



A-ONE DECOR
DESIGNING THE FUTURE

BRAND GUIDELINE

Visit: www.aonedecor.com.au

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About Us

A ONE Decor has a legacy of ensuring the satisfaction of the customer and happiness of your decor.

We are pioneers in creating elegant designs and subtle textures that appeals to everyone who looks at them, believe in creating designs that are innovative and classy in look and feel, We have created designs that adorn your decor with brilliant designs and attractive surfaces.

A ONE Decor boasts of a legacy filled with innovative, excellence in designs & textures quality of the product & highest customer satisfaction.

Choose A ONE Decor to Choose Classy Elegance.



BRAND LOGO



Logo Space



Logo Variants

Logotype



Logo Mark



Combination Mark



Logo Size

Minimum size

Allowed for the width of the master logo is **3 cm (85 px)**. The Logo must never appear less than the minimum size A minimum size is specified for A One Decor logo to ensure & maintain the readability, visibility, and clarity of the brand.

It acts as a safeguard against potential distortion, loss of detail, or visual ambiguity that could arise if the logo were to be scaled below the prescribed minimum.



Black & White

The Black & White logo

is applied for single-colour Black & White printing specifications and appearance. such as black-and-white advertisements and for fax purposes.

The Black & White Halftone logo is a versatile solution for scenarios where color is restricted or not required Its adaptability makes it a valuable choice for businesses looking to maintain a strong & recognizable brand presence across a ange of applications



Inverted logo on black background



CMYK: 100% Black

Unacceptable Uses

Minimum size

allowed for the width of The master logo is 3 cm (85 px). The Logo must never appear less than the minimum size
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Don't reduce the transparency.



Don't rotate the logo.



Don't distort the logo.



Don't place a logo on the background without maintaining contrast.



Don't add Drop Shadow.



Don't change the spacing.

BRAND _____ COLOR PALETTE



Brand Color Palette

Color palette

is carefully curated to reflect the essence of A one Decor These colors have been chosen to convey our identity, values, & personality.

These colors form the backbone of our visual identity and should be prominently featured in our branding materials.

Guidelines for Usage

1. Maintain the integrity of the colors by using the provided hex codes or Pantone references.
2. Ensure proper contrast for legibility in text and visual elements.
3. Avoid unauthorized variations or deviations from the approved color palette.

Pallete with Shades



BRAND — TYPOGRAPHY



Typography

Our chosen typeface

Montserrat, has been selected for its modern, clean, & versatile characteristics, aligning seamlessly with our brand personality.

the font's contemporary aesthetic aligns well with modern design trends, helping your brand maintain a fresh and up-to-date image.

Guidelines for Usage

1. Use Montserrat consistently across all communication materials to maintain a unified brand image.
2. Pay attention to font size, line spacing, and letter spacing for optimal readability.
3. Ensure proper contrast between text and background for clarity.

Montserrat

Aa

AaBbCcDdEeFfGgHh

~!@#\$%^&*

**abcdefghijklmnopqrstuvwxy
z
1234567890**

Typography

Font Variations

To enhance the visual impact and readability of our brand communications, we leverage various font weights and styles offered by our chosen typeface, Montserrat. These font variations provide flexibility in design, allowing us to create a hierarchy of information and convey emphasis where needed.

Aa

Font Variations

Bold: Headline & Subheadlines

Designs Beyond Boundaries

Semi-Bold: Sub-Headlines

Designs Beyond Boundaries

Regular: Body text & captions

Designs Beyond Boundaries

Typography

Example

ELEVATE YOUR SPACE]————— Headline

Discover Our Wall Panels Collection]————— Sub-Headline

Transform your living spaces with our exquisite collection of wall panels. Immerse yourself in a world of unparalleled beauty, where every panel tells a unique story of craftsmanship and style.

Dive into our diverse range of wall panels, where every design is a fusion of creativity and meticulous attention to detail. Whether you prefer the luxurious textures that add depth to your space, the modern geometric designs that make a bold statement, or the nature-inspired elegance that brings the outdoors inside, our collection offers something extraordinary for every taste.

————— Body/ Paragraph

These guidelines are intended to create a cohesive and recognizable brand presence. Adjustments can be made based on specific design requirements, but consistency is key for a strong visual identity.

BRAND IMAGERY



BRAND IMAGERY

Imagery

Prioritize images that feature the PVC wall panels in spacious environments. Opt for room settings that allow for a clear view of the wall panels without overcrowding.

Showcase examples where the panels complement or stand out against the color scheme of furniture, flooring, or other interior components.

By incorporating these Imagery, we can create a visual narrative that highlights the wide and versatile application of wall panels in various interior settings, emphasizing the color contrast and aesthetic harmony they bring to a space.



LOGO

COLOR

TYPOGRAPHY

IMAGERY