



A decorative background featuring dark, gnarled branches with clusters of small, bright red flowers. The flowers are scattered across the frame, with a higher concentration in the upper left and lower right corners. The background is a solid, deep black.

ve

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INTRO

MY STORY

*When I was young, my jet-black hair whispered shame —masculine, harsh, a beauty I failed to claim. I whined, "I want my hair to be light, like the other girls. With golden locks, like shimmering pearls"
"Dark is beautiful," my mom would insist
a wisdom in her words, a truth not to be missed.*

*Picture nature's canvas: birds singing, a gentle stream, sunlight caressing flowers in a dream.
Nature, a woman adorned in hues—
gentle, bright, a tranquil muse.*

*Yet, many forget, she's also dark and bold,
resilient power in her stronghold.
The beauty of nature, like a woman's grace,
resonates in a dual embrace.
My brand, a vessel to hold this story,
capturing the essence of femininity's glory.*



BRAND IDENTITY

Eve is the eternal archetype, the first woman on this earth, the genesis of life. She is the epitome of beauty, a timeless fusion of light and dark, shaping the spirit of my brand. In her, the dark resonates bold and fearless while the light shines gentle and kind. Her aesthetic is heavily inspired by my own Japanese culture and feminine identity. I am extremely excited to share this part of me with you.

Eve is not confined by demographics or distinctions. Instead, she serves as a representation of the diversity and richness inherent in every individual. This brand is for all genders, ethnicities, religions, sexual orientations, and backgrounds. We welcome you with open arms.





TYPOGRAPHY

HEADINGS

Quiverleaf CF

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Quiverleaf CF is a sans serif typeface that brings an earthy elegance to the text. It has a tall x-height, reminiscent of a bamboo plant. It must be used with all caps in its Extra Bold style to ensure readability. The headers may be written horizontally or vertically.



Body Text Avenir

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Avenir is a serif typeface characterized by its geometric shapes, even strokes and open letterforms. The font's simplicity and legibility across digital and print platforms make it perfect for the main body text. It can be used in either Light or Light Oblique.

COLOR



PRIMARY COLORS



aka



hex: #851818
rgb: 133, 24, 24
cmyk: 0, 82, 82, 48

kuro



hex: #110A02
rgb: 17, 10, 2
cmyk: 0, 41, 88, 93

shiro



hex: #EDE8E2
rgb: 237, 232, 226
cmyk: 0, 2, 5, 7

My primary color palette contains bold, high contrast hues, symbolizing strength, elegance, and divinity

SECONDARY COLORS

kin



hex: #9B8C65
rgb: 155, 140, 101
cmyk: 0, 10, 35, 39

hojicha



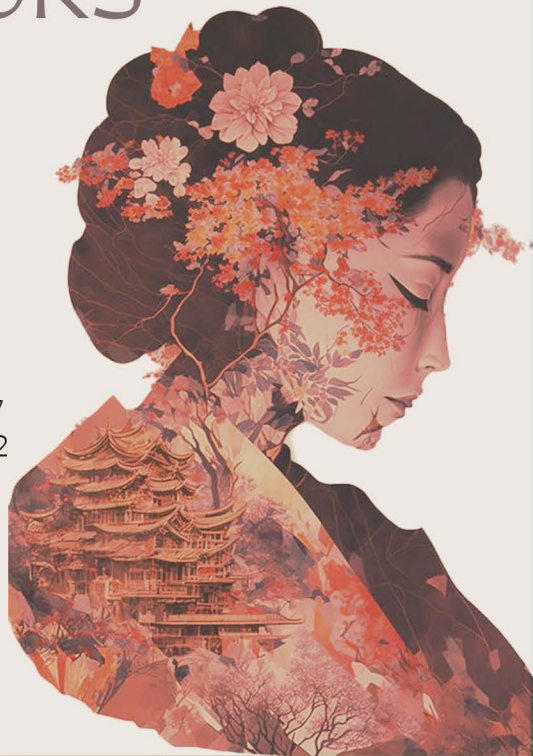
hex: ##826E6E
rgb: 130, 110, 110
cmyk: 0, 15, 49, 49

sakura



hex: #AE7F7F
rgb: 174, 127, 127
cmyk: 0, 27, 27, 32

My secondary color palette consists of softer, neutral hues chosen to represent abundance, a connection to earth, and unconditional love.



LOGO



Primary Logo



My main logo features the letters of the latter half of my first name, "eve," exclusively employing my primary color palette. Crafted to ensure easy scalability, legibility, and an elegant appeal, it embodies a nature-inspired design, with a lily delicately woven into the tip and a crescent moon outlined within the larger "e," lending a feminine touch to its aesthetic.

Secondary Logo

M
a
i
y
a
E
v
e

M
a
i
y
a
E
v
e

My secondary logo prioritizes clarity and is intended for use alongside the primary logo, as depicted in the mockups. Drawing inspiration from traditional Japanese writing, known for its vertical orientation, it embodies simplicity, cleanliness, and sophistication. Consistent with the primary logo, it also employs the same color palette.



LOGO DO NOTS



Do not rotate, distort
or skew the logo



Do not outline logo



Do not use any color
not listed in the primary
color palette for logo



Do not enclose logo
around any shape



M
O
C
K
U
P
S





business cards



perfume



cosmetics



FINAL NOTE

As ambassadors of Eve, we carry the torch of its ethos - a fusion of strength, grace, and diversity. Our brand style guide serves as a roadmap, ensuring consistency in every manifestation of Eve's identity. Let's embrace this guide as a tool to convey our commitment to excellence and inclusivity.

Maiya Eve Nishime

