Fourovr

BRAND BOOK

About Us

Fourovr is a world where beauty and grace unveil a unique universe. Our mission is to assist you in understanding your individuality and inspiring your inner strength. Our in+ novative and natural products are designed to enhance your natural beauty, allowing you to feel elegance and sophistication every day.

Our goal is to provide you with a refined and enchanting experience. Our products and services are tailored to elevate your elegance and grace. Join us at Feel Elegant and embrace the elegance within, as elegance is your companion here, felt at every step.

At '**Fourovr**' we curate a world where elegance isn't just a quality; it's a way of life. Our commitment is to empower individuals to embrace their unique charm and confidence. With our carefully crafted products, we strive to enhance your innate beauty and grace, helping you feel truly elegant every single day. Join us on this journey to elevate your elegance and make it an integral part of your life


FOUROVR
BLACK
LAYER
Eau de Parfum

Our Mission

At **Fourovr**, our mission is to empower individuals to embrace their inner elegance and confidence. We are dedicated to providing high-quality, natural products that enhance your beauty and grace, allowing you to feel elegant in every aspect of your life. We be+ lieve that true elegance is a reflection of inner beauty, and our goal is to help you shine with sophistication and allure, every day.

Our Vision

"At **Fourovr**, our vision is to create a world where everyone feels elegant, confident, and empowered. We aim to be a symbol of timeless beauty, grace, and sophistication. We en+ vision a future where our products and services inspire individuals to embrace their unique charm and inner radiance. We are committed to setting new standards of ele+ gance and making it accessible to all, so that feeling elegant becomes a way of life."

"Elegance is not about being noticed, it's about being remembered."

Logotype

Our Logo

The logo of '**Fourovr**' serves as the embodiment of our brand essence. It prominently features the face of a distinguished gentleman with a well-groomed beard, symbolizing sophistication and timeless elegance. This logo not only represents our commitment to enhancing one's innate charm but also stands as a recognizable icon of our brand. To ensure it effectively communicates our brand message, it is imperative that the 'Feel Elegant' logo is consistently displayed in a coherent, readable, and uncluttered manner, re+ inforcing the elegance it signifies.



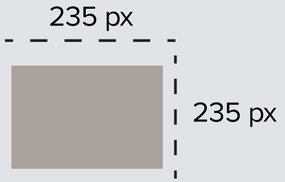
Fourovr

FEEL ELEGANT

Safe Space

To maintain logo clarity and readability in our communi+ cation, we need to establish a clear zone around it, free from any other elements. To prevent any legibility issues between the logo and other assets, none of the latter should encroach upon this designated area.





Solid Backgrounds

Please ensure there is always enough contrast when applying the logo, as legibility should be the number one priority.

So, if you’re using a dark background, please use the lighter logo, and vice-versa.









Color Palette

Black
#000000

Platinum
#e2e3e7

Rangoon Green
#191919

Davy Grey
#58595B

White
#FFFFFF

Martini
#aaa39d

Hero Color

Our hero color, Platinum, perfectly captures the essence of relax+ ation and rejuvenation that customers can expect to experience when they visit our alternative med spa.

Platinum is associated with sophistication and modernity, aligning with our brand's commitment to providing cutting-edge wellness services. This particular shade of Platinum exudes a sense of calm+ ness and serenity, which is exactly what customers can expect to feel when they step into the Fourovr Alternative Med Spa.

Platinum is the primary color used throughout the brand's visual identity, from the website to social media and interior design. It is used to create a consistent and cohesive look and feel that reso+ nates with customers and creates a memorable brand experience.

Platinum
#e2e3e7

RGB
226 | 227 | 231

Typography

Our Typefaces

Our typography selection uses a serif font, Gloock, for titles and headlines, which creates a harmonious contrast with Proxima Nova, a sans-serif family used for body text and subheaders. This allows for a clear distinction in the brand’s visual hierarchy, leading to easy to scan and consumable communication and content.

Each typeface reflects our brand's personality and ensures optimal readability across various mediums. From headlines to body text, we provide guidance on the appropriate usage and combinations of our typefaces.

Gloock
Titles & Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!?&%$()#”*;,

Proxima Nova
Body Text & Subheaders

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!?&%$()#”*;,

Gloock

Gloock is a contemporary high-contrast serif typeface intended for display use. It draws inspiration from newspaper's headlines but with a contemporary approach. Its main focus is the smooth relationship between the thin and thick strokes.

When used for headlines and titles in **Fourovr** branding, Gloock instantly captures attention and creates a visual hierarchy, guiding the viewer's eye to key information. It ensures that headlines stand out prominently, whether they are displayed in print materials or digital platforms.

DOWNLOAD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!?&%$()#”*;,

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!?&%$()#”*;,

Proxima Nova

Proxima Nova is a versatile and widely acclaimed sans-serif typeface that seamlessly blends contemporary elegance with exceptional legibility. Designed by Mark Simonson, this font combines geometric shapes with humanist characteristics, resulting in a modern and approachable aesthetic.

In **Fourovr** branding, the font Proxima Nova takes on a central role, bringing both attention-grabbing subheaders and essential textual elements to life allowing the brand to convey its message with impact. On the other hand, the clean and modern design of this font ensures maximum readability, making it ideal for body text and CTAs, where clarity and comprehension are essential.

DOWNLOAD

TIMELESS ELEGANCE: FOUROVR - WHERE YOUR JOURNEY BEGINS.

The End

THANK YOU