

Noire & Blanc

B R A N D G U I D E L I N E S

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P R E S E N T S

WELCOME

The **NOIRE & BLANC** brand is built on the elegance of contrast — black and white, strength and softness, clarity and mystery. These guidelines are your foundation for shaping and expressing the brand with consistency and sophistication.

This guide is not a limitation, but an inspiration. It ensures every detail — from design to tone — reflects our refined simplicity and modern luxury.

NOIRE & BLANC is more than a name; it's a statement of timeless style. Let this guide help you present it with confidence, clarity, and enduring beauty.

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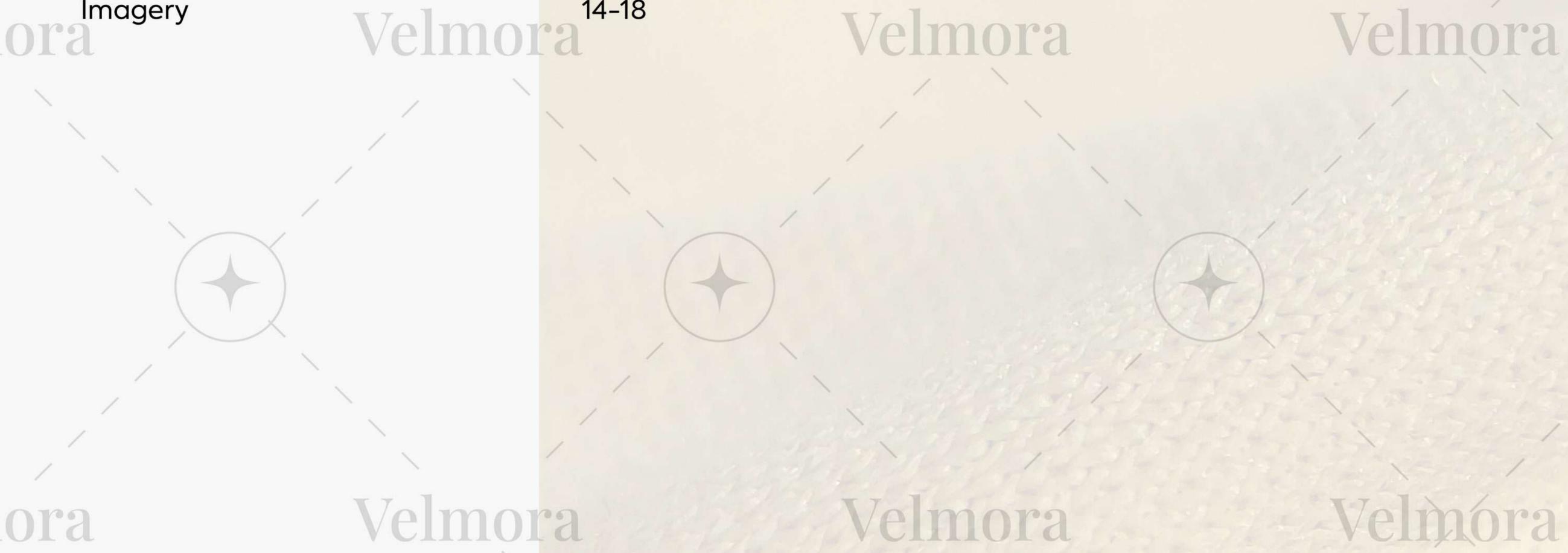
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Visual Identity

The Brand Logo

The NOIRE & BLANC logo blends modern elegance with bold beauty. At its heart is a custom icon formed by the seamless combination of the letters “N” and “B”, crafted in a sleek, stylized design that represents balance, sophistication, and the essence of beauty.

Paired with a refined, contemporary wordmark, the logo reflects NOIRE & BLANC’s dedication to confident simplicity and timeless luxury. Whether used alone or alongside the name, the icon creates a distinctive signature — one that captures the brand’s modern spirit and powerful elegance.



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CONTRAST. CRAFT. COUTURE

Logo Stacking

The **NOIRE & BLANC** has 3 variations

1. Primary Logo

Icon + Wordmark + Tagline

Used for main branding and high-visibility placements.

2. Secondary Logo

Wordmark

Ideal for clean, minimal layouts where space is limited.

3. Submark

Icon only

Used for small formats, product stamps, or subtle branding.



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Logo Architecture

The **NOIRE & BLANC** logo is crafted to embody the harmony of contrast — where boldness meets elegance, and modern structure is softened by style and detail.

While the layout follows a clean, contemporary form, the custom “**N&B**” icon introduces a sense of fluidity and sophistication. Its modern styling avoids rigidity, creating a visual rhythm that feels both striking and graceful. Seamlessly integrated with the wordmark, the icon reinforces brand identity while maintaining clarity and balance.

This intentional design approach ensures the logo feels timeless, luxurious, and unmistakably **NOIRE & BLANC** across every touchpoint.



Logo Padding

To uphold the clarity, elegance, and refined presence of the **NOIRE & BLANC** logo, a consistent clear space rule must be applied across all uses. Clear space refers to the minimum padding area surrounding the logo that must remain free from any text, images, or other visual elements.

This dedicated space ensures the logo remains distinct, legible, and visually balanced in every context. The minimum clear space is defined by the height of the custom “N&B” icon, denoted as X in the logo layout diagrams. This padding must be maintained on all sides of the logo, regardless of format, scale, or placement.

By respecting this clear space, **NOIRE & BLANC**'s identity retains its premium, sophisticated presentation — preserving the brand's signature harmony of boldness and elegance.

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Logo Scaling

Proper scaling ensures the NOIRE & BLANC logo remains clear, sophisticated, and impactful across all sizes and mediums.

The logo must always be scaled proportionally to preserve its shape, legibility, and visual integrity. Avoid stretching, compressing, or distorting the logo in any way.

A minimum size should be observed to maintain readability, particularly for the wordmark and any supporting elements. In smaller applications where the full logo might lose clarity, the custom “N&B” icon (submark) may be used independently.

Adhering to these scaling guidelines guarantees a consistent, luxurious, and polished brand presence across every touchpoint.

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The minimum 55x30 mm

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The minimum 55x8 mm

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The minimum 16x12 mm

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Logo Don'ts

The NOIRE & BLANC logo must never be altered and should always be used in its original, approved form. To maintain brand consistency and integrity, any distortion, stretching, color changes outside the approved palette, added effects, rotation, flipping, or rearrangement of the logo elements is not allowed.

The only acceptable adjustment is the removal or modification of the tagline when necessary to ensure the logo remains clear and legible across different media sizes.

Adhering to these guidelines preserves the logo's strength, elegance, and unmistakable identity.



Brand Colors

The **NOIRE & BLANC** palette blends luxury and modern elegance, reflecting a bold and timeless brand.

Champagne Gold (#D4AF37)

A rich, radiant gold that symbolizes prestige and refined luxury.

Carbon Black (#1C1C1C)

A deep, smooth black that ensures strong contrast and confident clarity.

Anti-Flash White (#F2F3F4)

A soft off-white that balances and complements the dark and metallic tones with subtle sophistication.

Anti Flash White

RGB: 255, 243, 245

CMYK: 4, 2, 2, 0

HEX: #F2F3F4

Champagne Gold

RGB: 213, 175, 52

CMYK: 18, 29, 96, 1

HEX: #D5AF34

Charcoal Gray

RGB: 27, 27, 27

CMYK: 73, 67, 65, 78

HEX: #1C1C1C

Brand Typography

NOIRE & BLANC uses a blend of modern serif and clean sans-serif typefaces, offering versatility, clear hierarchy, and a refined, contemporary look across all layouts.

Aa

Allegra de Amour

Open Font License

Aa

Axiforma

Open Font License

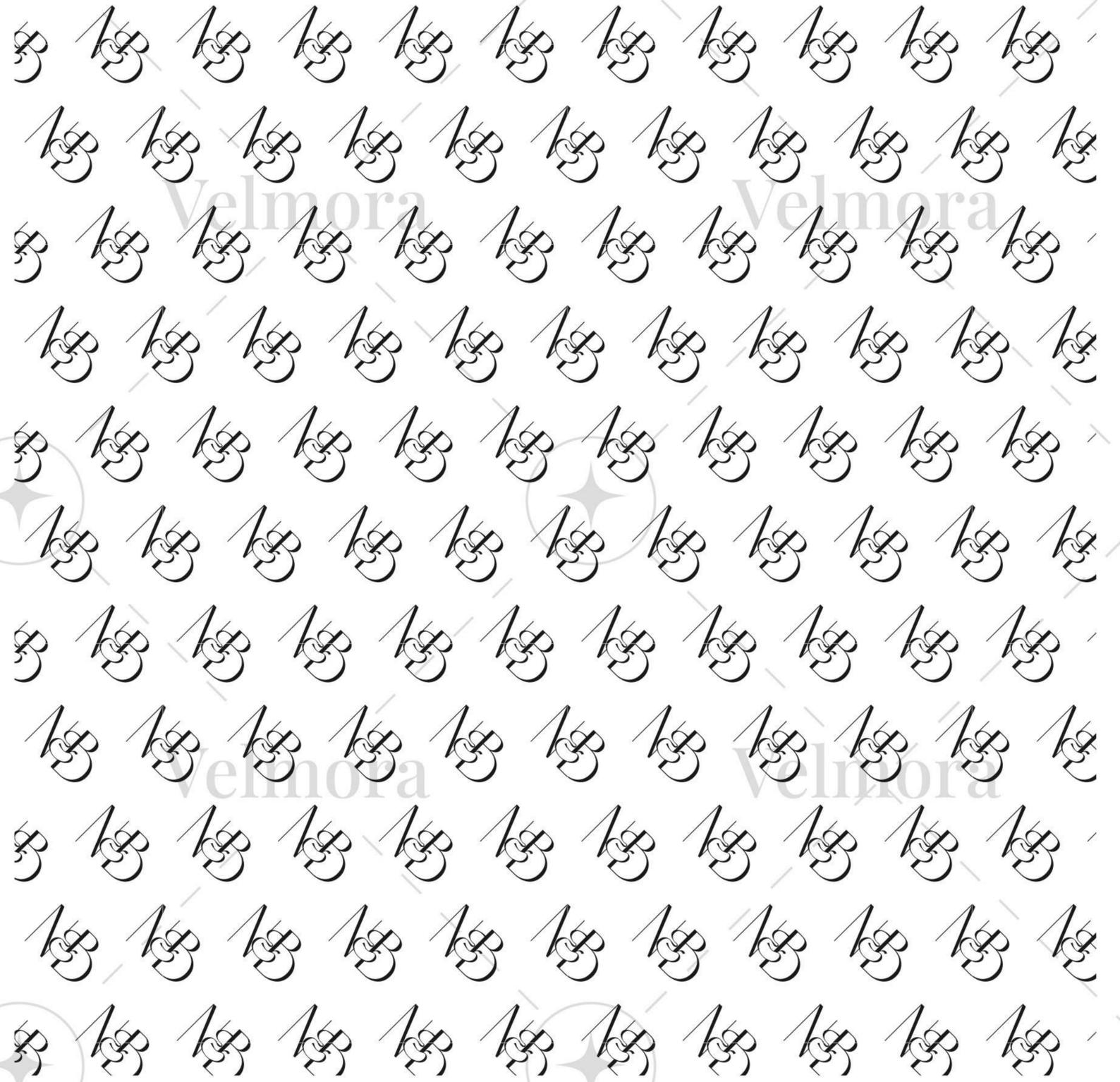
Size: Varies
Color: All brand color optional
Use: Headline, accents and short text

Size: Varies
Color: All brand color optional
Use: Body text and important information

Graphic Assets

Pattern & Texture Use

The **NOIRE & BLANC** icon and supporting design elements can be used to create sophisticated brand patterns that subtly extend the brand's visual identity. These patterns are perfect for enriching branded materials — whether as elegant watermarks filling large areas, custom wrapping paper for luxury packaging, covers for printed publications, or refined textures on backgrounds across both print and digital media. When applied thoughtfully, these patterns enhance the brand experience while preserving NOIRE & BLANC's signature blend of boldness, elegance, and timeless luxury.



Imagery

It is essential to use only high-quality, professionally curated images to maintain the elegance and premium feel of the **NOIRE & BLANC** brand. Every visual should embody the brand's refined aesthetic, ensuring consistency, sophistication, and a timeless sense of luxury across all platforms.









