



SAMROS

ELEGANT · ETHICAL · EMPOWERING



BRANDING
GUIDELINES



BRAND PLATFORM

Statements about Who We Are
and Why We Matter

BRAND PURPOSE

WHY WE EXIST

We exist to make every woman on the planet feel honored, elegant, and empowered regardless of where she lives.



A black and white photograph of four women in white wedding dresses, smiling and holding hands. The image is overlaid with text.

POSITIONING STATEMENT

WHAT MAKES US UNIQUE

We are the only bridal line that pairs a life-changing story with each handcrafted gown for the standout bride who wants to make the most impact with her choice.



POSSIBILITY STATEMENT

WHAT WE IMAGINE

Feel Great. About you. About your dress.
About the person who made it.

BRAND PERSONALITY

WHO WE ARE

Lovely

Transparent

Warm

Restorative

Bold





BRAND PROMISE

WHAT WE GUARANTEE

Elegant · Ethical · Empowering

A grayscale photograph of two women sitting on the floor, working on a piece of fabric. The woman on the left is wearing a checkered shirt and is smiling as she looks at the fabric. The woman on the right is wearing a light-colored shirt and is looking down at the fabric. They appear to be in a workshop or a home setting. The background is slightly blurred, showing some furniture.

BRAND PRINCIPLES

WHAT WE BELIEVE IN

Every woman deserves to be celebrated: It doesn't matter whether she's a Nashville bride being toasted by loved ones, an artisan in Cambodia, or any other female on the planet, we believe the honor due a bride is fitting for every woman, every day.

Stories are what stitch us together: Our dresses create community – a community of women who know that our decisions impact our world and our individual stories are part of a grander one. We celebrate each other's stories and celebrate that they are woven together.

Quality begins with the artisan: It's easy to stand for quality when it comes to a product, but we believe in coming alongside each woman who makes our dresses to help them create a better quality of life for themselves, their family, and their community.



BRAND CUSTOMER

WHO WE REACH

Gender: Women

Age: 19-35

Location: Southeastern U.S.

Felt Need: A dress that expresses who I am and what I care about in a deeply personal way

Pain Point: A conflicted view about weddings being self-indulgent and short-lived

MANIFESTO

WHO WE REACH

We exist to make every woman on the planet feel honored, elegant, and empowered regardless of where she lives. We serve brides who want a dress that expresses who they are and what they care about in a deeply personal way and don't want a self-indulgent wedding that isn't conscious of the world's complex challenges. However, imagine if you could feel great — about you, your dress, and the person who made it.

We're different because we are the only bridal line that pairs a life-changing story with each hand-crafted gown for the standout bride who wants to make the most impact with her choice.

We're lovely, transparent, warm, restorative, and bold. We believe every woman deserves to be celebrated, stories are what stitch us together, and quality beings with the artisan. Don't miss out on the opportunity to make your wedding even more significant.



BRAND IDENTITY

Statements about
How We Look and Feel

TYPOGRAPHY

TITLE + HEADER FONT

JULIUS SANS ONE

ABCDEFGHIJKLMNO P
RSTUVWXYZ

Body Font

Open Sans

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

Open Sans	OPEN SANS	Open Sans
Open Sans	OPEN SANS	Open Sans
Open Sans	OPEN SANS	Open Sans
Open Sans	OPEN SANS	Open Sans

Samros brand typography has been designed to be clean, on-trend, and elegant. We have only a few simple rules to help maintain the look and feel that express the heart of Samros.

1. When using Julius Sans One as a headline or sub-head, make sure you use a minimum spacing in between characters of between 1% and 1.5%.
2. When using Open Sans as a sub-head or body text, make sure you use a minimum spacing in between characters of between 1% and 1.5%.
3. You may only use Julius Sans One as a headline or sub-head and Opens Sans as a sub-head or body text.

COLORS

Colors should always be used strategically and never compete with the messaging. Secondary colors are subject to change depending on the season.

PRIMARY



Pantone Neutral Black C
CMYK: 69, 63, 62, 58
RGB: 51, 51, 51
HEX: #333333

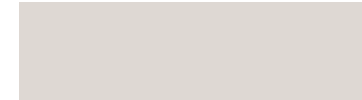


Pantone 2326 C
CMYK: 34, 34, 54, 16
RGB: 152, 138, 111
HEX: #978a6e



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #ffffff

SECONDARY



Pantone 663 C
CMYK: 11, 11, 12, 1
RGB: 221, 215, 211
HEX: #dcd7d3



Pantone 482 C
CMYK: 16, 22, 28, 3
RGB: 206, 187, 171
HEX: #cebaab



Pantone 427 C
CMYK: 6, 4, 7, 11
RGB: 213, 213, 210
HEX: #e9e9eb



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