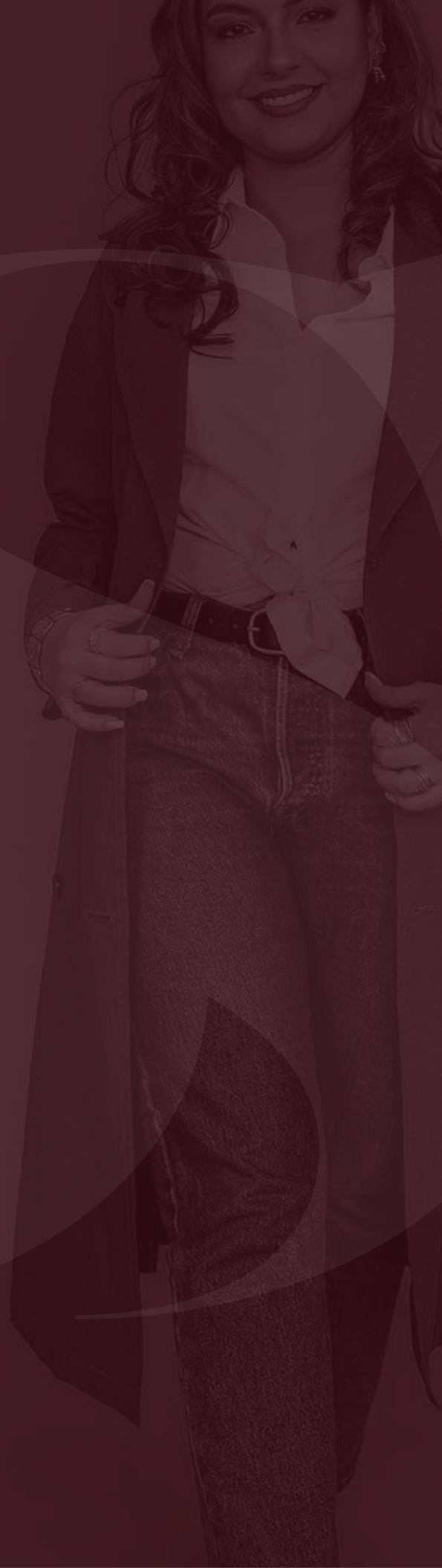


Style by **Scarle**

image consultant



CONCEPT INSPIRATION

The Style by Scarle logo was inspired by the elegance of classic European typography and the refined aesthetic of Barcelona's fashion culture. The overlapping "S" monogram reflects both individuality and unity, symbolizing the balance between personal authenticity and shared style. Its form draws from timeless serif typefaces such as Playfair, Austin, and Times New Roman, reinterpreted to achieve a unique structure that conveys strength, sophistication, and a parallelism in classicism and readability.

This concept aligns with the brand's personality under the "Magician" archetype, representing transformation, elegance, and confidence. Just as the brand's method *Aterrizando tu Imagen* helps women land softly into their authentic style, the logo was designed to embody exclusivity and timeless sophistication while remaining approachable and versatile.





TYPOGRAPHIC REFERENCES

The Style by Scarle emblem was inspired by the elegance and strength of classic serif fonts. Playfair Bold and Austin influenced the “SS” monogram, guiding its weight, elegance, and presence. Times New Roman served as a reference for classicism and readability, reinforcing a timeless editorial character.

Though not used directly in the final logotype, these typefaces shaped the proportions, serif details, and overall balance of the design, ensuring a refined and distinctive visual identity.

Playfair Bold - Inspiration

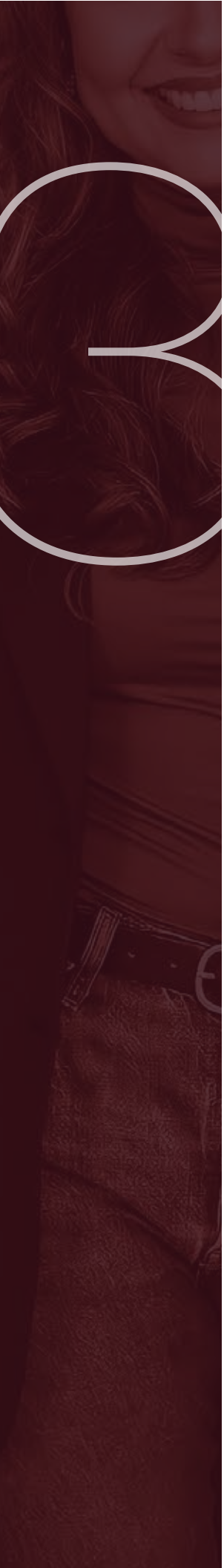
Style by Scarle

Austin - Inspiration

Style by Scarle

Times New Roman - balance between classicism and readability

Style by Scarle



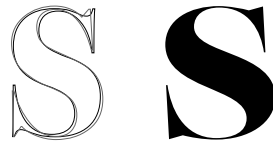
EMBLEM DEVELOPMENT

Monogram

TYPOGRAPHIES



OVERLAP



REMOVING SPECIFIC SERIFS



FINAL EMBLEM WITH OPTICAL BALANCE



WORDMARK CONSTRUCTION

Style by

Canela Thin

Style by

Kerning value: -36 | Optical

Scarle

Canela Regular

Scarle

Kerning value: -32 | Optical

Style by Scarle

10.32 em

8.47 em

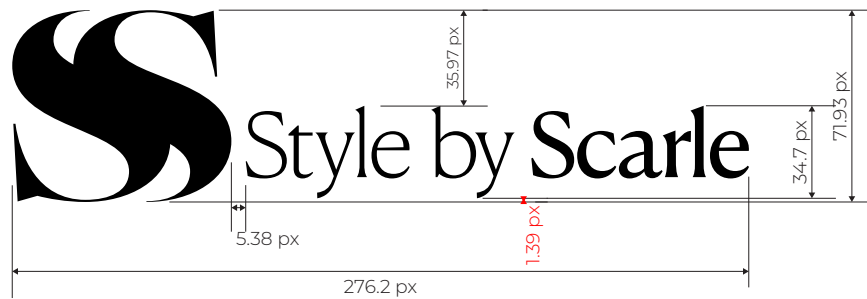
Style by Scarle

APPROVED LOCKUPS

Vertical



Horizontal

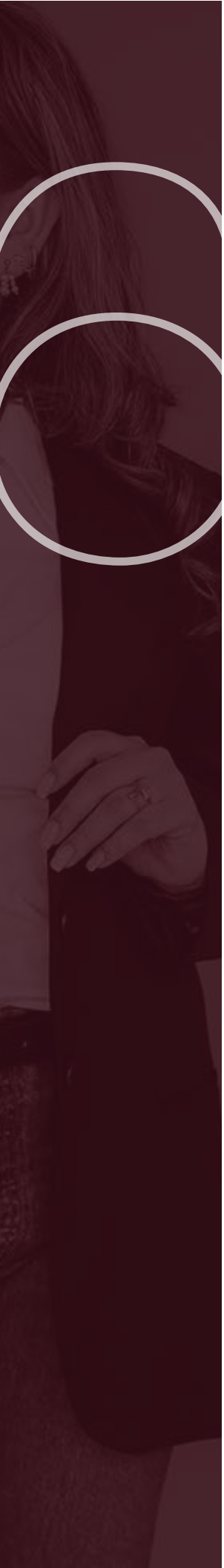


Emblem (Monogram):
may be used alone as a recognizable brand mark, especially in social media icons, watermarks, or minimalist applications.



Wordmark:
may also appear independently in editorial layouts, website headers, or promotional materials when the emblem is not required.

Style by Scarle



COLOR PALETTE – RATIONALE



PANTONE®
209 C

Primary

Pantone 209 C (#731D37):

A deep burgundy tone that conveys elegance, confidence, and timeless sophistication. It connects to European fashion culture and reinforces the brand's premium positioning.



PANTONE®
209 C + 56% Black

Secondary

Pantone 209 C + 56% Black (#330D18):

A darker variation that adds depth, contrast, and versatility, ideal for backgrounds, accents, and applications where a more dramatic presence is required.

COLOR USAGE IN THE LOGO



Primary (Pantone 209 C – Burgundy):

Applied to “Scarle” in the wordmark, and the second “S” of the Monogram (Right S).



PANTONE®
209 C



Secondary (Pantone 209 C + 56% Black – Dark):

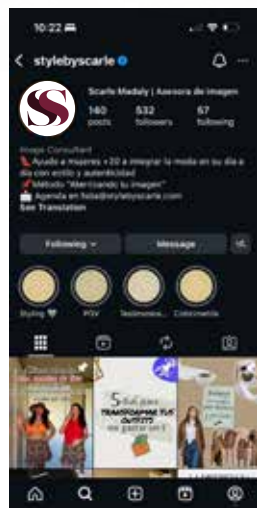
Applied to “Style by” in the workmark, and the first “S” of the Monogram (Left S).

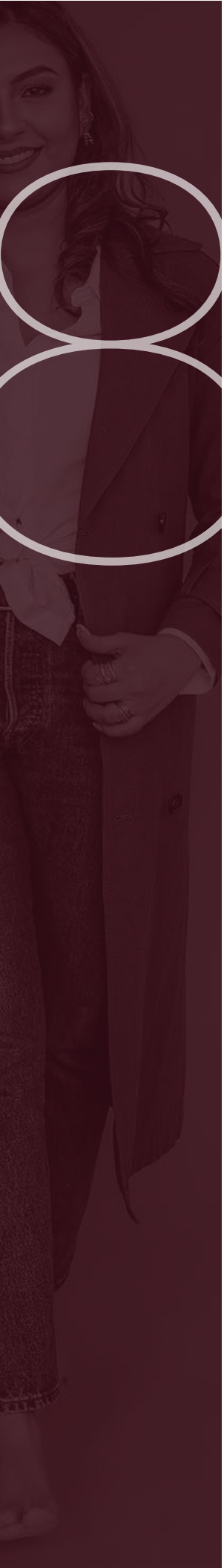


PANTONE®
209 C



APPLICATIONS





INCORRECT USES

When applied on dark or colored backgrounds, both the SS Monogram and the wordmark must always appear in solid white, without any variations in tone, gradients, or outlines, ensuring maximum contrast, legibility, and brand consistency across all applications.



When the logo requires a horizontal lockup, the emblem must always appear to the left of the wordmark, strictly following the proportions, spacing, and kerning specified in this manual. No other variants are permitted. This specific distribution is also the only case in which the emblem is allowed to appear rotated at 90 degrees. When used independently, the emblem must remain upright and cannot be rotated or inclined, while the wordmark may only be rotated or displayed vertically at 90 degrees, and never in any other angle or orientation.



The emblem, when used independently, must never be rotated or inclined. On dark or colored backgrounds, the only permitted variation is its reproduction in solid white (100%), ensuring maximum contrast and brand consistency.





BRAND STORY ALIGNMENT

The essence of Style by Scarle lies in its ability to translate fashion into a lived, authentic experience. Brand story alignment ensures that every visual and verbal element consistently reflects this narrative, turning the brand into more than just a logo or a color palette—it becomes a story of transformation, elegance, and practicality that women can recognize and connect with.

At the heart of this alignment is the SS monogram, a symbol of individuality and unity, where two distinct letterforms overlap to create a single, balanced emblem. This duality embodies the brand's mission: to help women embrace their authentic selves while harmonizing personal expression with timeless European style. Just as the *Aterrizando tu Imagen* method invites women to land softly into their true identity, the emblem visually anchors the brand in transformation without excess.

Color plays an equally vital role in reinforcing this story. The primary burgundy (Pantone 209 C) communicates sophistication, confidence, and refinement, while its darker counterpart, achieved by adding 56% black, brings depth and versatility. Supporting tones—white, black, and beige—establish a minimal and professional foundation, allowing the brand to remain clear and approachable. The occasional use of fuchsia adds a pop of energy, signaling moments of boldness within a carefully restrained system. Together, these choices echo the brand's promise: fashion that is stylish yet grounded, luxurious yet practical.

Typography furthers this alignment by marrying editorial sophistication with digital clarity. *Canela Thin* and *Regular* define the wordmark, setting a tone of timeless elegance, while *Montserrat* and *Playfair* support across applications, bridging modern accessibility with classic refinement. Accents from *Brittany Signature* are reserved for moments of personality and intimacy, reinforcing the brand's approachable and charismatic voice. Each typeface was chosen not simply for aesthetics but for the emotions it conveys—confidence, elegance, and relatability.

Photography and imagery also play a decisive role. Professional portraits, earthy tones, and editorial compositions reflect the European inspiration—Barcelona's fashion culture—while remaining authentic to the lives of women over 30, the brand's core audience. These images must feel aspirational yet attainable, reinforcing the values of empathy, respect, and practicality. They serve as visual proof of the brand's belief that fashion should not disguise, but reveal; not overwhelm, but empower.

Finally, the tone of voice ties the story together. Professional, close, and charismatic, it speaks in a way that is both aspirational and practical. Whether through an Instagram caption, a website headline, or a business card, the brand voice should embody the Magician archetype: inspiring transformation, instilling confidence, and guiding women into a style that evolves with their lives.

