MAJESTIC
LONDON

Version 2.0

1. OUR BRAND

Platform

Purpose
What we stand for

We empower your creativity by bringing inspiration and innovation to shower room design.

Commitments
What we deliver

BREATHTAKING DESIGN

Bringing the best of luxury property development, hotels and resorts to your home.

IMPECCABLE END-TO-END SERVICE

Our customer service team acts like a concierge to cater to your design specs from order to installation.

CONSULTATIVE

We actively listen and consult with our clients to deliver tailored solutions.

RELENTLESS PURSUIT OF EXCELLENCE

We constantly push the boundaries of what's possible: tweaking, refining and improving our products and customer service.

Design principles
How we feel

TIMELESS ELEGANCE

We bring art and craft to everything we do.

KNOWING

We display the confidence of a luxury brand and avoid hyperbole.

UNAPOLOGETICALLY BOLD

Standing apart with confidence and clarity.

RESPONSIBLE (INTERNAL)

We minimise our impact on the environment and take an active interest in the development of our people.
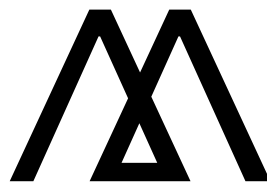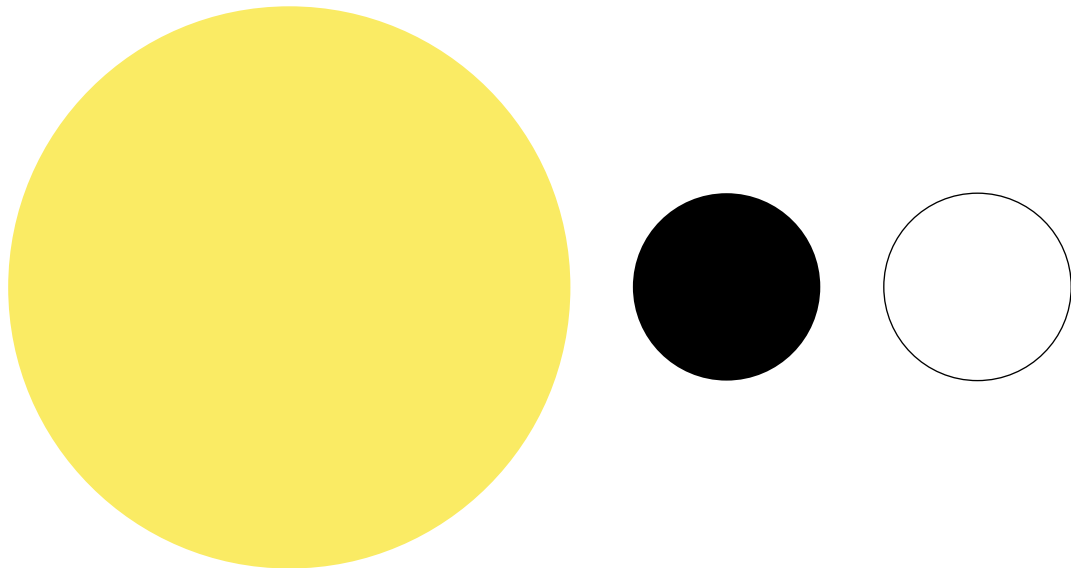
2. IDENTITY ASSETS

Overview

Logos

Monogram

Colour

Gradient

Typography

Photography

ATTEN NEW BOLD

Atten New Book

Atten New Medium

Atten New Regular

Primary logo

The Majestic logo is one of our most important identity assets, conveing the beauty and the craft of our products. It should be used confidently across all Majestic applications.

The primary version of our Majestic logo is made up of our Majestic wordmark and the 'LONDON' descriptor. This version should be used whenever there is sufficient space available.

Primary logo
Clear space

To maintain its visual integrity, the logo
should always have enough clear space
around it. The minimum amount of clear
space should be equal to x, the height
of the Majestic M.

Secondary logo

For smaller logo usage or whenever
there is not enough space available, the
Majestic logo should be used without
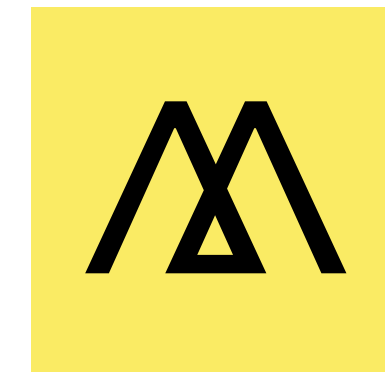the 'LONDON' descriptor.

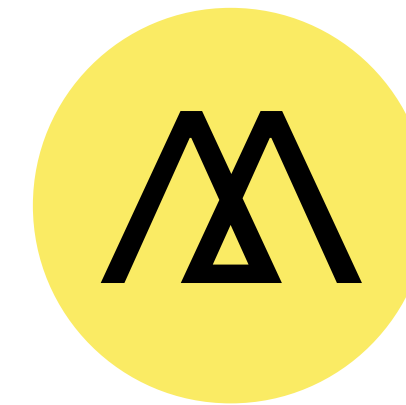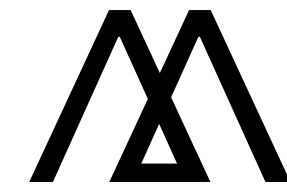MAJESTIC

Secondary logo
Clear space

To maintain its visual integrity, the logo should always have enough clear space around it. The minimum amount of clear space should be equal to x, the height of the Majestic M.

Monogram

The M symbol, or monogram, can be used as an alternative to the Majestic logo, especially across digital applications such as social media platforms, on a white or yellow background.

As a general rule, the Majestic logo and monogram should not be used on the same layout, to avoid repetition.

Monogram
Clear space

To maintain its visual integrity, the monogram should always have enough clear space around it.

For general purposes, the minimum amount of clear space should be equal to x, the height of the Majestic M.

For social media use (avatars), depending on the cropping format, the monogram should be optically aligned to appear centred within a circle or square.
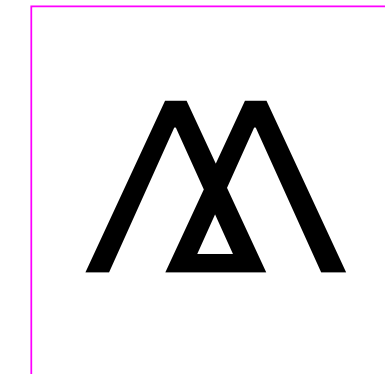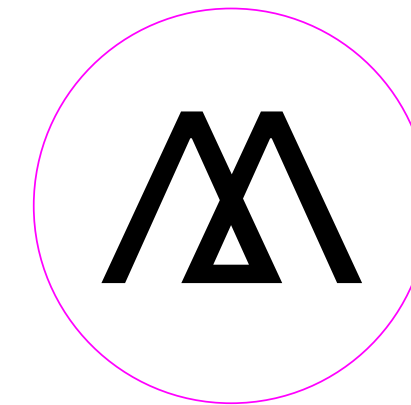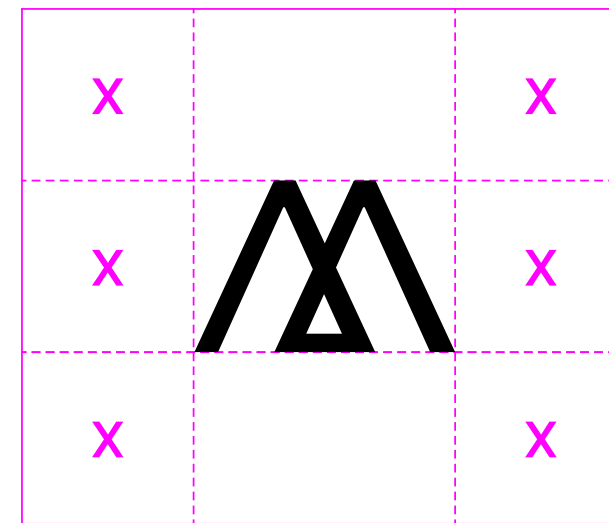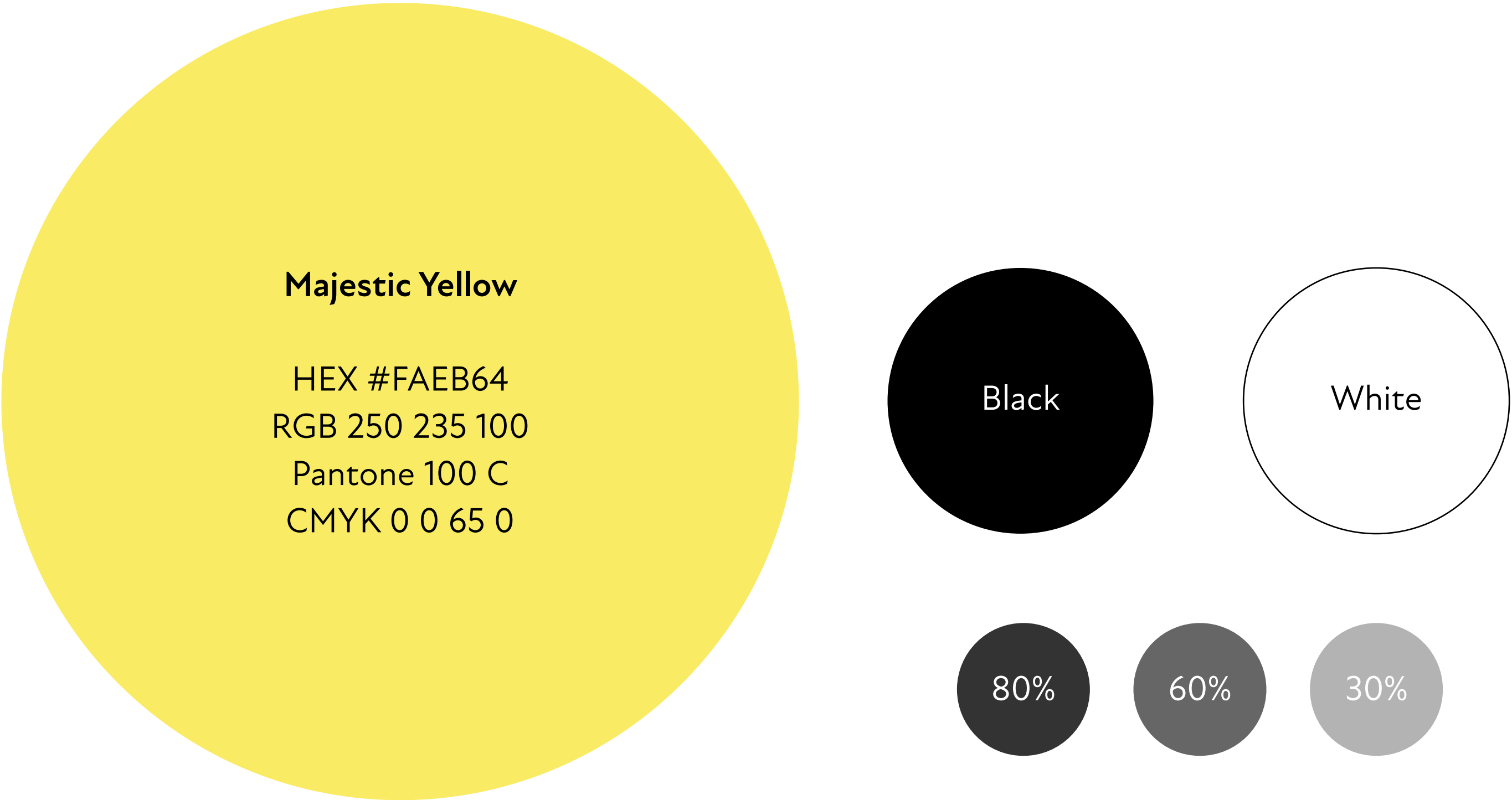
Colour
Colour values

The Majestic colour palette expresses our fresh and full of energy personality.
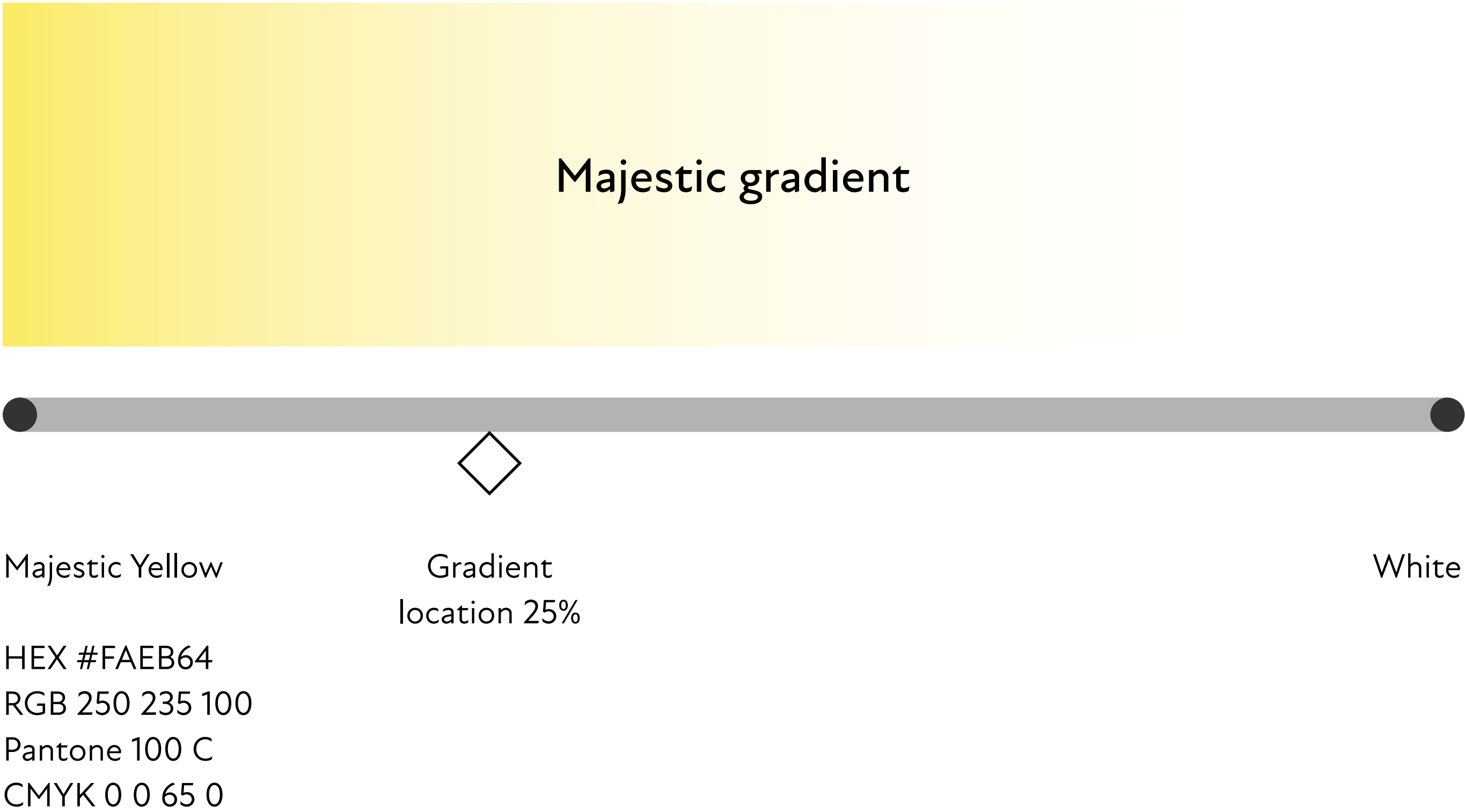
Majestic layouts should feel optimistic, full of light, using plenty of whitespace. Backgrounds should be primarily white, with yellow backgrounds highlighting special messages or specific sections. Black backgrounds should be avoided if possible.

Majestic Yellow

HEX #FAEB64
RGB 250 235 100
Pantone 100 C
CMYK 0 0 65 0

Black

White

80%

60%

30%

Colour Gradient

The Majestic gradient is an integral part of the identity and helps to convey its energy and freshness.

The orientation of the gradient should always be vertical. Whenever the logo is present on the layout, the yellow colour should always be at the bottom.

Majestic gradient

Majestic Yellow

HEX #FAEB64
RGB 250 235 100
Pantone 100 C
CMYK 0 0 65 0

Gradient
location 25%

White

MAJESTIC

THANK YOU