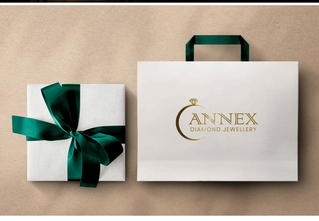
Annex Identity Design

Diamond Jewellery

Jan 2025 @thelumiere



where luxury meets elegance & sophistication

LOGO OVERVIEW

The Annex Diamond Jewellery logo is designed to symbolize luxury, elegance, and sophistication. It features a balanced combination of typography and geometric, with a diamond-inspired icon, ensuring a strong brand identity in the high-end jewelry market.

BRAND ICON & SYMBOLISM

- Ring Shape: The circular element represents an engagement ring, a universal symbol of love, commitment, and prestige in the jewelry industry.
- Diamond Element: Positioned atop the "I" in "Annex," the diamond emphasizes the brand's focus on high-quality, luxury diamonds.
- Typographic Customization: The integration of the diamond into the "I" adds a personalized touch to the branding, reinforcing exclusivity and craftsmanship.

COLOR PSYCHOLOGY

- Gold (Gradient Gold): symbolizes wealth, prosperity, and success. The gradient effect enhances the sense of exclusivity and sophistication, ensuring a timeless appeal.
- White Background: Lends an minimalistic vibe background helps maintain elegance while allowing the gold elements to stand out.

FONT

The primary font used is a serif typeface that conveys tradition, elegance, and high-class sophistication.
The Roman style enhances the brand's connection to classical design principles, maintaining the sophistication required in fine jewelry making.
Serif typography enhances the premium feel of the brand, making it more appealing to an audience seeking exclusivity.

Ring + Diamond + ANNEX Brand Name = ANNEX DIAMOND JEWELLERY

Primary	Secondary	Tertiary	Quaternary	Quinary	Sexary
Green	Nickel	Gold Gradient	Midnight Sapphire	Platinum Veil	Ivory Glow
#174220	#5F7874		#172E48	#93A782	#F3F0EA

Primary

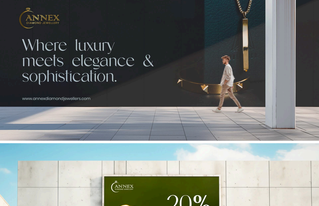
Colonna MT

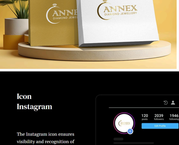
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*()

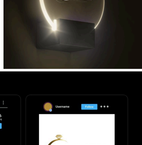
Secondary

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()





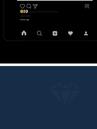


Icon

Instagram

The Instagram icon ensures visibility and recognition of your profile.

Icons should be simple. Scalable and consistent with the brand's visual identity, enhancing brand recognition on social media platforms



Thank you

Created by THELUMIERE