MAISON ALBÉRIC

PARFUMEUR · PARIS · 1891

BRAND GUIDELINES · ÉDITION 2026

The house, its letters and its weather.

A guide for everyone who writes, draws or builds in the name of Maison Albéric, prepared for the launch of Nuit d'Orage.

14 RUE DU CHERCHE-MIDI · 75006 PARIS

Nuit d'Orage

EAU DE PARFUM · AUTUMN 2026

CONFIDENTIAL · FOR PARTNERS AND AGENCIES

i.

The house & Nuit d'Orage

"A perfume should arrive the way weather does: slowly, and then entirely."

ALBÉRIC FAUVEL, 1894

In one sentence. Maison Albéric is a Paris perfumer that has made fragrance by hand, in small numbers, since 1891 — and never hurries anyone toward it.

THE HOUSE

Albéric Fauvel, a glove-maker's son from Grasse, opened a narrow shop at **14 rue du Cherche-Midi** in the spring of 1891. He scented gloves, then handkerchiefs, then the people who carried them. The shop has never moved. The oak counter is the one he ordered; the lamps were electrified in 1923.

Today the house is led by his great-great-granddaughter, **Hélène Fauvel**, who composes every fragrance herself in the workshop above the shop. Maison Albéric releases at most one new fragrance a year, and keeps twenty-three in its catalogue.

WHAT WE ARE

- Quiet. Confident enough to say little.
- Precise about materials, origins and quantities.
- Parisian without postcards — no Eiffel Tower, no berets.
- Patient. We describe; the reader decides.

WHAT WE ARE NOT

- Not a fashion brand. No seasons, no "drops".
- Not a bargain. No sales, codes, or countdowns, ever.
- Not playful. No emoji, no exclamation marks, no puns.

NUIT D'ORAGE — THE FRAGRANCE

The hour after a summer storm in the sixth arrondissement: wet stone, crushed violet leaves, the smoke of a match struck under an awning.

An eau de parfum composed by Hélène Fauvel over four years. Its name means "stormy night". Always written ***Nuit d'Orage*** — capital N, capital O, straight apostrophe, set in italic when it appears in running text.

HEAD	Calabrian bergamot, black pepper, cold rain accord
HEART	Orris butter, violet leaf, petrichor
BASE	Haitian vetiver, ambergris, smoked birch
CONCENTRATION	Eau de parfum, 20 %
FORMATS	50 ml — €185 · 100 ml — €260 · 10 ml travel flacon — €48
RELEASE	Thursday 12 November 2026, in the rue du Cherche-Midi and at maisonalberic.fr

Prices are stated plainly, in euros, with the volume beside them. They are never struck through, reduced, bundled or described as "only".

ii.

The signature

The logo is a lock-up of three parts that never change position: the **monogram** (a roman M crossed by an italic A, in a double hairline ring), the **wordmark** MAISON ALBÉRIC, and the **line** PARFUMEUR · PARIS · 1891.

Use the supplied files only. Never retype the wordmark in a font.



X = HEIGHT OF THE MONOGRAM RING



IVORY ON INK · RARE

CLEAR SPACE

Keep a margin of **x** on every side, where **x** is the height of the monogram ring. Nothing — text, ornament, edge of the screen — enters that space. On the web, the full lock-up never has less than **48 px** of clear space.

MINIMUM SIZES



LOCK-UP
30 MM · 160 PX



WORDMARK
25 MM · 120 PX



MONOGRAM
8 MM · 32 PX

WHICH VERSION

- **Ink on ivory** is the logo. Use it everywhere you can.
- **Ivory on ink** only on a full ink field: a cover, a footer, a box lid.
- The **monogram alone** is for small spaces — favicon, seal, stamp — never next to the wordmark set separately.
- The logo is **never brass**. Brass is reserved for ornament.

FILES

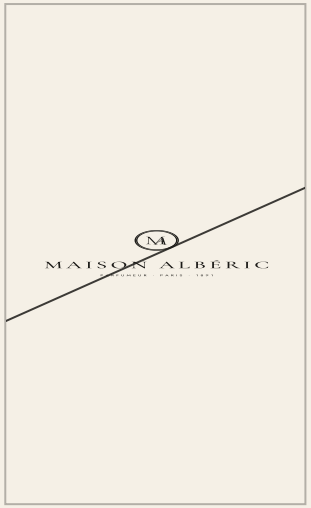
logo/primary.svg — full lock-up, ink
logo/primary-ivory.svg — full lock-up, ivory
logo/monogram.svg — monogram alone, ink
logo/monogram-ivory.svg — monogram, ivory
logo/wordmark.svg — wordmark alone, ink

iii.

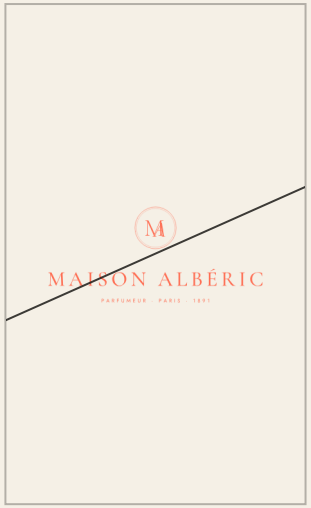
What never to do

The signature has been drawn once and is not adjusted. Each of these has happened, somewhere, to someone else's house. None of them may happen to ours.

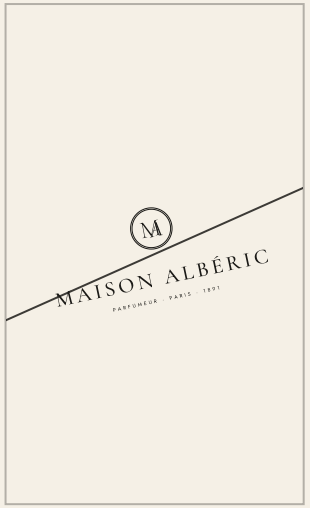
If a layout seems to need one of these, the layout is wrong — not the logo. Change the space around it.



STRETCHED
Never distort the proportions.



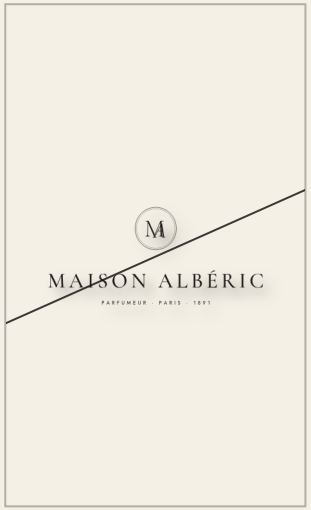
RECOLOURED
Ink or ivory only. Never brass, red, gold foil or gradients.



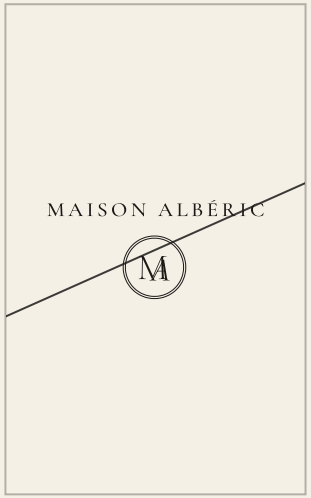
ROTATED
Always level, always horizontal.



BUSY BACKGROUND
Only on flat ivory or flat ink.



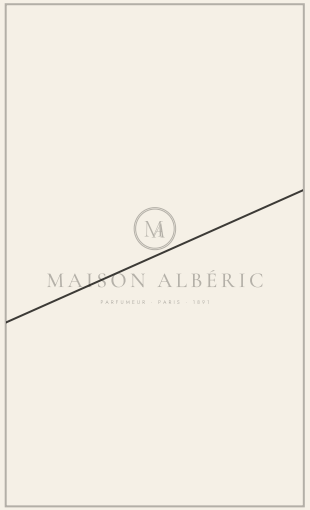
EFFECTS
No shadows, glows, outlines, bevels or animation.



REARRANGED
The monogram sits above the wordmark, never below or beside.



RETYPED
Never set the name in a font as a logo. And never drop the accent: Albéric.



FADED
No transparency. The logo is at full strength or absent.

iv.

Three colours, no more

Paper, ink and a little brass: the colours of the shop counter. The palette has **no greys, no tints, no gradients** and no fourth colour. Secondary information is made smaller or set in italic — never lighter.

Proportion on any screen or page: 70 % ivory, 25 % ink, 5 % brass at most. If you can see brass from across the room, there is too much of it.

Ivory

Papier

#F5F0E6
RGB 245 240 230
Background of every page · 70 %

Ink

Encre

#1B1A17
RGB 27 26 23
Text, rules, logo · 25 %

BRASS · LAITON **#9C8558** · RGB 156 133 88 · accents only · 5 % at most

PERMITTED

- Aa — Ink on ivory — all text (15.3 : 1)
- Aa — Ivory on ink — footers, one band per page
- Aa — Brass on ivory — only text of 24 px or more, ornament, hairlines
- Aa — Brass on ink — small labels allowed (4.9 : 1)

FORBIDDEN

- Aa — Anything on a brass field. Brass is never a background.
- Aa — Pure white #FFFFFF or pure black #000000.
- Aa — Grey text, or ink at reduced opacity.
- body — Brass body copy, brass buttons, brass links.

WHERE BRASS MAY APPEAR

- The lightning stroke in the rain motif.
- The lozenge at the centre of the divider.
- A chapter numeral or one overline label per screen.
- A 1 px hairline under the active navigation item.

v.

Two voices in print

Cormorant Garamond speaks: names, headings, quotations. **Jost** informs: body text, labels, prices, navigation. Both are SIL Open Font License; the files are in *fonts/*.

- Headings are never bold and never all capitals.
- Labels are always Jost, all capitals, tracked +0.2 em.
- Cormorant is never set below 18 px.
- Jost is never set above 20 px.
- Body text is left-aligned, never justified; centre only the first screen and the signature.
- No underlines except links, 1 px, offset 4 px.

Files: CormorantGaramond-Light (300), -Medium (500), -Italic (400); Jost-Light (300), -Regular (400).

HEADINGS · CORMORANT GARAMOND LIGHT 300

Aa Éé *Aa*

Pluie froide, iris, vétiver fumé — *une nuit d'orage.*

BODY & LABELS · JOST LIGHT 300 / REGULAR 400

Aa Éé

Haitian vetiver, ambergris, smoked birch. 50 ml — €185

ROLE	FAMILY · WEIGHT	WEB SIZE / LINE	TRACKING	CASE	EXAMPLE
Display	Cormorant Light 300	72 px / 1.05	−0.01 em	Sentence	Nuit d'Orage
H1	Cormorant Light 300	48 px / 1.1	0	Sentence	After the rain
H2	Cormorant Light 300	32 px / 1.2	0	Sentence	The notes
H3	Cormorant Medium 500	22 px / 1.3	0	Sentence	Orris butter
Lead · quote	Cormorant Italic 400	24 px / 1.4	0	Sentence	*Wet stone, violet leaf.*
Body	Jost Light 300	17 px / 1.7	+0.01 em	Sentence	Composed over four years.
Label · nav · button	Jost Regular 400	12 px / 1	+0.2 em	CAPITALS	DISCOVER THE FRAGRANCE
Caption · price	Jost Light 300	14 px / 1.5	+0.02 em	Sentence	100 ml — €260

vi.

The voice: unhurried

We write the way a perfumer talks across the counter: in a low voice, about what is in the bottle. We describe sensations, materials and places. **We never sell.** The reader is a guest, not a target.

- No exclamation marks. Anywhere.
- No "buy now", "shop", "grab", "don't miss".
- No discounts, offers, codes, "limited time", countdowns or scarcity.
- No emoji, no hashtags in copy, no superlatives ("best", "ultimate").
- Short sentences. One sense per sentence.
- "We" is the house; "you" sparingly, never in a command.

Approved calls to action: Discover the fragrance · Find the boutique · Request a sample · Add to your order · Read the notes.

WE WRITE	WE NEVER WRITE
Nuit d'Orage opens on cold bergamot and black pepper, like the first drops on a warm pavement.	~~Our NEW must-have scent is HERE! Get yours before it's gone!~~
Available from 12 November, in the rue du Cherche-Midi and here.	~~Pre-order now and save 20% — offer ends Sunday ⏰~~
50 ml — €185	~~Only €185! Was €220. Free gift with every purchase.~~
Request a sample	~~Buy now~~
The heart is orris, which rests for three years before it gives anything back.	~~The ultimate luxury fragrance experience you deserve.~~
The first 900 flacons were filled by hand, in the workshop above the shop.	~~Hurry — almost sold out. 3 people are viewing this.~~
Hélène Fauvel composed it over four winters.	~~Created by our expert team of passionate fragrance lovers ✨~~
Sign up to hear when a new fragrance is ready.	~~Join the club and unlock 10% off your first order!~~

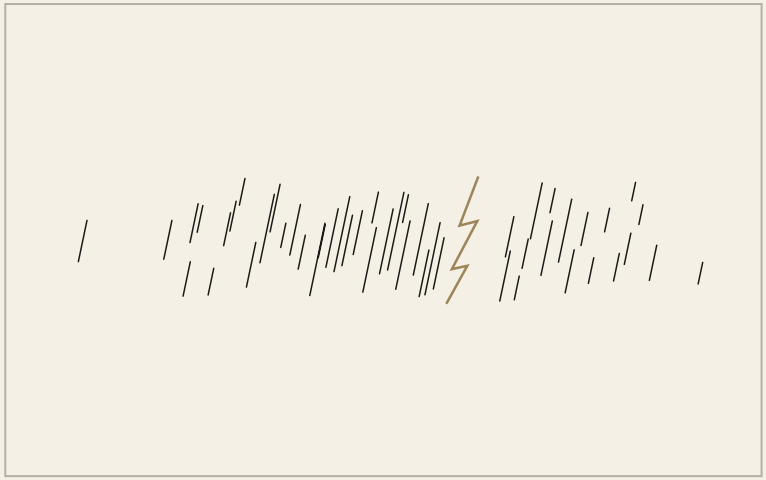
vii.

Ornament, not pictures

Maison Albéric shows no photographs online, no models and no stock imagery. The house is drawn instead: **fine ink lines**, 1 px at any size, on ivory. Three drawings exist; we do not commission others for a single page.

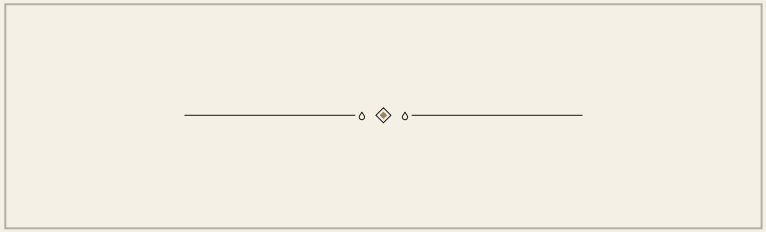
- Ornaments are line only — never filled shapes, never icons.
- Never recolour them; never tint, blur, animate or tile them.
- One ornament per screen, two at most on a long page.
- Never place text over an ornament.
- Inline the SVG files as supplied; scale them uniformly.

Files: assets/rain.svg · assets/divider.svg · assets/flacon.svg



The rain

The motif of *Nuit d'Orage*: hairline rain falling at 12°, heavier in the middle, with one brass lightning stroke. It belongs above or beside the fragrance's name on the first screen, full width of the content column. Never rotate it — rain falls from the top.



The divider

Two hairlines, a brass lozenge and two drops. It separates the sections of a long page, centred, no wider than 480 px, with at least 96 px above and below. It never ends a page and never sits directly under a heading.



The flacon

The only picture of the product. It stands upright, alone, centred in its column, between 240 and 360 px tall on screen, with the fragrance's name beneath it. Never crop it, never show it twice on one screen.

viii.

Room to breathe

- **Grid:** 12 columns, max content width 1200 px, gutters 24 px, outer margin at least 48 px desktop, 24 px mobile.
- **Spacing** on an 8 px unit. Sections are separated by at least 120 px desktop, 72 px mobile.
- **Line length:** body text 45–68 characters, never wider than 640 px.
- **Emptiness** is part of the design: at least half of every screen is bare ivory.
- **No boxes:** no cards, rounded corners, shadows or coloured panels. Sections are divided by space, a 1 px rule, or the divider.

When in doubt, remove something.



1 · THE FIRST SCREEN



2 · HOW THE PRODUCT IS PRESENTED

ON THE WEB

- **First screen** shows, centred and in this order: the rain motif, a brass overline label, the name *Nuit d'Orage* in Display, one italic sensory line, one button. No price, no second button, no newsletter pop-up.
- **Navigation:** text only, Jost 12 px capitals +0.2 em, ink on ivory, at most 5 links, monogram centred. Not sticky, no shadow, no hamburger above 768 px. Active item: 1 px brass underline.
- **Buttons:** square corners (radius 0), 1 px ink border, ivory fill, ink label; on hover, ink fill and ivory label, 300 ms. Never filled brass, never pill-shaped, never more than one per screen.
- **The product:** flacon drawing, name, "Eau de parfum, 20 %", then notes in three rows — Head, Heart, Base — then volumes with prices ("50 ml — €185"), then "Add to your order".
- **Links:** ink, 1 px underline offset 4 px. No icons beside them.
- **Footer:** the only full ink band — ivory logo, address, opening hours (Tuesday to Saturday, 11 h – 19 h).
- **Motion:** fades only, 300–600 ms. No carousels, parallax, autoplay or counters.