

ALCHEMY & ARCHETYPE

Style Guide

Alchemy & Archetype is a small business that sells jewelry designed around psychospiritual systems such as tarot, astrological, and mythological archetypes with the intention of helping people embody desired energies while looking stylish and trendy.



CONTENTS

About the Alchemy & Archetype Brand	3
The Alchemy & Archetype Logo	4
Typography	9
Using Brand Colors	11
Use of Imagery	14

ABOUT ALCHEMY & ARCHETYPE

The company owner, Hayley Winter, is a life coach as her primary career. Her philosophies are infused into her jewelry business, tying it directly to her life coaching.

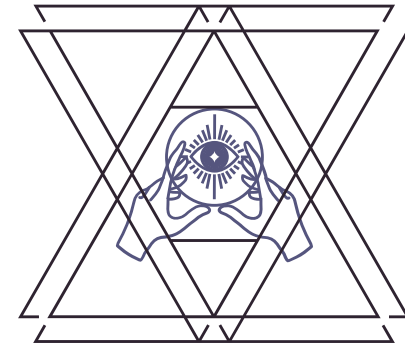
“I really discovered tarot by accident. I have always been a skeptical person- not spiritual. When tarot came into my life, I was working as a therapist and getting ready to leave the counseling industry and move into the world of depth psychology. On a whim I decided to hire a tarot reader for my bridal shower around the same time as I made that academic transition, and something just clicked. It felt right.

As I progressed into my new education and began learning about consciousness, intuition, psychospirituality, and the powers of the mind, I started noticing parallels between those theories and the practice of tarot. I started doing deeper research into the role of archetypes and symbolism in the processes of self reflection, understanding and personal growth. I began connecting consciousness theory with quantum physics and the psychology of personal transformation, using archetypes like tarot and astrology as tools. It really became a mission to bridge the worlds of science and spirituality with the specific intention of helping to teach people how to reflect on and embody different energies and qualities in order to reach their fullest potential.

I've always found that visual cues are the most powerful reminders to enter a certain headspace or perspective, but it's not always practical to carry a tarot deck or card around. Hence the idea for jewelry was born! Archetypal jewelry pieces are a beautiful, tangible reminder that we are who we choose to be. They help us to stay focused, present, intentional, and creative. And the act of wearing something like that is an act of self love in and of itself, which puts us even closer to self actualization. Everyone deserves to reach their fullest potential, and feel beautiful, worthy, and powerful while doing it. My hope is that my jewelry can help women very tangibly embody that energy.”

THE ALCHEMY & ARCHETYPE LOGO

The Alchemy & Archetype logo incorporates symbolism from the various psychological and spiritual systems connected in the Alchemy & Archetype practice. The triangles symbolize the elements: earth, air, fire, and water. The circle combined with the pupil of the eye together form a circumpunct, which has many meanings, including the spiritual transformative equivalent of alchemical “gold”, the sun and its creative power, and individual and universal consciousness. The eye in the center represents inner vision, intuition, and the “third eye,” and the hands holding the eye represent the fact that we each inherently hold the potential to access inner wisdom and create transformation.



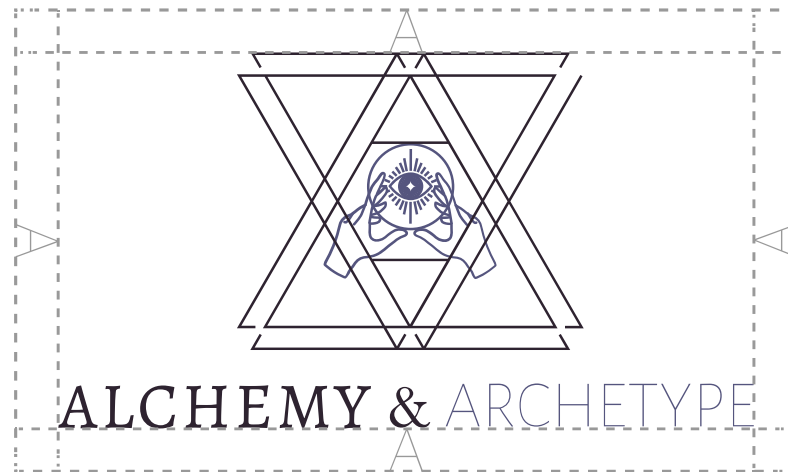
ALCHEMY & ARCHETYPE

THE ALCHEMY & ARCHETYPE LOGO

Clear Space

The logo clear space ensures that the A&A logo has the proper clearance on all sides to avoid any competing elements. The space shown is the minimum amount required. More space can be given around the logo if desired.

The clear space is determined by the height of the letter “A” in Archetype. Space above and below the logo is determined by the height of the letter “A.” Space to the left and right of the logo is determined by the width of the letter “A” turned on its side.



LOGO COLORS



ALCHEMY & ARCHETYPE

TWO COLOR



RGB: 85 - 84 - 125

HEX: 55547D

CMYK: 32 - 33 - 0 - 51

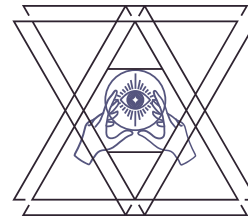


RGB: 46 - 35 - 48

HEX: 2E2330

CMYK: 4 - 27 - 0 - 81

MOBILE & SOCIAL MEDIA



RGB: 85 - 84 - 125

HEX: 55547D

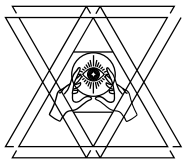
CMYK: 32 - 33 - 0 - 51



RGB: 46 - 35 - 48

HEX: 2E2330

CMYK: 4 - 27 - 0 - 81



ALCHEMY & ARCHETYPE

BLACK / GRAYSCALE



RGB: 0 - 0 - 0

HEX: 000000

CMYK: 0 - 0 - 100

REVERSED



RGB: 255 - 255 - 255

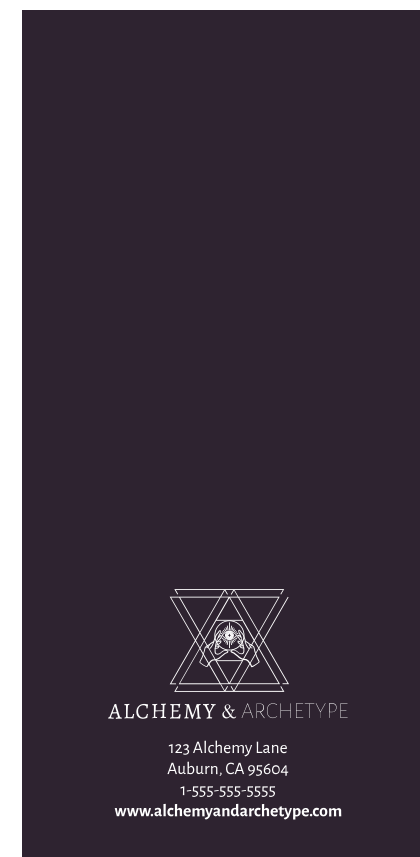
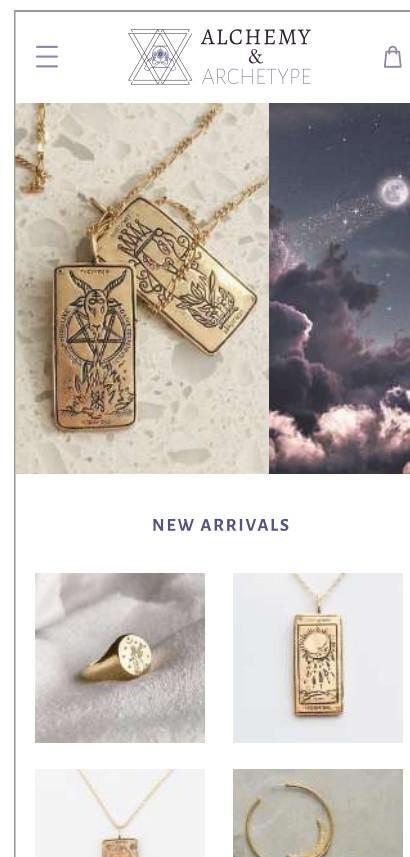
HEX: FFFFFFFF

CMYK: 0 - 0 - 0 - 0

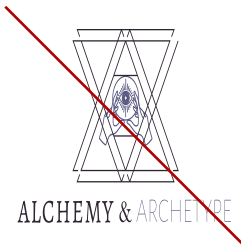
LOGO SIZING & POSITIONING

Bigger is better, right? Not always. The A&A logo is one of the many identifiers of the brand. It is a visual tool that works along with many of the moving parts of the brand such as organizational philosophy, products, and marketing. Very rarely does the logo need to be the most prominent graphic in a communication. The logo acts as the mark of the overall brand and need not be any bigger than a handwritten signature.

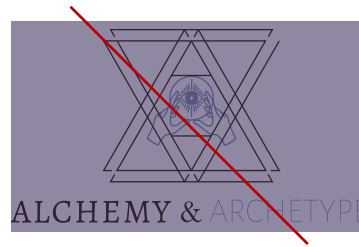
The logo, ideally, should be no larger than 1/8 to 1/12 the size of the page or artboard (see example on the left). In instances where there is white or blank space, the logo should never be larger than 1/4 of the page or artboard (see example on the right).



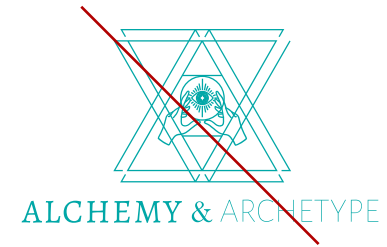
INCORRECT LOGO USAGE



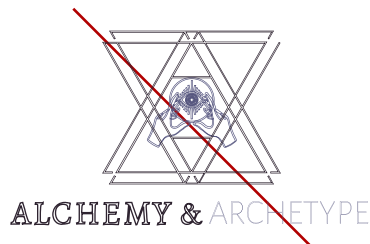
Never stretch or skew the logo in any direction.



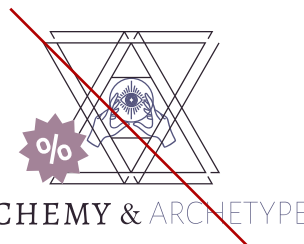
Never place the logo on a colored or textured background that provides low contrast.



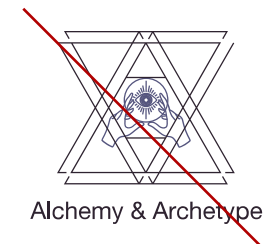
Never change the color of the logo.



Never outline the reversed version of the logo.



Never violate the clear space of the logo with graphics or other logos.



Never modify the logo with unapproved typefaces.

TYPOGRAPHY

Primary Typeface

The Alegreya type system is a "super family", and includes serif and sans serif sister families. Alegreya SC is our primary typeface. It is a humanist and dynamic serif. Originally designed for literature by Huerta Tipográfica, it helps to convey the overall personality of our brand. Headlines and subheads should be set in Regular or Medium.

Secondary Typeface

Alegreya Sans is the sister typeface to Alegreya SC, and our secondary typeface. Body copy should be set in Regular. Bold can be used to add another level of typographic hierarchy as subheads when needed.

Both typefaces should be present in all web and printed correspondence. They are free, open source, Google fonts, and can be found at [google.com/fonts](https://www.google.com/fonts).

TYPOGRAPHY

Headline

ALEGREYA SC

Headline Lead-In

Alegreya Sans

Body Copy

AÁBCDEÉFGHIÍJKLMNÑOÓPQRSTUÚÜVWXYZ

aábcdeéfgghiíjklmnñoópqrstuúüvwxyz

1234567890

USING BRAND COLORS

Primary and secondary color palettes

The Alchemy & Archetype color palette is ethereal, moody, feminine and works well with the minimalist, antique overall aesthetic. The Alchemy & Archetype color palette sets the identity of the brand and reflects its personality. Each color creates a different effect when used alone or in combination. All colors in the palette are harmonious and can be mixed and matched as required by the component or layout.

These colors are listed in the following models:

- CMYK for 4-color/full process printing
- RGB & HEX values for web and screen

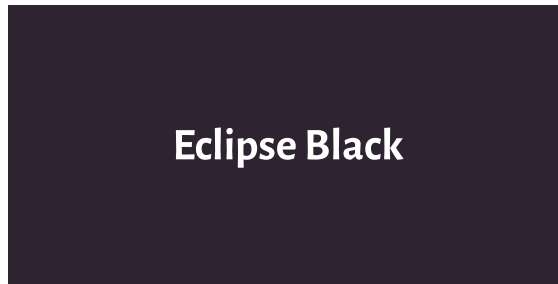
Please choose the appropriate values for the medium in which you are working.

PRIMARY COLORS



Alchemy Indigo

RGB 85 84 125
HEX 55547D
CMYK 32 33 0 51



Eclipse Black

RGB 46 35 48
HEX 2E2330
CMYK 4 27 0 81



Celestial Rose

RGB 200 162 161
HEX C8A2A1
CMYK 0 19 20 22

Three colors form our primary palette, with the anchor color being the primary Alchemy Indigo. It should be used for the brand logo, and other stand-out elements such as headers and buttons.

Eclipse black serves as a neutral color to be used for text and backgrounds, but could come in handy in particularly colorful sections of the site, just to help tone it down and refocus the eye.

Celestial Rose is our primary accent color, and should be used to highlight the less important information on the website, such as secondary buttons, backgrounds, or smaller elements, and to offset the darker primary shades.

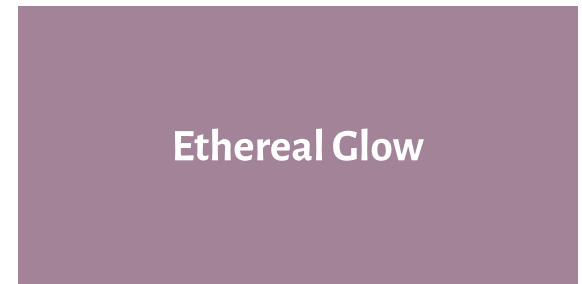
SECONDARY COLORS

Our secondary colors are used to highlight the less important information on the website for which the primary colors are insufficiently balanced, such as subheadings, less important text, and anything else that doesn't need immediate attention.



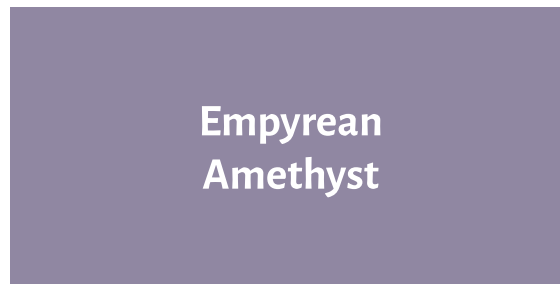
Tarot Taupe

RGB 102 90 90
HEX 665A5A
CMYK 0 12 12 60



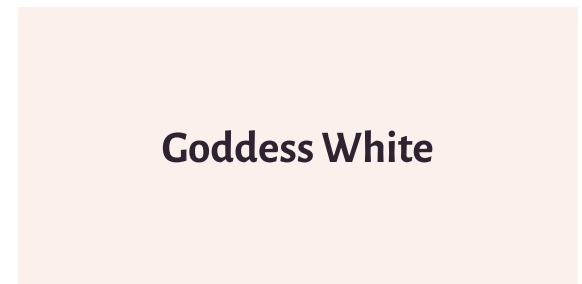
Ethereal Glow

RGB 163 131 152
HEX A38398
CMYK 0 20 7 36



**Empyrean
Amethyst**

RGB 144 135 163
HEX 9087A3
CMYK 12 17 0 36



Goddess White

RGB 251 240 236
HEX FBF0EC
CMYK 0 4 6 2

USE OF IMAGERY

Photography Style

The imagery we use is not merely advertising and look books. We use imagery as a portal into the Alchemy & Archetype world. Our consumers build an emotional connection with the images we use, and through them we hope to encapsulate a sense of ethereal magic and wonder. The photography style for Alchemy & Archetype should reflect the brand's personality, and feel moody, feminine, earthy, sophisticated and minimalist.

