

THE FANCY

Brand Guidelines

1. BRAND VALUES

BRAND VALUE PROPOSITION

Inclusive, innovative, & purposeful

Built on a foundation of discovery, our platform to celebrate great design, curate unique products, showcase innovative brands, elevate inspiring people and share stories. We source, hand-pick and curate a thoughtful collection of exceptionally designed & consciously crafted pieces from independent brands around the world. Each artist has a story and we are here to highlight **inclusivity, innovation, and purpose** with every brand. We use our platform to celebrate great design, curate unique products, showcase innovative brands, elevate inspiring people and share stories.

We believe that everyone deserves remarkable things that have personality, character, and value. It's time to fancy the gifts you give, the things you surround yourself with, and the love for all things man made. Let's celebrate the brands with a heartbeat.

THE VISION

Inspiring people through design

We exist to inspire people through interesting design and stories; allowing individuals to cultivate, celebrate, and share their unique identity through great products and content.

TAGLINES

Catchphrases used in marketing

A Big Place To Shop Small

Curated By Us. Fancied By All.

You New Favorite F Word (only to be used during early touchpoints with new consumers.)

OUR CORE VALUES

Our brand and products always represent our eight core values



GIRL BOSS



SUSTAINABLE



ARTISAN MADE



SMALL BATCH



MINORITY OWNED



MADE IN THE USA



CLEAN INGREDIENTS



GIVES BACK

CORE VALUES CONTINUED

The brands we represent...

Girl Boss: Were founded by female entrepreneurs or have a female in their most senior leadership position.

Sustainable: Produce their products with environmentally sensitive production methods; with constituent materials sourced sustainably.

Gives Back: Give back at least 1% of sales to charitable organizations.

Minority Owned: Are founded by entrepreneurs that are members of a BIPOC community.

Made In The USA: Fabricate their products here at home and support local economies.

Clean Ingredients: Restrict the use of parabens, SLS, phthalates, formaldehydes, or synthetic fragrances in all products.

Artisan Made: Create products entirely made in the designer's studio or by an artisan group of less than 10 people.

2. LOGO

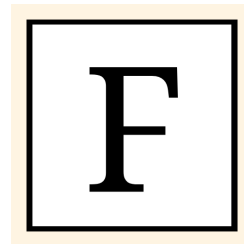
LOGO

These logotypes are designed to showcase craft, sophistication, and playfulness.

PRIMARY

THE FANCY

SECONDARY



LOGO CLEAR SPACE

LET THE LOGO BREATHE. Attempt to give the logo space on the top, bottom, and sides so that it does not appear to be connected to type and graphics around it. The “F” in Fancy is a good measure of this necessary space.



INCORRECT LOGO USAGE

Please do not change or alter the logo. It can only be featured in the brand colors.

THE FANCY

Do not use the logo in non-brand colors

THE FANCY

Do not add strokes or outlines to the logo

THE FANCY

Do not rotate the logo

THE FANCY

Do not stretch the logo
Always scale proportionally

FANCY

Do not remove 'The' from the logo

2. TYPOGRAPHY

TYPOGRAPHY USAGE

Standard typography for our brand and communications are displayed here. You can download all of these fonts for free [here](#).

HEADLINES

Noto Serif Bold/
Bold Italic

Carefully curated things.

Secondary

Poppins Bold

Carefully curated things.

TERTIARY:

Poppins Medium

Carefully curated things.

Body Copy:

Poppins regular
or light

Ut mod molorio maio. Adi dellibus voloratet aliqui to testi derae voles seni
imporro consect ecabori busaperiorem sit fugiate volupta quidebitatem
alitate veliquamus as exeris nos res et assequam laborup tatus duntorest
vercia int dolorum et aut aut harcips aperum et magnis

Script:

Britney
To be used only
for short phrases,
headers, CTAs.
To be paired
with our more
primary fonts.

Carefully curated things.

TEXT SIZING

Follow this text sizing in marketing materials to create cohesion for the brand. All text sizing is an event point. Adjust slightly, if necessary, to fit certain dimensions.

Headers 26–36 pt

WELCOME TO THE FANCY

Sub-headers 16–26 pt

Explore our artisan made goods

Body Copy 12–14 pt

Mus, simusant ad ut assit pro cullupt atendi rem fuga. Olora nulpapa
consenisti odis es con parum as eossincipsus ant fugiasRovit
verchicabo. Nequi omnis in cupta doluptae ea as nobit maios.

Script: 26–30 pt

New Products

3. COLOR

PRIMARY COLORS

The Fancy primary color palette is sophisticated, neutral, and goes with any color or imagery. Please use only the primary color palette for the website and logos.



100% Black



100% White

SECONDARY COLORS

The secondary color palette can be used for marketing purposes in social media, email, website, etc., to add warmth to the brand.

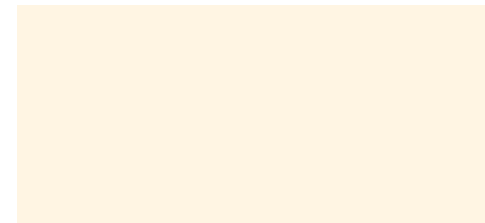


Fancy Navy

#243746

RGB 36, 55, 70

CMYK 86, 69, 51, 46



Fancy Ivory

#FEF4E2

RGB 254, 244, 227

CMYK 0, 3, 11, 0

TERTIARY COLORS

The tertiary palette should be used sparingly for CTAs and other call outs when an accent color is needed.



#04635A



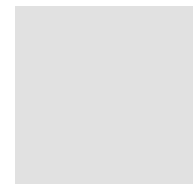
#A8C9C7



#BC6D4E



#B8A9A3



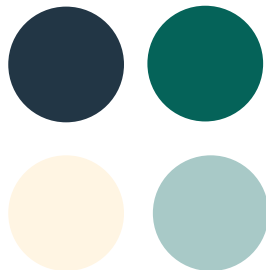
#E1E1E1

COLORS BY THE SEASON

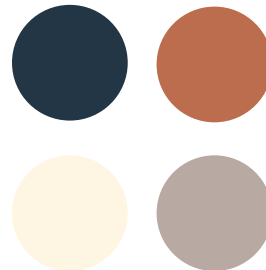
How to use our colors

Our colors have been designed to work with every season by combining different primary, secondary, and tertiary colors together. During the winter, our palette will be heavier, in the fall it will be warmer, in the summer it will be lighter, and in the spring it will combine both light and warm. Black and white can be used freely in all the palettes.

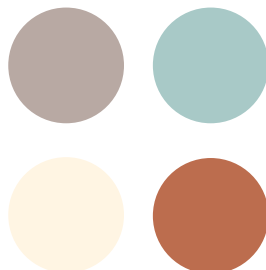
WINTER



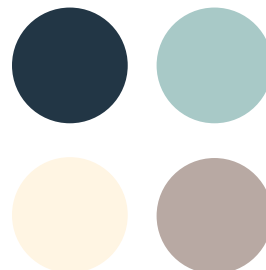
AUTUMN



SUMMER



SPRING

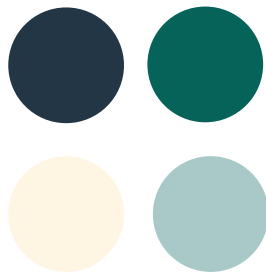


COLORS BY GENDER

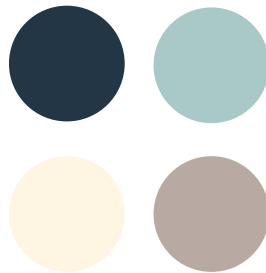
How to use our colors

Our colors are able to lean more masculine, feminine, or neutral depending on specific color pairings. For masculine leaning creative our palette will veer more blue and deep, for feminine leaning creative our palette will veer warmer, and for neutral creative, our palette will incorporate fewer contrasting colors.

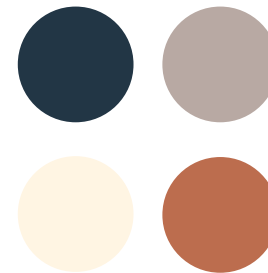
MASCULINE



FEMININE



NEUTRAL



4. TONE OF VOICE

TONE OF VOICE

Passionate, playful, enthusiastic

Our tone of voice closely mimics our design aesthetic by being modern and playful. Our audience represents all genders aged approximately 25-45 from middle to upper class backgrounds. Regardless of age and socioeconomic status, however, our customers have a discerning eye and distinct taste for good design. They are young-minded, modern, sophisticated, early adopters, looking for special, interesting, and meaningful products.

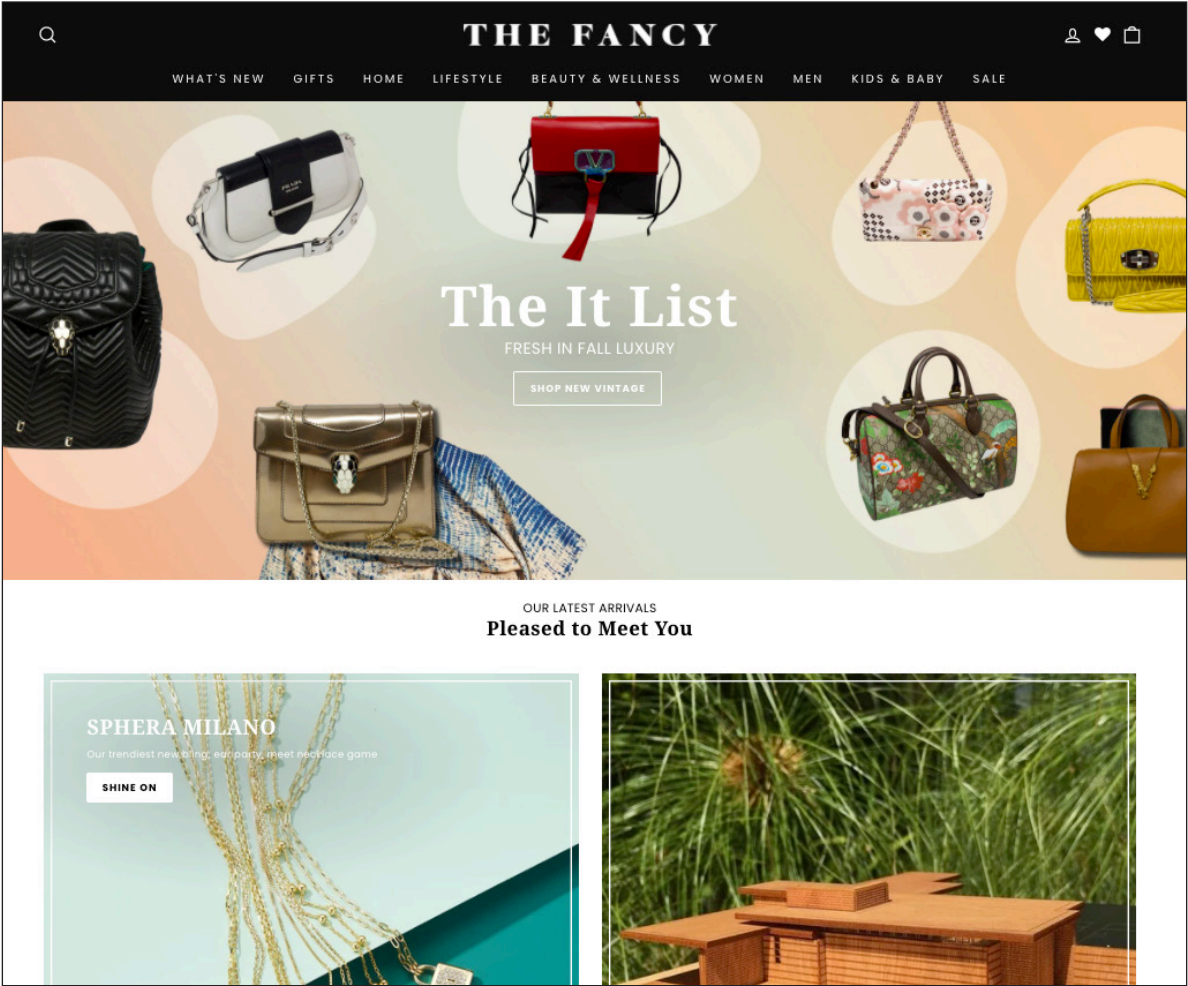
With our dialogue, we aim to disrupt the current online retail experience and foster conscious consumption. We curate products with intention, focusing on design and values, and share meaningful work with like-minded consumers. We created a human-centered ecommerce experience that supports independent designers and elevates products infused with personality, character and value. We provide a new way to shop, curating through a unique lens and showcasing behind-the-scenes work of creators. We thoughtfully source products from people who embody our key values, and we support our featured artisans by telling their captivating stories.

5. USAGE EXAMPLES

USAGE EXAMPLES

The brand should always evoke high-end, luxurious, clean, sophistication

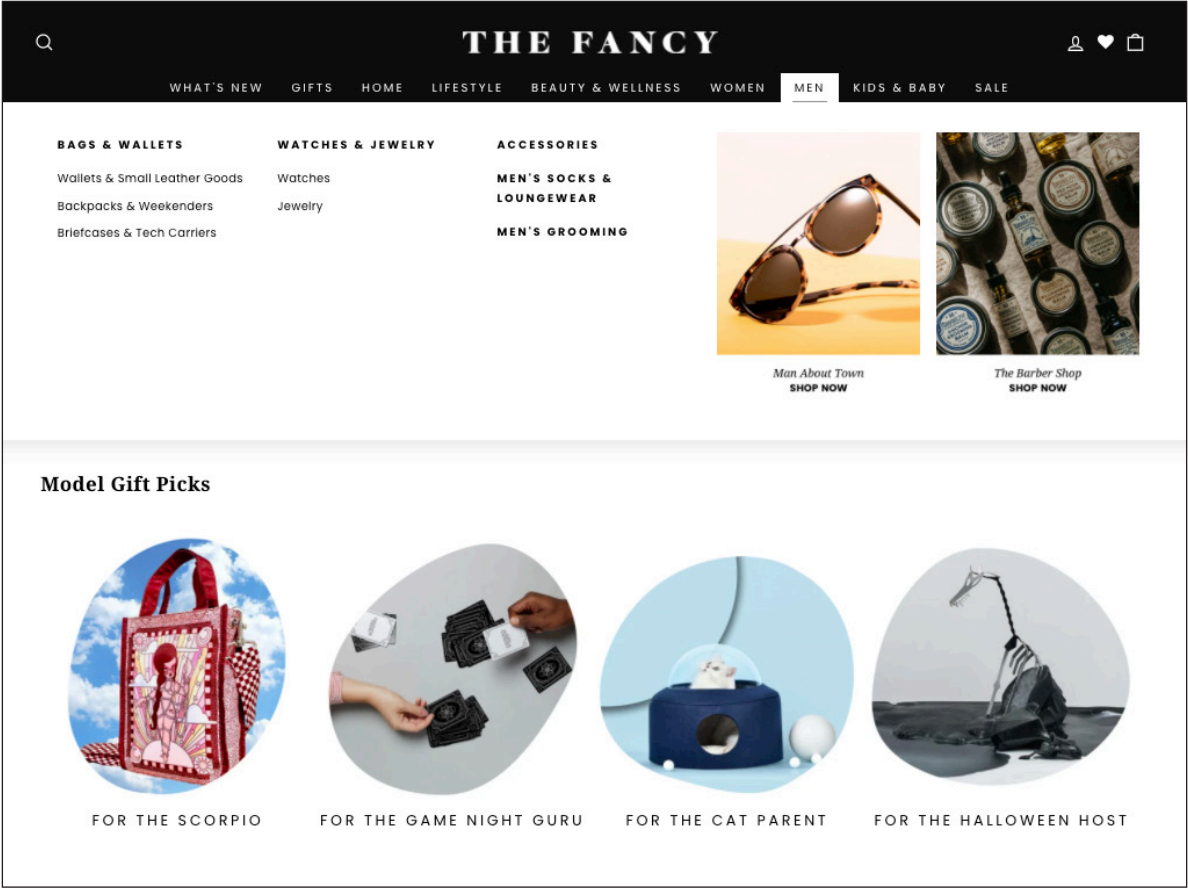
WEBSITE (example 1)



USAGE EXAMPLES

The brand should always evoke high-end, luxurious, clean, sophistication

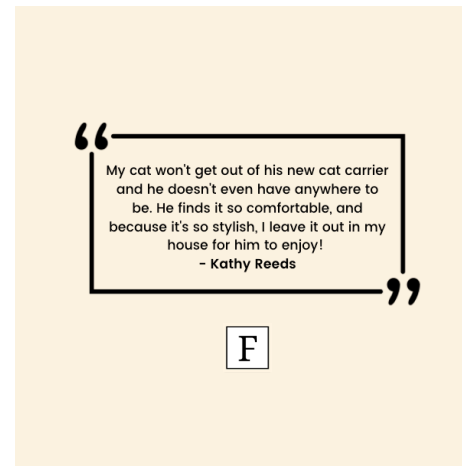
WEBSITE (example 2)



USAGE EXAMPLES

The brand should always evoke high-end, luxurious, clean, sophistication

SOCIAL MEDIA



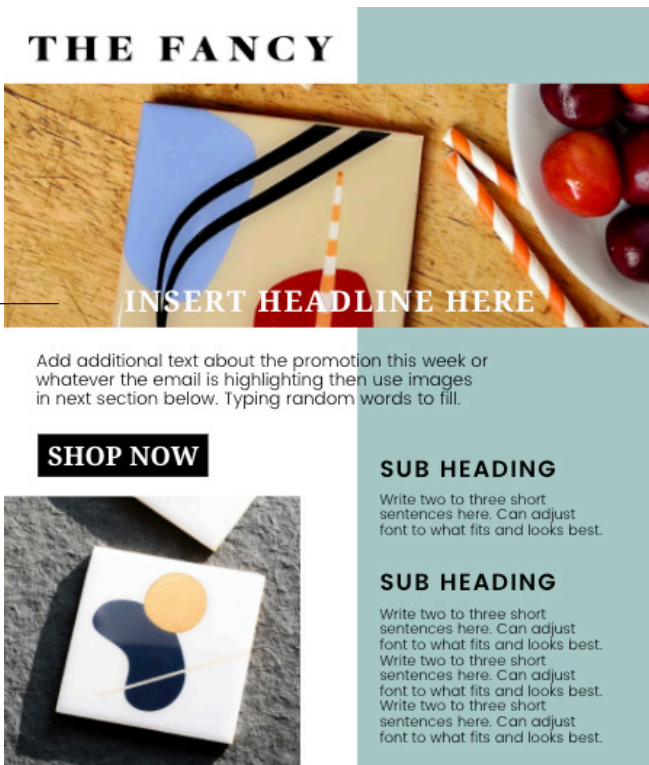
USAGE EXAMPLES

Below are best practices for email marketing. Some font sizing can be altered if necessary.

EMAIL MARKETING

All emails are 600px wide at 72 DPI

Headers:
Noto Serif, can have fun with this whether it is all caps or not and can use italics, 26-36 pt



THE FANCY

INSERT HEADLINE HERE

Add additional text about the promotion this week or whatever the email is highlighting then use images in next section below. Typing random words to fill.

SHOP NOW

SUB HEADING

Write two to three short sentences here. Can adjust font to what fits and looks best.

SUB HEADING

Write two to three short sentences here. Can adjust font to what fits and looks best. Write two to three short sentences here. Can adjust font to what fits and looks best.



THE FANCY

HEADER TITLE HERE
WHATEVER YOU
WANT TO WRITE

CLEAN BEAUTY MADE EASY

HEADER TITLE HERE

Add additional text about the promotion this week or whatever the email is highlighting then use images in next section below.

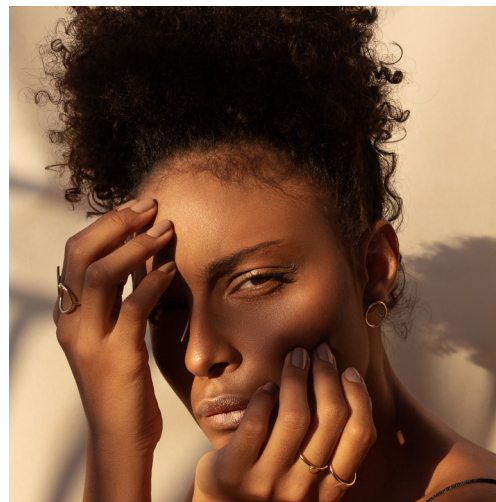
SHOP NOW

Subheaders:
Noto Serif or Poppins
Medium, 16-26 pt

Body Copy:
Poppins Light/Medium
12-14 pt

IMAGERY/PHOTOGRAPHIC STYLE

The brand should always evoke high-end, luxurious, clean, sophistication with high contrast, artistic imagery.



6. GRAPHICAL ELEMENTS

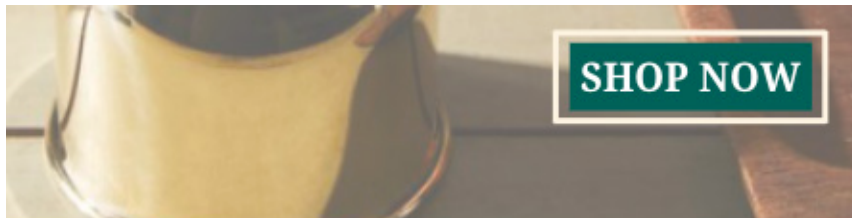
LINES & STROKES

Lines and stroke marks can be used throughout marketing pieces to add graphical elements that further highlight creative. They can also be used to focus in on specific parts within a creative piece. Experiment with dashes, vertical lines, and horizontal lines. Horizontal or vertical lines should remain within 2-6 inches, while dashes should remain 0.5-1 inch.

Element Example



Visual Example



Add additional text about the promotion this week or whatever the email is highlighting then use images in next section below.

SCRIPT

Lines and stroke marks can be used throughout marketing pieces to add graphical elements that further highlight creative. They can also be used to focus in on specific parts within a creative piece.

Element Example

New Arrivals

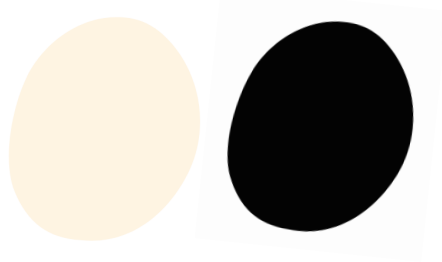
Visual Example



THE BLOB

Of all graphic elements, the blob should be used the **most sparingly**. This element has a layer of playfulness to the brand, but when overused disrupts the brand's main aesthetic of modern sophistication.

Element Example



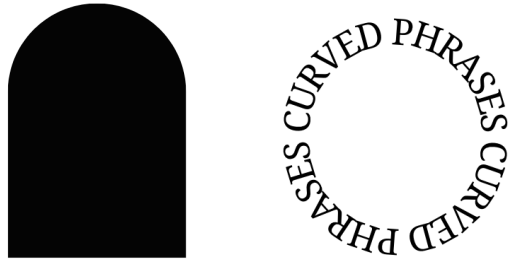
Visual Example



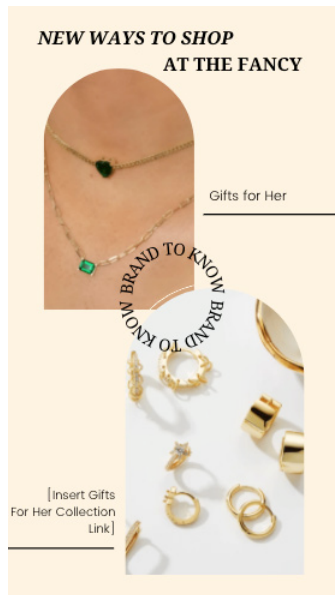
CURVED FRAMES & CURVED PHRASES

Add curved product frames and phrases so social media content and emails to increase visual appeal. You can pair these with other elements such as lines and script.

Element Example



Visual Example



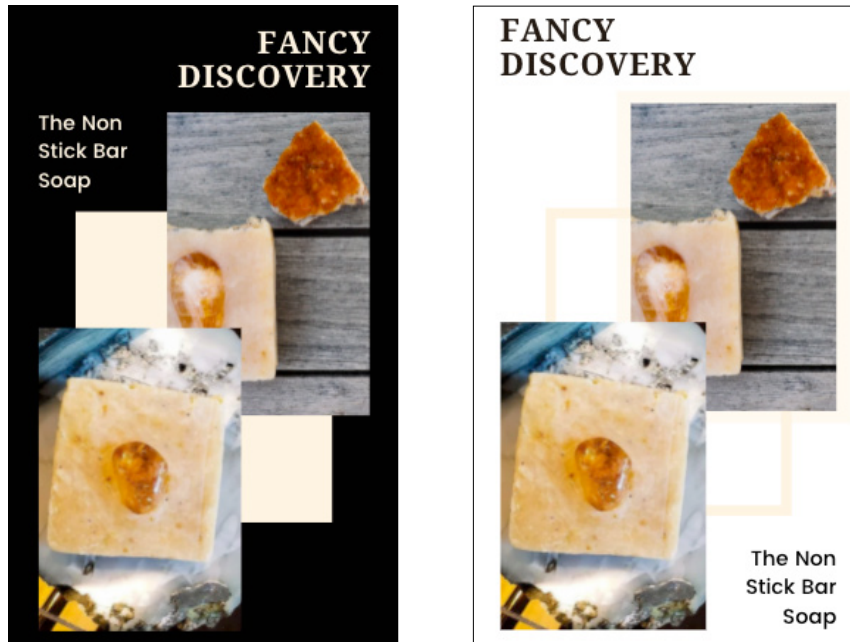
OUTLINED & SOLID SHAPES

Add both outlined and solid shapes on creative to increase visual appeal. You can pair these with other elements such as lines and script. Shape outlines should have a width between 1-3 pt.

Element Example



Visual Example



Questions?

PLEASE CONTACT

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THANK YOU