

ELECTIMUSS

L O N D O N

BRAND TOOLKIT

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I OUR BRAND

We are

EMPOWERED BY ANCIENT ROME

“ TO CHOOSE THE BEST ”

Electimuss was founded on a passion to create a collection of fragrances that are daring, decadent and powerful. We are inspired by the Roman passion for perfume: their constant quest to discover the best ingredients throughout their empire and beyond.

Our aim is to create contemporary, unapologetic fragrances that bring to life deeply sensuous and decadent pleasures of Roman mythology and the Roman Empire.

Our intention is for people to explore and delight in the sensory pleasures of our perfumes as a powerful form of identity and self expression.

Electimuss means “to choose the best” and our fragrances live up to our name, using only the highest quality ingredients to create luxurious experiences through scent.

I OUR BRAND

We are

DARING

OPULENT

PASSIONATE

Brand values

I OUR BRAND

We are

We create boldly and without limits. We challenge our perfumers to create unforgettable fragrances using their creativity and without constraints on ingredients.



DARING

OPULENT



Wearing an Electimuss scent is an indulgent and luxurious experience. Our fragrances are designed to leave lasting impressions, offering excellent sillage and projection with every spray.

We're passionate about fragrance, and we want to share that enthusiasm with our customers. We create scents to uplift, excite and inspire. We want to ignite the perfume lover in everyone.



PASSIONATE

Brand personality

I OUR BRAND

tone of voice

The way we use language is as important as the images we use in defining our brand. These tone of voice principles offer a guide to how to write in a way consistent with our brand.

There are some brand phrases we use;

“TO CHOOSE THE BEST”

DARING & DECADENT

INTENSE & INDULGENT

BOLD & UNAPOLOGETIC

SENSORY

Describe and engage all the senses in descriptions referencing colour, feelings, textures, tastes, shapes

EVOCATIVE

Of places and experiences, relate to personal experiences and dreams

EMOTIVE

Be compelling with theatre, drama, reference how it will make you feel

LUXURY

Be confident when speaking about the brand that it IS luxury, it doesn't need to be over explained

ENGAGING

Interesting storytelling, relating the theatre and drama of Rome to today and our perfumes

RICH LANGUAGE

Tri-colons, alliteration, rhetoric, rhetorical questions, assonance, paradox

EPIC

Theatrical, dramatic, powerful, unapologetic

KNOWLEDGABLE AND CURIOUS

Never dry or superior

II BRANDMARK

ELECTIMUSS
L O N D O N

Core logotype

II BRANDMARK



Core logotype clear space

II BRANDMARK

ELECTIMUSS
L O N D O N

ELECTIMUSS
L O N D O N

ELECTIMUSS
L O N D O N

ELECTIMUSS
L O N D O N

Black logotype to be used on white and light imagery

White logotype to be used on brand palette and dark

II SECONDARY BRANDMARK



Secondary brandmark

To be used in conjunction with the core logo or on it's own as a small seal or sign off at the bottom of the page.

II SECONDARY BRANDMARK



BLACK BRANDMARK
to be used on white and light imagery

WHITE BRANDMARK
to be used on brand palette and dark imagery

GOLD FOIL BRANDMARK
can be used across packaging

II BRANDMARK

USING THE BRANDMARK

Our brandmark consists of 2 elements.
The logotype and the Eagle roundel.

These elements exist separately and should
be used separately.

Examples opposite show how the logotype
and roundel can be used on the same
application or on their own.

ELECTIMUSS
L O N D O N



ELECTIMUSS
L O N D O N

ELECTIMUSS
L O N D O N



III COLOUR PALETTE

BLACK

WHITE

GOLD FOIL

PANTONE 2627 C | C 82 M 100 Y 40 K 58 | R 50 G 21 B 54 | #321536

Core Palette

III COLOUR PALETTE



PANTONE 330 C | C 10 M 99 Y 13 K 1 | R 16 G 47 B 52 | #102F34

PANTONE 352 C | C 60 M 0 Y 50 K 0 | R 108 G 190 B 152 | #6CBE98

PANTONE 2627 C | C 82 M 100 Y 40 K 58 | R 50 G 21 B 54 | #321536

The ETERNAL collection palette

III COLOUR PALETTE



BLACK

PANTONE RHODAMINE RED C | C 10 M 99 Y 13 K 1 | R 214 G 0 B 116 |

PANTONE 2627 C | C 82 M 100 Y 40 K 58 | R 50 G 21 B 54 | #321536

The NERO collection palette

III COLOUR PALETTE



PANTONE 3272 C | C 100 M 0 Y 48 K 0 | R 0 G 161 B 155 | #00A19B

PANTONE 330 C | C 10 M 99 Y 13 K 1 | R 16 G 47 B 52 | #102F34

PANTONE 2627 C | C 82 M 100 Y 40 K 58 | R 50 G 21 B 54 | #321536

The CONSORT collection palette

III COLOUR PALETTE



PANTONE 9244 C | C 0 M 7 Y 4 K 0 | R 254 G 237 B 234 | #FEEDEA

PANTONE 395 C | C 11 M 0 Y 91 K 0 | R 243 G 230 B 0 | #F3E600

PANTONE 2627 C | C 82 M 100 Y 40 K 58 | R 50 G 21 B 54 | #321536

The LUSTROUS collection palette

III COLOUR PALETTE



PANTONE 2612 C | C 54 M 99 Y 15 K 5 | R 137 G 34 B 115 | #892273

PANTONE 395 C | C 11 M 0 Y 91 K 0 | R 243 G 230 B 0 | #F3E600

PANTONE 2627 C | C 82 M 100 Y 40 K 58 | R 50 G 21 B 54 | #321536

The EMPEROR collection palette

III COLOUR PALETTE



PANTONE 1585 C | C 0 M 58 Y 93 K 0 | R 255 G 106 B 19 | #FF6A13

PANTONE 121-5 C | C 60 M 0 Y 20 K 0 | R 86 G 197 B 208 | #55c5cf

PANTONE 2627 C | C 82 M 100 Y 40 K 58 | R 50 G 21 B 54 | #321536

The EXPLORER collection palette

IV TYPOGRAPHY

PRIMARY TYPEFACE PACKAGING

TRAJAN PRO

Our primary typeface for packaging is Trajan Pro. It should be used as a headline font for packaging only.

This font should only be used as a headline font.

AA BB CC DD EE FF GG HH II JJ KK LL
MM NN OO PP QQ RR SSV TT UU VV
WW XX YY ZZ 1234567890

PRIMARY TYPEFACE PRINT AND DIGITAL

TRAJAN SANS

Our primary typeface for print and digital applications is Trajan Sans. It should be used as a headline font.

This font should only be used as a headline font.

AA BB CC DD EE FF GG HH II JJ KK LL
MM NN OO PP QQ RR SSV TT UU VV
WW XX YY ZZ 1234567890

SECONDARY TYPEFACE

FUTURA PT

Our secondary typeface is Futura PT. A round and contemporary sans serif typeface contrasting with the traditional aesthetic of our primary typeface.

It should not be confused with Futura.

Futura PT can be downloaded [here](#).

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

IV TYPOGRAPHY

PRIMARY TYPEFACE PACKAGING EXAMPLE

Bold or regular can be used as the headline font across packaging.

TRAJAN PRO REGULAR

AA BB CC DD EE FF GG HH
II JJ KK LL MM NN OO PP
QQ RR SSV TT UU VV WW
XX YY ZZ 1234567890

TRAJAN PRO BOLD

AA BB CC DD EE FF GG HH
II JJ KK LL MM NN OO PP
QQ RR SSV TT UU VV WW
XX YY ZZ 1234567890

HEADLINE - TRAJAN PRO REGULAR
SECONDARY - FUTURA PT LIGHT

When used in all capitals it should have generous kerning. The example show has 150pt kerning in the Medium weight.



IV TYPOGRAPHY

PRIMARY TYPEFACE PRINT / DIGITAL EXAMPLE

Light or regular can be used as the headline font across print or digital platforms.

TRAJAN SANS LIGHT

AA BB CC DD EE FF GG HH
II JJ KK LL MM NN OO PP
QQ RR SS TT UU VV WW
XX YY ZZ 1234567890

TRAJAN SANS REGULAR

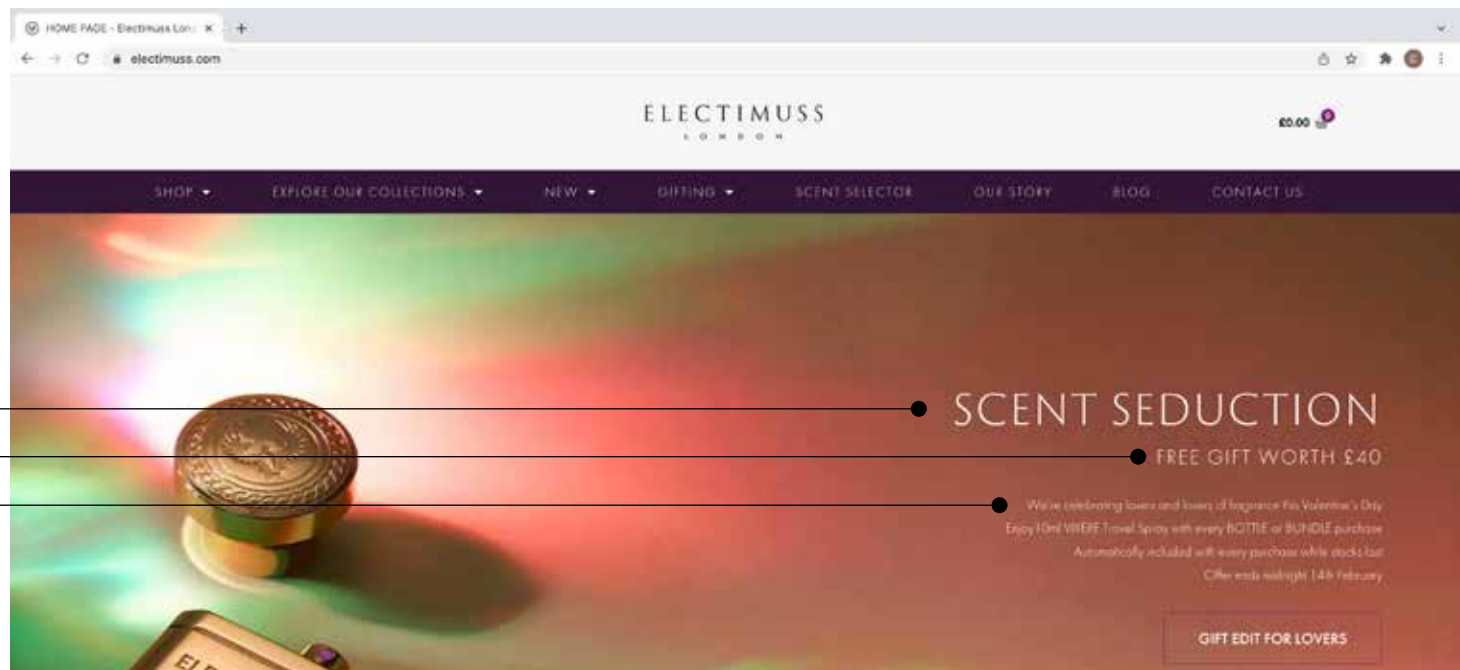
AA BB CC DD EE FF GG HH
II JJ KK LL MM NN OO PP
QQ RR SS TT UU VV WW
XX YY ZZ 1234567890

HEADLINE - TRAJAN SANS LIGHT

SECONDARY - FUTURA PT LIGHT

SECONDARY - FUTURA PT LIGHT

When used as body copy the kerning should still be generous. The example show has 30pt kerning in the Light weight.



V PHOTOGRAPHY

CORE COLLECTION PHOTOGRAPHY

Electimuss now has an extensive range of photography and videos for use across all applications. It ranges from single collection images, single fragrances, and multi-collection images. As well as product imagery for shops and cut - out images which can be used on narrative stock imagery.

Please contact comms@electimuss.com for access to the full range of assets.



V PHOTOGRAPHY

CORE BRAND PHOTOGRAPHY

Additional photography can be used from stock image libraries to build on the narratives of our products.

Our images should be impactful, evocative of the Roman influence behind our brand. Each image should tell a story and reflect our brand values.

Where possible we like to use imagery that reflects our rich and vibrant brand colour palette.

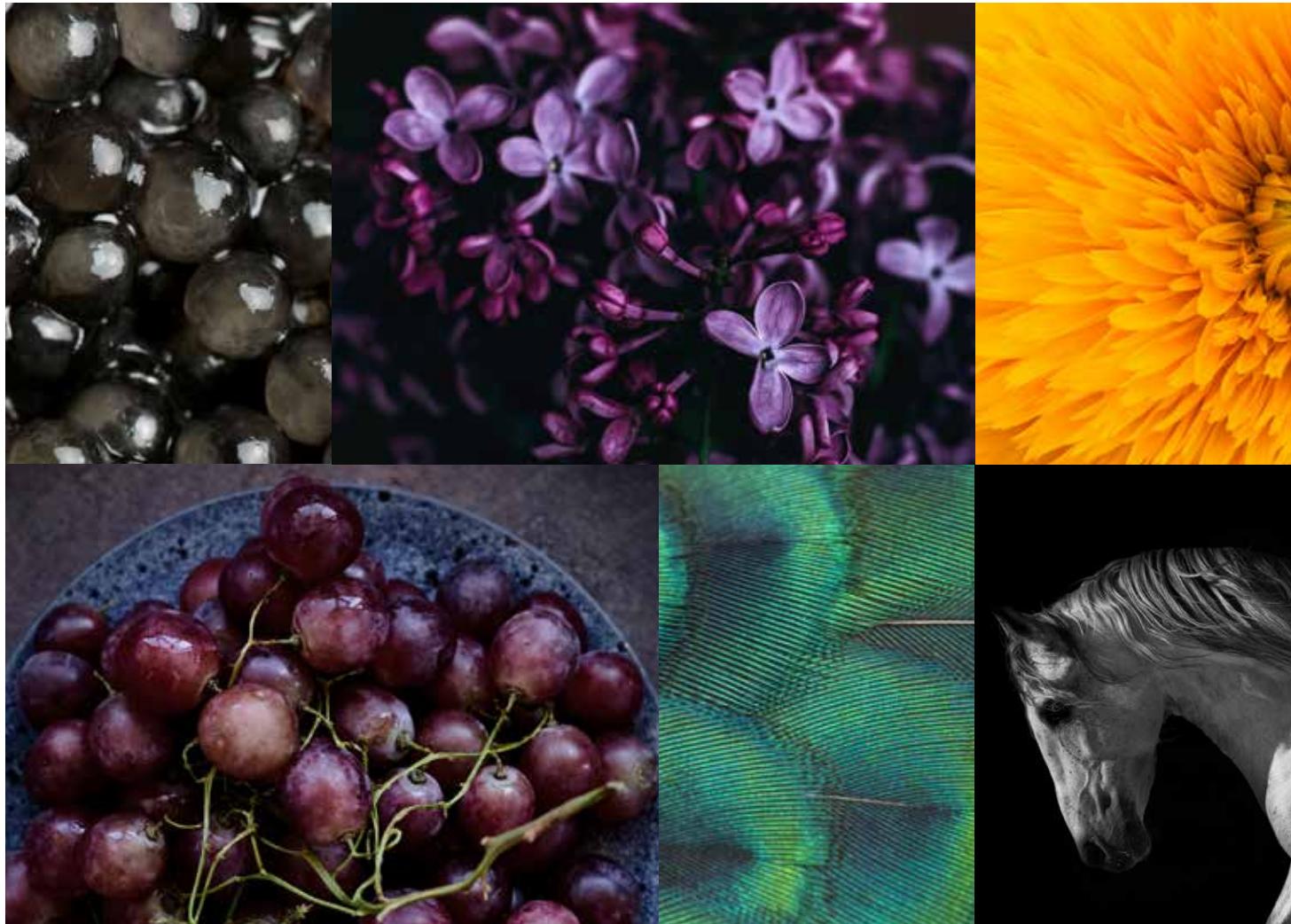
Our images are:

RICH

SUMPTUOUS

BEAUTIFUL

ASPIRATIONAL



V PHOTOGRAPHY

CORE BRAND PHOTOGRAPHY

Our stock image library has been created to reflect every aspect of our brand and our fragrance collection.

These categories can guide content.

Image categories include:

- 1 CELESTIAL SKIES
Beautiful star filled nights, powerful storms and dreamy sunsets
- 2 INGREDIENTS
Close up, tactile textures, short depth of field and use of light and shade
- 3 ROMAN INSPIRED LIFESTYLE
The grandeur and emotional nature of the Roman way of life
- 4 ANIMALS
Animals that are symbolic of power and beauty
- 5 SENSORY EXTRAVAGANCE
Abstract, luxurious and sensorial
- 6 ROMAN
Architecture, bathing, statues
- 7 LANDSCAPES
Natural, unkept and dramatic land and seascapes



IV PHOTOGRAPHY

PRODUCT PHOTOGRAPHY

Our products are shot with the light source in mind, creating shadow and variation of light, colour and tone through the glass.



IV PHOTOGRAPHY

PRODUCT PHOTOGRAPHY

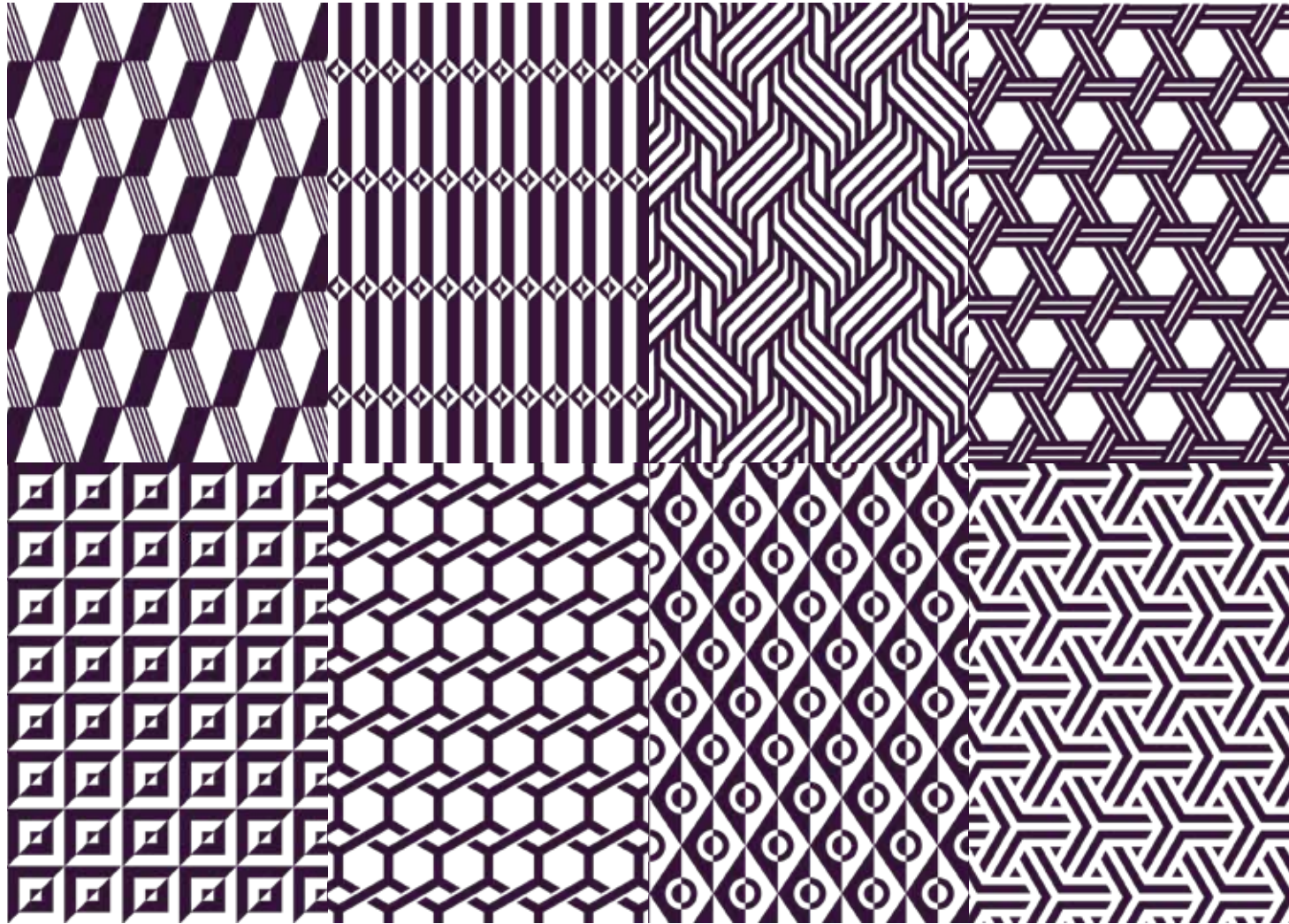
Each fragrance range has an assigned roll over image that is suggestive of the nature of the collection. These will be used on the website and can also be used across social media.



VI GRAPHIC DEVICES

BACKGROUND PATTERN

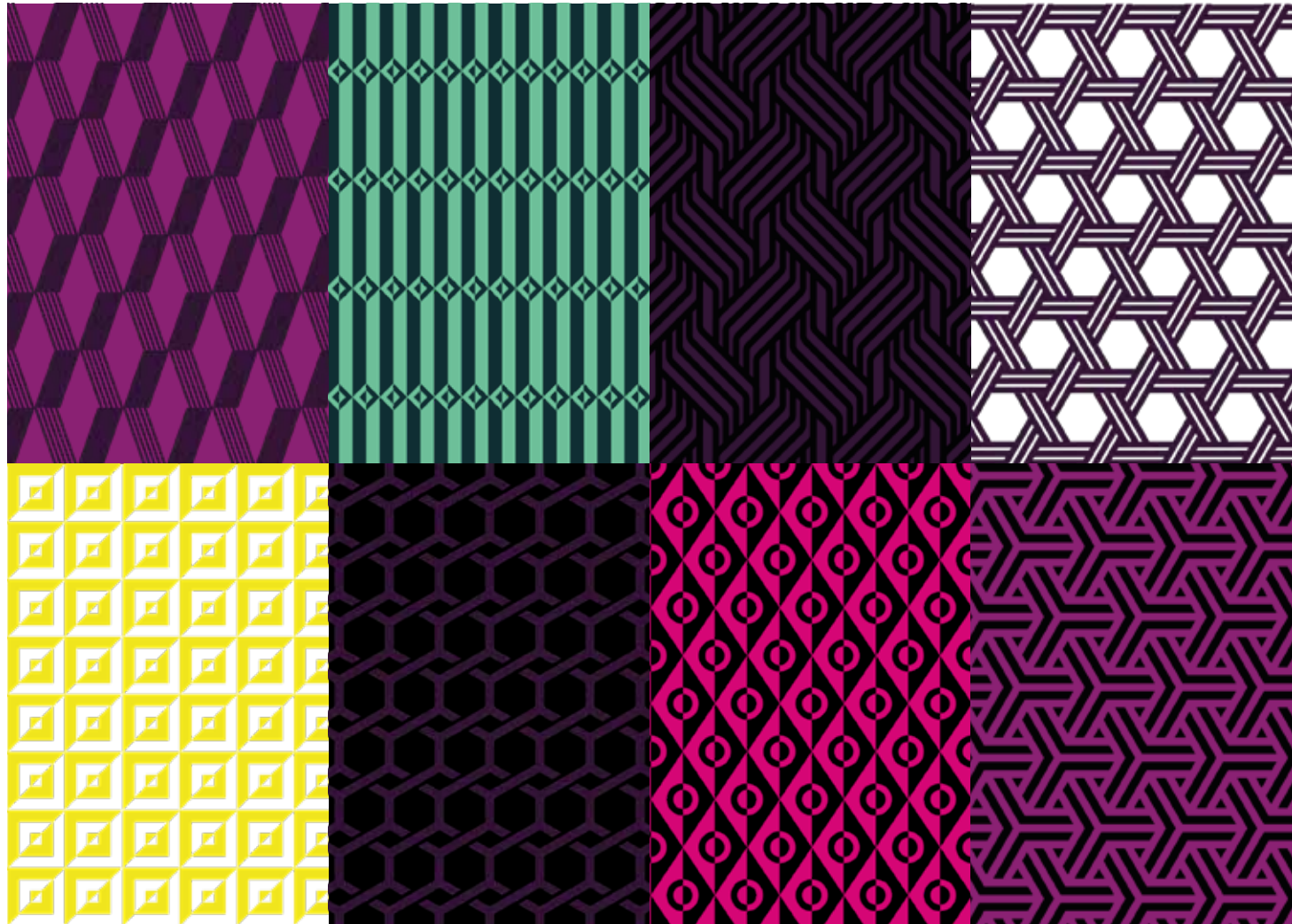
We have developed a series of patterns to be used across brand assets. These patterns should be used along side clean, block colour, they should be used sparingly.



IV GRAPHIC DEVICES

BACKGROUND PATTERN

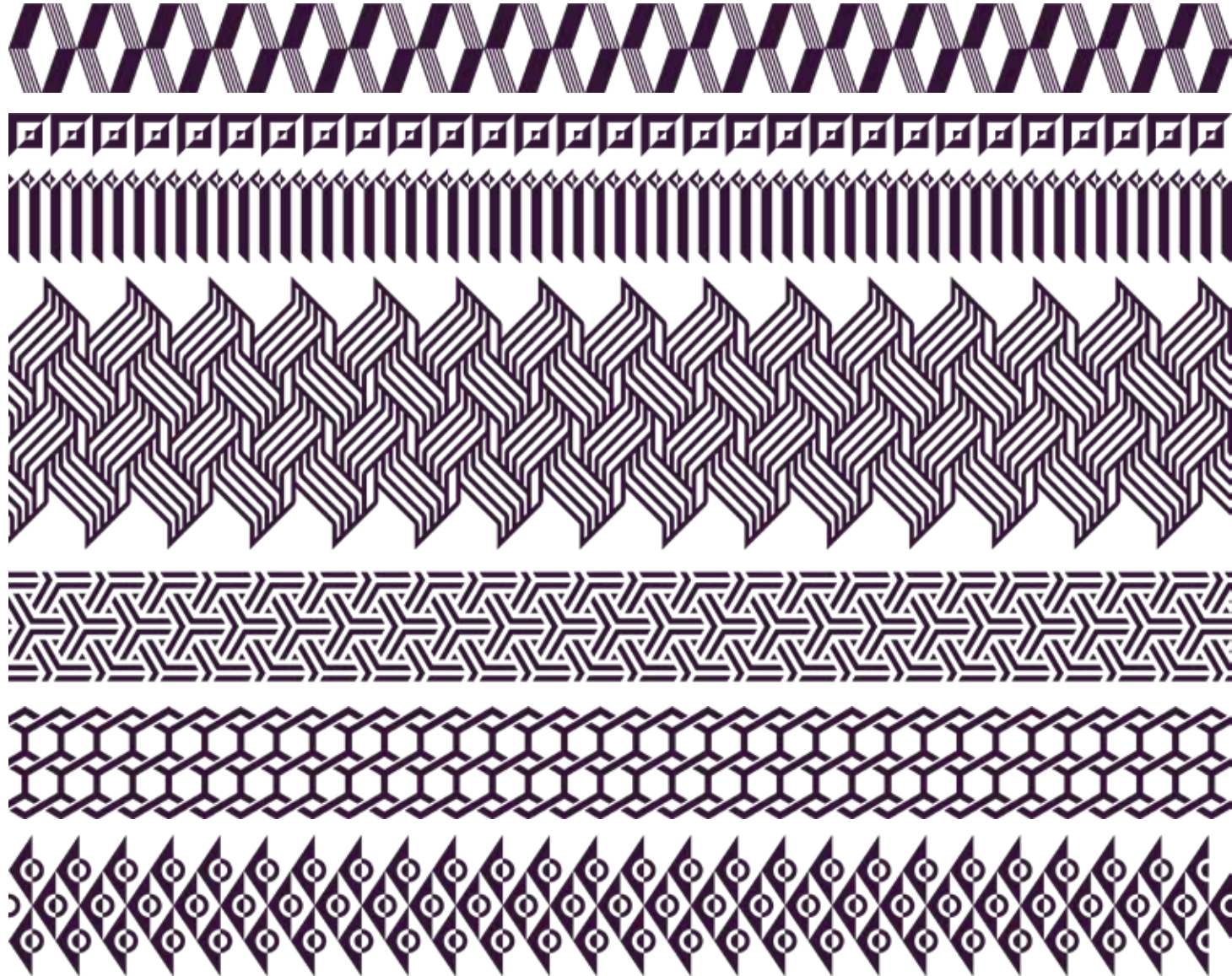
Patterns can be used in our core colour palette as well as our extended collection palettes.



VI GRAPHIC DEVICES

BORDERS

We have developed a series of borders derived from our full bleed patterns to be used across brand assets. The borders should be used sparingly to add interest to clean and contemporary layouts.



IV GRAPHIC DEVICES

BORDERS

Borders can be used in our core colour palette as well as our extended collection palettes.

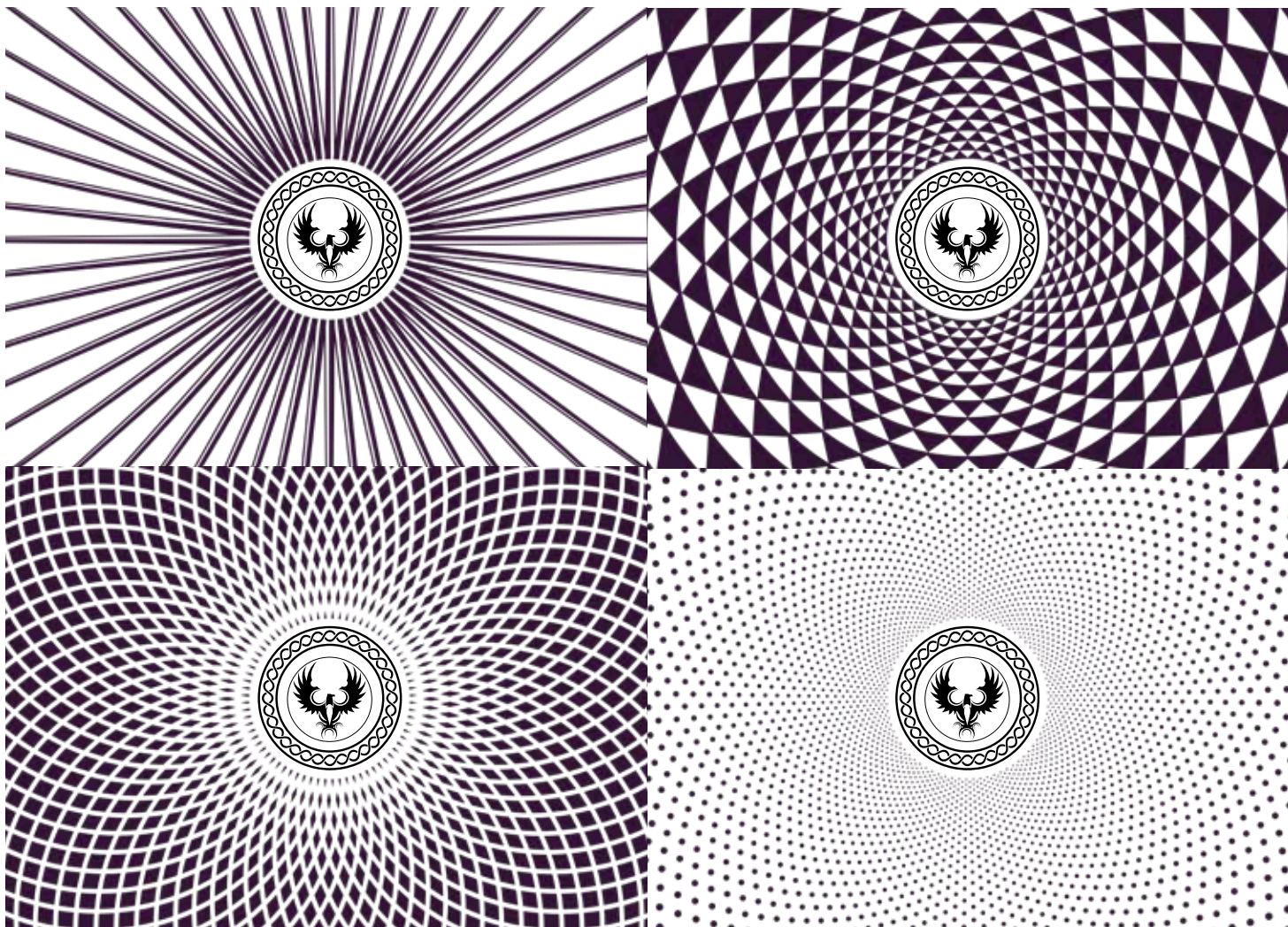


IV GRAPHIC DEVICES

RADIATING PATTERNS

A series of radiating patterns have been developed to work with the Electimuss roundel landmark at the centre.

The radiating patterns should be used in the core palette, and can also be embossed or applied as a spot varnish.



VII CAMPAIGN IMAGERY DOs

HERE IS A LIST OF THINGS TO ENSURE WHEN CREATING A POSTER, ADVERTISEMENT OR CAMPAIGN IMAGE FOR ELECTIMUSS

DO use full bleed imagery

DO crop imagery to create impact

DO use a brandmark colour that stands out again the image in the background

DO ensure all areas of the brandmark are clearly visible

DO use simple short sentences, titles or statements

DO apply the brandmark to an area of clear space on the image

DO keep the composition simple

DO ensure the brandmarks has enough clear space around it and is not to close the edge of the artwork

DO use a centred composition where possible. Either centre the brandmark, text and image subject or use an off centre image with text and brandmark centred against each other

DO use Trajanus and Futura together when addressing the collection names. As shown opposite in 'The Nero Collection'



PORTRAIT EG.



LANDSCAPE EG.

VII CAMPAIGN IMAGERY DON'Ts

HERE IS A LIST OF THINGS TO AVOID WHEN CREATING A POSTER, ADVERTISEMENT OR CAMPAIGN IMAGE FOR ELECTIMUSS

DO NOT use a brandmark that doesn't have stand out against the background image

DO NOT use the brandmark too close to the edge of the artwork

DO NOT fill the space with the product. Consider the composition of the image

DO NOT use the brandmark at a large scale. Let the image dominate the artwork

DO NOT use too much text. Less is more

DO NOT use multiple alignments

DO NOT use multiple colours for text and brandmark

DO NOT use the falcon symbol across imagery containing the products

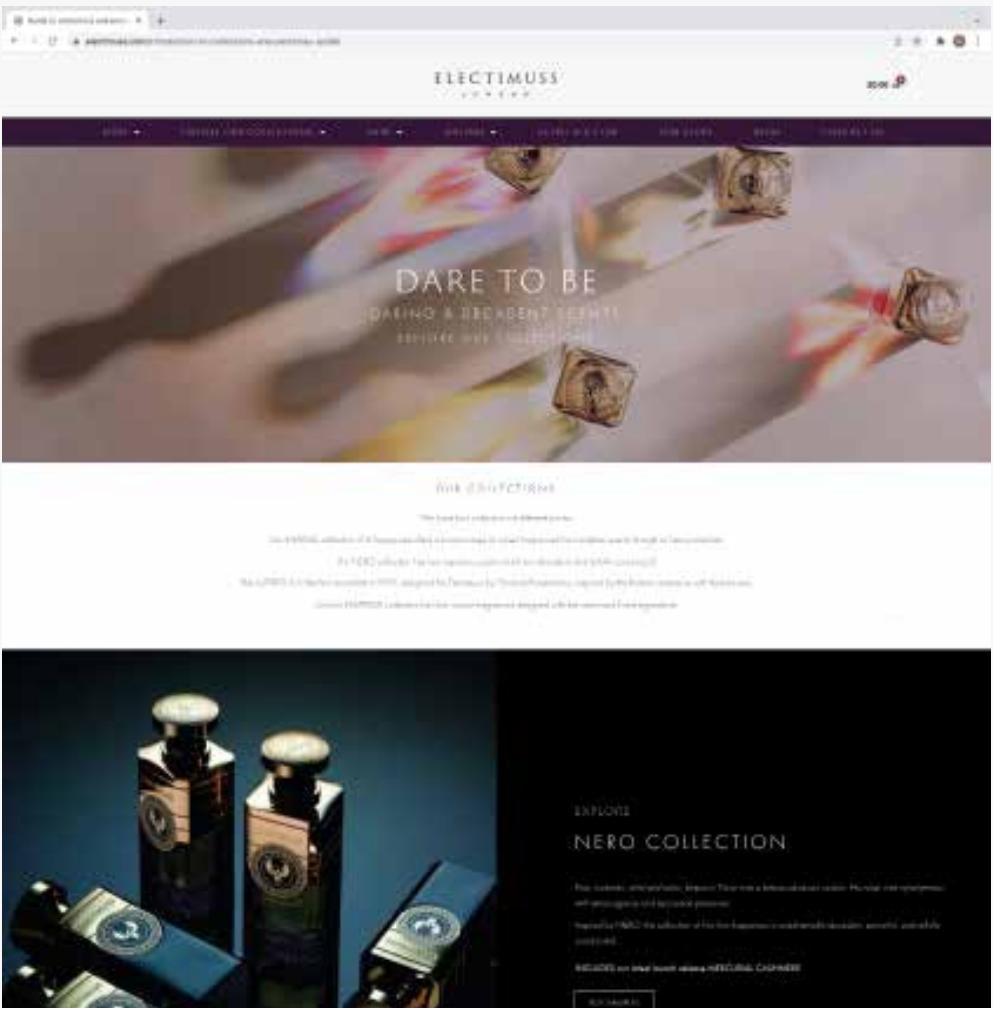
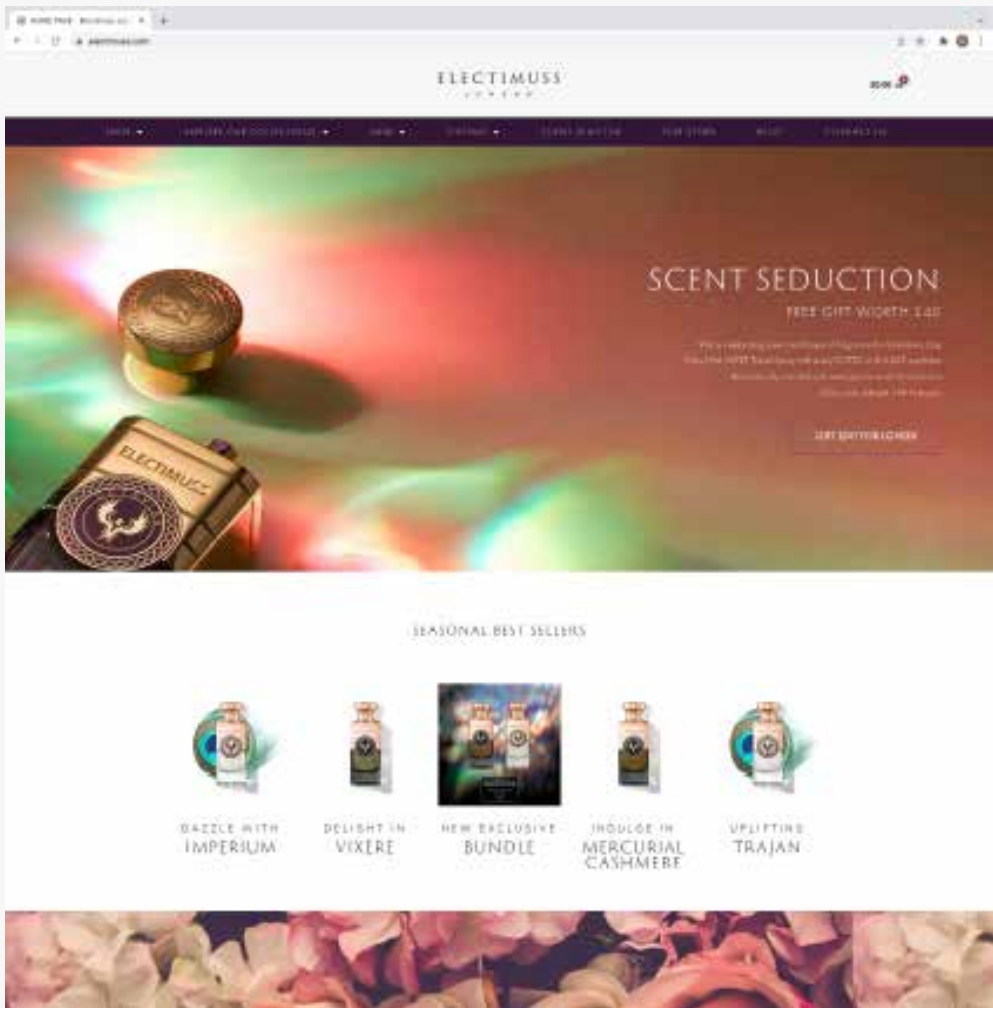


PORTRAIT EG.



LANDSCAPE EG.

IIV APPLICATIONS



Website example

IIV APPLICATIONS



Merchandising examples

IIV APPLICATIONS



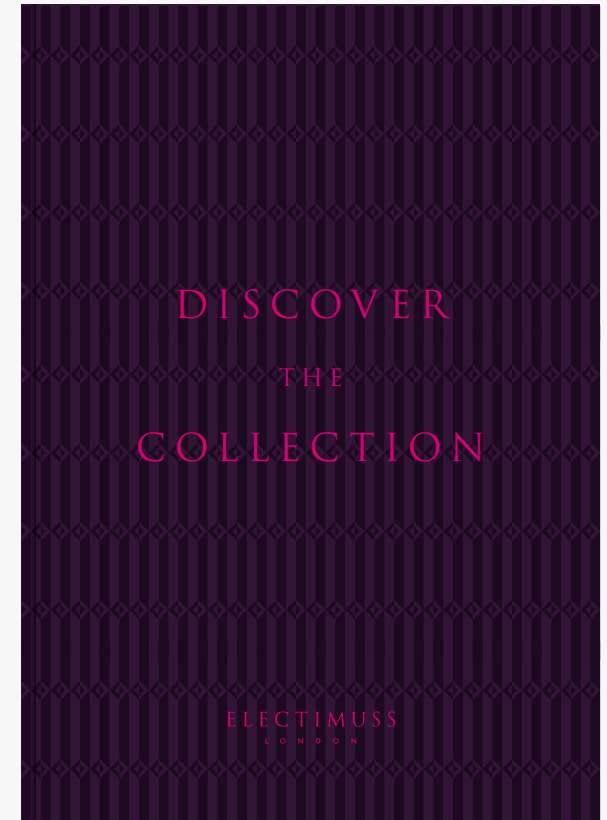
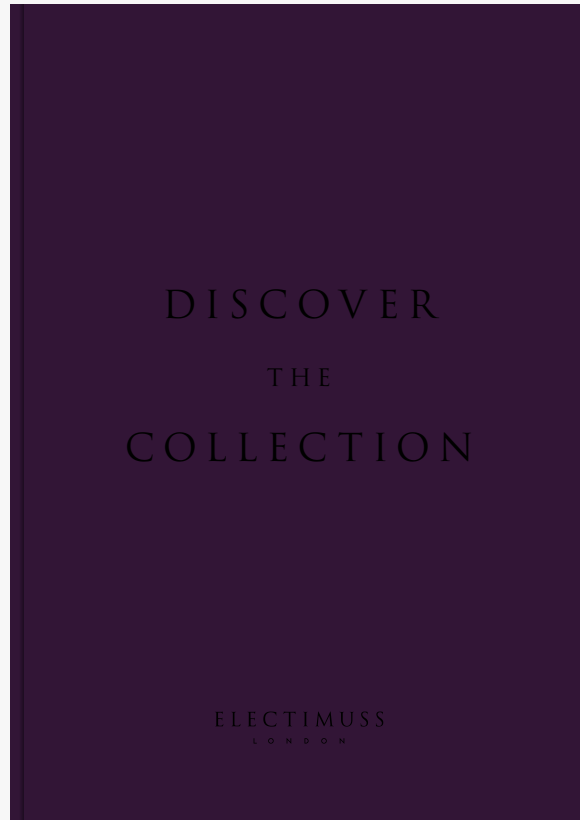
POS examples

IIV APPLICATIONS



Social Media examples

IIV APPLICATIONS



Brochure cover examples

IIV APPLICATIONS



Ad examples



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