



LAGOS

BRAND GUIDELINES

SPRING 2024

BRAND GUIDELINES

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BRAND GUIDELINES

THE BRAND

OUR BRAND AND OUR CUSTOMERS EMBODY & EXUDE
INTEGRITY + STRENGTH + SMART

THE SIGNATURE DESIGN OF LAGOS IS CAVIAR.

We are excited to partner with you to advertise the LAGOS brand.

One of the core values of the LAGOS brand is integrity. To ensure the integrity and success of the brand communication across platforms and media, we ask all our partners to follow specific visual guidelines with regards to the LAGOS brand identity.

LAGOS will provide creative assets featuring the current campaign for your digital and print needs. Contact **MARKETING@LAGOS.COM** for assistance.

NOTE FOR ACCOUNTS: You must receive approval from LAGOS prior to publishing regardless of submission for co-op dollars. Email all digital or print proofs to **MARKETING@LAGOS.COM.**

All artwork using the LAGOS logo or LAGOS photography must be submitted for approval.

If you need additional information or have questions, contact the LAGOS Marketing Department.

BRAND GUIDELINES

PRIMARY LOGO

LAGOS

LAGOS

LAGOS

smallest usage size is 1" wide.

The Primary Logo is in the majority of all brand communication. Please do not scale the logo smaller than 1 inch wide. Refer to page 4 for further usage recommendations.

In cases where the logo is placed over dark imagery or colors, please use the white version, above.

LAGOS

BRAND GUIDELINES

LOGO DON'TS

DON'T STRETCH

~~LAGOS~~

DON'T SHRINK PAST SMALLEST SCALE

~~LAGOS~~

DON'T CREATE YOUR OWN VERSION

~~LAGOS~~

DON'T SEPARATE

~~LAG OS~~

DON'T ROTATE

~~LAGOS~~

DON'T OUTLINE

~~LAGOS~~

DON'T INVADE THE CLEAR SPACE

~~LAGOS~~

DON'T CHOSE YOUR OWN COLOR

~~LAGOS~~

DON'T ADD A DROP SHADOW

~~LAGOS~~

LAGOS

BRAND GUIDELINES

PRIMARY LOGO (WITH TAGLINE)

LAGOS
MY LAGOS MY WAY



Please use only the provided file when using the logo and tagline together, as the file has a consistent spacing between the two.

LAGOS

BRAND GUIDELINES
SMART CAVIAR LOGO

SMART CAVIAR

LAGOS

SMART CAVIAR

The Smart Caviar Logo is to be used when speaking about Smart Caviar products. This logo can be used in end cards and the majority of all brand communication.

In cases where the a LAGOS logo is already present, the Smart Caviar logo can be broken down so that only "SMART CAVIAR" is used.

BRAND GUIDELINES

LAGOS COUTURE



LAGOS
COUTURE

The LAGOS Couture logo should be used whenever referring to the Couture collection. The word Couture must stay present underneath the LAGOS logo. The double "L" logomark will be present throughout the collection.



In cases where the logo is placed over dark imagery or colors, please use the white version, above.

LAGOS

BRAND GUIDELINES

LOGO USE IN ADVERTISING



LOGO: The logo should be placed proportionally and relatively in all print and digital advertising. It should never overlap product or be placed in a way that compromises legibility.

LAGOS should be placed so it does not run over the product.

IMAGE: The top of the image should be cropped at bridge of nose. Please do not show the eyes of the model as MLMW in Advertising is meant to show the LAGOS woman is every woman.

BRAND GUIDELINES

LOGO USE WITH ADVERTISING PARTNERS

AD—LIFESTYLE



BILLBOARD—STILL LIFE



YOUR LOGO HERE
This clearance area
has been designated
for the partner logo.
Please do not exceed
this space.

Partner logos should never exceed 60% of the LAGOS logo in size or exceed the space between the "A" and "O" in the LAGOS logo. The logos should be set apart from each other in order to differentiate brand from stockist. In ads (shown above), please center the partner logo in relation to the page and LAGOS logo. In billboards, please place the partner logo in the lower right center.

BRAND GUIDELINES

TYPOGRAPHY

THE QUICK BROWN FOX JUMPS OVER A LAZY DOG.

The quick brown fox jumps over a lazy dog.

The quick brown fox jumps over a lazy dog.

CENTURY GOTHIC All Family

NORTHWELL All Family

ADOBE CASLON SemiBold Italic

CAVIAR COLLECTIONS | LAGOS.COM

LAGOS

MY LAGOS MY WAY

Steven Lagos

COPY BURSTS

To be used for hashtags, websites, taglines, and other short copy

CENTURY GOTHIC Regular

BRAND NAME

To be used in all capitals.

CENTURY GOTHIC Regular

TAGLINE

To be used in all capitals.

CENTURY GOTHIC Regular

DESIGNER NAME

First letter of each name to be capitalized only.

CENTURY GOTHIC Regular

Century Gothic is our corporate typeface. It is used for copy bursts and corporate ID materials and appears 90% of the time.

Quickpen is meant for personal emphasis and can be used on adjective or personal words, primarily in Digital applications.

Adobe Caslon is a tertiary typeface for digital supporting materials or index copy on a case by case basis.

BRAND GUIDELINES

COLOR – BRAND/PRINT

USAGE: BRAND PRIMARY



LAGOS BLACK PANTONE
CMYK: 62.68.36.69
RGB: 30.25.51
HTML: 1E1933

"LAGOS black" is the standard aubergine used throughout the majority of our materials and packaging.

USAGE: BRAND ACCENT



PANTONE: 872 Metallic

This accent color is meant for copy that is knocked out of LAGOS black. For copy placed over LAGOS imagery, please use pure white.

USAGE: BRAND ACCENT



BLACK

This accent color is meant for copy or logo usage in brand materials. Also represents a neutral seasonal background color. Shades of gray also provide lightness and variance in text but not logo.

USAGE: BRAND ACCENT



WHITE

This accent color is meant for copy that is knocked out or logo usage in brand materials. Also represents a neutral seasonal background color.

BRAND GUIDELINES

COLOR – DIGITAL

USAGE: DIGITAL ACCENT



RGB: 75.48.72
HEX: #4B3048

This compliment to LAGOS black is utilized on the website. It can also be used as an accent color in emails and ads.

USAGE: DIGITAL ACCENT



RGB: 98.98.98
HEX: #626363

This dark grey accent color is meant to be used as a neutral complimenting color for CTA's and text.

USAGE: DIGITAL ACCENT



RGB: 194.154.105
HEX: #C29A69

This accent color is used to compliment LAGOS black. It is primarily used as a contrasting color in emails and ads.

USAGE: DIGITAL ACCENT



RGB: 149.149.149
HEX: #959595

This light grey accent color is meant to be used as a neutral color for text and emails.

USAGE: DIGITAL ACCENT



BLACK

This accent color is meant for copy or logo usage. Also represents a neutral seasonal background color. Shades of gray also provide lightness and variance in text but not logo.

USAGE: DIGITAL ACCENT



WHITE

This accent color is meant for copy that is knocked out or logo usage in brand materials. Also represents a neutral seasonal background color.

BRAND GUIDELINES

PHOTOGRAPHY

LAGOS PRODUCT IMAGERY

Jewelry often requires fishing line, wax and set tricks to make the material taut and symmetrical, and proper lighting and flagging to make the gemstones and diamonds sparkle. Background texture and depth are nice to try to involve as well.

Ideal styling for the jewelry includes stacking options (typically shot from above in an aerial fashion), single product heros shot with a long shadow, and suites of a collection or of pieces that have a commonality.

This season we introduce a berry background in addition to the LAGOS black color. (Note, on white the jewelry typically is shot on paper, and for black it's plexi to lessen the density.) Tabletops/flatlays have different guidelines.



BRAND GUIDELINES

VOICE OVERVIEW

LAGOS / OUR VOICE

Poised. Earnest. Understated. This is the voice of LAGOS.

When communicating with our customer, our tone is informed and refined.

There is composure, sincerity and clarity to what we say and how we say it.

We do not rely on a litany of adjectives or adverbs to shift focus or inflate our designs. Instead, we apply our voice as an informative or evocative filter through which our collection—as well as our brand values—shines. Our goal is to entice and to engage our customers.

THE LAGOS VOICE

IS	IS NOT
ELEGANT	ELITIST
AUTHENTIC	OVEREAGER
CONFIDENT	BOASTFUL
PRECISE	IMPERSONAL
TIMELESS	TRENDY

BRAND GUIDELINES

VOICE OVERVIEW

OUR DESIGNS

Our handcrafted collection of iconic metals and fine gemstones elicits an emotional response from our customer, which is why we are judicious and deliberate in the application of our brand voice. Its goal is to complement, not overpower, our artistry and to shine a spotlight on the meticulous craftsmanship and superior quality of each piece. How we describe and market our jewelry must ultimately evoke our brand values: strength, integrity and smart.

Strength

Our brand voice epitomizes both power and grace, with its exacting grammar and uncomplicated syntax. We choose nouns with gravitas and verbs with energy. We, too, limit our use of adjectives and adverbs, the result being crisp, clean diction that radiates confidence.

Integrity

We take care in explaining our designs and our expertise, for we know such thoroughness and transparency establishes trust, and trust in turn breeds loyalty.

Smart

We speak to the cuts of our stones and the artfulness of our designs with the ease and eloquence of a trusted expert and friend. We are mindful of our customer's lifestyle, and therefore, aim to make her shopping experience worthwhile. To this end, we stretch and flex our voice channel-to-channel for maximum impact and effectiveness.

Our designs embody the finest craftsmanship; as such, we use terms that speak to artistry, expertise and technique. While explaining the composition of each design is important, technical terminology should never overpower the soul of the piece, for it is that indescribable allure that captures our customer's heart.

When describing diamonds and gemstones, we lean into sophisticated words that speak to cut, clarity and color. Impactful descriptors such as gleaming, brilliant, bold, flawless, faceted, delicate, saturated and modern are employed rather than more youthful synonyms such as sparkly, colorful, shiny, chunky and chic.

BRAND GUIDELINES

VOICE OVERVIEW

OUR COLLECTIONS

The names of our collections likewise exude a refined, feminine point of view. Our most iconic collection, Caviar, is the best example of an allusion to finer side of living: a mix of attainability and aspiration. We likewise call upon words that convey strength, enlightenment and mystique, as evidenced by our Derby, Enso and Luna collections. Knowing our customers collect our designs throughout their lives, timelessness is the most important hallmark of our collection names.

OUR WOMAN

The LAGOS woman is a study in confidence and allure. She is motivated by kindness but does not mince words. Sensible as she is, when it comes to her jewelry, it must capture her heart, for it is an extension of her.

LAGOS WOMAN'S TONE

IS	IS NOT
ALLURING	TRENDY
CONFIDENT	ARROGANT
INDEPENDENT	DETACHED
SENSUAL	SEXUAL
SOPHISTICATED	SNOBBISH
BOLD	

BRAND GUIDELINES

MY LAGOS MY WAY

LAGOS
MY LAGOS MY WAY

LAGOS empowers a woman to be who she is, to love herself and to have the confidence to create her own signature look. Her LAGOS, Her Way.

MLMW TAGLINE

The tagline does not appear on its own as a logo. It should remain locked up in place with the LAGOS logo when placed in brand materials.

It can appear as a headline or in body copy of an email, collateral, bio, etc.

LOGO w/Tagline: The logo should be placed proportionally and relatively in all print and digital advertising. It should never overlap product or be placed in a way that compromises legibility.

When to Use the LOGO w/Tagline: This logo should appear on all materials featuring the evergreen campaign (example to left), lifestyle coop ads, seasonal collateral, event banners, and anywhere lifestyle imagery and space allow.

When to Use the LOGO w/o Tagline:

- Where legibility/visibility of the brand name would be compromised.
- Where a seasonal or gifting message is priority. and/or space is a major design constraint.
- The tagline should not appear with the LAGOS logo in banners only featuring product on a partner site when partner rules state 'brand logo only'.

BRAND GUIDELINES

MOTION & MUSIC

LAGOS IN MOTION

Overall, our jewelry should always feel like it's in motion, and we should drive that feeling home.

Closeups on jewelry are always important, to showcase details, craftsmanship and quality.

For title or end cards, consider the placement in media (YouTube vs. in Store for example) when deciding which logo to place and when it should appear. Consider longevity of the video to determine if it should have 'Introducing' or a year, or mention the holiday time period. Consider animating the typeface to add an element of motion.

Consider end use to determine pacing and speed of the edit, and if captions are required.

LAGOS MUSIC

IS	IS NOT
MODERN	SLEEPY
RHYTHMIC	ROBOTIC
PACED	TWANGY
ELEGANT	SCREECHY
CATCHY	ERRATIC