

READY-TO-WEAR · EST. 2024

VOL. 01

HAVEN

Studio

Identity Guidelines

VERSION 1.0

MISSION

To make the considered wardrobe — a small set of exceptional, gender-free pieces designed to be worn, repaired, and kept for a decade.

POSITIONING

For the quietly discerning, HAVEN Studio is the ready-to-wear house that treats restraint as a discipline. Where fast fashion sells newness, we sell longevity — tactile materials, honest construction, and a palette that never shouts.

AUDIENCE

Design-literate 28–45s who read the seams. They earn well but buy rarely, value provenance over logos, and dress across genders. They notice a bar-tack, a selvage, a considered collar. They are our editors, our architects, our quiet regulars.

OUR VALUES

01

Restraint

Everything earns its place. If it isn't essential, it isn't in the collection.

02

Tactility

We design for the hand first — cloth, weight, and finish you feel before you see.

03

Permanence

Made to be repaired and re-worn. We build for the tenth year, not the first wash.

Restraint is a discipline, not a season. We earn a place in the wardrobe, not the trend cycle.

BRAND PLATFORM

PRIMARY LOCKUP — CLEARSPACE = 1X



X = the cap height of the HAVEN wordmark. Clearspace on every side equals 1X. No graphic element, type, or page edge may enter this zone. The lockup pairs Fraunces caps with an Archivo STUDIO descriptor at fixed proportion — never re-typeset or re-space it.

APPROVED LOCKUP VARIANTS



ON BONE · PRIMARY



ON NAVY · REVERSED



ON RUST · ACCENT

MONOGRAM



For avatars, buttons, woven labels and hardware where the full lockup is illegible.

MINIMUM SIZES

24 mmPRINT · LOCKUP
WIDTH**96 px**DIGITAL · LOCKUP
WIDTH**10 mm**

PRINT · MONOGRAM

32 pxDIGITAL ·
MONOGRAM

*One mark, built on a grid and protected by
clearspace. Reproduce it — never redraw it.*

LOGO SYSTEM

The wordmark is the most recognisable asset we own. Protect it. The following are prohibited without exception — when in doubt, use the approved lockup, on-palette, on a clean ground.

**Don't distort**

Never stretch, condense, or scale the lockup non-proportionally.

**Don't recolour**

Use only approved palette values. No off-brand hues.

**Don't rotate**

The lockup always sits on the horizontal. No angles.

**Don't add effects**

No drop-shadows, bevels, gradients, or glows.

**Don't clutter**

Keep clearspace clear. Never place on busy or low-contrast grounds.

**Don't outline**

Never render the wordmark as an outline or hollow form.

Six ways to break the mark. There are no exceptions, and no seventh.

LOGO MISUSE

#ECE5D8

Bone

HEX	#ECE5D8
CMYK	0·3·8·7
PANTONE	P 3-1 C

#B4532E

Rust

HEX	#B4532E
CMYK	0·54·74·29
PANTONE	173 C

#1C2A3A

Deep Navy

HEX	#1C2A3A
CMYK	52·28·0·77
PANTONE	5395 C

#14171C

Ink

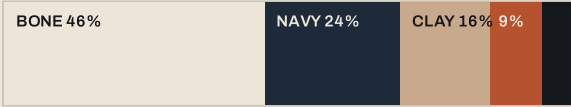
HEX	#14171C
CMYK	29·18·0·89
PANTONE	Black 6 C

#C9A98B

Clay

HEX	#C9A98B
CMYK	0·16·31·21
PANTONE	7528 C

USAGE RATIO



Bone leads as the resting ground. Navy carries structure and depth. Clay is the connective mid-tone. Rust is the accent — a single note, never a field. Ink is reserved for type and fine rule.

CONTRAST & ACCESSIBILITY (WCAG 2.1)

	PAIRING	RATIO	LEVEL	USE
Aa	Ink on Bone	14.34:1	AAA	Pass
Aa	Bone on Navy	11.63:1	AAA	Pass
Aa	Clay on Navy	6.61:1	AA	Pass
Aa	Rust on Bone	3.98:1	AA Large	Large only
Aa	Rust on Clay	2.26:1	Fail	Do not use

Bone rests. Navy structures. Clay connects. Rust accents — once, never as a field.

Aa

Fraunces

Display serif · opsz + wght

The voice. Warmth, editorial character.

ABCDEFG · abcdefg · 0123

Aa

Archivo

Grotesque sans · wght 300–800

The system. Clean, neutral, legible.

ABCDEFG · abcdefg · 0123

TYPE SCALE

Display Fraunces Light	Haven	64 px / 68 pt leading 1.0 · wt 300
Headline Fraunces Regular	The considered wardrobe	40 px / 30 pt leading 1.1 · wt 400
Subhead Fraunces Italic	<i>Designed to be kept</i>	24 px / 18 pt leading 1.2 · wt 400i
Body Archivo Regular	Honest construction, quiet cloth.	12.5 px / 9.5 pt leading 1.7 · wt 400
Caption Archivo Medium	FW26 · LOOK 04	9 px / 7 pt leading 1.5 · wt 500
Label Archivo SemiBold	S T U D I O	8 px / 6 pt · +0.3em leading 1.4 · wt 600

PAIRING RULES

Fraunces sets display, headlines and pull-quotes only — never body copy. Archivo carries all running text, UI, labels and data. One serif voice, one sans system. Never mix a third face. Set body at 12–13px with 1.7 leading; caps labels always track +0.3em.

FALLBACK STACKS

Serif 'Fraunces', Georgia, 'Times New Roman', serif
Sans 'Archivo', Helvetica, Arial, sans-serif

System fallbacks preserve hierarchy where webfonts fail to load.

MOOD — CAMPAIGN



Editorial, sculptural, high-contrast. Colour blocking, negative space, one figure. Emotive over literal.

MOOD — E-COMMERCE



Consistent bone ground, centred product, even soft light. Neutral, repeatable, honest to colour.

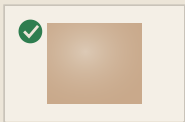
LIGHTING & GRADE

- Soft, directional daylight; a single source, no flash.
- Grade warm-neutral; protect skin, never push saturation.
- Shadows lifted to Navy, not black.
- Highlights held off pure white.
- Grain permitted, subtle. No HDR, no teal-orange.
- Product colour reads true — Bone stays Bone.

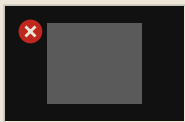
DO / DON'T — THREE PAIRS

Light

Soft directional daylight, true colour.



DO



DON'T

Composition

Centred, calm, generous space.



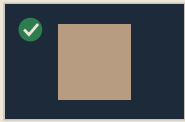
DO



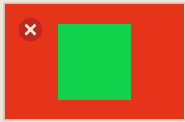
DON'T

Colour

On-palette, honest to the cloth.



DO



DON'T

Light it soft, grade it true, show the cloth. The image serves the garment — never the reverse.

ART DIRECTION

VOICE

Plain, warm, exact. We speak like a maker, not a marketer — short sentences, real detail, no hype. **Confident, never loud. Considered, never cold.**

BEFORE ~~Buy now! Our AMAZING coats are 100% must-haves this season!!!~~

AFTER The Wool Overshirt. Merino, milled in Portugal. Made to keep.

BEFORE ~~Unlock next-level style with game-changing essentials.~~

AFTER Considered basics. Cut well, finished by hand.

BEFORE ~~Limited drop — don't miss out, going fast!~~

AFTER A small run. When it's gone, we remake it properly.

APPLICATIONS

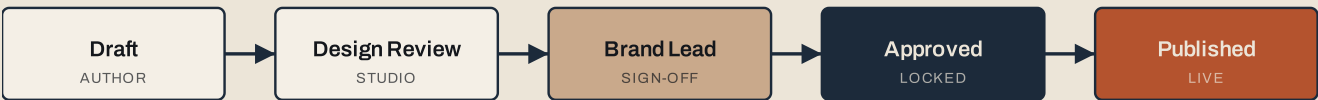


SOCIAL · 1:1 TILE



PRODUCT · HANGTAG

APPROVAL FLOW



Nothing ships without Brand Lead sign-off. Every asset travels the flow left to right — no stage is skipped, no exception is granted below the line.

ROLLOUT

These guidelines take effect immediately across all channels. Legacy assets are retired at their next natural refresh — no forced recall, but nothing new leaves the studio off-brand.

UPDATES & QUESTIONS

The Brand Studio owns this document and reviews it each season. For asset requests, exceptions, or the master files, write to the contact below — we answer within two working days.

HAVEN Studio — Identity Guidelines

THIS DOCUMENT GOVERNS EVERY EXPRESSION OF THE BRAND.

VERSION	1.0
DATE	March 2027
OWNER	Brand Studio
CONTACT	brand@haven-studio.com