Brand guidelines

How to use the FSHNiSTA logo, colours, type and voice. For press, partners and anyone making something with our name on it.

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About FSHNiSTA

FSHNiSTA is a fashion and beauty platform built around the person rather than the catalogue. A member has a Digital Twin built from their details and measurements, sees clothes on it before buying, finds salons, tailors, stylists and stores nearby on the map, books them, and shops, all in one app. The app is in testing with a small group of testers on iOS and Android and is not yet open to the public. Built in Vienna.

Company	FSHNiSTA GmbH
Founded	2025, Vienna, Austria
Address	Troststraße 43, 1100 Vienna, Austria
Registration	655035m · EUID ATBRA.655035-000 · VAT ATU82868826
Website	fshnista.com

01 · LOGO

The logo

The FSHNiSTA logo is the F mark in brand purple beside a hand-lettered signature. The dot on the i is a brand purple circle that echoes the eye of the F. Use the files from the media kit. Never redraw, retype or rearrange them.



On light backgrounds



On dark backgrounds



White, on purple or photos



Black, for print

The F mark alone



Brand purple



White on purple

Use the F alone for app icons, favicons, embroidery, woven labels and anywhere smaller than 24 px tall.

01 · LOGO

Using the logo

- **The F is always brand purple,** #7C1CE1, on light and on dark. The only exceptions are the one-colour versions: all white or all black.
- **The signature** is black (#111111) on light and off-white (#F5F5F4) on dark. **The dot on the i is brand purple,** answering the F. In the one-colour versions it matches the rest of the logo.
- **Minimum size:** 24 px tall on screen, 8 mm tall in print. Below that, use the F mark alone.
- **Small sizes:** for 20 to 40 px tall (site headers, email signatures, app bars), use the small version, which has slightly heavier strokes.
- **Clear space:** keep space equal to the width of the F's top bar around the logo.
- **In text, the name is FSHNiSTA,** capitals with a lowercase i. The signature in the logo is lettering, not a spelling to copy.

Never

- Stretch, squash, rotate, slant or outline the logo.
- Recolour the F, add shadows, glows or gradients, or place it on a busy photo without enough contrast.
- Set the name in another font beside the F, or separate the signature from the F to use it alone.
- Use the logo to suggest a partnership without written approval from FSHNiSTA GmbH.



Small version, 28 px tall

02 · COLOUR

Colours

Brand purple carries the brand. Black and canvas carry the page. The three service colours mark parts of the app and are not used for the brand itself.

Brand purple `#7C1CE1`	The F mark, everywhere. Buttons and accents.
Black `#0B0910`	Dark backgrounds and text.
Canvas `#F5F4F0`	Light backgrounds.
Storefront `#00B84D`	The shop, in the app.
Booking `#0378FF`	Booking, in the app.
Map `#FF7A00`	Map Discovery, in the app.

03 · TYPE

Type

Fashion and beauty, built around you.

Fraunces · headlines and editorial · Google Fonts

Book a stylist near you. See it on you first.

Inter Tight · text and interface · Google Fonts (Outfit for small interface labels)

04 · VOICE

How we write

Short, assured and plain. We say the thing and stop. We write for an international reader, in plain words.

DO	DON'T
Write FSHNiSTA, capitals with a lowercase i.	Fshnista, FSHNISTA or Fashionista.
Say Digital Twin, with capitals.	Call it VTO or an avatar.
Describe what the app does today.	Promise features that are not live yet.
Use plain words anyone can follow.	Use regional jargon without explaining it.
End sentences with full stops.	Use exclamation marks or hype.

05 · CONTACT

Contact

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Partnerships	partners@fshnista.com
General	office@fshnista.com
Legal	legal@fshnista.com

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