

Confidential. Internal brand kit, not for public distribution.

M A R R E N N E

The brand loves the client a little more than the client loves the brand, and Marrenne is the system that makes that true. The hero is being-known: memory and anticipation, not service.

One identity across admin and consumer. Warmth carried by ink, paper, and depth, never by hue or filter.

TAKE IT WITH YOU

Downloads and live files

The page you are reading is the brand kit. The files below are the same values in the exact forms a developer needs. They live at fixed web addresses, so a build reads the current version and nobody re-sends anything.

[Download PDF](#)[tokens.css](#)[tokens.json](#)[fonts.css](#)[Full spec: Visual & UI](#)[Full spec: Copy system](#)

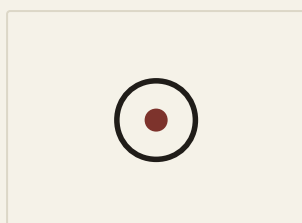
Fonts are licensed (Canela via Commercial Type, Söhne via Klim) and self-hosted here. They must not be loaded from a public CDN. The licensed web font files are served from this site's / fonts/ folder.

The mark

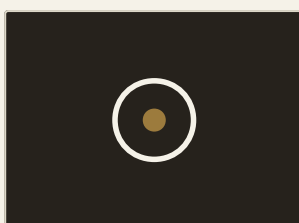
MARRENNE in caps, set in Canela, on the central axis, tracked at 0.34em. One tracking value everywhere; the optical cut changes by size, not the tracking: Canela Display for small interface sizes, Canela Text for the large masthead. Use the supplied asset files. Never re-space, recolor, or apply letter-spacing on top of a supplied wordmark.

The seal

A dot held in a ring. No rays, orbit, or gloss, nothing celestial. The dot color is set by ground and is not optional.



Light ground: aged-red dot



Dark ground: bronzed-gold
dot (vellum at 16/32px)

Never place the aged-red dot on a dark ground; it fails contrast and disappears. The seal replaces the star everywhere.

02 · TYPOGRAPHY

Two families, exact roles

Canela is the serif spine, in three optical cuts. Söhne is the grotesk for every interface surface. They are never substituted for one another, and never replaced by a system font.

CANELA DISPLAY · HERO · WEIGHT 400

The coat you've been waiting for.

CANELA DISPLAY · LEDGER FIGURE · 400

12 pieces · 3 trips · 1 carry-on

CANELA DECK REGULAR · PAGE TITLE / H1 · 400

Paris

CANELA DECK LIGHT · SECTION HEAD / H2 · 300

Marais, then Septime

CANELA TEXT LIGHT · NESTED CARD / LIST TITLE · 300

Champagne evening, no coat

CANELA TEXT LIGHT · EDITORIAL / HOUSE-VOICE BODY · 300

She packs the way she travels: nothing extra, nothing missing.

SÖHNE HALBFETT · EYEBROW · 600

TRIP DETAILS

SÖHNE BUCH · FUNCTIONAL BODY · 400

Add to this trip, or start a new one.

SÖHNE HALBFETT · FIELD LABEL · 600

DEPARTURE DATE

The type scale

ROLE	FACE / WEIGHT	SIZE	TRACKING
Masthead wordmark	Canela Display (asset)	18 / 15px	0.34em

Hero / brand display	Canela Display 400	36–48px	—
Page title / H1	Canela Deck Regular 400	30px	—
Section head / H2	Canela Deck Light 300	22px	—
Nested card / list title	Canela Text Light 300	16–17px	—
Editorial / house-voice body	Canela Text Light 300	16–17px	—
Ledger figure	Canela Display 400	34 / 17px	—
Editorial eyebrow	Söhne Halbfett 600	11px	0.30em
Functional body	Söhne Buch 400	14px	—
Field / control label	Söhne 500–600	11–13px	0.03–0.16em
Any typed input	Söhne 400	inherit	—

The rule that keeps breaking: Canela Deck is only the one true screen title (H1, Regular) and a structural section head (H2, Light). Anything nested inside a screen, a card, a row, a list, is Canela Text Light, never Deck, never Display. When unsure, use Canela Text Light or Söhne, and ask.

03 · COLOR

Warmth from material, not hue

The ground is warm paper, never stark white. Structural grey is slate, never pure grey or black. Two accents only, both punctuation, both low frequency.

Vellum

#F5F2E8

The page ground. Never #FFFFFF.

Vellum 2

#EEEADC

Recessed fields

**Ink**

#201D19

Text, rules, structural black

**Slate**

#5A626C

Secondary text

**Aged red**

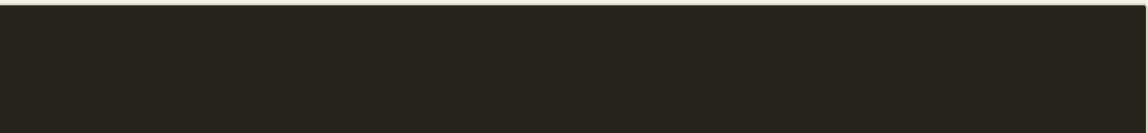
#7D332C

Punctuation only, light only, max 1 per view

**Bronze**

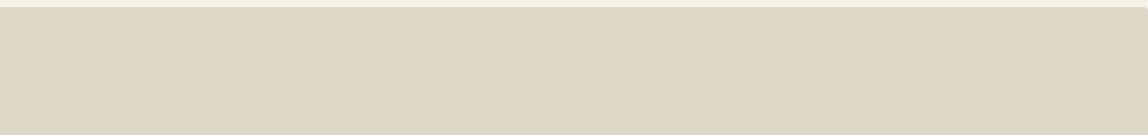
#9C7B3D

Imagery and dark grounds only

**Dark ground**

#26221C

Image well floor, dark mode

**Hairline**

#DCD7C7

Interior rules

When to use which color

Most of every screen is three colors: vellum ground, ink text, slate for anything secondary. Everything else is used sparingly and for a reason. Reach for an accent only to punctuate a single thing.

WHERE / WHAT	USE	RULE
Page background, every screen	Vellum #F5F2E8	The default ground everywhere. Never #FFFFFF .
Recessed areas: input fields, image wells, sidebar panels	Vellum 2 #EEEADC / Panel #F1EEE1	One quiet step down from the page.
Primary text, headings, icons, structural rules and borders	Ink #201D19	All body text and all structural lines.
Secondary or supporting text, captions, metadata	Slate #5A626C	Present but subordinate. Passes contrast for text.
Disabled text, placeholder text, decorative marks only	Slate-soft #8A9099	Never for text that must be read; it fails contrast as body text.
One accent moment per screen: the seal dot, a single key figure	Aged red #7D332C	Light grounds only. Max one per view. Never a fill, never on dark, never a block of text.
Image glow and large marks on dark grounds	Bronze #9C7B3D	Imagery and dark grounds only. Never on small text.
Dark mode, image wells, inverted panels	Dark ground #26221C , text #EFEBDD	Secondary text on dark is warm ash #C4BBA9 . No aged red on dark.
Interior dividers and table rows	Hairline #DCD7C7 / #E4DFCF	The quiet lines. Full structural lines use ink.

Do not introduce a color that is not in the tokens. If a screen seems to need one, that is a question to raise, not a value to invent.

Status is a pill, never a dot or icon



Warmth guard: any white or pure-grey ground, blue focus ring, grey spinner, candy status color, bounce motion, or filled/celestial icon fails it. Full contrast data and tokens are in tokens.json.

Two image states, never a third

The plate: a full-strength 1px ink rule enclosing the image, a mandatory vellum mat between the rule and the image (12px consumer, 8px admin), the image on a dark well, and a two-line caption beneath the rule. Square corners, no drop shadow. Edit and clear controls live in the caption, never on the image.

The empty state: no box, no border, no button. The seal, the vellum ground, and one line of house voice in Canela Text Light, centered. Nothing else.

Banned: a soft-bordered placeholder rectangle with a centered call-to-action button inside it. It reads as generic software and is the exact look this brand refuses. Runway is one held look, never a grid. Inventory is the kept object against depth, never a cutout on white.

Demonstrate, never claim

House voice by default: a quiet "we," or no pronoun. The name behaves as a place and never takes a feeling ("Marrenne loves this" is wrong). Every line faces her, not the room: a specific true fact reads as care; a generic feeling reads as performance.

The locked labels

Nav: Home, Inquiries, Wardrobe, Recommendations, Trips. Controls: Add to bag, Bag, Checkout, Search, Settings, Sign in, Create account, View all, Packing list. All sentence case. "Recommendations" is plural. Season and brand names keep correct title case ("New York Fashion Week 2028"). No em dashes, US spelling, no exclamation points in brand-voice copy, no urgency copy ("Only 2 left," "Don't miss out").

Decided already, do not deviate

Ground is vellum #F5F2E8, not white, not black. The only white allowed is the logged interim wordmark/seal swap.

Focus ring is ink, slate, or ivory, offset 2px. Never the blue system ring.

Loading is a warm skeleton or the static seal. Never a spinner or grey shimmer.

Nested titles are Canela Text Light, never Deck, never Display. H2 is Deck Light; H1 is Deck Regular.

Images are a plate or an empty state only. No placeholder box. No control on the image.

The seal replaces the star. Line icons only, 1.6px stroke. No filled or celestial glyphs.

Every label and line comes from the spec. Do not reword, re-case, or pluralize. "Recommendations," not "Recommendation."

Use the supplied wordmark and seal files. Never re-space or recolor them.

