



FIX & GO

Tailoring

BRAND GUIDELINES



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Business Card
Store sign
Paper Bag
Envelope
Uniform
Cup

01

BRAND
IDENTITY



01. About

FIX & GO

The brand represents an innovative sewing service designed elevated approach to the sewing experience where customers visit the store to have their measurements taken by a highly skilled female tailoring team. The garments are then adjusted to perfection and either delivered back to the client or prepared for collection.



02

LOGOTYPE



02. The logo

The primary logo of FIX & GO reflects a refined balance between elegance and craftsmanship. The serif wordmark conveys sophistication and timeless quality, while the custom monogram enclosed in a circular emblem adds a sense of identity, precision, and heritage. The inclusion of “ESTD 2026” subtly reinforces credibility and structure, positioning the brand as both modern and rooted in expertise. Paired with the delicate “Tailoring” script, the logo expresses a feminine, personalized touch that reflects the brand’s elevated, detail-oriented sewing experience.



02. logo colors

The logo color palette is built around a deep burgundy tone paired with soft, neutral backgrounds. The burgundy communicates luxury, confidence, and refinement, aligning with the premium and meticulous nature of the tailoring service. The lighter backgrounds—ranging from warm beige to soft blush—create a calm and elegant contrast that enhances readability while maintaining a soft, feminine aesthetic. Together, these colors establish a cohesive visual identity that feels both modern and timeless.



02. logo Variations

The logo variations are designed to ensure flexibility and consistency across different applications while maintaining the brand’s visual integrity. From full lockups to simplified arrangements and pattern-style compositions, each variation adapts to different formats and layouts without losing its core identity. Whether centered, aligned, or used as a repeated element, the variations allow the brand to remain recognizable and elegant across print and digital touchpoints, supporting a seamless and versatile brand presence.



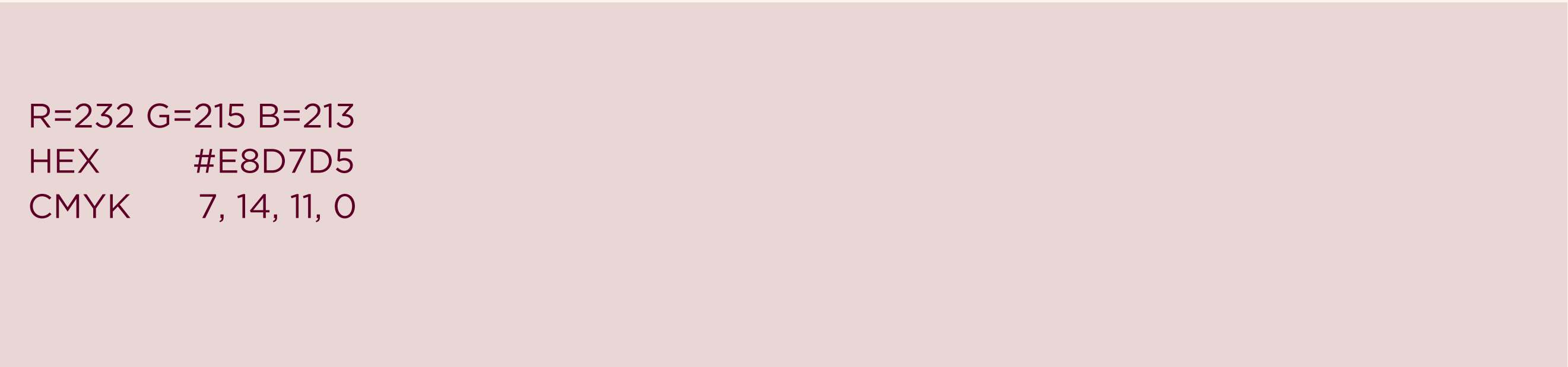
03

COLOR
PALETTE

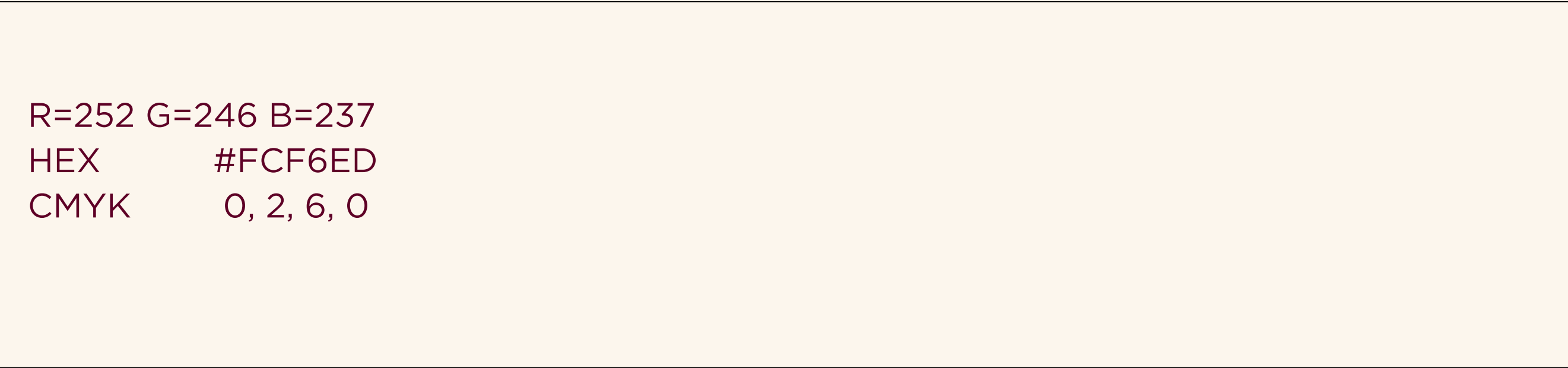


03. Color palette

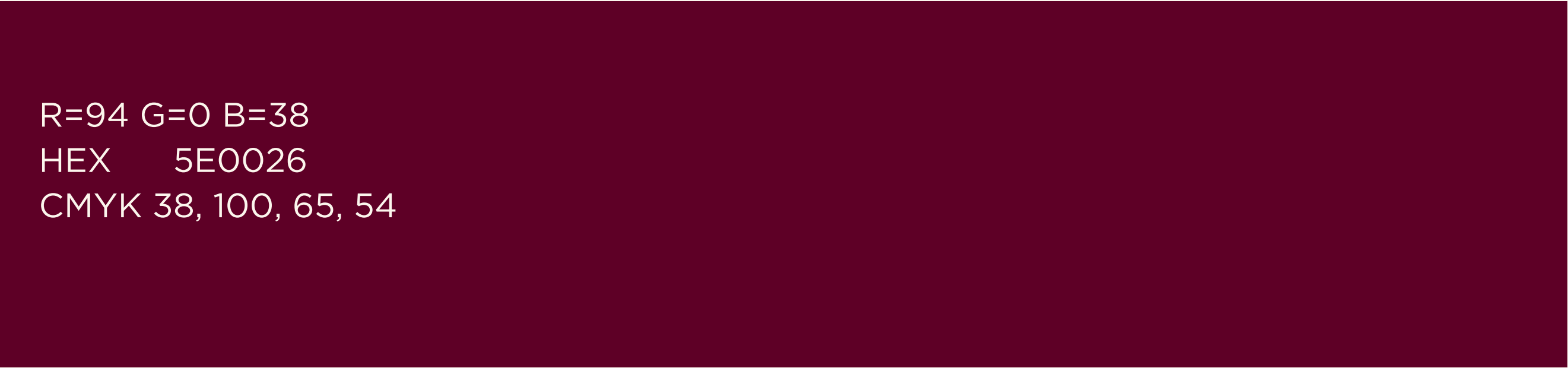
The FIX & GO color palette is centered around a rich burgundy tone, supported by a range of soft, neutral shades that create a refined and balanced visual identity. The burgundy serves as the primary color, symbolizing elegance, confidence, and premium craftsmanship—core values of the brand. It is complemented by warm beige and muted blush tones, which introduce softness and femininity, enhancing the overall elevated experience. These lighter shades provide a clean and sophisticated backdrop that



R=232 G=215 B=213
HEX #E8D7D5
CMYK 7, 14, 11, 0



R=252 G=246 B=237
HEX #FCF6ED
CMYK 0, 2, 6, 0



R=94 G=0 B=38
HEX #5E0026
CMYK 38, 100, 65, 54

04

TYPOGRAPHY



04. Typography

IvyJournal

IvyJournal was chosen for its refined elegance and editorial character, reflecting the brand’s elevated and personalized sewing experience. Its delicate serifs and graceful proportions convey craftsmanship, femininity, and attention to detail mirroring the precision and care delivered by the tailoring team.

IvyJournal

Aa

Aa Bb Cc Dd Ee Fe Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bold

Light

1 2 3 4 5 6 7 8 9 0

semiBold italic

04. Typography

Gotham

Gotham was selected to balance sophistication with modern clarity. Its clean, geometric structure communicates professionalism, accessibility, and trust, reinforcing the brand’s innovative service approach while ensuring clear and confident communication across all touchpoints.

Gotham

Aa

Aa Bb Cc Dd Ee Fe Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bold

Medium

Light

1 2 3 4 5 6 7 8 9 0

04. Typography

Noto Naskh Arabic

Noto Naskh Arabic was chosen for its timeless readability and cultural authenticity. Its classic calligraphic roots reflect tradition and craftsmanship, aligning with the heritage of tailoring while maintaining a polished and approachable tone for contemporary audiences.

Noto Naskh Arabic



أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي

Bold

Regular

Medium

1 2 3 4 5 6 7 8 9 0

04. Typography

Tajawal

Tajawal was selected for its modern simplicity and minimal aesthetic. Its soft, clean lines enhance readability while conveying elegance and subtlety, perfectly complementing the brand’s refined, female-led tailoring experience and its focus on effortless sophistication.

Tajawal

ك ك

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي

Bold

Regular

Medium

1 2 3 4 5 6 7 8 9 0

05

MOCKUPS



05. Bag



05. Tag



05. Envelope



05. Card



05. Cup



05. Paper



05. Uniform



05. Cloth Bag



Thank You