



Brand Kit & Style Guide

The colours, type, logo rules and voice that keep Ariel's Management consistent everywhere it appears — and a reference for the clients and collaborators who create alongside us.

VERSION 1.0 · ARIELSMANAGEMENT.COM

The monogram & wordmark



The mark pairs a stylised A with a gold ribbon loop, set above the ARIEL'S wordmark and MANAGEMENT lettering. Use the full lockup wherever there is room.

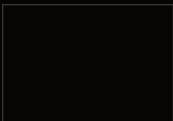
Clear space: keep free space equal to the height of the wordmark on every side.
Minimum width: 120 px on screen, 32 mm in print.

Do not:

- recolour the mark outside ivory, black and gold
- stretch, rotate, outline or add effects
- place it on a busy photo without a solid ivory or ink panel behind it
- rebuild the wordmark in a different typeface

Palette

Ivory carries the light surfaces, ink the deep ones, gold is reserved for accent — never large fields.

	Ink	#070504	Primary surface, body of the site
	Ivory	#F7F3EC	Type on ink, light surfaces, print
	Gold	#DEAF56	Accents, rules, buttons, highlights
	Gold Deep	#C59542	Hover states, secondary accent
	Gold Soft	#EAD5AB	Tints, borders, subtle fills
	Ink Soft	#BBB7B0	Secondary text on dark
	Ivory Deep	#181513	Cards and raised panels

Type system

Cormorant Garamond

Display & headings — light to semibold, generous line height, sentence case.

Used for page titles, section headings, pull quotes and the logotype.

Jost

Body, navigation, buttons and labels — regular and medium weights only.

Small caps labels are set in uppercase with wide letter spacing (0.2em).

Scale

Hero 56–72 pt serif Section heading 36–48 pt serif Card title 24–30 pt serif

Body 16 pt sans, 1.7 line height Label / eyebrow 11 pt sans, uppercase, tracked

Keep line length under 75 characters. Never mix a third typeface.

How we sound

Calm, precise and warm. We write like a trusted partner who has already handled it — never hyped, never salesy, never shouty.

We are: refined · clear · confident · human

We are not: loud · jargon-heavy · gimmicky · cold

Rules of thumb

- Lead with the outcome for the client, not our process.
- Short sentences. One idea per line.
- Sentence case everywhere except tracked labels.
- Plain words over industry language — 'plan' not 'roadmap deliverable'.
- No exclamation marks in marketing copy.

Say: 'Your presence, managed end to end.'

Not: 'We're THE #1 growth hackers for explosive brand results!!'

Using the brand

Social

- Ink or ivory backgrounds, one gold accent per post.
- Editorial crops, natural light, no heavy filters.
- Captions in sentence case; hashtags at the end, six maximum.

Documents & decks

- Ivory pages, ink type, gold rules for section breaks.
- Logo bottom-left or top-left, never centred in body pages.

Photography

- Warm neutrals, real workspaces, generous negative space.
- Avoid stock-looking handshakes, blue tones and cluttered scenes.

Buttons & UI

- Gold fill with ink text for primary actions.
- Outlined ivory for secondary. Square corners, wide letter spacing.

Questions or a file you need in another format? Email hello@arielsmanagement.com.