



Brand Guidelines
[erutopi]

BRAND *biography*

Eutopi is dedicated to my 15 year old self who didn't feel good enough or pretty enough to be on social media. Girls are constantly comparing themselves to Instagram influencers and celebrities who are often creating unrealistic standards of beauty and bodily appearances.

Eutopi is the big sister on your Instagram feed providing you with daily doses of positivity and affirmations to remind you that you are good enough. You always have been, and you always will be.

TYPOGRAPHIC *style*

Swear Display Thin

Swear Display Thin is used for basic body text found on our website at www.eutopi.co.uk and brand marketing materials.

Swear Display Thin Italic

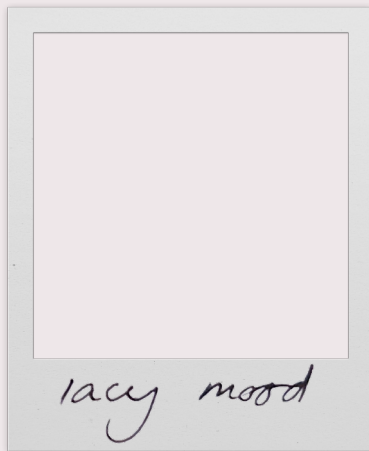
Swear Display Thin Italic is also used for basic body text.

Swear Display Thin Cilati

Swear Display Thin Cilati is used for basic body text alongside brand titles.



COLOUR *palette*



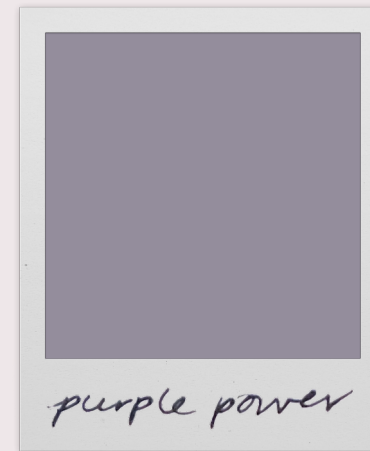
lacy mood
HEX: EDE6E9



perfect pink
HEX: C19AA0



calm and collected
HEX: A5969C



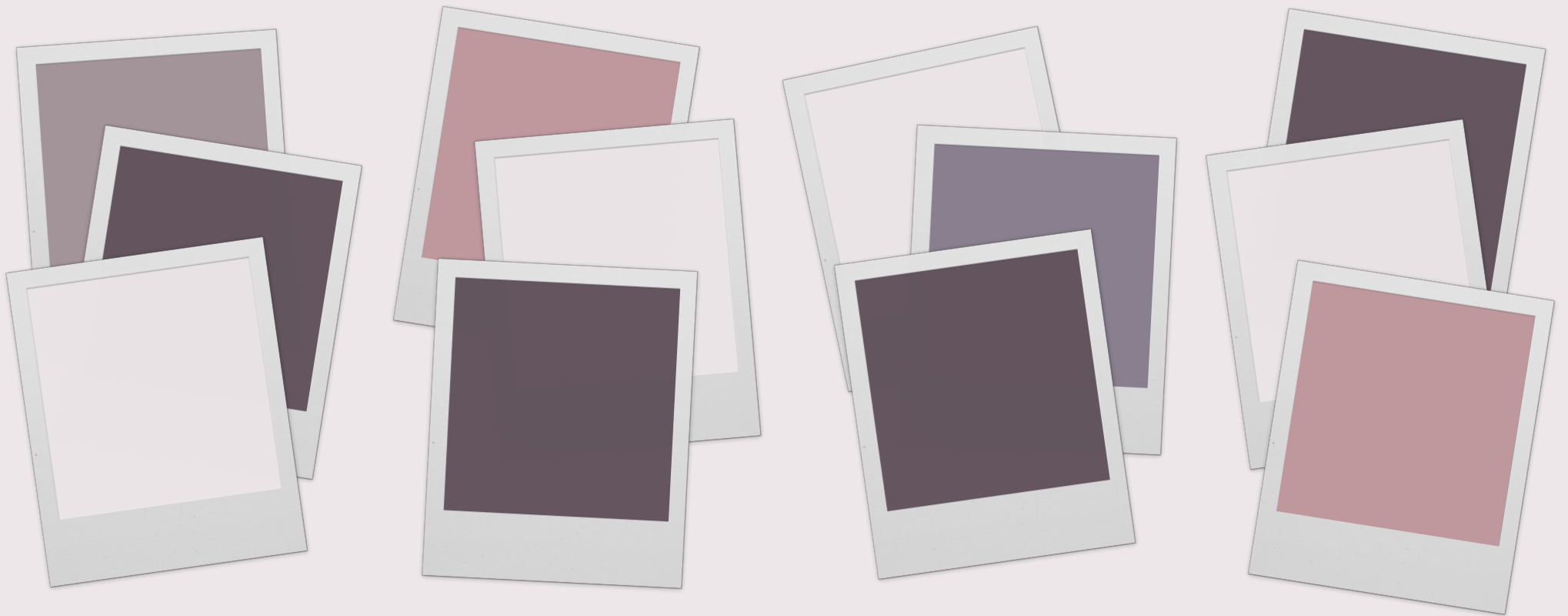
purple power
HEX: 8B8191



midnight hour
HEX: 655660

COLOUR *palette*

approved combinations



BRAND *products*

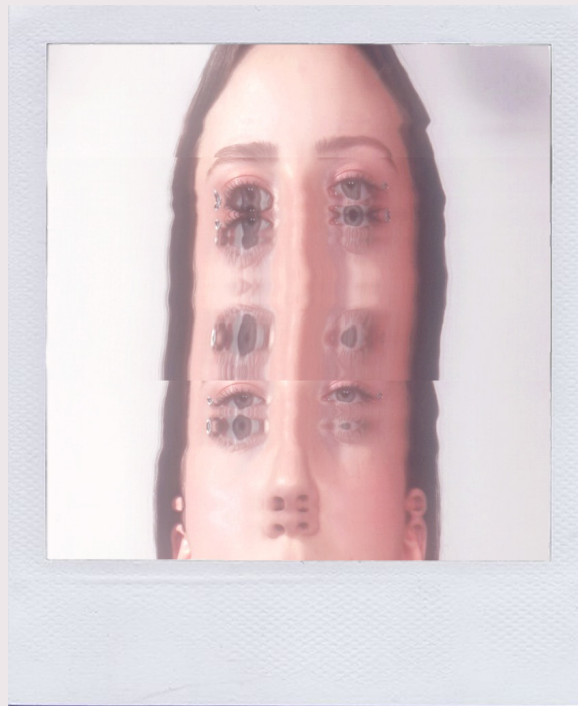


THE *corset*

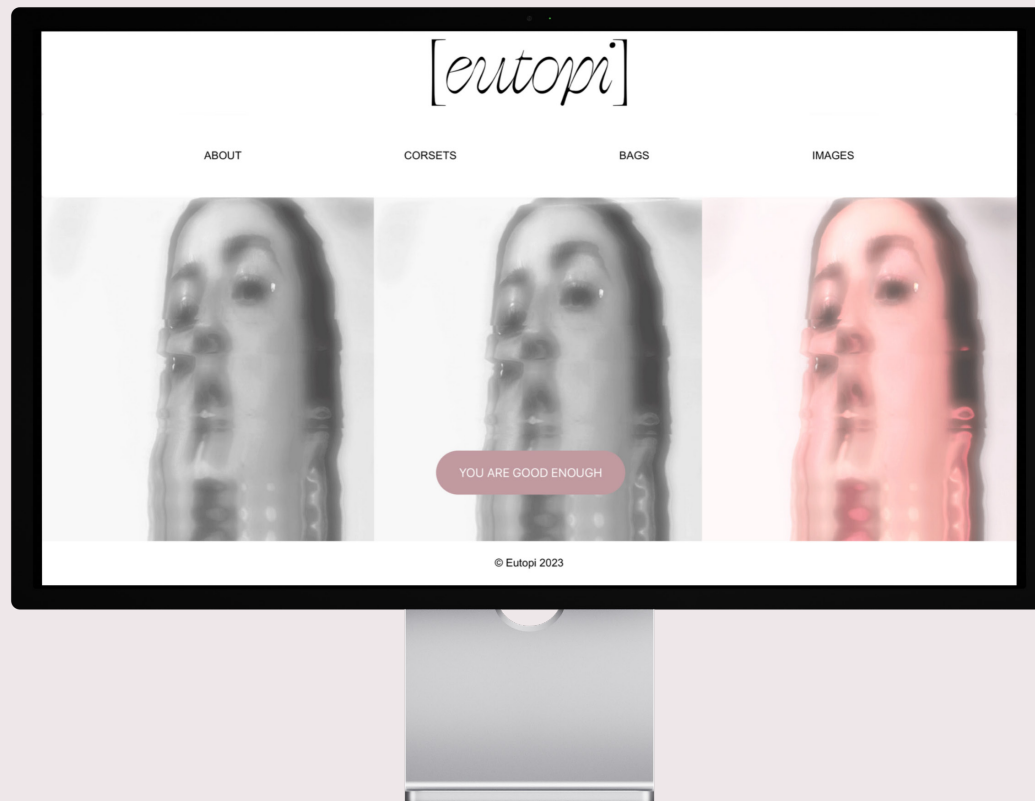


THE *bag*

VISUAL *assets*



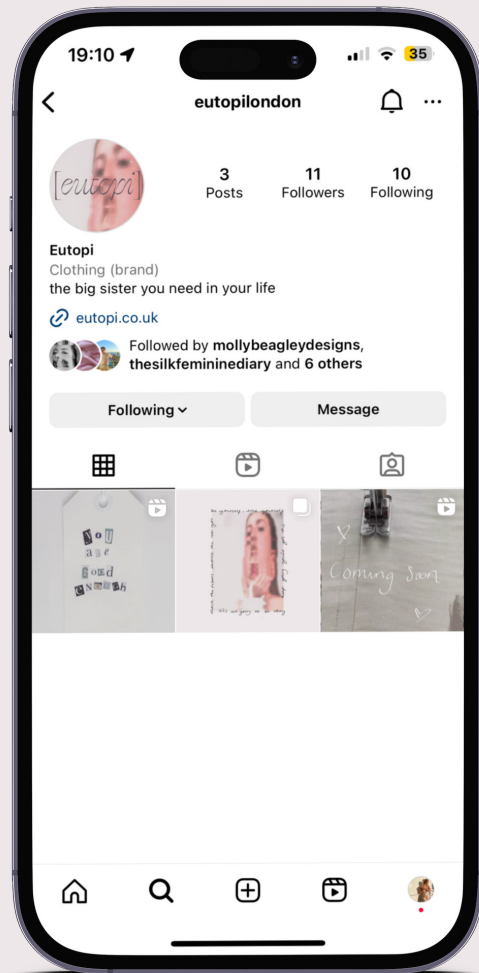
BRAND *website*



Consumers can find Eutopi at *eutopi.co.uk* and explore our range of products, as well as learning about our brand mission.

The website accurately depicts Eutopi's mission and is filled with positive affirmations and captivating imagery.

BRAND *socials*



Social media users on Instagram can interact with Eutopi's page which posts positive affirmations and reassuring, comforting messaging that encourages self-love and self-acceptance.

Find us @eutopilondon on Instagram