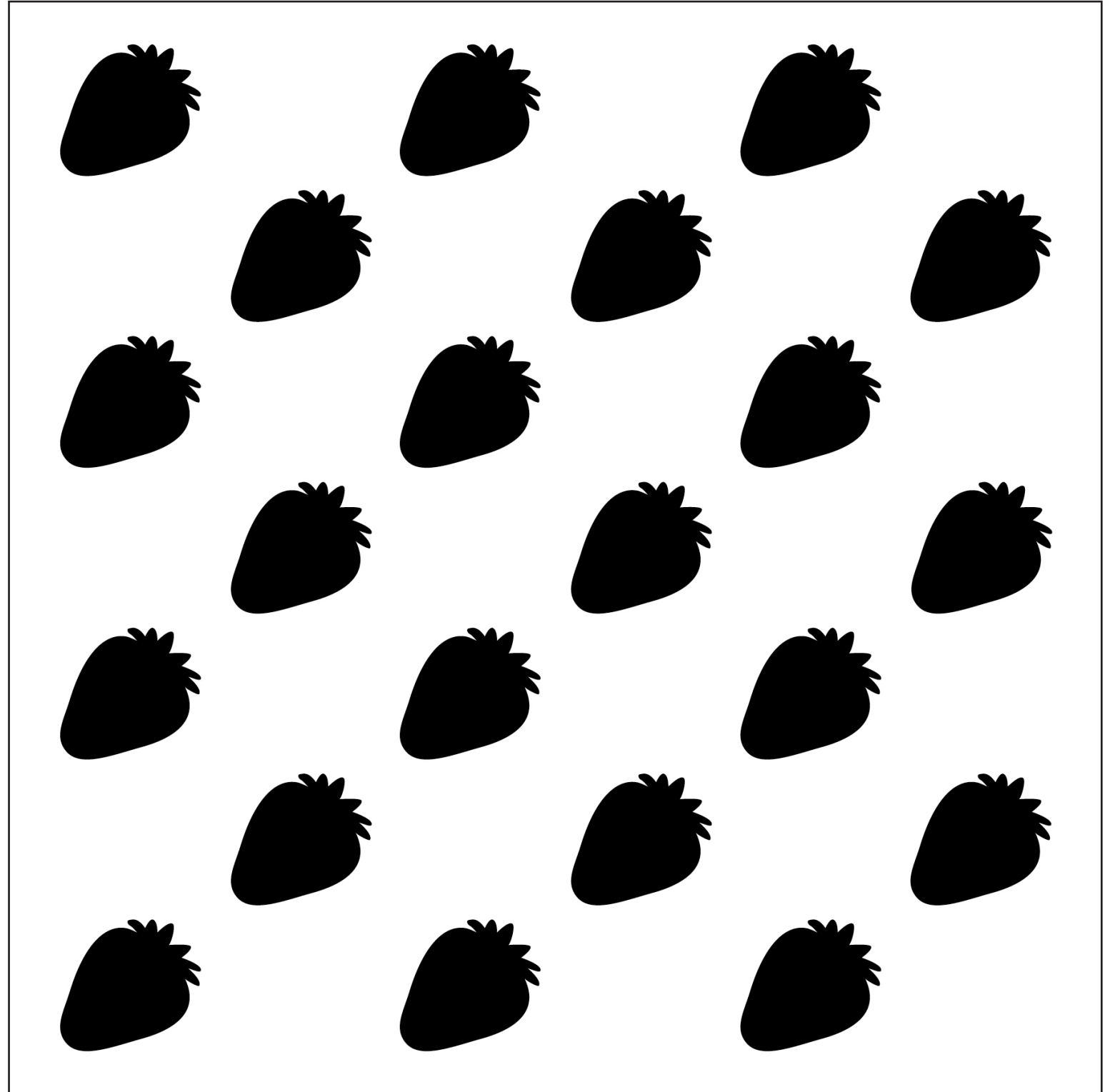
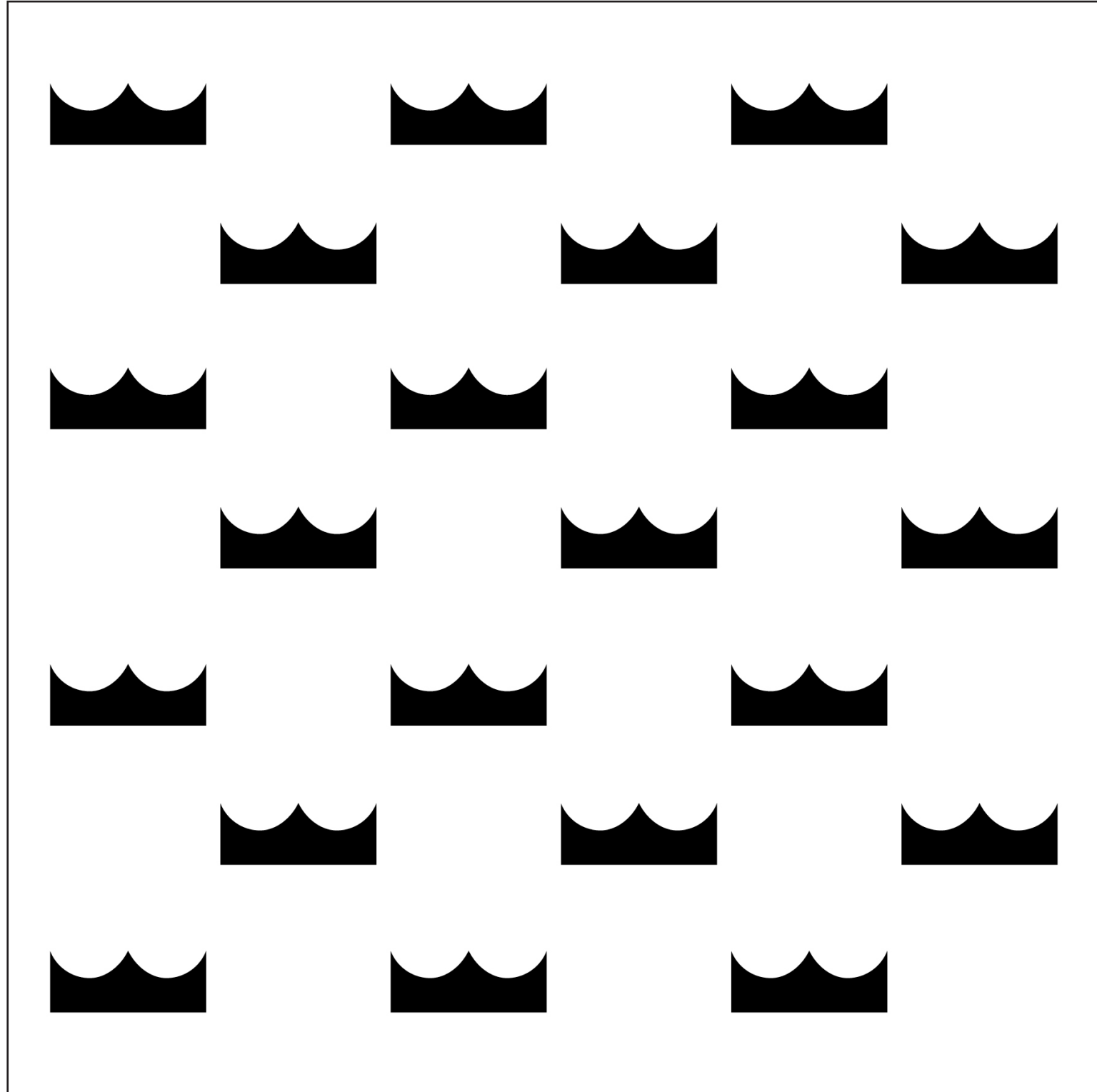




4.3 Patterns



4.3 Patterns



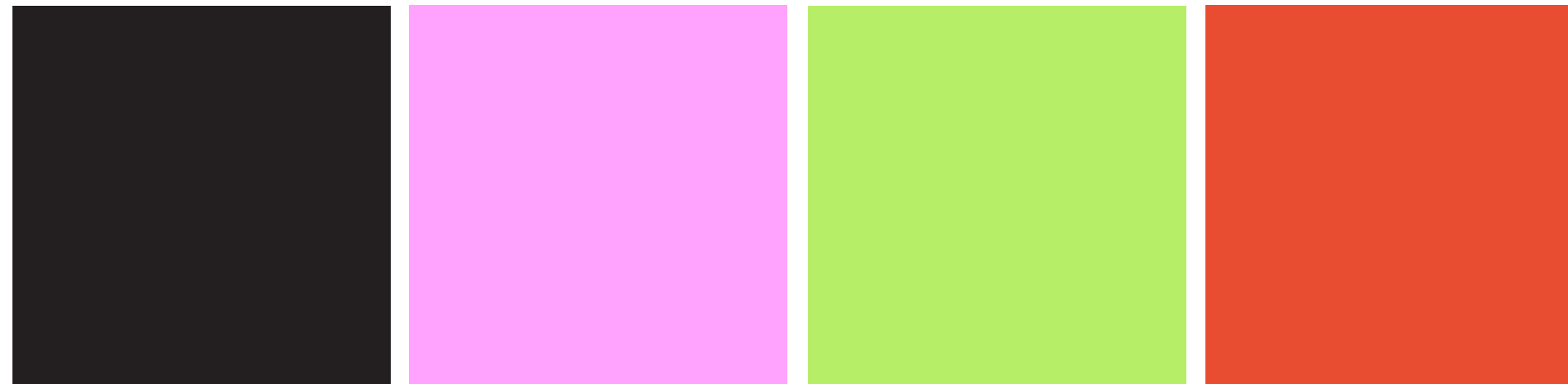
## 4.4 Examples



# 5.0 Color Palette

## 5.1 Swatches

The brand's primary color palette is black and white to keep its sophistication and elegance. Colors can be used sparingly and effectively to create fun and whimsical expressions to emulate the brand's playfulness and love for bright colors.



#000000  
R: 0  
G: 0  
B: 0

C: 0  
M: 0  
Y: 0  
K: 100

#ffa3ff  
R: 255  
G: 153  
B: 255

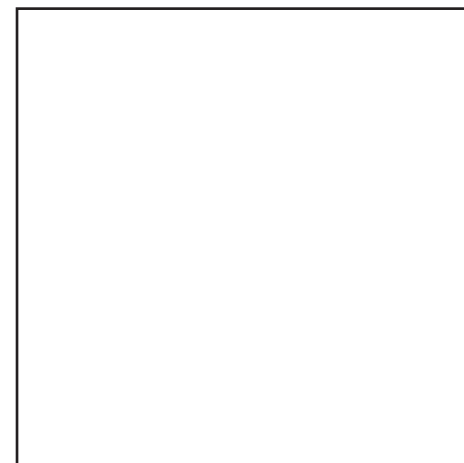
C: 2  
M: 40  
Y: 0  
K: 0

#b7ee68  
R: 183  
G: 238  
B: 104

C: 40  
M: 0  
Y: 84  
K: 0

#e94d31  
R: 233  
G: 77  
B: 39

C: 0  
M: 84  
Y: 85  
K: 0



#ffffff  
R: 255  
G: 255  
B: 255

C: 0  
M: 0  
Y: 0  
K: 0



#66a6fa  
R: 102  
G: 166  
B: 250

C: 64  
M: 24  
Y: 0  
K: 0



#c677f1  
R: 224  
G: 119  
B: 255

C: 27  
M: 57  
Y: 0  
K: 0

## 5.2 Gradients

Color can also be applied as gradient backgrounds to add a more dream-like quality to the brand's identity as opposed to flat colors. Gradients can be used for website or instagram backgrounds, envelope linings or the front side of business cards.



#ffa3ff  
R: 255  
G: 153  
B: 255

C: 2  
M: 40  
Y: 0  
K: 0

#b7ee68  
R: 183  
G: 238  
B: 104

C: 40  
M: 0  
Y: 84  
K: 0

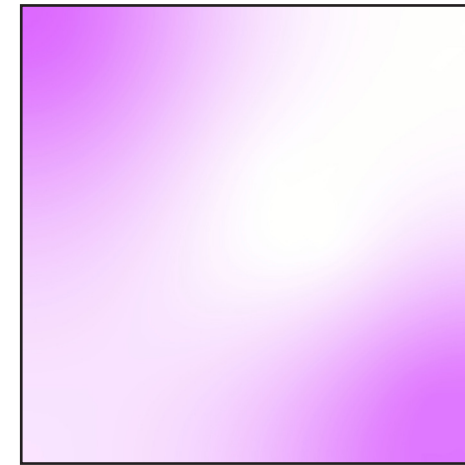
#e94d31  
R: 233  
G: 77  
B: 39

C: 0  
M: 84  
Y: 85  
K: 0



#66a6fa  
R: 102  
G: 166  
B: 250

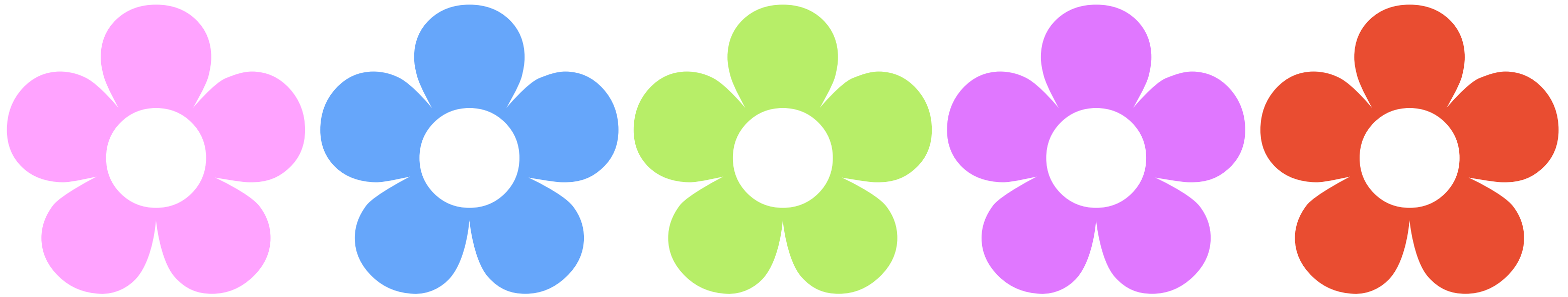
C: 64  
M: 24  
Y: 0  
K: 0



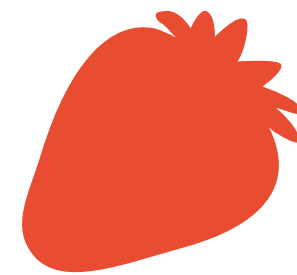
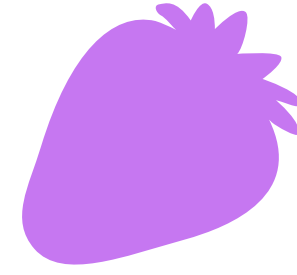
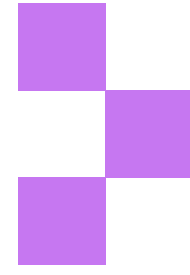
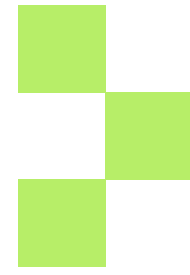
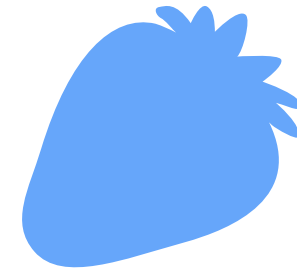
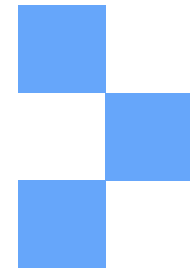
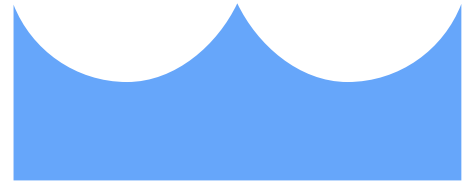
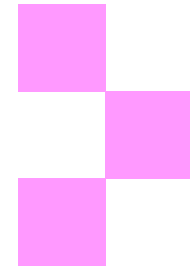
#c677f1  
R: 102  
G: 166  
B: 250

C: 27  
M: 57  
Y: 0  
K: 0

### 5.3 Examples: Flower Icon



### 5.3 Examples: Icon System





### 5.3 Examples: Gradients



# 6.0 Photography



## 6.1 Website Photography

Product documentation for the website should be done with a digital camera and minimal set design or location background. Because this is the where customers are looking to buy the brand's products, images should be of high quality, showing the garment on a model from all angles as well as some detail shots.





## 6.2 Instagram Photography

Photos for Instagram and other social media can be more informal. It is where the brand is able to make personal connections with its audience. This platform can be used to share announcements of new releases and drops, show how the products are made, reposting tagged photos of people wearing the products, fan art and more.



# 7.0 Applications



## 7.1 Letterhead

Lirika  Matoshi748 Greene St  
New York, NY 10012212-476-8244  
lirikamatoshi.comName  
Street Address  
City, State, Zip Code

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Varius duis at consectetur lorem donec. Ac tortor vitae purus faucibus ornare suspendisse sed nisi. Arcu dui vivamus arcu felis bibendum ut tristique et. Nisi quis eleifend quam adipiscing vitae proin sagittis. Tellus integer feugiat scelerisque varius morbi enim nunc faucibus a. Ultricies mi quis hendrerit dolor magna eget est lorem ipsum. Semper quis lectus nulla at volutpat diam. Leo integer malesuada nunc vel risus commodo. Rhoncus est pellentesque elit ullamcorper dignissim cras tincidunt lobortis.

Tincidunt vitae semper quis lectus nulla. Iaculis urna id volutpat lacus laoreet non. Sed id semper risus in. Ullamcorper velit sed ullamcorper morbi tincidunt ornare massa eget egestas. Dui vivamus arcu felis bibendum ut tristique et egestas quis. Aliquet eget sit amet tellus. Nulla pharetra diam sit amet. Magna etiam tempor orci eu. Nec feugiat in fermentum posuere urna nec tincidunt praesent. Ut etiam sit amet nisl purus. In iaculis nunc sed augue lacus viverra vitae.

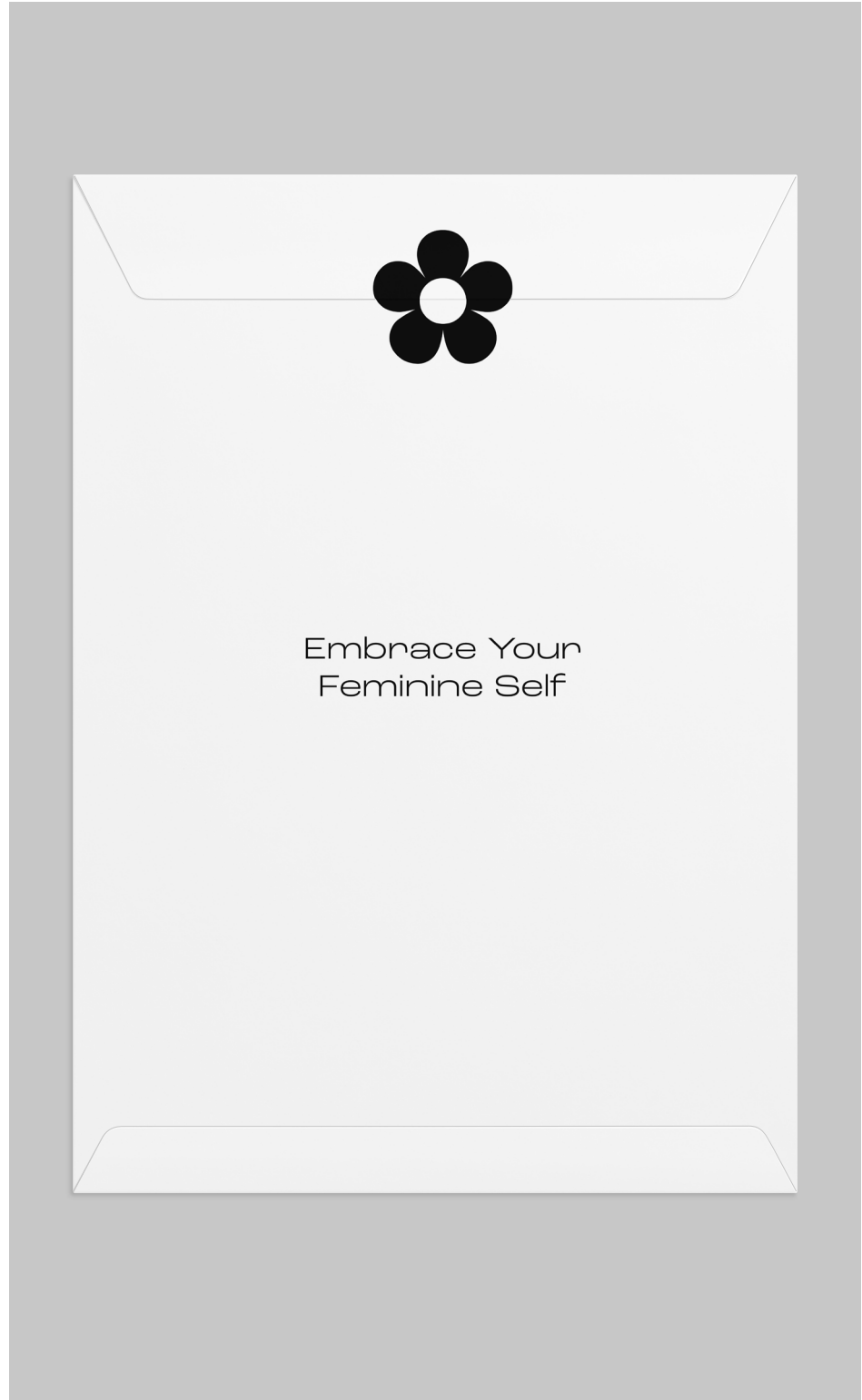
Morbi enim nunc faucibus a pellentesque sit amet. Tempus imperdiet nulla malesuada pellentesque elit eget. Velit egestas dui id ornare arcu odio. Pellentesque massa placerat duis ultricies lacus sed. Sed sed risus pretium quam vulputate dignissim. Risus quis varius quam quisque id diam vel quam. Felis donec et odio pellentesque diam volutpat. Massa enim nec dui nunc mattis enim. Integer eget aliquet nibh praesent tristique magna sit amet. Blandit massa enim nec dui nunc mattis enim ut. Quisque egestas diam in arcu cursus euismod quis. Et tortor consequat id porta nibh venenatis cras sed felis. Arcu odio ut sem nulla pharetra. Egestas erat imperdiet sed euismod nisi porta lorem mollis aliquam. Ut etiam sit amet nisl purus in. Lectus urna duis convallis convallis tellus id.

Vitae congue mauris rhoncus aenean. Risus nec feugiat in fermentum. Tortor at risus viverra adipiscing at. Orci nulla pellentesque dignissim enim sit amet venenatis. Elementum nibh tellus molestie nunc non blandit massa enim. Sit amet purus gravida quis blandit turpis cursus. Egestas sed sed risus pretium quam vulputate. Orci dapi-bus ultrices in iaculis nunc sed augue lacus viverra. Tellus rutrum tellus pellentesque eu tincidunt tortor. Amet facilisis magna etiam tempor orci eu lobortis elementum nibh. Felis donec et odio pellentesque. Sit amet dictum sit amet justo donec enim.

## 7.2 Business Card



### 7.3 Envelopes





7.4 Poster

# Lirika Matoshi

Strawberry Collection

2019



7.5 Brochure



## 7.6 Apparel Tag



# 7.7 Tote Bag



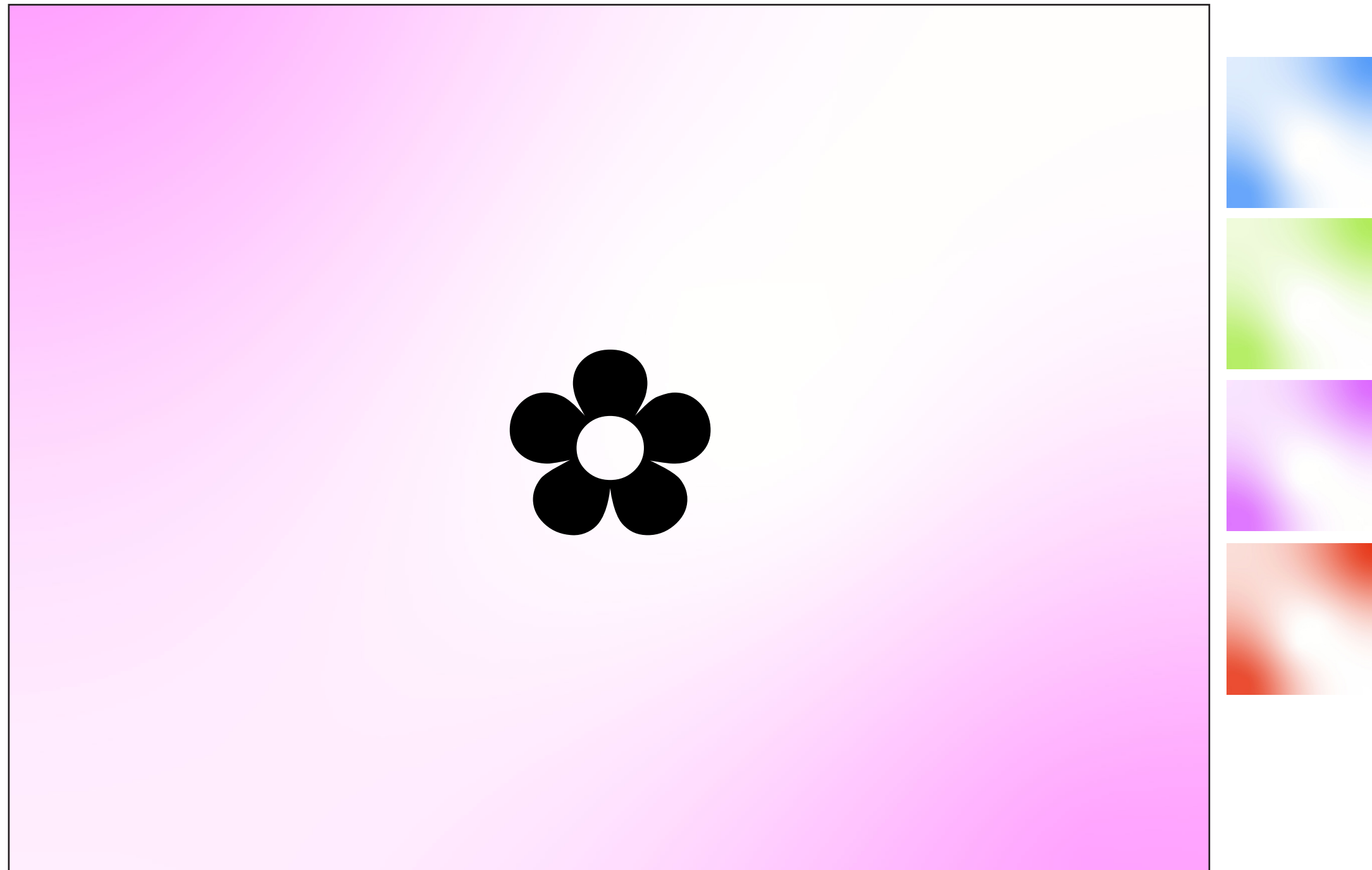


## 7.8 Packaging



## 7.9 Website: Homepage

Just like the brand's aesthetic in their products, the website should be a balance between playfulness and refinery. Animated gradients that change color over time can be utilized for a homepage background before the viewer can begin shopping.




### 7.9 Website: Product Page


The rest of the website is where the customer is looking at the products, so the navigation has to be clear. Brand colors can be utilized in link hovers, and icons can be used as fun cursors.

# Lirika Matoshi


[Collections](#) [Products](#) [Size Guide](#) [LookBook](#) [About](#)




The Dessa Top  
\$300



Clouds Sweater  
\$270



Daisy Mohair Sweater  
\$320





### 7.10 Instagram

Along with reposting fan art and people wearing the brand's clothes, this should also be a platform to share announcements such as new product launches.

