Empee

Brand Guidelines

WHOLESALE FABRICS — TRADE SINCE 1994

Quiet luxury. Materiality first.

Colour, typography and usage rules for the Empee digital and print identity.

01 — COLOUR

The palette

Muted, tactile, natural. Colour disappears behind photography and texture — restraint is the luxury.

Warm Ivory

#FAFAF7

Structural neutral — nav, grids, dividers

Cream

#EDE7D8

Hero-adjacent strips, quote blocks

Cream 2

#F6F2E8

Cards; text on rust/olive

Ink

#2B2118

All body text — warm near-black

Rust Deep

#7A2E1D

Primary accent — CTAs, prices, hero

Sage

#6E7C4C

Secondary accent — sparingly

Deep Olive

#454B30

Dark anchor — footer, paired with rust

Tan

#C79A5C

Detail — small text on dark

Usage rules

75 / 15 / 7 / 3	Warm Ivory dominates. Linen & Stone support. Charcoal for text. Green and brown accents last — never more.
No gradients, ever	Every fill is a flat, solid colour — buttons, image placeholders, section backgrounds.
Rust meets olive directly	Rust and olive sit directly adjacent in one panel. Never dilute the pairing with sage or tan.
Alternate white and beige	Never let a page collapse into all-white or all-beige. Alternate neutrals section by section.
One filled chip per group	Category chips stay outlined in ink. Exactly one solid rust chip per group.
Breathing room	Never place two solid-colour sections back to back without a white or cream section between them.

WEBSITE RATIO



Type system

TT Ramillas

Primary editorial serif — hero headlines, H1/H2, pull quotes, statistics.
Light to Regular weights; scale and spacing do the work, not heaviness.

Aa Bb Cc 123

Aa Bb Cc — italic

Inter

Body copy, navigation, buttons, functional UI. Clean and quiet.

Aa Bb Cc 123 — Inter

EYEBROW / LABEL STYLE

Headlines use clamp() sizing — fluid from mobile to desktop.
No rounded or casual scripts. Nothing rotated or tilted.

Cormorant Garamond Italic

Thin italic serif for small accents only — eyebrows, quote attributions. Never headings or body.

Buttons & chips

PRIMARY — RUST

SECONDARY — OUTLINE

ON DARK — OUTLINE

Solid rust fill with Cream 2 text on light backgrounds. Outlined Cream 2 button on rust or olive.

LINEN

SILK

WOOL

VELVET

Category chips: ink outline, transparent fill. Exactly one solid rust chip per group.

PRODUCT CARD IMAGE BLOCKS — FLAT SOLID, CYCLING



Tone of voice

“At Empee, we don't guess trends.”

Minimal and confident. Written for trade buyers, not consumer retail.

Short sentences. No exclamation marks, no emoji, no hype.

Lead with the material — weight, composition, hand-feel — then the price.

Imagery

Fabric texture and drape, interiors in soft natural light — never stock consumer-fashion photography.

High-angle, warm neutral rooms. Materiality over colour.

Photography carries the brand; the palette stays quiet behind it.