




Summary

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01 Brand appearance





Minimalistic & essential





Refined & elegant





Quality materials & high end technology



02 Logo





The hand logo

Our logo - an outstretched hand - expresses our signature spirit: Humanity, universality and proximity.

A RESSENCE is meant to be your accomplice; it is a part of you, it blends with you. The hand is also a gentle nod to our home city, the historic international port of Antwerp - a cross-roads for cultures and viewpoints.





The brand name & brand claim

Our name - a contraction of 2 French words “REnaissance de l’ESSENTiel” - expresses our Vision: Revealing the essence of things
A RESSENCE represents time in the most simple & essential possible way. Backed by not less essential watchmaking tradition and know-how.

Our Brand claim stands for our future oriented, 21st century design approach.
Ressence is a young brand that wants to connect with future generations by using and applying state of the Art technologies, science and materials.

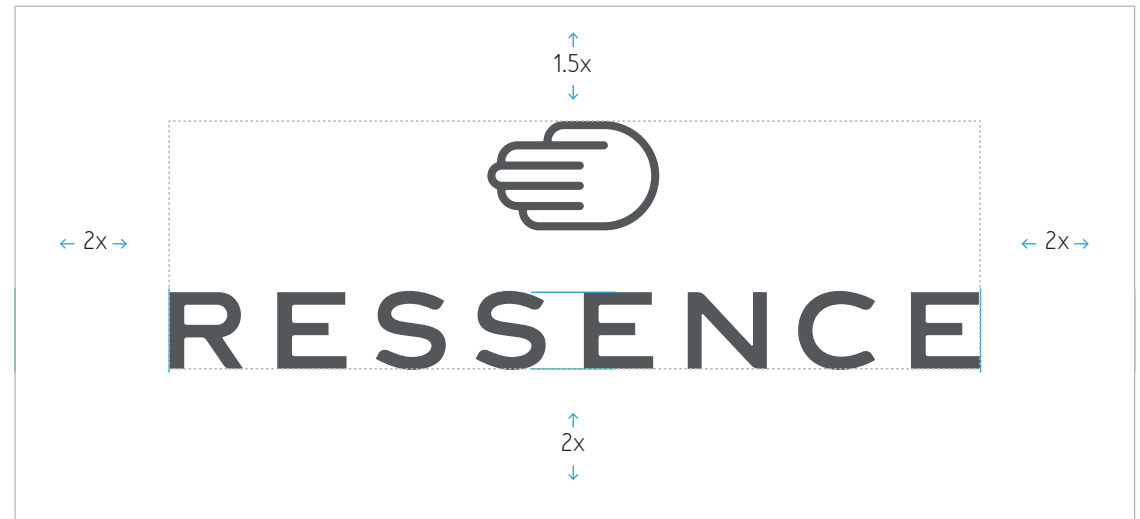
RESSENCE

AHEAD OF TIME



Main logo

This logo is the most common and corporate version of our logo.
 It is to be used in most cases.
 The proportions & safe space have to be respected in any case.





Main logo & brand claim

This logo is the main corporate logo with its tagline. The proportions & safe space have to be respected in any case.



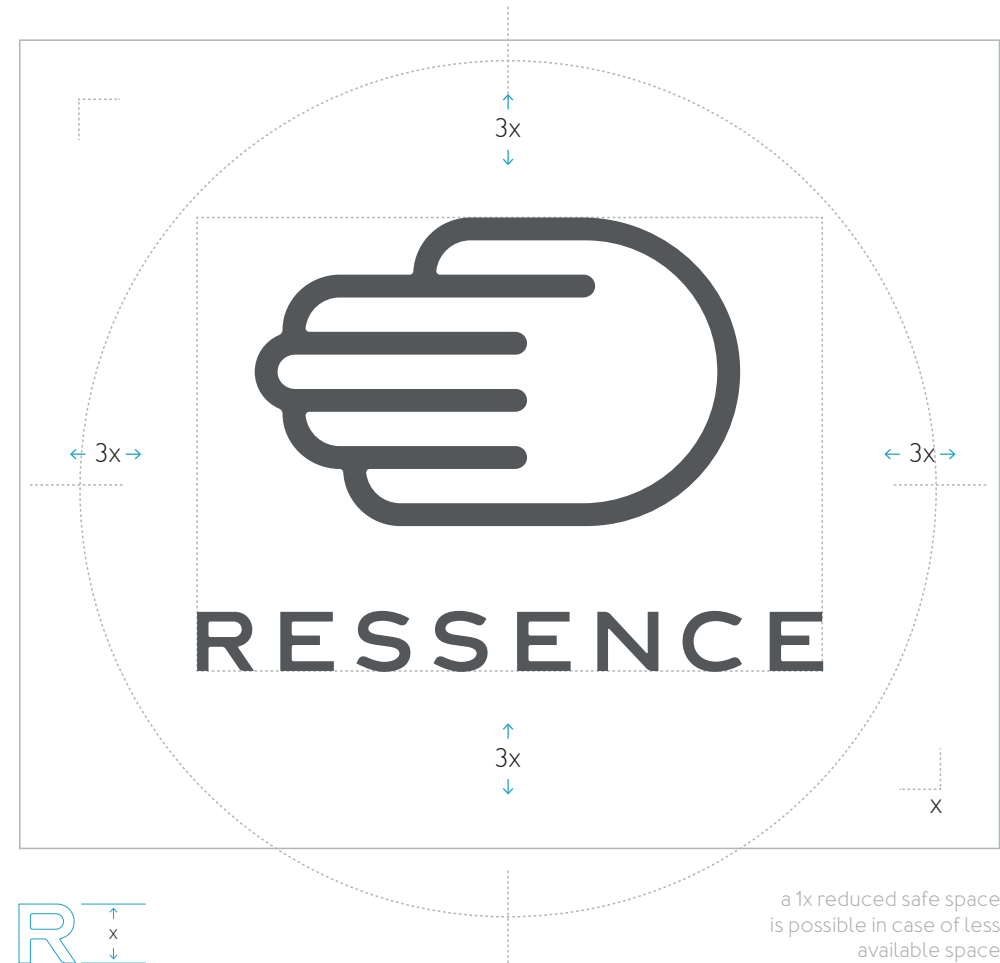
a 0.5x reduced safe space is possible in case of less available space



Hand focus logo

This version of the logo is to be used to visually emphasize the hand and increase visual impact. This applies more specifically on very small digital applications, accessories and more importantly on packaging.

The proportions & safe space have to be respected in any case.



a 1x reduced safe space is possible in case of less available space



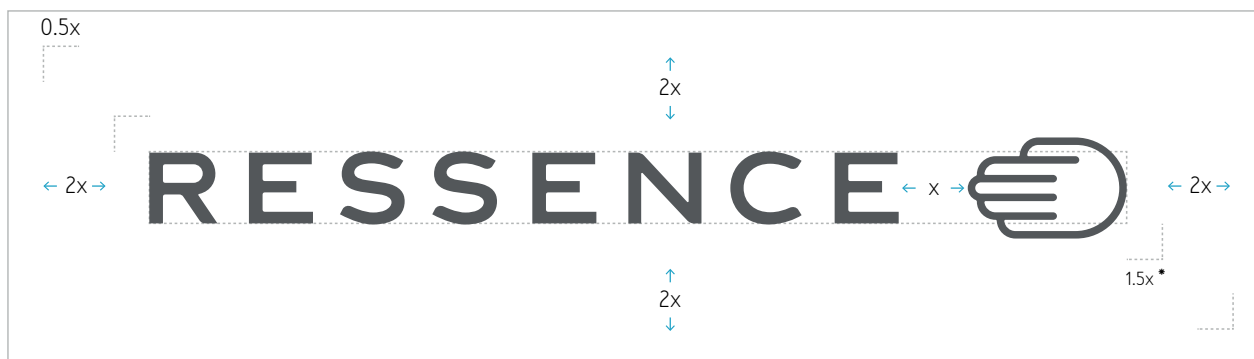
Main logo horizontal

This version of the logo is to be used for very horizontal product branding purposes only. eg:



In some specific, horizontal communication cases like banners on websites, this version of the logo can be used.

a 0.5x reduced safe space is possible in case of less available space

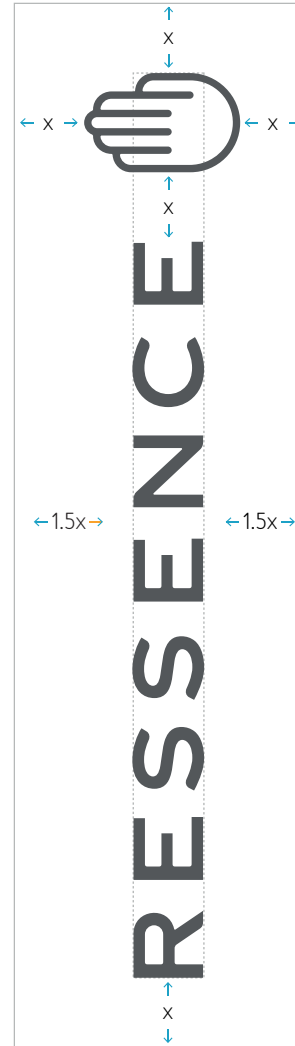


*exceptional cases might need an even smaller safe space. Get in touch with the brand team if needed.

Main logo vertical

This version of the logo is to be used for very vertical product branding purposes only.

eg:



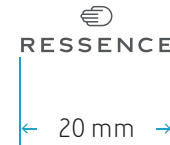


Minimum sizes

We love our logo to be visible in any situation the same way we want our watches to be legible.

The eyes have their limits, so we set minimum sizes to guarantee legibility in both print and digital uses.

Print



Digital



* the hand can only be used alone in very specific cases where space is very small



Don't

Some rules have to be respected in order to guarantee a consistent look and feel of the brand identity.

We love our brand, so help us keep it nice and clean.



RESSENCE

the hand may not be used alone



RESSENCE

Proportions may not be changed



RESSENCE

Do not change the font



RESSENCE

Do not change the position



RESSENCE

AHEAD OF TIME

Do not change the colors



RESSENCE

Do not change the orientation



Background contrasts

Always use logo contrasting with the background.

Please avoid the use of logo on complex backgrounds resulting in partly not visible logo.



LOGO_2022_vertical_tagline

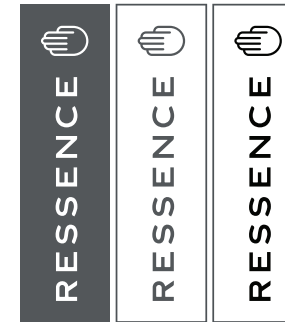


LOGO_2022_vertical_grey_tagline

LOGO_2022_vertical_black_tagline

LOGO_2022_vertical_white_tagline

LOGO_2022_vertical



LOGO_2022_vertical_grey

LOGO_2022_vertical_black

LOGO_2022_vertical_white

LOGO_2022_horizontal



LOGO_2022_horizontal_grey



LOGO_2022_horizontal_black



LOGO_2022_horizontal_white

LOGO_2022_horizontal_tagline



LOGO_2022_horizontal_grey_tagline



LOGO_2022_horizontal_black_tagline



LOGO_2022_horizontal_white_tagline

LOGO_2022_horizontal_rightH



LOGO_2022_vertical_grey_rightH



LOGO_2022_vertical_black_rightH



LOGO_2022_vertical_white_rightH

LOGO_2022_hand



LOGO_2022_hand_grey



LOGO_2022_hand_black



LOGO_2022_hand_white

Available logos overview



Branding examples



03 Icons



Main icons

WORK IN PROGRESS



Main icons construction

WORK IN PROGRESS



Secondary icons

WORK IN PROGRESS



Secondary icons construction

WORK IN PROGRESS

04 Brand colours

Brand colours



#53575a	425 C	C62M50Y47N40	RAL 7043	NCS 7000-N	A series of 10 vertical bars showing a grayscale gradient from dark to light.															
R83V87B90																				

05 Fonts

Aa



Corporate Font

Merlo is the font to use on every communication design (print & digital)

The font is mostly used in sentence case. To highlight a word or a small catchline-like sentence, upper case can be used.

The Ressence font & claim are customised letters based on a media gothic.

Buy the font here:

<https://www.myfonts.com/collections/merlo-font-blazej-ostoja-iniski>

RESSENCE

AHEAD OF TIME

MERLO ROUND THIN

MERLO ROUND REGULAR

MERLO ROUND MEDIUM

MERLO ROUND BOLD

Merlo round thin

Merlo round regular

Merlo round medium

Merlo round bold

▽

Applications

Merlo is the font to use on every communication design (print & digital)

In order to have a light and legible look, following settings are recommended.
Minimum sizes should not be over-ruled.

Depending on the layout and quantity of text, those sizes can be adapted.

The overall design and layout should remain:
- legible
- light & airy



Do not go below the advised minimum sizes of 10 & 11pts in resp. Merlo Regular & Light.

<p>Merlo round bold: 35 pt →</p>	<h1>Title</h1>
<p>Merlo round medium: 17 pt →</p>	<h2>Subtitle</h2>
<p>Merlo round regular: min 10 pt leading: 14 pt tracking: 10 pt →</p>	<p>Text Merlo round regular</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p>
<p>Merlo round thin: min 11 pt leading: 16 pt tracking: 0 pt →</p>	<p>Text Merlo round thin</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p>

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<https://ressencewatches.com>

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