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# BRAND BOOK

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A Complete guidelines of Lavish Ceramics

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01

## Logo



Used Fonts  
**BANK GOTHIC**

Used Tag Line Fonts  
**BANK GOTHIC**



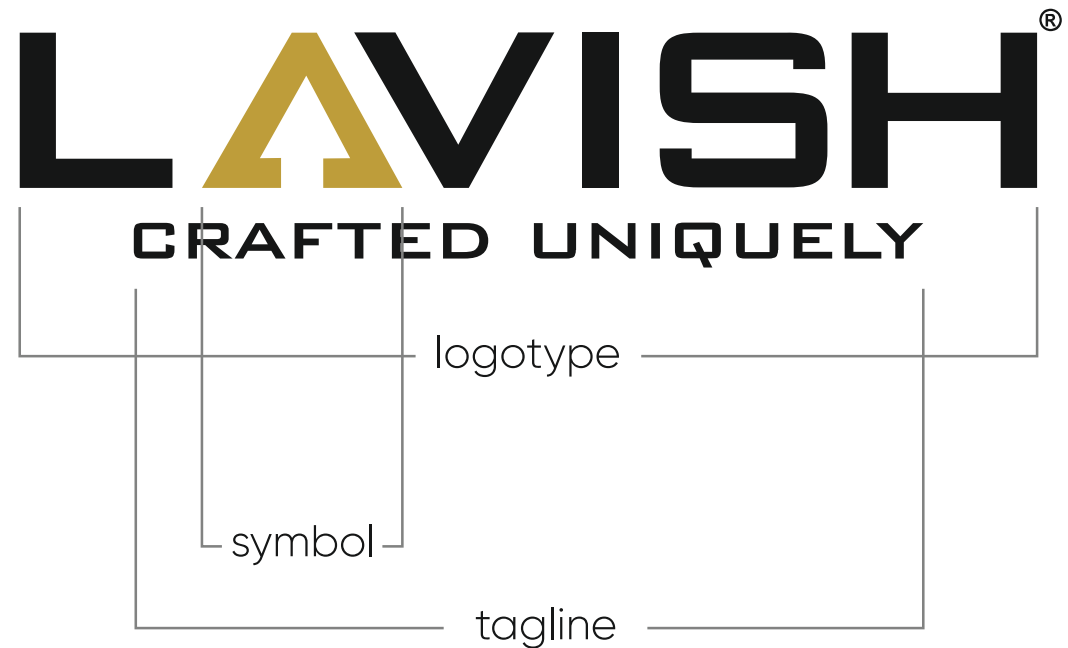
## Brand Identity Mark

At Lavish Ceramics, our logo stands as the paramount and highly prominent aspect of our brand identity. Consequently, the use or application of our logo on any marketing materials, online or offline, necessitates written permission from Lavish Ceramics.

Ensuring the accurate and uniform implementation of our logo enhances audience engagement and reinforces brand remembrance. The Lavish Ceramics logo comprises two elements:

1. The symbol/brand identity mark
2. The logotype

**DOWNLOAD**



# Corporate Typography

aA

PRIMARY TYPEFACE

Gilroy regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*(:><?

DOWNLOAD

**1. Montserrat** : Montserrat is a modern and versatile sans-serif typeface. It is inspired by the traditional neighbourhood signs of Buenos Aires, where each letter carries a little bit of special Argentine flavor. Montserrat comes with a wide spectrum of styles, from ultra-light to extra-bold, letting us express various emotions. Its clean and geometric design provides a professional, clean, and crisp image, making it ideal for a modern ceramic brand like 'Lavish'.

**2. Gilroy** : Gilroy is a clean and minimalist font that presents a friendly and inviting feel yet maintains an undercurrent of finesse and sophistication. It is characterized by its balanced proportions and wide open typeface, making it highly legible even from a distance. Perfect for secondary text, like product descriptions, where we want the content to be easy on the eyes. Its stylish and modern design matches the brand aesthetics of 'Lavish', adding an elegant touch to our ceramic branding collaterals.

## Headings, Titles Subtitles

Primary Font  
**Montserrat**

Medium

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

Bold

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

Number

0 1 2 3 4 5 6 7 8 9 !

## Corporate Colors

**1. Gold (#C2A23E):** This is a rich and opulent color that conveys premium quality. This element gives a luxurious feel to our brand, Lavish. Its brightness leaves an impression of prosperity and high value.

**2. Black (#2B2A29):** This shade of black, nearly charcoal, is deeply striking. It symbolizes strength, authority, and sophistication. The use of black is very bold, and it helps us create a powerful contrast with other colors.

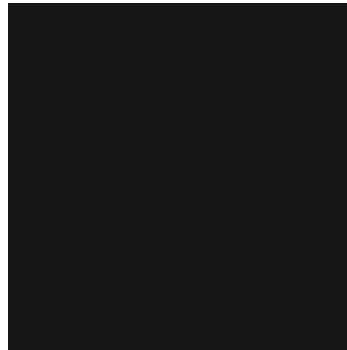
**3. White (#FEFEFE):** This is a pure, clean, and bright color that provides a neutral backdrop for other colors to stand out. It represents simplicity, clarity, and modernity. This color also adds elegance and brings balance to our brand color palette.

**4. Grey (#D9DADA):** This grey is a wonderfully versatile color that's both modern and classic. It brings a sense of neutrality and offers a calming, elegant base which enhances the other, more bold colors. It depicts professionalism and conveys reliability.

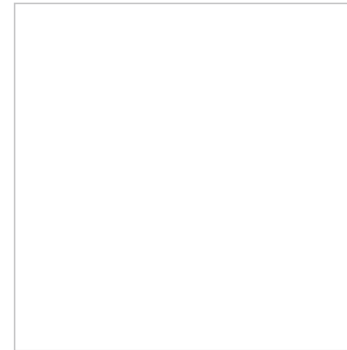
**Collectively, these colors makes us a brand that values luxury, quality, and elegance. Our audience can expect a sophisticated, modern brand that meets a high standard of excellence.**



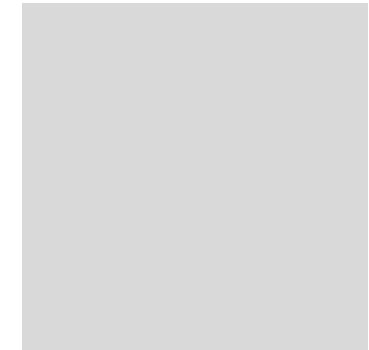
C : 00	R : 194
M : 20	G : 162
Y : 80	B : 64
K : 30	



C : 00	R : 43
M : 00	G : 42
Y : 00	B : 41
K : 100	



C : 00	R : 254
M : 00	G : 254
Y : 00	B : 254
K : 00	



C : 00	R : 217
M : 00	G : 218
Y : 00	B : 218
K : 20	

05

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## Logo with Various Background

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**LAVISH**<sup>®</sup>  
CRAFTED UNIQUELY

The logo is centered within a white rectangular box. The word "LAVISH" is in a bold, sans-serif font, with the "A" highlighted in gold. Below it, the tagline "CRAFTED UNIQUELY" is in a smaller, all-caps, sans-serif font.

**LAVISH**<sup>®</sup>  
CRAFTED UNIQUELY

The logo is centered within a black rectangular box. The word "LAVISH" is in a bold, white, sans-serif font, with the "A" highlighted in gold. Below it, the tagline "CRAFTED UNIQUELY" is in a smaller, all-caps, white, sans-serif font.

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## The Placement of Tagline

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The placement of the tagline underneath the logo holds significant importance, and it is crucial to ensure that this positioning remains undisturbed as it naturally complements the overall visual aesthetic. Regardless of the context, it is recommended that the tagline beneath the logo maintains its central alignment, in harmony with the original style that embodies the essence of the brand. This strategic choice not only upholds brand consistency but also contributes to a visually balanced and harmonious representation, creating a lasting impression that resonates with the intended audience.

### Correct Tagline Lockup Placement

Example



### Incorrect Tagline Lockup Placement

Example 1

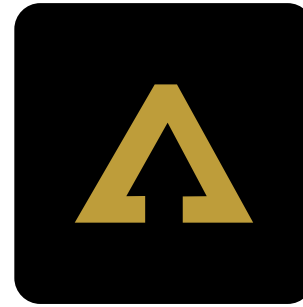
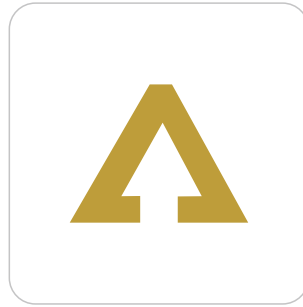


Example 2



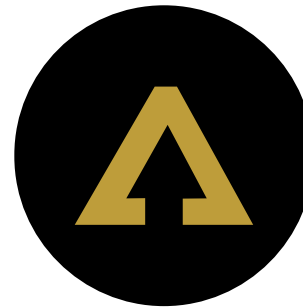


## App Icons



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## Favicon



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## Illustration Style

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## Social Media Theme with Images



# Advertisemnet



+91 96243 96244  
+91 94297 49302

**EVOQUE  
THE ATELIER**

**LAVISH**  
CRAFTED UNIQUELY

WWW.LAVISHCERAMIC.COM

**THANK**  
**YOU!!!**