

L'AIR DE PANACHE

STYLE GUIDELINES

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BRAND IDENTITY

L'Air de Panache is a unisex perfume that was brought to life in 2014 by Wes Anderson in his film, *The Grand Budapest Hotel*. The perfume plays a pivotal role in the film for the characters M. Gustave and Zero Moustafa.

The perfume has a pure musk scent, meaning that it is very strong, and that it will linger in a room long after the wearer has left. The film tells a tale of courage and sacrifice - qualities found in anyone brave enough to wear this distinctive aroma.



MOOD BOARD



TYPEFACES

PRIMARY TYPEFACE - Archer Pro, Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

The primary typeface is used in the L'Air de Panache logo, as well as for any main headings used in printed or digital copy. It is always seen in only capital letters.

SECONDARY TYPEFACE - Archer Pro, Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

The secondary typeface is used for any sub-headings throughout this style guide. It is in most cases used in all capital letters, with minimal exceptions made.

TERTIARY TYPEFACE - Charter, Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

The tertiary typeface is used for all body text in any printed or digital copy, and it has been used for all paragraphs of text throughout this style guide.

LOGO DESIGN

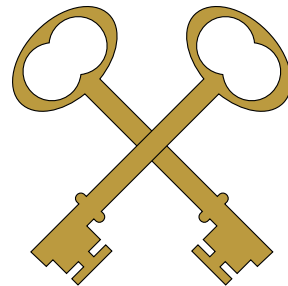
PRIMARY LOGO DESIGN

The primary logo should appear on the front of the perfume bottle. It may also appear in other coloured variations as per the specifications on the following page, as well as on certain coloured backgrounds.



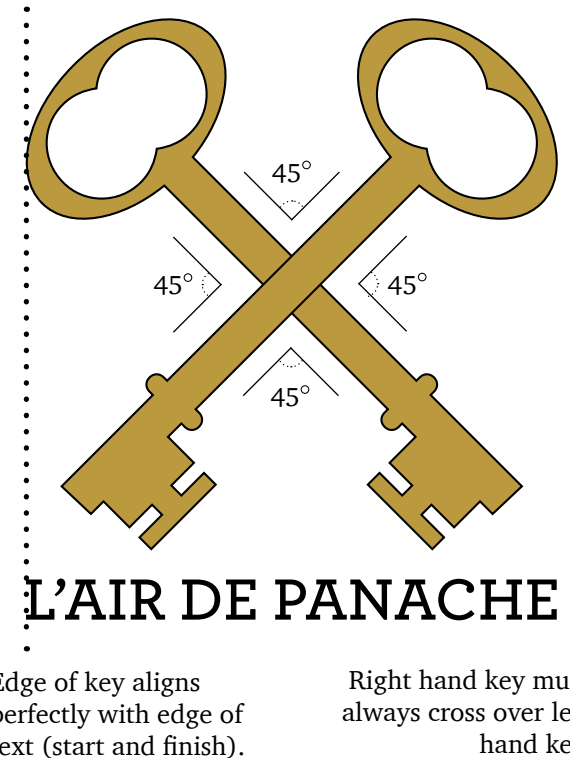
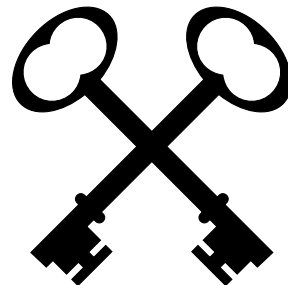
SECONDARY LOGO DESIGN

The secondary logo is the primary logo, minus the text. It may appear in other coloured variations as per the specifications on the following page, as well as on certain coloured backgrounds.



TERTIARY LOGO DESIGN

The tertiary logo will be used in cases where only black and white printing is available, such as in magazines and newspapers. It may also appear in this colour in the primary logo form (with text).



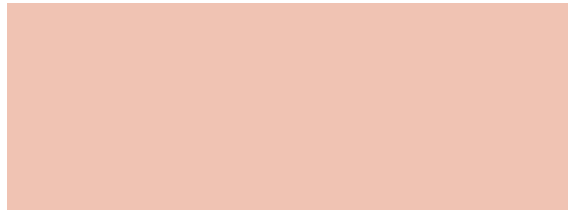
This logo was based off The Society of the Crossed Keys, another very crucial part of the film's plot. It links together many elements of the film, and the crossed keys are very visible throughout the telling of the story. All members of this secret society wear L'Air de Panache as their perfume of choice.

COLOUR PALETTE

The colour palette used for the branding of L'Air de Panache consists of two primary colours, used in the primary logo, as well as four secondary colours used both in variations of the primary logo, and on the cardboard packaging.



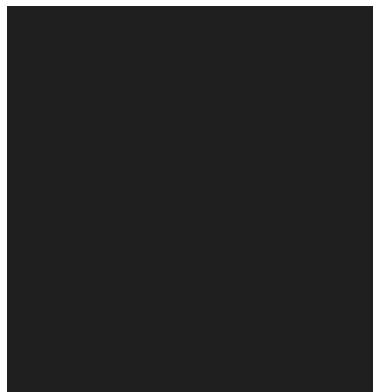
Pantone Premium
Metallic 10127 C



Pantone 489 C



Pantone 7432 C



Pantone Coated Neutral
Black C



Pantone 2695 C



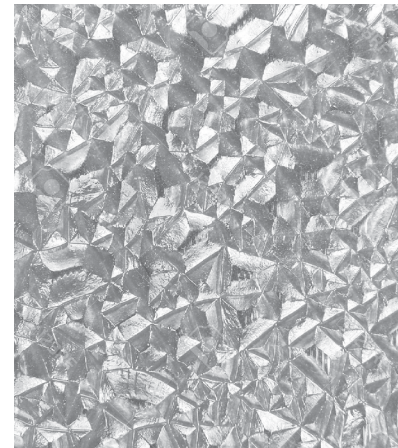
Pantone 2191 U

MATERIALITY

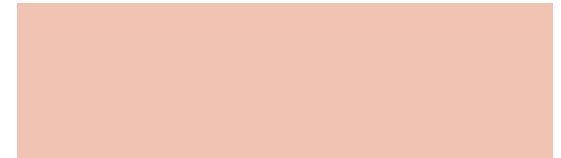
The 3D website design for L'Air de Panache will incorporate the same grand style and luxurious materials that are found in the film. Some colours used for the packaging and logo for the product will be used for the website detailing also.



Red Carpet



Crystal (chandeliers)



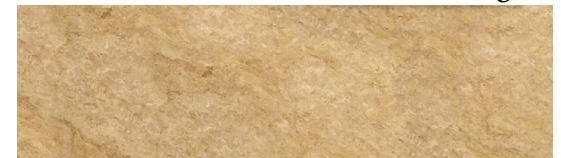
Pantone 489 C (walls/ceiling/shelves)



Pantone 10127 C (wall/shelf trim)



Pantone 2695 C (banners/signs)

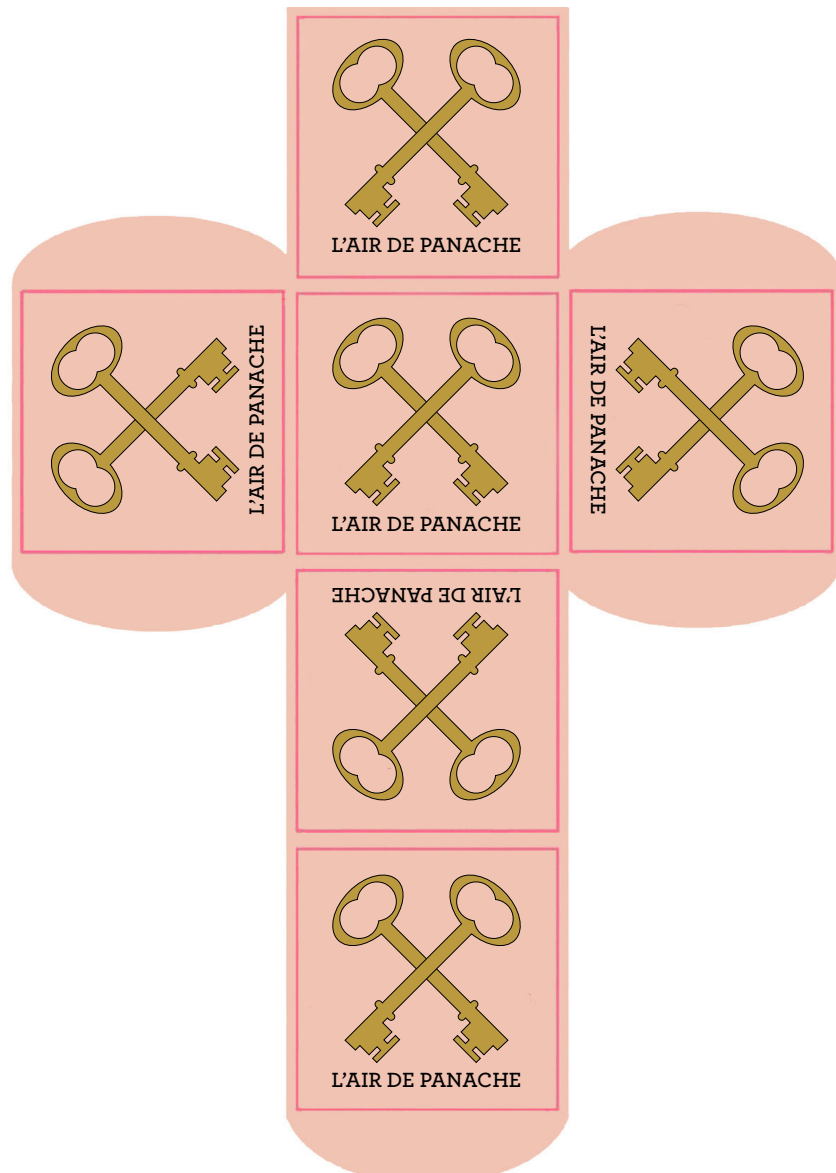


Yellow Marble (doors)



Pantone 7432 C (links/buttons)

PACKAGING DESIGN



The chosen packaging reflects another element of the film - Mendl's Patisserie. These square boxes housed pastries concealing escape tools for M. Gustave and his comrades so that they could escape from prison. When the blue ribbon is pulled, the box falls open effortlessly to reveal the perfume waiting inside. As mentioned previously, the boxes are made from gloss coated cardboard.



The bottle displays the liquid inside with a clear glass. The scent is distributed from a gold pump with a black dispenser which is a direct copy of the way in which the bottle is used in the film. The primary logo is displayed on the front of the bottle.



One of the constant themes throughout this film is that the Grand Budapest Hotel is an institution - a place that is held in the highest regard. This theme is continued in the branding of L'Air de Panache - this scent is a luxury, not to be worn lightly.

CUSTOMER EXPERIENCE

PRE-PURCHASE



Passers by will see this billboard on the street. It displays a QR (Quick Response) code at the bottom. The film quote reference on the display, combined with the obscured logo, is designed to entice the target market - those that are familiar with the film. The QR code leads to the website, www.panache.com where they can find further product information.

DURING PURCHASE

Website visitors are greeted with a video of M. Gustave. He welcomes them to the Grand Budapest, thanking them for taking the time to come and visit. He begins to talk about L'Air de Panache, and how it helps him to get through his long days and gruelling schedule, gives him the courage to make difficult decisions, and how it masks every odour imaginable and lingers in every room it enters.



Gustave will then give guests a “tour” of the hotel, leading them to the gift shop, where they are able to purchase his signature scent. He alerts the guests to a special promotion - with any purchase of L'Air de Panache, they will receive one night of accomodation and a buffet breakfast at the Grand Budapest* for free.

*A participating hotel in the customer's home town/state.

POST PURCHASE



After making their purchase, customers are encouraged to follow the Grand Budapest Hotel on all social media platforms, where regular content will be shared with them in regards to product sales, promotions, and competitions, as well as interactive posts and quotes that showcase the humour of the film.

This connection to the customer will leave a memorable impression of the brand and its personality, encourage repeat business, and help a distinct yet small branch of cinematic style to reach a wider audience through new networks.

REFERENCES

The Grand Budapest Hotel. (2014). Germany: Wes Anderson.

Seitz, M. (2016). The Grand Budapest Hotel. 1st ed. New York: Abrams.

Independent, (2015). Couple Smiling. Available at: <http://www.independent.co.uk/news/science/humans-can-smell-when-other-people-are-happy-researchers-discover-10180146.html> (Accessed 1 Apr. 2017).

Mendl's Box. (n.d.). Available at: <https://s-media-cache-ak0.pinimg.com/originals/5e/31/3d/5e313db874bfebb7d4b2b04b1db3b97f.jpg> (Accessed 1 Apr. 2017).

The Mavric, (2014). Mendl's Box. Available at: <http://www.themavric.com/2014/04/mendls-box-diy.html> (Accessed 1 Apr. 2017).

