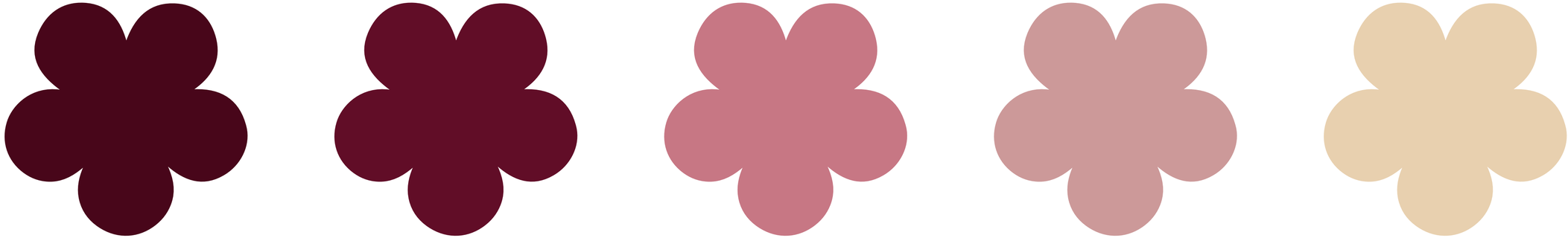
MAISON KELSÉ

SHAPES

The bloom shape, taken from the Flower K, and how to use it as a container, a border and a pattern.

THE BLOOM SHAPE

The bloom is the outline of the Flower K without the K. It carries the brand colours and holds images and text.



Deep wine
#48061A

Wine
#610D27

Rose
#C77784

Dusty pink
#CC9999

Sand
#E8D0AF

Always use the exact outline from the brand files. Never redraw it, add petals, stretch it or add outlines and shadows.

THREE WAYS TO USE IT



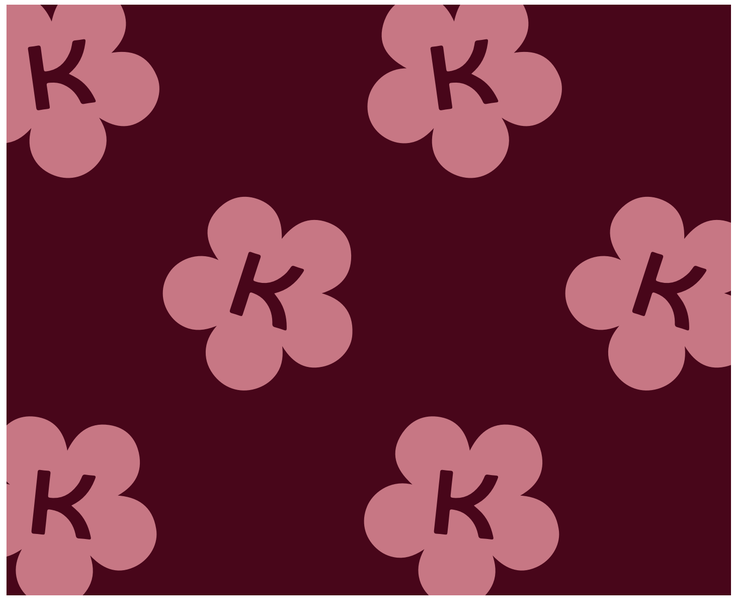
SCALLOP BORDER

Large blooms cut by the top edge, as on the paper bag and shoe box.



IMAGE CONTAINER

A photo masked inside the bloom for social posts and web tiles.



PATTERN

Flower K blooms on a half-drop grid with the wordmark, as on tissue paper.

DOS AND DON'TS

DO

Use one or two large blooms per layout.
Let blooms bleed off the edges.
Keep logos clear of the blooms.
Use rose or sand blooms on deep wine.

DON'T

Shrink blooms into tiny confetti.
Rotate the K inside the logo.
Mix more than two colours of bloom.
Place text across a petal edge.

MAISON



KELSÉ

Questions? Contact the Maison Kelsé brand team.