



Maison Ali Couture

BRAND IDENTITY GUIDELINE



WELCOME TO MAISON ALI COUTURE

Welcome to a simple yet comprehensive Brand Identity Guide of Maison Ali Couture. This is your roadmap to know about the brand. You'll find info in here to help you better understand and bring our brand to life. To get in touch with us, you can access our social media handles and contact details. This is Maison Ali Couture, where we give you a style for every story.

BRAND CREATIVE DIRECTIVES

- Brand Overview
- Color Palettes
- Logo
- Brand Patterns
- Typography
- Brand Assets & Application

BRAND OVERVIEW

01



CORE VALUES & BELIEFS

IMPECCABLE CRAFTSMANSHIP (QUALITY)

Quality is Non-Negotiable: We believe in using only the finest materials and time-honored techniques, viewing every garment as an enduring piece of art. We honor the tradition of bespoke tailoring while embracing modern precision

UNCOMPROMISING PERSONALIZATION (PERSONAL)

The Client is the Co-Creator: We believe the perfect suit is a collaboration, where the client's vision and personality are paramount. We believe a suit should not just fit, but enhance, empowering the wearer with comfort and supreme confidence.

EMPOWERMENT THROUGH CONFIDENCE

Confidence is the Ultimate Accessory: We believe a perfectly fitted suit is a tool for personal and professional success, boosting the wearer's presence and self-assurance. We believe in helping our clients define who they are and how they wish to be perceived



VALUE PROPOSITION

At Maison Ali Couture, we give customers the liberty to express their minds, evoking feelings of timeless quality, personal expression, and the utmost experience of true bespoke luxury designed from their stories and ideas, while offering them guidance at every stage.

The Vision of Maison Ali Couture is to be the definitive global standard for personalized style, empowering every individual to realize their most confident self through a perfectly tailored, enduring custom suit that reflects their unique legacy

BRAND VISION

BRAND'S TONE OF VOICE

SOPHISTICATED

Conveys
luxury, quality,
and expertise

CONFIDENT

Links the suit
to success and
self-assurance

PERSONAL

Reflects the
custom and
consultative
service.

COLOR PALETTES

#000000

Black

Elegance,
sophistication(Luxury, Quality)

#FFFFFF

White

Prestige,
Excellence,
Simplicity,



LOGO

03

LOGO EXPLANATION



MAISON

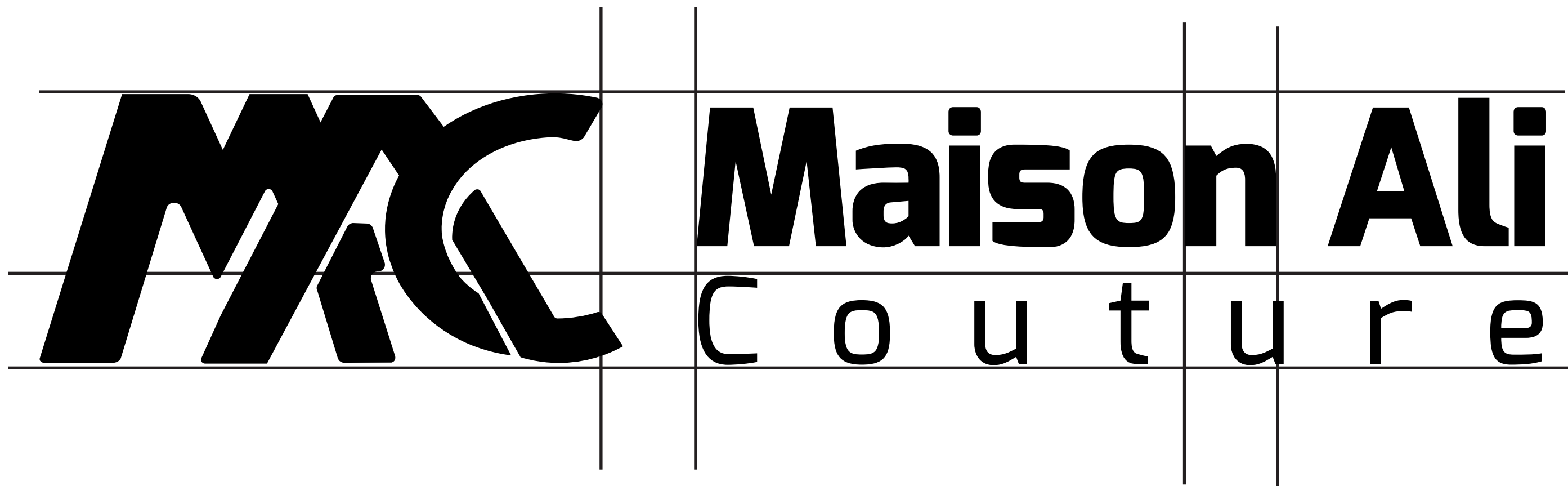


ALI



COUTURE

LOGO CLEAR SPACE



LOGO VARIATION



MAI
Maison Ali
C o u t u r e



MAI **Maison Ali**
C o u t u r e



MAI
Maison Ali
C o u t u r e



MAI **Maison Ali**
C o u t u r e

The logo consists of the letters 'M' and 'A' intertwined to form a single, stylized graphic element.

MAC

Maison Ali
C o u t u r e

A Style for every Story

Ma
C o
A Style

SECOND LOGO VARIATION





Maison Ali

C o u t u r e

A Style for every Story





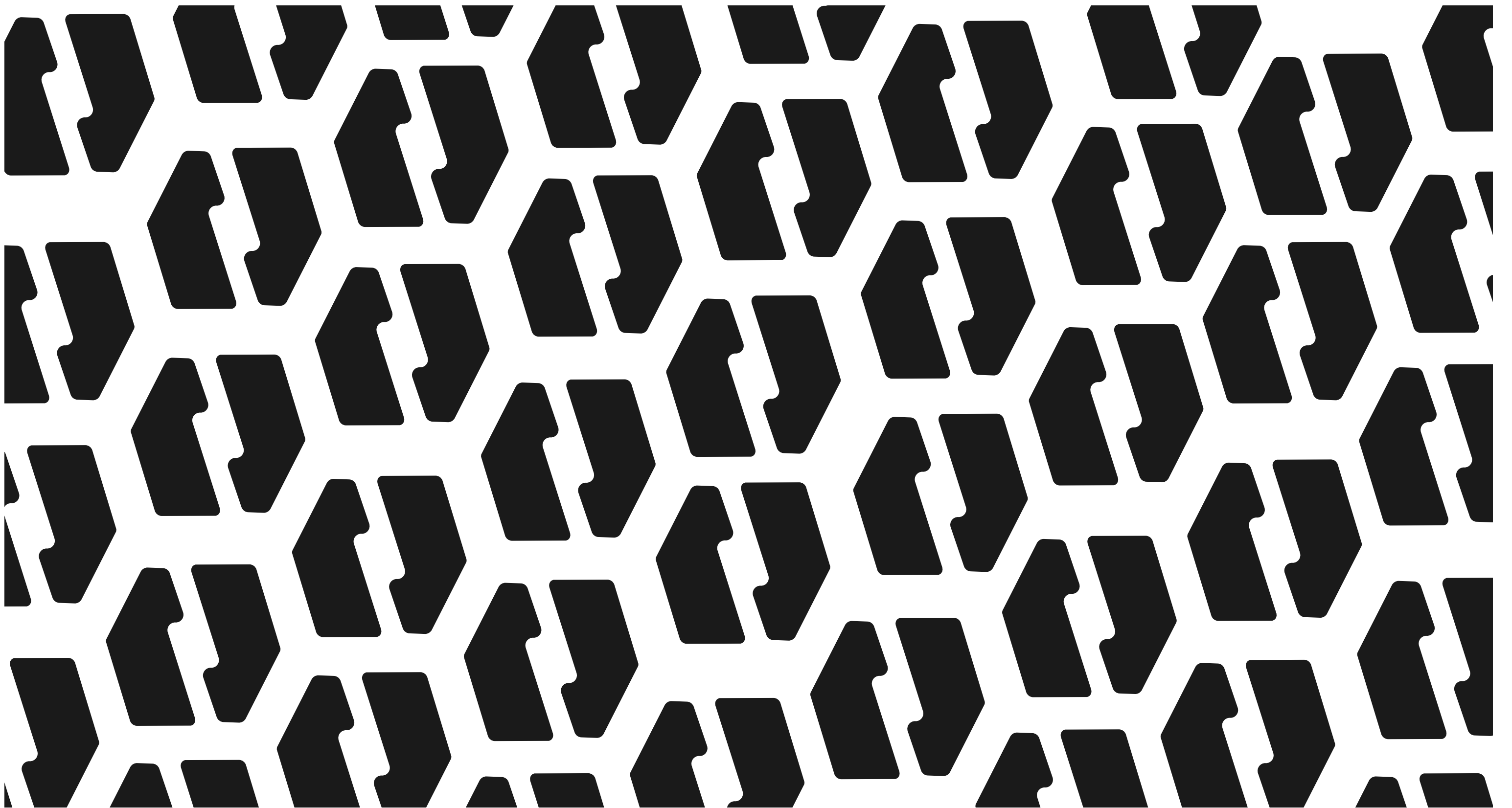
BRAND PATTERNS

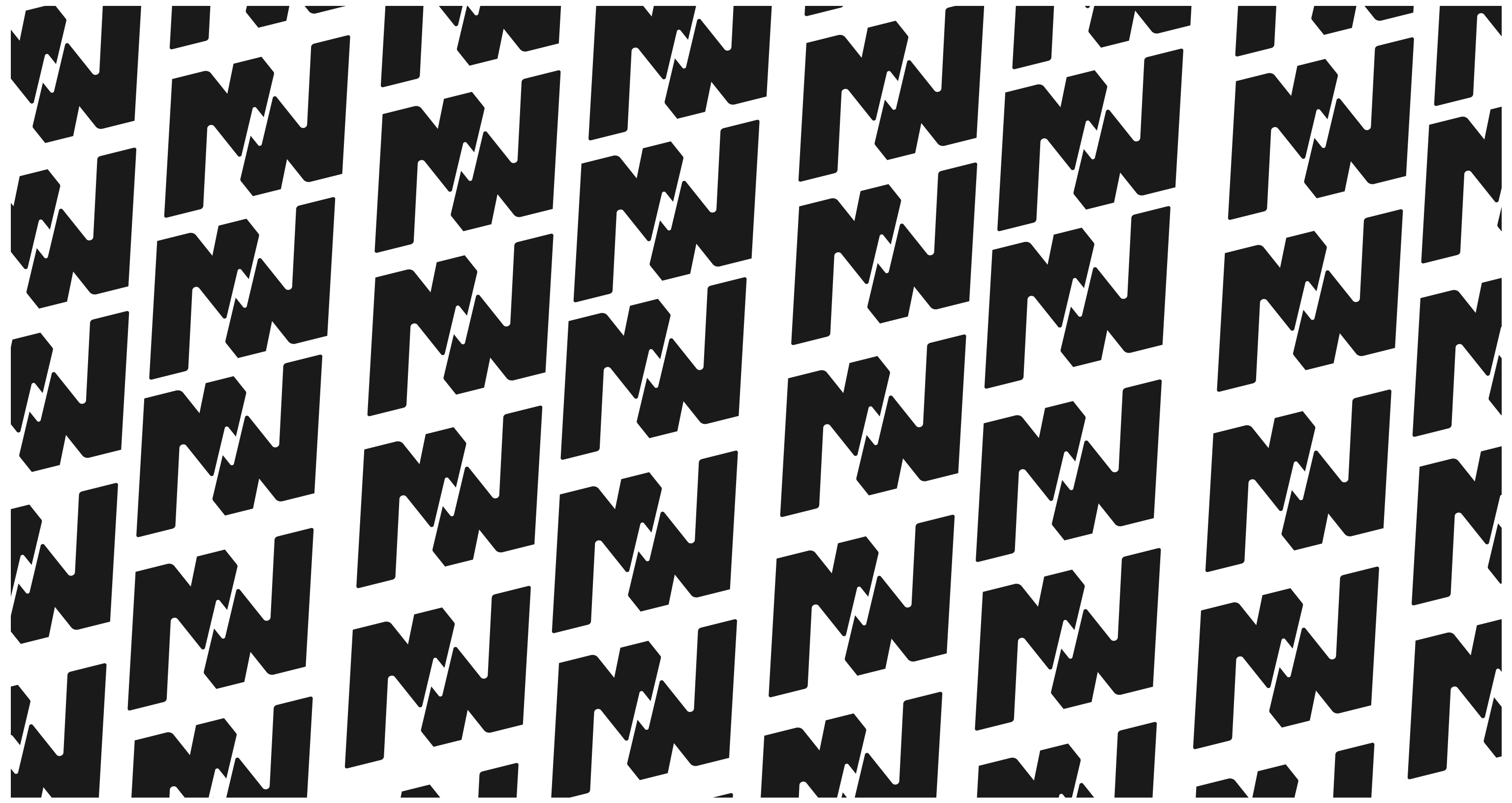
04

Brand pattern is one that is aligned with the brand's identity. Using the logo mark itself, which is a combination of the brand name initials, we can be able to create a pattern to represent the brand.

This pattern can be used across different applications, such as packaging, advertising, and digital media to strengthen the brand's influence

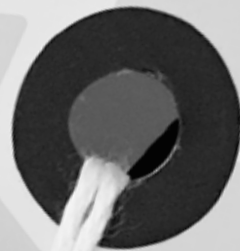






MC

Maison Ali
C o u t u r e





TYPOGRAPHY

05

AaBb

EXO

123456

CcDd

AaBbCc

PRIMARY FONT TYPE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1234567890!@#\$%^&*()

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Light Regular Medium DemiBold Bold ExtraBold Black

AaBb

BATAMY

123456

CcDd

AaBbCc

SECONDARY FONT TYPE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1234567890!@#%&*()

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mcorp**



BRAND ASSETS & APPLICATION

06

Maison Ali
C o u t u r e

A Style for every Story

MAC





MAC *Maison Ali*
couture





MAC

MAC

ison Ali
u t u r e



A low-angle photograph of a modern building facade. The building features a dark, textured upper section and a large glass window section below. The sky is a clear, pale blue.

Maison Ali
Couture





MAISON

