

*D'Argenti*





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BRAND HISTORY



BRAND HISTORY

## OUR HISTORY

D'Argenta was first founded in 1975 by 33-year-old husband & wife Ernesto and Sima Abraham. They used a process to make moulds and even rocket engine parts with electroplating, until one day, Sima asked him if he could make with the same process pieces of any shape, to which the answer "Claro que sí" (Of course yes), catalized into D'Argenta where unique art pieces in silver & 24 Karat gold are made and gifted the world lover among loved ones and to the likes of The Pope, Japanese Emperors & American Football Teams.

D'Argenta was born out of rocket engines engineering, love for art and ingenuity. It was in 16 years after they got married in 1960 that they realised their marketing niche was in fact sculpture making and home decor, and not rocket engines. This prompted Cromadora Nicromex to change the company name, to the now well known, D'Argenta.



BRAND VALUES



BRAND VALUES





## our MISSION STATEMENT

To be the world's most respected and successful sculpture & home decor designer, manufacturer and retailer of the finest gifts.

Distinctive design and high quality

are the foundations of our brand here at D'Argenta.

We believe we are more than just a brand. We are an

experience for anyone and everyone. Our iconic

sculptures & home decor instantly

exudes excitement, elegance and decades of

timeless style; sparking an emotional connection

with our customers.





Honour the customer  
Think *bravely*  
Lead with *devotion*  
Act in *good conscience*  
Be *brilliant* together

# CORE VALUES

# BRAND POSITIONING



# BRAND POSITIONING

# our competitors

Naturally, our main competitors are other big brands that produce home accessories, decorative sculptures and figurines; such as Lladro, Lalique, Baccarat and Sculpture studios. Here at D'Argenta, we like to think we have a good unique selling point (USP) compared to our competitors. Since our brand was born in México City, we make that one of our main, core focus point when marketing and advertising our brand and products. Many consumers purely buy into the brand because of the connotations that come along with the brand. Another USP is our range of products. Price and product-wise, we offer a large range of products aimed at a large audience; with ages ranging from teen gifts, to 60 year anniversary gifts. Here at D'Argenta, we have something for everyone.





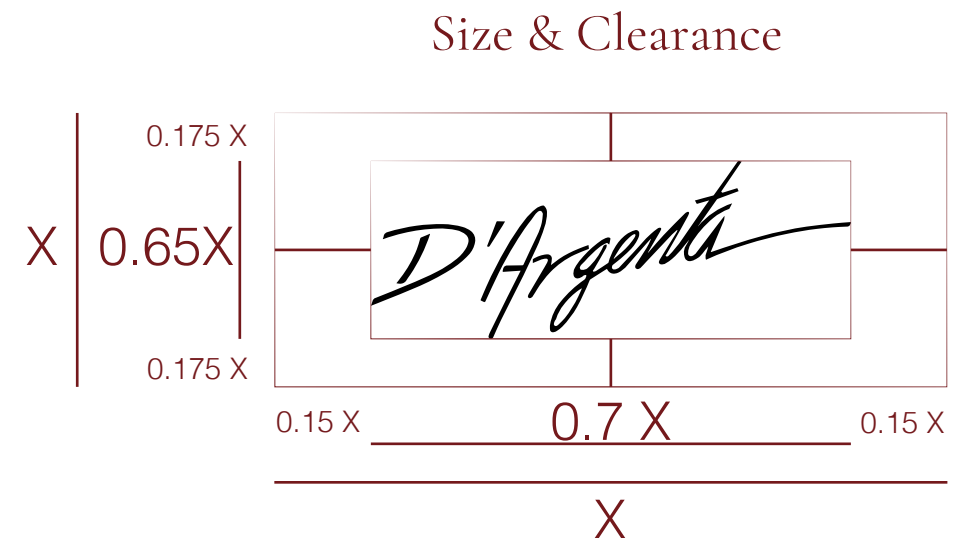
# BRAND GUIDELINES

*D'Argenta*

BRAND GUIDELINES



# LOGO & GUIDELINES




# LOGO & GUIDELINES



*D'Argenti*

Dont alter the shape or stretch the logo in anyway.



*D'Argenti*

Always present the logo in the correct inclination and reading upwards.



*D'  
Argenti*

Dont rearrage our logo in any way.

# colour and image guidelines

## colours

Our colour scheme is clean and simple - mainly featuring our most predominant and famous colour: Pantone 19-1761 TCX, otherwise known as Tango Red. Within our adverts and marketing images, different hues and variations of the Tango Red are used, including darker and lighter ones. For the brand logo and excess text; white, blue and grey hue variations are used, to keep things simple, classic and elegant.

Less is more.



PANTONE  
19-1761 TCX  
Tango Red



Monochromatic Color

Hex triplet	93162f	<code>#93162f</code>	CIE-LAB	31.77, 50.605, 19.621
RGB Decimal	147, 22, 47	<code>rgb(147,22,47)</code>	XYZ	12.833, 6.984, 3.361
RGB Percent	57.6, 8.6, 18.4	<code>rgb(57.6%,8.6%,18.4%)</code>	xyY	0.554, 0.301, 6.984
CMYK	0, 85, 68, 42		CIE-LCH	31.77, 54.275, 21.192
HSL	348°, 74, 33.1	<code>hsl(348,74%,33.1%)</code>	CIE-LUV	31.77, 64.347, 9.897
HSV (or HSB)	348°, 85, 57.6		Hunter-Lab	26.427, 40.436, 10.957
Web Safe	990033	<code>#990033</code>	Binary	10010011, 00010110, 00101111



Shade Color Variation

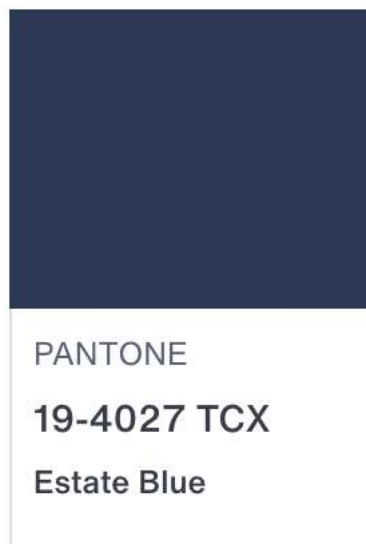


Tint Color Variation

# colour and image guidelines

## colours

The complimentary color of our brand is Estate Blue: Pantone 19-4027 TCX. Within our texts and marketing images, different hues and variations of the Estate Blue are used, including darker and lighter ones.



Monochromatic Color

The hexadecimal color #081623 has RGB values of R:8, G:22, B:35 and CMYK values of C:0.77, M:0.37, Y:0, K:0.86. Its decimal value is 529955.

Hex triplet	081623	#081623	CIE-LAB	6.745, -0.795, -10.749
RGB Decimal	8, 22, 35	rgb(8, 22, 35)	XYZ	0.69, 0.747, 1.698
RGB Percent	3.1, 8.6, 13.7	rgb(3.1%, 8.6%, 13.7%)	xyY	0.22, 0.238, 0.747
CMYK	77, 37, 0, 86		CIE-LCH	6.745, 10.779, 265.77
HSL	208.9°, 62.8, 8.4	hsl(208.9, 62.8%, 8.4%)	CIE-LUV	6.745, -3.092, -6.37
HSV (or HSB)	208.9°, 77.1, 13.7		Hunter-Lab	8.641, -0.862, -5.6
Web Safe	000033	#000033	Binary	00001000, 00010110, 00100011



Shade Color Variation



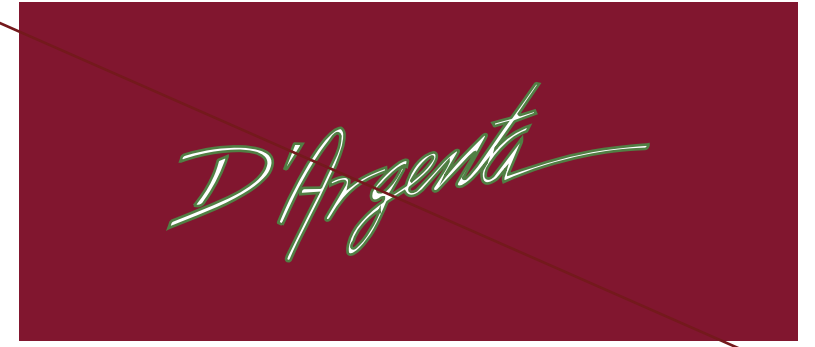
Tint Color Variation



Don't use any other coloured text apart from white on Tango Red background.



Don't use the logo over any other coloured background.



Don't alter the logo or outline the font of the logo.



Don't use any other coloured text apart from white on Estate Blue background.



Don't use the logo over any other coloured background.



Don't alter the logo or outline the font of the logo.



Do only use white text on a Tango Red or Estate Blue background. Ej. Table Centerpieces.



Do only use the Tango Red or Estate Blue coloured background.



Do only use the Cormorant Garamond font on titles and never alter the logo or font outline.

# typography guidelines

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The products should all appear with Cormorant Garamond, The Cormorant Garamond font has been chosen for simplicity and clarity, but also for elegance.

Cormorant Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Descriptions should all appear with Avenir or Avenir Light, The Avenir font has been chosen for readability and clarity.

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz









# our products

Whilst our brand first started out as mainly as a prehispanic reproductions company in silver we have expanded our product line with many artist collaborations, animal art, homeware and accessories.

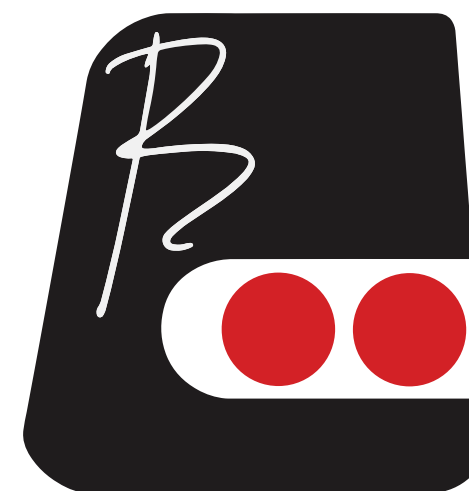
We are more than a brand, and we want to show that through our products. Customers wanting to live our brands lifestyle can purchase homewear and lifestyle goods; such as vases, table centerpieces, candle holders fruit bowls and much more.

# Partnerships

We have developed partnerships with illustrious companies and individuals to make unique products that target our mutual core clientele. Some of them are Disney, Frida Kahlo, Pedro Ramírez Vázquez & Salvador Dalí



Fundación Gala-Salvador Dalí



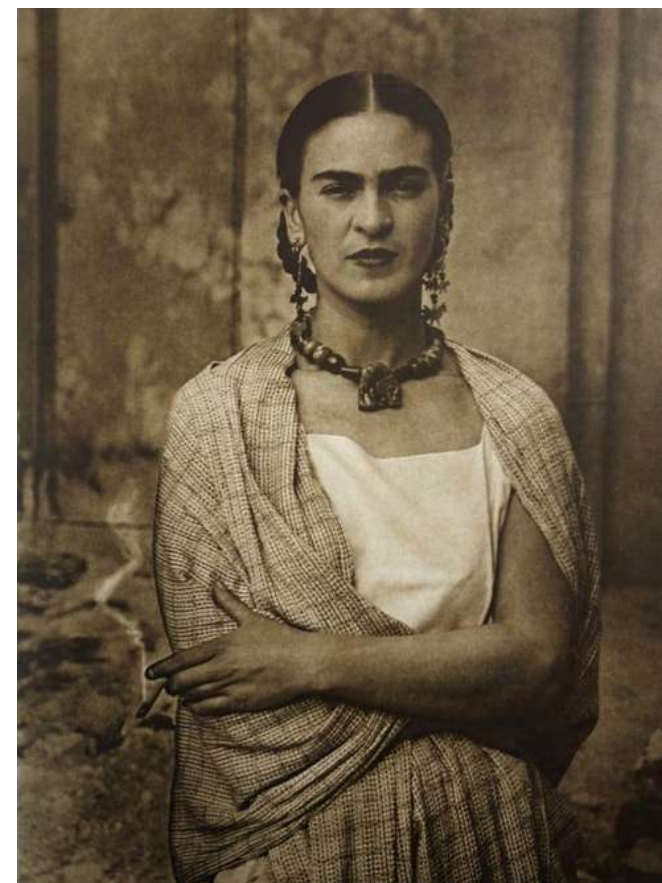
Pedro Ramírez Vázquez

Frida Kahlo

Disney

# Partnerships

# Frida Kahlo



Disney



Pocahontas - John Ratcliffe

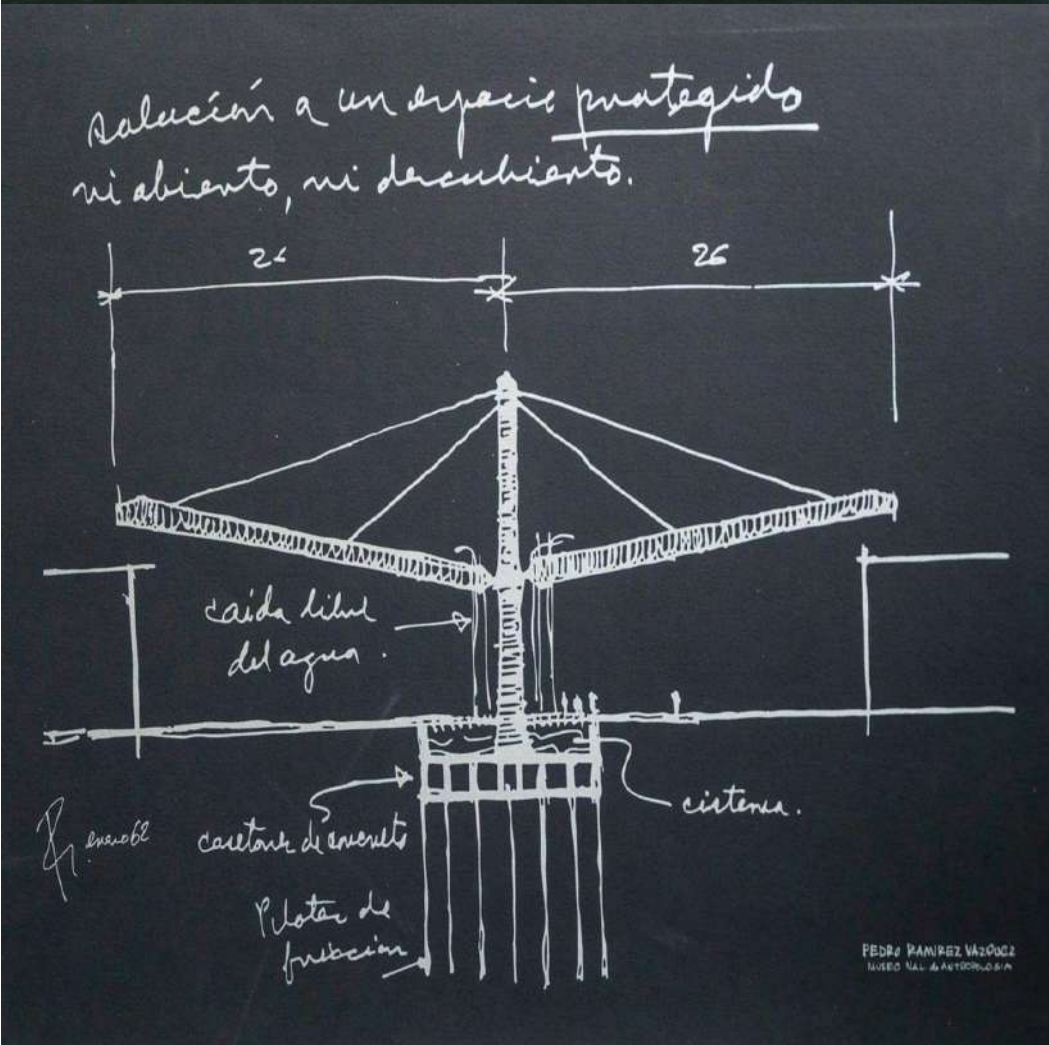
# Salvador Dali



# Arch. Pedro Ramírez Vázquez



National Museum of Anthropology & History  
Main Column



# Corporate Works



## our products

Many companies wish to recognize great workers with a special gift, award or even make inter company competitions to boost worker morale and our custom - made pieces are their preferred way of doing so.

We have also created Awards like the ones for the Spotify Awards, as well as manufacturing projects like the silver cap of Tequila Patron Platinum

# Corporate Works

# our clients





# our works



Tequila Patron Platinum



The Silver Goddesses Awards



Spotify Awards 2020

SOME THINGS ARE LEDGENDARY

*D'Argentina*

MÉXICO CITY