



DISCOVER . SHOP . CONNECT .

Brand Guidelines

Identity, Usage & Visual Standards

Version 1.0 · June 2026 · FSHNiSTA GmbH, Vienna

01 BRAND STORY

The Operating System for Fashion.

FSHNiSTA is the world's first AI-native, unified platform for the global fashion industry. Built in Vienna and designed for the world, FSHNiSTA brings together consumers, creators, brands, retailers, and every creative professional in fashion under one intelligent platform.

The Digital Twin sits at the centre — a persistent, intelligent fashion identity that powers virtual try-on, AI styling, and seamless discovery across the entire ecosystem.

FSHNiSTA is not a marketplace. It is not a social network. It is the infrastructure layer that every player in fashion has been missing — and the first platform built to serve all of them simultaneously.

“The fashion industry finally has its infrastructure layer.”

Key Facts

Founded	2024
Headquarters	Vienna, Austria, EU
Legal Entity	FSHNiSTA GmbH
Registration	655035m · EUID: ATBRA.655035-000
VAT	ATU82868826
Current Stage	Closed test flight — pre-public launch

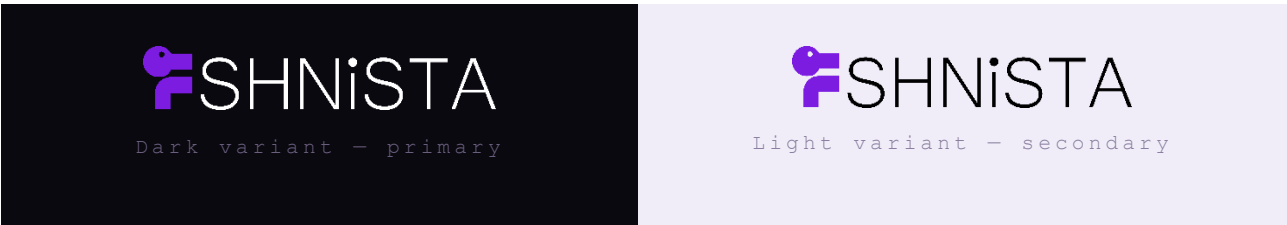
User Types	10+ (Consumers, Creators, Brands, Designers, Stylists, Models, Photographers, Beauty, Retailers, Media)
Market	Global fashion industry — \$4T annual value

02 LOGO & WORDMARK

The FSHNiSTA Mark

The FSHNiSTA wordmark consists of the F-mark (always in Brand Purple #7C1CE1) followed by the remaining letters. The F-mark is the primary brand identifier and must never be recoloured.

Wordmark Variants



Usage Rules



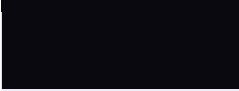
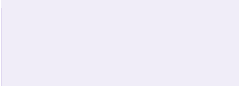


- Always maintain clear space equal to the height of the F-mark on all sides of the wordmark.
- Do not stretch, distort, rotate, or skew the wordmark in any direction.
- Do not recolour the F-mark purple. It is always #7C1CE1 — never any other colour.
- Use the light variant on light backgrounds. Do not place the dark variant on light backgrounds.
- Do not place the wordmark on backgrounds that reduce contrast below WCAG AA standard.
- Minimum digital size: 80px wide. Minimum print size: 20mm wide.
- Do not add effects — no drop shadows, outer glows, gradients, or outlines on the wordmark.
- Do not imply endorsement or partnership without written approval from FSHNiSTA GmbH.

03 COLOUR PALETTE

Brand Colours

The FSHNiSTA colour system is built around Brand Purple. The palette is intentionally minimal. Resist the urge to expand it. Consistency is the point.

SWATCH	NAME & HEX	USAGE
--------	------------	-------

	Brand Purple #7C1CE1	Primary brand colour. F-mark, CTAs, active states, accent elements.
	Accent Bright #9D4EEC	Hover states, gradients, interactive highlights, glow effects.
	Background #0B0910	Primary dark background. Purple-tinted near-black.
	Off-White Lavender #F0EDF8	Primary text on dark backgrounds. Light mode background surface.
	White #FFFFFF	Pure white. High-contrast cards in light mode.
	Text Dim #6B5F80	Secondary text, metadata, labels, placeholder copy.

04 TYPOGRAPHY

Type System

Three typefaces. Each with a specific role. Do not introduce additional fonts. All three are available via Google Fonts at no cost (fonts.google.com).

Primary — Geist

The fashion platform for everyone.

USAGE: Headlines, UI copy, navigation, body text, buttons

WEIGHTS: 300 Light 400 Regular 500 Medium 600 SemiBold 700 Bold

Editorial — Instrument Serif

Style is intelligence.

USAGE: Editorial headlines, pull quotes, feature callouts, page heroes

WEIGHTS: 400 Regular 400 Italic

Monospace — Geist Mono

GET /v1/me · 200 OK · EUR 149.00

USAGE: Code, metadata, timestamps, prices, data labels, tags
WEIGHTS: 300 Light 400 Regular 500 Medium

05 BRAND VOICE

How We Sound

Direct

We say what we mean. No corporate filler, no hedging, no jargon.

Confident

We know what we built and why it matters. We do not qualify truths.

Inclusive

Fashion is for everyone. Our language reflects this without exception.

Precise

Exact language over vague language. "Fashion OS" not "fashion solution".

Human

We write in full sentences. We do not write like a legal document.

Do & Don't

DO

Always write FSHNiSTA with exact capitalisation.

Use "Fashion OS" when describing the platform.

Write "Digital Twin" with capital D and T.

Write in complete sentences with full stops.

Reference Vienna as part of the brand identity.

DON'T

Never write Fshnista, FSHNISTA, or fshnista.

Do not call it a "marketplace" or "social network".

Do not abbreviate to DT in external communications.

Avoid exclamation marks. Confidence needs none.

Do not imply partnership without written approval.

Legal & Media Contact

Company Information

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

Media & Press Contacts

Press & Media	press@fshnista.com
Partnerships	partners@fshnista.com
General	office@fshnista.com
Legal	legal@fshnista.com
Support	support@fshnista.com

Copyright Notice

All brand assets, logos, wordmarks, and visual identity materials are the exclusive property of FSHNiSTA GmbH. Unauthorised reproduction, modification, or distribution is strictly prohibited without prior written consent.

Media use of brand assets requires prior written approval. Contact press@fshnista.com for licensing enquiries.

© 2024–2026 FSHNiSTA GmbH. All rights reserved.