



MICHELE

BRAND BOOK | 2023



OUR WATCHES DON'T JUST TELL THE TIME —

*they are an extension
and reflection of the
women who wear them.*

WOMEN WHO ARE BOLD,
FEMININE, AND **UNFORGETTABLE.**



01

05-13 brand positioning

14-21 who is MICHELE
22-31 our product
32-45 our values
46-57 the MICHELE woman
58-75 style guide
76-101 presentation

01 | BRAND POSITIONING

what's been *working*

Our MICHELE woman trusts us. MICHELE is created for women, by women, with a bold, luxuriously feminine flair. We have been a part of her life for years, consistently elevating the brand and brand experience. Above all else, she knows she can rely on us for timeless luxury statement pieces.



01 | BRAND POSITIONING

unlike any other

MICHELE women are both empowered and empower others. They are the creators of their own success story and **the inspiration behind our designs** and brand. These women are who make MICHELE Unlike Any Other.



01 | BRAND POSITIONING

boldly *feminine*

A powerful expression of **confidence**,
beauty, vibrancy and personality.



01 | BRAND POSITIONING

iconic *luxury*

Pieces meant to be lived in,
shared & *made her own.*





02

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02 | WHO IS MICHELE

we are a brand

that believes
confidence is power

made *by women*,
for women

inspiring style &
celebrating milestones

MICHELE is not a brand that chases trends or imitates others. We may not be for everyone, but our message of confident femininity is. We are not snobbish or haughty, but we are proud of who we are. *Proudly unlike any other.*

BRAND
POSITIONING
UNLIKE ANY OTHER
BOLDLY FEMININE
CONFIDENT

VALUES
INSPIRE
EMPOWER
CELEBRATE
ENGAGE

WE ARE
FASHIONABLE
ASPIRATIONAL
PERSONAL
EXPRESSIVE
ICONIC

ARE NOT
TRENDY
STATIONARY
ORDINARY
MINIMAL
EXPECTED

PRODUCT LANGUAGE
DIAMONDS | INTERCHANGEABILITY | SIGNATURE MW SETTING |
ICONIC RED CROWN | SIGNATURE BRACELET

02 | WHO IS MICHELE

confidently *feminine*

SHE HAS A VISION

She knows what she wants and goes after it.

SHE HAS STYLE THAT WORKS

Quality, sparkle and versatility that she makes her own.

SHE IS ALWAYS HERSELF

She appreciates a brand that helps her truly shine.





03

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03 | OUR PRODUCT

timeless icons

From our signature red crown to iconic seven-link bracelets, MW-pattern hand-set diamonds and bold art deco-inspired silhouettes, each luxury timepiece is distinctly and recognizably MICHELE.





03 | OUR PRODUCT

limited *editions*

For the milestone moments in a woman's life, we create limited runs using diamonds and gemstones in our most iconic silhouettes, offering standout style with unique designs and one-of-a-kind dials.

03 | OUR PRODUCT

interchangeable & customizable

From bracelets in signature platings to engravable casebacks and a rainbow of strap options, a MICHELE is meant to be uniquely her own.





03 | OUR PRODUCT

accessories for *apple watch®*

The modern woman often has the whole world on her shoulders, and is connected at her wrist. Our bands and newest diamond cases give her Apple Watch® a distinctly MICHELE touch.



04

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04 | OUR VALUES

inspire
engage
empower
celebrate



04 | OUR VALUES

01 inspire

/04

We inspire confidence in the woman who wears our pieces. And we're continuously inspired by the way she wears her MICHELE and makes it her own.



04 | OUR VALUES

02

engage

/04

We're engaged in the MICHELE community, made up of multifaceted, passionate, confident and fashionable women who share their style must-haves along with their celebrations and success stories.



04 | OUR VALUES

03 empower

/04

We are made for women who create new paths. We're for the mom and the mogul. The artist and the lawyer. We empower women to achieve their own form of success, to make an impact, and use their voices.



04 | OUR VALUES

04

celebrate

/04

A MICHELE celebrates special moments in a woman's life. Often, it marks a holiday, milestone or achievement, from graduation to promotions. MICHELE helps make these moments unforgettable—telling a story of when, how, where, and why through the way she wears it and how it makes her feel.

today we shape *the future*

Our time, people and planet are precious. They inspire us to take action, preserve beauty and create joy in our world and our community. At MICHELE we're committed to using more responsible practices that will create a better, brighter future for all.



PLANET

We aspire to leave a light footprint. Our design process is made with longevity in mind, starting from the long-lasting materials and timeless style in which our watches are created, all the way to the reusable packaging in which they come.



PEOPLE

We're devoted to ensuring the safety and well-being of our employees, suppliers and customers alike. Our watches are made using non-conflict diamonds ethically-sourced using the Kimberley Process, and with gemstones certified and traceable through the Responsible Jewelry Council.



COMMUNITY

We are a brand designed for women, by women. Through mentorship opportunities, skills training and partnering with organizations like Step-Up Women's Network, we aspire to empower women and girls to own their confidence and femininity.



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05 | THE MICHELE WOMAN

independent
optimistic
multifaceted
fashionable



05 | THE MICHELE WOMAN

01

independent

/04

Self-directed in life, style and point of view. A MICHELE is something she chooses.



05 | THE MICHELE WOMAN

02

optimistic

/04

Happy in a life spent finding
and creating joy all around her.



05 | THE MICHELE WOMAN

03

multifaceted

/04

She wears every hat with confidence, be it mother, boss, self-starter, influencer, creative, analyst, optimist or catalyst.



05 | THE MICHELE WOMAN

04

fashionable

/04

She is pulled-together and stylish — choosing to invest in quality pieces that have meaning. Whether it's her first or her fifth MICHELE purchase, she wears it with confidence, making it her own.



06

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logo standards & placement

Our primary logo is the red and gray lockup, and should be used in most situations. The black and white options should only be used when color is not allowed, or the primary color logo is not as legible.

PRIMARY LOGO



The logo should always be surrounded with clear space to ensure its visibility and impact. The clear space “x” is defined by the height and width of the logo’s bug mark.

ALTERNATE COLORWAYS



ALTERNATE LOCKUPS



these are just our type

TYPEFACES

Typefaces are an important part of our brands visual voice. From print to digital, typefaces set the tone for messaging accompanying our products; maintaining consistency and proper type treatment through all aspects of our brand is always important.



INCLUDING

01.

Chronicle Display

02.

Gotham

03.

Montserrat

04.

milkshake

chronicle display

PRIMARY FONT 01

Chronicle Display is a purchased font, used across all platforms of our brand, from print design to digital design. This is our primary brand font for headlines and sub-heads.

WEIGHTS WE USE:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Extra light

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Italic

WHERE WE USE IT:

- Emails & E-Vites
- Website
- Invitations
- Print Design
- Social Media

TREATMENT NOTES:

- Typically set all lower-case for headlines or sub-heads
- Set all uppercase for presentation dividers
- Always track out to around 50pt

gotham

PRIMARY FONT 02

Gotham is a purchased font, used in our print pieces and digital designs that do not get coded. This is our primary brand font for body copy and smaller sub-headlines.

WEIGHTS WE USE:

ABCDEFGHIJKLM
nopqrstuvwxyz
1234567890

Light

ABCDEFGHIJKLM
nopqrstuvwxyz
1234567890

Book

ABCDEFGHIJKLM
nopqrstuvwxyz
1234567890

Italic

ABCDEFGHIJKLM
nopqrstuvwxyz
1234567890

Medium

WHERE WE USE IT:

- Invitations
- Print Design
- Social Media
- Digital Design
(if not coded)

TREATMENT NOTES:

- Use sentence case for main body copy
- Set in all uppercase for sub-headlines or pre-headlines
- Track out to around 20-25pt

montserrat

SECONDARY FONT

Montserrat is a google font, used only for digital design, such as emails or on our website where Gotham can't be used. This is our secondary brand font for body copy, sub-headlines, and CTA links.

WEIGHTS WE USE:

ABCDEFGHIJKLM
nopqrstuvwxyz
1234567890

Light

ABCDEFGHIJKLM
nopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLM
nopqrstuvwxyz
1234567890

Medium

WHERE WE USE IT:

- Emails
- Website
- Digital Design (if coded)

TREATMENT NOTES:

- Use sentence case for main body copy
- Set in all uppercase for sub-headlines or pre-headlines or links where applicable
- Track out to around 20-25pt

milkshake

ACCENT FONT

Milkshake is a purchased font, used for artwork in emails, social media content and special occasion headlines. This font is meant to be used in title or sentence case, and only when it meets the design needs.

WEIGHTS WE USE:



WHERE WE USE IT:

- Print Design
- Digital Design
- Special Occasions and Announcements
- Social Media

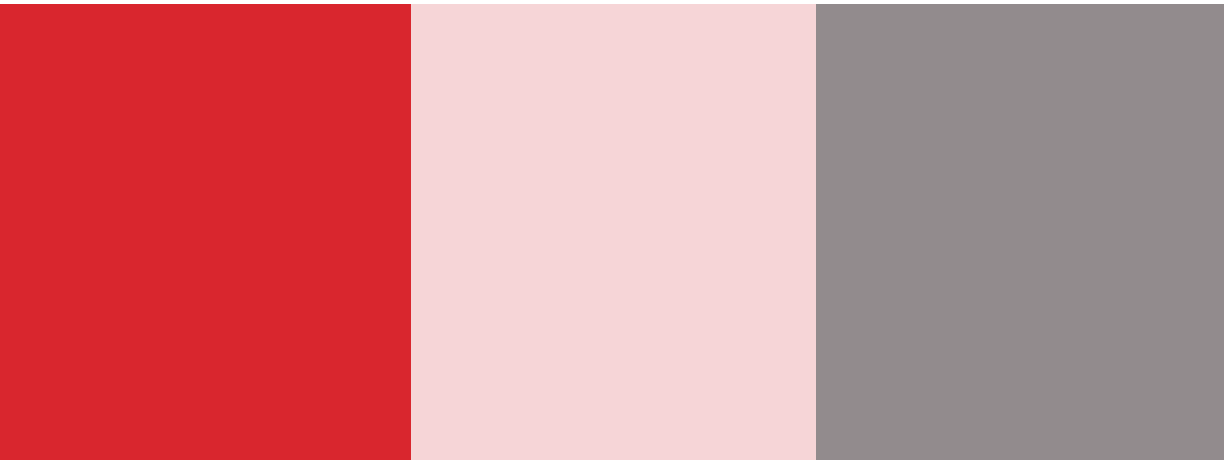
TREATMENT NOTES:

- Only use the regular pressure
- Track in until characters look naturally connected
- Never use all caps; only sentence case or all lowercase

colors that make us *shine*

Our primary color is PMS Red 1795 C, with blush and gray accent colors. Complimentary colors are shown in shades of coral, pinks, pale blue and grays - a hint of silver or gold foil may be used as an accent if ties into an event or for packaging purposes

PRIMARY COLORS

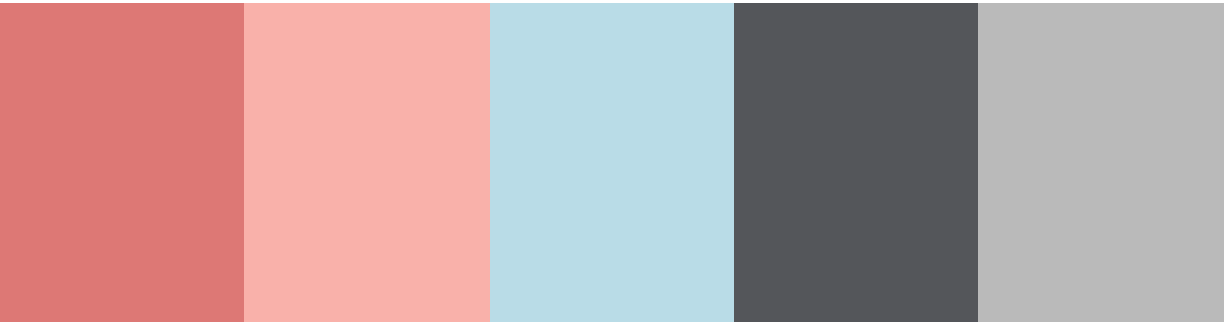


RED
PMS 1795 C

BLUSH
PMS 698 C

GRAY
PMS 8420 C

SECONDARY COLORS



CORAL
PMS 2030

ROSE
PMS 488 C

BLUE
PMS 7457 C

DARK GRAY
Cool Gray 11

LIGHT GRAY
Cool Gray 4

06 | STYLE GUIDE

image guidelines

Our imagery always ties in to the beautiful seasonal storytelling, and should in most cases only be used with the appropriate season.

For image use guidelines, please see our brand standards guides located here:

MICHELE STANDARD GUIDES





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07 | PRESENTATION

sincerely, MICHELE

PACKAGING & GIFTS

From beginning to end, the MICHELE experience is all about elegance, sparkle and luxury. From our customers whose watches are wrapped up in our packaging and gift bags, to our influencers who receive thank you or personal notes — each external aspect of the MICHELE brand should reflect the beauty and sophistication of our products.



INCLUDING

01.
WATCH & STRAP
PACKAGING

02.
GIFT BAG &
TISSUE PAPER

03.
NOTE CARDS
& ENVELOPES

04.
GIFTING
SUGGESTIONS

07 | PRESENTATION

watch & strap packaging

Our core, sport, bracelet, and Apple packaging are all cohesive. All instances of gray are color matched to PMS Cool Gray 2C, and each blush interior is color matched paper to PMS 698 C. Each package comes with a cleaning cloth and a warranty booklet.



07 | PRESENTATION

packaging for influencers

The MICHELE experience is something worth sharing, starting with the moment our products arrive. When sending products to influencers, the watch box is surrounded by blush crinkle paper, with all the contents wrapped in white tissue, sealed with a MW Bug sticker. In some cases, our seasonal story might be attached to the interior lid of the box. The finishing touch should always be our red ribbon tied in a bow.



07 | PRESENTATION

gift bag & tissue paper

Gift bags are used for special occasions
and seasonal moments.



07 | PRESENTATION

note cards & envelopes

Our note cards are used primarily for thank you cards or messages for external relationships, such as our influencers.

Salutation Examples:

Your friends at MICHELE

With Love, MICHELE



07 | PRESENTATION

gifting suggestions

When it comes to gifting, we suggest items that are in line with our brand colors, as well as products that look polished and feminine; beautifully packaged macaroons, chocolates, candy, or nail polish.

If gifting wine, have the bottle wrapped with red ribbon if possible.



07 | PRESENTATION

adding a splash of *elegance*

SIGNATURE COCKTAILS

If anyone knows how to host a get-together, it's MICHELE. Featured at many of our events, alongside amazing food or appetizers, is one of our signature drinks. Whether its a creative Pink Señorita or a classic Grapefruit Negroni, the following drinks are sure to make any MICHELE event shine even brighter.



INCLUDING

01.

THE PINK
SEÑORITA

02.

ROSE WATER
COINTREAU
FIZZ

03.

ROSÉ
CHAMPAGNE
COCKTAIL

04.

GRAPEFRUIT
NEGRONI

07 | PRESENTATION

the *pink* señorita

INGREDIENTS

2 oz tequila
4 oz pink grapefruit juice
1 oz simple syrup
splash of cranberry juice
fresh mint



INSTRUCTIONS

01.

Start by filling the cocktail shaker with ice cubes

02.

Add tequila, grapefruit juice & simple syrup

03.

Shake and strain into chilled glasses filled with ice cubes

04.

Pour cranberry juice over each glass and garnish with mint

07 | PRESENTATION

rose water cointreau *fizz*

INGREDIENTS

30 ml of cointreau

1 teaspoon of rose water

2 teaspoons of raspberry juice

soda water

lime juice

flowers for garnish



INSTRUCTIONS

01.

Start by filling the
cocktail glasses
with ice cubes

02.

Add the cointreau,
rose water, raspberry
and lime juice

03.

Muddle or mix
the drink with
a spoon

04.

Top with soda
water and garnish
with flowers

07 | PRESENTATION

rosé champagne cocktail

INGREDIENTS

1 bottle dry rosé (750-ml.)

1 bottle Champagne

3 tablespoons seedless
strawberry preserves

fresh strawberries



INSTRUCTIONS

01.

Spoon out one
teaspoon of
preserves

02.

Place preserves
into base of a
champagne flute

03.

Fill about
half the flute
with the rosé

04.

Top with champagne,
and garnish with
fresh strawberries

07 | PRESENTATION

grapefruit *negroni*

INGREDIENTS

1 ounce gin
1/2 ounce aperol
1/2 ounce fresh grapefruit juice
2 teaspoons fresh lemon juice
grapefruit twist or rosemary
sprig for garnish



INSTRUCTIONS

01.

Start by filling the
cocktail shaker with
ice cubes

02.

Add gin, aperol,
grapefruit juice,
and lemon juice

03.

Shake gently and
strain into a
cocktail glass

04.

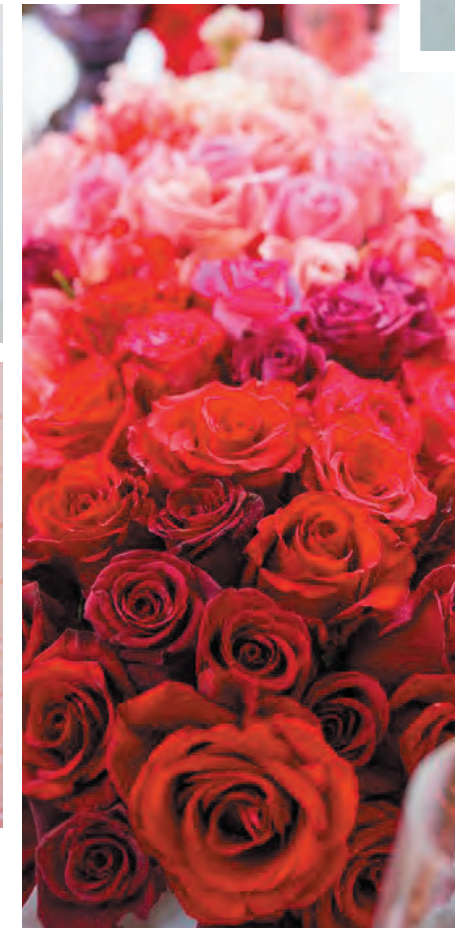
Garnish with
grapefruit twist
or rosemary sprig

07 | PRESENTATION

arranging beauty and *blooms*

FLORALS & BOUQUETS

Flower arrangements should be an all red bouquet with a variety of flower types, a bouquet of flowers of red and complimentary tones, or an ombre bouquet from red to pale pink. Unless it reflected in the campaign, use very little greenery - if any - and never use carnations or babies breath. Elegant ribbon accents are a plus.





MICHELE

unlike any other

