

Arinola Fashion & Beauty

BRAND GUIDELINES

VOLUME 1 . 2026 EDITION . IDENTITY STANDARDS

CONTENT

01 Logo
Formation

02 Color
Palette

03 Typography

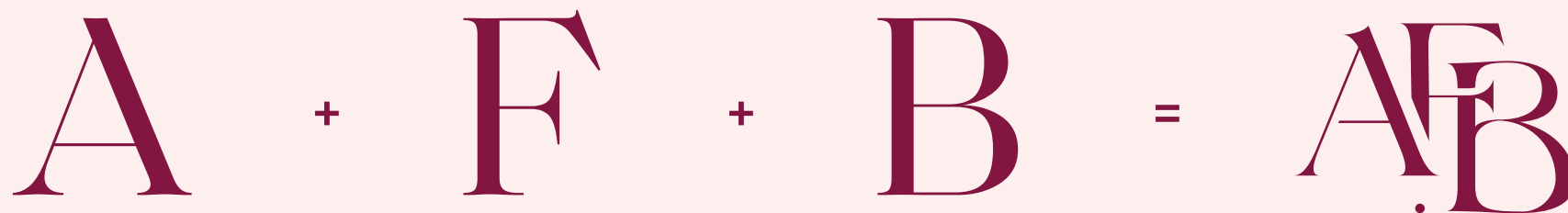
04 Brand
Pattern

05 Mockup

AFB
Arinola Fashion
& Beauty

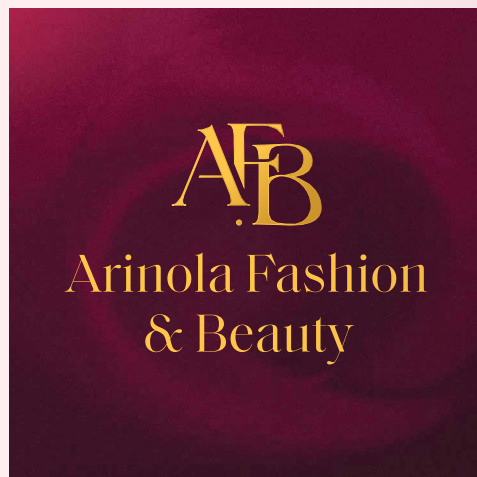
LOGO FORMATION

The Arinola Fashion & Beauty identity is a single tailored system — a monogram, a wordmark, a descriptor and a promise — assembled with the same precision found in a well-cut garment.



VERTICAL LOGO VARIANT

The stacked signature is the primary expression of the brand. Lead with it wherever space allows — covers, storefronts, campaign key art and packaging.



HORIZONTAL LOGO VARIANT

Where width beats height — website headers, email signatures, signage bands and social banners — the monogram sits to the left of a two-line wordmark on a shared baseline.



AFB | Arinola Fashion
& Beauty



AFB | Arinola Fashion
& Beauty



AFB | Arinola Fashion
& Beauty



AFB | Arinola Fashion
& Beauty

LOGO CLEAR SPACE

Protect the mark with an exclusion zone so nothing crowds it. The measure is the mark's own monogram height — signified here as X.



SMALL LOGO USAGE

The small version of the Arinola Fashion & Beauty logo is reserved for extremely small applications, such as favicons, social media profile pictures, and menu bars. Always use the original small logo or brand mark—do not alter or recreate it.



20px max, approx.



15px max, approx.



15px max, approx.



90px max, approx.



50px max, approx.

APP ICONS & FAVICONS

For avatars, app tiles and favicons, use the monogram alone, centred in a gold, purple or ink field. Never shrink the full signature into a space where the descriptor becomes unreadable.



LOGO MISUSE

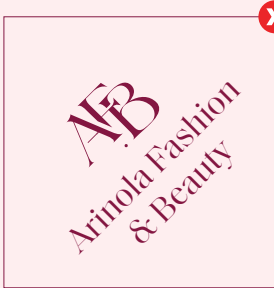
The identity earns its equity through consistency. These are the eight ways the mark should never appear



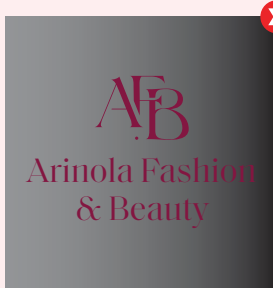
Don't stretch or distort



Don't color the logo mark



Don't rotate or tilt



Don't use low contrast grounds



Don't add shadows or effects



Don't change the typeface



Don't outline or reframe



Don't place on busy imagery

COLOR PALETTE

Royal Gold for prestige, Viva Magenta for royalty, Charcoal grey for authority, ivory for space. Four colours carry the entire house.

Viva
Magenta

#82003E

RGB 130-0-62

CMYK 34-100-56-31

Primary brand colour.
Emblem, foil, key accents,
reversed grounds

Ivory

#FEEEEF

RGB 254-238-239

CMYK 0-7-2-0

Primary background. Gives
the identity air and a couture
calm.

Royal
Gold

#FFC548

RGB 255-197-72

CMYK 0-24-82-0

Wordmark, headlines,
editorial accents and
secondary grounds.

Charcoal
Gray

#1A1620

RGB 26-22-32

CMYK 77-74-58-75

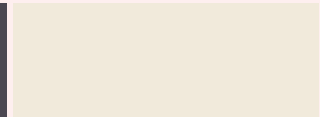
Body copy, fine rules and
premium reversed
applications.



Let ivory dominate. Royal Gold is the jewel — used with
restraint it reads as luxury; overused it reads as loud

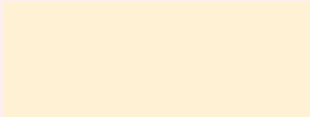
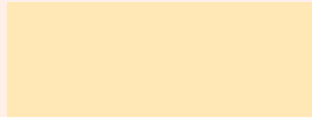
ACCENT COLORS

Beyond the core four, a curated set of tints and jewel tones extends the palette for packaging, editorial layouts and seasonal campaigns.

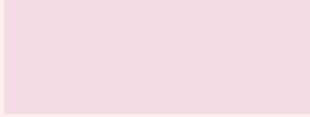
				
CHAMPAGNE #F0DEB4	BLUSH ROSE #E8B4C8	WINE #5C0A35	WARM GREY #4A4550	SOFT IVORY #F3ECDD

Accent colours never replace the core four in the logo. Use tints for backgrounds, tables, charts and large flat areas; reserve the fully-saturated gold and purple for the identity itself

ROYAL GOLD TINT SCALE

				
#FFF0D1	#FFE8B6	#FFD67F	#FFC548	#D09730

VIVA MAGENTA TINT SCALE

				
#F7DCE9	#D093B0	#A94977	#82003E	#5C0A35

TYPOGRAPHY

Two typefaces carry every message: a couture display serif for expression, and a precise geometric sans for clarity.

Saol Display Regular

DISPLAY . SERIF

Arinola AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz. 0123456789. &

Primary / display face. The high-contrast Didone serif echoes the Arinola logotype. Use for headlines, numerals, quotes and any moment that should feel editorial and luxurious. Weights: Regular → Black

Sailec Light

TEXT . SANS

Arinola AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz. 0123456789. &

Secondary / body face. A clean geometric sans for body copy, labels, buttons. Legible at every size, on screen and in print. Weights: Light → Bold.

TYPOGRAPHY HEIRACHY

Headline: Saol Display Regular - 70px

Arinola

Subline: Saol Display Regular - 35px

Fashion & Beauty

Body Copy: Sailec Regular - 16px

Arinola Fashion & Beauty embodies quiet luxury and meticulous craft. Our design philosophy emphasizes exceptional fit, thoughtful texture, and sustainable materials, delivering confident, bespoke elegance for discerning wardrobes.

Button: Sailec Regular - 18px

Sign up

BRAND PATTERN

The monogram tessellates into a couture pattern — a house textile for linings, tissue, gift wrap, digital fills and packaging interiors.



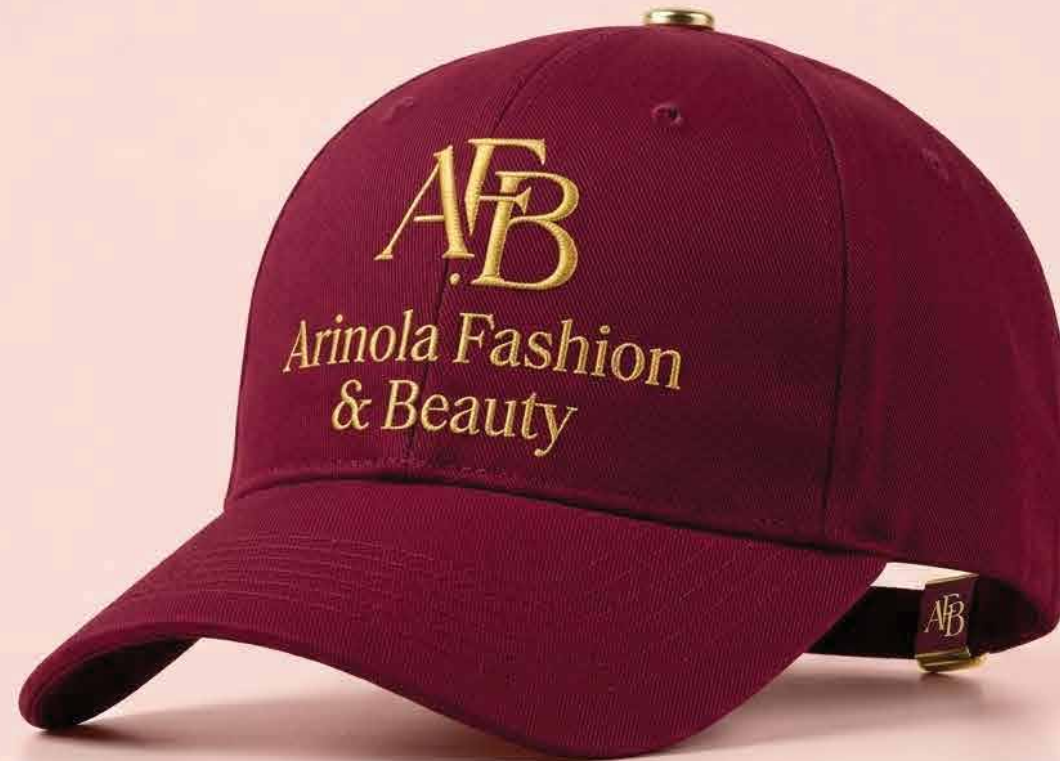
MOCKUP











Arinola Fashion & Beauty

arinolafashion&beauty.com

African Style,

Timeless Elegance

STAY NIGERIAN.
STAY STYLISH.
STAY CONFIDENT.
BE YOU.

Shop with us Today

Arinola fashion and beauty Shop 1,
up of studio 24, beside Lugbe Plaza,
long Amac Market Road, Lugbe FHA Abuja

+234 805 137 5553

arinola.longe@arinolafb.com

Arinola Fashion & Beauty

arinolafashion&beauty.com

African Style,

Timeless Elegance

STAY NIGERIAN.
STAY STYLISH.
STAY CONFIDENT.
BE YOU.

Shop with us Today

Arinola fashion and beauty Shop 1,
up of studio 24, beside Lugbe Plaza,
long Amac Market Road, Lugbe FHA Abuja

+234 805 137 5553

arinola.longe@arinolafb.com

Arinola Fashion & Beauty

arinolafashion&beauty.com

African Style,

Timeless Elegance

STAY NIGERIAN.
STAY STYLISH.
STAY CONFIDENT.
BE YOU.

Shop with us Today

Arinola fashion and beauty Shop 1,
up of studio 24, beside Lugbe Plaza,
long Amac Market Road, Lugbe FHA Abuja

+234 805 137 5553

arinola.longe@arinolafb.com

Arinola Fashion & Beauty

arinolafashion&beauty.com

African Style,

Timeless Elegance

STAY NIGERIAN.
STAY STYLISH.
STAY CONFIDENT.
BE YOU.

Shop with us Today

Arinola fashion and beauty Shop 1,
up of studio 24, beside Lugbe Plaza,
long Amac Market Road, Lugbe FHA Abuja

+234 805 137 5553

arinola.longe@arinolafb.com



Arinola Fashion & Beauty

Thank you

These guidelines keep every touchpoint of Arinola Fashion & Beauty speaking with one elegant voice. For assets, approvals or questions, reach the brand office