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The Introduction

The Overview

This document is created for the teams and partners building marketing, communications and product experiences for Maison Margiela. Our intent is to provide consistency, simplicity and clarity as we build the Maison Margiela brand. As with all great brands and products, this document will evolve with time. We'll revise this content as our strategy and products develop.

The Maison

Maison Margiela is a Parisian haute couture house founded on ideas of nonconformity and the subversion of norms.

Appointed Creative Director in 2014, the British couturier John Galliano exercises his visual language to expand on the grammar of Maison Margiela, creating a new technical vocabulary that cements the house's position as a singular and autonomous entity in the realm of luxury.

Daring and ambiguous, Maison Margiela designs Haute Couture ("Artisanal"), women's and men's ready-to-wear, bags, shoes, small leather goods, fine jewelry, fragrances, interior design objects and MM6, its contemporary line.

0 1 2 3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
Maison Margiela
PARIS



The Ambition

The Maison celebrates unconventional aesthetics and embraces the philosophy that fashion is an artistic expression rather than a cult for personality.

The Mots

In developing the visual identity for avant-garde powerhouse Maison, we kept in mind a few words are the driving force behind the brand as well as our design.

unconventional

AVANT-GARDE

autonomy

LUXURIOUS

non-conformity

ARTISTIC

contemporary

AESTHETIC

expressive

The Visual Identity

The Visual Motif

The Maison is known for its prowess in avant-garde fashion as well as their signature luxury goods that dominate the contemporary market. To best represent this, we present to you; The Crown.

The Crown.

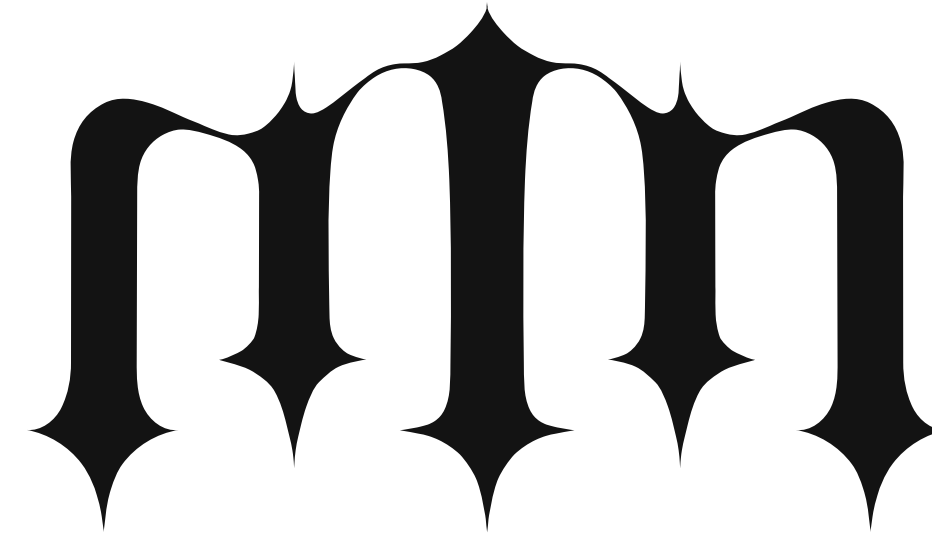
A motif worthy of contemporary avant-garde royalty could only be a crown. People flock to Maison for their out of the box and rather outlandish take on fashion, still yet tinged with class and a look like no other.

The crown represents the Maison's will to stay at the top, as well as their untouchable aura.

The Logo

Variant 1 - The Crown

The newly created logo for the Maison features two opposite facing M's in a heavy blackletter type shaped like a crown.



Variant 2 - The Wordmark

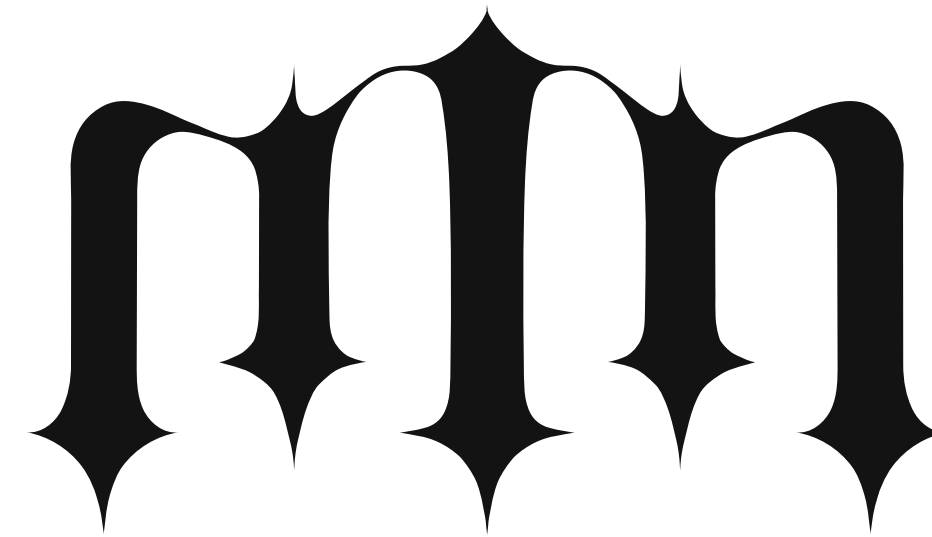
The wordmark features a classic and elegant sans serif typeface that highlights the contemporary aspect of the brand.

MAISON MARGIELA

Variant 3 - The Crown + Wordmark

(Primary Lockup)

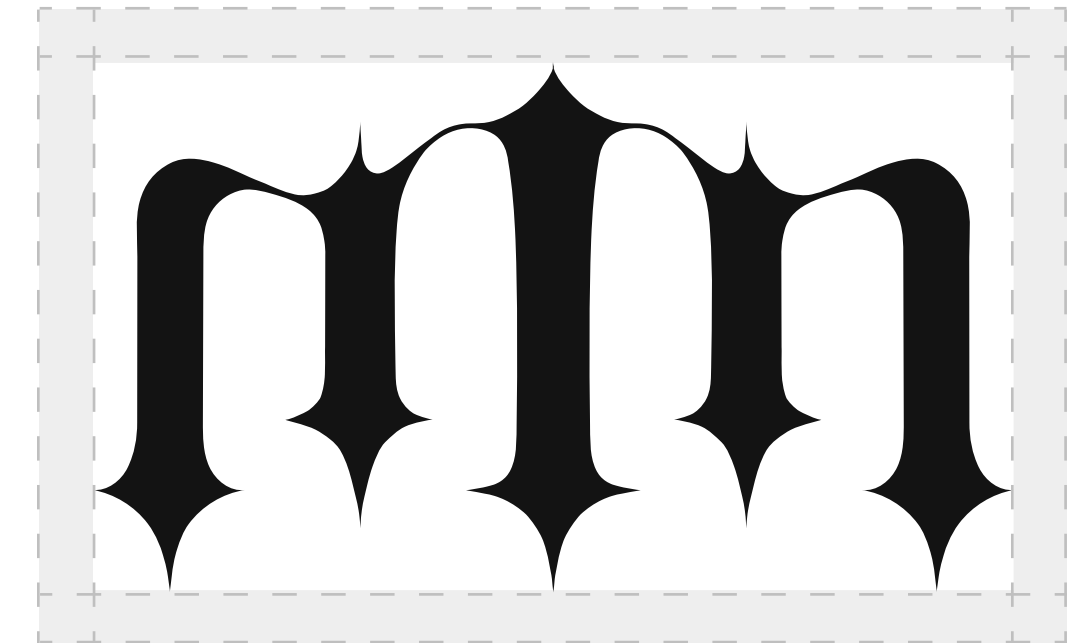
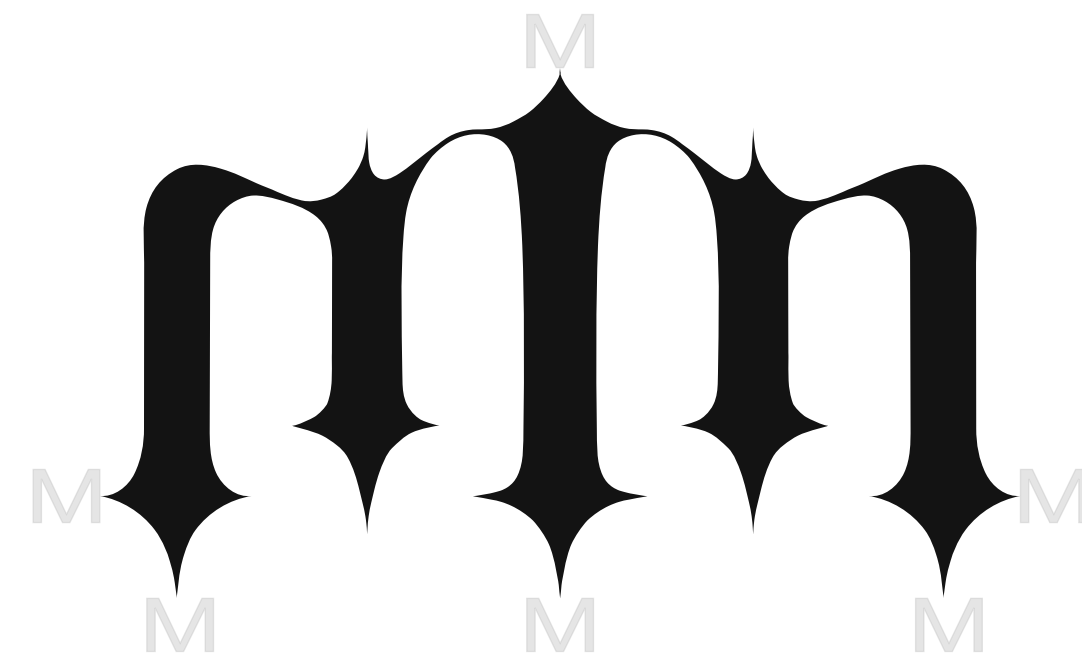
The combination of the two yielding a powerful and striking duo.



MAISON MARGIELA

The Clearspace

The safe zone for each of the logos must be the height of the capital 'M' in proportion to the respective logo.



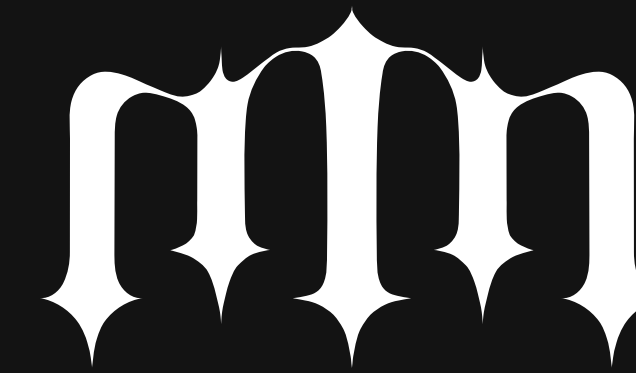
The Logo Colour Matrix

Over White

Over Black

Over Imagery

Variant 1 - The Crown



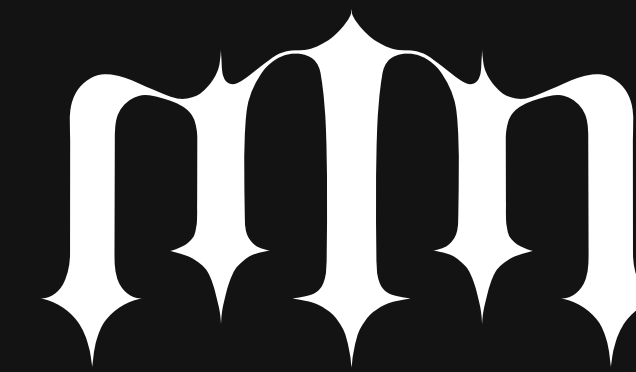
Variant 2 - The Wordmark

MAISON MARGIELA

MAISON MARGIELA

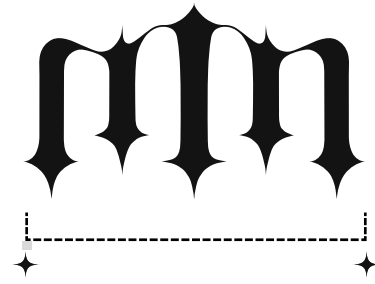
MAISON MARGIELA

Variant 3 - The Crown + Wordmark



The Minimum Sizes

Variant 1 - The Crown



Digital :
128.38 x 74.01



Print :
2 cm x 1.2 cm

Variant 2 - The Wordmark



Digital :
235 x 26

MAISON MARGIELA

Print :
6cm x 0.4

Variant 3 - The Crown + Wordmark



Digital :
209.3 x 152.15



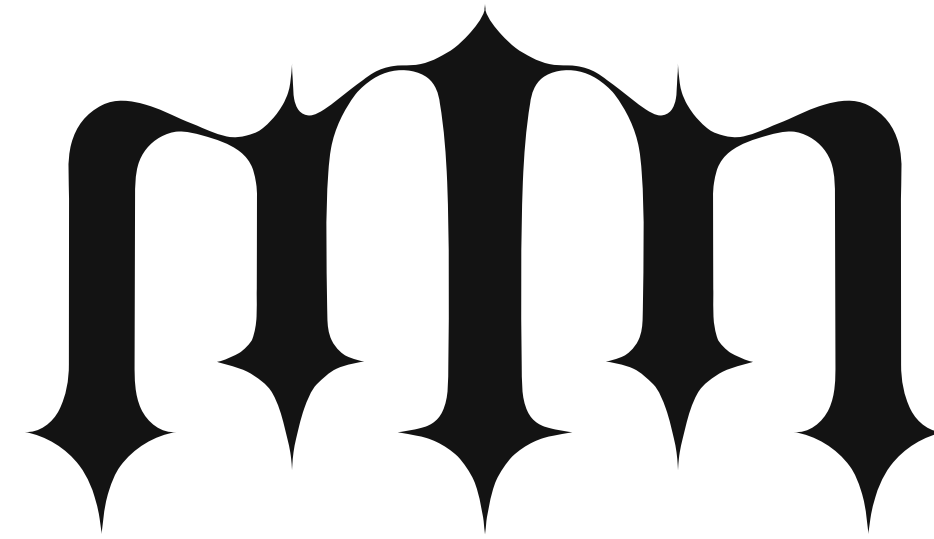
Print :
8.5cm x 5cm

The Usage

Each of the logos must be used in their original form, and without ever having an outlines stroke and empty fill colour.

The logos must not be rotated to any degree except for when being used as graphic elements, in such a case, the logo may be subject to 90°, 180°, 270°, and 0° rotations only.

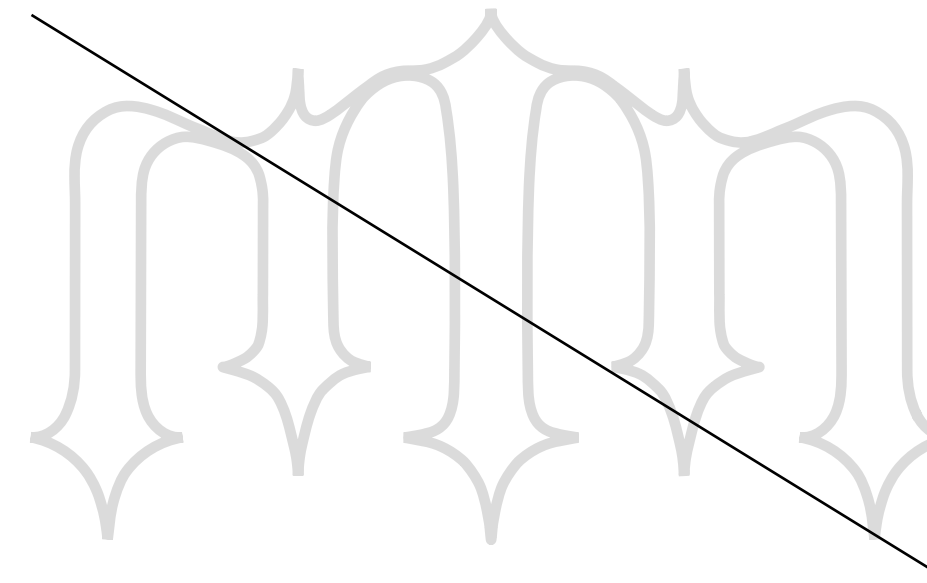
Correct Usage ✓



Correct Usage ✓

MAISON MARGIELA

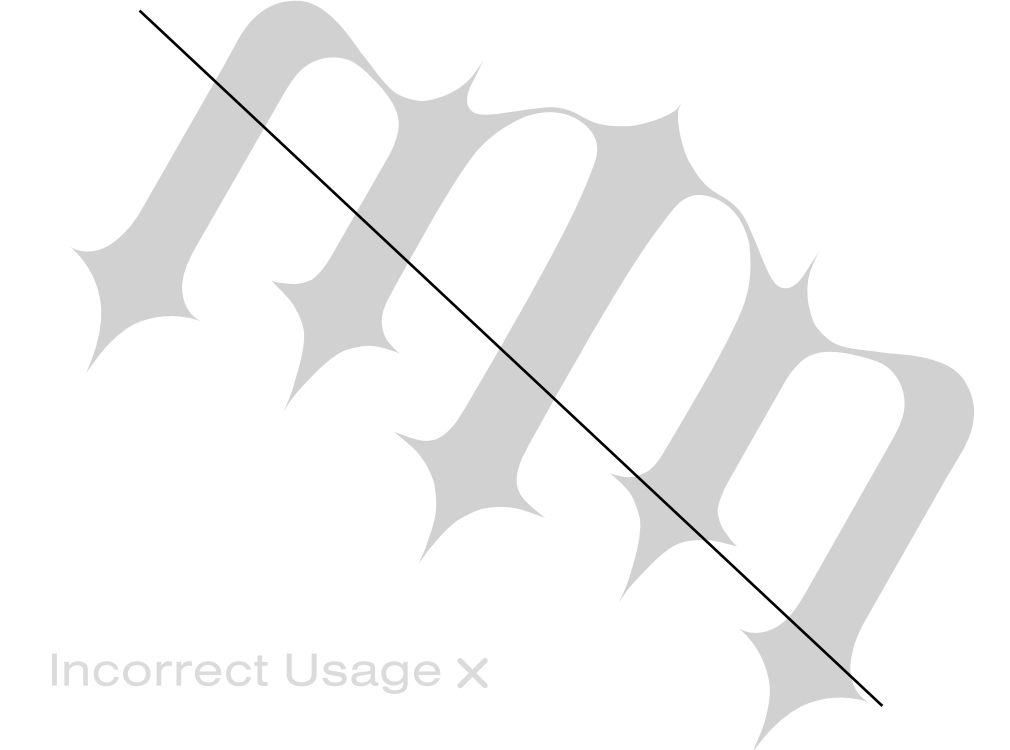
Incorrect Usage x



Incorrect Usage x

MAISON MARGIELA

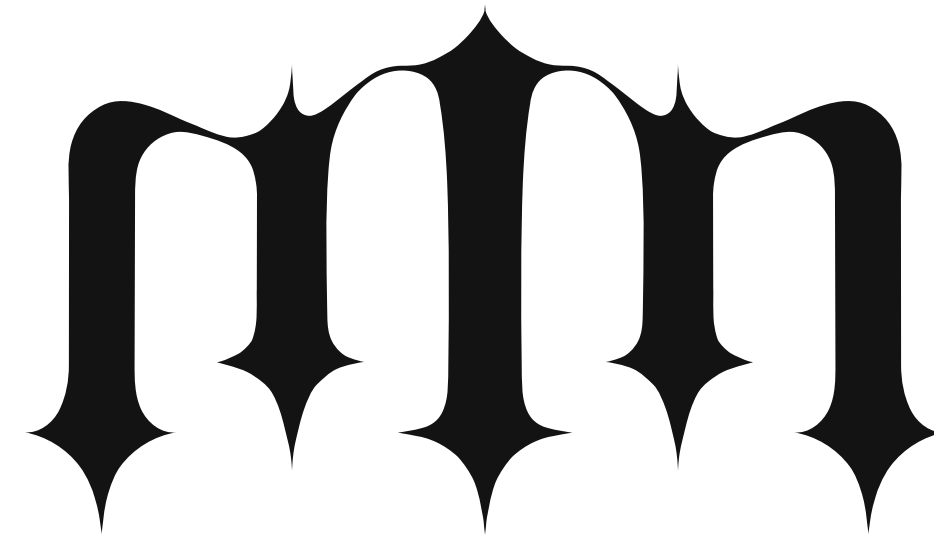
Incorrect Usage x



Incorrect Usage x

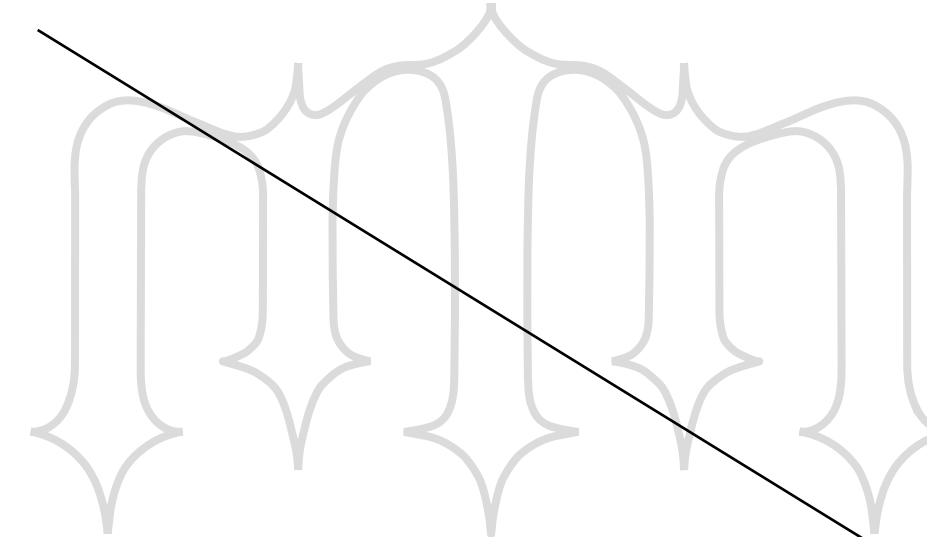
MAISON MARGIELA

Correct Usage ✓



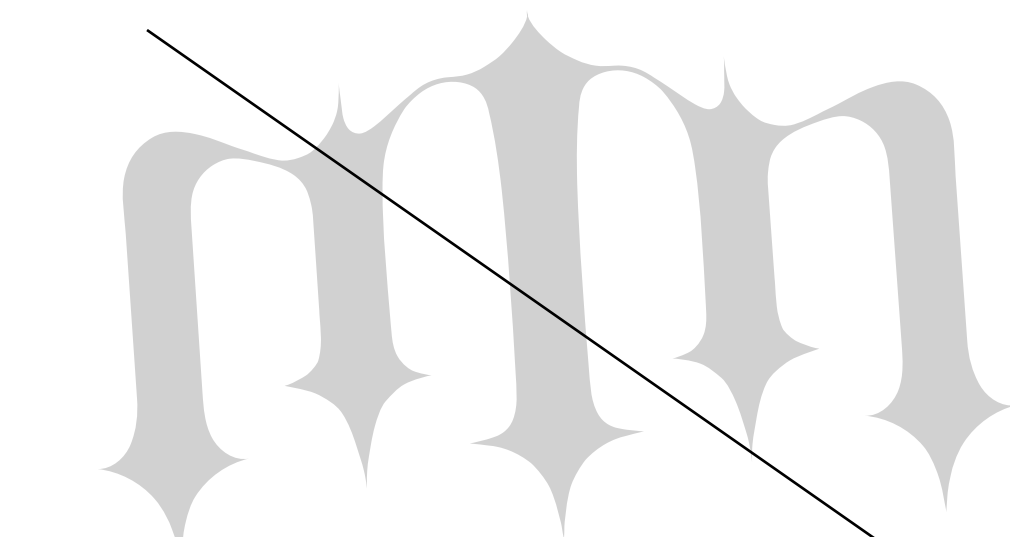
MAISON MARGIELA

Incorrect Usage x



MAISON MARGIELA

Incorrect Usage x



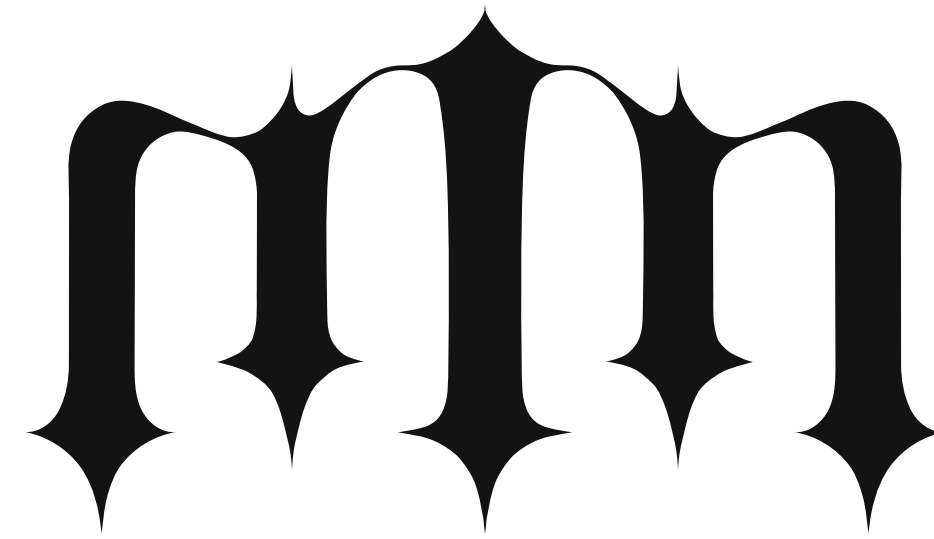
MAISON MARGIELA

The Usage

The logos will not exceed the minimum size restrictions stipulated for both print, and digital uses.

The only colour to be used for the logos will be #131313 (black) and #FFFFFF (white).

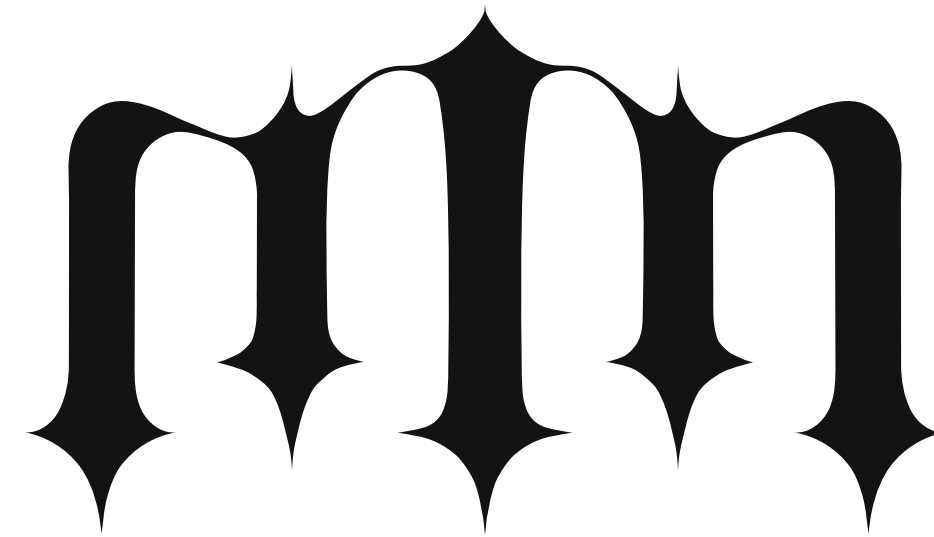
Correct Usage ✓



Correct Usage ✓

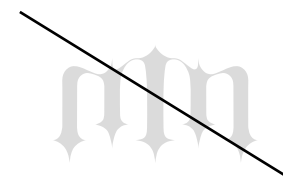
MAISON MARGIELA

Correct Usage ✓



MAISON MARGIELA

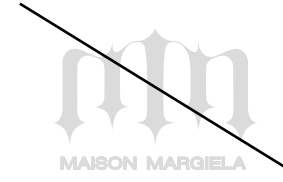
Incorrect Usage ✗



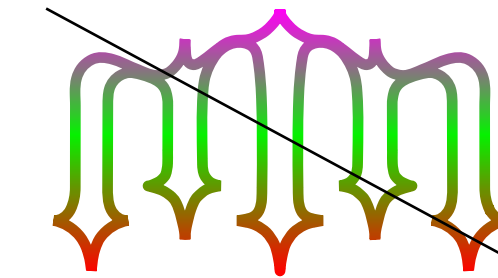
Incorrect Usage ✗

MAISON MARGIELA

Incorrect Usage ✗



Incorrect Usage ✗



Incorrect Usage ✗

MAISON MARGIELA

Incorrect Usage ✗

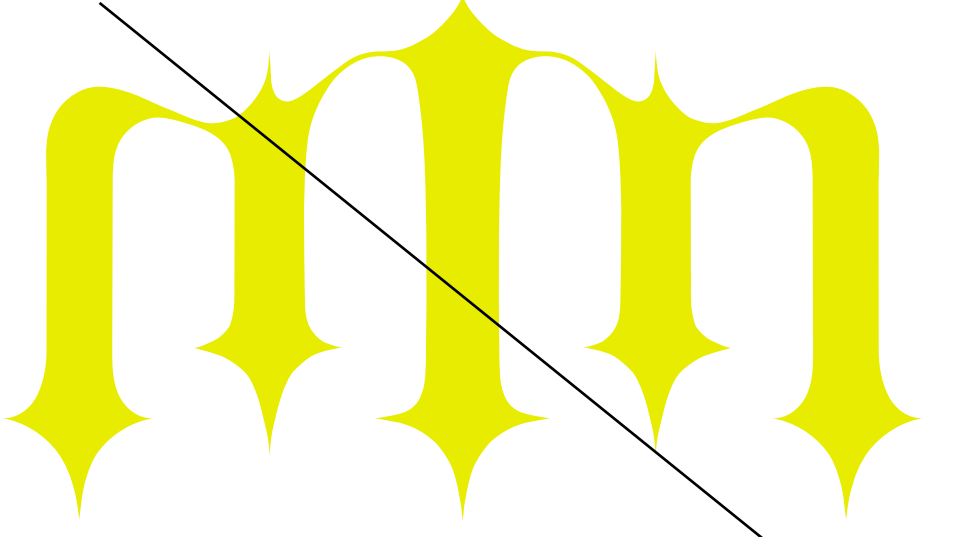


Incorrect Usage ✗

Incorrect Usage ✗

MAISON MARGIELA

Incorrect Usage ✗

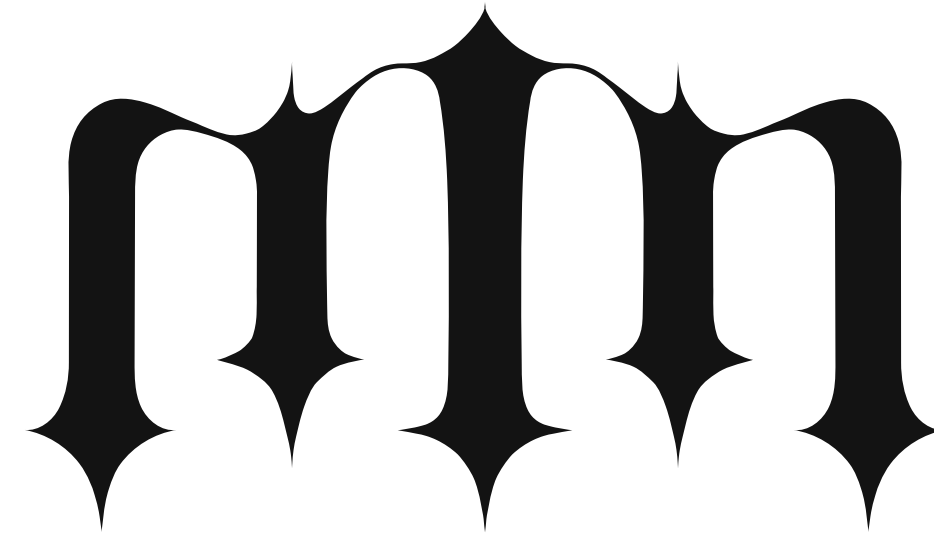


MAISON MARGIELA

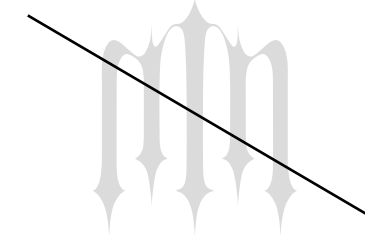
The Usage

The logos act independently and are not to be placed within any other shape.

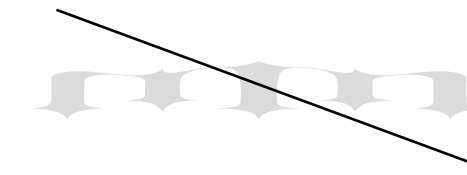
Correct Usage ✓



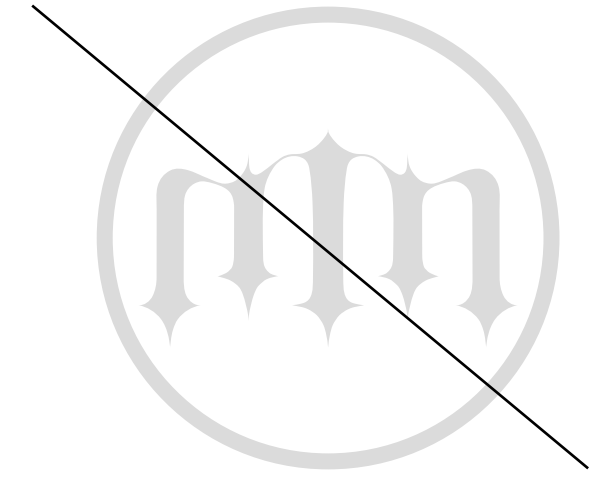
Incorrect Usage X



Incorrect Usage X



Incorrect Usage X



The logo shall not be warped or distorted in any way.

Correct Usage ✓

MAISON MARGIELA

Incorrect Usage X



Incorrect Usage X



Incorrect Usage X



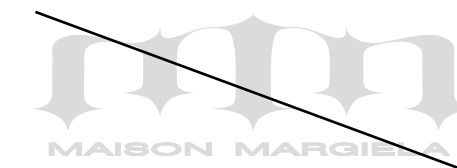
No typeface other than the official one shall be used for the logotype.

Correct Usage ✓

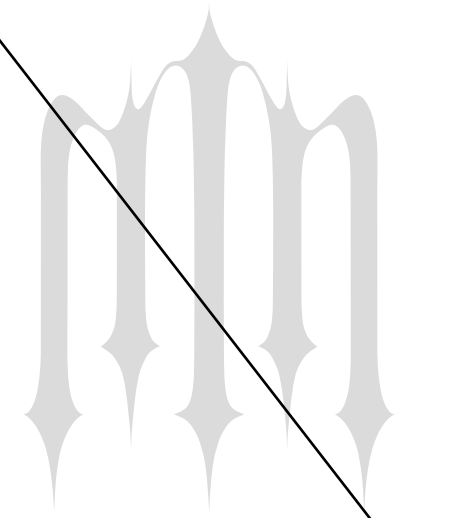


MAISON MARGIELA

Incorrect Usage X

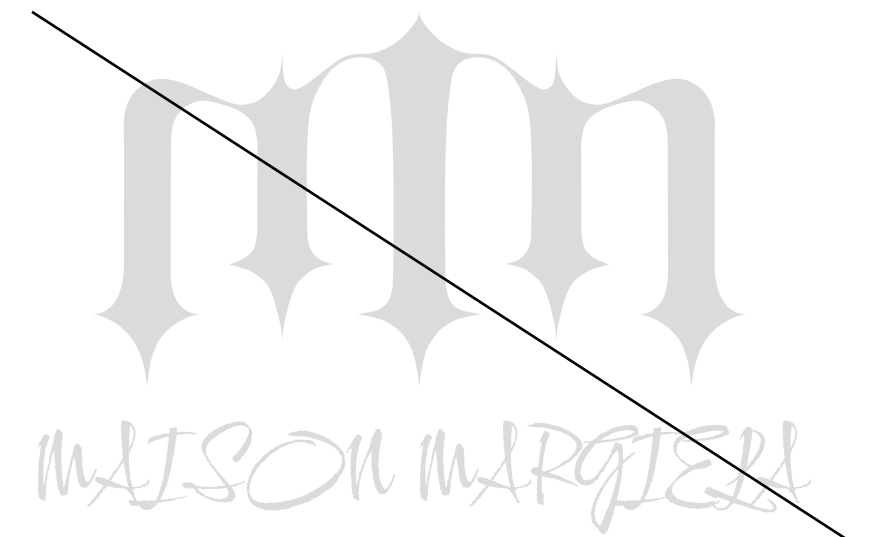


Incorrect Usage X



MAISON MARGIELA

Incorrect Usage X



MAISON MARGIELA

The Logo Motion

The motion graphic for the logo is a short narrative of a star slowly spreading its influence and morphing into the iconic crown; mimicking the Maison's place in the fashion world.

The Lockups

Primary

This is the lockup to be used in most, if not all, cases, especially when viewed at a large scale such as posters, billboards.



Secondary

This lockup is to be used in cases when the primary lockup cannot be used beyond its minimum size.



Tertiary

To be used as a last resort in cases with less vertical space and more horizontal, lengthwise space.



The Lockups

Primary

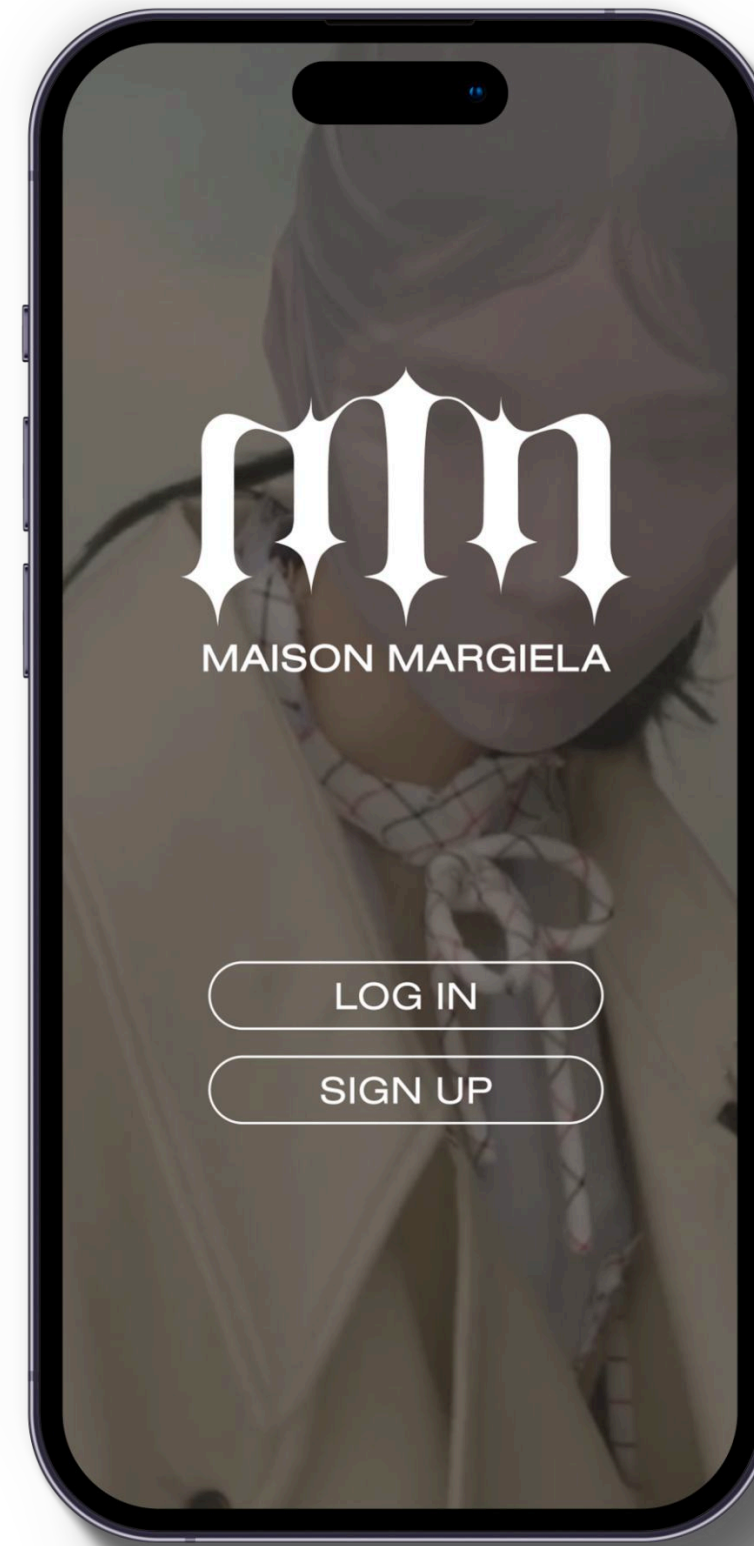
This is the lockup to be used in most, if not all, cases, especially when viewed at a large scale such as posters, billboards.

Secondary

This lockup is to be used in cases when the primary lockup cannot be used beyond its minimum size.

Tertiary

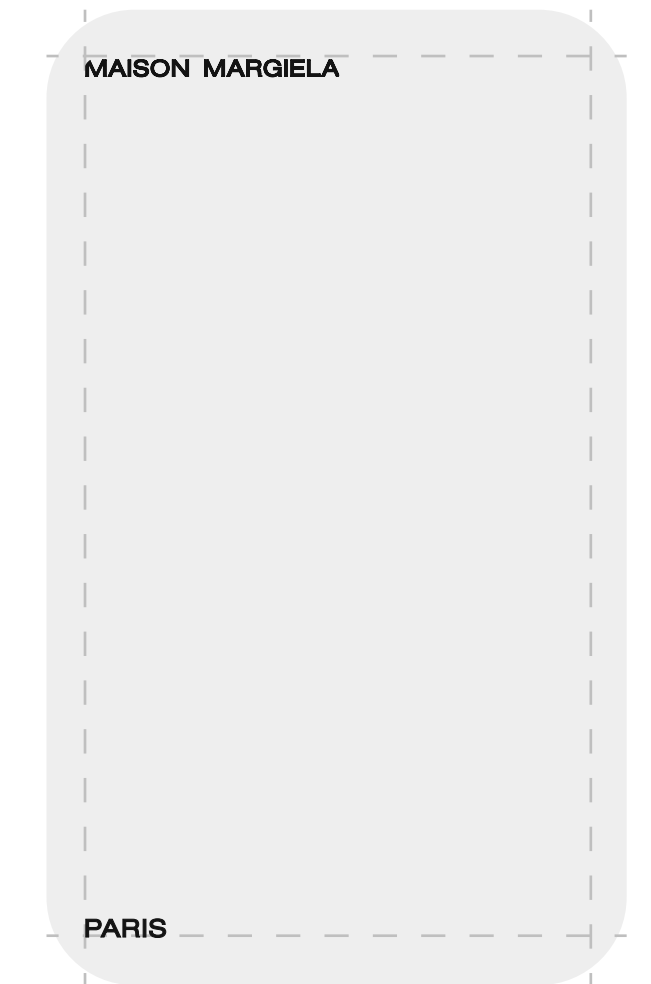
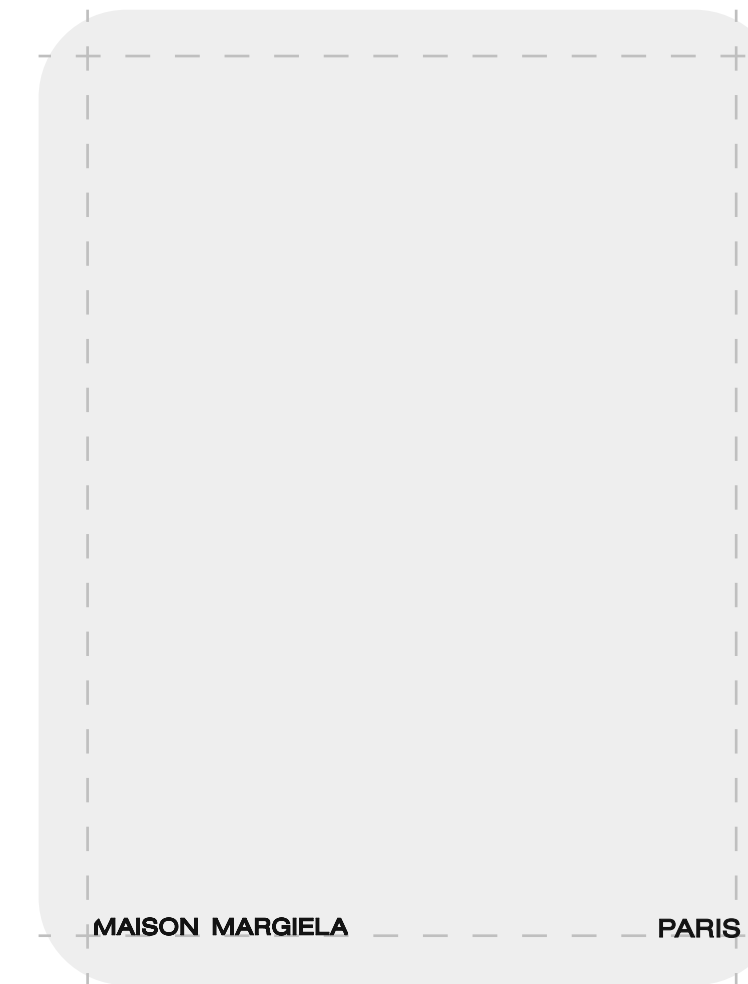
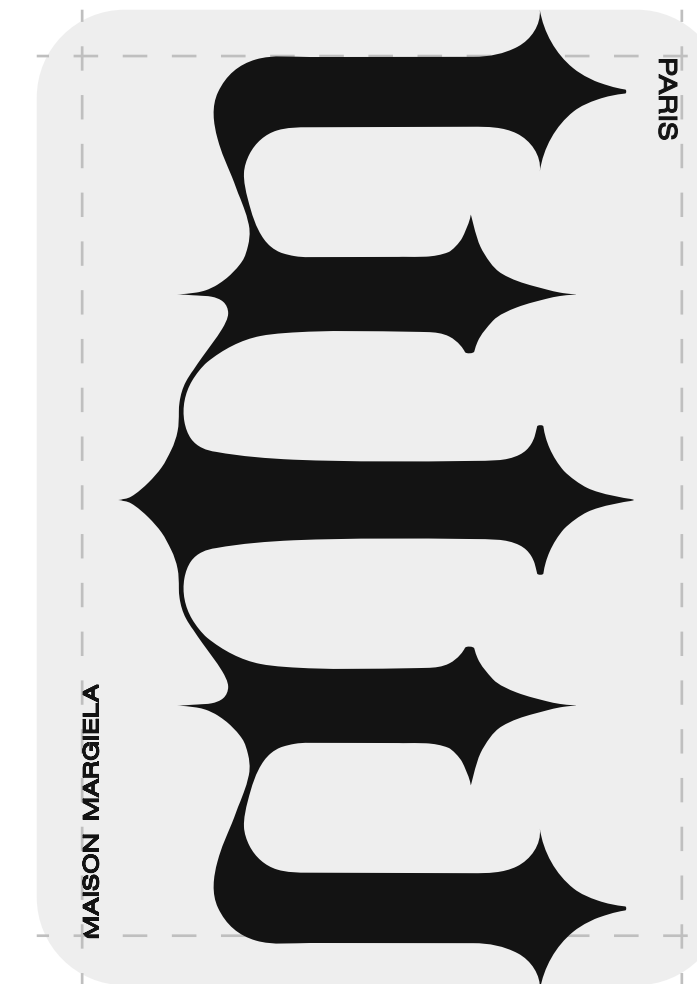
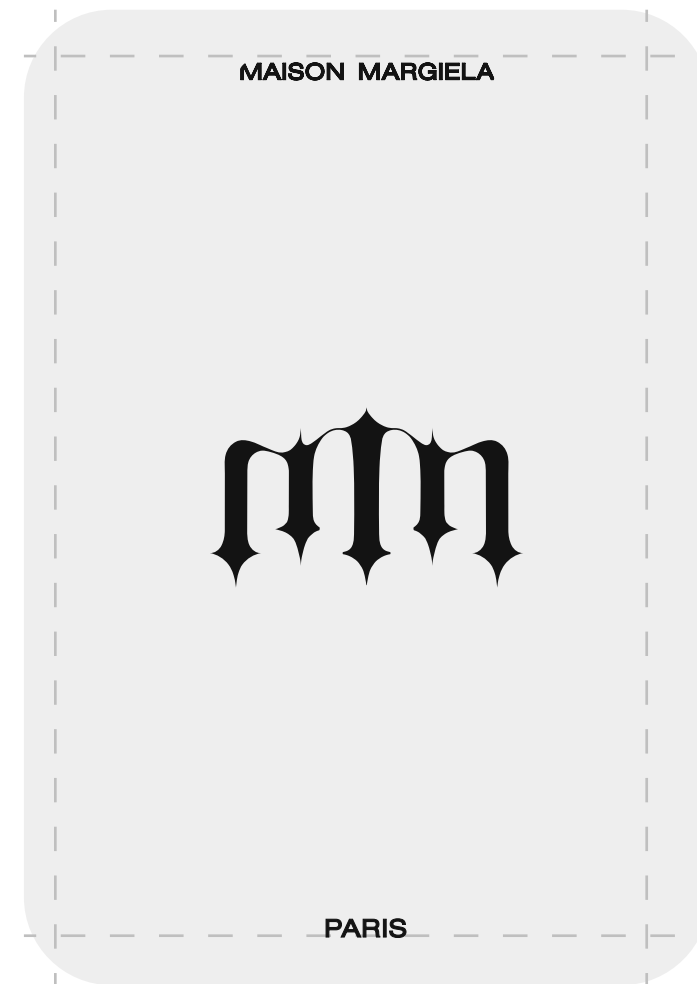
To be used as a last resort in cases with less vertical space and more horizontal, lengthwise space.



The Brand Communication Placements

Primary

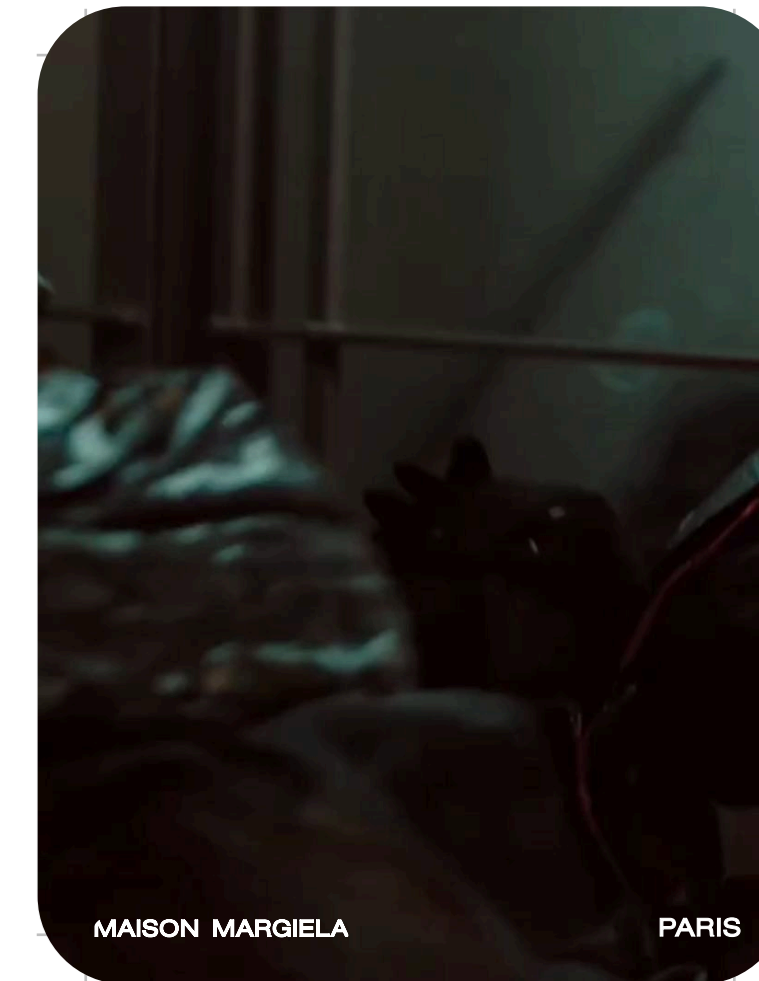
This is the lockup to be used in most, if not all, cases, especially when viewed at a large scale such as posters, billboards.



The Brand Communication Placements

Primary

This is the lockup to be used in most, if not all, cases, especially when viewed at a large scale such as posters, billboards.



The Nombre System

The Maison uses a number system for easy and quick identification of all its products. This system has since become a signature for the brand.

0	"Artisanal" collection for men and women	13	Objects and catalogs
1	Women's collection	14	Man's wardrobe
2		15	
3	Fragrances	16	
4	Woman's garderobe	17	
5		18	
6	MM6	19	
7		20	
8	Eyewear Collection	21	
9		22	Shoes
10	Man's Collection	23	
11	Accessories		
12	Jewelry		

The Colours

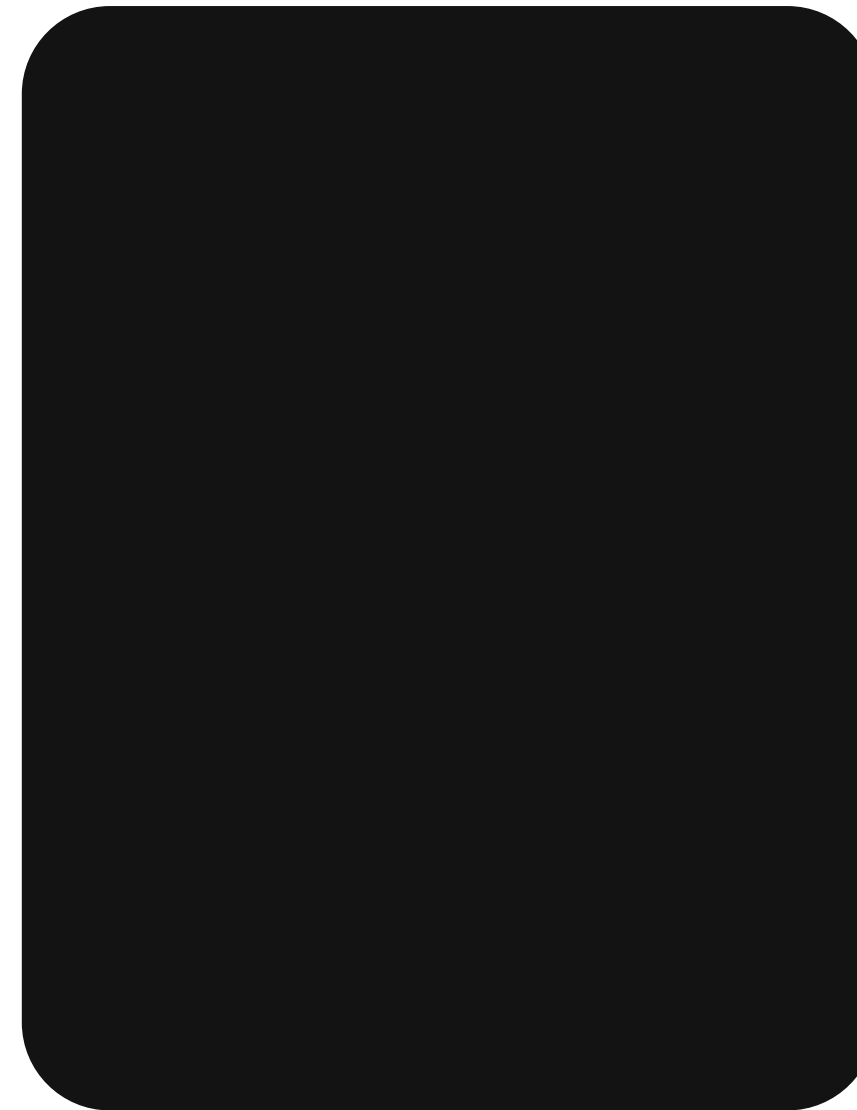
The Colours

The Maison operates mostly within the confines of these three colours for their visual identity.

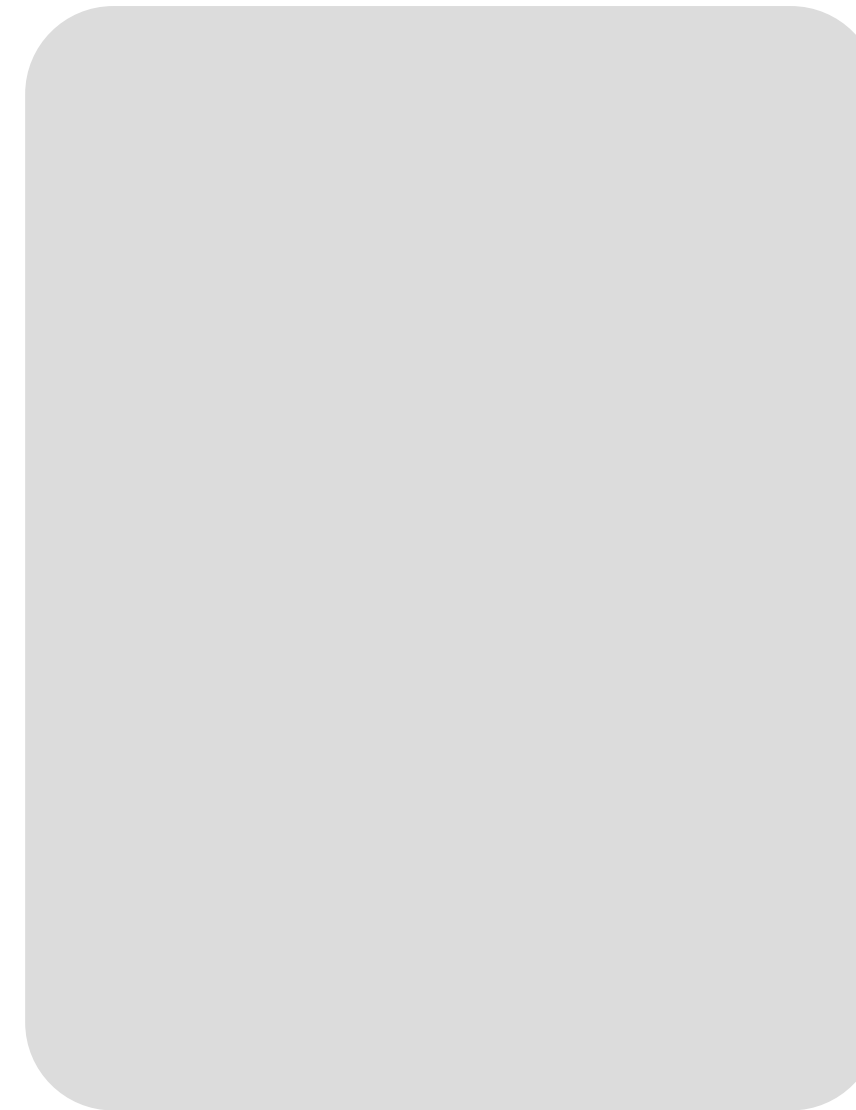
The Maison Noire

The Maison Gris

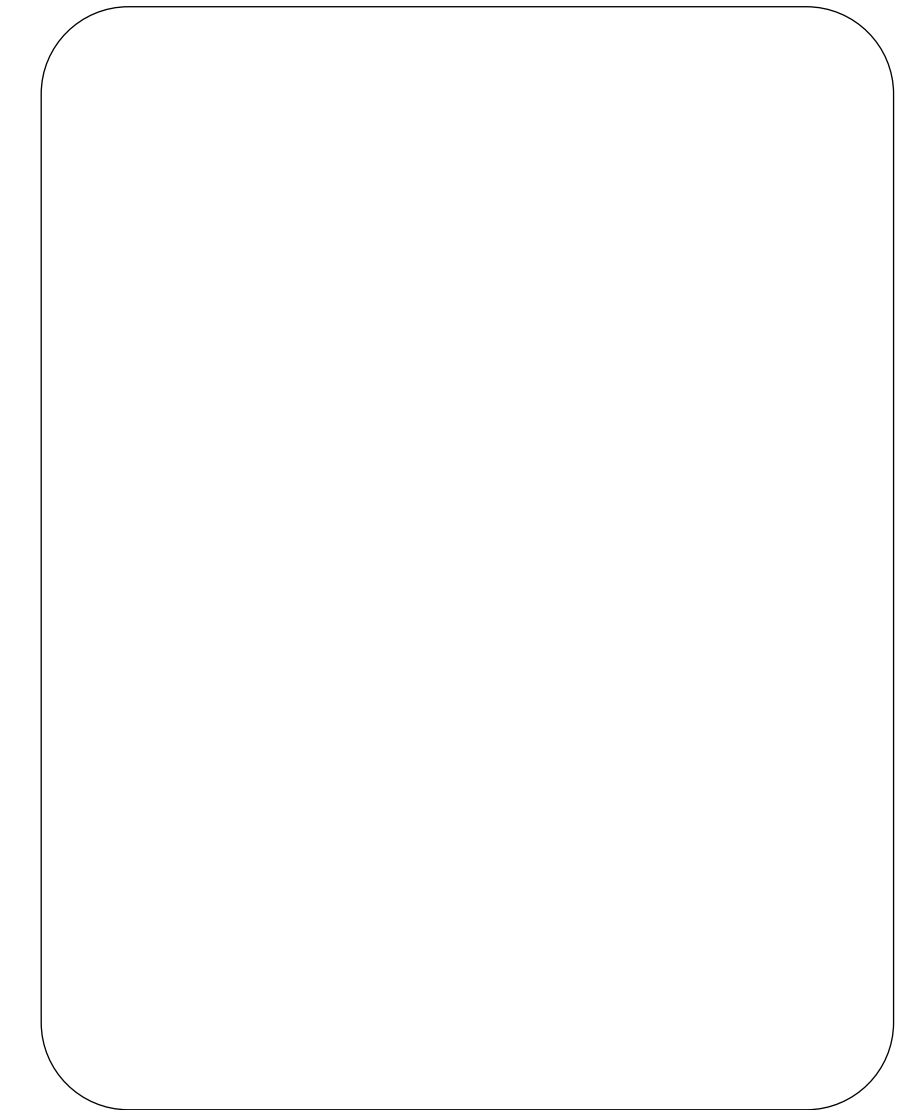
The Signature Blanc



The Maison Noire
RGB - 19, 19, 19
HEX - #131313
CMYK - 0%, 0%, 0%, 93%



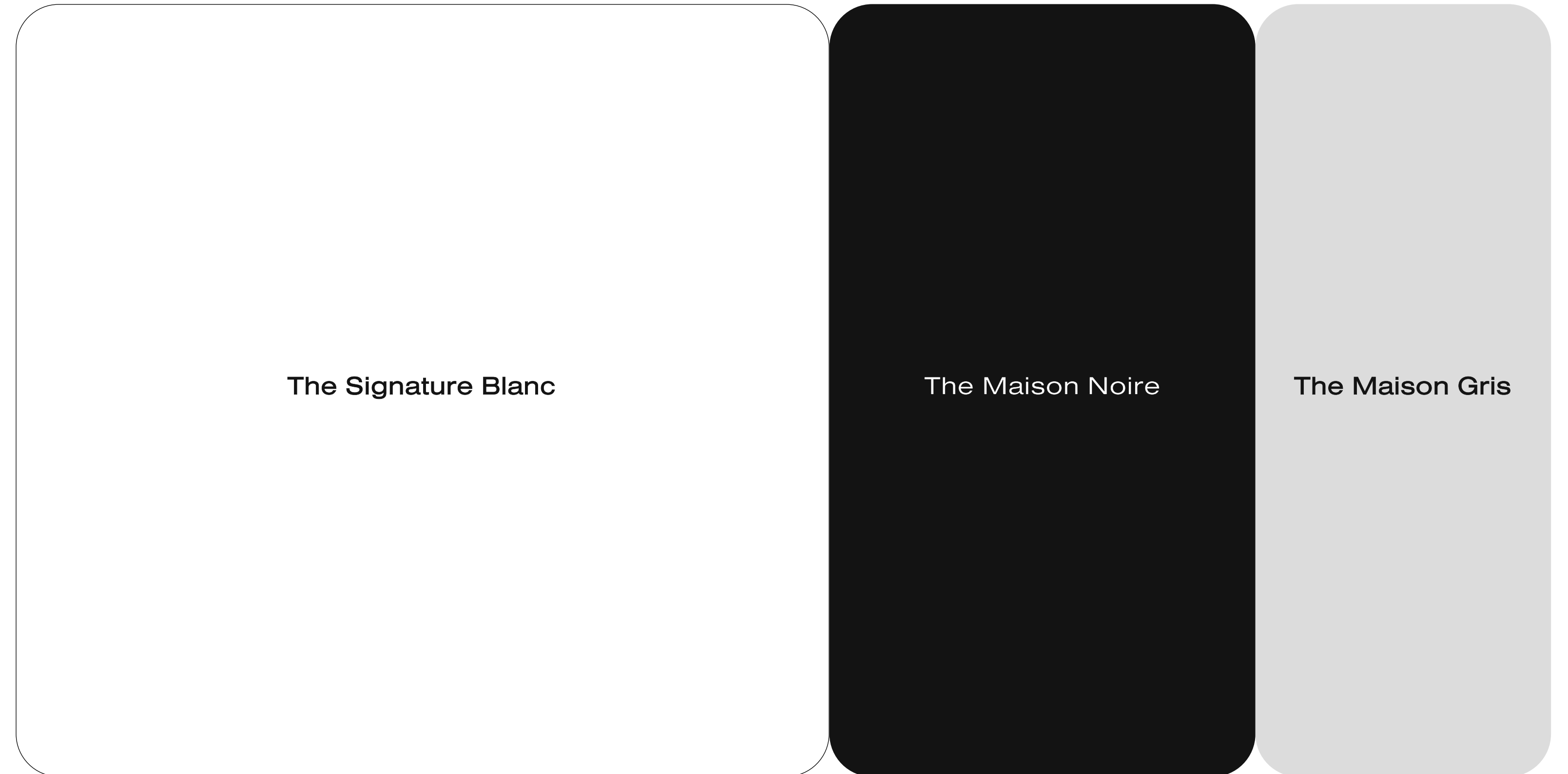
The Maison Gris
RGB - 220, 220, 220
HEX - #DCDCDC
CMYK - 0%, 0%, 0%, 14%



The Signature Blanc
RGB - 255, 255, 255
HEX - #FFFFFF
CMYK - 0%, 0%, 0%, 0%

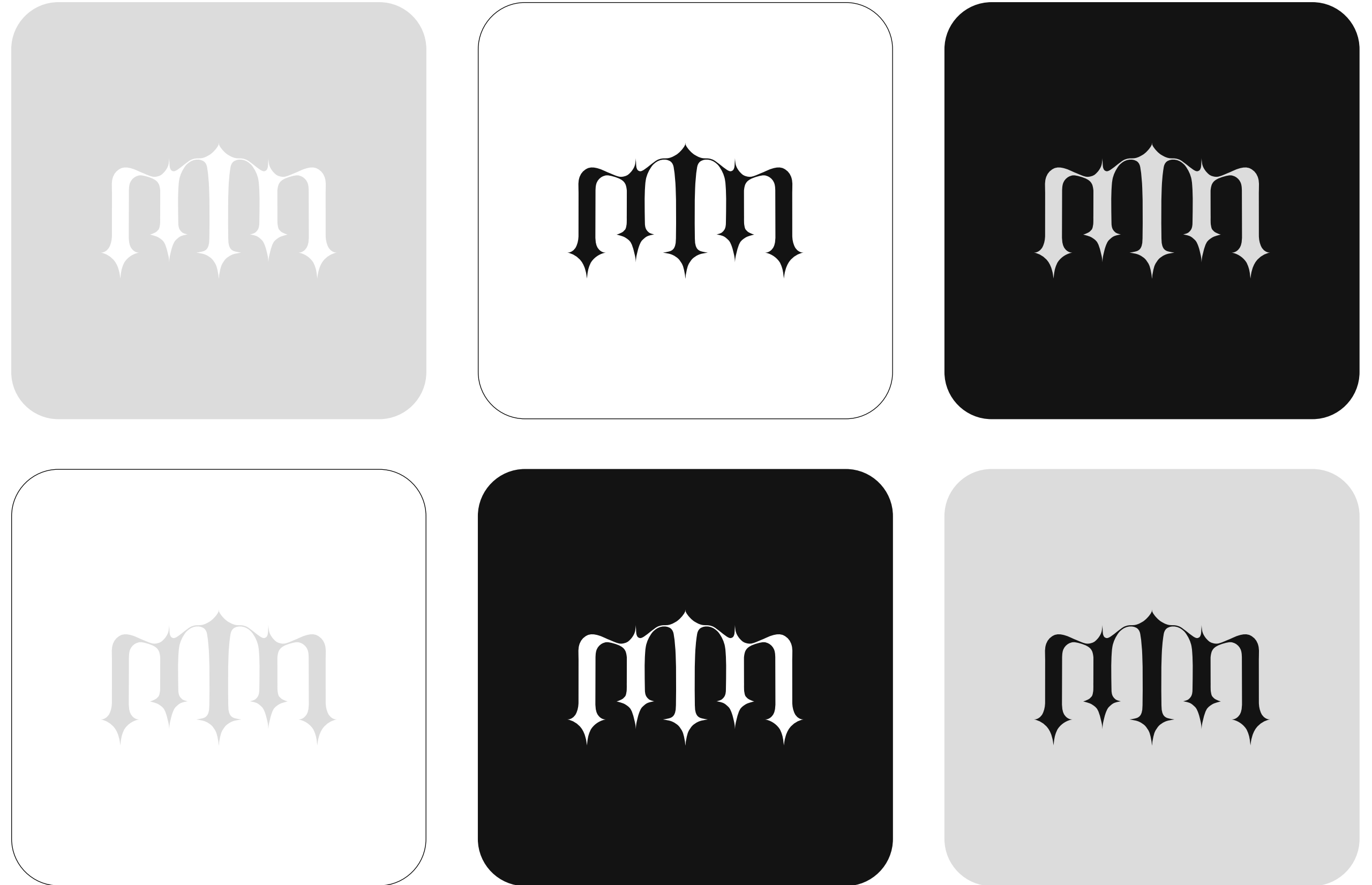
The Colour Use

The use of colours are approximately in the adjoining proportion.



The Colour Combinaison

The use of colours are approximately in the adjoining proportion.



The Typographie

The Typeface

To embrace the contemporary world, Maison has chosen a modern sans-serif that holds its own among the newest of things, all while maintaining its subtle elegance and timeless class.

This type is used for most typography related to the brand, with a 0.3 stroke in the same colour as the type.

Nimbus Sans Extd

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () - + = _ /
\ [] { } ? . , ; ' : ”

The Typeface

A clear contrast to the main type is this gorgeous blackletter type that pushes the boundaries of avant-garde just as the Maison does. This is the very type that inspired the new logo.

Sabin
Typeface

A B C D E F G H I J K
L M N O P Q R S T U V W
X Y Z

a b c d e f g h i j k l m n o p
q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () - + = _ /
\ [] { } ? , . ; ' : ”

The Typeface

A clear contrast to the main type is this gorgeous blackletter type that pushes the boundaries of avant-garde just as the Maison does. This is the very type that inspired the new logo.

Sabin
Typeface

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () -
+ = _ / \ [] { } ? , . ; ' " ' "

Sabin
Typeface

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () -
+ = _ / \ [] { } ? , . ; ' " ' "

Sabin
Typeface

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () -
+ = _ / \ [] { } ? , . ; ' " ' "

The Typesetting

Headlines

The headline type is in all caps with a 0.3 stroke and auto tracking and kerning with the leading set to 88.5%.

Correct Usage ✓

**EMBRACE
AUTONOMY**

Incorrect Usage x

EMBRACE
AUTONOMY

Incorrect Usage x

EMBRACE
AUTONOMY

Incorrect Usage x

EMBRACE
AUTONOMY

The Typesetting

Body Copy

The body copy requires the type to have a 0.3 stroke with auto tracking and kerning and leading set to auto. The text is also left aligned with a rag.

Correct Usage ✓

Body Copy

The body copy requires the type to have a 0.3 stroke with auto tracking and kerning and leading set to. The text is also left aligned with a rag.

Incorrect Usage x

Body Copy

The body copy requires the type to have a 0.3 stroke with auto tracking and kerning and leading set to. The text is also left aligned with a rag.

Incorrect Usage x

Body Copy

The body copy requires the type to have a 0.3 stroke with auto tracking and kerning and leading set to. The text is also left aligned with a rag.

Incorrect Usage x

Body Copy

The body copy requires the type to have a 0.3 stroke with auto tracking and kerning and leading set to. The text is also left aligned with a rag.

The Combinaison Type

The newest venture with typefaces for the Maison is the usage of both blackletter as well as a sans-serif, interspaced. This unique combination has been designed to push forward Maison's vies on non-conformity and autonomy.

When combining both types, one must take space care to make sure that the sans-serif is always in all caps and the blackletter is in all lowercase letters. Furthermore, the letters must be changed on a case-by-case basis, the words should not look like they are half sans-serif and half blackletter. They must look well-considered always.

Correct Usage ✓

REPLICA

Incorrect Usage x

RESSICA

Incorrect Usage x

rePLiCa

Incorrect Usage x

R^ePLiCa

The Fallback

In the case the primary typeface is not available, this type can be used as a fallback.

Creato
Display
Medium

A B C D E F G H I J K L M
N O P Q R S T U V W X Y
Z

a b c d e f g h i j k l m n o p
q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () - + = _ /
\ [] { } ? . , ; ' : ”

The Fallback

In the case the primary typeface is not available, this type can be used as a fallback.

**Montserrat
Semibold**

**A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z**

**a b c d e f g h i j k l m n
o p q r s t u v w x y z**

1 2 3 4 5 6 7 8 9 0

**! @ # \$ % ^ & * () -
+ = _ / \ [] { } ? . , ; ' : ”**

The Fallback

In the case the primary typeface is not available, this type can be used as a fallback.

Lordish

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u
v w x y z

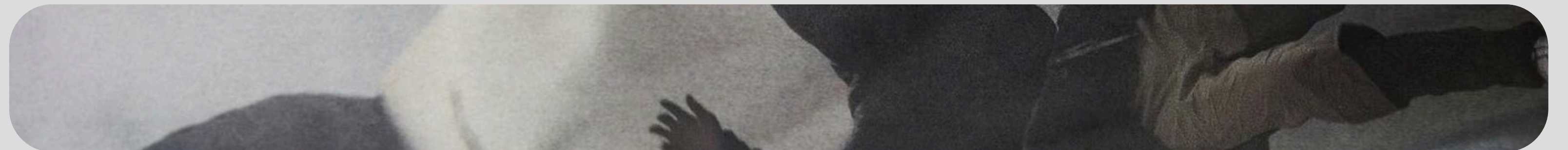
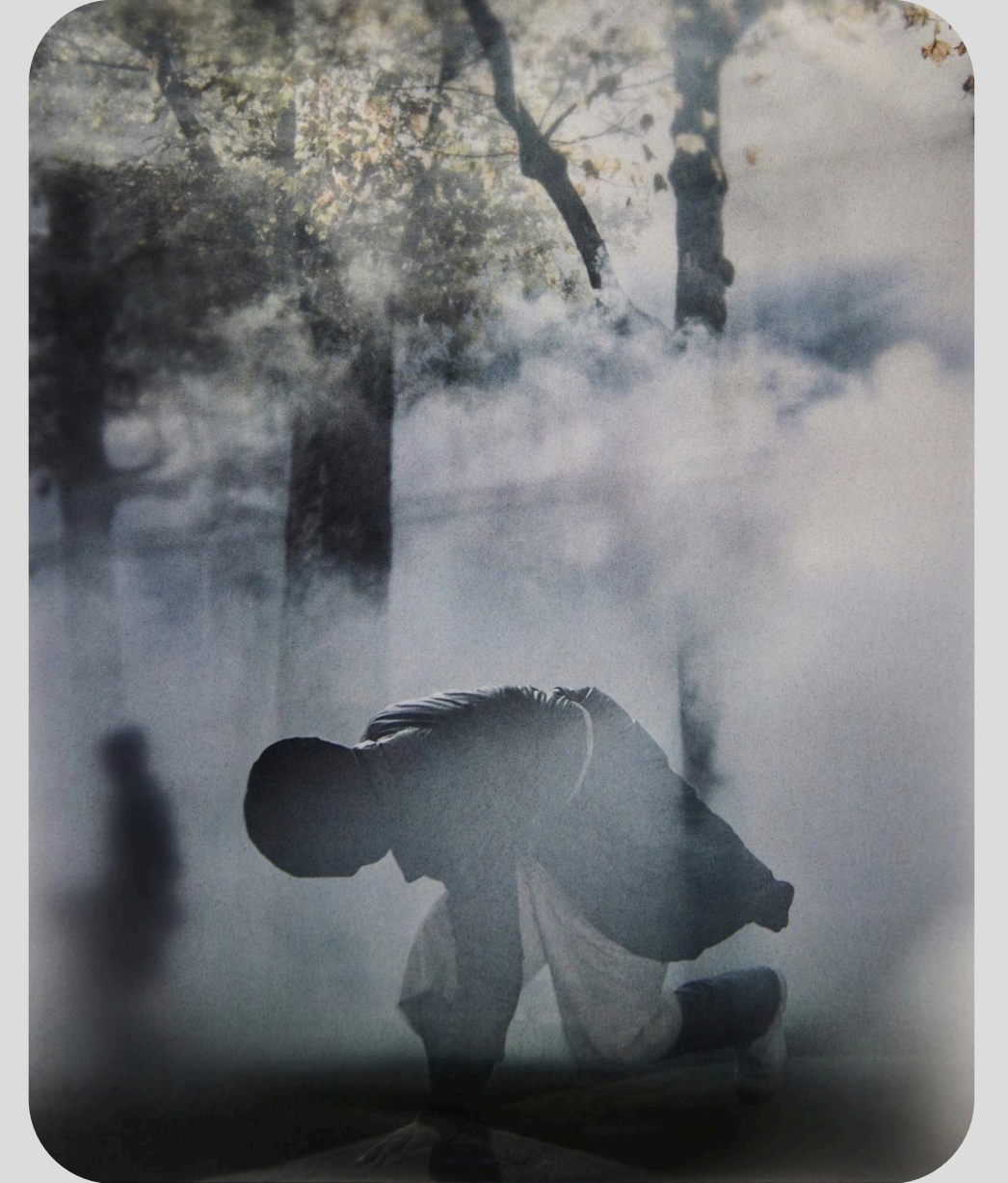
1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () - + = _ / \ []
{ } ? . , ; ' : ”

The Imagery

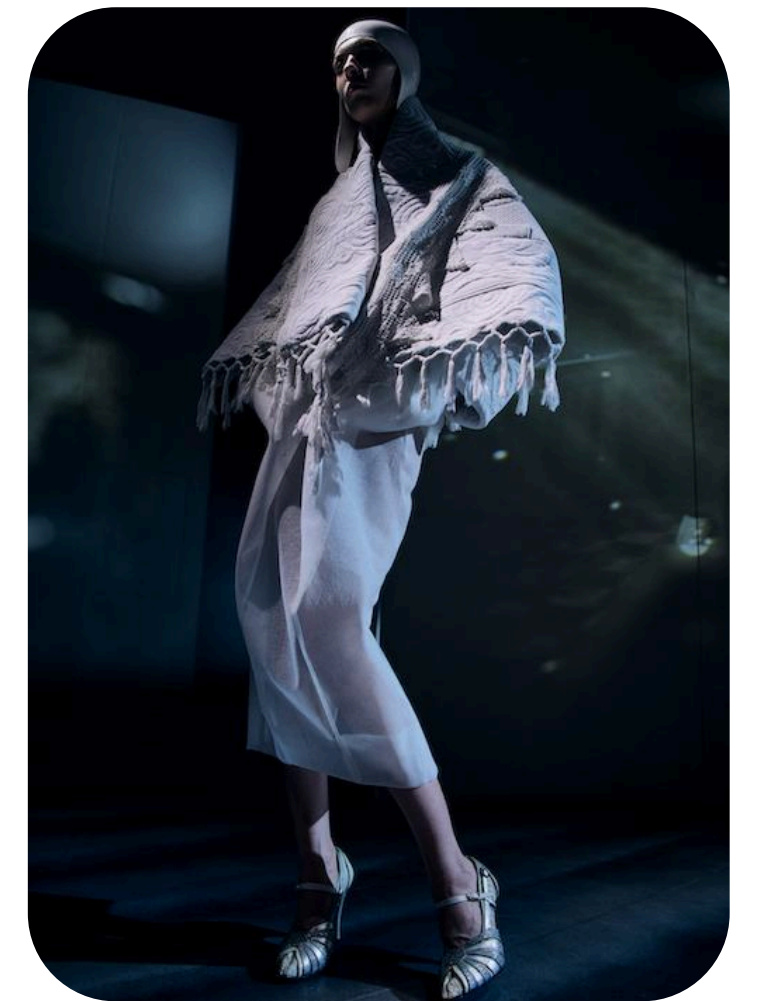
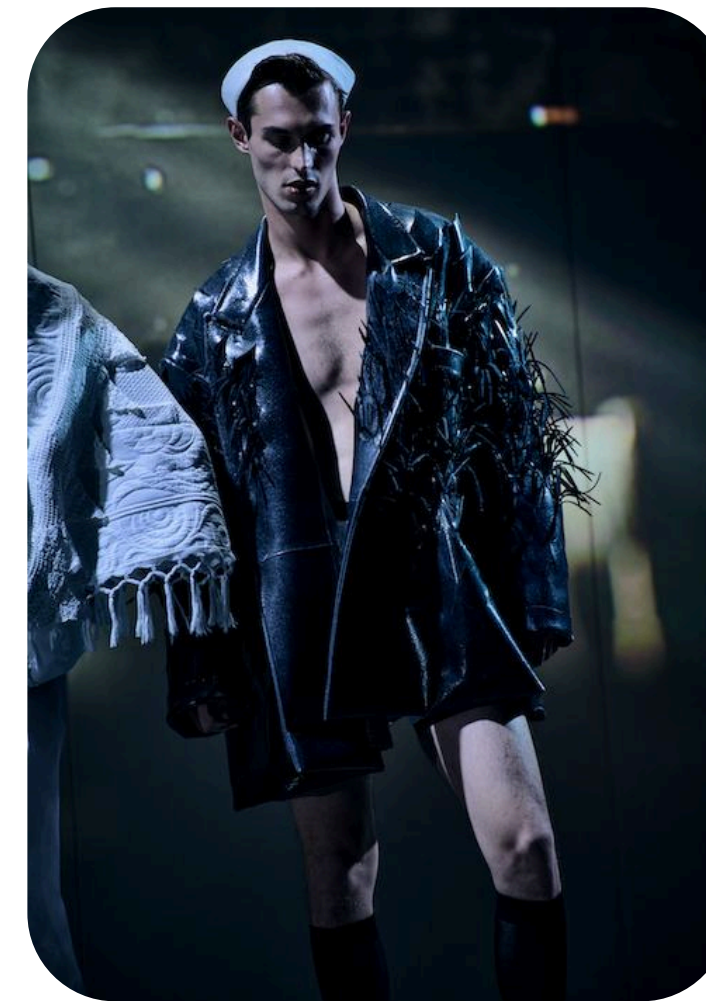
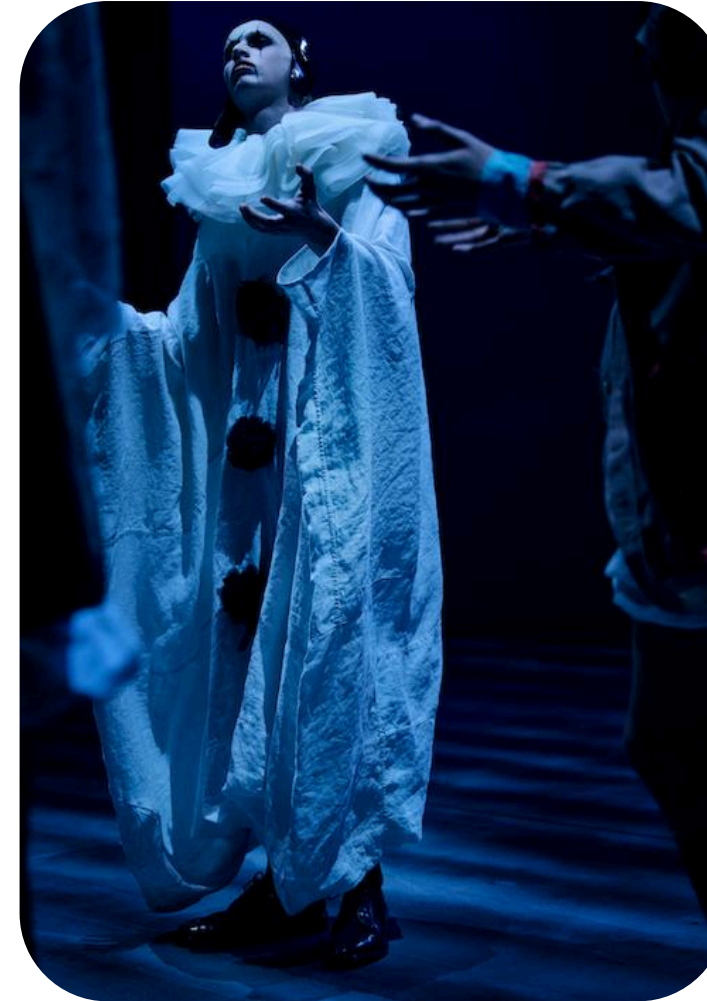
The Imagery

The latest shoot for the flagship store.



The Imagery

The Maison stands for avant-garde fashion in the most contemporary sense of it all. To reflect that very sentiment, the brand imagery must be dreamy, high contrast, and have a consistent tonal value.



The Posters

Using the same style of imagery, these posters were created for the 22 artisanal collection.

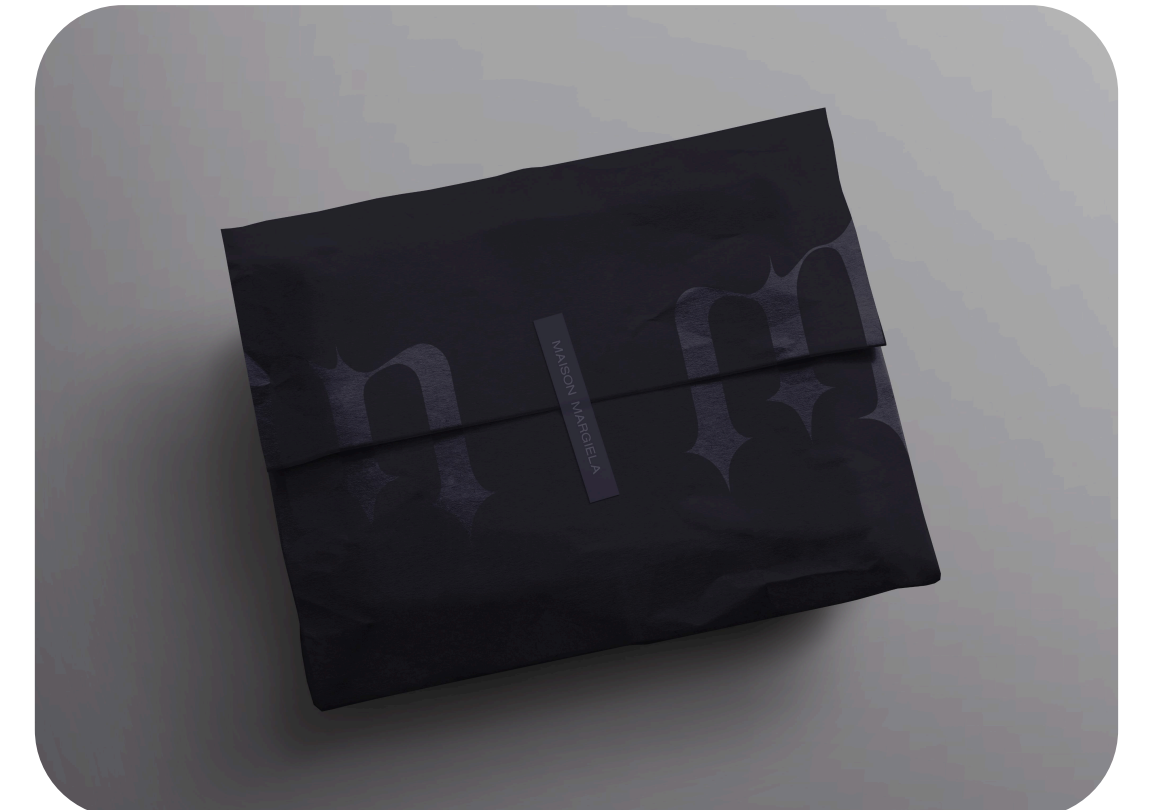
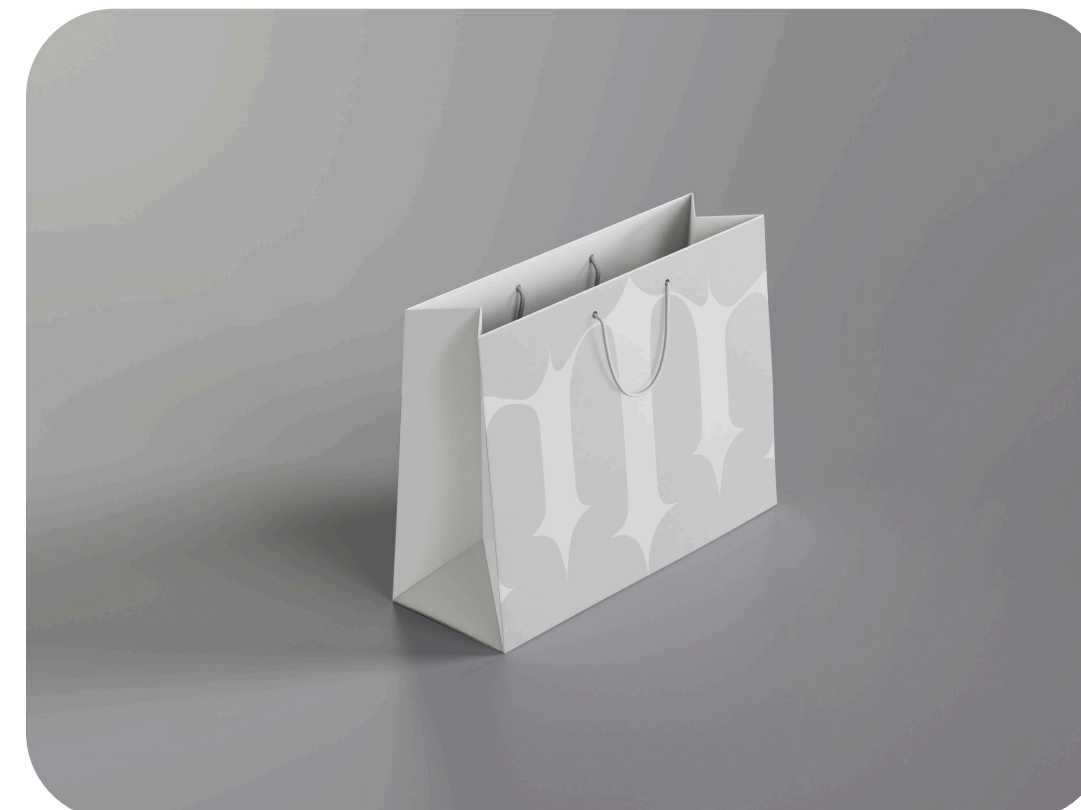
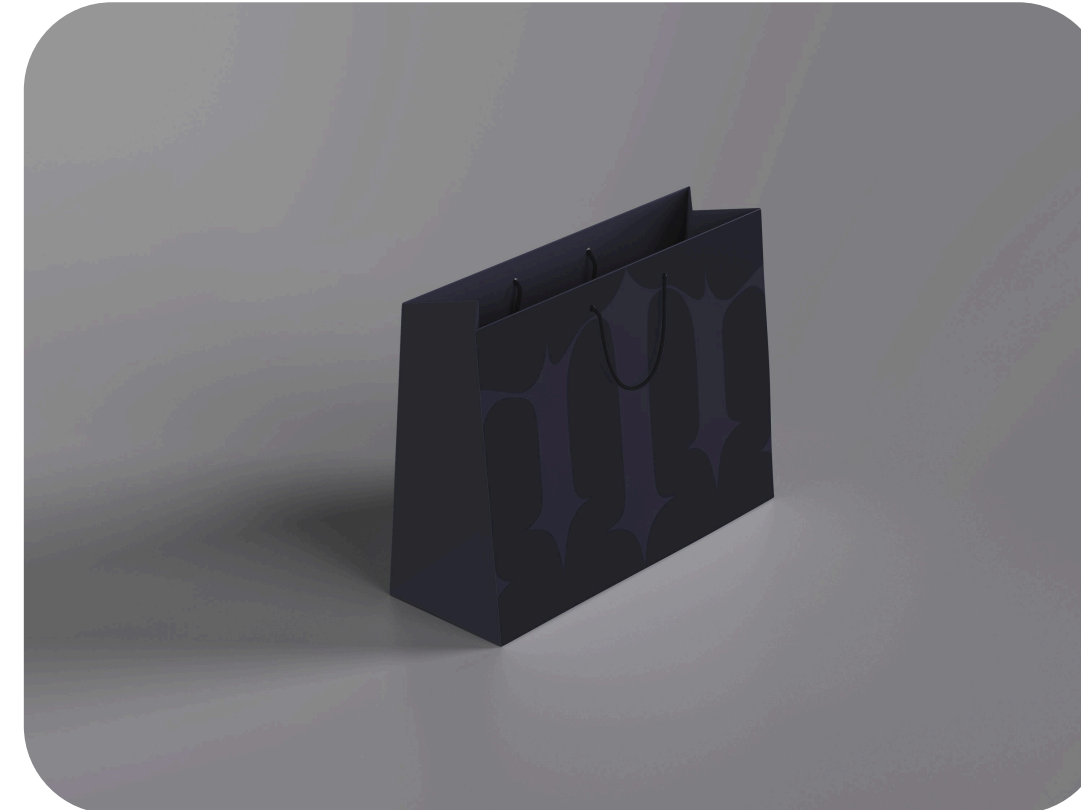


The Products and Packaging

The Packaging

Tags will have two versions, a Noire and Blanc version. They will have the Maison logo embossed on them.

All Product Packaging will have two versions, a Maison Noire and a Blanc version. The inner packaging will be of the contrasting colour, i.e. if the outer packaging is Noire, the inner would be White and vice versa.



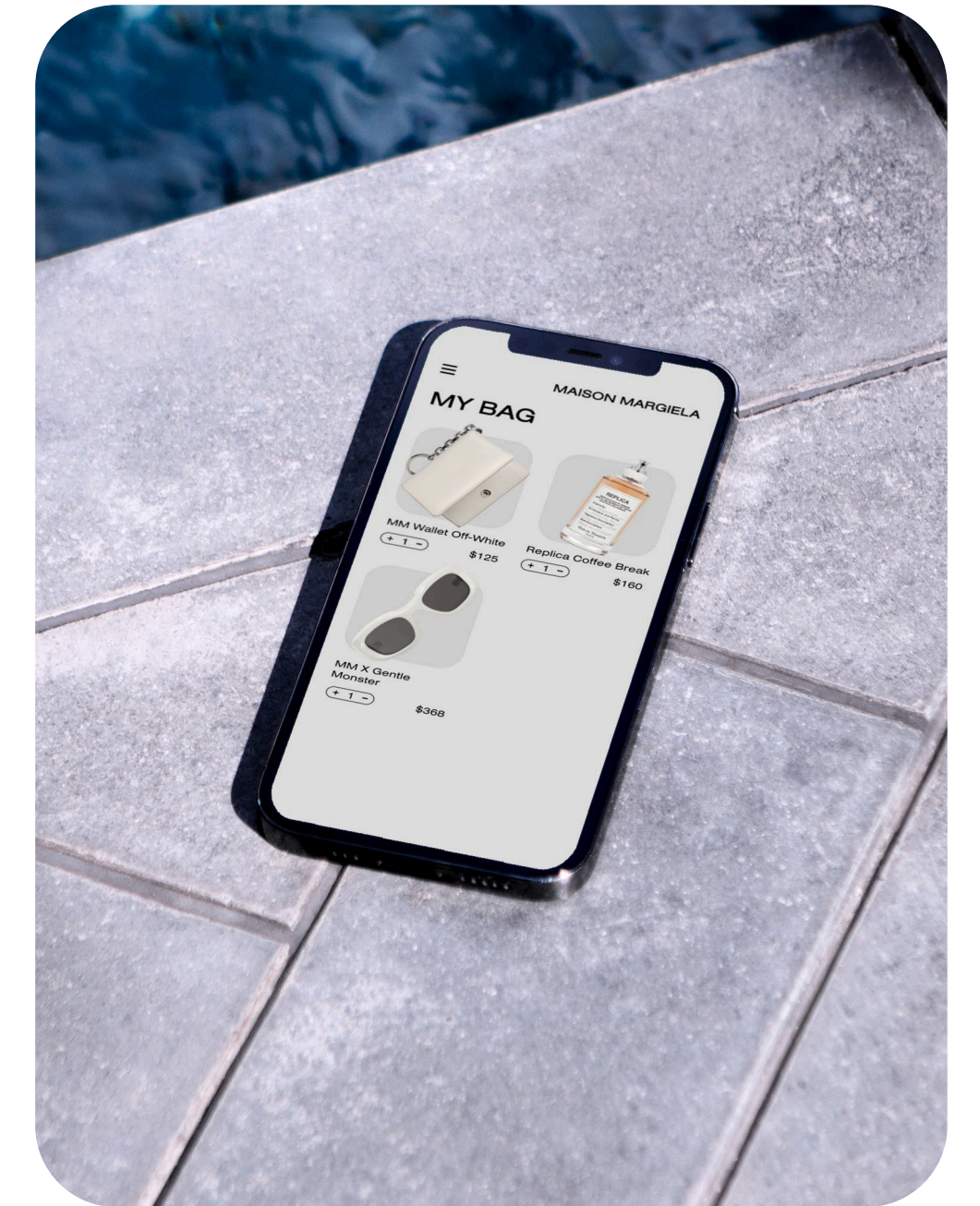
The Packaging

Some shirts and replica candles as official merchandise.



The App

Maison's flagship mobile application.



The App

Maison's flagship mobile application.



The App

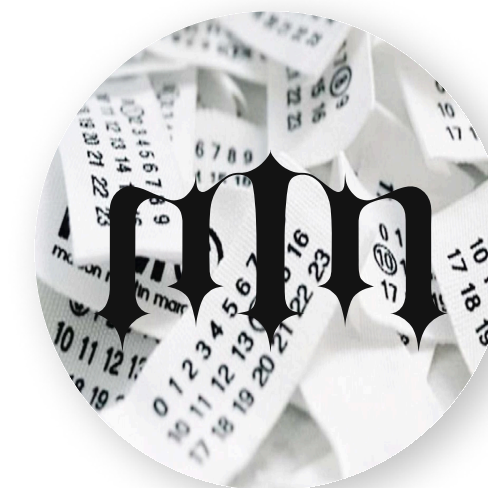
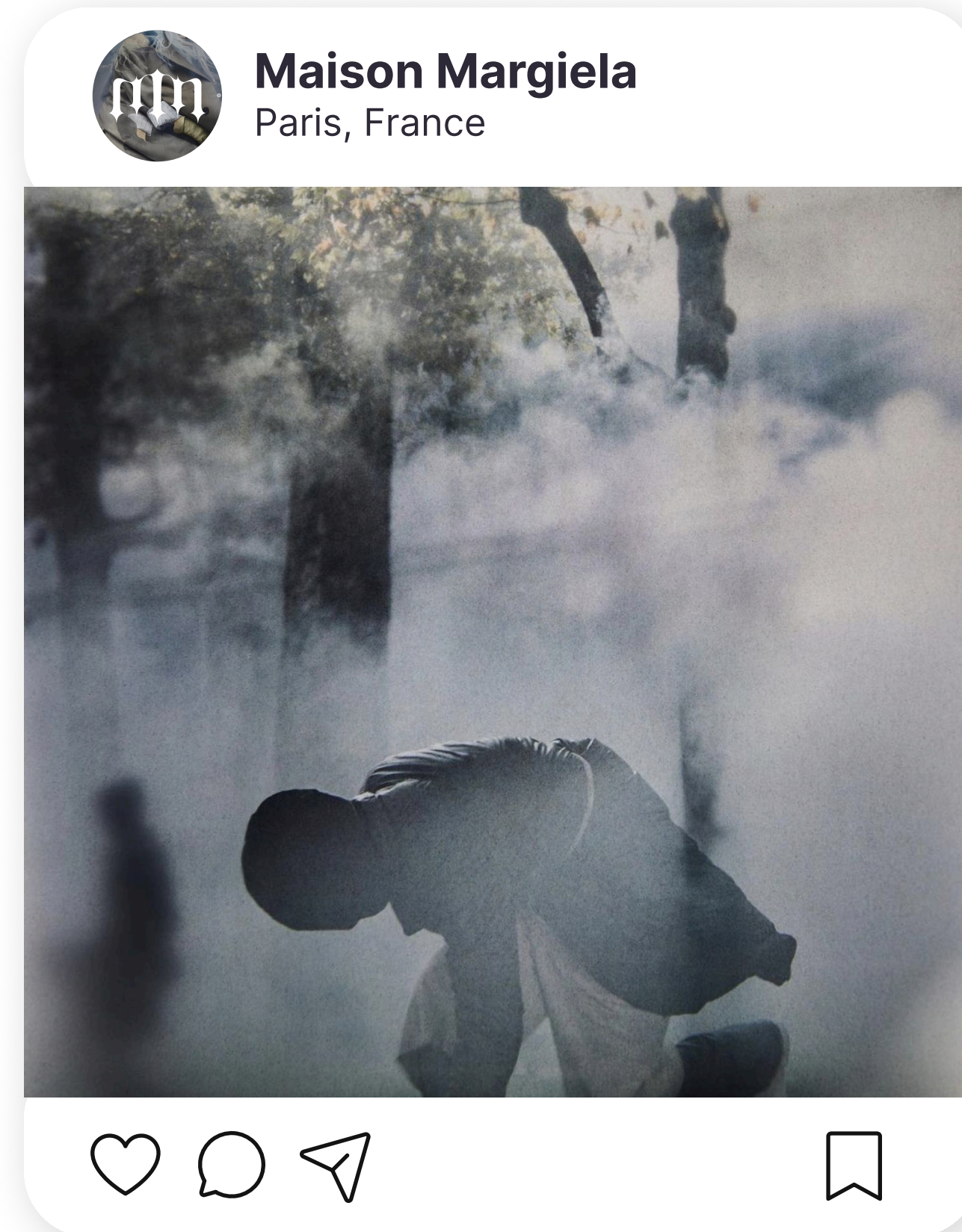
Maison's flagship mobile application.



The Media

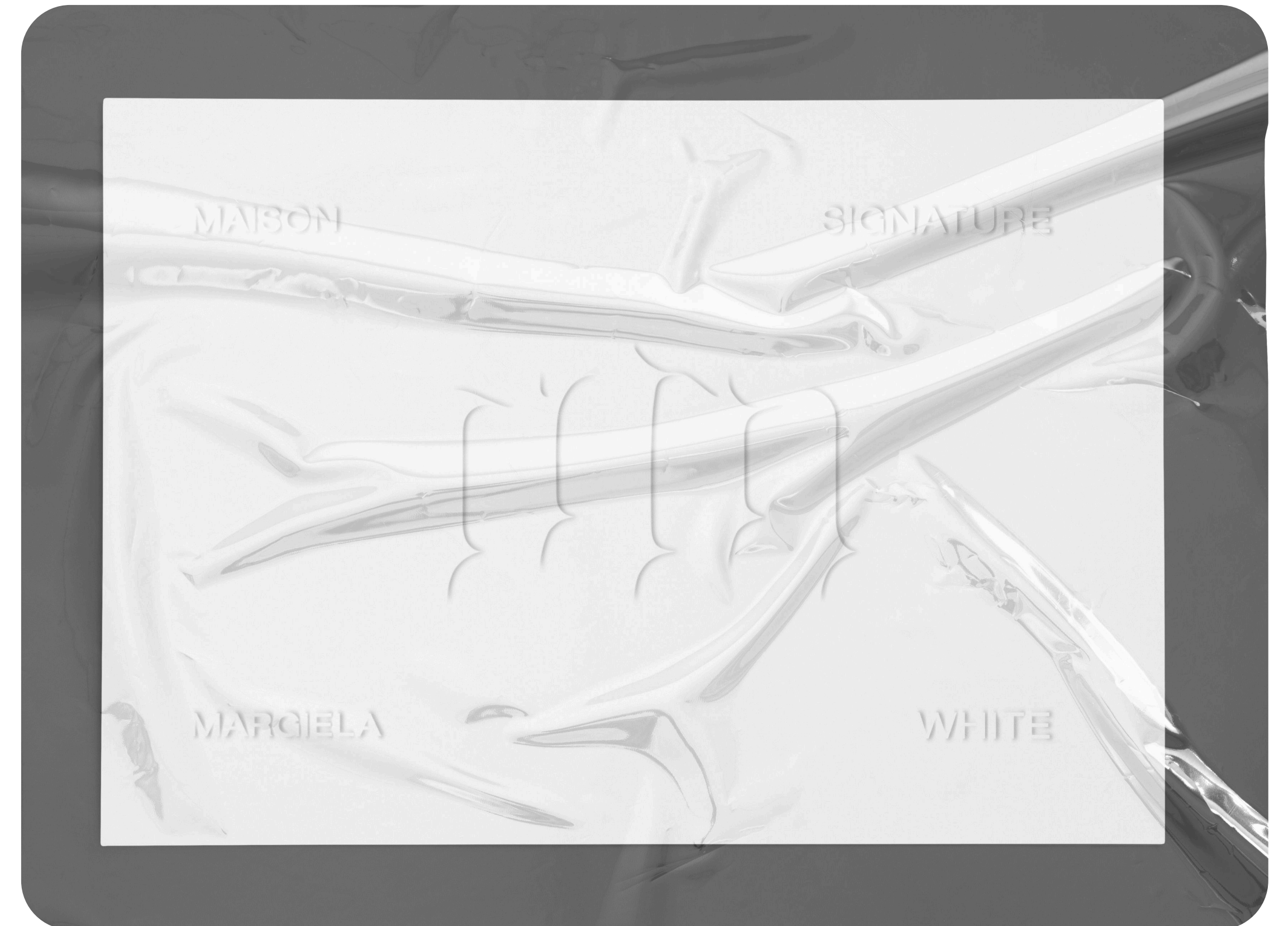
The Media

Instagram posts, stories and profile pictures.



The Real World





The Beginning

This manual will continue to undergo many, many changes, but we hope to have provided an excellent start.