

AMARO GUIDELINES

BRANDBOOK



AMARO GUIDELINES

AMARO

amaro.com

our
target

Women 25-45 years old

Urban fast-paced routine

Professional hard-working women
aspiring for success

et love time for themselves and for activities they enjoy (sports, time with family/friends, dining out, etc).

Balancing their personal, professional and social responsibilities is a desire and a big challenge.

Informed and tech-savvy consumers

Connected with cultural narratives (events, entertainment, culture) and social narratives (social minorities, feminism, inclusion and sustainability)





a brand for women who
achieve

A woman with long brown hair and large pearl earrings stands in front of a lake and a forest. She is wearing a cardigan with vertical stripes in green, white, and brown. The text "a brand for women who dream" is overlaid on the image.

a brand for women who
dream



a brand for women who
lead

A woman with long, dark, wavy hair is captured in a dynamic pose, her hair blowing as if caught in a breeze. She is wearing a vibrant red, shimmering, V-neck dress. She has a joyful expression, with her mouth open in a wide smile. In the foreground, the back of a man's head and shoulders are visible; he is wearing a white shirt and holding a white smartphone up to film the woman. The phone's screen shows a live feed of the woman. The background consists of soft, vertical pink and white stripes. The overall mood is one of celebration and confidence.

a brand for women who
dare

so what is AMARO?

Born in **São Paulo**. Designed for the **world**.

AMARO is a **digitally native fashion brand** offering
trends and essentials at fair prices.

We empower you to live your everyday stories.



BRAND GUIDELINES

logo

Our logo is featured in white or black font colors (on top of clear backgrounds).

The URL logo versions should always be applied underneath the main logo in a centralized position.

Never distort, shrink, tilt or modify the logo.

[DOWNLOAD FILES HERE](#)

AMARO
amaro.com



AMARO
amaro.com

AMARO
amaro.com

AMARO
amaro.com

logo clear space

In rare cases where the logo must be featured on a very small scale, the option without the URL should be used.

WEB

URL VERSION MIN SIZE: 80 x 28 px

SIMPLE VERSION MIN SIZE: 40 x 7 px

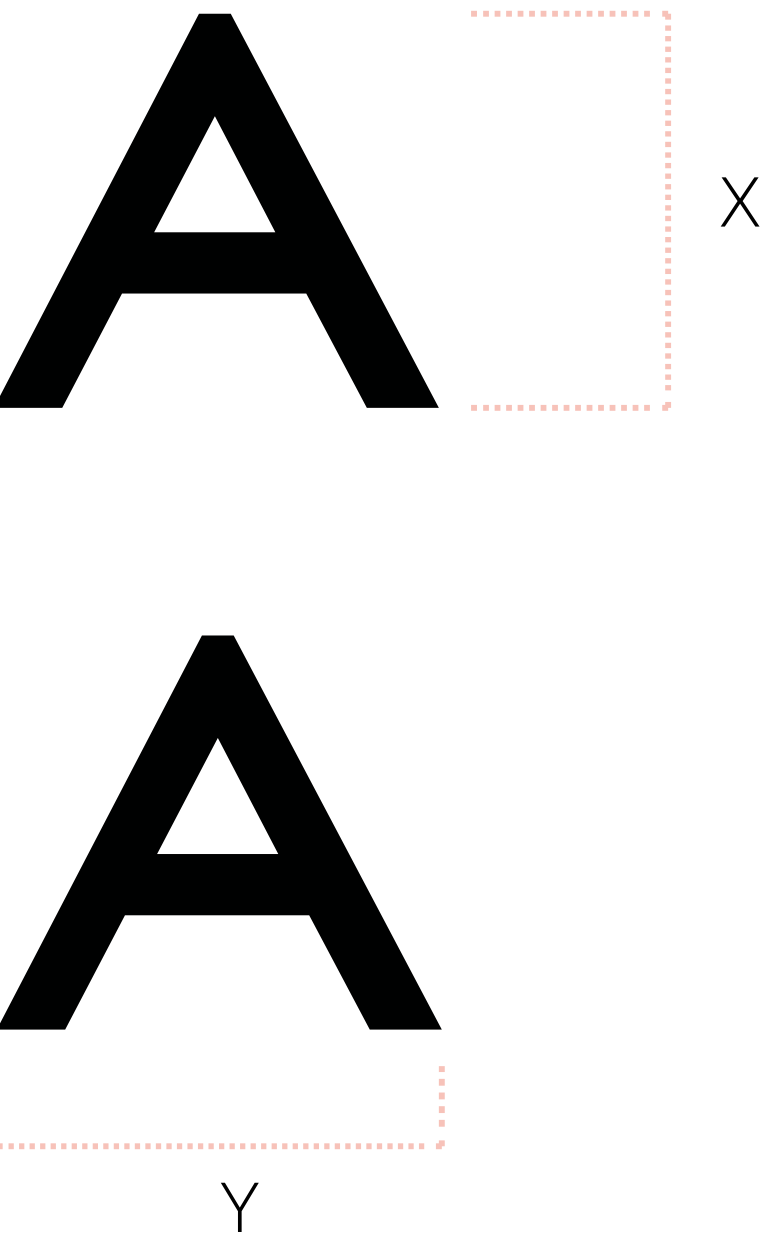
PRINT

URL VERSION MIN SIZE: 3 x 1 cm

SIMPLE VERSION MIN SIZE: 2 x 0,4 cm

AMARO
amaro.com

AMARO



logo applications

Always ensure contrast, so white logo must be applied over dark backgrounds, and viceversa, black logo must be applied over light backgrounds.



incorrect logo usage



DON'T CHANGE SPACING



DON'T DISTORT



DON'T APPLY HARD SHADOW



DON'T ALTER CHARACTER POSITION



DON'T TRESPASS CLEAR SPACE



DON'T APPLY COLORS
OUTSIDE GUIDELINE



DON'T USE SIDEWAYS OR
UPSIDE DOWN



DON'T WARP OR DISTORT



DON'T CHANGE TYPEFACE



DON'T PUT COLOR GLOW



DON'T APLLY MULTIPLE COLORS
(EXCEPT FOR LGBTQ+ VERSION)



DON'T IMAGE OVERLAY



DON'T APPLY INSIDE A BOX



DON'T BUILD PERSPECTIVE



DON'T PLACE OVER ELABORATE
IMAGES



other logos and icons

Consider the same usage guideline as the main logo.

DOWNLOAD FILES HERE



PHYSICAL RETAIL LOGO



CONTENT PLATFORM LOGO



AMARO CARES INITIATIVE LOGO



AMARO CARES INITIATIVE ICON



MAIN HASHTAG LOGO



INSIDER CLIENTS LOGO



SPECIAL PRODUCT CATEGORY LOGO



FITNESS CATEGORY PRODUCTS ICON



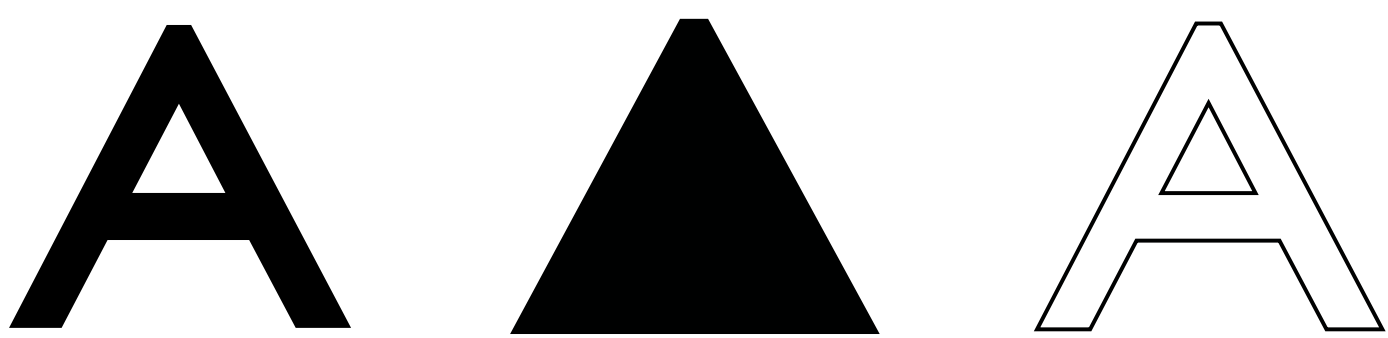
HR PROJECT LOGO (INTERNAL USE ONLY)



ONBOARDING LOGO (INTERNAL USE ONLY)



SPECIAL PRODUCT CATEGORY LOGO



VARIATIONS OF LOADER ICON



color guideline



main color palette

PANTONE 2337 C

RGB 248 193 184

HEX/HTML #F8C1B8

CMYK 0 27 22 0

PANTONE 7416 C

RGB 229 106 84

HEX/HTML #E56A54

CMYK 0 72 70 0

PANTONE - NA

RGB 255 255 255

HEX/HTML #F8C1B8

CMYK - NA

PANTONE - NA

RGB 0 0 0

HEX/HTML #000000

CMYK 30 0 0 100



color psychology

(and how it ties into our personality)

COMMUNICATION

UNDERSTANDING

WARMTH

HOPE

CALMING

FEMININE

- + RELATABLE
- + FEMINIST
- + EMPOWERED

SOCIABLE

ENTHUSIASTIC

SELF-CONFIDENT

INDEPENDENT

ADVENTUROUS

CREATIVE FLAIR

- + CLEVER
- + UPBEAT
- + FREE SPIRITED

CLEANLINESS

EQUALITY

SIMPLICITY

SELF-SUFFICIENT

PRISTINE AND OPEN

NEW BEGINNINGS

- + CLEVER
- + TRUSTWORTHY
- + EASY GOING

CLEAN + SLEEK + MODERN

STRONG

CONTAINED

FORMAL

SOPHISTICATED

SEDUCTIVE

MYSTERIOUS

- + CITY FLUENT
- + TASTEFUL
- + INTENTIONAL

CLEAN + SLEEK + MODERN



color palette percentage

BRAND COMMUNICATION



40% @amaro-white: HEX #FFFFFF

20% @amaro-black: HEX #000000

30% @amaro-pink: HEX #F8C1B8 | PANTONE 2337 C

10% @amaro-coral: HEX #E56A54 | PANTONE 7416 C



secondary colors

HUES OF MAIN COLORS

PANTONE 9286 C

(OFFLINE USE ONLY)

RGB 246 223 224

CMYK 2 13 6 0

PANTONE 7619 C

RGB 192 76 54

HEX/HTML #C04C36

CMYK 0 78 85 12

PANTONE 7416 C

RGB 229 106 84

HEX/HTML #E56A54

CMYK 0 72 70 0

PANTONE 2337 C

RGB 248 193 184

HEX/HTML #F8C1B8

CMYK 0 27 22 0

PANTONE 9260 C

(ONLINE USE ONLY)

RGB 245 222 218

HEX/HTML #F5DEDA



applications summary

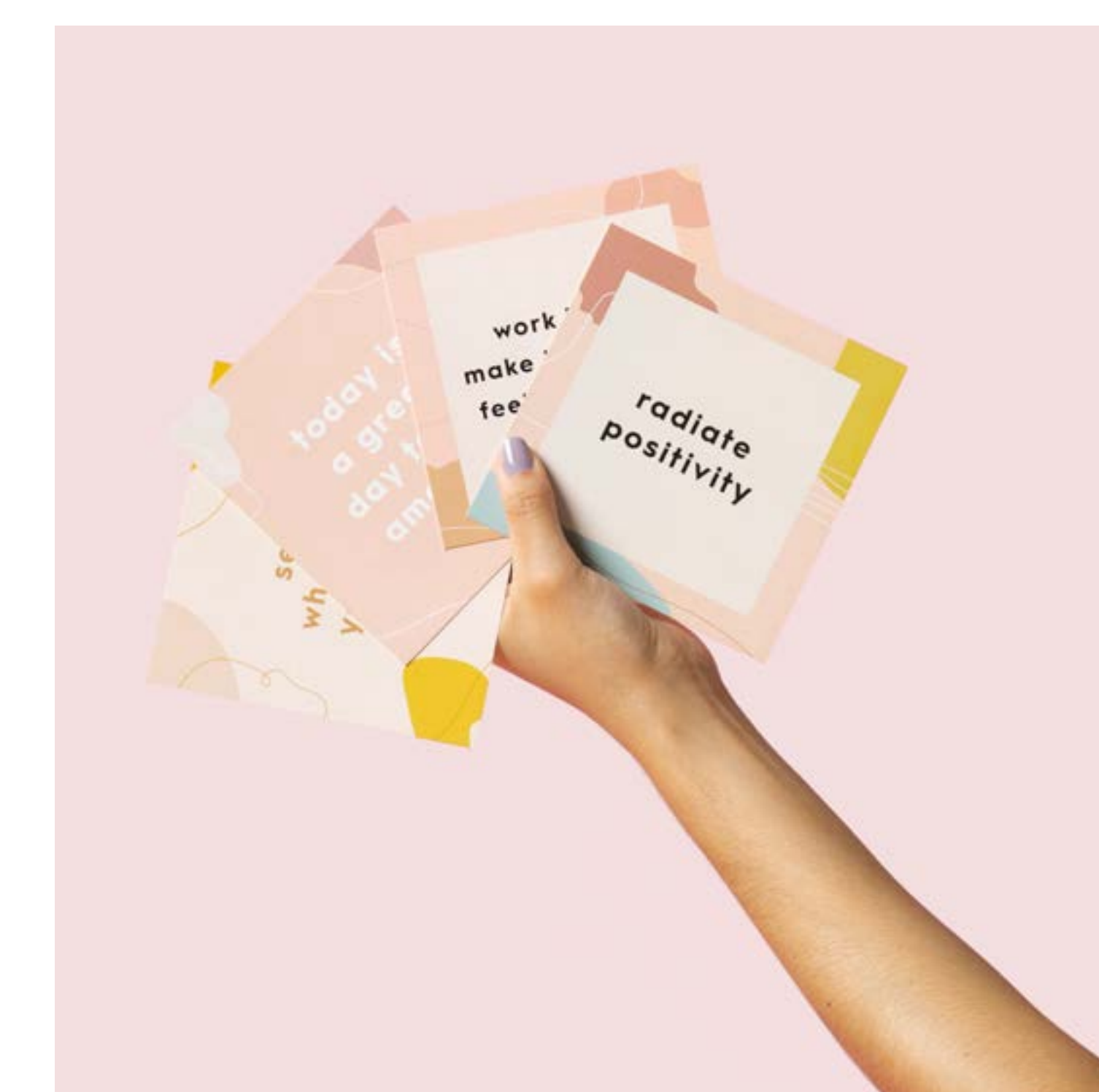
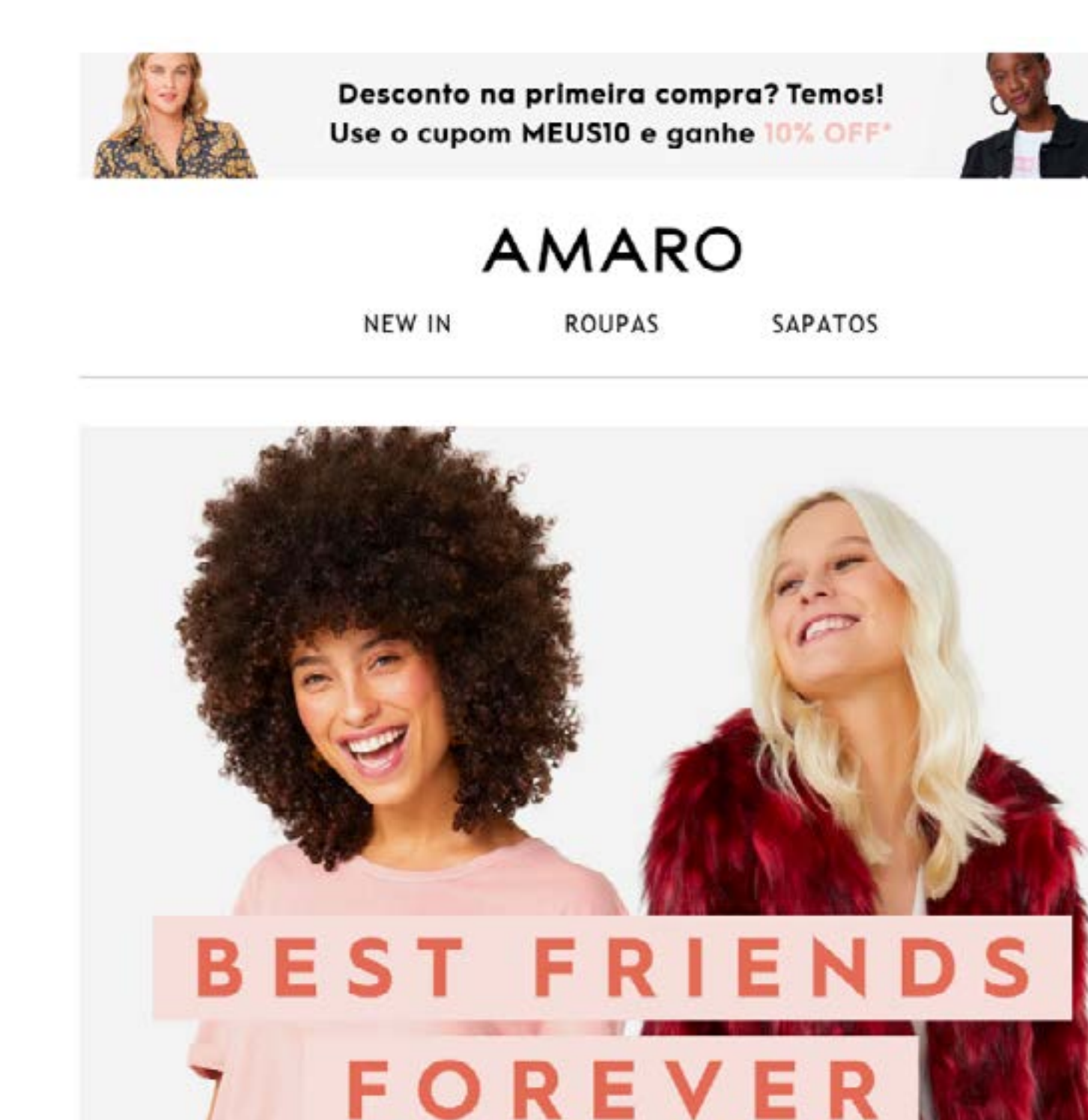
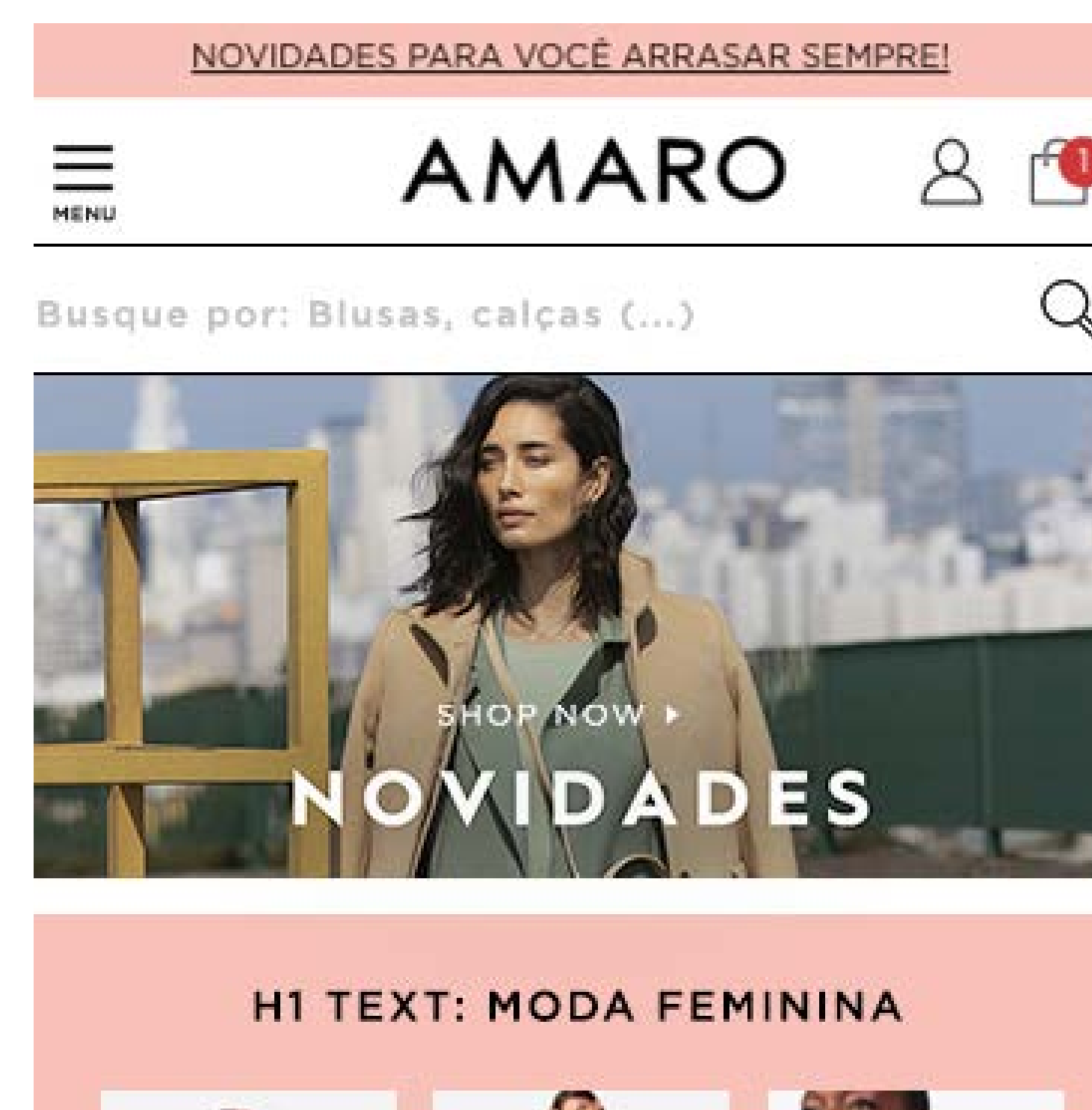
PACKAGING

WEBSITE

SOCIAL MEDIA

PHYSICAL

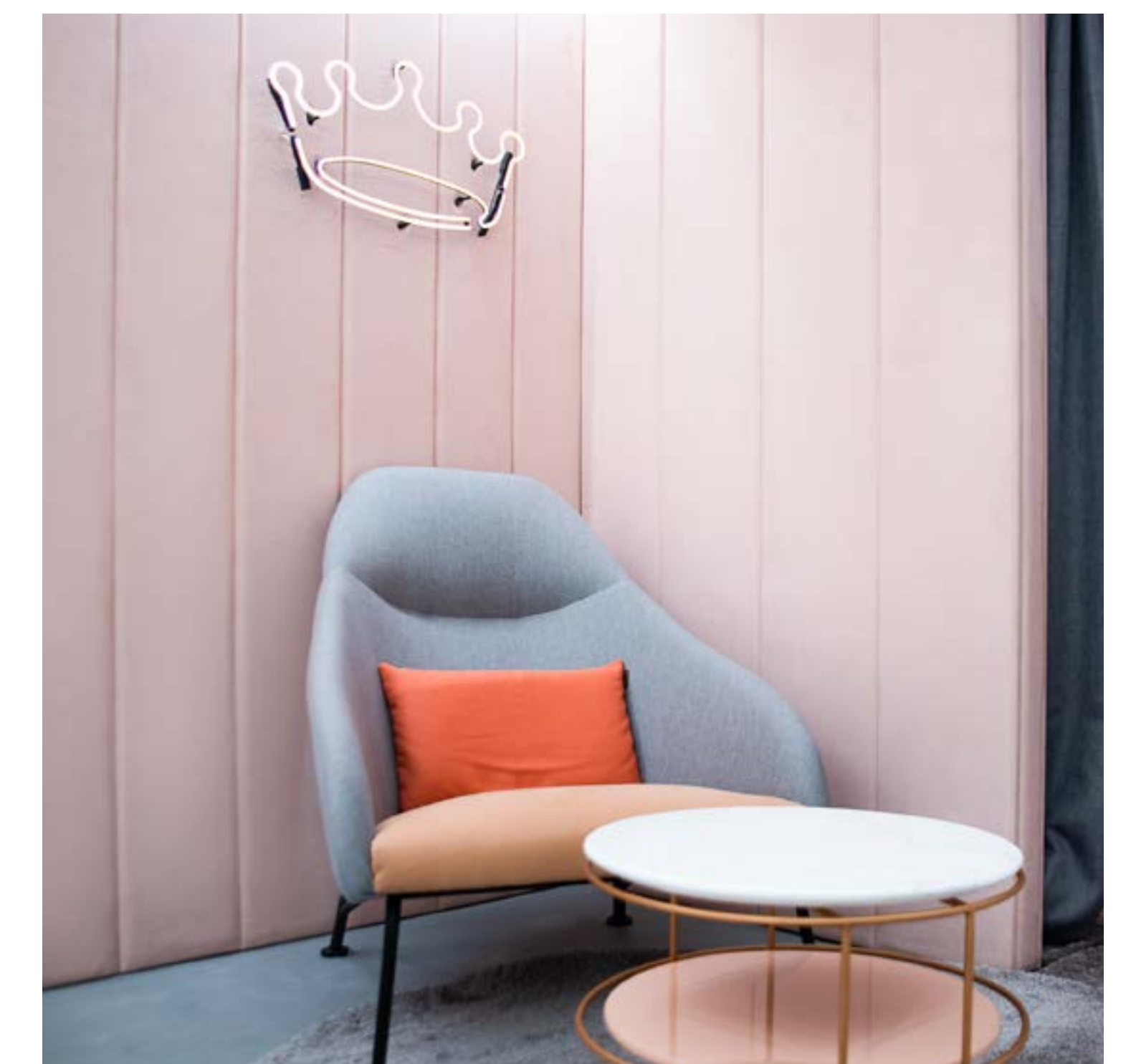
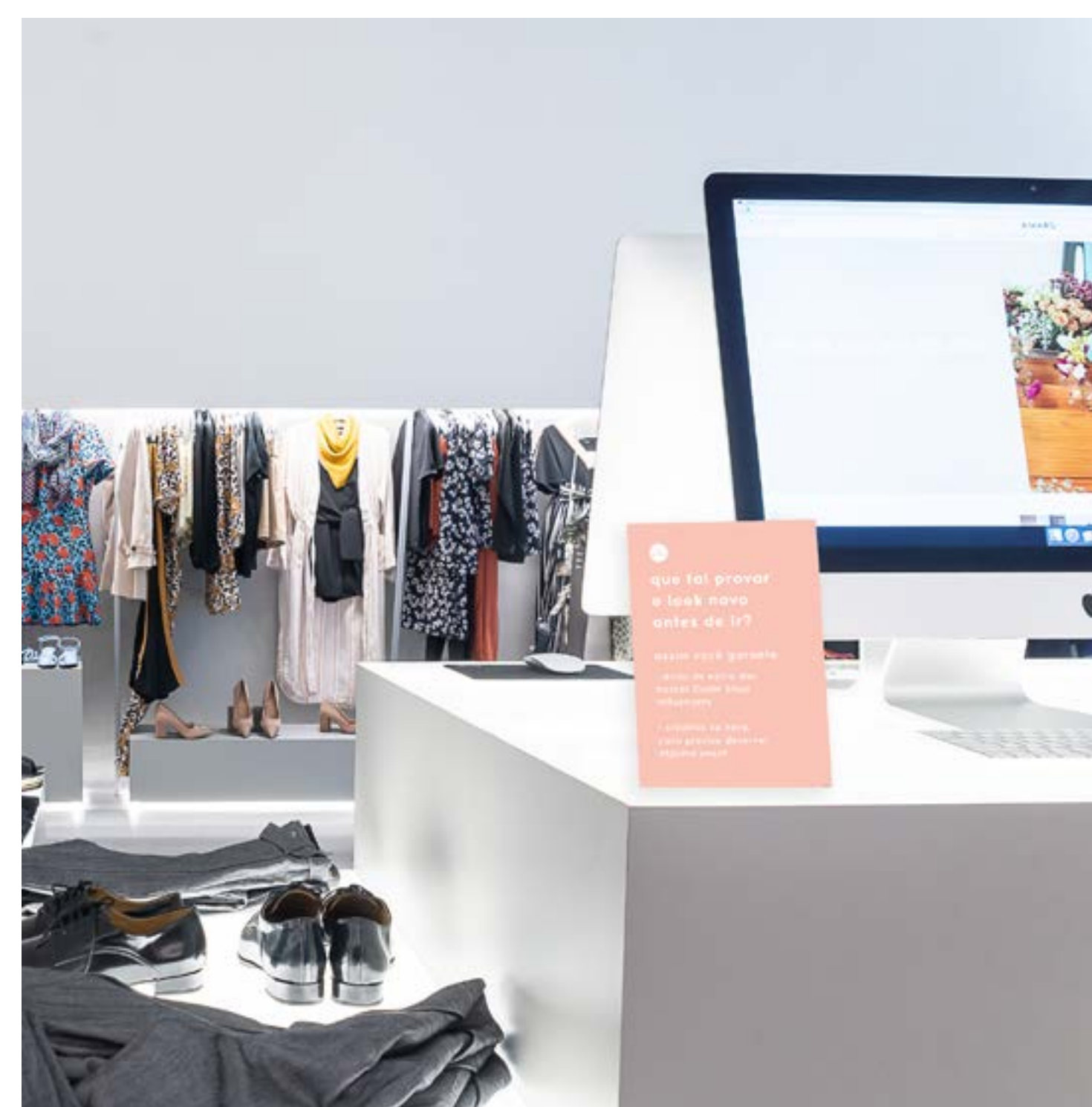
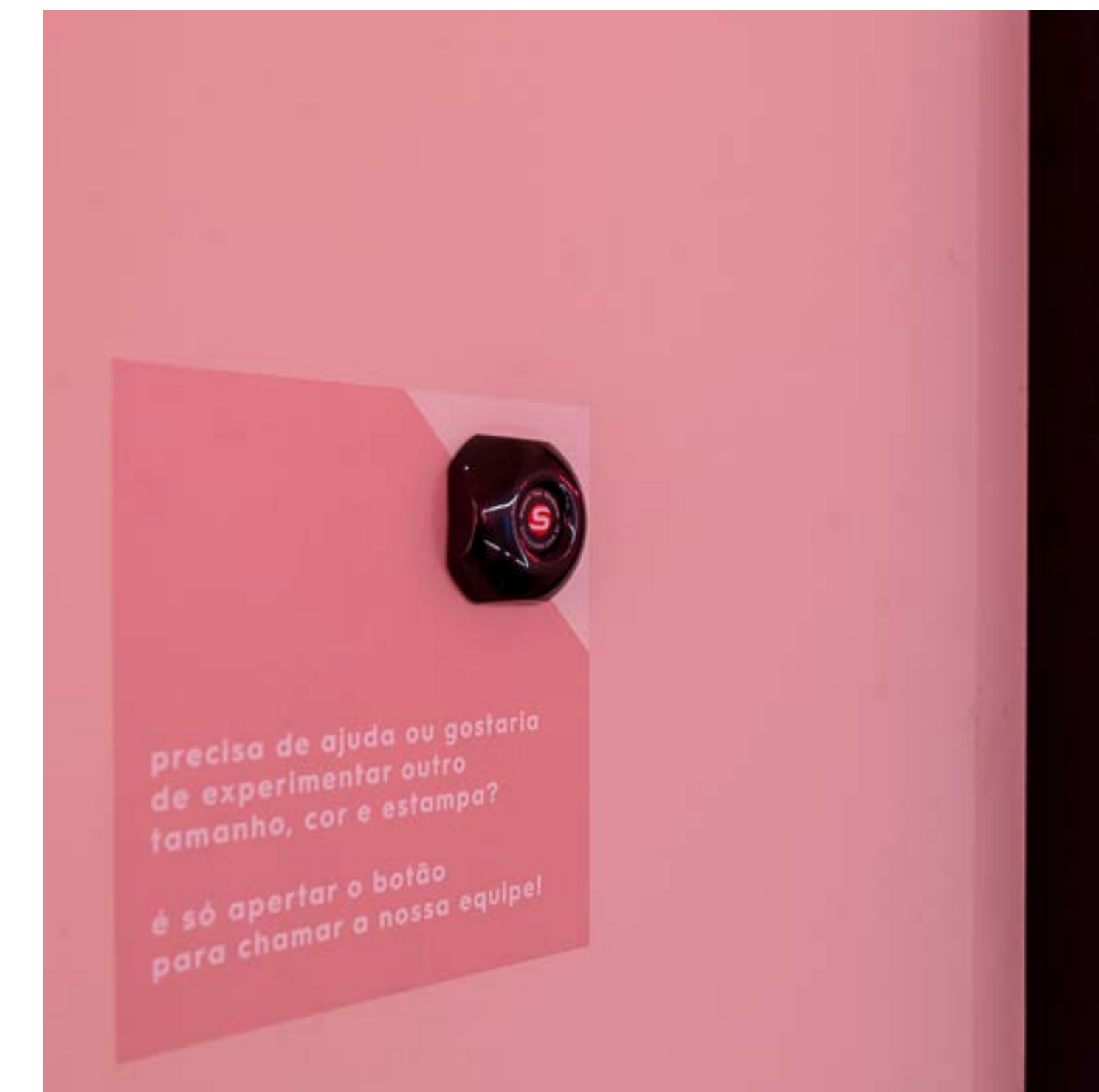
ETC



color palette applications

GUIDE SHOPS

The objects and props may be in darker colors and tones in order to avoid showing signs of wear, dirt or stains.



color usage

PRIMARY COMBINATIONS

hello from
the future

BG: #F5DEDA | FONT: #E56A54

hello from
the future

BG: #F8C1B8 | FONT: #000000

hello from
the future

BG: #E56A54 | FONT: #FFFFFF

hello from
the future

BG: #F5DEDA | FONT: #000000

hello from
the future

BG: #F8C1B8 | FONT: #E56A54

hello from
the future

BG: #C04C36 | FONT: #000000

hello from
the future

BG: #E56A54 | FONT: #F5DEDA

hello from
the future

BG: #F5DEDA | FONT: #E56A54

hello from
the future

BG: #C04C36 | FONT: #F5DEDA

hello from
the future

BG: #F8C1B8 | FONT: #C04C36



typography guideline



primary typeface

HURME GEOMETRIC SANS N1 FAMILY I is a clean, sleek, and geometric font, it was chosen for its sharp edges and perfect circles.
USAGE: ALL UPPERCASE OR ALL LOWERCASE (avoid mixing) use WITH LARGE SPACING (100 or 200px) I main weight: bold / never apply italics*

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + = | ? > < . ,

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + = | ? > < . ,



secondary typefaces

web font: Gotham family

USE CASE: AMARO.COM | APP | LANDING PAGES

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z | a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + = | ? > < . ,

google font: JOSEFIN SANS

USE CASE: AMARO LIVE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z | a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + = | ? > < . ,

system font: TREBUCHET

USE CASE: NEWSLETTERS, AUTOMATIC E-MAILS & BARCODE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z | a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + = | ? > < . ,

system font 2: GEORGIA

USE CASE: QUOTES AND GRAPHIC DETAILS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z | a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + = | ? > < . ,



special typeface

Caslon Graphique is a cool serif font for special occasions.

USAGE: Headlines only and short words

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + = | ? > < . ,

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + = | ? > < . ,



font use examples



font use variations



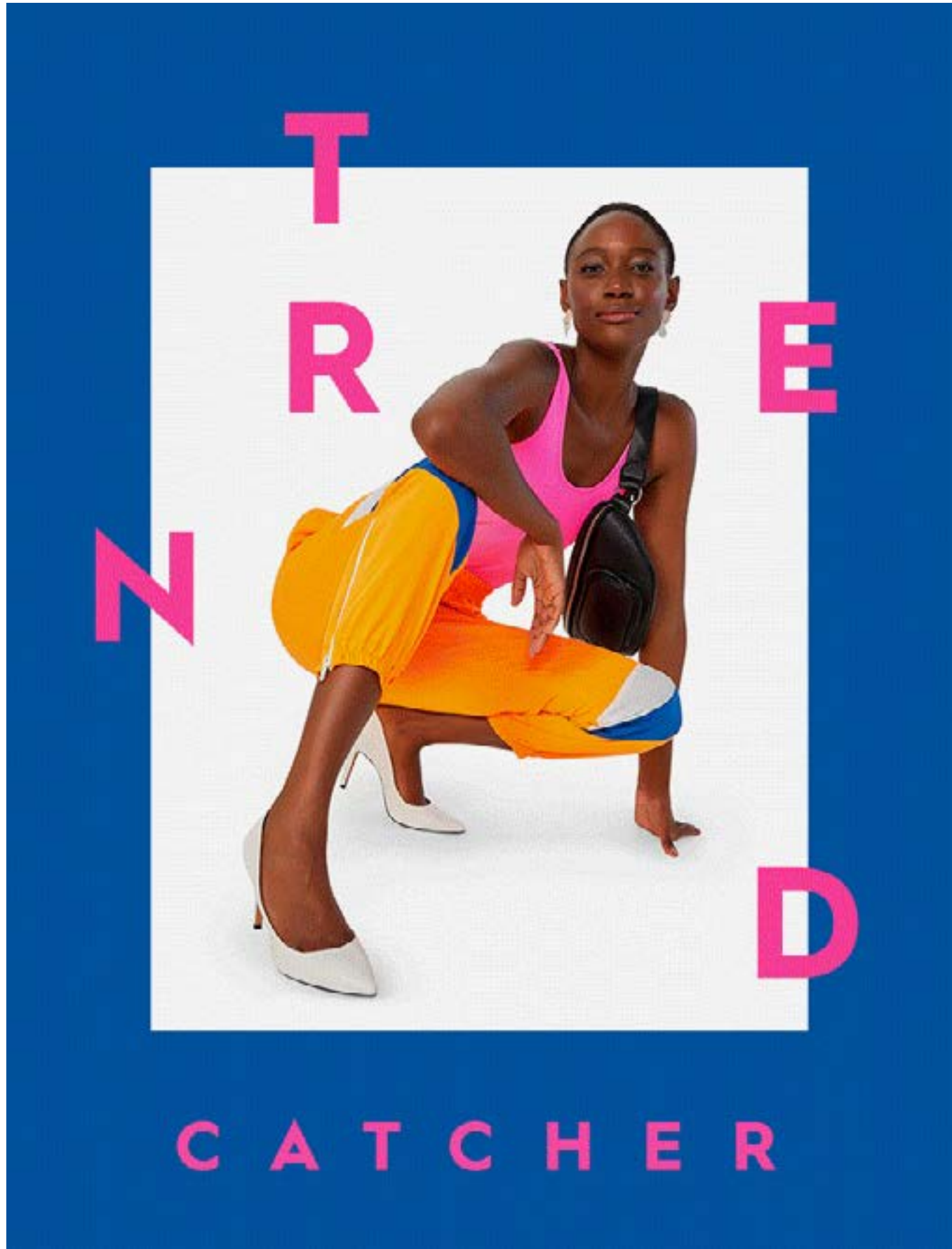
OUTLINE



3D EFFECT



LAYERING



PLAYFUL



90°



VERTICAL



font use dont's



DON'T WRITE OVER
HEAVY BOXES
(STORIES AND VIDEO ONLY)



DON'T USE GEORGIA ON TITLES
(QUOTES ONLY)



DON'T USE CASLON ON TEXT



DON'T USE FRAMES ON TEXT



DON'T USE HURME ALL CAPS IN
LONG TEXTS. (TOO HEAVY)



secondary elements



iconography



FASHION HACKS



BIRTHDAY



PICK UP IN STORE



SHIPPING UPGRADE



AMARO VOICES



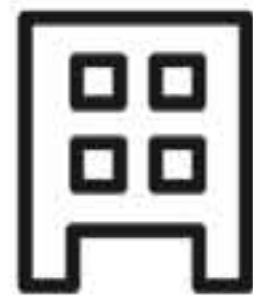
EXCLUSIVE TREATMENT



HANDSHAKE



WEEKLY NEWS



DISTRIBUTOR



TRADITIONAL RETAIL



FACTORY



SATISFIED



REGULAR



UNSATISFIED



RIGHT



WRONG



XMAS GIFT



MOTHERS DAY



VALENTINES



WEATHER HOT



WEATHER COLD



WINTER MENU



ZODIAC MENU



SALE MENU



ACESSORIES MENU



ACTIVE MENU



APPAREL MENU



BEACHWEAR MENU



DRESSES MENU



LINGERIE MENU



ESSENTIALS MENU



SHOES MENU



iconography



SEARCH



ABANDONED CART



AMARO LIVE



APP



HOME



SHOP



BIKE DELIVERY



FAQ



CHAT



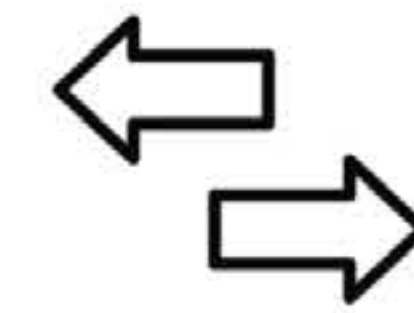
ANTICIP. CREDITS



WISHLIST



E-MAIL



RETURNS



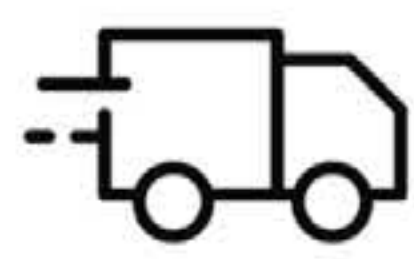
EXPRESS SHIPPING



SUPER EXPRESS



FREE SHIPPING



FAST DELIVERY



MY ACCOUNT



GUIDE SHOPS



LOGIN



LOGOUT



MARKETPLACES



MY CREDITS



MY ORDERS



NEWSLETTERS



NOTIFICATIONS



PERSONAL STYLISTS



PUSH NOTIFICATIONS



RATING



RECEIVE EMAIL



SAC



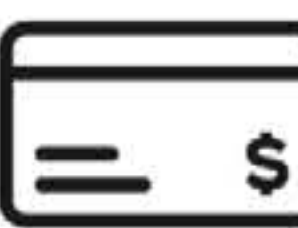
SAFETY



SHIPPING



SHOPPING BAG



CREDIT CARD



MEASUREMENTS



TRACK ORDER



WARNING



SEPARATION



WAITING



complementary pattern

USE CASES: EVENTS, ACTIVATIONS AND SEEDINGS



WHAT'S OUR GRAPHIC AESTHETIC?

CLEAN

MINIMAL

BOLD

LARGE SPACING

COLOR BLOCK



illustration styles

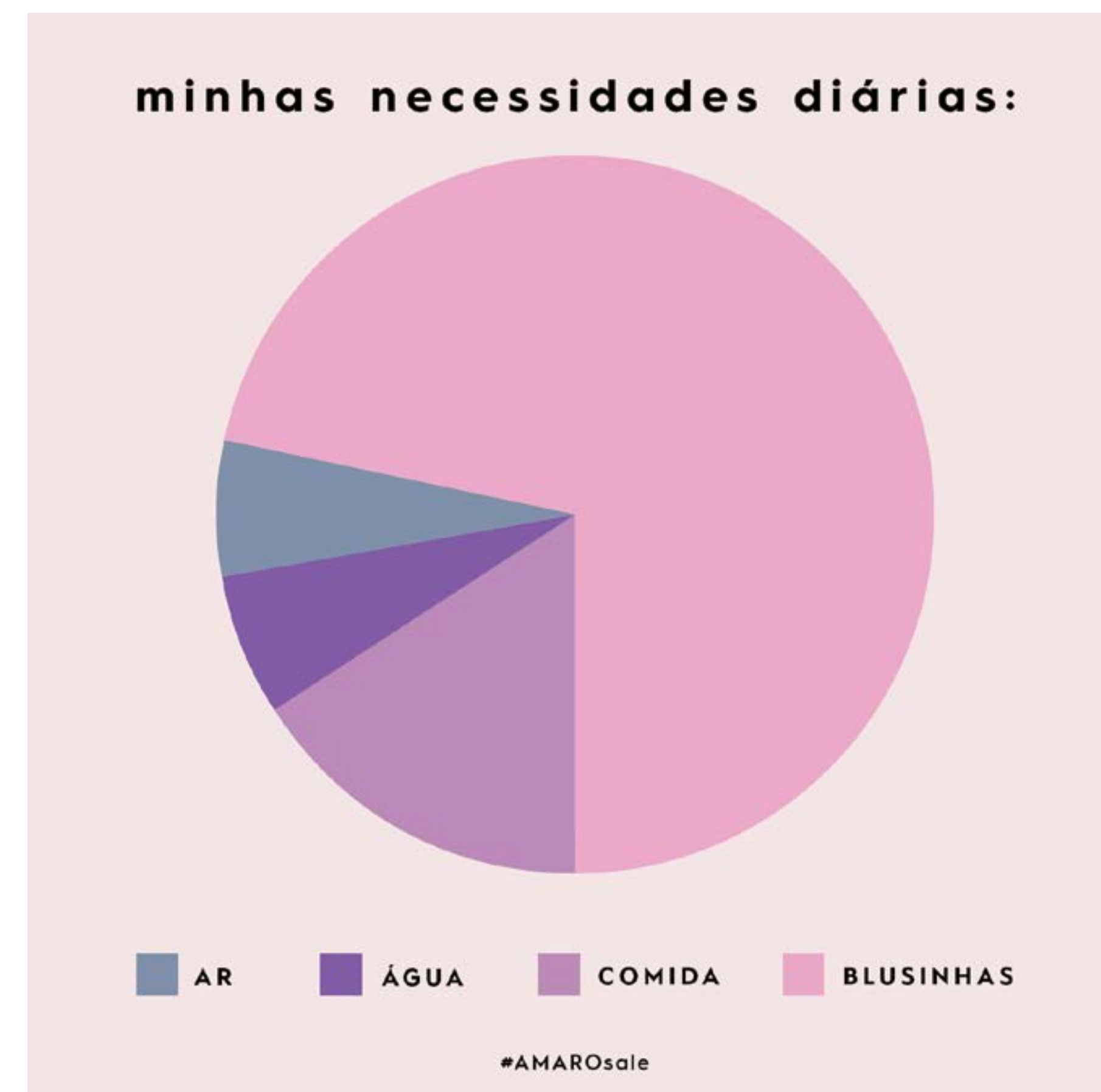
freehand / color block



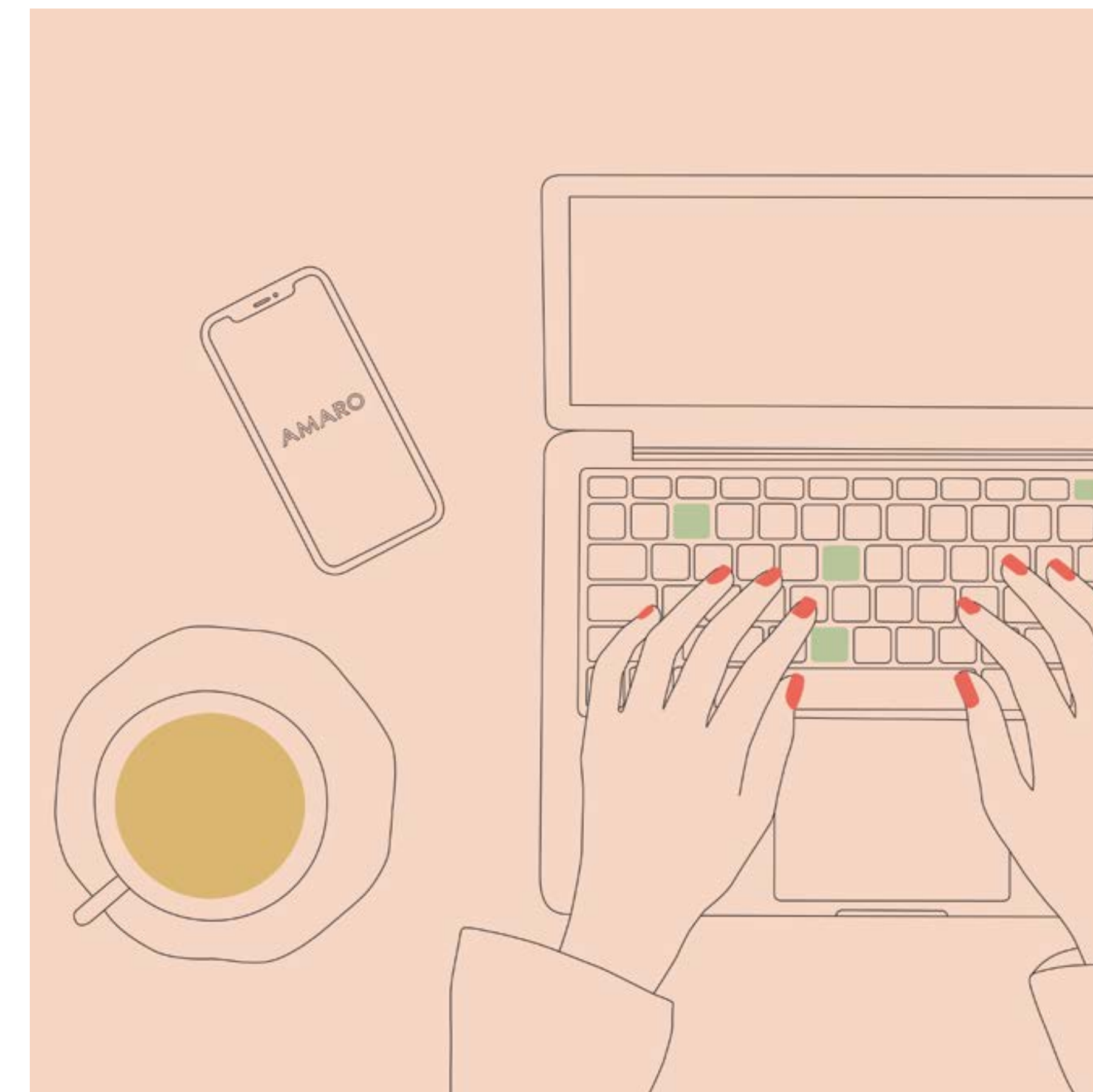
vectorial / color block



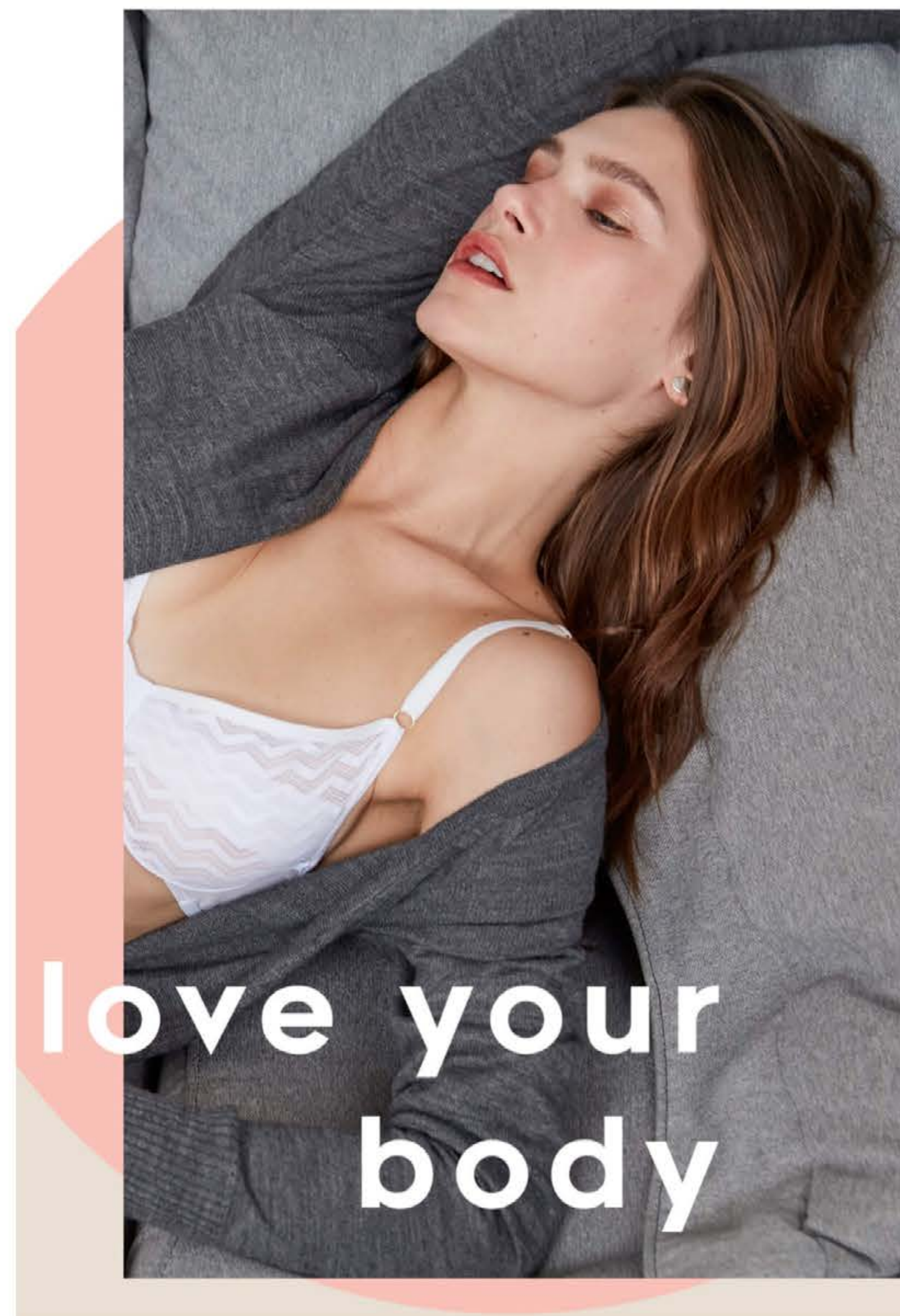
vectorial / minimal



freehand / realistic



organic shapes x sharpness



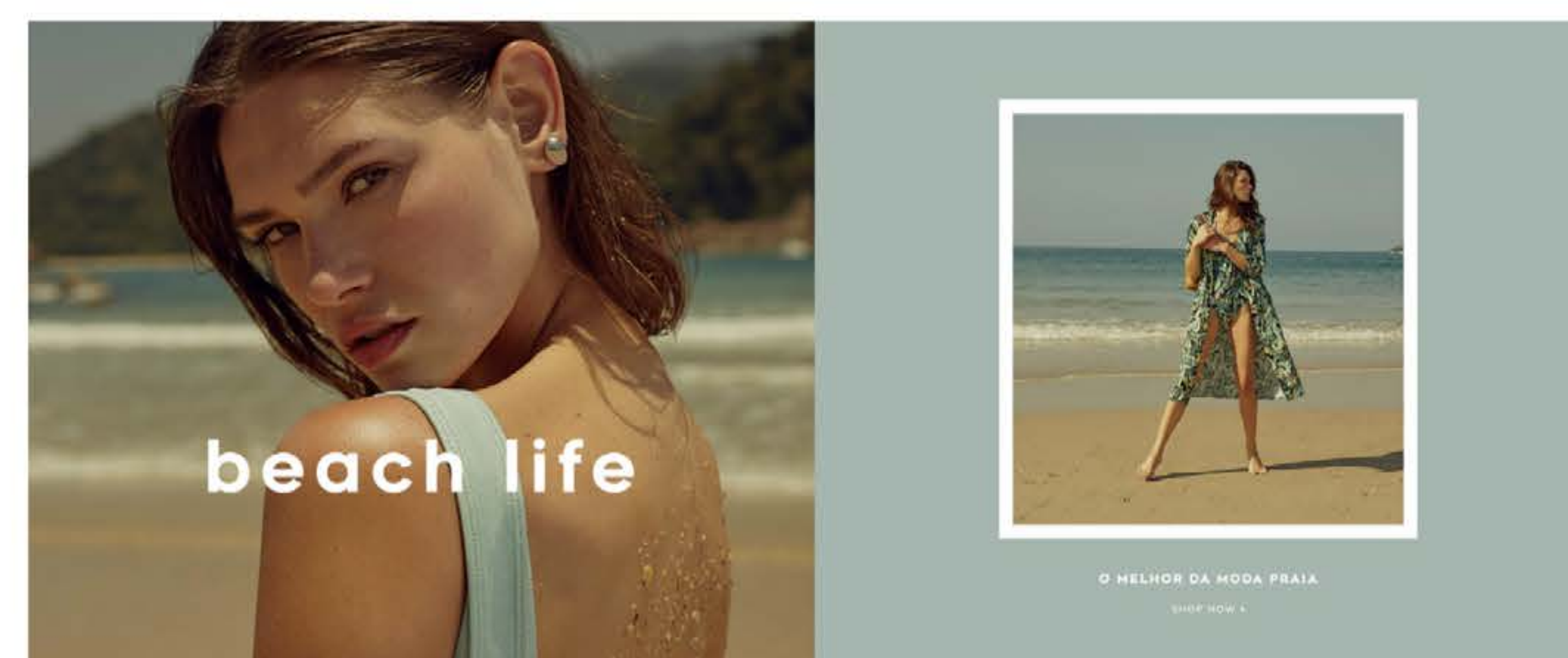
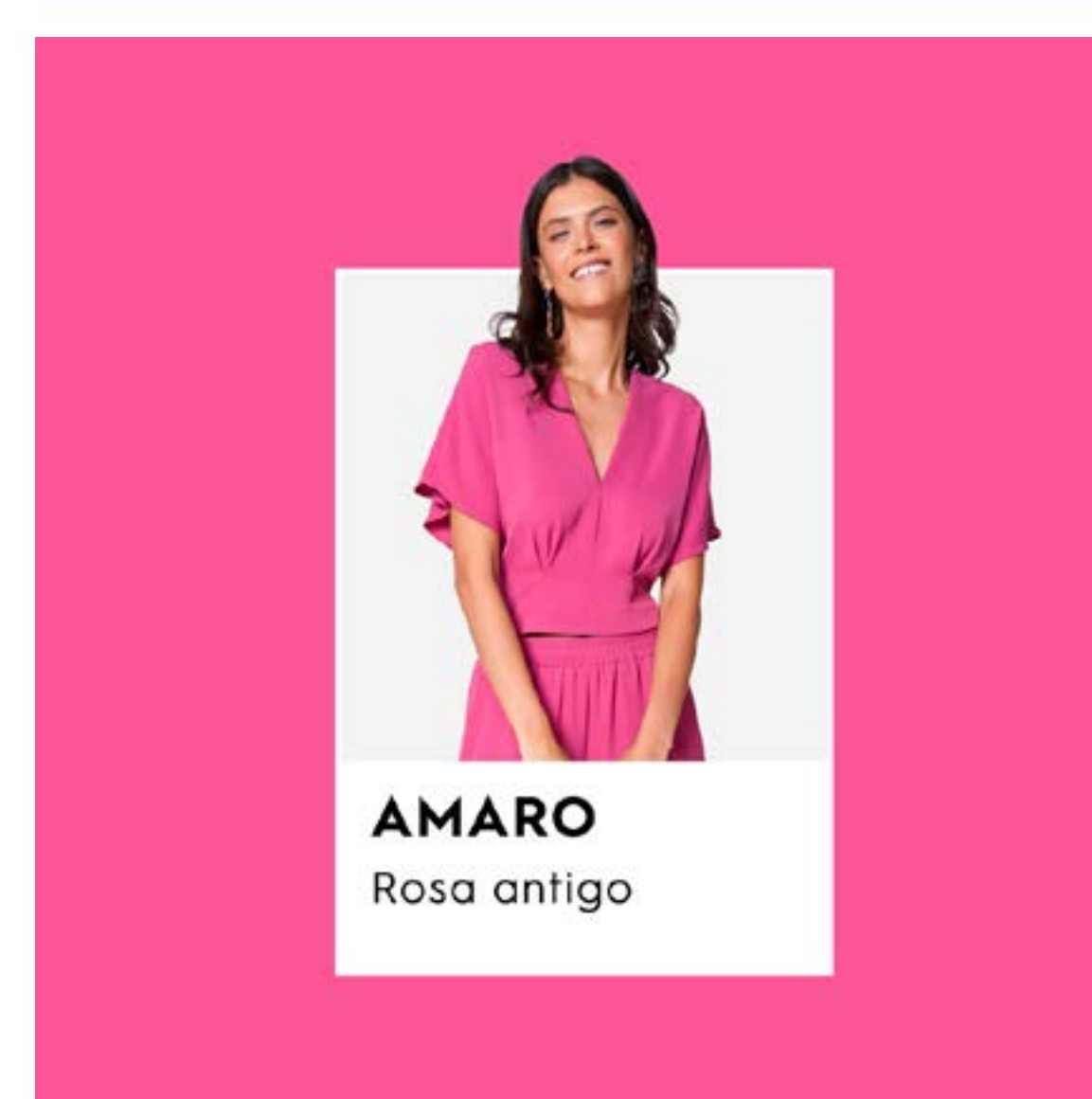
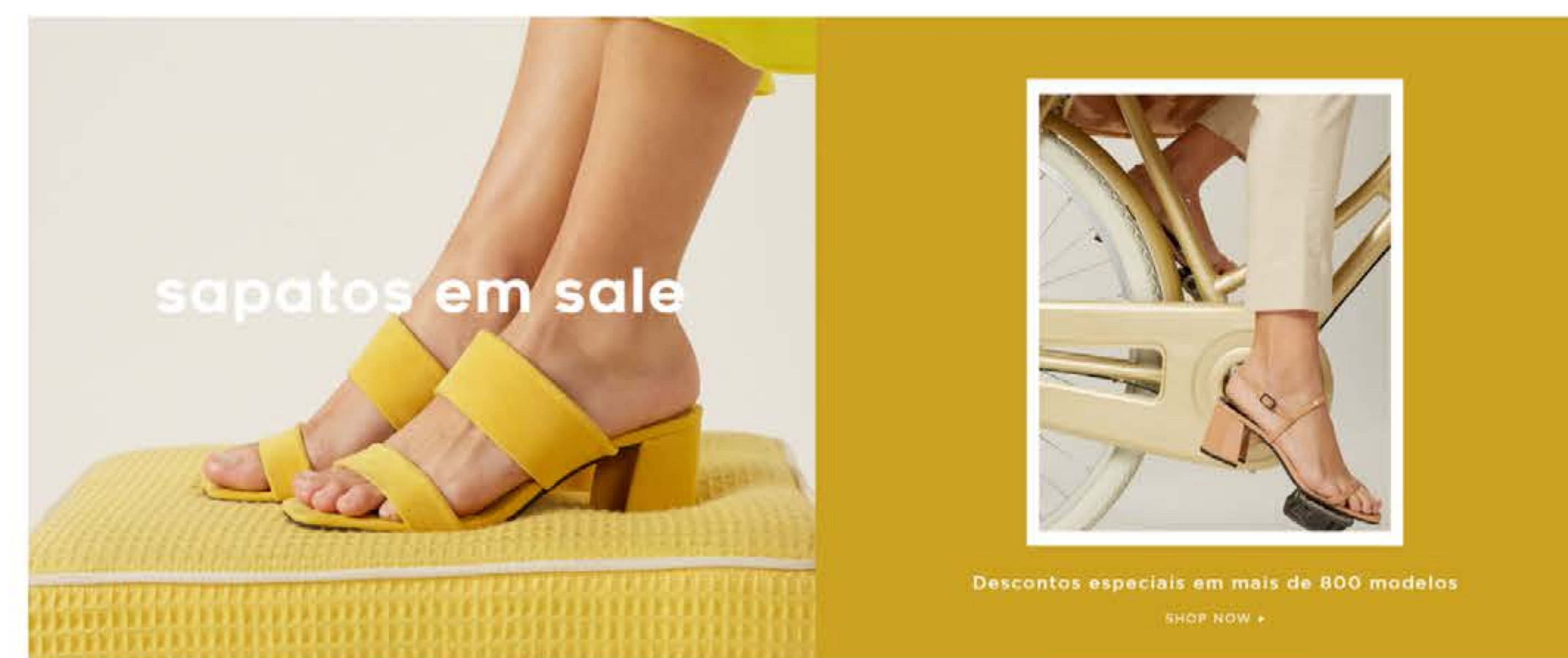
work hard
make it happen
feel the magic

Essa bolsa faz parte do projeto #AMAROCares.

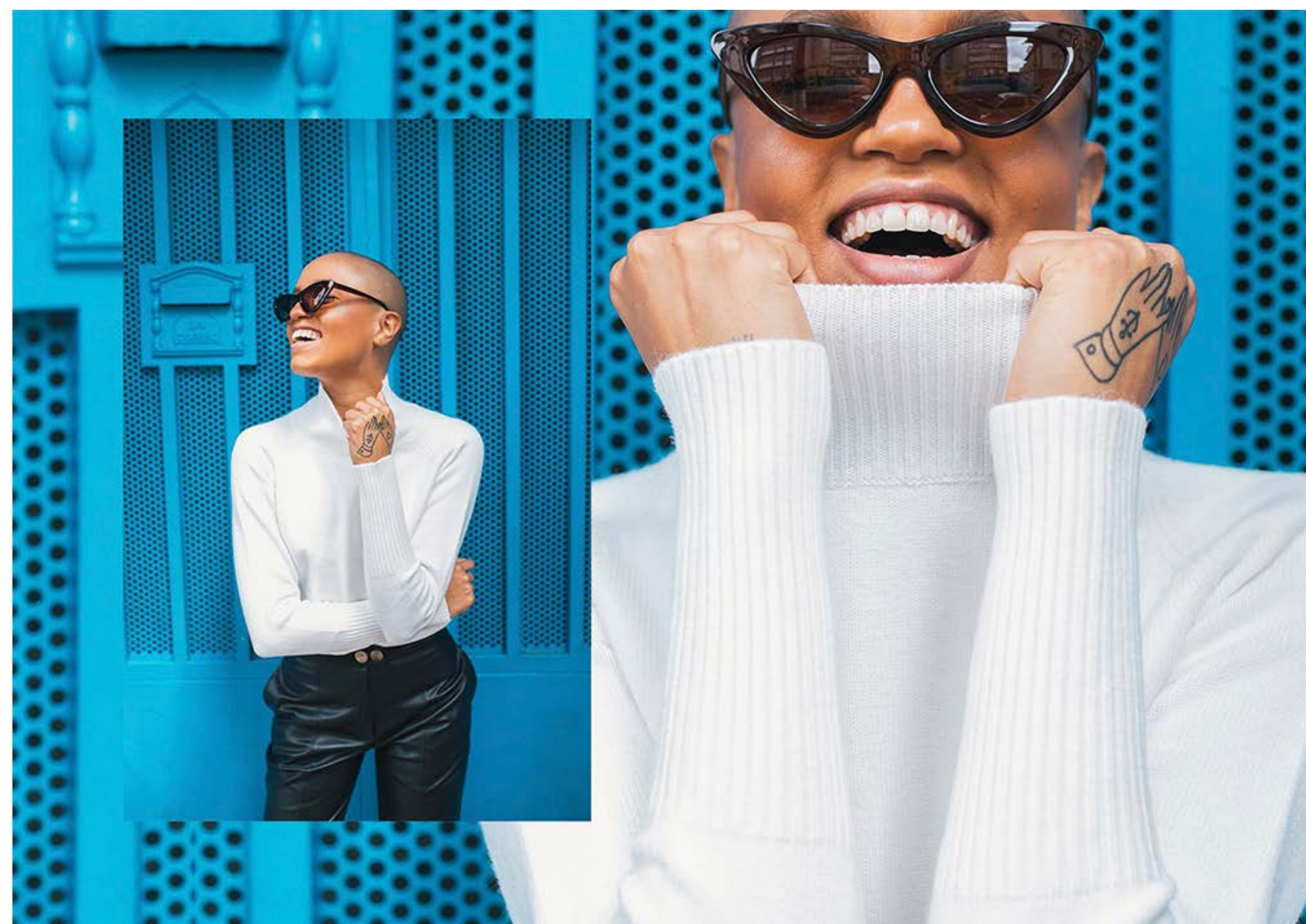
Feita por mulheres de zona rural do interior do Ceará que fazem parte do Projeto FIA, que nasceu da vontade de repensar os laços entre mercado, artesões, designers e consumidores.

Tendências que transformam.
#AMAROCares

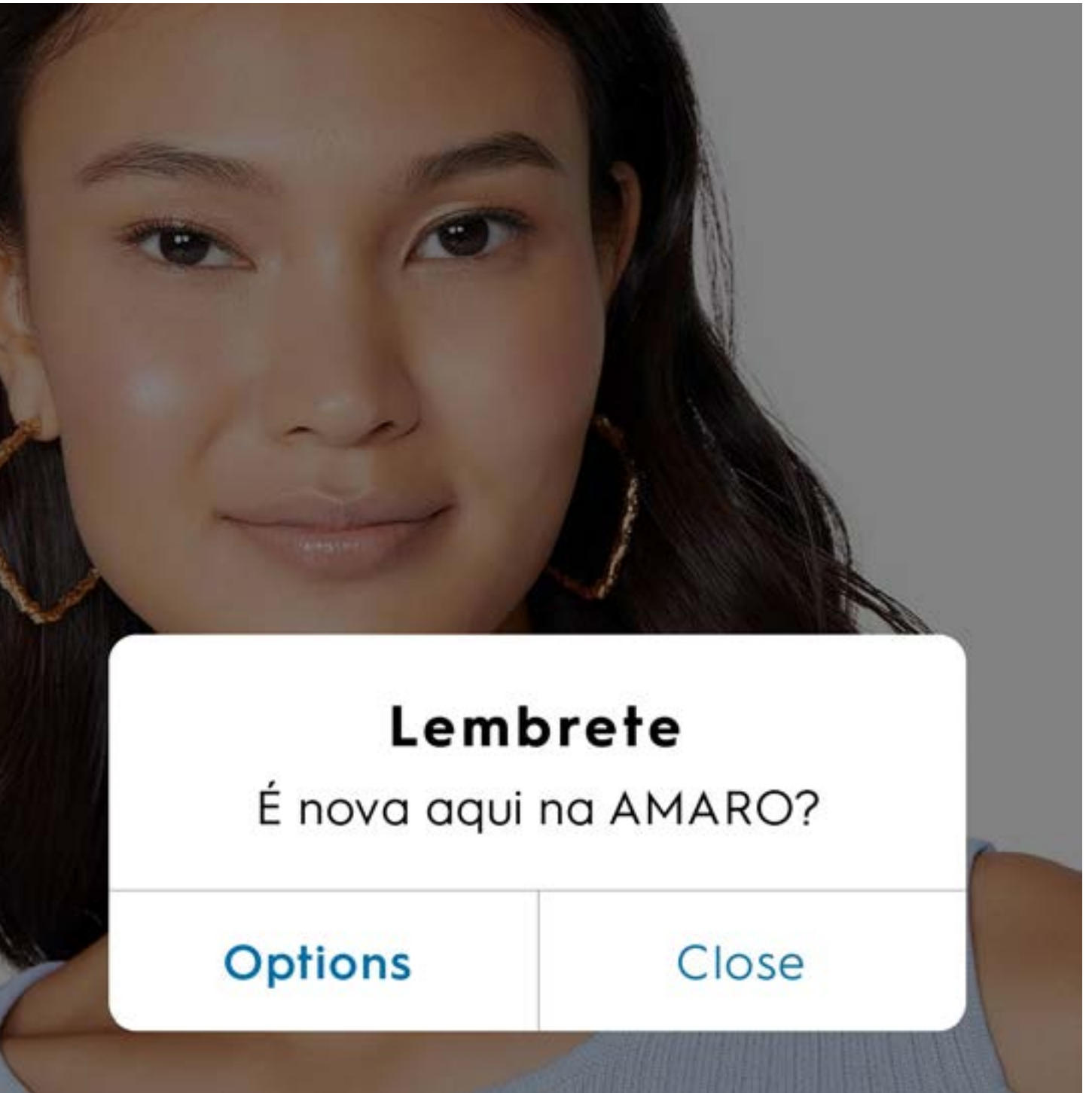
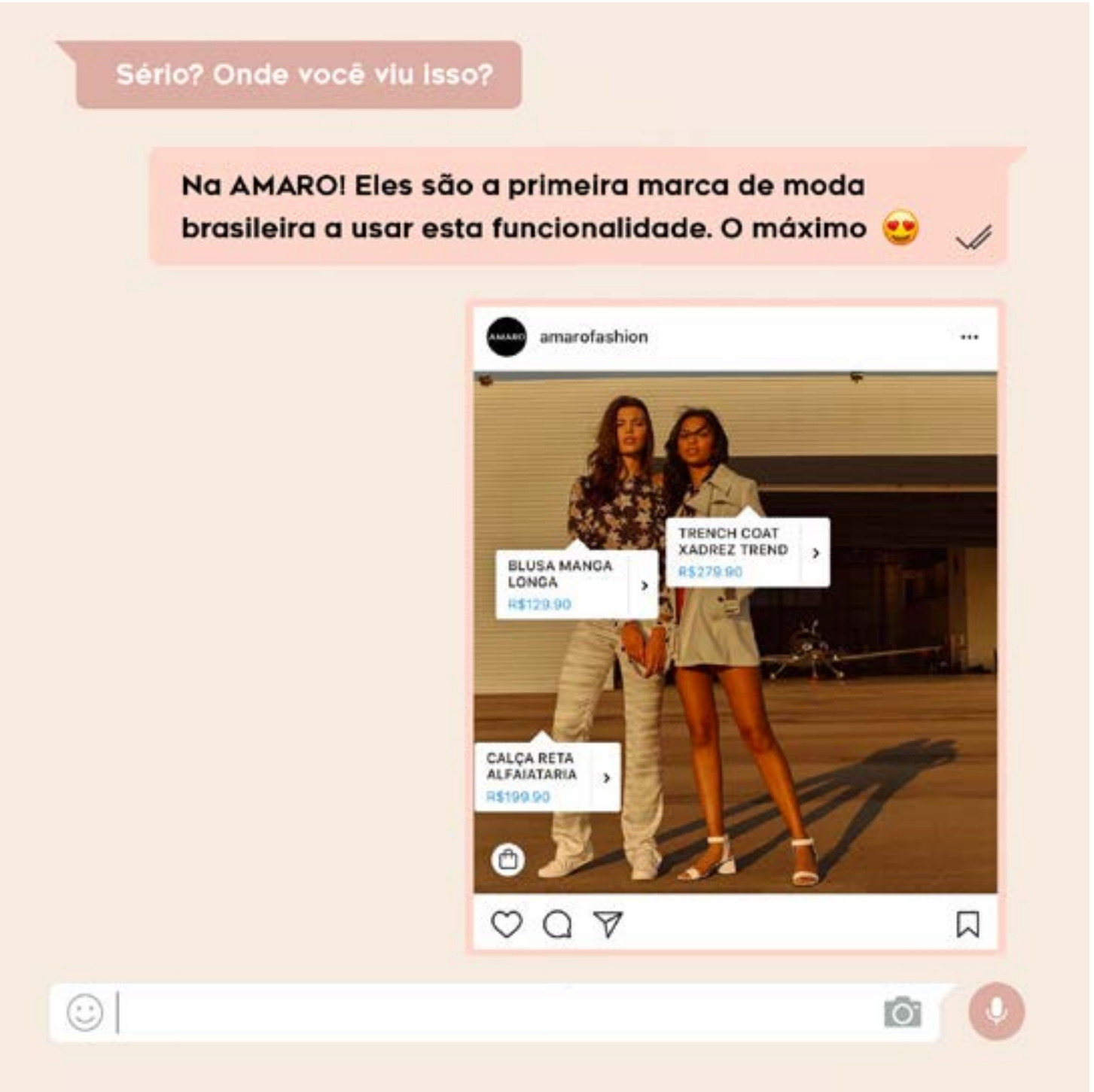
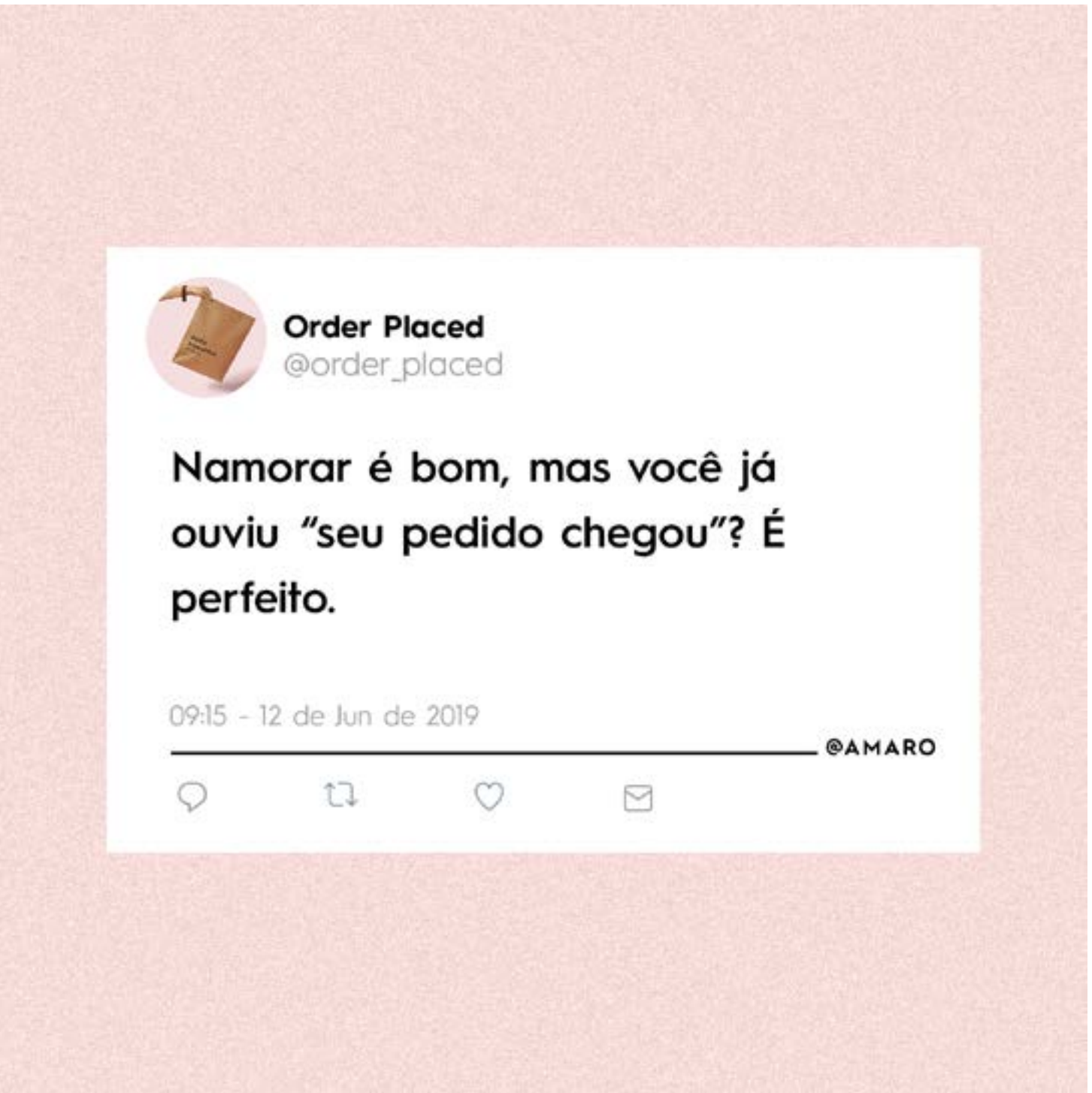
color block



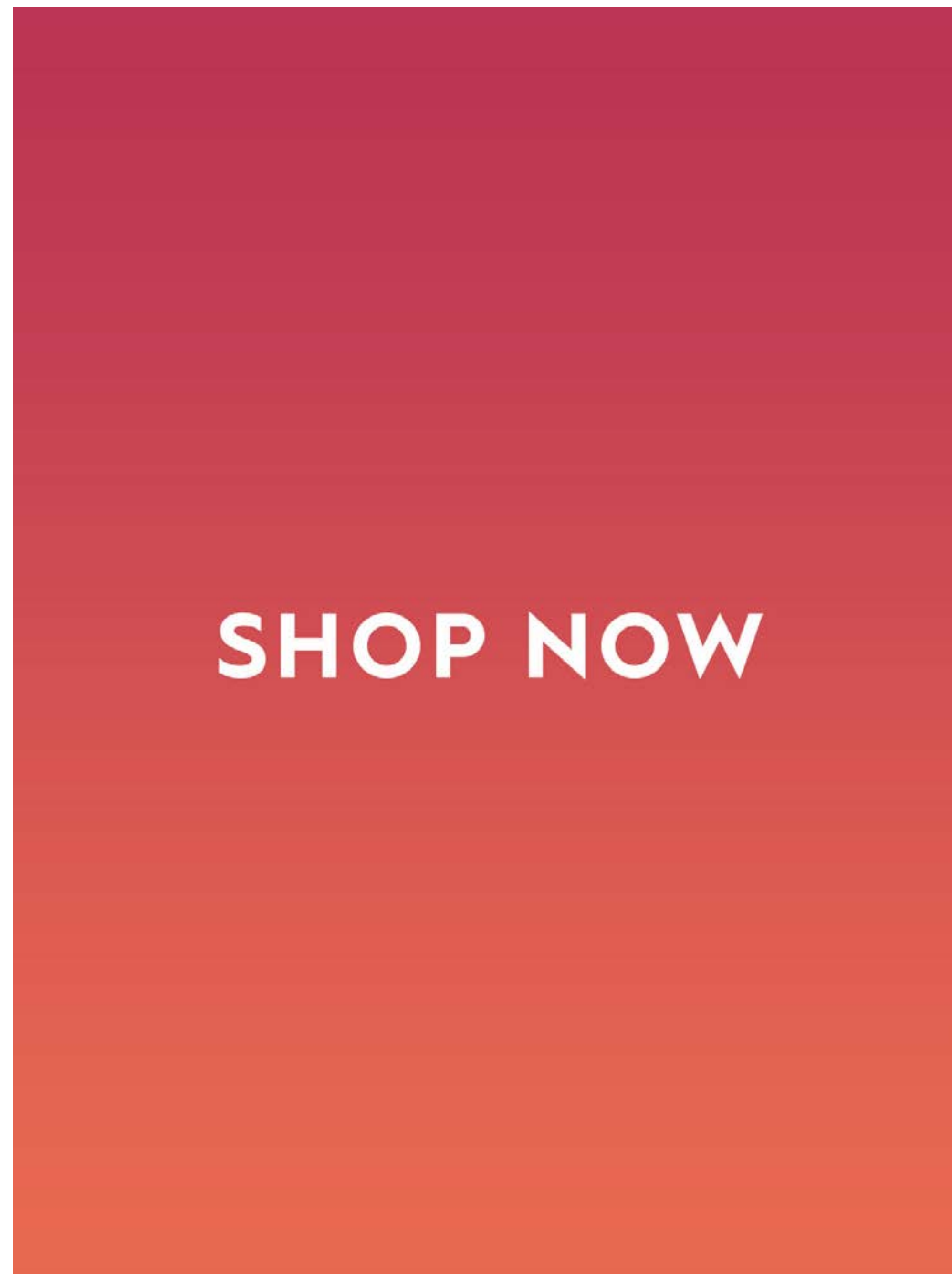
compositions



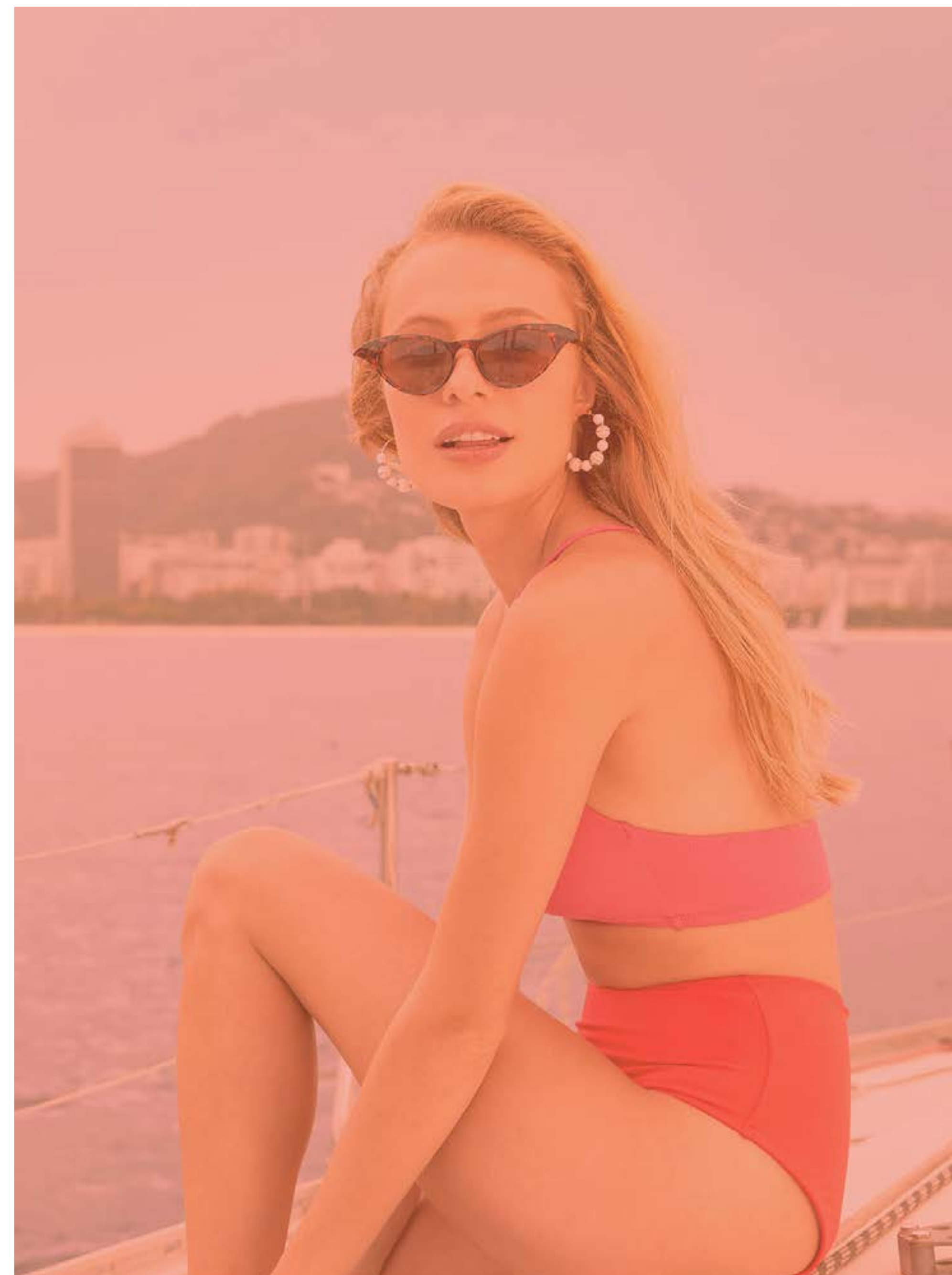
digitally native language



graphic design don't's



DON'T USE GRADIENT COLORS



DON'T USE COLOR OVERLAY



**DON'T CHANGE LOOKBOOK'S
BACKGROUND COLOR**

graphic design don't's



**DON'T TRANSFORM IMAGES
IN B&W**



**DON'T MAKE COMPOSITIONS
LIKE "POLYVORE"**



**DON'T USE HARD SHADOW
ON TEXT**

TKS

