

MAISON KELSÉ BRAND GUIDELINES

2026

Maison Kelsé is a contemporary fashion brand offering stylish, comfortable and versatile footwear for women who appreciate effortless style and individuality.

These guidelines provide direction on how to represent the Maison Kelsé look and feel across all packaging, marketing, digital and retail material.



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The files above are in the Maison Kelsé Brand Files package. It is important that all collateral is reviewed and approved by the brand team prior to launch.

Please send all files for approval to the Maison Kelsé brand team.

BRAND FOUNDATION

STRATEGIC FRAMEWORK

INTERNAL CONVICTION

VISION

To be the go-to label for women who want fashion-forward shoes they can wear all day.

MISSION

STYLE WITHIN REACH
Bring trend-led shapes, like the tabi, to women at an accessible price.

COMFORT FIRST
Choose every pair for comfort and thoughtful quality.

A GIFT EVERY TIME
Make every order arrive like a present, from box to thank you card.

PROMISE

Make every step yours.

EXTERNAL EXPRESSION

PROPOSITION

Playful, statement footwear that feels effortless to wear and easy to love.

PERSONALITY

These traits humanise the brand and are to be used in all our communication.

EFFORTLESS
Style that never looks like hard work.

CONFIDENT
Sure of her taste, never loud about it.

PLAYFUL
A wink of fun in every pair and every post.

WARM
Talks like a stylish friend, not a store.

MANIFESTO

INSPIRATION

Every woman deserves shoes that feel as good as they look.

Maison Kelsé brand promise

I am the step you take with confidence
soft where it matters, bold where it shows

I am a flower in full bloom
playful, warm and a little daring

I arrive like a gift
and stay like a favourite
Make every step yours

MAISON KELSÉ MESSAGING HOUSE

BRANDMARKS

BRANDMARKS

These are the house brandmarks. They follow a MASTERBRAND architecture model, where one signature carries the whole brand across every touchpoint.



PRIMARY LOGO

The main signature. Use it first, wherever there is room.



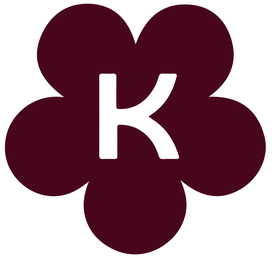
SECONDARY LOGO

For upright spaces: tags, box ends and posters.



HORIZONTAL LOGO

For wide, shallow spaces: website headers and tissue.



FLOWER K SUBMARK

For profile pictures, stickers and favicons.

BRAND ANATOMY

The brandmark consists of 2 layers that bring together the essence of the brand.

The five-petal flower holds the K of Kelsé at its heart; the open, geometric wordmark keeps it modern and clear.



Layer 1: FLOWER K



Layer 2: WORDMARK

PRIMARY BRANDMARK

PRIMARY

WHITE BRANDMARK
to use on dark backgrounds and images



ORIGINAL COLOUR
deep wine, on white or light backgrounds



BLACK BRANDMARK
one colour print only



PRIMARY BRANDMARKS

SECONDARY BRANDMARK

SECONDARY

WHITE BRANDMARK
to use on dark backgrounds and images



ORIGINAL COLOUR
deep wine, on white or light backgrounds



BLACK BRANDMARK
one colour print only

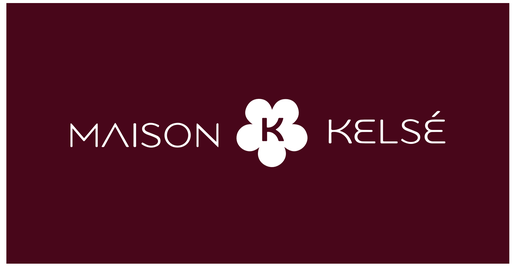


SECONDARY BRANDMARKS

HORIZONTAL BRANDMARK

HORIZONTAL

WHITE BRANDMARK
to use on dark backgrounds and images



ORIGINAL COLOUR
deep wine, on white or light backgrounds



BLACK BRANDMARK
one colour print only

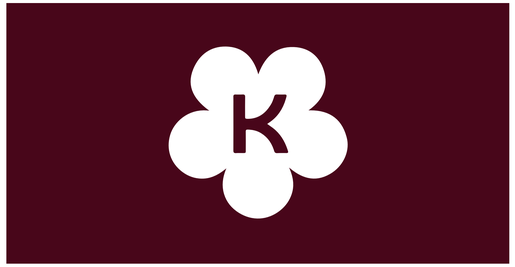


HORIZONTAL BRANDMARKS

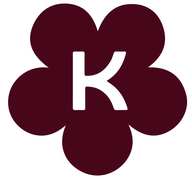
FLOWER K SUBMARK

FLOWER

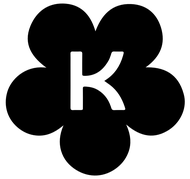
WHITE BRANDMARK
to use on dark backgrounds and images



ORIGINAL COLOUR
deep wine, on white or light backgrounds



BLACK BRANDMARK
one colour print only



SUBMARK FILES

TYPOGRAPHY

TYPOGRAPHY

BRANDMARK / WORDMARK ONLY

MAISON KELSÉ

The wordmark is custom logo artwork. Never retype it.

BRAND FONTS

PRINT

HEADLINES & BODY

Jost

SIGN-OFFS

Maison Kelsé

LABELS

NEW SEASON

Jost Light, Regular and Medium; Hurricane for short sign-offs only. Both free from Google Fonts.

DIGITAL

WEBSITE & SOCIAL

Jost

EMAIL & DOCUMENTS

Arial

SOCIAL SIGN-OFFS

Make every step yours

Use Arial only where Jost cannot be installed, such as emails and shared documents.

COLOUR PALETTES

MAISON KELSÉ COLOUR PALETTE

MAISON KELSÉ

PRIMARY COLOURS

WINE
#610D27
CMYK 36 98 69 51
RGB 97 13 39

CORAL
#E96D55
CMYK 3 71 69 0
RGB 233 109 85

SECONDARY COLOURS

SAND
#E8D0AF
CMYK 7 17 32 0
RGB 232 208 175

DUSTY PINK
#CC9999
CMYK 19 43 32 0
RGB 204 153 153

GREY
#C0C3CE
CMYK 23 19 12 0
RGB 192 195 206

LOGO ARTWORK

DEEP WINE
#48061A
CMYK 46 89 67 67
RGB 72 6 26

ROSE
#C77784
CMYK 20 63 36 0
RGB 199 119 132

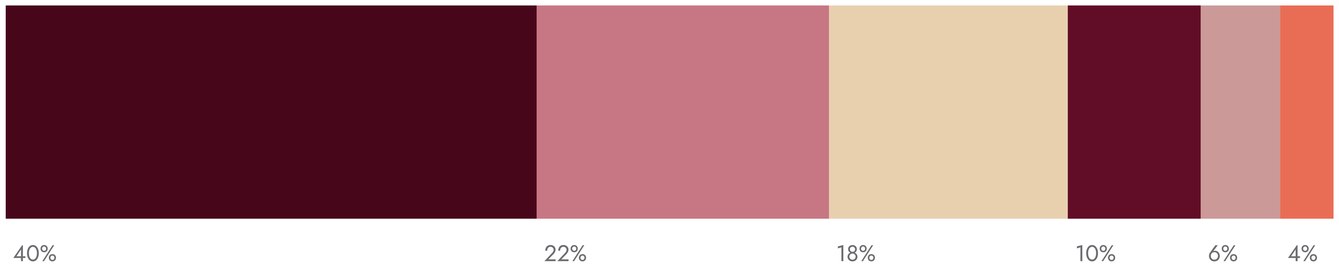
BASE

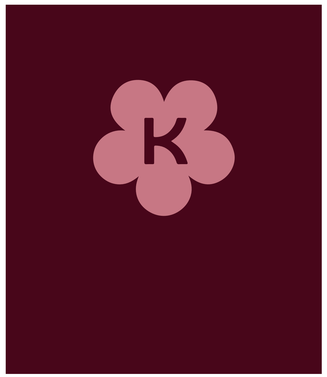
BLACK
#000000
CMYK 0 0 0 100
RGB 0 0 0

COLOUR VALUES

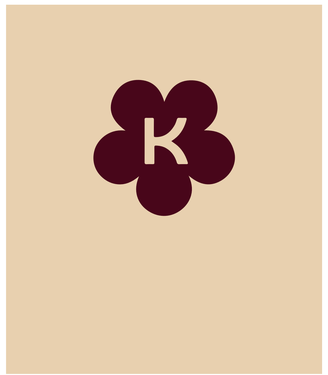
COLOUR BALANCE

Deep wine carries the identity; rose and sand do the talking; coral is a spark, used sparingly.

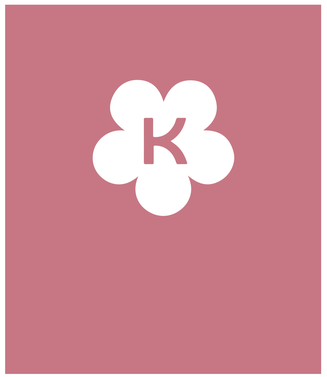




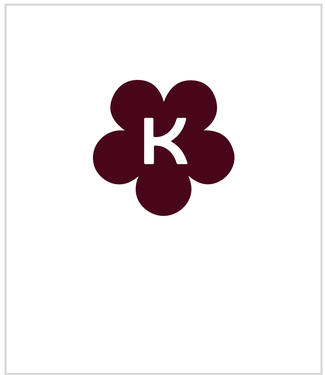
Rose on deep wine



Wine on sand



White on rose



Wine on white

BRAND USAGE

PRIMARY BRANDMARK PLACEMENT RULES

EXCLUSION ZONE

It is important that the brandmark is given sufficient space wherever it appears to maximise visibility. The minimum exclusion zone around the brandmark should always be x, the height of the letters in MAISON KELSÉ.



ALIGNMENT

Always align the brandmark to the baseline of the wordmark, not to the flower.



MINIMUM SIZE

Width: 25 mm
Below this size, use the Flower K submark.

25 mm

HORIZONTAL BRANDMARK PLACEMENT RULES

EXCLUSION ZONE

It is important that the brandmark is given sufficient space wherever it appears to maximise visibility. The minimum exclusion zone around the brandmark should always be x, the height of the letters in MAISON KELSÉ.



ALIGNMENT

Always align the brandmark to the baseline of the wordmark, not to the flower.



MINIMUM SIZE

Width: 35 mm
Below this size, use the Flower K submark.



35 mm

BRANDMARK INCORRECT USAGE



Do not change the spacing of the letters



Do not change the proportions of the brandmark



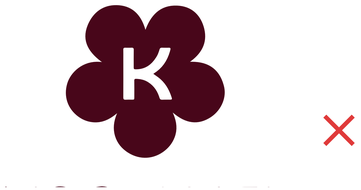
Do not apply any effects such as drop shadow



Do not use colours without brand team approval



Do not blur the brandmark



Do not crop the logo



Do not leave any elements out



Do not italicise the brandmark

APPLICATIONS

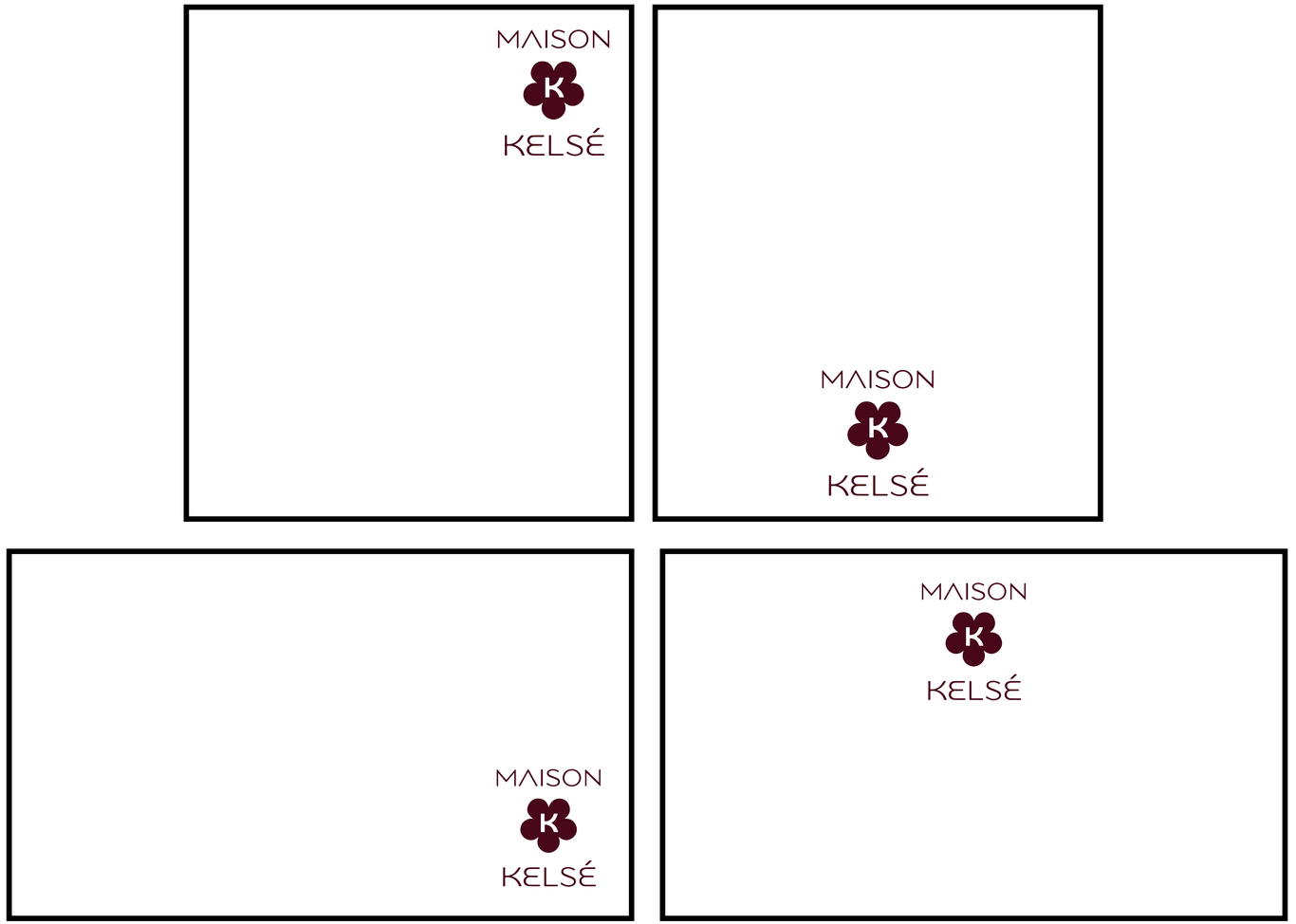
BRANDMARK POSITION & SIZE

Place the brandmark either:

On the top / bottom right corner of the page
OR
On the top / bottom middle of the page

The brandmark should be equal to:

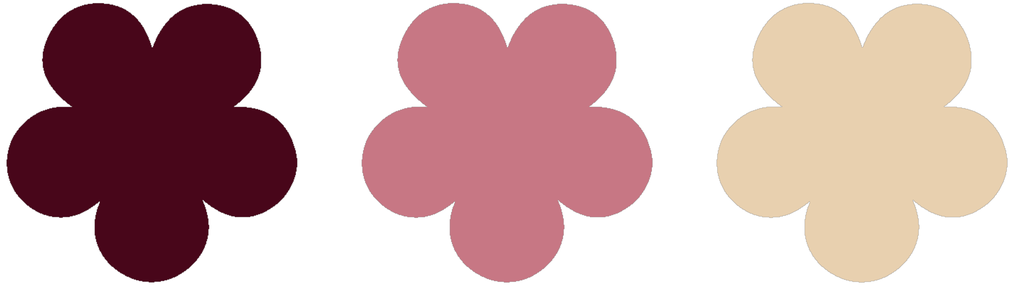
1/4 of the width if the page is vertical
OR
1/6 of the width if the page is horizontal

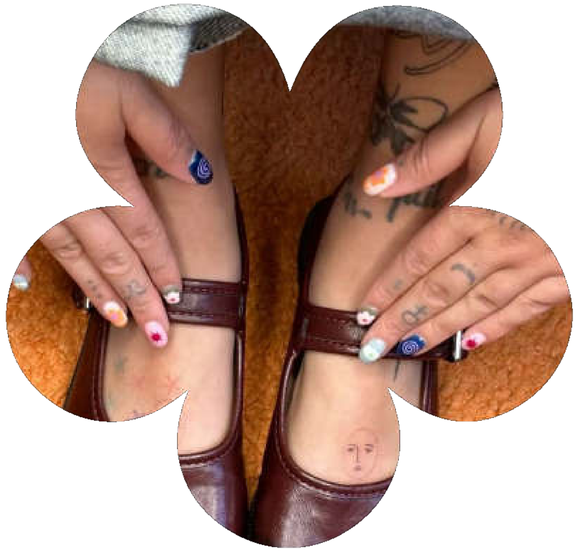


SHAPES

The bloom shape is extracted from the Flower K brandmark.

It can carry the colours and be used as a container for both imagery and text.





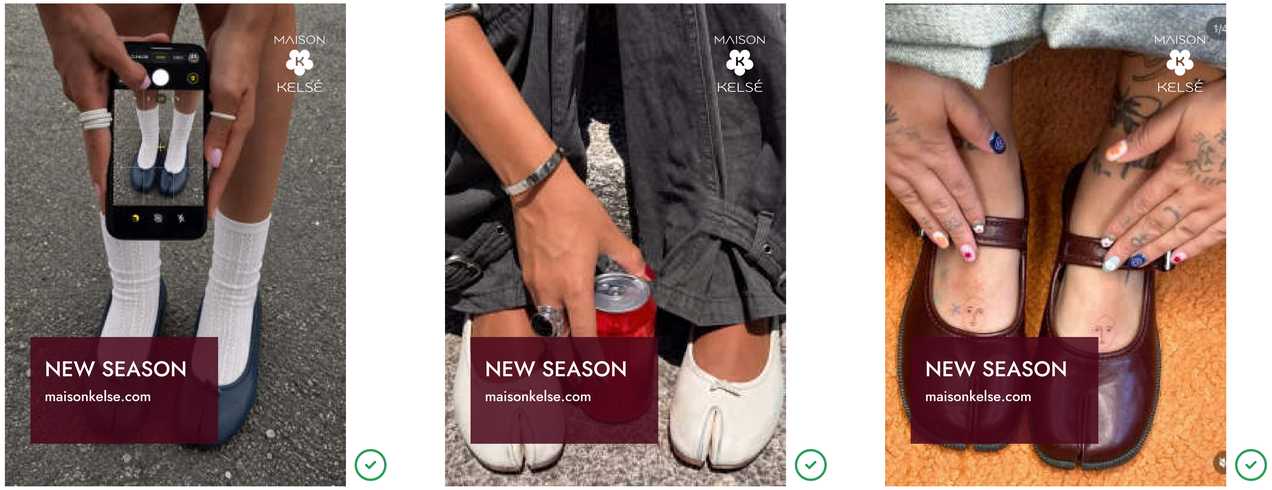


MAISON KELSÉ SHAPES

BRANDMARK USAGE

DOs

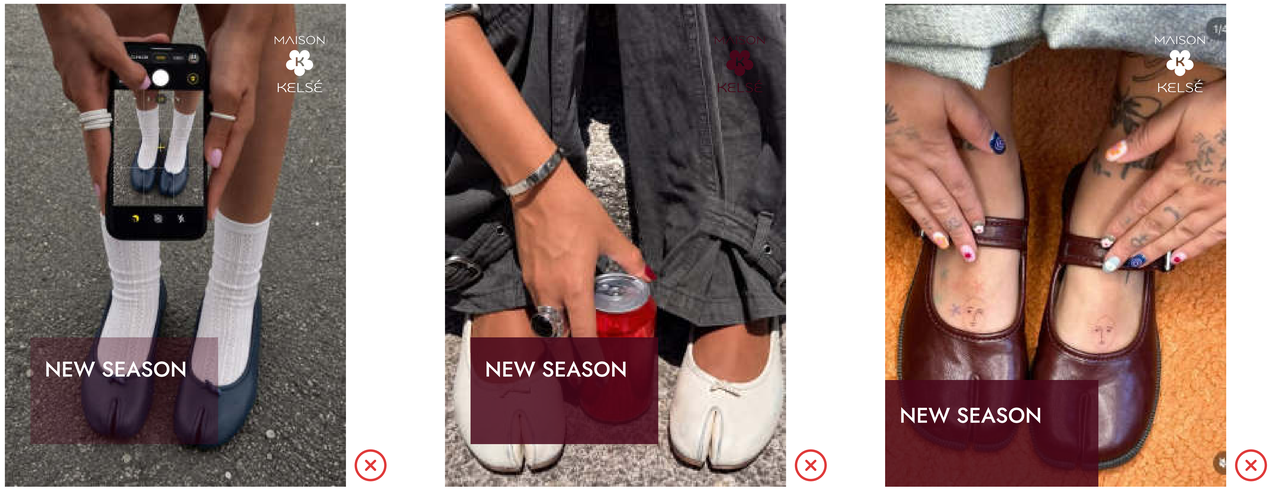
- Box transparency at minimum 80%
- White logo on all photo layouts
- Place the box on top of the image, away from the edges
- Keep the shoes and faces clear of the box



Examples of correct usage of brandmark.

DON'Ts

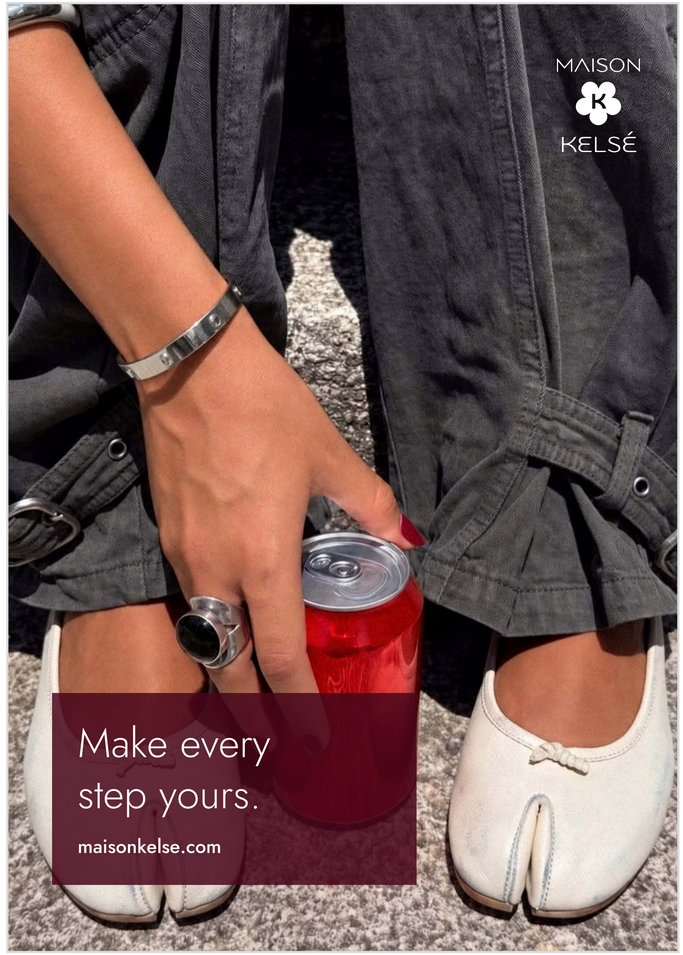
- Reduce the box opacity below 80%
- Use the colour brandmark on photos
- Place the box on the edge of the artwork



Examples of incorrect usage of brandmark.

PRINT ADS

SINGLE PAGE



DOUBLE SPREAD



Note: Please send all print ads to the Maison Kelsé brand team for approval before booking.

PACKAGING

PAPER BAG



SHOE BOX



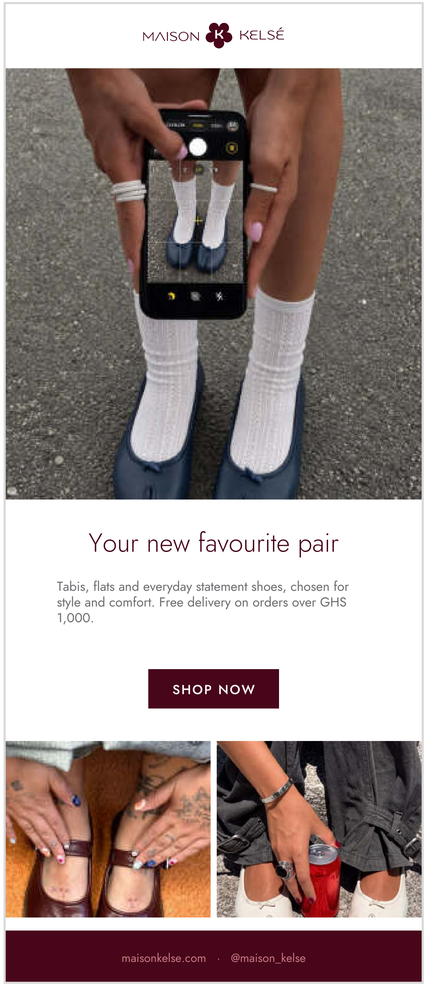
PAPER BAG

SHOE BOX

EMAILER

Emailers should have a fixed width of 640 px while the height may vary, at 480 px minimum.

PORTRAIT



LANDSCAPE

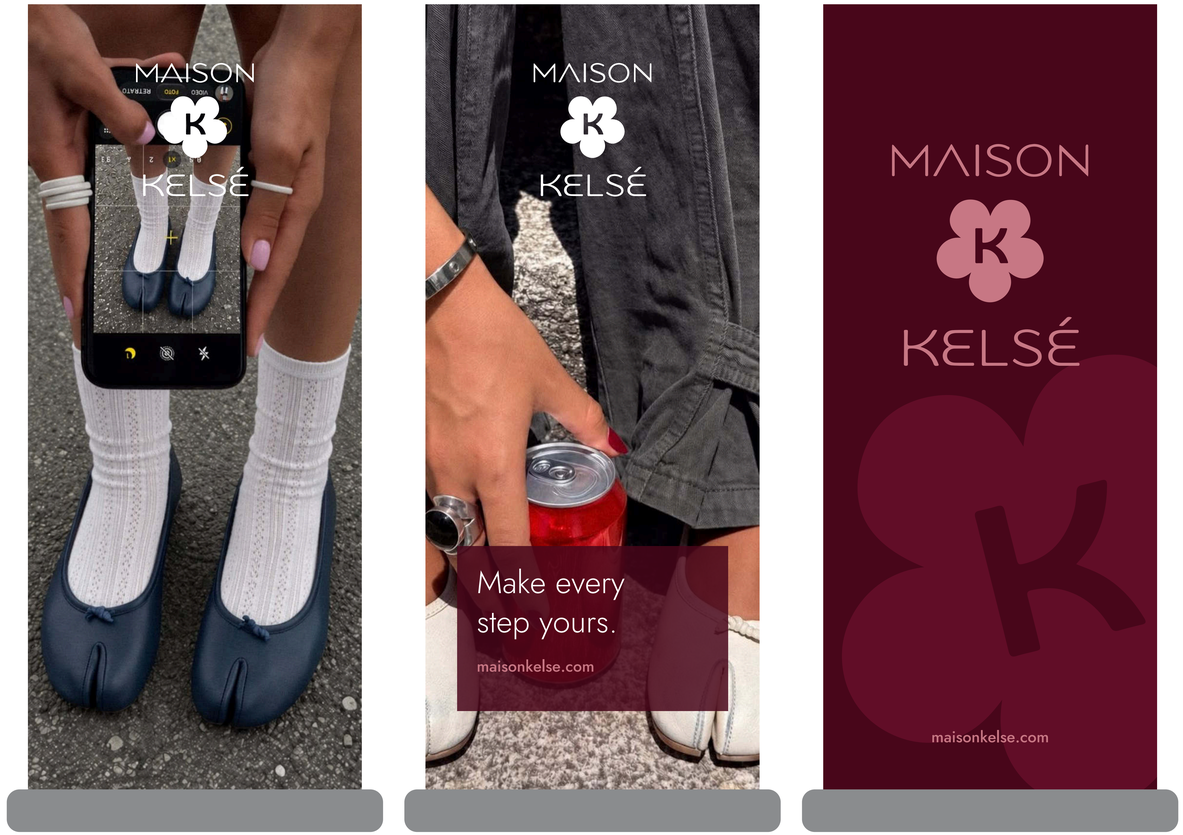


EDM TEMPLATES

ROLL UPS

There are three options for roll ups:

- A full image roll up with the brandmark
- A full image roll up with text and the brandmark
- A full colour roll up with the brandmark



ROLL UP TEMPLATES

DIGITAL ADS

HORIZONTAL

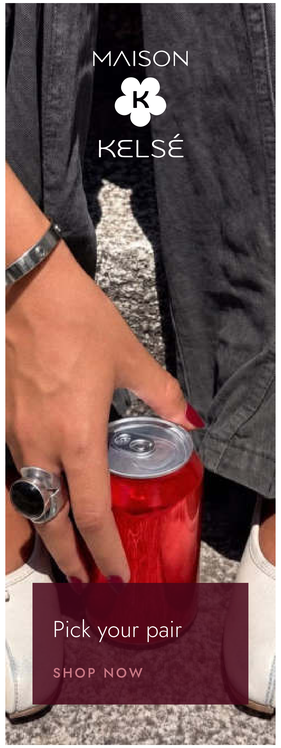


SQUARE



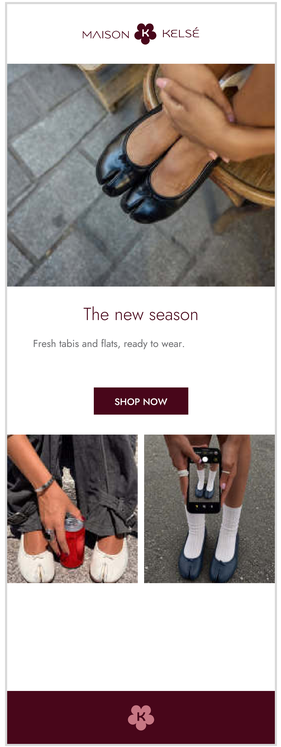


VERTICAL





NEWSLETTER



STATIONERY

The stationery suite uses the brand colours and the Flower K for business cards, letterheads and the thank you card in every order.







ICONOGRAPHY

ICONOGRAPHY

Here are some examples of icons that can be used on packaging, the website and social media.

When designing your own, use a thin, even line with rounded ends, drawn in wine or white.



SHOPPING



DELIVERY & CARE



CONTACT



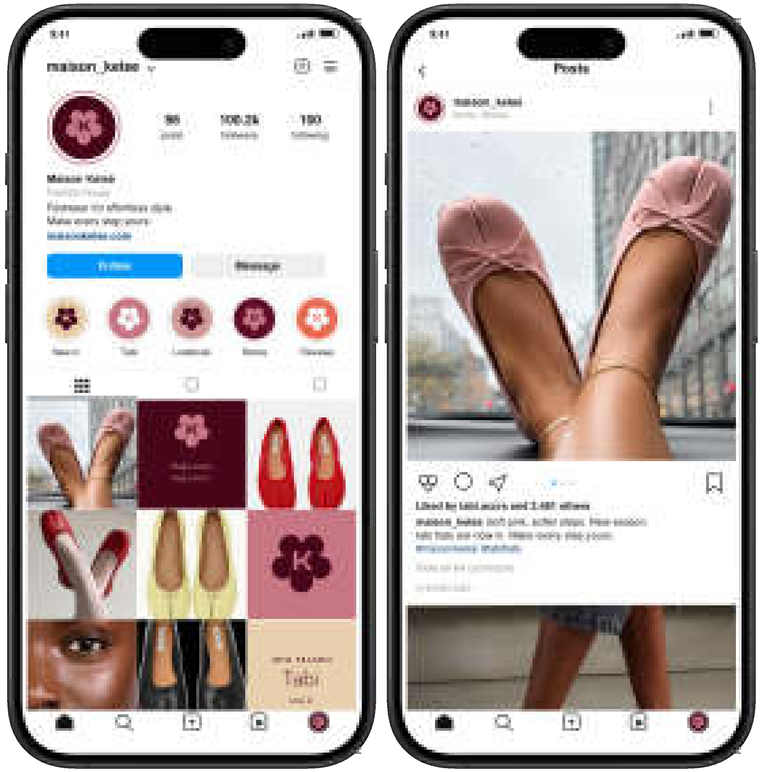
ICONOGRAPHY COLLECTION

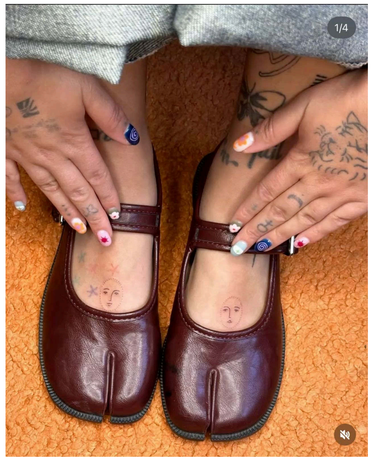
SOCIAL MEDIA

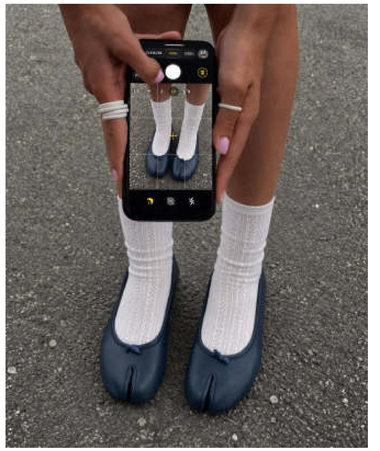
SOCIAL MEDIA

Our social media footprint is a unified experience across Instagram and TikTok, and serves as the brand’s shop window and conversation platform.

Use the Flower K as the profile picture, and keep the grid in wine, rose and real photography of the shoes being worn.







SOCIAL MEDIA FILES

VISUAL CONTENT

VISUAL CONTENT

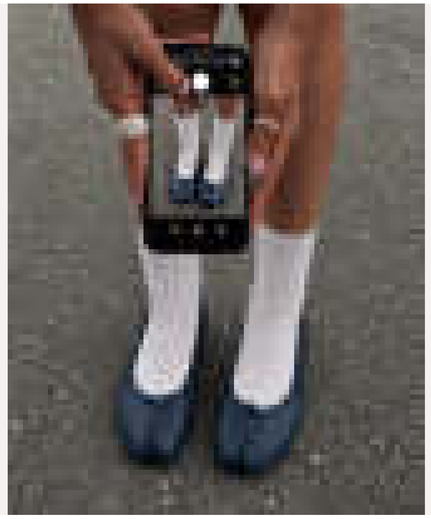
Art direction for all photography and video must include at least one of the three keys: shoes, women and colour.

A story can be told using multiple shots from the same shoot that show all three keys.









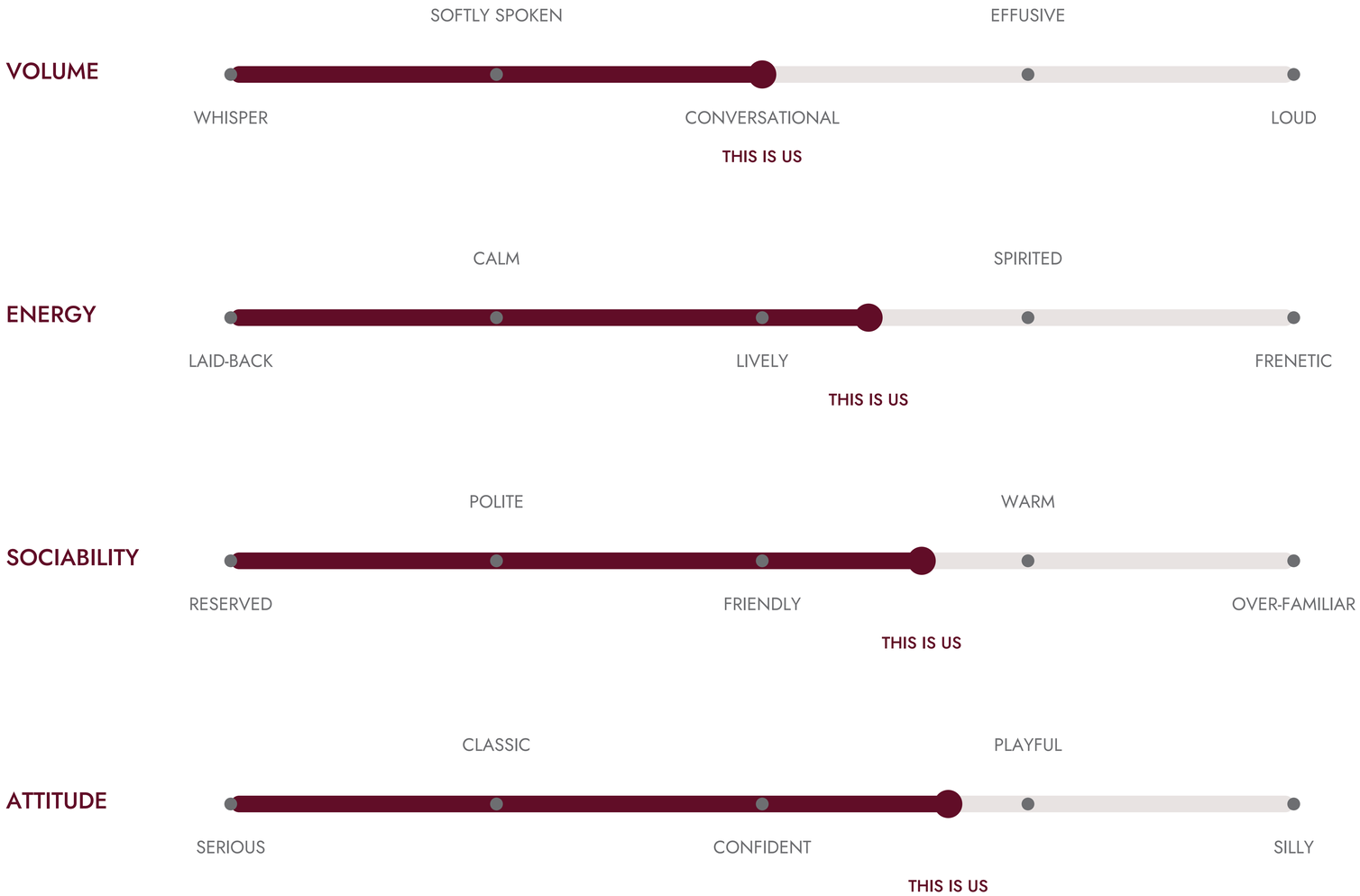
VISUAL CONTENT RULES & SPECIFICATIONS

TONE OF VOICE

DEFINING OUR TONE OF VOICE

For people to build a lasting relationship with our brand, all our communications should be consistent and engaging.

What is Maison Kelsé's tone of voice? Personified, we are a stylish friend who knows shoes: warm, confident, a little playful and always clear.



WRITING STYLE GUIDE

EVENTS

POP-UPS AND DISPLAYS

Pop-ups, markets and window displays are strong branding platforms.

The branding should be visible, well positioned and well lit, with the shoes always at eye level.



Hero pair on display



Window feature

EVENTS TOOLKIT

MERCHANDISE

MERCHANDISE

PACKAGING FILES

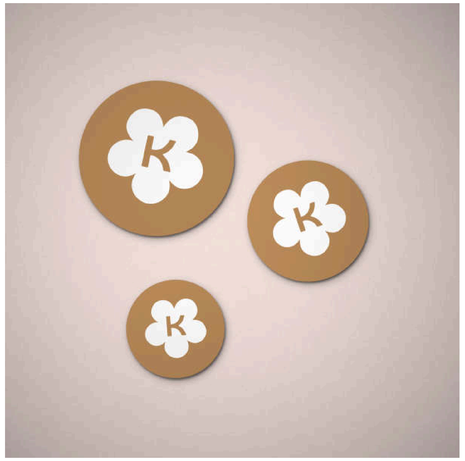
TISSUE PAPER



SWING TAG



ROUND STICKER



Note: All merchandise is produced from the print files in the Maison Kelsé Brand Files package.

PARTNERSHIPS

PARTNERSHIP LOCKUP

When the Maison Kelsé brandmark appears with a partner, the two marks must meet certain criteria:

· The partner and Maison Kelsé have an agreed collaboration.

· Both marks appear at the same visual size, separated by a thin divider.

· The space between them is at least 5x, depending on space.

· The collaboration does not pose any risk to the equity of the brand.





TERMS OF USE

TERMS OF USE

The Maison Kelsé name, the Flower K and associated marks are owned by Maison Kelsé. They may only be used as set out in these guidelines.

i. Permitted use

The brand files may be used by Maison Kelsé, its staff and approved suppliers to produce packaging, marketing, digital and retail material for the brand.

ii. Use requirements

(a) Brand guidelines. All use must follow these guidelines. (b) Approval. All new material must be sent to the brand team for approval before it is printed or published. (c) Files. Use only the official files in the Maison Kelsé Brand Files package; never redraw or retype the brandmark.

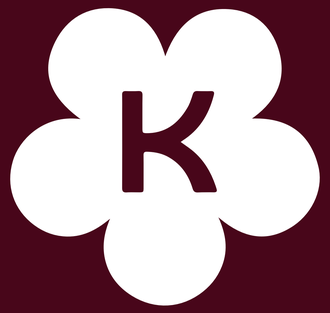
iii. Restrictions

(a) No alteration of the brandmark, colours or proportions. (b) No use on products or merchandise without written approval. (c) No use that could harm the reputation of Maison Kelsé. (d) No use by third parties without an agreed partnership.

iv. Questions

For any questions about using the brand, contact the Maison Kelsé brand team.

MAISON



KELSÉ