Brand Identity Guide — Fashion Retail

pixie

A little bit of wing, wherever she goes.

Pixie sells clothing that moves — the mark is a wing caught mid-flight inside a full moon of magenta. This guide sets how that mark, its color, its type, and its voice carry across the storefront, the hang tags, the packaging, and everything in between.

The mark

The wing and the circle are one shape, not two — the wing is cut from the magenta disc, not placed on top of it. Keep them together at every size.



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On white or Ivory, this is the everyday lockup — packaging, signage, the site header.



On Blush, for softer moments — gift notes, tissue paper, seasonal collections.



On Plum, for evening-facing moments — sale events, the shopping bag, outerwear tags.



Clear space: keep a margin equal to the radius of the disc on every side of the full lockup. Nothing crosses that line — not a price, not another mark, not the edge of a bag.



Minimum size: the mark alone reads down to 24px (a favicon, a button). Below a 1in hang tag, drop the wordmark and use the mark by itself.

Color

Pixie Magenta is the one loud color in the palette — everything else exists to let it stand out, not to compete with it.

Pixie Magenta

Primary — the mark, key moments

HEX C93893
RGB 201, 56, 147

Plum

Ink & dark surfaces

HEX 3A1030
RGB 58, 16, 48

Blush

Soft backgrounds

HEX F7E8EF
RGB 247, 232, 239

Ivory

Default background

HEX FFFBF9
RGB 255, 251, 249

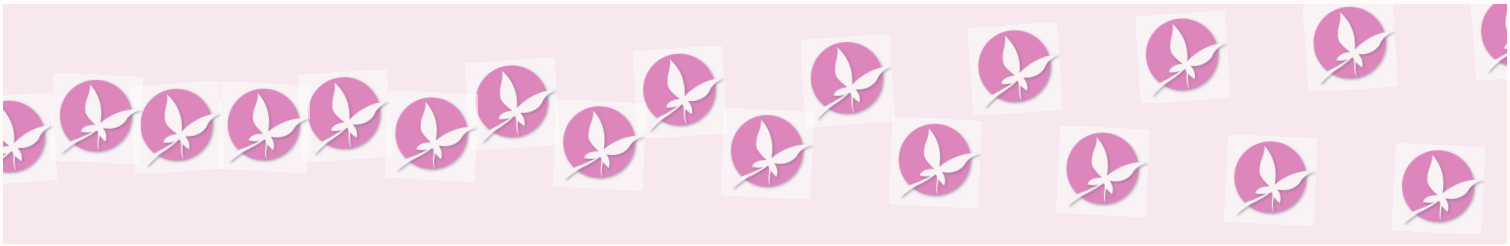
Type

Cormorant Garamond, always italic, carries anything with feeling — a headline, a sale, a wordmark treatment. Jost stays upright and does the practical talking: prices, sizes, care instructions.

Display	***New in this week.***
Heading	*Made to move with you.*
Label	Size — small, medium, large
Body	Body copy sets in Plum on Ivory or Blush, and in Ivory on Plum. Keep Magenta for the mark and for short accents — a price, a single word of emphasis — rather than paragraphs, where it's harder to read.

The wing, repeated

The wing shape on its own becomes a pattern for the parts of the brand that aren't the logo — tissue paper, the inside of a box, a garment bag.



Scatter the mark at small scale, loosely and at varied angles — never gridded, never perfectly even. It should feel dropped, not printed.

Using the mark

Right



Full color, on an approved background, with its clear space intact.

Not this



Don't recolor the disc, add a stroke, or drop a shadow behind it.

Right



Scaled proportionally, wing and circle locked together.

Not this



Don't stretch the disc, rotate the wing, or separate the two.

Voice

Pixie talks the way a favorite shop assistant does — warm, a little playful, never pushy.

Warm	Write like you're glad she walked in. "You'll love how this moves" beats "Premium fabric technology."
Light	A little wit is welcome. Never at the customer's expense, and never forced into every line.

Unhurried	No countdown clocks, no "last chance" panic. Confidence doesn't need urgency to sell.