

FASHION MIRROR

STYLE MEETS INTELLIGENCE

BRAND SHEET V1 · 9 SEP 2026 · AS BUILT IN APP V1.4.4 AND WEBSITE

IDENTITY AS FINALISED

WARM IVORY. DELIBERATE BLACK. A FASHION SERIF.

Everything below is live in the product today, so marketing material built from this sheet will match the app and the website pixel for pixel. Reference image approved by the Architect on 8 Sep; typography chosen by the Owner the same day.

01 · MARKS

WORDMARK, STRAPLINE, ICON



App icon · split arch on black, gold outline, F·M monogram in Bodoni Moda 700. 1024 master; 512 and 192 exported.

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Primary wordmark · Bodoni Moda 700 · uppercase · tracking +0.01em · strapline Inter 500, tracking +0.28em

On black · ivory #F8F3E9 · same proportions

FASHION ·
MIRROR

App header form · gold middle dot #B8975A · the only place the accent appears in the interface

THE FASHION
MIRROR

Domain form · thefashionmirror.com · app at mirror.thefashionmirror.com

Public names: **Fashion Mirror** (product), **ALIANTICO LLC** (company, legal line only).
VYTANIX and VANTYX are internal engine names and never appear in public material.

02 · COLOUR

IVORY CANVAS, BLACK INK,
ONE HAIRLINE OF GOLD

Canvas #F8F3E9 Every page and screen background	Surface #FBF8F1 Cards, tiles, sheets	Surface 2 #F0EADF Secondary panels, image placeholders
Black #0A0A0A Text, buttons, statement sections	Graphite #292929 Hover on black, icon gradient	Gold #B8975A Logo and wordmark dot only. Never fills, never buttons

Text 2

#66645F

Secondary copy, captions

Text 3

#8F8C85

Placeholders, tertiary labels (AA at 14px+)

Line

#DAD4C8

All 1px rules and borders

Line strong

#BDB8AE

Input underlines, emphasised rules

White

#FFFFFF

Imagery and isolated surfaces only

Verdict

#2F6B45 · #8C6A12 ·

#A33F2E

Fits / check / won't fit — product only

DARK SURFACES · BLACK STATEMENT SECTIONS, DARK-MODE DOCUMENTS, VIDEO
END-CARDS

Canvas

#0E0D0B

Surface

#151412

Surface 2

#1E1C19

Ivory text

#F3EEE4

Text 2

#B3ADA2

Gold on dark

#C9A96A

Ratio in any layout: roughly 80% ivory, 15% black, 5% image; gold under 1%. Black is used in blocks — a full section, a button, a verdict card — never as a tint or a shadow. There are no gradients in the interface; the only gradient is inside the icon.

Two typefaces, both open licence (SIL OFL), both self-hosted in the product — nothing depends on Google or Adobe at runtime. **Bodoni Moda** (variable: weight 400–900, optical size 6–96, roman and italic) carries every headline, name, verdict letter and number. **Inter** (variable) carries everything a person reads: body copy, inputs, buttons, labels. The rule for marketing: if it is a title, it is Bodoni in capitals; if it is a sentence, it is Inter.

DISPLAY

Bodoni Moda 400 · caps · lh .90 · track −.01em · 44–112px

SEE YOURSELF
DIFFERENTLY

MASTHEAD

Bodoni Moda 700 · caps · track +.01em

FASHION MIRROR

LEDE

Bodoni Moda 400 italic · 20–30px · lh 1.3

AI-powered styling.
A more confident you.

NAMES & VERDICTS

Bodoni Moda 400 · caps · 24–52px

UPTON LINE SINGLE-BREASTED JACKET

M fits · 93%

BODY

Inter 400 · 15–16px · lh 1.55–1.6 · max 66ch

Photograph any garment — in a shop window, on a rail, on any site — and see it on you, in your size. Your photos stay on this device.

INTERFACE LABELS

Inter 500 · 11px · caps · track .18em (nav .22em)

PROFILE · CAPTURE · MIRROR · WARDROBE

WOMEN · MEN · DISCOVER · TECHNOLOGY · ABOUT

EYEBROW

Inter 500 · 10px · caps · track .26em · Text 2

STYLE MEETS INTELLIGENCE

BUTTONS

Inter 500 · 11px · caps · track .18em · 1px border · radius 0

TRY THE MIRROR →

RENDER AGAIN

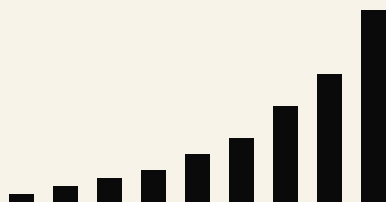
04 · GEOMETRY & MOTION

SQUARE CORNERS, THIN LINES, SLOW MOVES

SHAPE

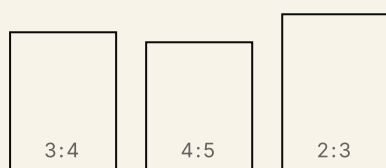
- Corner radius **0** everywhere (2px only on tiny chips)
- No drop shadows; depth comes from a 1px line or a black block
- Borders 1px in Line; emphasised rules 1px Black
- Buttons: 1px border, 16–18px vertical padding, full width on phones

SPACING · 4-BASED SCALE



- 4 · 8 · 12 · 16 · 24 · 32 · 48 · 64 · 96
- Phone gutter 22px; site gutter 4vw (20–48px)
- Content column 560px (phone app), 1180px (site)

IMAGE RATIOS & MOTION



- Portrait 3:4 (try-on), editorial 4:5 (tiles, welcome), hero 2:3
- Ease cubic-bezier(.2, .7, .2, 1) · fast .18s · base .32s · slow .7s
- Reveals rise 8px and fade; nothing bounces; reduced-motion respected

05 · IMAGERY

REAL PEOPLE IN WARM LIGHT



The approved reference sets the standard: one person, ivory or neutral clothing, warm directional studio light, plain ivory backdrop, no props, no set dressing, no text baked into the picture. The person looks past the camera, not into it — confident, not selling.

- Crop tight and high: face and shoulders, or the garment from collar to hip. Show the whole body only in the mirror itself.
- Backgrounds sit inside the palette (ivory to #F0EADF) so photographs and canvas read as one surface.

- Try-on renders are shown as they come out of the mirror — no retouching that the product could not do itself. "Mirror vs real life" content depends on that honesty.
- Diverse bodies, ages and styles by default; the 100-person experiment is the picture library.
- Black-and-white is allowed for editorial content; never colour-graded or filtered.
- Video: same light, same stillness; the 5-second turn and 10-second catwalk from the product are the motion language.

06 · VOICE & LANGUAGE

SHORT. CERTAIN. SECOND PERSON.

SEE YOURSELF DIFFERENTLY

Headline · site and welcome screen

SEE IT. MIRROR IT. WEAR IT.

Mantra · every campaign returns to it

AI-POWERED STYLING. A MORE CONFIDENT YOU.

Lede · under the headline

STYLE MEETS INTELLIGENCE

Strapline · under the wordmark

TRY THE MIRROR · ENTER THE MIRROR

Calls to action · never "sign up", "download", "get started"

MIRROR IT · MIRROR THIS · MIRROR TOGETHER

"Mirror" is a verb we own · capital M when it is the action

THE MIRROR SAYS M

The verdict speaks; the app never "thinks" or "predicts"

DO

- Address one person: you, your body, your size
- Sentences of ten words or fewer in headlines
- Capitals for titles, sentence case for everything readable

DON'T

- No exclamation marks, no emoji in brand copy (comment replies may use one)
- No "AI magic", "revolutionary", "virtual try-on technology"
- No implied affiliation with celebrities, houses or events

- Name the brand and the price when we show a garment
- Say "mirror", "look", "wardrobe", "fit"
- Legal line: © 2026 ALIANTICO LLC · Fashion Mirror™

- No rounded buttons, gradients, shadows or coloured backgrounds
- No gold as a fill, and no gold text longer than one character
- Never VYTANIX, VANTYX or "engine" in public

07 · ASSETS

WHERE EVERYTHING LIVES

Fonts

Bodoni Moda variable (roman + italic) and Inter variable, OFL — [repo/public/fonts/](#) and [repo/site/fonts/](#); Google Fonts for documents and decks: Bodoni Moda, Inter

Icon

Master SVG and 512/192 PNG — [repo/public/icons/](#); exploration sheets and six candidates — [Dropbox FASHION MIRROR/02 Brand/icons](#)

Logo

Split-arch master — [Dropbox 02 Brand/logo-FM-master.png](#); logo animation 1080 square and 1080×1920 vertical — [03 Video & Content](#)

Reference image

[repo/site/brand/reference.jpg](#) (Architect-approved), hero crops [hero.jpg](#) / [hero.webp](#) / [hero-800.jpg](#), app welcome crop [repo/public/brand/welcome.jpg](#)

Design tokens

[repo/src/styles/tokens.css](#) — the single source of truth for colour, type, spacing, radius and motion; the website mirrors it in [site/fm.css](#)

Screens

Website desktop and mobile, app editorial strip, Android welcome — [Dropbox 02 Brand](#)

This sheet

[Dropbox 02 Brand/FASHION_MIRROR_Brand_Sheet_v1.html](#) and PDF; brand board PNG for quick sharing

OPEN ITEMS BEFORE THE FIRST CAMPAIGN

- Photography: the reference is a single image. The 100-person experiment should produce the library; until then, use try-on renders and the reference only.
- Rose edition (parked): a second palette for the same system — canvas, surfaces and lines re-mapped, type and layout untouched. Needs an Owner-approved reference image.

- Trademark search for "Fashion Mirror" (classes 9 and 42, UK IPO and EUIPO) before store listings; domain thefashionmirror.com registered 8 Sep.
- Social avatar and cover crops (1:1, 16:9, 9:16) of the icon and wordmark — to be cut from the masters when the channels are opened.

FASHION MIRROR · ALIANTICO LLC · BRAND SHEET V1 · BUILDER, FOR THE OWNER AND THE ARCHITECT

INTERNAL UNTIL LAUNCH