



BRAND GUIDELINES

By Jaywon Design Studio

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INTRODUCTION

Bridget Empire is a fashion and lifestyle brand based in Port Harcourt, founded by Bridget Amaka. The brand offers a range of quality wear, footwear, jewelry, accessories, and bags, both online and offline, with a mission to empower confidence through style. Rooted in values like boldness, originality, and royalty, Bridget Empire is committed to helping people dress smartly and feel confident, with a vision to become a lasting, generational brand.

This document defines how Bridget Empire looks, speaks, and presents itself. It covers the logo, colors, fonts, imagery, and tone of voice ensuring the brand is consistent, professional, and recognizable across all platforms. It's a simple guide for anyone working with the brand to keep its identity strong and unified.

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BRAND STORY

- Overview
- Mission
- Vision



OVERVIEW:

Bridget Empire is a fashion and lifestyle brand based in Port Harcourt, Nigeria. Founded by Bridget Amaka, the brand offers quality apparel, footwear, bags, accessories, and jewelry for both men and women, online and offline. The brand exists to help individuals dress confidently, stylishly, and smartly, regardless of their status or budget.

MISSION:

To empower confidence through style.

VISION:

To build a generational fashion brand that stands alongside top industry names and inspires confidence through quality and originality



BRAND STRATEGY

— Essence
— Positioning



ESSENCE:

Confidence, Quality, Royalty.

Bridget Empire blends timeless fashion with bold elegance to create a lifestyle of style and self-assurance.

POSITIONING:

Bridget Empire positions itself as an accessible premium fashion brand that helps individuals express boldness and confidence through stylish, high-quality clothing and accessories. It stands out through its royal visual appeal, attention to detail, and deep connection with its customers' desire to feel empowered in how they look.

ONLINE STRATEGY:

Build presence on social media (Instagram, Facebook, TikTok), showcase products, offer styling tips, and collaborate with influencers. Use bold visuals, confident messaging, and lifestyle-driven storytelling to attract and retain customers.

OFFLINE STRATEGY:

Enhance the physical store experience, organize local campaigns, and maintain strong in-person customer relationships.



VERBAL IDENTITY

- Values
- Target Audience
- Personality



VALUES:

- 👑 **Confidence** – Empowering people to feel good in their skin
- 👑 **Quality** – Delivering excellence in materials and craftsmanship
- 👑 **Boldness** – Inspiring fearless self-expression
- 👑 **Originality** – Promoting uniqueness in fashion choices
- 👑 **Royalty** – Representing class, elegance, and presence
- 👑 **Smartness** – Encouraging neat, well-put-together dressing

TARGET AUDIENCE:

Bridget Empire serves a diverse group of fashion-conscious individuals:

- 👑 **Gender:** All genders
- 👑 **Age:** Primarily 18–45, but **open to all ages**
- 👑 **Location:** Based in Port Harcourt, with online reach across Nigeria and beyond
- 👑 **Psychographics:** People who value appearance, love stylish quality fashion, and seek to express their identity confidently



VALUES:

- 👑 **Bold** – Not afraid to stand out
- 👑 **Stylish** – Always trendy and refined
- 👑 **Authentic** – Honest, real, and grounded
- 👑 **Confident** – Self-assured and empowering
- 👑 **Elegant** – Carries a royal, premium presence
- 👑 **Friendly** – Approachable and customer-focused



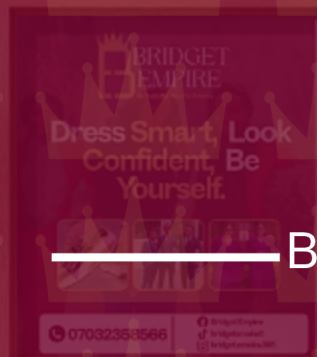


BRIDGET EMPIRE

Be Bold, Be You, Be Empire

VISUAL IDENTITY

— Visual Overview

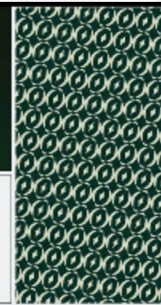
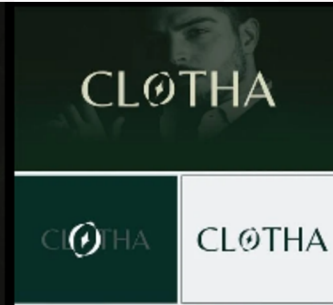
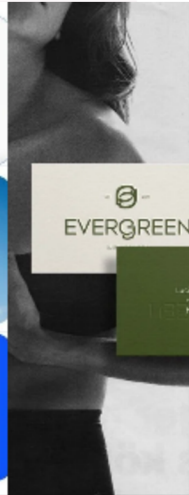


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MOODBOARD



CLASSIC ELEGANCE

CAMEL
FOGHORN
DARK SEA
SNOWY PEAKS
WINDSOR WINE

TRADITIONAL, REFINED, SOPHISTICATED

DarealSmile
Spread Smiles. Share Happiness.

DarealSmile
Spread Smiles. Share Happiness.

DarealSmile
Spread Smiles. Share Happiness.

DarealSmile
Spread Smiles. Share Happiness.

LUXE & ELEGANT

BRAND COLOR PALETTE

SILK
CHAMPAGNE
VELVET
ONYX

MARO
PEARL
ONYX

COLOR PALETTE STUDIO



Be Bold, Be You, Be Empire

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Empower your Confidence through Style



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**Dress Smart, Look
Confident, Be
Yourself.**



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BRIDGET
EMPIRE

Be Bold, Be You, Be Empire

LOGO OVERVIEW

- Logo Rationale
- Clear Line Spacing
- Logo Usage
- Logo Design

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LOGO RATIONALE:

The **Bridget Empire** logo is a bold, symbolic representation of the brand's essence: blending **elegance, confidence, and royalty** in one unified mark.

Brand Initials (B + E)

The core of the logo is formed by the fusion of the letters **B and E**, representing the initials of the brand name Bridget Empire.

Crown Element:

Sitting atop the logo is a **stylized crown**, symbolizing **royalty, excellence, and empowerment**. This element reinforces the "**Empire**" identity and speaks directly to the brand's commitment to helping customers carry themselves with elegance, boldness, and pride.

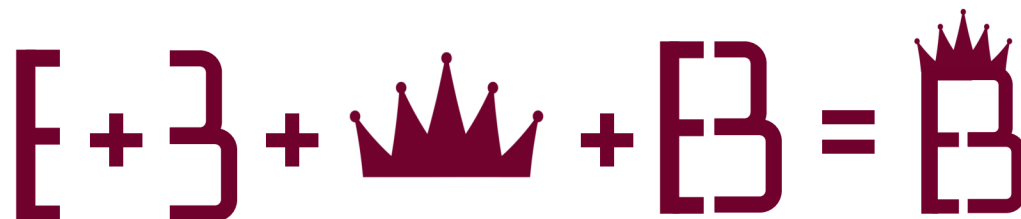
Tagline Connection

The logo visually embodies the brand's tagline: "**Be Bold, Be You, Be Empire**"


Be Bold: Represented by the strong, structured type and confident design of the initials.

Be You: The unique fusion of B and E reflects individual expression.

Be Empire: The crown cements the brand's regal and empowering tone.



CLEAR LINE SPACING:

[+ 3 +  + B = B





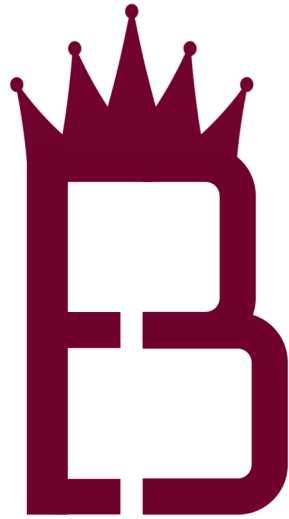
BRIDGET EMPIRE

....Be Bold, Be You, Be Empire....



BRIDGET
EMPIRE

Be Bold, Be You, Be Empire



BRIDGET EMPIRE

...Be Bold, Be You, Be Empire...







BRIDGET EMPIRE

....Be Bold, Be You, Be Empire....



BRIDGET EMPIRE

....Be Bold, Be You, Be Empire....



BRIDGET EMPIRE

Be Bold, Be You, Be Empire

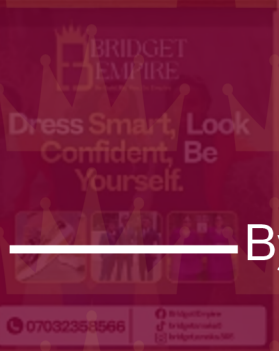


BRIDGET EMPIRE

Be Bold, Be You, Be Empire

COLOR OVERVIEW

— Color Palette



BRIDGET
EMPIRE

Dress Smart, Look
Confident, Be
Yourself.

— By Jaywon Design Studio



BRIDGET
EMPIRE

Empower your
Confidence through
Style

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HEX: #70002C

R: 112

G: 0

B: 44

HEX: #E8C663

R: 232

G: 198

B: 99

HEX: #FFFFFF

R: 255

G: 255

B: 255

HEX: #000000

R: 0

G: 0

B: 0



BRAND TYPOGRAPHY

— Primary Font

— Secondary Font

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Bridget Empire
Instagram
Facebook



PRIMARY FONT:

Touvlo is a bold and clean serif typeface that reflects **confidence, modernity, and elegance**. Its strong, structured letterforms communicate the brand's boldness and premium feel, making it ideal for headings, signage, and logo applications.

Aa

TOUVLO:

**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
0123456789**

ExtraLight

Regular

Bold

ExtraBold



SECONDARY FONT:

Higuen Elegant adds a **refined and graceful** touch to the brand's identity. With its soft curves and high-contrast strokes, it introduces a sense of **luxury, femininity, and sophistication**, ideal for subheadings, quotes, or stylized text. It complements Touvlo by reinforcing the **royal and fashionable tone** of the brand.

HIGUEN ELEGANT SERIF

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

0123456789

Aa

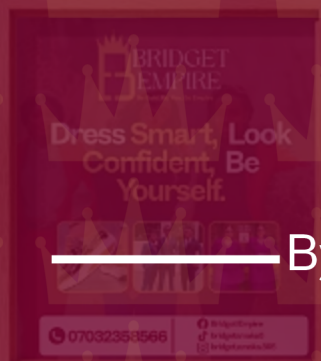


BRIDGET EMPIRE

Be Bold, Be You, Be Empire

BRAND IN ACTION

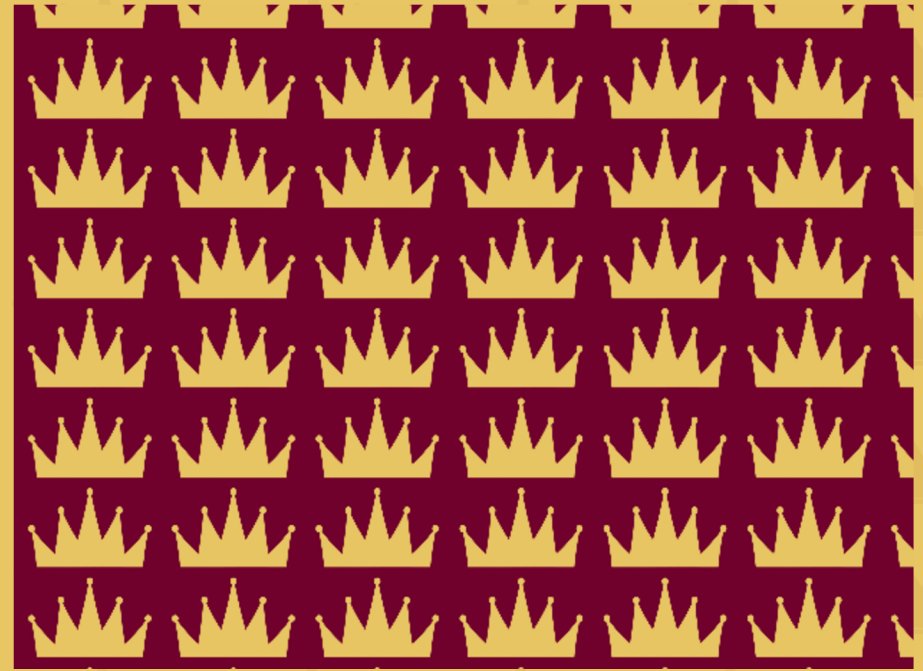
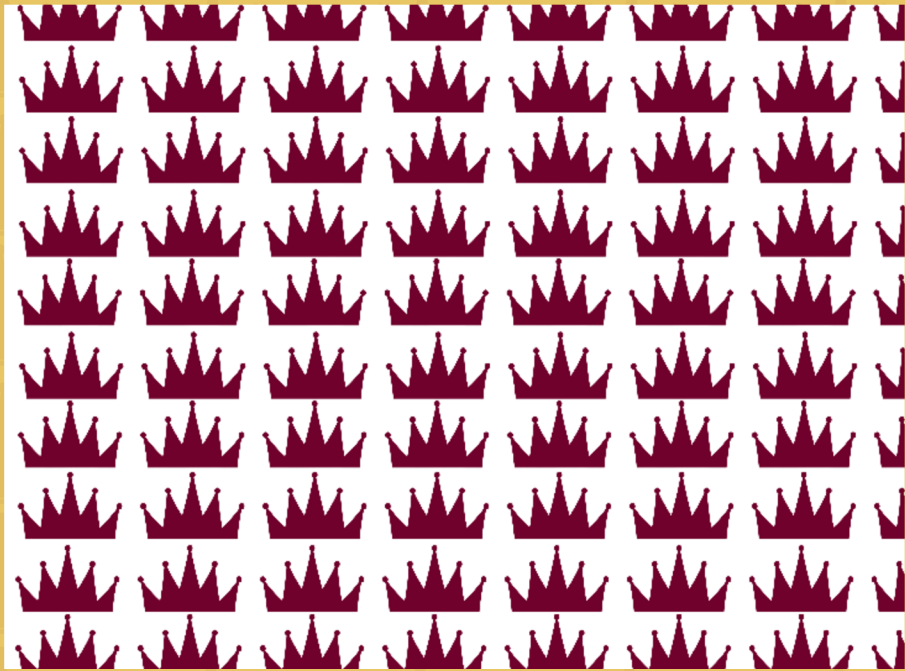
— Pattern



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GROUP PATTERN:



UNIT PATTERN:





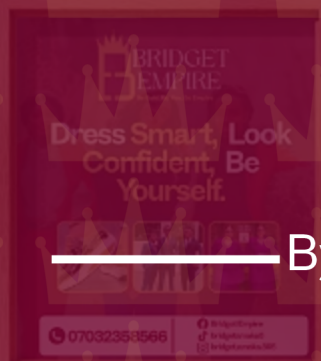
BRIDGET EMPIRE

Be Bold, Be You, Be Empire



BRAND APPLICATION

———— Mock-UPS



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A man with short dark hair is sitting and looking towards the camera. He is wearing a maroon hoodie. The hoodie has a logo on the chest. The logo consists of a yellow crown-like symbol on the left, followed by the words 'BRIDGET' and 'EMPIRE' in a white, serif font. Below this, there is a smaller line of text in yellow: 'Be Bold, Be Yolo, Be Empire'.

BRIDGET
EMPIRE
Be Bold, Be Yolo, Be Empire



BRIDGET
EMPIRE
Be You, Be Empire




BRIDGET EM
...Be Bold, Be Nice, Be Different...



BRIDGET
EMPIRE

Be Bold, Be You, Be Empire







**Dress Smart, Look
Confident, Be
Yourself.**




 **07032358566**




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**Be Bold, Be You, Be
Empire**

THANK YOU FOR PATRONISING US!

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THANK YOU FOR VIEWING!

Please review this document thoroughly and analyze its contents, applying the rules outlined within. I would appreciate your thoughts on these brand guidelines, as your feedback will be instrumental in enhancing our understanding and expertise in branding. Ultimately, this will assist us in delivering greater value to business owners like yourself.