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bridals by lori

BRAND STYLE GUIDE

www.bridalsbylori.com



About us

bridals by lori is the largest full service bridal salon in the nation located in the affluent Sandy Springs community of Atlanta, Georgia.

The 25,000 square foot, three story space houses the best of the bridal industry — showcasing well-known designer brands and private label merchandise — in a chic, metropolitan feeling setting. Set up like a department store, the nearly 30-year-old salon combines warm, southern hospitality with years of experience.

TERMINOLOGY

The **bridals by lori** logo includes the mark and the wordmark. The logo should always be used with both the mark and wordmark together. One should never appear without the other.

In all written publications, as well as all visual and graphic interpretations of the brand, the **bridals by lori** name should always appear lowercase.



Mark
Just the symbol



Wordmark
Just the text

LOGO CONCEPT

Our primary logos to be used on solid, neutral backgrounds.

On instances where our logo sits on a colored background or photography, we use an all white version of the logo.





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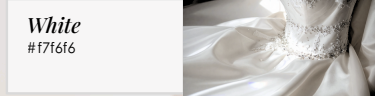
bridals by lori

The color palette used in all communications should be muted and rich in contrast, avoiding excessively bright colors for a more elevated and luxe visual experience.

Black
#1e1c1c



White
#f7f6f6



Pale Mauve
#e4deda



Lavender Grey
#d4dde8



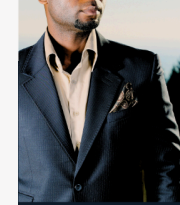
Dusk Blue
#415a77



Rose Taupe
#b78f88



Midnight Violet
#320d24



Navy
#0d1b2a

COLOR

BEST PRACTICES



Minimum Size

For clarity and legibility, the logo should be equal to or greater than the display size of 1.25" in printed applications and 150px wide for digital applications.



Clear Space

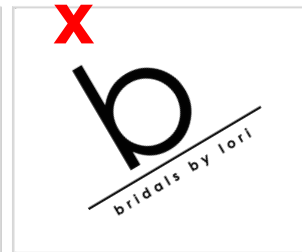
Our logo should be used only once in a given application and should respect clear space with margins that are at least equal to one half of the typographic bowl in the letter b.

THINGS TO AVOID



Alternate Logo Color

Never change the color of the logo. The primary black and white should always be used except in applications where more creative expression is warranted such as with embroidery on clothing.



Modified Logo

Never stretch, rotate, or alter the shape of the logo, and never change the typeface of the wordmark. The name should always appear lowercase and in Century Gothic.

BRAND FONTS

Playfair Display
Font Family

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

0 1 2 3 4 5 6 7 8 9

A a B b

BRAND FONTS

Century Gothic
Font Family

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

0 1 2 3 4 5 6 7 8 9

A a B b

BRAND FONTS

Pinyon Script

Font Family

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

0 1 2 3 4 5 6 7 8 9

Aa Bb

Romantic

Dreamy

Inspiring

Elegant

Uplifting

Feminine

Classic



TO ONE

CONTENT EXAMPLES

Example 1.

Let's hear it for ✨Brigitte✨ by [@lazarobridal](#)! We love a drop waist ballgown and the floral corsage off the shoulder straps are giving us fairytale princess meets modern day Bridgerton vibes! 🥰 This gown is also available in Ivory.

Example 2.

Happy Saturday with "Stella"! A matte satin deep sweetheart ball gown with exposed boning in the back! We love the ruched illusion sleeves for extra sass!

Example 3.

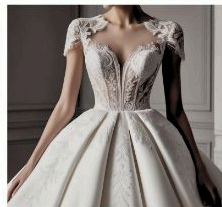
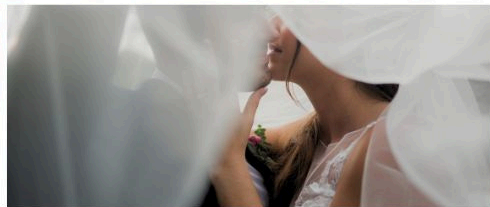
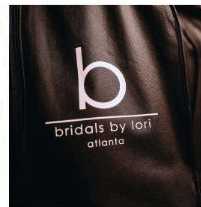
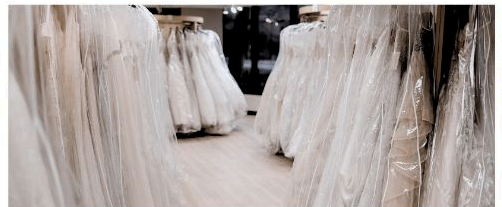
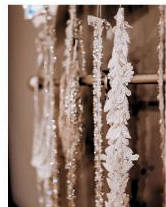
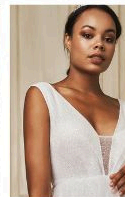
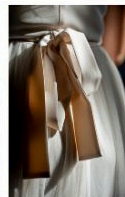
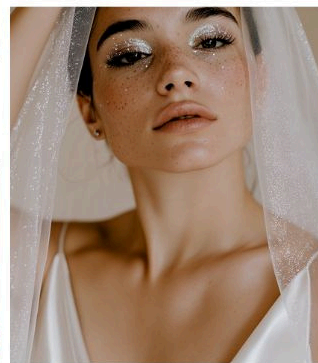
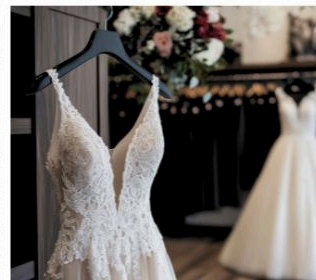
Anyone else feeling bubbly when they saw our bride [@selavirginia](#) in her [@enaurabridal](#) gown "Beau" with customer flutter sleeves?

TARGET AUDIENCE

bridals by lori is
primarily marketed
towards 28-year-old
modern brides



MOODBOARD



SOCIAL MEDIA LOOK AND FEEL

Tight spacing and kerning should be used on the typography in social, avoiding excessively bright colors to emphasize the feel of a dreamy and romantic bridal experience.

Lower white point; rich contrast; selective choice of color to push the cohesive visual experience on social media; warmer and soft colors and imagery; typography choices in line with branding for elegant and modern look.

