

SUNDAY

Brand Guidelines

2026



Brand Introduction

SUNDAY is a luxury lifestyle brand that celebrates timeless elegance, quiet luxury, and the perfect balance of day and night. The name and sun-and-crescent symbol represent effortless sophistication and elevated everyday style.



Vision

To create a world where every day feels like Sunday – a seamless expression of refined living, where light and shadow, rest and ambition exist in perfect harmony.

SUNDAY envisions a future in which quiet luxury is not reserved for special occasions but woven into the fabric of everyday elegance.

Mission

To craft exceptional products and experiences that embody premium craftsmanship, understated opulence, and the harmonious balance of day and night. We deliver timeless pieces in black and gold that empower individuals to move through life with quiet confidence, effortless sophistication, and a sense of refined calm

Our Logo

Primary Logo

Gold sun-and-crescent icon positioned to the left of the word SUNDAY in custom gold serif lettering with subtle brushed texture.

Approved Variations

Full primary logo (icon + wordmark)

Icon-only

Sun-and-crescent on letter "S"

Embossed, debossed, or engraved versions

Clear Space & Minimum Size

Clear space equal to the height of the letter "S".

Minimum print size: 1.5 in (38 mm).

Minimum digital size: 150 px.

Do's & Don'ts

Always use official artwork and scale proportionally.

Never distort, rotate, add effects, shadows, or combine with other icons/text.



Color Palette

- **SUNDAY Black**

Hex: #000000

- **Usage:** Backgrounds, leather, primary text, negative space

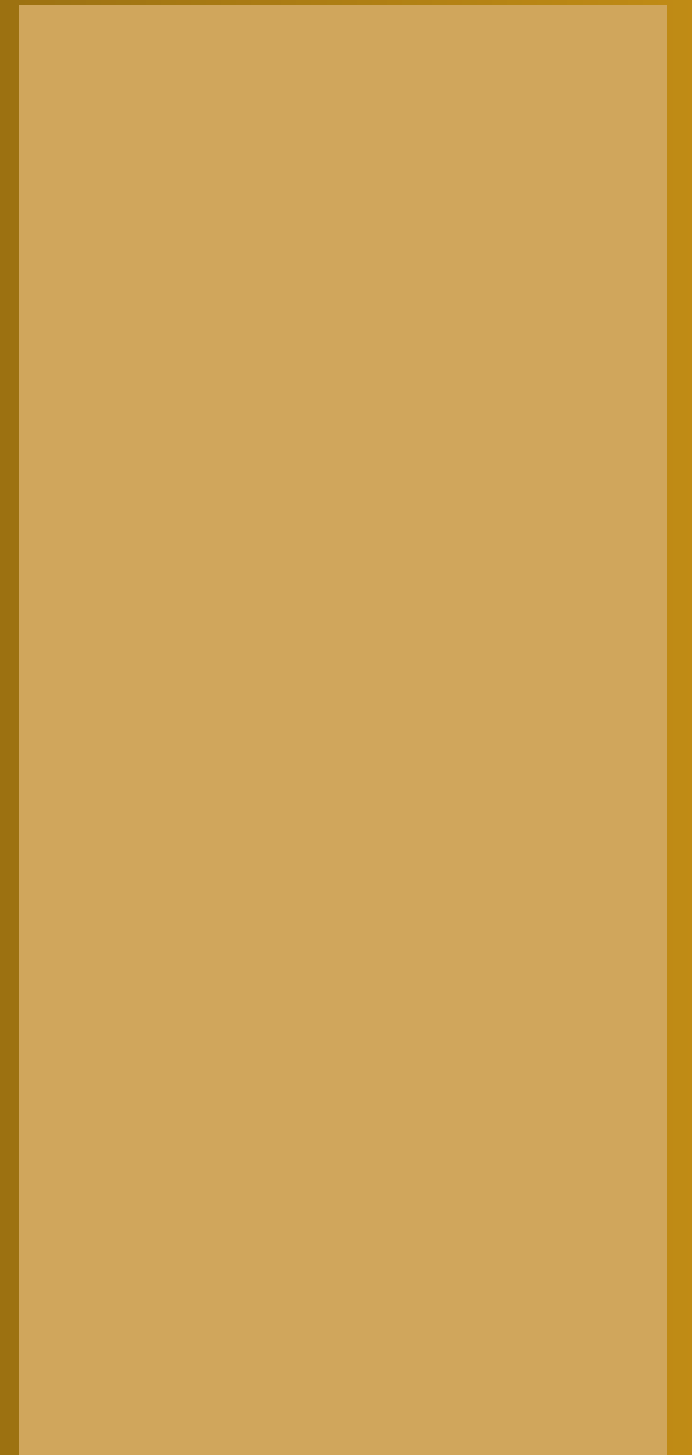
- **SUNDAY Gold**

Hex: #C9A66B

- **Usage:** Logo, icon, hardware, embroidery, accents, metallic finishes



#000000



#C9A66B

Typography

Logo Font

Georgia Pro(ALL CAPS) – for the word “SUNDAY”.

Rules

Brand name always in ALL CAPS with generous letter spacing.
No decorative or script fonts outside the official logo

Headings/Logo

Georgia Pro

Bold

Aa

Body

Canva Sans

Light -
Medium

Aa

Imagery Style

Our imagery style reflects the bold and contemporary our fashion brand. We prioritize clean compositions, minimal backgrounds, and natural lighting



Brand Application

- **Product Usage**

Consistent gold hardware, embossing, and embroidery across all categories.

- **Packaging & Retail**

Black gift boxes, tissue paper, shopping bags, hangtags, and illuminated storefronts.

- **Digital & Marketing**

Black backgrounds, gold accents, minimal design.



Brand Tone & Voice

Voice: Sophisticated, refined, timeless, quietly confident.

Tone: Speak as if addressing someone who already appreciates the finer things.

