

VYLA

Brand Guidelines



# CONTENTS

1	Introduction.....	2	3	Colour .....	13		
	The VYLA brand .....	3		VYLA colour .....	14		Main logotype .....
	Brand framework .....	4		Extended Colour .....	15		22
	Brand characteristics .....	5		Combining Colour .....	16		Secondary Type .....
	System elements .....	6					23
2	VYLA Symbol .....	8	4	Logo System .....	17	6	Brand in Use .....
	Monochrome .....	9		Tier 1 .....	18		24
	Isolation and minimum size ...	10		Colourways 1 .....	19		
	Backgrounds .....	11		Colourways 2.....	20		
	Guidance .....	12	5	Typography .....	21		

# INTRODUCTION

The VYLA brand

Brand framework

Brand characteristics

System elements

# THE VYLA BRAND

It's a fashion multi-vendor e-commerce platform that helps you shop homegrown brands without worrying about authenticity, size problems, or exchanges. It helps curate outfits for various occasions by building your avatar. Unlike any normal fashion platform like Myntra or Nykaa Fashion, our platform recommends you to buy the best-budgeted outfits for every occasion.

Our unique avatar technology provides you a digital version of yourself and experiment with outfits before you buy, ensuring that each purchase feels just right. You can mix, match, and design your look from the comfort of your home, all while supporting local talent and embracing a fashion-forward, community-driven approach.

# BRAND FRAMEWORK

## Purpose

To create online shopping experience more easy and time consuming in a unique way.

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## Position

A fashion-forward for people who don't have time to style.

## Values

Authentic, Exclusive, Innovation, Sustainable

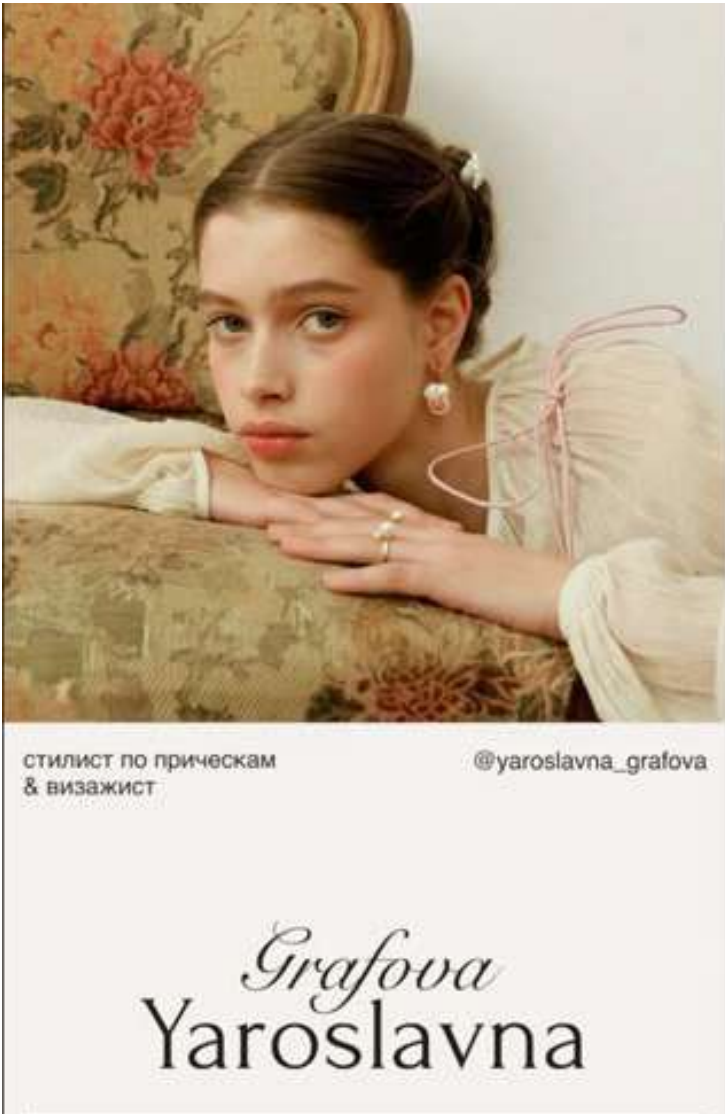
## Vision

Don't just follow trends, create them.

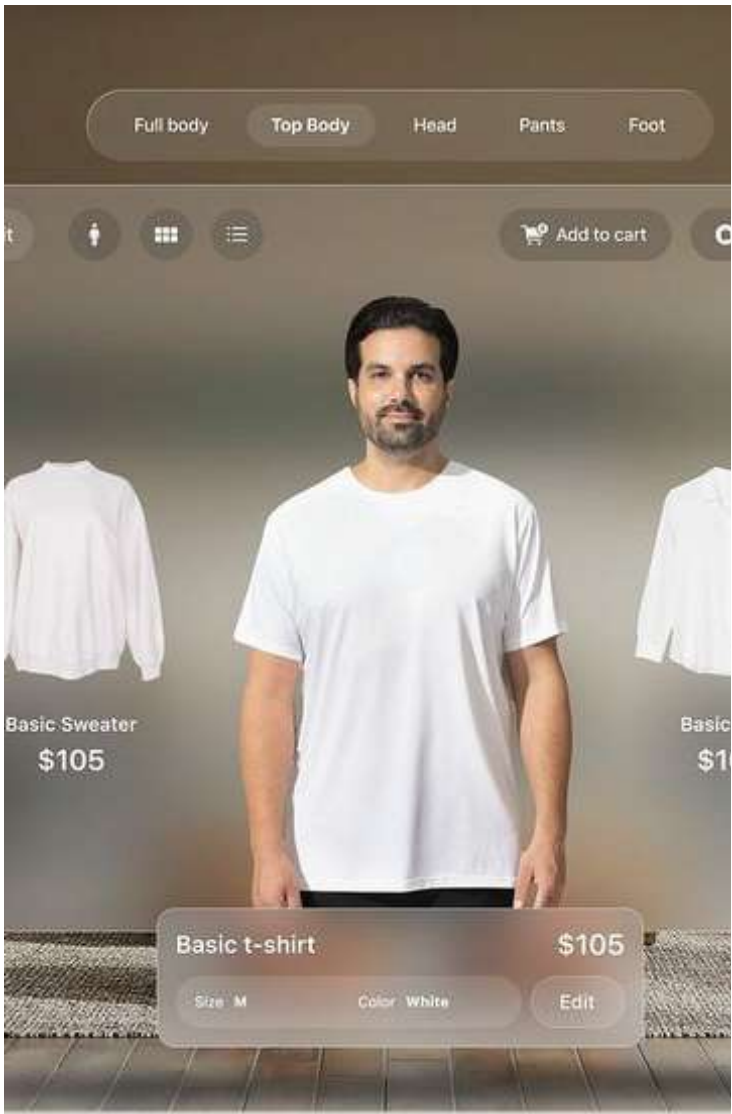
# BRAND CHARACTERISTICS



Authentic



Exclusive



Innovation

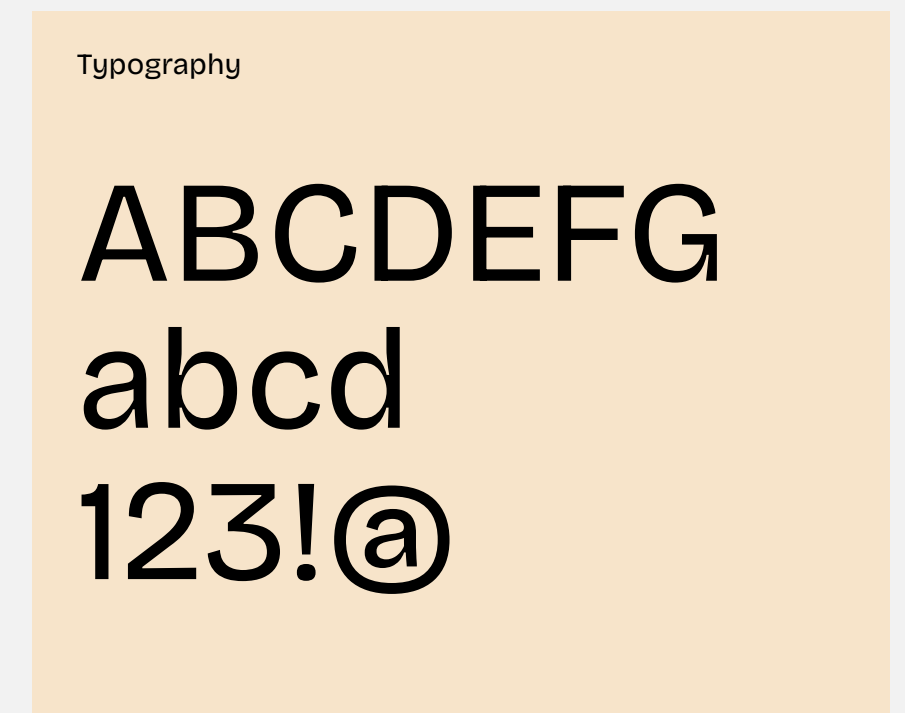
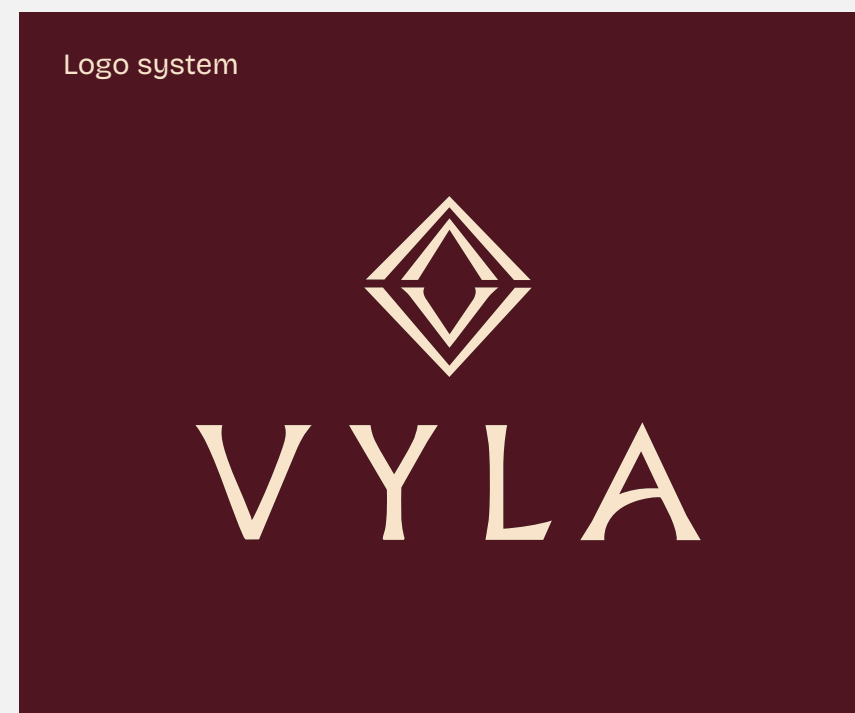
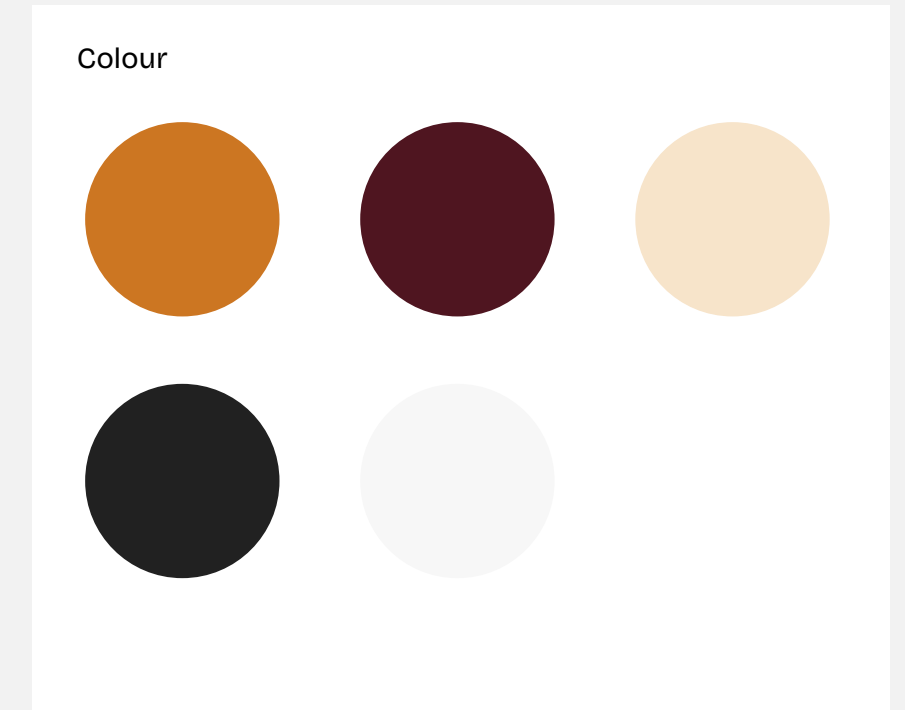
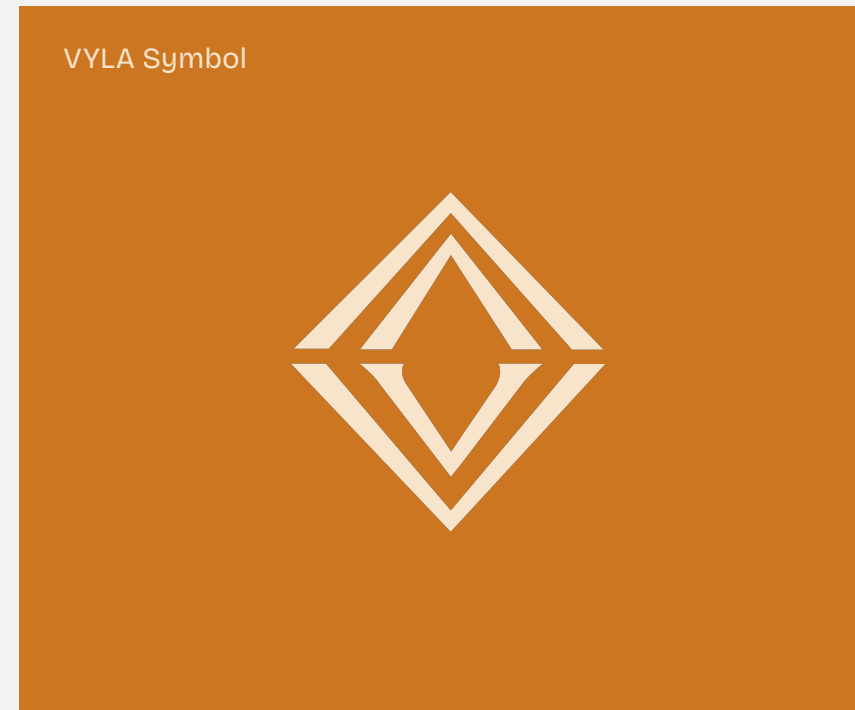


Sustainable

# SYSTEM ELEMENTS

The system elements were inspired by the brand framework and brand characteristics. They are designed to enhance consistency while allowing flexibility across various mediums. System elements may be combined in various ways to create distinct expressions, from simple and elegant to bold and energetic.

The spacious and structured approach to composition helps each application feel more open, inviting and inspiring, reflecting our brand personality and connecting all that we do.



# VYLA Symbol

Full colour

Monochrome

Isolation and minimum size

Backgrounds

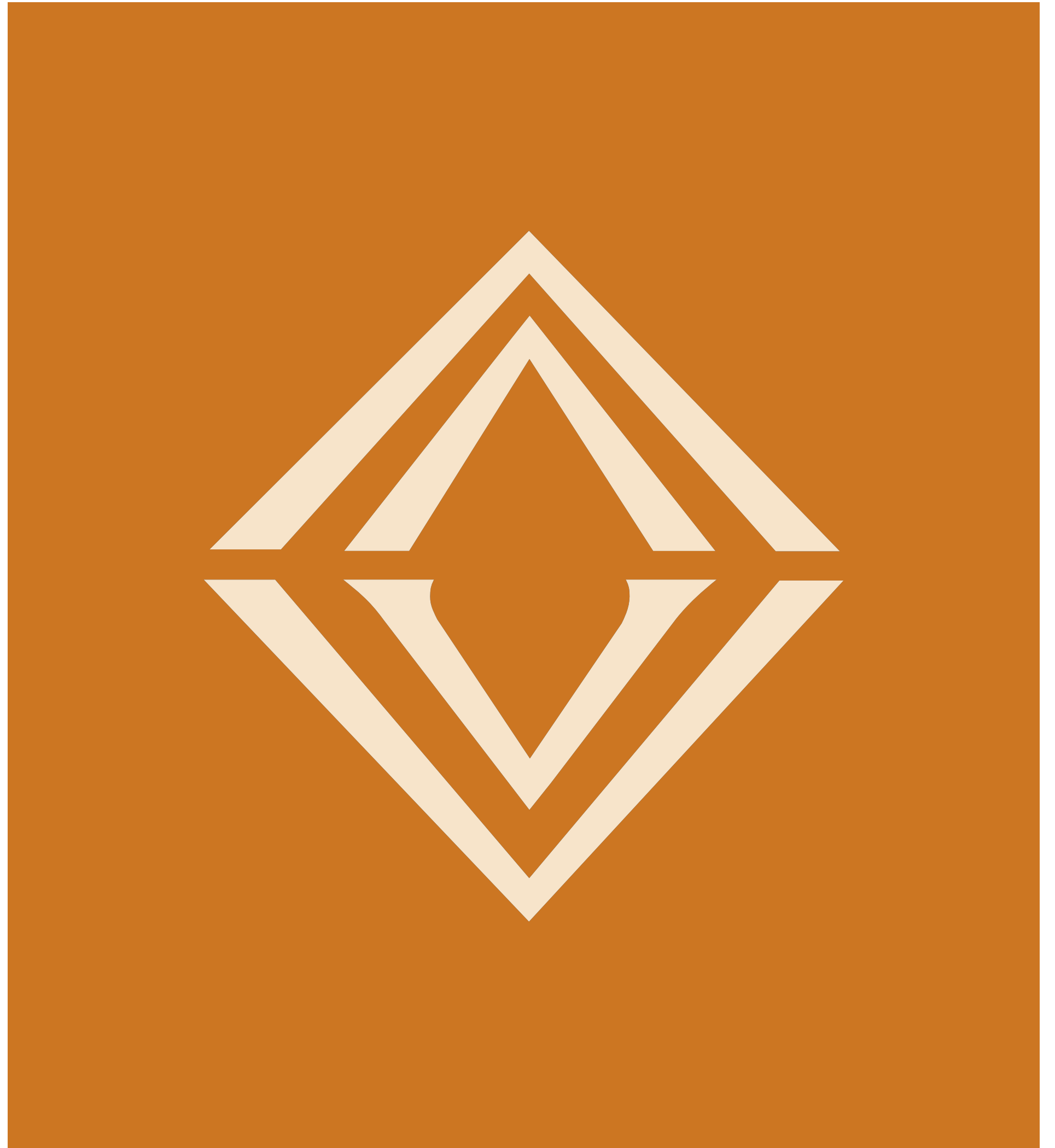
Guidance



# VYLA SYMBOL

The VYLA logo draws inspiration from the Rococo stitch, known as the “queen of stitches” in embroidery. This technique is revered for its intricate craftsmanship, often used by high-end brands to elevate their designs with a sense of refinement and exclusivity. Just as VYLA champions quality and authenticity, the Rococo stitch embodies precision, heritage, and luxury, making it the perfect representation of the brand’s ethos.

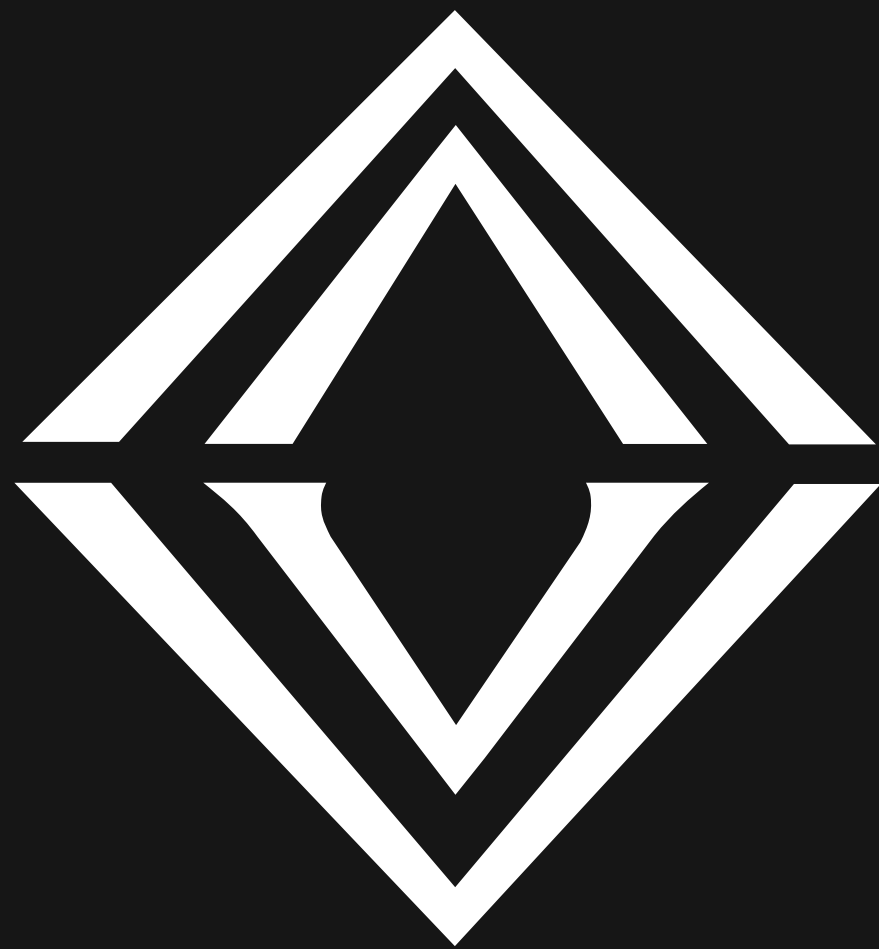
This concept aligns seamlessly with VYLA’s vision of offering premium, homegrown fashion that values artistry and sustainability. By incorporating an element deeply rooted in craftsmanship, the brand establishes itself as a bridge between timeless tradition and modern sophistication.



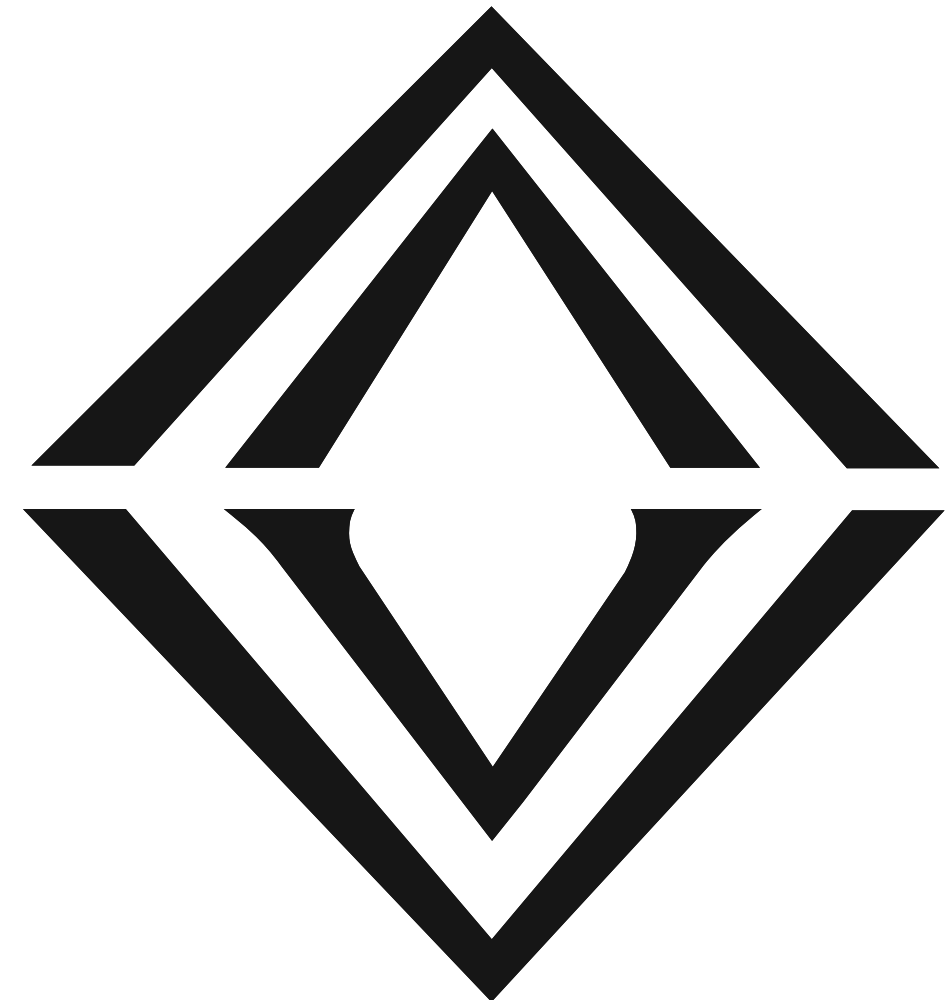
# VYLA SYMBOL

## MONOCHROME

Black



Black



# CONSTRUCTION, ISOLATION AREA AND MINIMUM SIZE

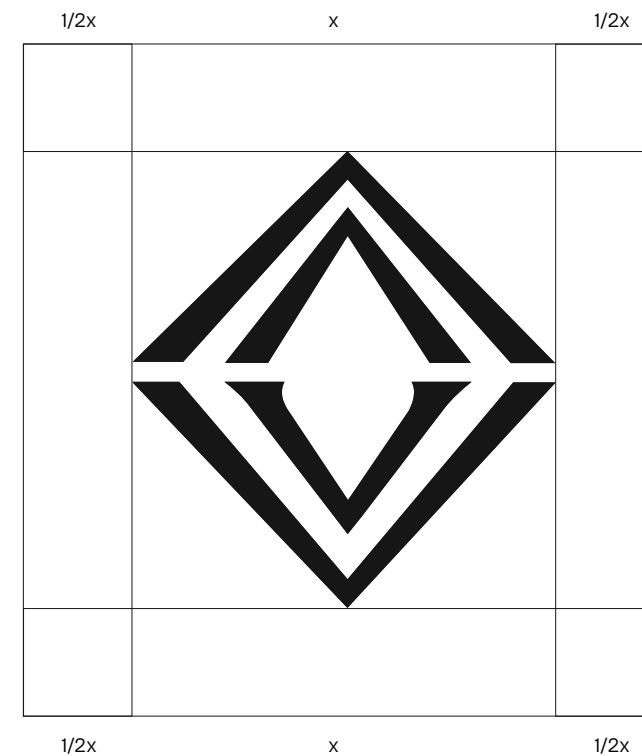
## Isolation area

The isolation area corresponds to 1/4 of diamond. No other typography, text, graphic and/or photographic element may overlap the VYLA mark.

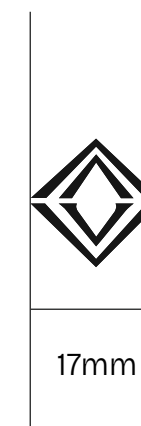
## Minimum size

The Olympic rings should appear no smaller than 17 millimetres or 50 pixels wide. In special cases, provided that the legibility and integrity of the VYLA diamond are retained.

Isolation area



Minimum Size



# BACKGROUNDS

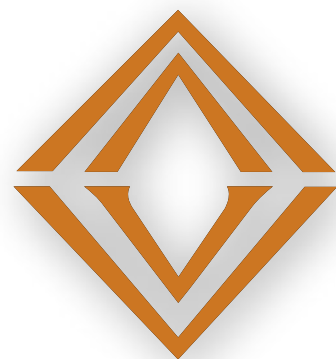
An overview for the background color usage. To maintain the brand visibility use background which has high contrast to the logo.



# GUIDANCE

The VYLA diamond should never be altered with different colour, effects, images, distortion and gradients.

Do not add drop shadow.



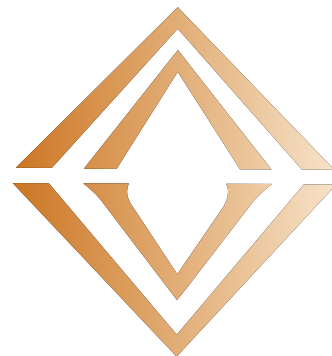
Do not rotate



Do not distort.



Do not add gradient.



Do not place image.



# COLOUR

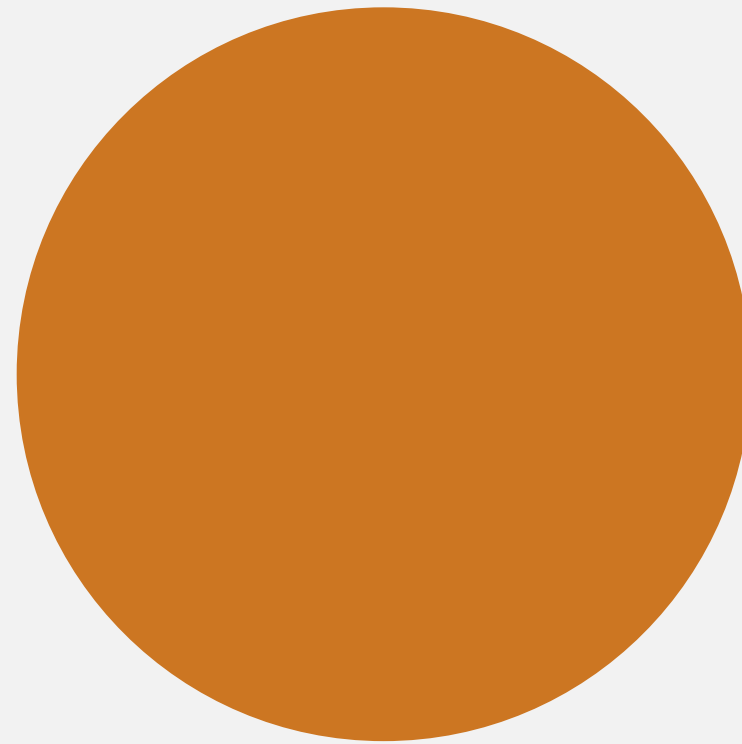
VYLA colour

Extended colour

Combining colour

# VYLA COLOUR

Our primary brand colours are Sunset Terracotta, Deep charcoal and Pearl White. It form the foundation of the brand. These colour are used to provide accessibility, simplicity and consistency throughout all brand communications.



RGB 204, 118, 34  
CMYK 17, 61, 100, 3  
HEX #cc7622



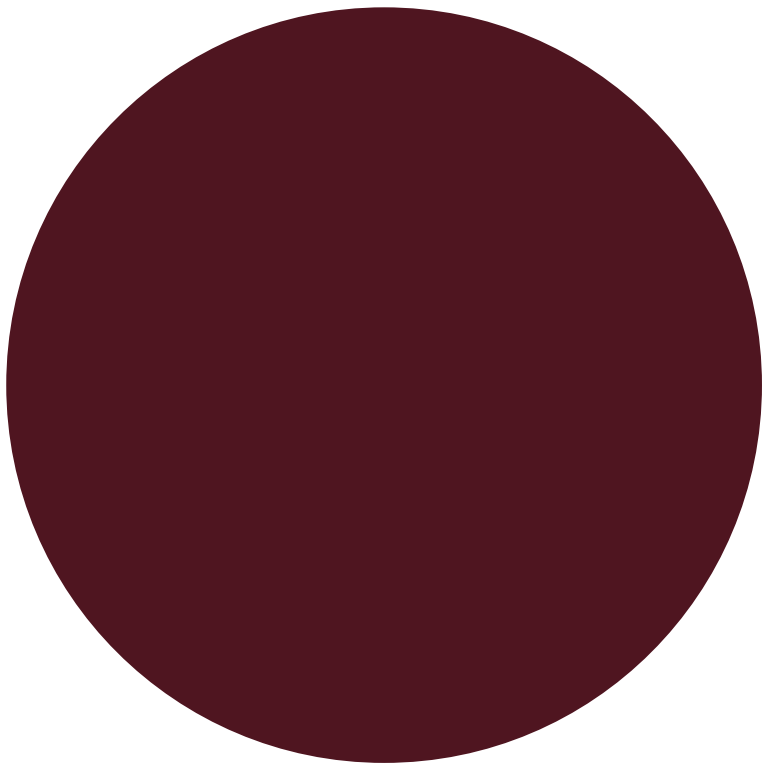
RGB 249, 249, 249  
CMYK 2, 1, 1, 0  
HEX #f9f9f9



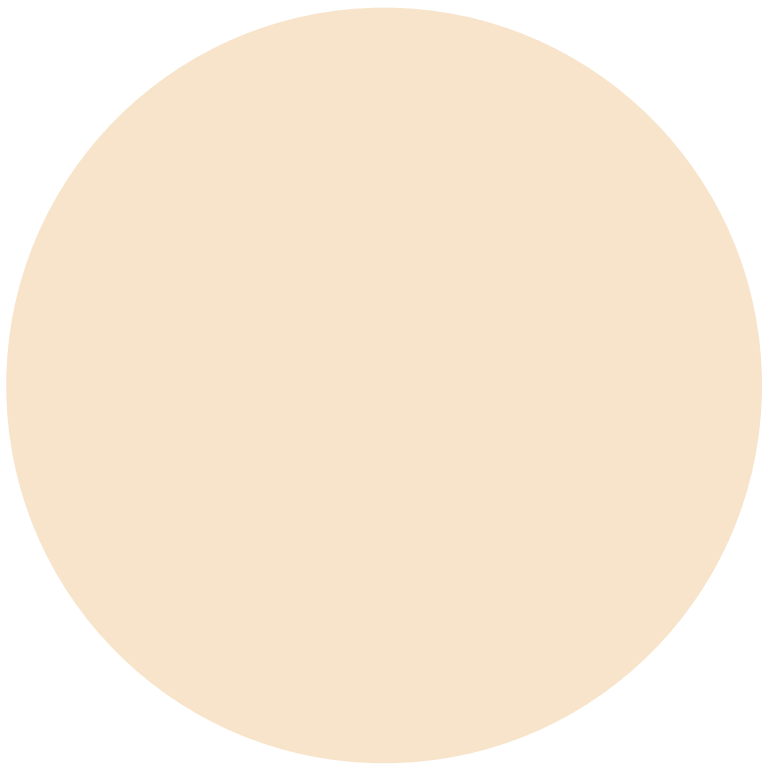
RGB 33, 32, 30  
CMYK 70, 65, 67, 74  
HEX #21201e

# EXTENDED COLOUR

The extended palette consists of Velvet Plum and Warm beige. Usage of these colors varies depending on the touch point, but they come in handy for illustrations and components in product.



RGB 79,21,32  
CMYK 48,88,68,62  
HEX #4f1520



RGB 247,228,202  
CMYK 3,9,21,0  
HEX #f7e4ca



# COMBINING COLOUR



# LOGO SYSTEM

Tier 1

Colourways

# TIER 1 LOCKUPS



# COLOURWAYS 1



# COLOURWAYS 2



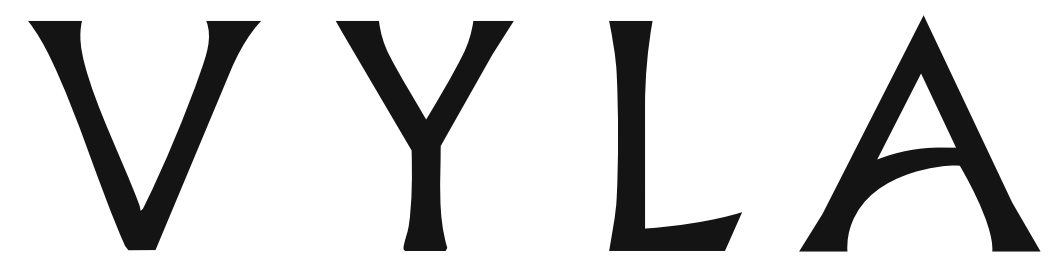
# TYPOGRAPHY

Main Logotype

Secondary typeface

# MAIN LOGOTYPE

The typeface used for the logo is “ALBERTUS NOVA” a san-serif font which is customised to the needs.

The image shows the word "VYLA" in a bold, black, serif typeface. The letters are spaced out evenly. The 'V' has a sharp, angular design. The 'Y' has a classic serif shape. The 'L' is simple and vertical. The 'A' has a wide, open top and a curved base. The entire word is centered within a white rectangular area.

# PRIMARY TYPEFACE

The primary typeface use is Bricolage Grotesque.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*?



# BRAND IN USE



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VYLA













# VYLA

DON'T JUST BUY FASHION, BE THE FASHION