

AUBRIELLE

CHOCOLATIER

BRAND STANDARDS · v1.0

CONCEPT PROJECT BY HELPLAGBE DIGITAL

The idea

A seal you break once.

Aubrielle makes small-batch bars and pralines sold in a gift box. The identity is built around the seal: a ticked ring like a coin edge with an italic A, foiled in gold on oxblood. Wide-tracked Jost capitals keep the wordmark calm next to the Art Deco fan pattern. Everything is designed to look the same on a $12 bar and on a $140 box.

Precise **Generous** **Ceremonial**



Logo system

Four lockups, one system. Horizontal by default, stacked for square spaces, the mark alone only when the name is visible nearby.



PRIMARY · HORIZONTAL



STACKED



WORDMARK



BRAND MARK · AVATAR, SEAL, FAVICON

Clear space & minimum size



Clear space = x

x is the cap height of AUBRIELLE. Keep the outer dashed area free of text, edges and other logos.

Minimum size

Horizontal lockup: 28 mm wide in print, 120 px on screen. Below that, use the brand mark alone (min. 8 mm / 24 px).



COLOUR



REVERSE



ONE COLOUR BLACK



ONE COLOUR WHITE

Colour

Oxblood
HEX #4A1A1F
RGB 74 26 31
CMYK 0 65 58 71

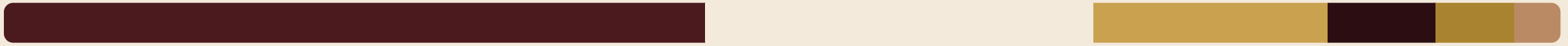
Ivory
HEX #F3EADB
RGB 243 234 219
CMYK 0 4 10 5

Gilt
HEX #C9A14F
RGB 201 161 79
CMYK 0 20 61 21

Cacao Night
HEX #2C0E12
RGB 44 14 18
CMYK 0 68 59 83

Antique Gold (print)
HEX #A9832F
RGB 169 131 47
CMYK 0 22 72 34

Praline
HEX #B98A64
RGB 185 138 100
CMYK 0 25 46 27



PROPORTION IN USE · 45 / 25 / 15 / 7 / 5 / 3. CMYK VALUES ARE STARTING POINTS; CONFIRM AGAINST A PRINTED PROOF.

Typography

Aa

Jost

WORDMARK CAPS, LABELS, BODY TEXT (300 / 400 / 500)

72% Single-origin dark · Ecuador

Free licence (SIL Open Font Licence) · Google Fonts

Aa

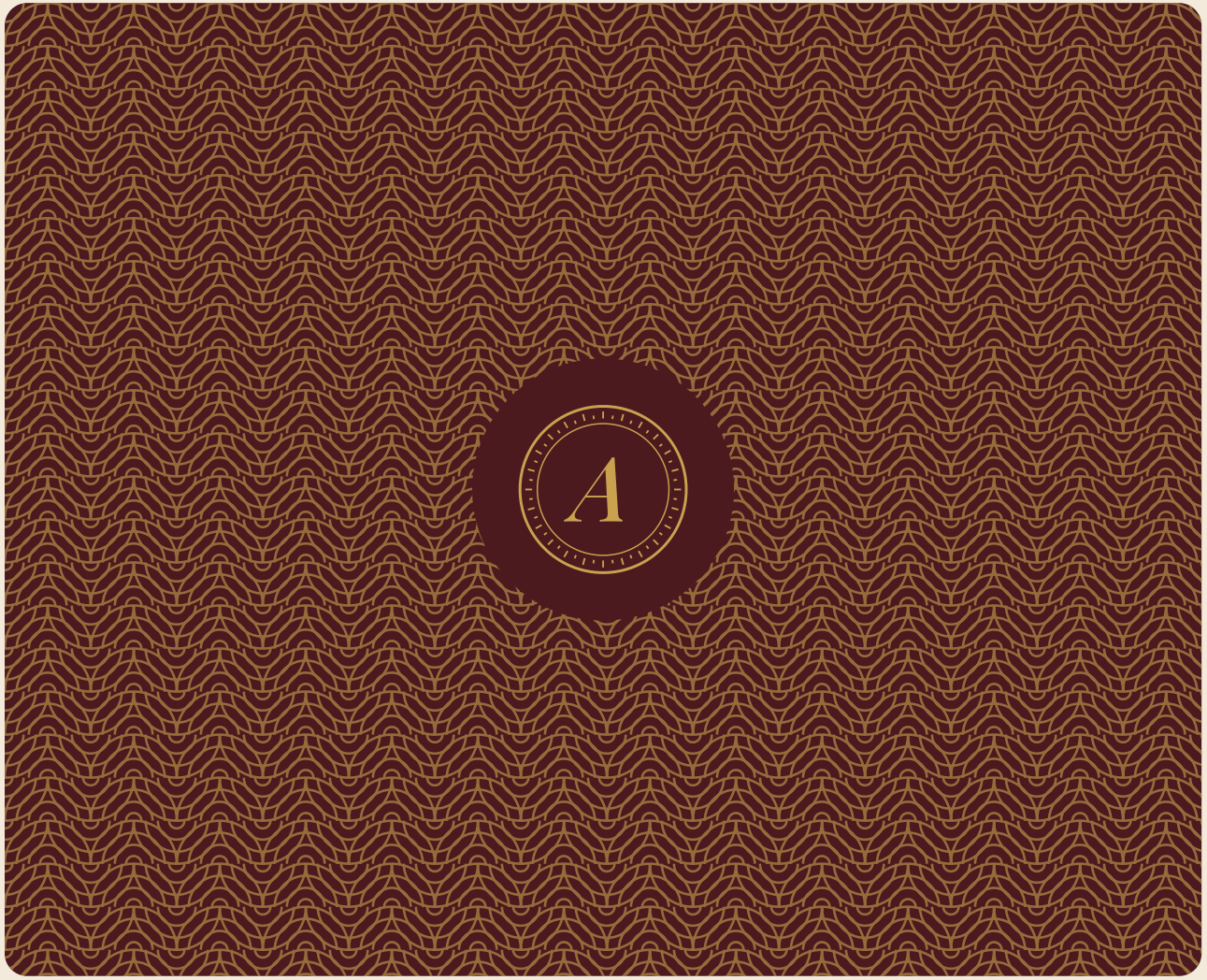
Playfair Display Italic

ACCENT ONLY · THE SEAL LETTER, FLAVOUR NAMES, SIGN-OFFS

Salted caramel & toasted hazelnut

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Graphic language



The Deco fan pattern is used at 35–60% opacity in gold on oxblood, never on ivory. The seal sits in a clear oxblood circle when it is placed over the pattern. Gold is foil in print; on screen use the flat Gilt #C9A14F.

Applications











Misuse



DO NOT STRETCH



DO NOT ROTATE



DO NOT RECOLOUR



DO NOT ADD EFFECTS



DO NOT OUTLINE



DO NOT PLACE ON BUSY IMAGES