VELVET & STOW

BRAND STYLE GUIDE

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BRAND DISCOVERY



Core Offerings

Velvet & Stow offers a thoughtfully curated collection of travel accessories designed to bring comfort, convenience, and style to every journey. From practical travel essentials to refined finishing touches, each piece combines functional design with timeless appeal.

TRAVEL ESSENTIALS

TRAVEL COMFORTS

LUGGAGE & ORGANIZERS

JOURNEY ACCESSORIES





Brand Story

Velvet & Stow was born from an appreciation for the finer details of travel and the belief that the journey should be just as enjoyable as the destination. Created for men and women who value comfort, quality, and personal style, the brand brings together thoughtfully selected travel accessories and everyday essentials designed for life on the move.



Inspired by the distinctive artistry of the Art Nouveau movement, Velvet & Stow blends artistic character with contemporary design and practical function. With an emphasis on timeless appeal and understated sophistication, the brand celebrates a more refined approach to travel — where thoughtful details make all the difference.



Mission

To bring comfort, quality, and contemporary style to the travel experience through thoughtfully designed accessories that make every journey more enjoyable.



Vision

We exist to elevate the travel experience for those who appreciate the finer details of a well-planned journey — through thoughtfully designed essentials that bring together comfort, quality, and style, making every journey more enjoyable and memorable.

Values

QUALITY

We value well-made products, thoughtful details, and quality materials that reflect an appreciation for craftsmanship, comfort, and lasting appeal.

STYLE

We embrace distinctive aesthetics and contemporary design, bringing understated sophistication and personality to everyday travel essentials.

COMFORT

We believe the journey should be as enjoyable as the destination, with practical, thoughtfully selected essentials that make traveling more comfortable.

Brand Adjectives

SOPHISTICATED	LUXURY	ARTFUL
CONTEMPORARY	REFINED	POLISHED
PRACTICAL	JOYFUL	TIMELESS
VERSATILE	DISTINCTIVE	COSMOPOLITAN
	UNIQUE	

Ideal Client

Our ideal client is a style-conscious traveler who appreciates quality, comfort, and the finer details of a well-planned journey. Whether traveling frequently for business or pleasure, they seek accessories that combine practical function with a polished, contemporary aesthetic.

They value products that are thoughtfully designed, versatile, and made to complement their lifestyle. They appreciate timeless style over passing trends and believe that even the smallest travel essentials can make a difference in how they experience the journey.

CLIENT JOURNEY

Ideal Client Journey:



BEFORE INTERACTING WITH YOUR BRAND:

Our ideal client is looking for travel accessories that offer more than basic functionality. They want quality, comfort, and distinctive style but may find it difficult to discover products that bring all three together.

WHILE INTERACTING WITH YOUR BRAND:

Through a cohesive visual identity, thoughtfully presented collections, and an inviting shopping experience, Velvet & Stow introduces clients to travel essentials that reflect their personal style and practical needs. Clear product details and refined presentation help them discover pieces that complement the way they travel.

AFTER INTERACTING WITH YOUR BRAND:

Clients enjoy travel accessories that add comfort, convenience, and style to their journeys. A positive experience, quality products, and a consistent brand identity encourage lasting appreciation and inspire them to return as their travel needs evolve.

USP

(UNIQUE SELLING POSITION)



DISTINCTIVE DESIGN

Velvet & Stow brings an artistic perspective to travel accessories, drawing inspiration from Art Nouveau and translating its distinctive character into contemporary, sophisticated design.



COMFORT & FUNCTION

Everyday travel essentials are selected with comfort, practicality, and thoughtful details in mind, bringing together the functional and enjoyable aspects of travel.



TIMELESS STYLE

By balancing contemporary aesthetics with timeless appeal, Velvet & Stow offers a refined approach to travel accessories for men and women who appreciate quality and personal style.

Brand Voice

POLISHED

WARM

ENDURING

ASSURED

UNDERSTATED

APPROACHABLE

Travel Well.
Arrive in Style.

Moodboard & Color Palette

A moodboard is a visual tool that sets the aesthetic tone for a project, using a curated mix of images, colors, and textures to represent a brand's style. When presenting it, explain how each element ties back to the brand's story, values, and target audience, highlighting how these choices create a cohesive and strategic look that supports the brand's identity and goals.





LOGOS

Main Logo

The main logo is the primary version

Use it in prominent spaces like the homepage, business cards, or marketing materials where there's ample room to display the full design.



Secondary Logo

The secondary logo variation features a stacked, vertical arrangement, making it ideal for applications where a more compact or vertically oriented design is preferred.

It maintains brand consistency while offering flexibility across packaging, promotional materials, and other brand applications.



Monogram

The monogram serves as a recognizable representation of the brand. It offers a refined alternative to the full logo and works particularly well on packaging, merchandise, promotional materials, and smaller brand applications.





Submark

The submark is the standalone compass symbol. Its simple, recognizable design makes it well suited for social media profiles, website favicons, and watermarks.





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COLOURS & FONTS

Color Palette

PRIMARY PALETTE

#48293D
CMYK:0, 43, 15, 72
RGB: 72, 41, 61

BURGUNDY

#D8C0CB
CMYK: 0, 11, 6, 15
RGB: 216, 192, 203

THISTLE

#506F8A
CMYK: 42 20, 0, 46
RGB: 80, 111, 138

SLATE BLUE

#AADBE3
CMYK: 25, 4, 0, 11
RGB: 170, 219, 227

POWDER BLUE

SECONDARY PALETTE

#F7F7F7
CMYK: 0, 0, 0, 3
RGB: 247, 247, 247

OFF WHITE

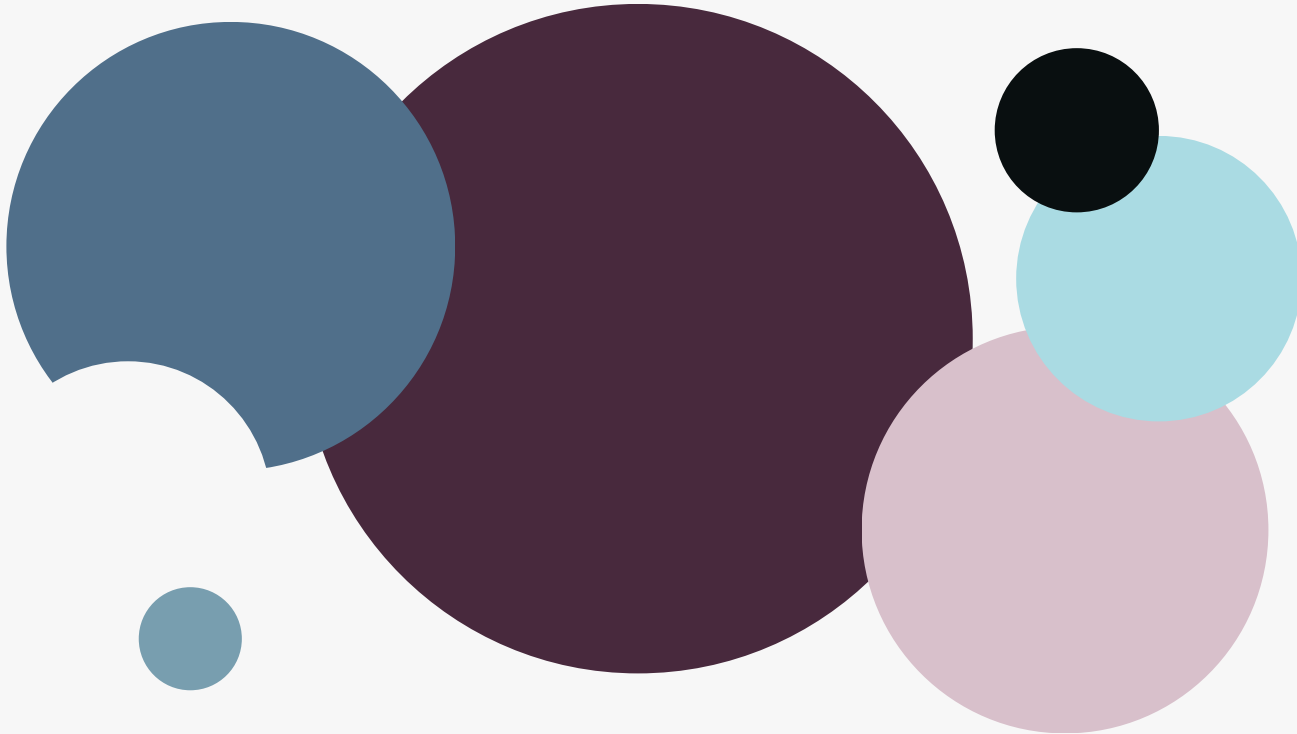
#303030
CMYK: 0, 0, 0, 81
RGB: 48, 48, 48

CHARCOAL

#090F10
CMYK: 44, 6, 0, 94
RGB: 9, 15, 16

BLACK

Color Hierarchy



HEADLINE	TT MODERNOIR	Demibold
SUBHEAD	ALEGREYA SANS SC	Extrabold
BODY	Montserrat	Regular
ACCENT	*Tangerine*	*Bold*

PRIMARY TYPEFACE

SECONDARY TYPEFACE

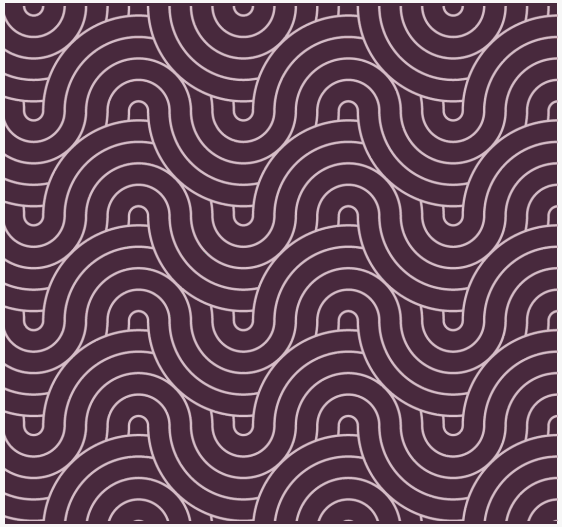
Paragraph Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip

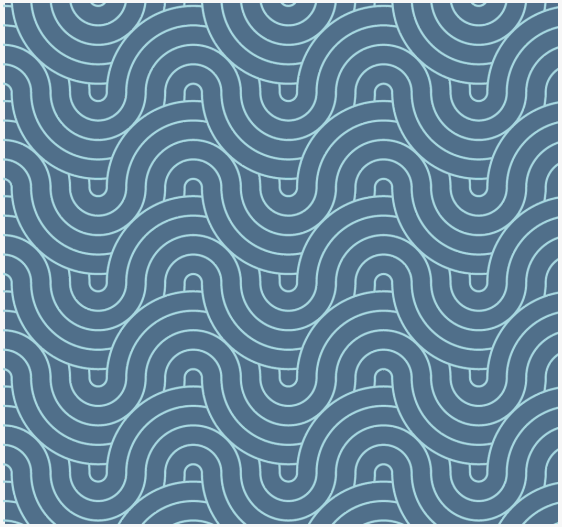
Accent font used sparingly

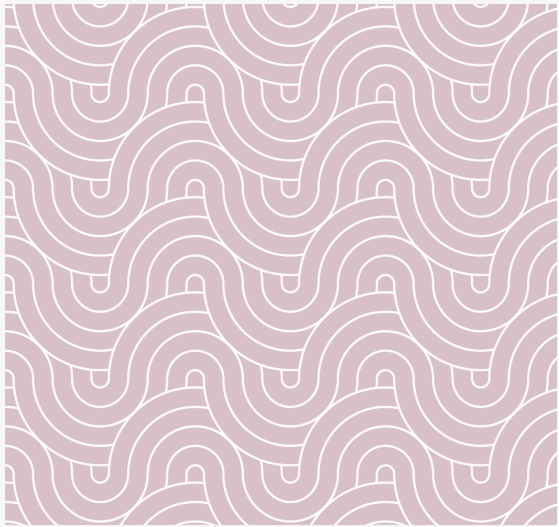
Patterns

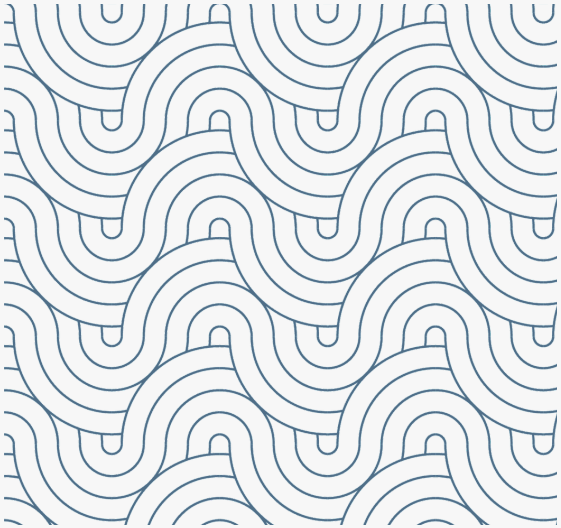
Patterns should complement the overall brand aesthetic and add a layer of visual interest without distracting from core messaging or logos.

They can be used as backgrounds, overlays, or textures across various marketing materials.









SOCIAL MEDIA

NEW IN

PACKING

CARRY ON

REVIEWS

ESCAPES

GIFTING



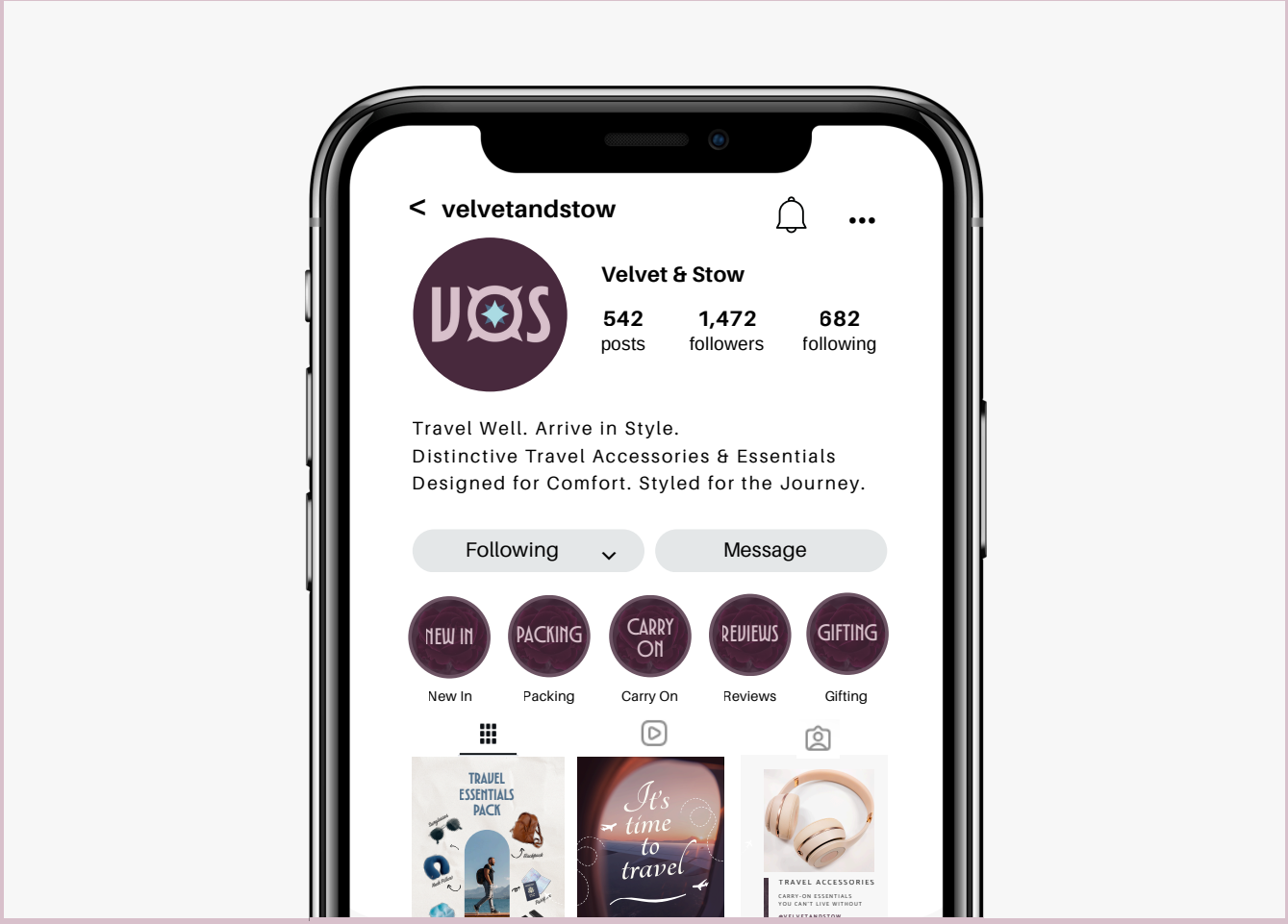




TRAVEL ACCESSORIES

CARRY-ON ESSENTIALS
YOU CAN'T LIVE WITHOUT

@VELVETANDSTOW


< velvetandstow
Velvet & Stow
542
posts
1,472
followers
682
following
Travel Well. Arrive in Style.
Distinctive Travel Accessories & Essentials
Designed for Comfort. Styled for the Journey.
Following
Message
NEW IN
PACKING
CARRY ON
REVIEWS
GIFTING
New In
Packing
Carry On
Reviews
Gifting
TRAVEL ESSENTIALS PACK
It's time to travel
TRAVEL ACCESSORIES

BRAND APPLICATION MOCK-UPS


VELVET & STOW
REFINED · TIMELESS · MODERN
Travel Well. Arrive in Style.


123-456-7890
HELLO@VELVETANDSTOW.COM
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245 MADISON AVENUE
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Traveling light can make your trips much more enjoyable and less stressful. By bringing only the essentials, you can avoid heavy bags, save money on baggage fees, and move around more easily


VIP
Travel Well.
Arrive in Style.
VELVET & STOW

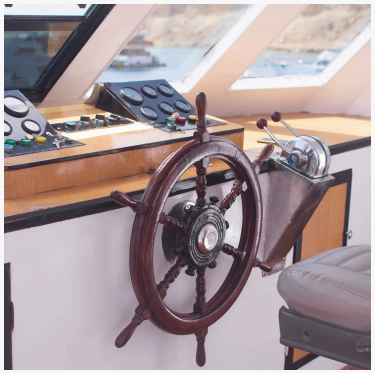

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BRAND DESIGN BY

Alexandra Butler Design

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