BRAND GUIDE

ATRAN

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2 INTRODUCTION

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MISSION STATEMENT

"At Atran, our mission is to craft Mediterranean-inspired fragrances that honor tradition while embracing modern elegance.

Each scent is a tribute to sun-soaked landscapes, timeless rituals, and the rich heritage of coastal living re-imagined for today's discerning wearer."

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CORE VALUES

"Heritage
Timelessness
Nature
Warm
Cultural"

PAGE 5

TARGET AUDIENCE

Atran attracts a curious and sensorially attuned audience, united by a deep appreciation for bold, evocative scents and the ancient rituals of perfumery.

Our primary audience includes adults across a wide age range, but we anticipate a strong following among those drawn to rich, long-lasting fragrances inspired by Mediterranean and Middle Eastern traditions. These individuals often seek depth and distinction in the products they wear perfume lovers who aren't afraid of intensity and who embrace scent as a statement of identity.

Atran speaks to those who see scent as identity bold, lasting, and unforgettable. Our audience includes connoisseurs of oil-based perfumes with rich notes like Oud and amber, as well as the scent-curious seeking something deeper than the mainstream. Whether worn daily or saved for special moments, Atran is crafted to leave a lasting impression.

Challenges:

1. Balancing Heritage with Modern Appeal

Atran is rooted in traditional scent profiles and artisanal craftsmanship, yet it must feel contemporary and wearable for today's diverse audience. The challenge lies in presenting bold, historic ingredients like Oud in a way that feels current, stylish, and accessible without diluting their essence.

2. Standing Out in a Saturated Market

The niche perfume space is full of beautiful bottles and complex compositions. Atran must carve a unique space by emphasizing its deep cultural roots, quality of ingredients, and the unapologetic boldness of its fragrances creating not just perfume, but presence.

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3 COLORS

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COLORS

Chosen for its deep, earthy richness, this shade reflects the warmth of sun-baked Mediterranean soil and the grounded nature of traditional perfumery. Ideal for primary text, packaging elements, or anchoring the brand in a sense of timeless depth and sophistication.

This soft, balanced gray offers a modern counterpoint to Atran's richer tones. It reflects the limestone facades of Mediterranean towns and the quiet spaces between scent notes.
Used for subtle backgrounds, clean layouts, and a contemporary layer of refinement.

#4B3434 #FFFFFF
#FFFFFF
#D0D0D0 #3B1C22

Selected for its intensity and elegance, black speaks to the boldness and mystery at the heart of Atran's scent identity. It evokes the shadows of spice markets and the cool interiors of ancient coastal dwellings. Perfect for typography, contrast, and moments that demand presence and authority.

A dark, sensual plum-brown, chosen for its resemblance to aged woods, spiced resins, and the intimacy of nightfall by the sea. It channels both passion and depth — the essence of Atran's more mysterious blends. Suited for accents, secondary packaging, or layered backgrounds that hint at complexity and luxury.

Essential for clarity and contrast, white embodies pure light, and the sun-washed simplicity of Mediterranean living. It allows the richness of other tones to breathe and shine.
Best used in negative space, typography, and moments of visual relief that elevate the full sensory experience.

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5 TYPOGRAPHY

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TYPOGRAPHY

AA
CROSTAN

THIS FONT IS USED AS THE PRIMARY FONT.

PAGE 10

TYPOGRAPHY

Aa
Semplicita

This font is used as the secondary font used for readability.

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6 LOGO

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LOGO

The use of the logo is crucial for maintaining a consistent brand identity across various media.

Here are some guidelines to follow when using the logo and its variations:

Ensure contrast and readability when making color choices.

Do: Don't:

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LOGO

Ensure appropriate use and legibility of logo:

Do Don't

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7 MOCKUPS

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MOCK-UPS / PROTOTYPES

Mockups / Prototypes in the style of the brand:

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