



PLUMEPAS

ITALIA

THE COMPLETE BRANDING

# About Us

Plumepas, founded in Italy in 2021 by Francesco Controzzi and his wife, is a company focused on bringing beauty and inner love to people's homes.

Their debut product, a Pampas gift set, is available on Amazon, and they hope to expand their brand to offer a range of items that enhance inner peace and beauty in the home. Inspired by the Italian way of life, Plumepas warmly invites customers to join their family and experience the joys of la dolce vita.

*Francesco Controzzi*



# La Dolce Vita

The joys of la dolce vita, or the sweet life, are those simple pleasures that bring happiness and contentment. These moments of joy and relaxation are an integral part of the Italian way of life and are often celebrated and treasured. Whether it's through their love of food, their appreciation for beauty, or their dedication to living in the present moment, Italians embody the spirit of la dolce vita and invite others to join in the celebration of life's simple pleasures.



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# Brand Voice

SLEEK

ELEGANT

GENTLE

MODERN

[WWW.PLUMEPASPRODUCTS.COM](http://WWW.PLUMEPASPRODUCTS.COM)



# Logo Design

Our minimalist, classy logo design is the perfect blend of simplicity and elegance. The sleek font conveys a sense of sophistication and modernity, while the inclusion of a feather at the top adds a touch of whimsy and creativity. The logo is finished in a monochrome color scheme, which adds to its understated and chic aesthetic.

The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.

# Logo Usage

The logo, logomark or wordmark must be used following the convention of using a light color type on a dark background or in a dark color type on a light background



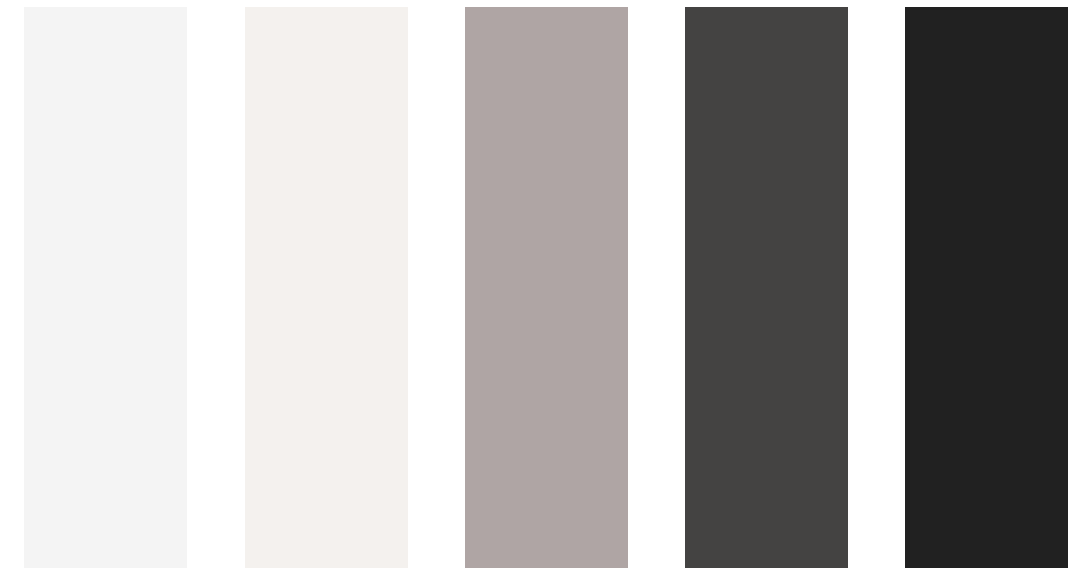
The dark logo on a light background creates a striking and sophisticated visual impact.



The light logo on a dark background is a timeless and elegant design choice, yet undeniably captivating

# Color Palette

The Plumepas color palette is carefully curated to exude sophistication and refinement. Its selection of soft, neutral tones creates a cohesive and stylish look, yet it can be extremely versatile and can easily be incorporated into a variety of branding and marketing materials.





# Brand Colors

Plumepas palette is a subtle symphony of hues, captivating the eye with its elegant mix of calming neutrals. It's luxurious yet understated style shines through in any room.




#F4F4F4



#F4F1EE



#AFA5A4



#444342



#212121



# Typography

Our typography offers a contemporary look that speaks to sophistication and reliability. The chosen fonts are used for their minimalist feel, while the sharp edges provide an air of professionalism. This balanced design is easy on the eyes and works across numerous branding platforms - enabling us to effectively deliver our message and values with clarity.

Aa

# Primary Typeface

Aa

The Seasons

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

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

# Secondary Typeface

Aa

INTER

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

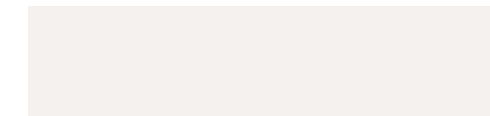
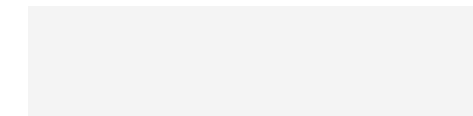
1, 2, 3, 4, 5, 6, 7, 8, 9, 0

MOODBOARD

INSPIRATION

# Moodboard

Our moodboard serves as an essential guide for all of our design decisions, allowing us to showcase our products and lifestyle in a way that aligns with the identity of our brand. With its selection of captivating visuals, colors, and typography - this special collection ensures consistency across every piece we produce.



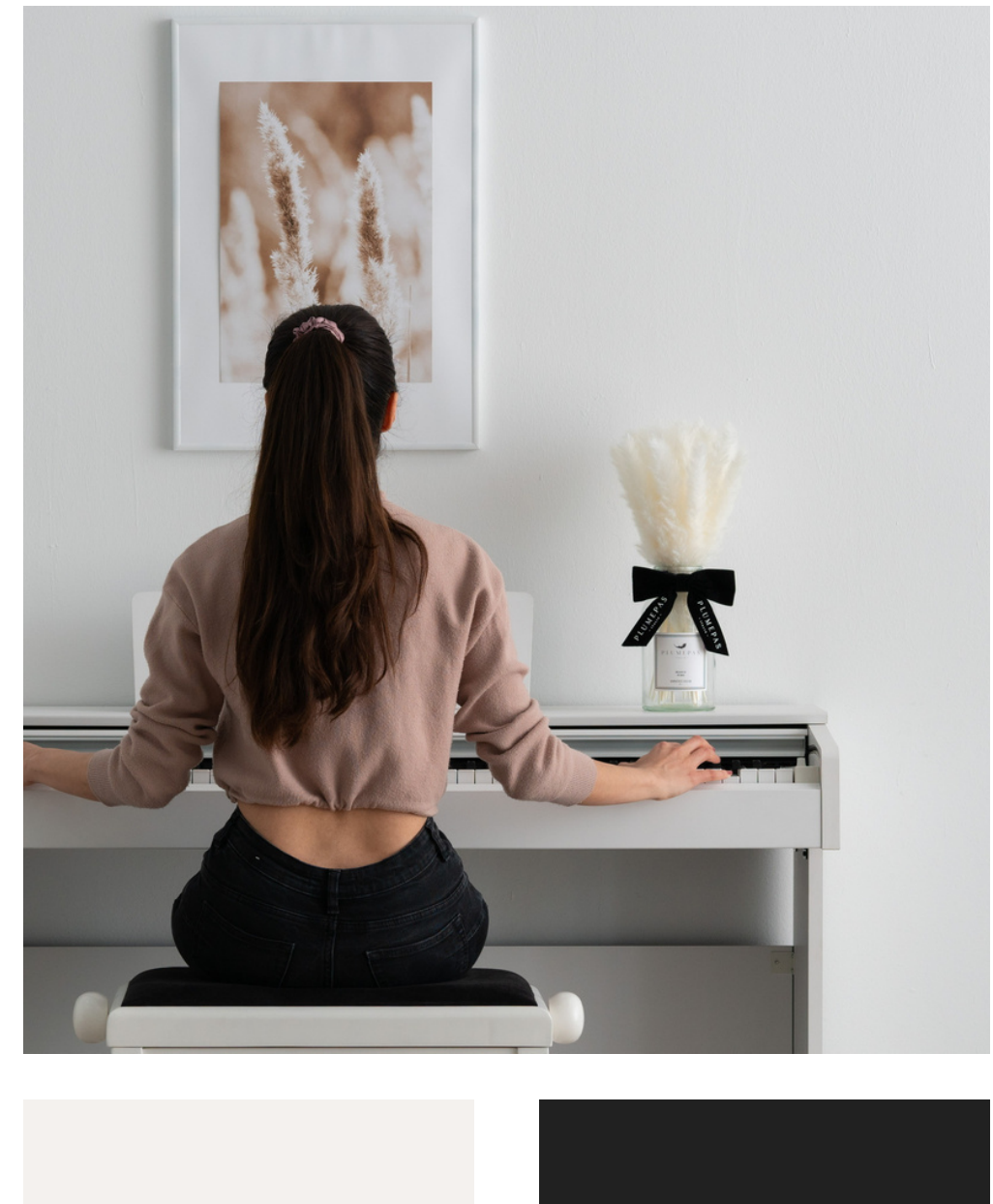
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