



# FW LUXE

## Décor & Lifestyle

### BRAND GUIDELINES

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# About FW LUXE

## **OUR MISSION AND VISION**

FW Luxe is a Canadian design and build service, as well as a lifestyle brand featuring décor, fashion, gastronomy, wanderlust, beauty and events. We aim to give style seekers a hub for decadent design, up-to-date trends and fashionable finds!



# FW LUXE:

Your one stop shop to affordable luxury!

-SAKINA KHAWAJA



# OUR STORY

## **BRAND POSITIONING**

Trend forward, affordable and glamorous

## **BRAND PERSONALITY**

Elegant, cosmopolitan and confident

## **TARGET MARKET**

Primarily a 20-45 year young female in her prime! Trendy, style-savvy women who enjoy travelling, culture and the finer things in life without the price tag. We cater to all of these wonderful beings, whether they stay at home, go to school, work part-time or full-time, or have their own business. Let's not forget the gentleman too- there is always sweet spot content for them as well.



# Our Core Values

## STYLE

The basis of brand.  
Thoughtful decor,  
elegant layouts  
and in vogue  
topics

## GROWTH

Education, culture  
and wisdom. We  
strive to inspire  
our audience  
every chance we  
get.

## CREATIVITY

Always evolve and  
implement new  
ideas. Think  
outside the box  
when it comes to  
working with  
trends.

## CONSISTENCY

Establishing  
brand uniformity  
allows for ease in  
recognition and a  
growth in  
identifying  
audience.

# MAISON FW LUXE

## A DIVISION OF FW LUXE

Since the summer of 2019, @fwluxe has launched a second Instagram page, @maisonfwluxe, to showcase some of our favourite designers/ influencers, exclusive FW Decor client projects, room inspirations, and the merchandise available for purchase on our website.

We recently began offering brand partnership opportunities to sell curated home hardware, furniture and accessories from the Maison FW Luxe e-commerce platform.

We have also launched a private label of custom throw pillows and home decor branded as Maison FW Luxe products.

# OUR DESIGN TOOLKIT

## VISUAL ELEMENTS





# INSPIRING BRANDS

JOANNA GAINES/ MAGNOLIA

<https://www.instagram.com/joannagaines/>  
<https://www.instagram.com/magnolia/>

GOOP

<https://www.instagram.com/goop/>

POOSH

<https://www.instagram.com/poosh/>

ELIZABETH METCALFE DESIGN

[https://www.instagram.com/emdesigninc/?utm\\_medium=copy\\_link](https://www.instagram.com/emdesigninc/?utm_medium=copy_link)

SECRETS OF A HOSTESS MAGAZINE

[https://www.instagram.com/secretsofahostess/?utm\\_medium=copy\\_link](https://www.instagram.com/secretsofahostess/?utm_medium=copy_link)

MARY MACDONALD INC

<https://www.instagram.com/marymcdonaldinc/>

HONEST BEAUTY

[https://www.instagram.com/honest\\_beauty/](https://www.instagram.com/honest_beauty/)

# OUR LOGO

## VISION AND INSPIRATION

- Avoid distorting the logo.
- Use the correct proportion.
- Keep the logo elements intact.

The logo for FWLUXE DÉCOR & LIFESTYLE is displayed on a white background. The word "FWLUXE" is written in a large, bold, black serif font. Below it, the words "DÉCOR & LIFESTYLE" are written in a smaller, black, all-caps sans-serif font, with the ampersand symbol centered between the two words.

FWLUXE  
DÉCOR & LIFESTYLE



# OUR COLOUR PALETTE

## VALUES

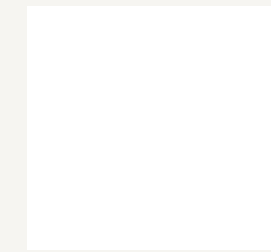
Visible on the website, online workshop and social media.  
Black, grey, white, gold and rose gold.  
Subtle splashes of colour as well.



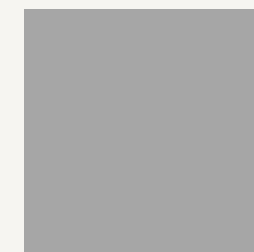
Splash of Colour



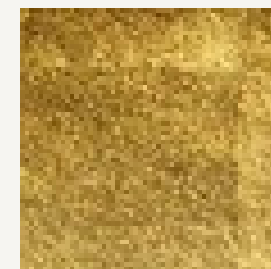
Black



White



Grey



Metallic gold

# TYPOGRAPHY RULES

## LOGO

logo - Badoni STD - Book

## WEBSITE

&

## MEDIA

Heading: Futura PT- Bold-  
300 Weight- Size 42

Sub Heading: Work Sans-  
400

Weight- Size 18

Body: Work Sans- 300

Weight- Size 16

Poster: Ambroise STD-400

Weight- Size 92

## WORKSHOP

Heading: Bodoni STD- Book,  
Sub Heading: DIN 2014 - Light  
(Available in adobe)  
Body: DIN 2014 - regular

# WORKSHOP RULES

## HOW WE PRESENT

**INTERIOR DESIGN**  
AS A BUSINESS

HEADER  
BODONI STD - BOOK  
\*IN SMALL CAPS\*

PANTONE P 36-11 C

SUB HEADER  
DIN 2014 - LIGHT  
\*IN SMALL CAPS\*

PANTONE P 36-11 C  
AT 30% OPACITY

5 PT STROKE

- It is the art or process of designing the interior decoration of a room or building.

BODY TEXT  
DIN 2014 - regular

# TEXT POST IDEAS

## FW LUXE - INSTAGRAM





# ON BRAND PHOTOGRAPHY

Bright and White. Hits  
of color (Preference to  
pink and gold).

Be mindful of clothing  
and interior colors  
when shooting.

VSCO and Canva are  
great tools for editing.



# PHOTOGRAPHY GUIDELINES



## SUBJECT

Fashion | Beauty | Decor | Books | Food.  
Travel | Events | Personal Life | Inspiration.  
Quotes | Products | Partnerships |  
Workshop | Ecommerce.



## COMPOSITION

Variety | Mix up close, faraway and  
downward views on Instagram feed |  
Lots of white backgrounds



## TONE

Bright and white | No rustic or  
vintage filters | We want it clear and  
inviting

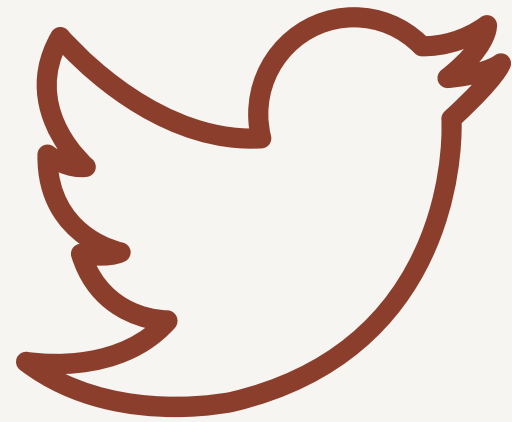


# UPLOADING AN EDITORIAL



1. Go to 'pages' on Square Space site.
2. Click 'add page' (+) under desired blog section in the footer navigator, not the lifestyle section. Select 'About' Page.
3. Click and drag the new, titled, page to the top of its list so as it is the first to be seen. Ensure that all necessary details are put into the page by selecting the block. Don't forget to upload a central image.
4. Heading: Bold Header 1, centered.
5. Upload desired images by clicking edit. You can change these images into slideshow gallery by clicking 'design'. The main image should carry the date, admin, lifestyle page link and photographers name in the ext box below.
6. Social links are added below main image.
7. To add additional element, hover over grey circles until they appear as a line. Click and add your desired bits. They can all be clicked and dragged to your desired location.
8. Go to the 'FW Lifestyle' folder where it houses the image libraries. Find your matching page and add a new poster.
9. Under 'design' in the image window, link the article under content, the poster should be clickable on image as well.
10. Write title on poster in all caps.
11. On FW Luxe's home page, upload a poster under trending as well.
12. You have just successfully uploaded an article! Now it's time to upload them to socials.

# SOCIAL BRANDING STRATEGIES



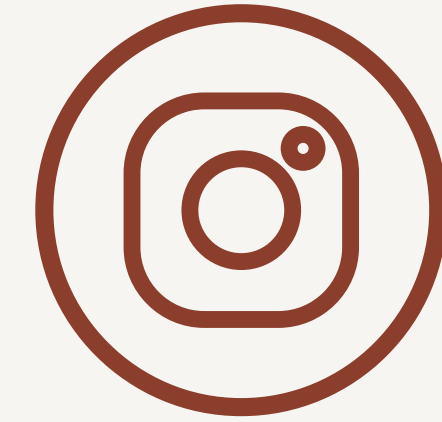
## TWITTER

- Lifestyle Editorial Post
- Sponsored Ads
- Maison FW Luxe features
- <https://twitter.com/fwluxe>



## FACEBOOK

- Lifestyle Editorial Posts
- Sponsored Ads
- Maison FW Luxe features
- <https://www.facebook.com/fwluxefwdecor>



## INSTAGRAM FW LUXE

- 2-3 posts for lifestyle + 1 inspiration post
- Insta story = everyday randomness and reminders for new posts.
- Sponsored Ads
- <https://www.instagram.com/fwluxe/>

# SOCIAL BRANDING STRATEGIES



## LINKEDIN

- Weekly content update
- Advertise workshop
- Corporate information and identity with a community
- Job postings
- Business card
- <https://www.linkedin.com/company/fwluxe/>



## PINTEREST

- Lifestyle blog Posts
- Sponsored Ads
- Maison FW Luxe features
- [https://www.pinterest.ca/fwluxe/\\_created/](https://www.pinterest.ca/fwluxe/_created/)



## MAISON INSTAGRAM

- 1 daily design tip, fw design work, inspiration image or product.
- Link to Maison FB page
- Product info for ecommerce with a link
- <https://www.instagram.com/maisonfwluxe/>

ABOUT  
THE  
CREATIVE  
DIRECTOR



SAKINA  
KHAWAJA

Interior Designer  
Marketing Expert  
Wife  
Mother  
Optimist

# CONTACT US

For Questions & Clarifications:

## **MAILING ADDRESS**

295 Robinson Street, Oakville, Ontario

## **PHONE NUMBER**

416.727.6262

## **EMAIL ADDRESS**

Contact@fwluxe.com

## **COMPANY WEBSITE**

<https://www.fwluxe.com/>

