

BRANDING
BRANDING
BRANDING

ABOUT US



INTRO

ACCENT FIRST LAUNCHED AS A D2C ECOMMERCE SITE COINED AS A "CULTURAL ETSY." HOWEVER, THE COMPANY LATER GREW TO BE A B2B AI-DRIVEN PLATFORM DEDICATED TOWARDS INCLUSIVE GIFTING IN CORPORATE AMERICA.



STORY

COMPANIES NEED MORE EFFECTIVE WAYS TO CREATE CONNECTIONS WITH EMPLOYEES AND CUSTOMERS. IT'S TIME TO ADAPT, ESPECIALLY NOW THAT REMOTE AND HYBRID WORK IS HERE TO STAY.

WE CAN HELP YOU CONNECT AND SUPPLY OFFLINE TOUCHPOINTS TO BUILD BETTER BONDS. FROM BOOSTING MORALE AND ENGAGEMENT TO CELEBRATING DIVERSE BACKGROUNDS AND CREATING INCLUSIVE ENVIRONMENTS, ACCENT IS WITH YOU EVERY STEP OF THE WAY.

BRAND GUIDELINES



ABOUT US

MISSION

WE DELIVER TANGIBLE HAPPINESS BY RECOGNIZING
AND CELEBRATING PEOPLE'S IDENTITIES.




TARGET

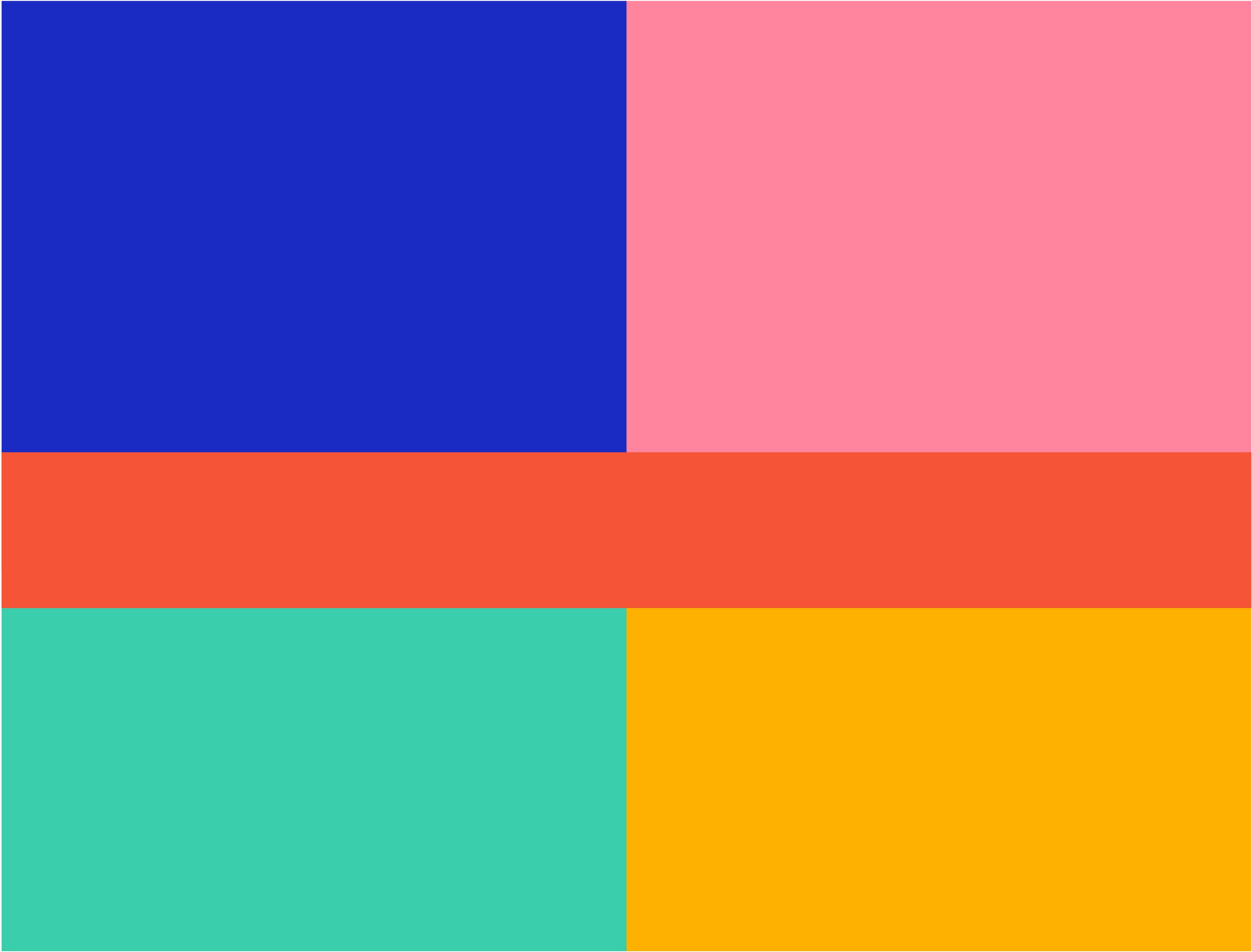
EMPLOYEE GROUPS: CARE ABOUT DEI AND WANT TO CELEBRATE DIVERSE HOLIDAYS, SMALL BUDGETS


MANAGERS: CARE ABOUT TEAM AND WANT TO CELEBRATE ACHIEVEMENTS, MID SIZE BUDGETS

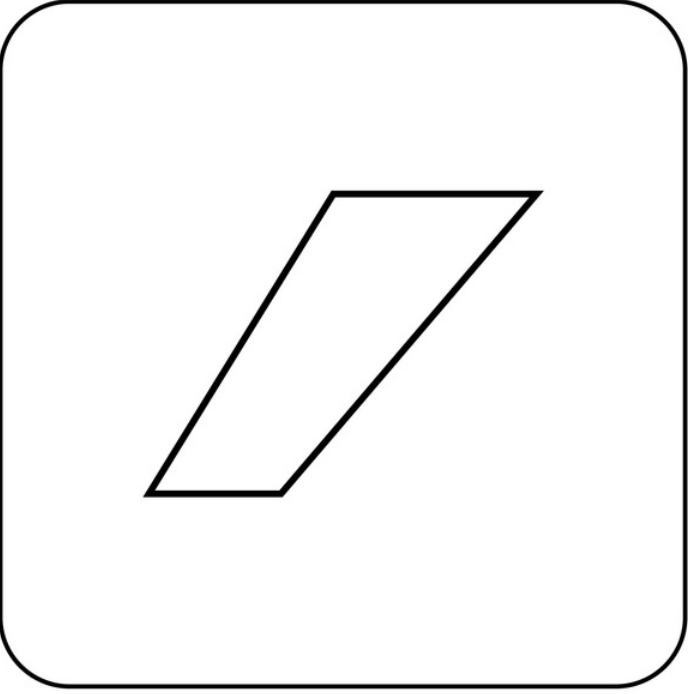
MARKETING AND PEOPLE OPS: CARE ABOUT BRAND AWARENESS & ENGAGEMENT, LARGE BUDGETS


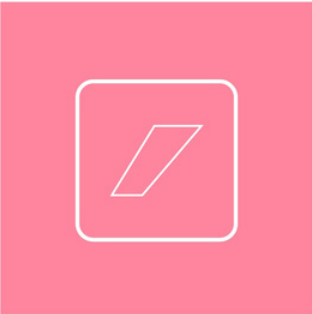

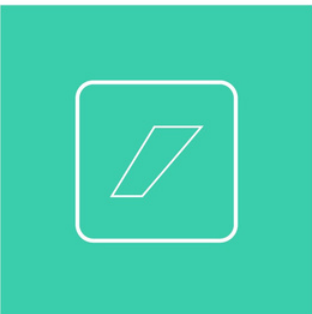

LOGOS

BRAND GUIDELINES	
	
LOGO	COLOR PALETTE
BLUE ACCENT	#192BC2
PINK ACCENT	#FF859F
SCARLET ACCENT	#F55536
MINT ACCENT	#3BCEAC
GOLD ACCENT	#FFB100



BRAND GUIDELINES	
	
LOGO	LOGO MARK
<p>OUR LOGO REPRESENTS THE ACCENT MARK USED ACROSS MANY LANGUAGES FROM OUR FOUNDERS' ROOTS IN URDU TO SPANISH, ARABIC, AND BEYOND. IT'S A SYMBOL OF TOGETHERNESS THAT LINKS US ACROSS CULTURES.</p>	






LOGO

FINAL
LOCKUP

THIS LOGO LOCKUP WILL
SERVE AS OUR COMBINATION
OF BOTH THE LOGOTYPE AND
LOGOMARK. THE STROKE OF
THE LOGOMARK MUST
REMAIN AN OUTLINE AND THE
STROKE MUST BE THE SAME
COLOR AS THE TYPEFACE.

ACCÉNT CO.
YOUR ONE STOP CULTURAL SHOP

TYPOGRAPHY


BRAND GUIDELINES	
	
TYPOGRAPHY	PRIMARY TYPEFACE
TOKYO IS A BOLD SANS SERIF FONT WITH BOTH STABLE AND OUTLINED FONT FILES. IT'S PERFECT FOR DISPLAYS, HEADERS, AND SO MUCH MORE.	

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@#\$%^&*~

NAME TOKYO
WEIGHTS REGULAR OUTLINE
DESIGNED BY JEN WAGNER CO.
AVAILABLE ON FREEFONTS FAMILY

BRAND GUIDELINES	
	
TYPOGRAPHY	SECONDARY TYPEFACE
AVENIR IS A GEOMETRIC SANS SERIF TYPEFACE DESIGNED IN 1987 AND RELEASED IN 1988. THE WORD AVENIR IS FRENCH FOR "FUTURE."	

A B C D E F

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NAME AVENIR
WEIGHTS REGULAR LIGHT
DESIGNED BY ADRIAN FRUITIGET
AVAILABLE ON FREEFONTS FAMILY

IMAGERY

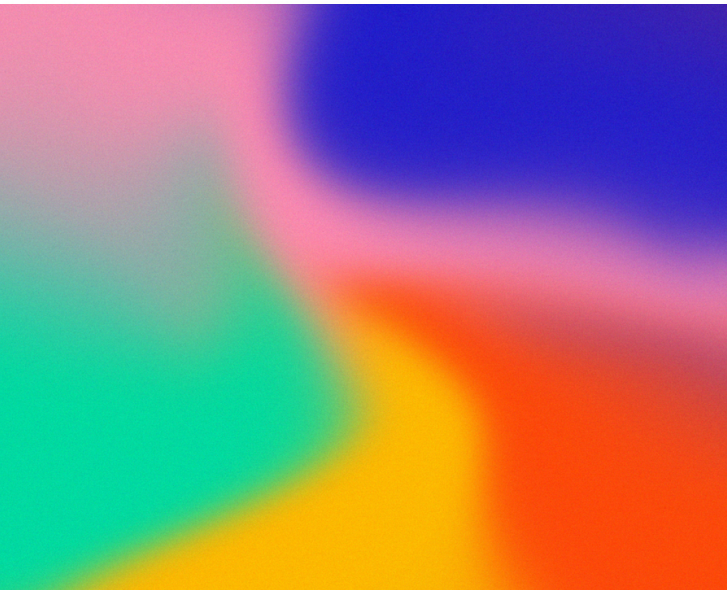
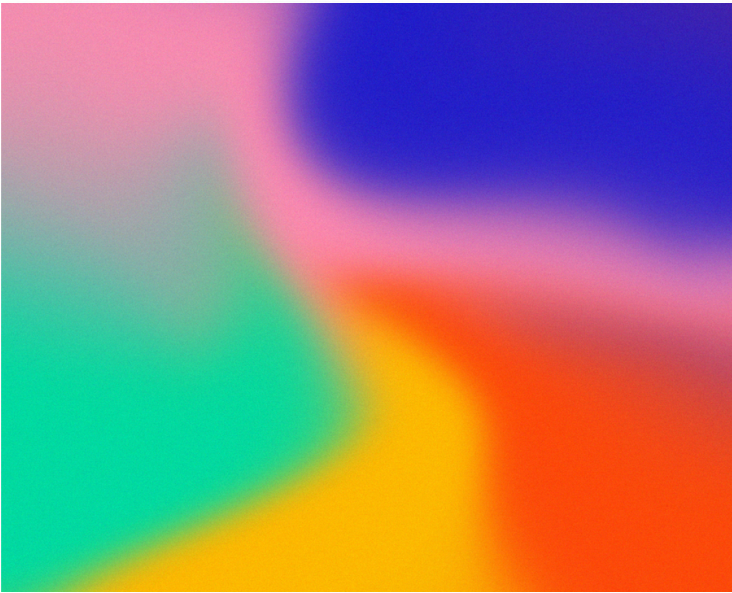
BRAND GUIDELINES



IMAGERY

VISUAL
STYLE

ACCENT’S VISUAL PHOTOGRAPHIC
STYLE REVOLVES AROUND THE
CONCEPT OF COMPLIMENTS.
FROM COMPLIMENTARY COLORS
TO COMPLIMENTARY IDENTITIES,
OUR IMAGES ARE MEANT TO
HIGHLIGHT THE SMALL BUSINESSES
WE REPRESENT THROUGH A
CONNECTED LENS.





IMAGERY

HERO
IMAGE

THE HERO IMAGE IS MEANT TO BE DISPLAYED PROMINENTLY ON OUR WEBSITE, FRONT AND CENTER. THIS WILL BE THE FIRST VISUAL A VISTOR ENCOUNTERS AND SHOULD BE CLEAN AND VIBRANT.



DESIGN

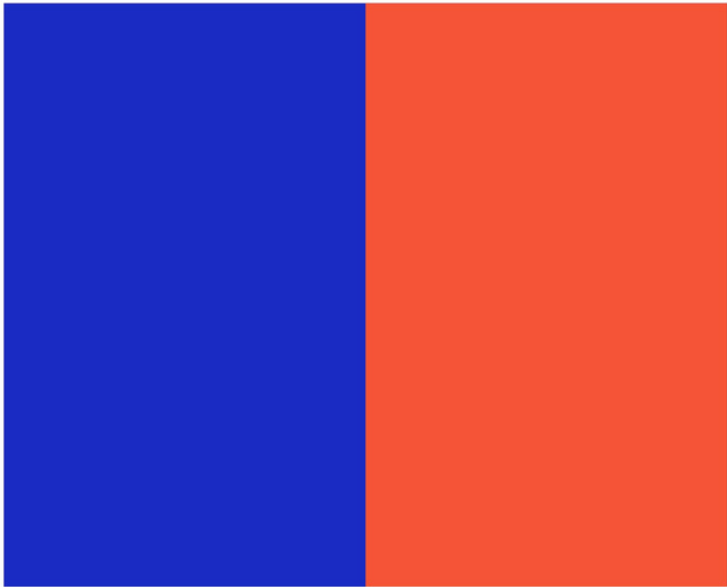
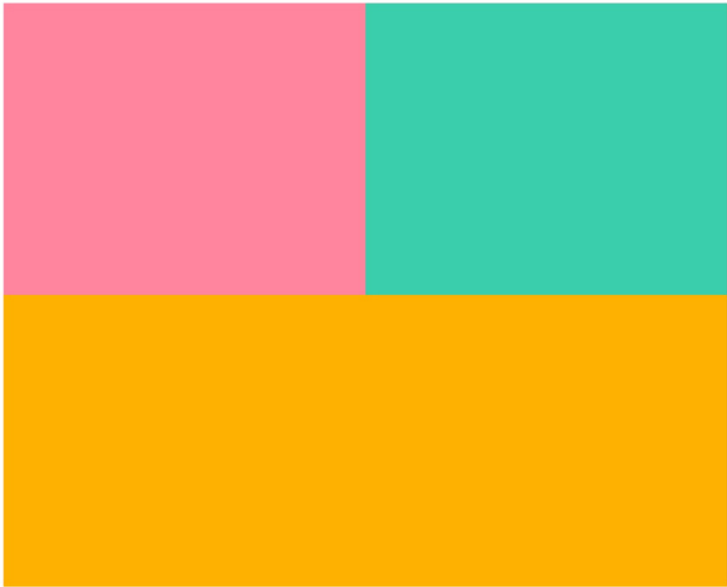
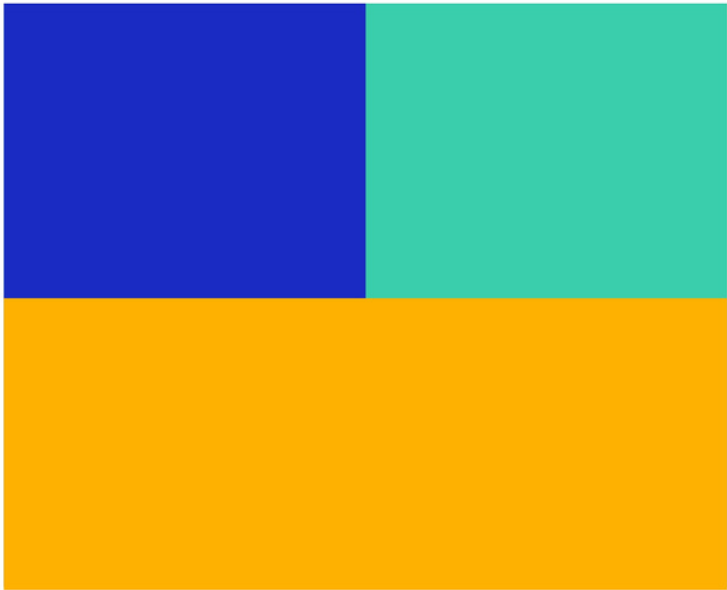
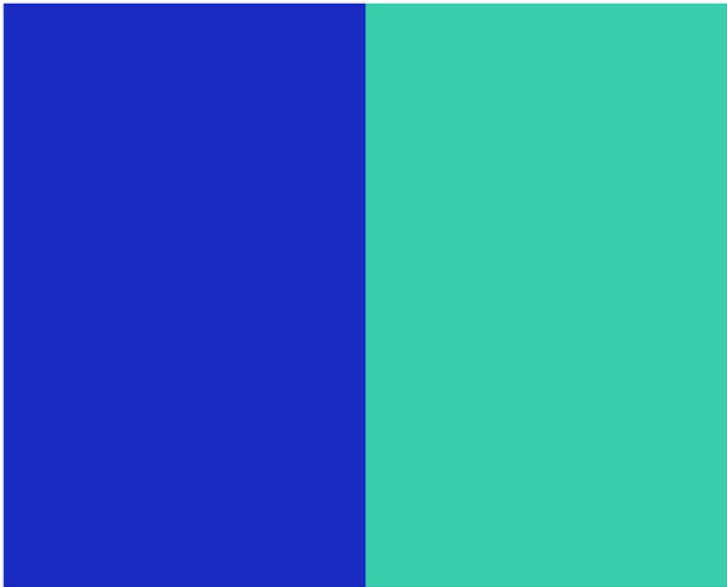
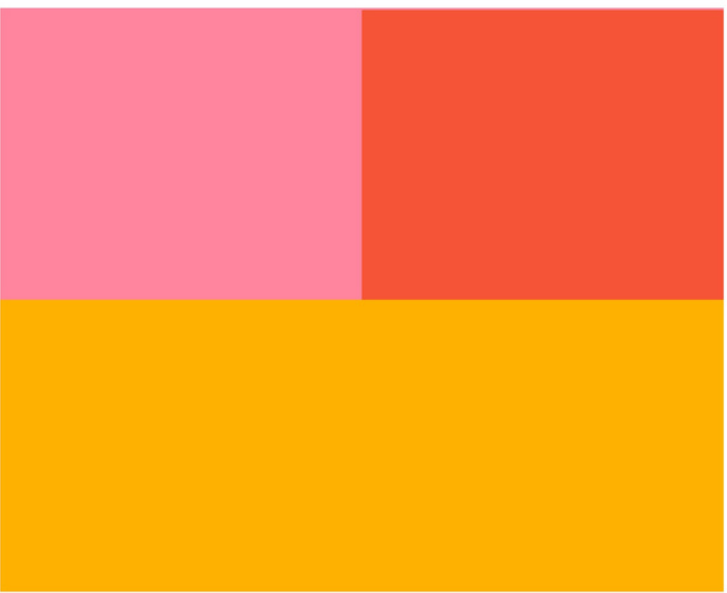
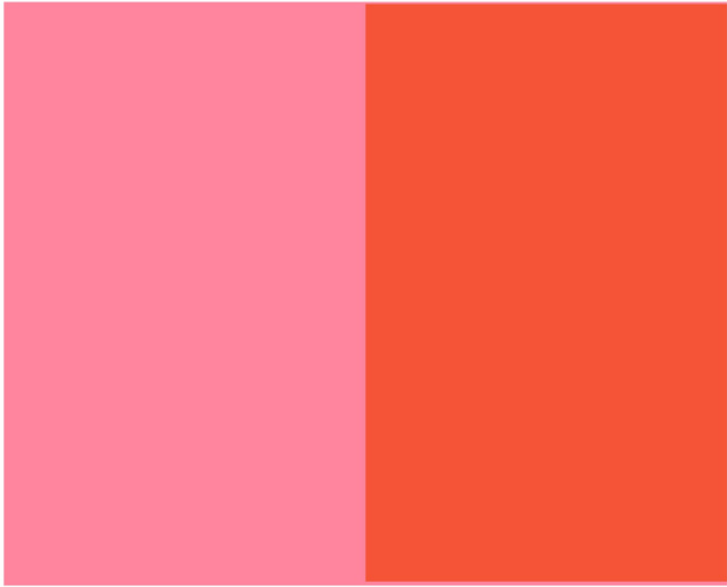
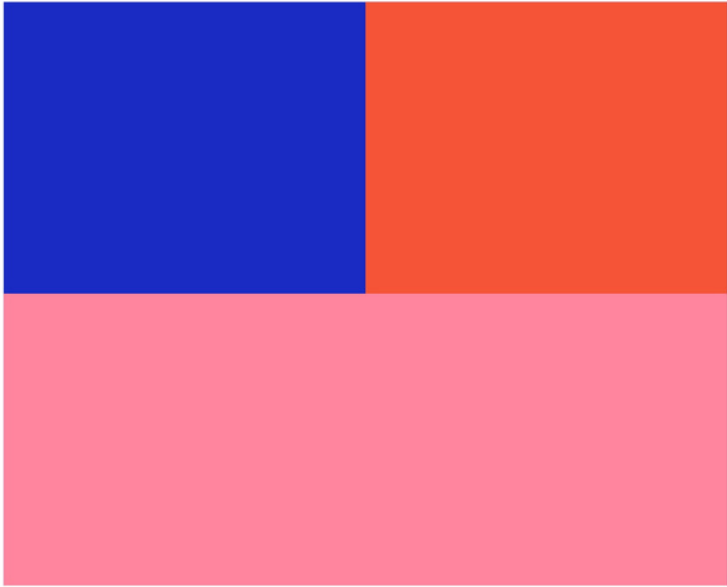
ACCÉNT



DESIGN

COLOR COMBO

THESE ARE OUR APPROVED COLOR COMBINATIONS, BOTH TRIOS AND COMPLIMENTS, TO LEVEAGE WHEN DESIGNING ANY DIGITAL OR PRINT COLLATERAL. ANYTHING STRAYING FROM THESE COMBINATIONS MAY BE APPROVED ON A CASE BY CASE BASIS.





DESIGN

TEXT
EFFECT

WHEN DESIGNING COLLATERAL, ESPECIALLY FOR SOCIAL, USE A LAYERED TEXT TREATMENT WITH THE REGULAR AND OUT-LINE VERSION OF THE TYPEFACE. THIS WALLPAPER EFFECT IS THE ONLY INSTANCE IN WHICH THE LOGOMARK MAY BE REMOVED.





DESIGN

TEXT
EFFECT

WHEN DESIGNING
COLLATERAL, ESPECIALLY FOR
SOCIAL, USE OUR SIGNATURE
GRADIENT OVER A WAVY TEXT
TREATMENT. IN THIS INSTANCE
THE LOGOMARK MAY BE
REMOVED.

