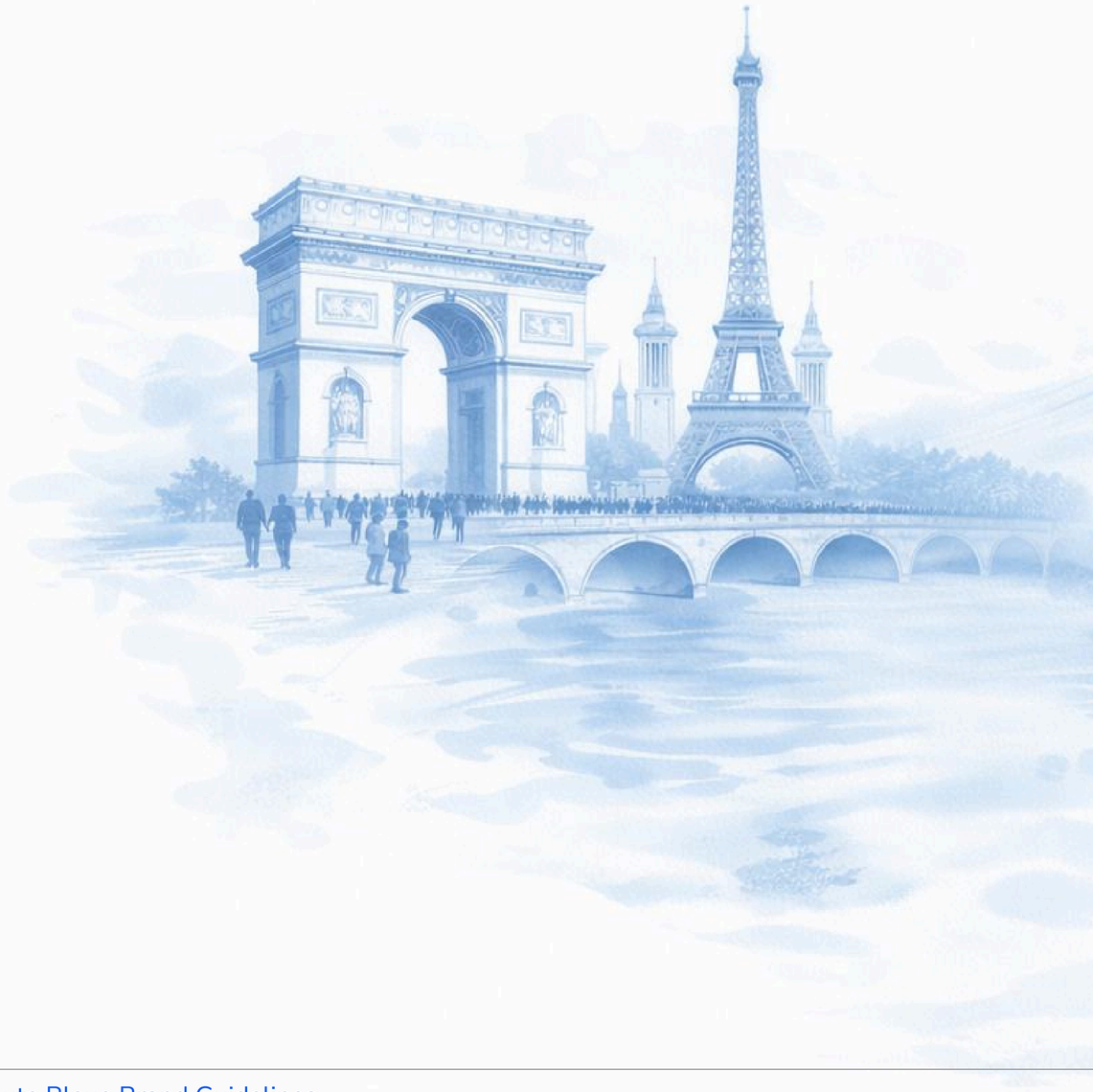
ROUTE BLEUE PARFUMS

BRAND GUIDELINES





FROM FRANCE TO THE WORLD

Route Bleue is not just a fragrance.
It is a journey — across oceans, memories, and emotions.

Inspired by the timeless beauty of coastal routes and the depth of blue horizons, Route Bleue captures sophistication, mystery, and modern luxury.

ROUTE BLEUE: STORY

An Essence Of A Journey Preserved For Eternity

Along the winding roads of the French Riviera, an idea was sparked by the sight of the azure waters and the scent of the Mediterranean flowers. It was a moment so evocative, so transporting, that it had to be composed into a fragrance and preserved for eternity. Envisioned as a sensory travelogue, Route Bleue captures the essence of the quintessential coastal journey.

Its roots lie in the Côte d'Azur, but Route Bleue goes beyond, encompassing coasts and horizons across the four corners of the world.

Route Bleue began its journey in Grasse, a Provençal town renowned as the perfume capital of the world. Our master parfumeurs wandered through the flower fields, immersed in the fragrant delights it offered, and dove into the aromatic heritage displayed at Musée International de la Parfumerie, lost in wonder at the ancient vials and forgotten formulae. It shaped the identity of Route Bleue, transforming it into more than just a scent, but a story.



VALUES & MISSION

A sense of beauty across moments and memories

It's the art of slow beauty that drives us, revealing itself in sunsets over azure waters and the flowers enveloping the hills. Our mission is to compose more than just fragrances but roads to shores unseen and untravelled, transporting you across countries and continents.

Route Bleue is defined by authenticity and exploration. Our sources of inspiration span places and experiences that are authentic, evoking nostalgia and a sense of wonder. It is our spirit of exploration that drives us to discover the stories of diverse communities, handed down over generations.

BRAND PERSONALITY

A song of the sea and the sky

Route Bleue is adventurous yet refined, an explorer in search of meaning and memory.

Our voice is poetic and intimate, thoughtfully captured in journals and letters. It pauses and reflects, seeing the beauty in everything

There's a touch of timelessness in its air, a tribute to both the old world and the future ahead

AN AROMATIC TAVELOGUE OF COASTAL WONDERS

Route Bleue stands apart, composed with fragrance notes, each a landmark on an iconic coastal journey.It is a travelogue narrated through a range of scents, capturing the essence of a journey like no other.

THE COLOGNE

A song of the sea composed of Hazelnut, Cedarwood, Tangerine, Grapefruit, Cashmere Wood, and more.

THE WOODY

A homage to Mother Nature composed of Amberwood, Patchouli, Juniper, Oak Bark, Labdanum, and more.

THE FOUGÈRE

A window into the outdoors composed of Lime, Mint, Rum, Geranium, Vetiver, Pink Pepper, and more.

THE FLORAL

A tapestry of native blossoms composed of Lily of the Valley, Neroli, Orange Blossom, Peach, and more.

THE FRUITY

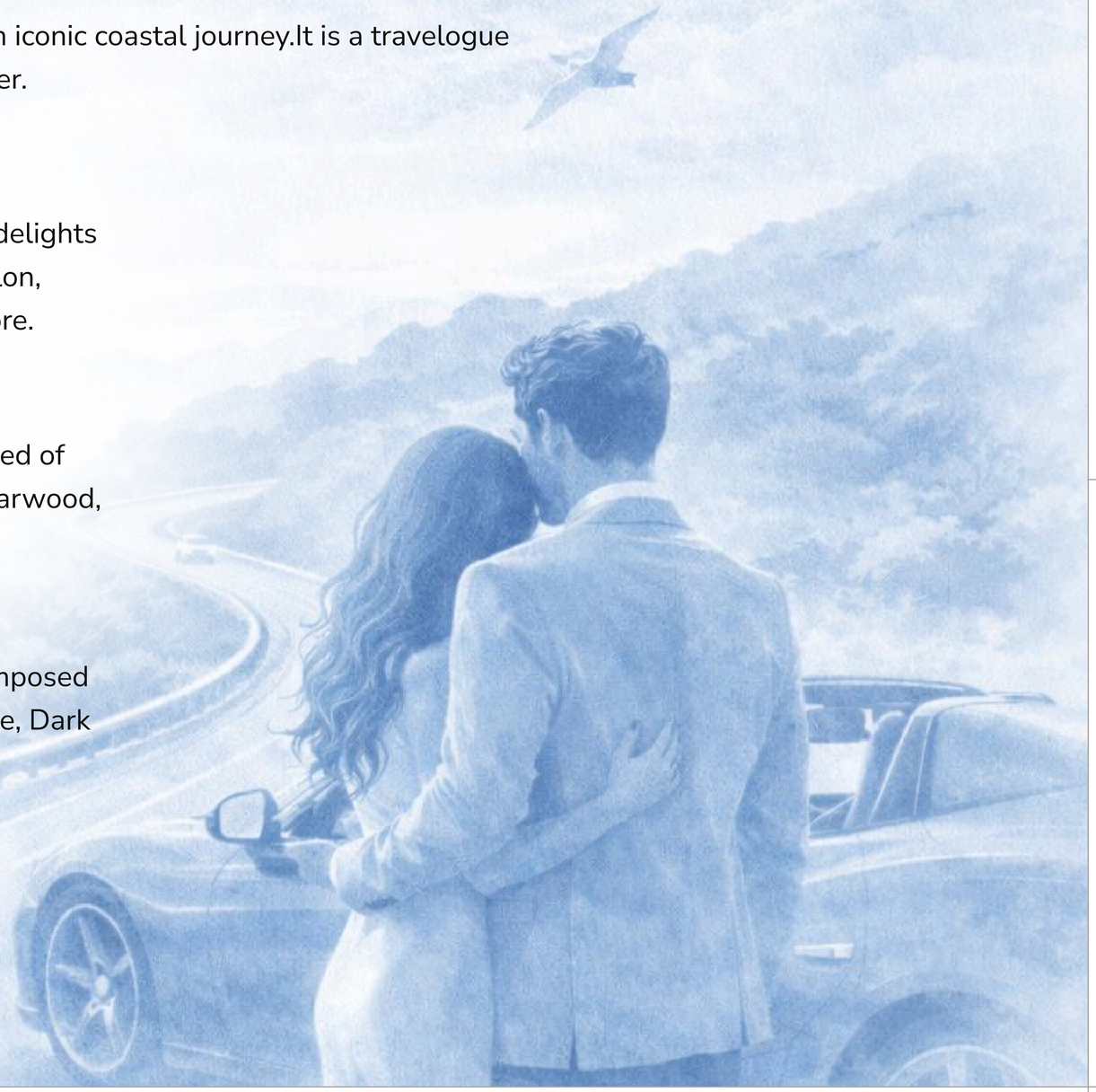
A sun-kissed blend of summer delights composed of Black Currant, Melon, Caramel, Amber, Violet, and more.

THE CHYPRE

A tribute to wanderlust composed of Bergamot, Rose, Patchouli, Cedarwood, White Flowers, and more.

THE GOURMAND

An ode to coastal delicacies composed of Cardamom, Orangette, Praline, Dark Chocolate, Vanilla, and more.



CULTURAL IMPACT

A universal story of humanity and tradition

Route Bleue serves as an advocate for presence, a celebration of mindful travel and exploration. The fragrances are vignettes of a time and place, preserving the cultural history and memory.

It is a storyteller, honouring the rich tapestry of traditions borne out of coastal regions around the world, showcasing the sheer depth in art, literature, and cuisines.



FUTURE VISION

A beginning to a whole new story

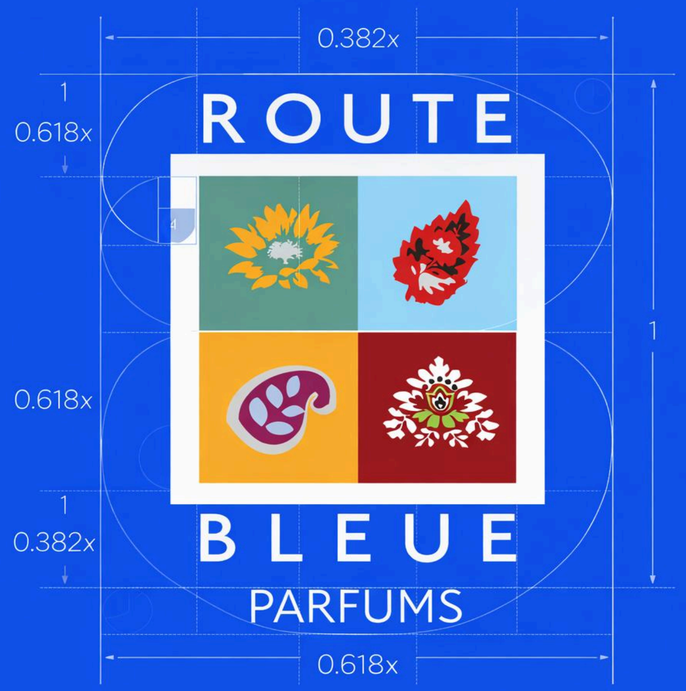
Our vision is to craft an atlas of coastal routes through a curated collection of fragrances, paying tribute to the uniqueness of each region.

Route Bleue is an invitation to go beyond, on journeys across continents, capturing the emotions, moments, and memories that unite all of us.

THE LOGO DESIGN

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

PRIMARY LOGO



This logo communicates:

- A journey (Route) through scent
- A collection of olfactory stories
- A modern luxury perfume house with artistic roots

Colour System (Visual DNA):

- Primary Blue Background
  - Represents Route Bleue identity
- Four Quadrant Palette
  - Yellow → Energy / Sun / Citrus
  - Red → Passion / Floral depth
  - Orange → Warmth / Sweetness
  - Burgundy → Luxury / Depth

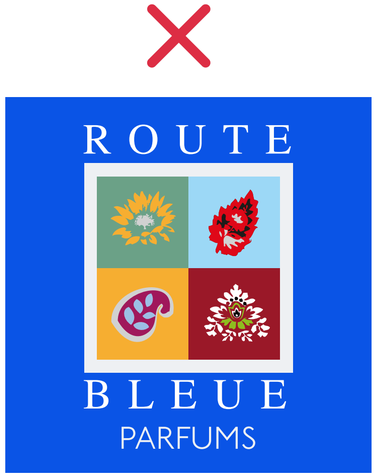
Grid & Structure:

- Built on a square modular grid
- Emblem = 1:1 ratio
- Typography aligned to center axis
- Equal spacing between:
  - ROUTE ←→ emblem
  - emblem ←→ BLEUE
  - BLEUE ←→ PARFUMS

Design Principles Embedded:

- Symmetry → Stability & luxury
- Contrast → Visual interest
- Modularity → Scalable system
- Minimal typography + rich emblem → Premium balance

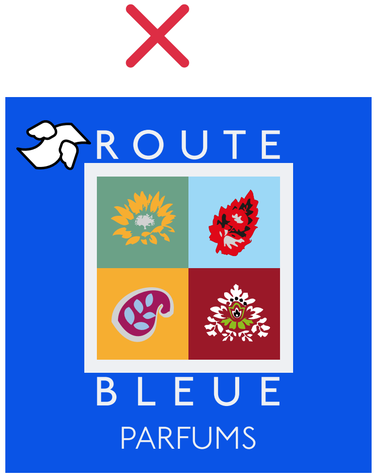
GUIDANCE



Do not Use the Route Bleue font in other weights/typefaces



Don't stretch or manipulate the logo



Don't pair logo with icons that may be confused as logos



Use the primary colour as the core expression to maintain clarity and consistency.
Additional colours may be used only in accordance with the approved palette on the following page.

Do ✅

- Use Route Bleue as a noun “Route Bleue is timeless.”
- Use Bleue as a shorthand (when context is clear) “Bleue feels effortless.”

Do Not ❌

- Do not pluralise (e.g. Route Bleues)
- Do not use possessive forms (e.g. Route Bleue’s)
- Do not abbreviate or alter the name (e.g. RB, RouteBlu, Blew)

Principle

The name remains singular, complete, and unchanged — a constant expression of the brand.

PRIMARY LOGO - ALTERNATIVE COLOURS

					
Silver Pantone	Silver Pantone C2144 Pantone	SilverFoil / Hot Stamping	Silver Pantone C2144 Blue Pantone	White Pantone Silver Pantone C2144 Blue Pantone	Silver Foil Pantone C 2144 Blue Pantone

Usage

- The primary logo is designed to adapt across different backgrounds while maintaining clarity and brand integrity.
- Alternative colour versions may be used where the primary colour is not suitable.

Approved Variations

- Primary Blue — default application
- White — for dark backgrounds

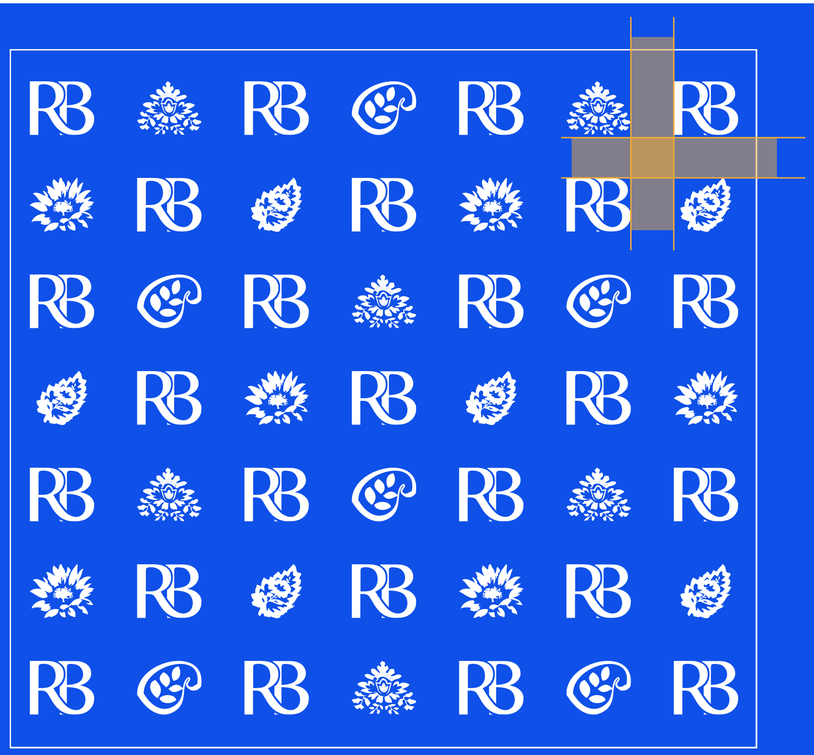
Guidelines

- Ensure sufficient contrast at all times
- Do not introduce unapproved colours
- Do not alter or mix colour combinations

Principle

- Consistency defines recognition.
- Use alternative colours only when necessary, always preserving the clarity and presence of the logo.

BACKGROUND PATTERN - USAGE



Do

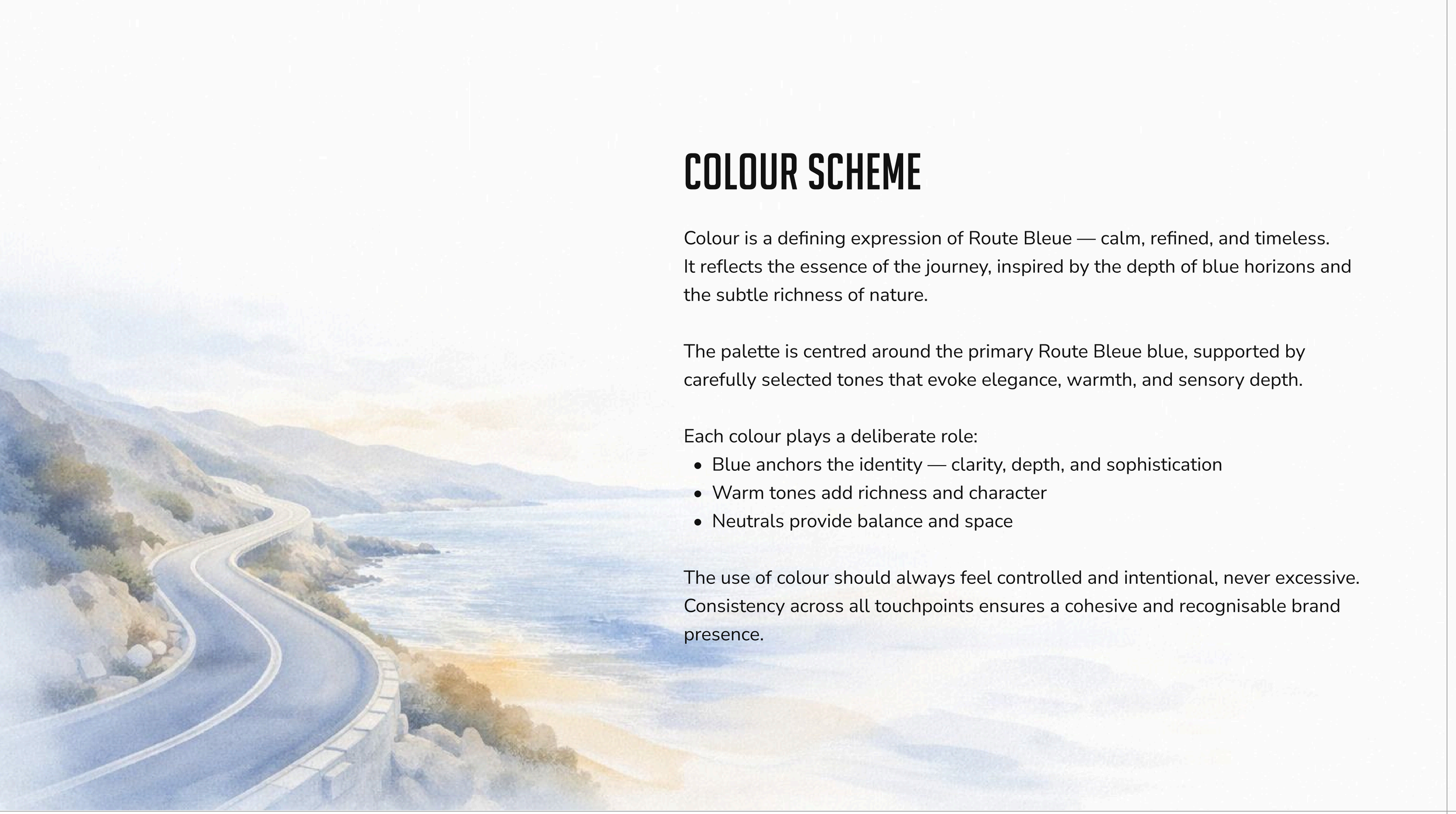
- Use Brand Blue with White for primary applications
- Use Brand Blue with Silver for premium surfaces
- Apply reversed versions (light on dark / dark on light) where required
- Maintain consistent spacing — both vertical and horizontal
- Keep the pattern subtle and balanced
- Use on packaging, backgrounds, and large surfaces

Do Not

- Do not use unapproved colours
- Do not distort or resize elements inconsistently
- Do not overcrowd or tighten spacing
- Do not rotate or misalign the pattern grid
- Do not cut through logos or symbols awkwardly
- Do not place text over busy areas of the pattern

Principle

The pattern should feel refined, seamless, and effortless — enhancing the brand, never overpowering it.



COLOUR SCHEME

Colour is a defining expression of Route Bleue — calm, refined, and timeless. It reflects the essence of the journey, inspired by the depth of blue horizons and the subtle richness of nature.

The palette is centred around the primary Route Bleue blue, supported by carefully selected tones that evoke elegance, warmth, and sensory depth.

Each colour plays a deliberate role:

- Blue anchors the identity — clarity, depth, and sophistication
- Warm tones add richness and character
- Neutrals provide balance and space

The use of colour should always feel controlled and intentional, never excessive. Consistency across all touchpoints ensures a cohesive and recognisable brand presence.

COLOUR SCHEME

C 2144 PANTONE

PRIMARY BRAND COLOUR

PANTONE SILVER

TEXT CONTENT COLOUR

SILVER FOIL / HOT STAMPING

FOILING

Application

- Use the primary colour as the dominant expression
- Apply supporting colours with restraint and purpose
- Maintain balance and harmony across layouts

Principle

Colour at Route Bleue is not decoration —
it is an extension of the brand’s identity,
expressed with clarity, consistency, and quiet confidence.

Black

White

SECONDARY PALETTE

PANTONE 2144 C	PANTONE 731 C	PANTONE 4216 C	PANTONE 311 C	PANTONE 221 C	PANTONE 803 C	PANTONE 2037 C	PANTONE 1505 C
RB BRAND COLOUR	ÉCORCE NOIRE	ARMOISINE	ARGUMADE	L'EAU PRALINEE	NOMADE CHIC	PETITE FLEUR	SORBET D'ETE

Our secondary colours represent the full spectral colours pulled from prisms. They should be used sparingly throughout illustration, photography, and product in order to maintain meaning and potency.

LOGO APPLICATION ON BACKGROUNDS



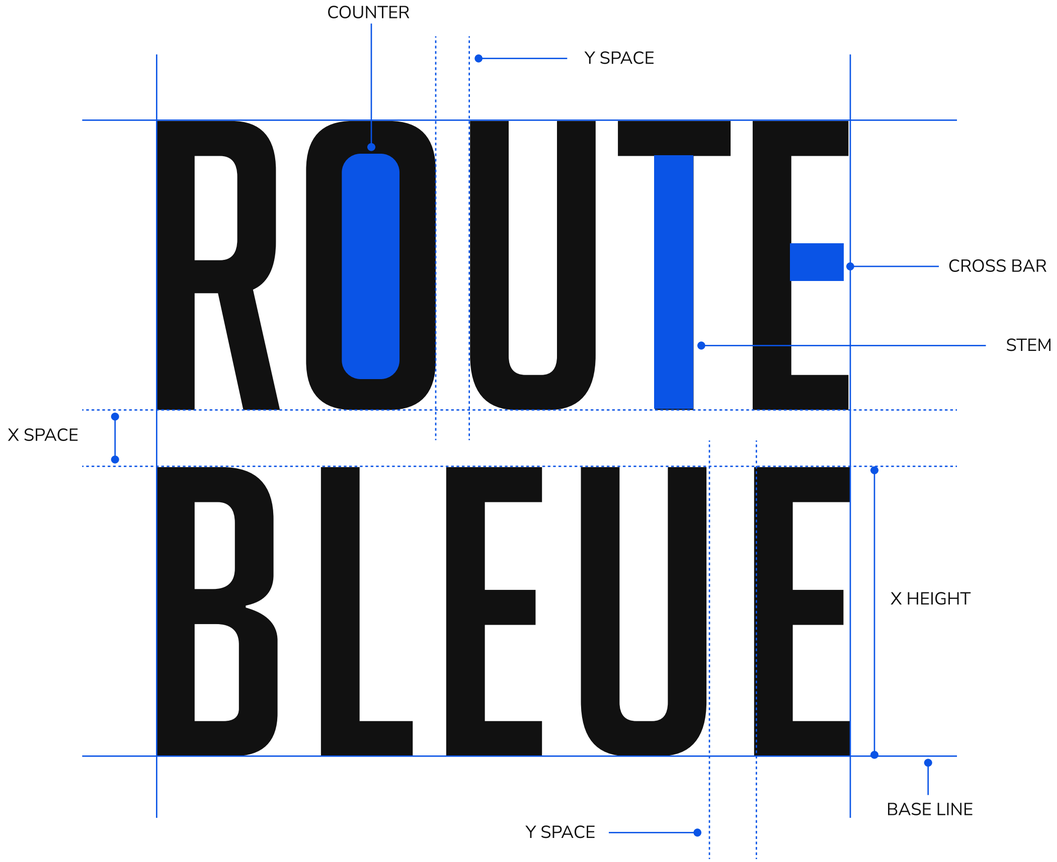
Examples of how the primary logo deals with the alternative colour backgrounds from the suggested scheme.

The only 'rules' are that the colours do not clash and that there is a level of contrast (or difference) between logo, typography and it's specified backdrop.



This also applies to the logo's placement over a photographic background, pattern, visual graphics or other media.

TYPOGRAPHY



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

! @ € $ % ^ & * ( ) _ + Œ ∑ ´ ® † ¥ ¨ ^ Ø π Å ß

∂ ƒ ˚ ¬ Ω Ç ≈ √ ∫ ~

The primary typeface is [BigNoodleTitling]. These have been carefully selected to best represent the brand image, and must be used to retain consistency especially within the logo.

Replacing fonts with alternatives should not be done under any circumstances.

APPLICATIONS




ROUTE
BLEUE
PARFUMS


ROUTE BLEUE
PARFUMS
PETITE FLEUR
ROUTE BLEUE
www.routebleueparfums.com


ROUTE
BLEUE
PARFUMS
LUXURY FRAGRANCE COLLECTION
LOUIS VUITTON


Dior
Dior
DIOR
DIOR
CHANEL
CHANEL



THANK YOU!

www.routebleueparfums.com