



BRAND

GUIDELINES

FULLSET

I. INTRODUCTION

II. LOGO

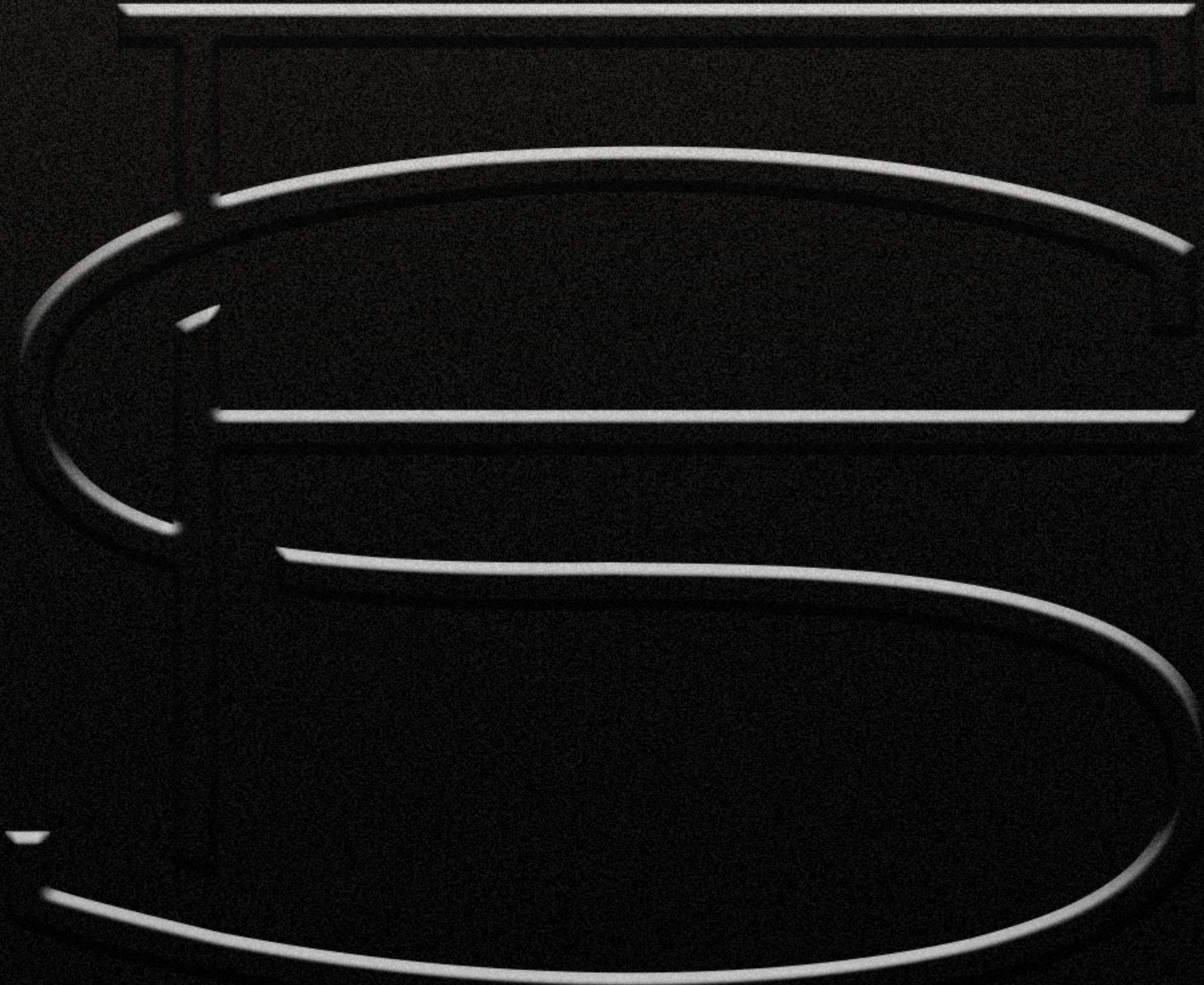
- 01. logos & baseline
- 02. logos without baseline
- 03. logos in white
- 04. logos in color
- 05. clear space
- 06. minimum size
- 07. don't

III. COLORS

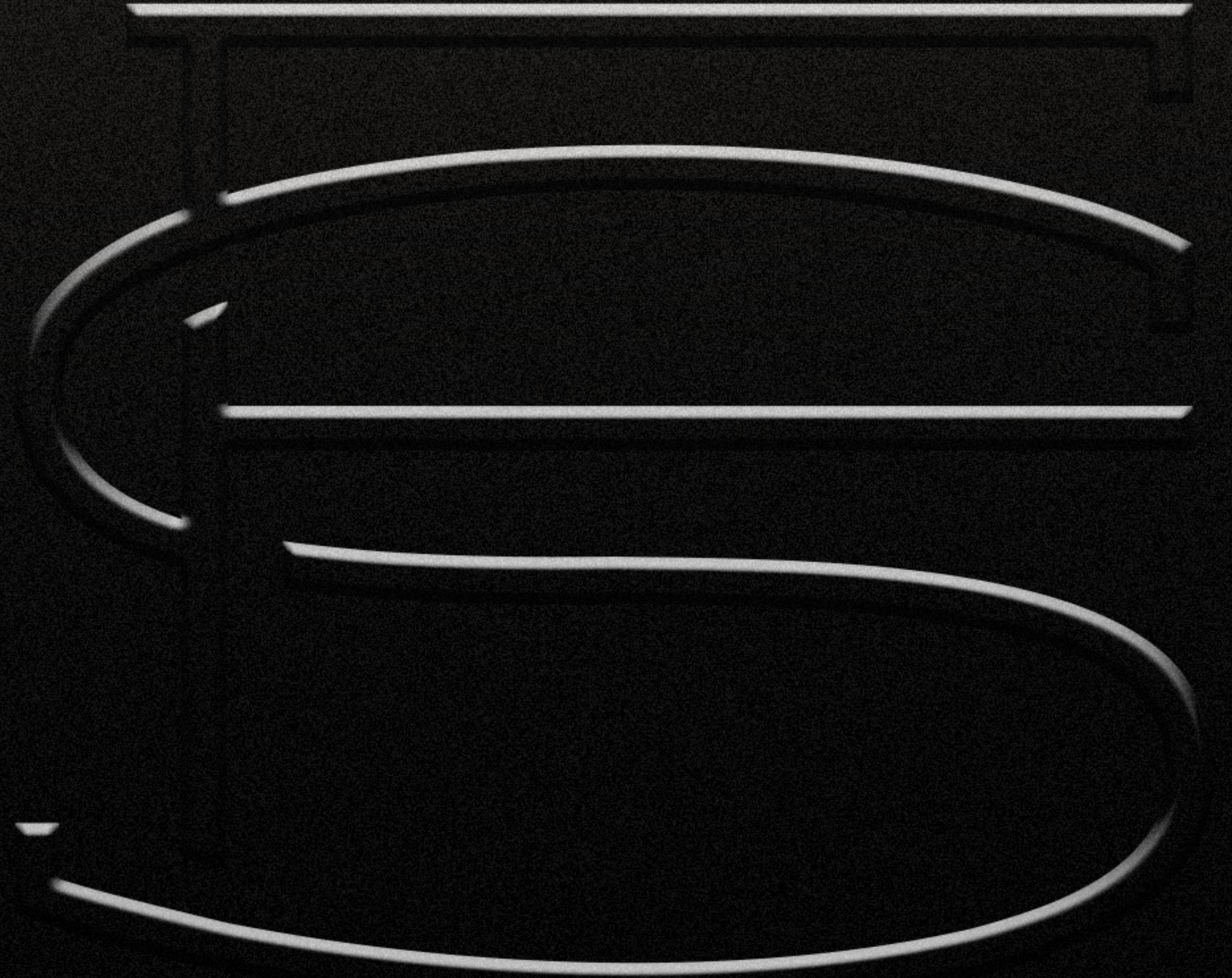
- 01. colors
- 02. secondary colors

III. TYPOGRAPHY

- 01. primary typography
- 02. secondary typography
- 03. third typography
- 04. typographic hierarchy



I. INTRODUCTION



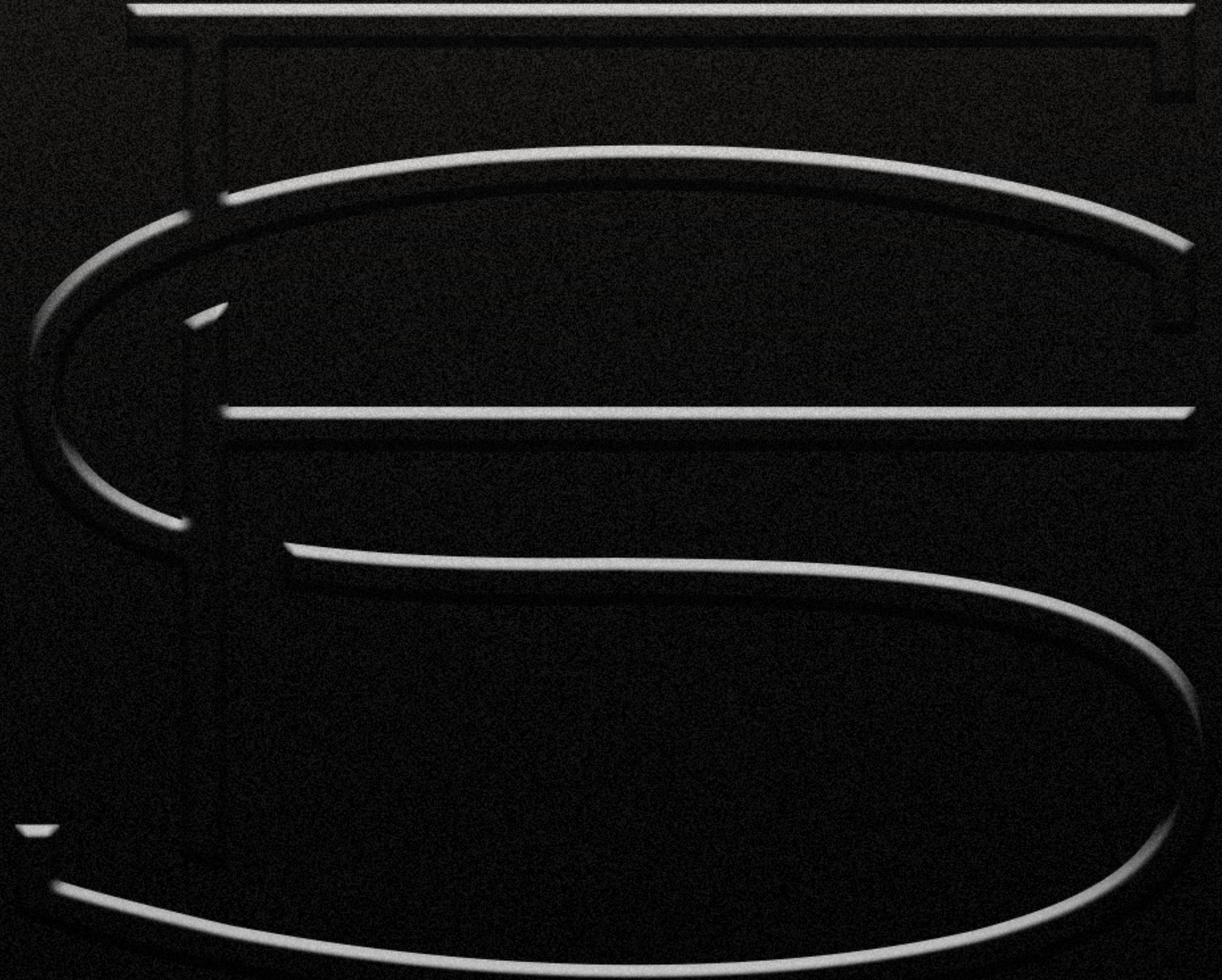
FULL SET

Full Set is a trusted luxury watch specialist, offering new and pre-owned timepieces from the most sought-after brands. In a market where anyone can sell a watch, very few control the sourcing conditions, the consistency and the level of expertise we deliver.

Every piece is individually verified and presented in exceptional condition, with full transparency from sourcing to sale. We make luxury watch ownership accessible, without compromising on trust or quality.

II. LOGO

- 01. logos & baseline
- 02. logos without baseline
- 03. logos in white
- 04. logos in color
- 05. clear space
- 06. minimum size
- 07. don't

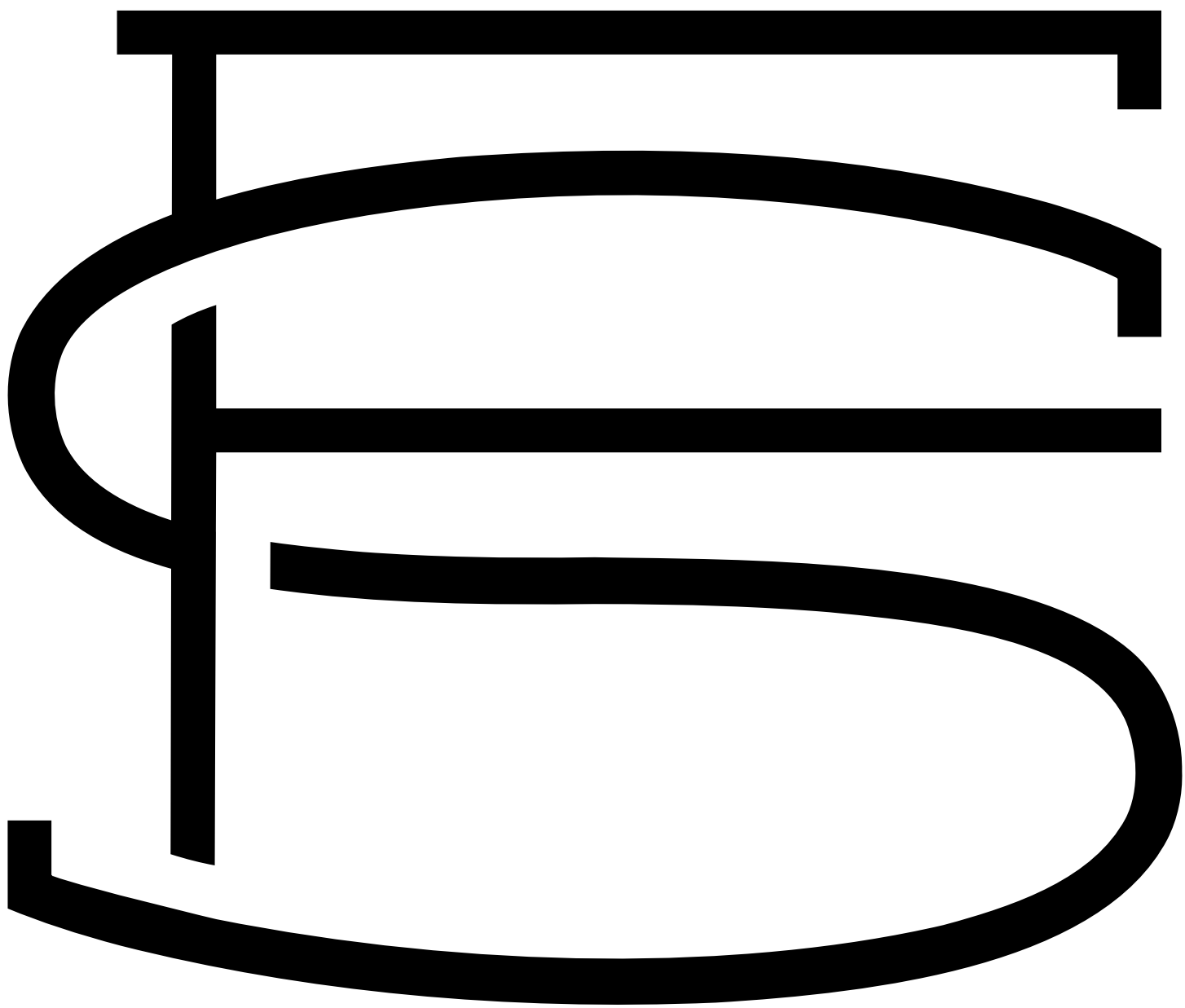


LOGO

01. logos & baseline

The Full Set monogram interweaves the letters F and S into a single, unified mark, where structure and fluidity meet precision and craft. Designed to feel both established and modern, it works seamlessly across every touchpoint, from packaging to digital. The wordmark, set in a refined serif typeface, carries the weight of a specialist brand without resorting to luxury clichés.

The baseline Verified. Trusted. Yours. distils the Full Set promise in three words : a process, a relationship, and a transfer of ownership. Three words. Three promises.



FULL SET

Verified. Trusted. Yours.

FULL SET

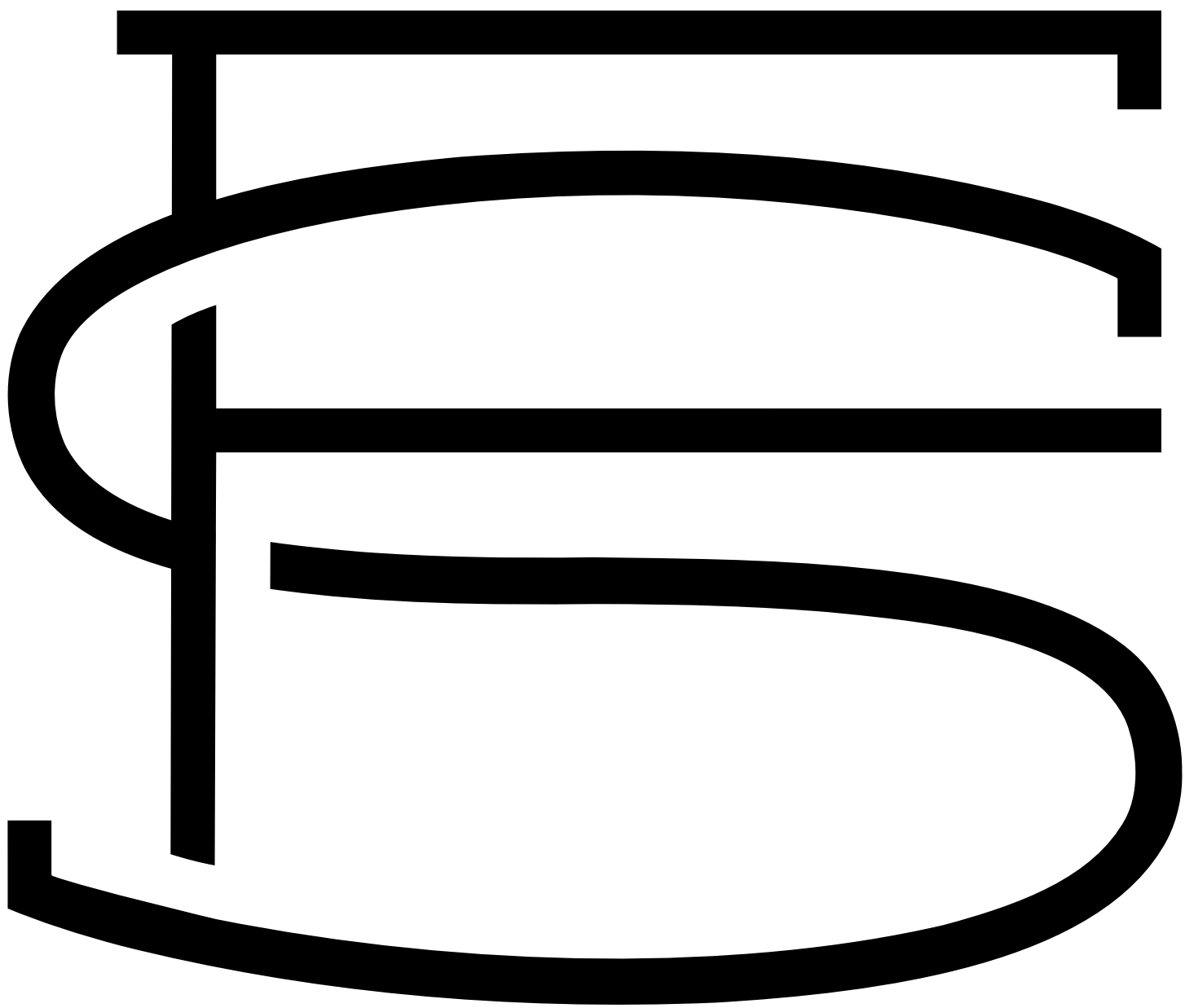
Verified. Trusted. Yours.

LOGO

02. logos without baseline

The Full Set monogram interweaves the letters F and S into a single, unified mark, where structure and fluidity meet precision and craft. The F provides stability through its clean, architectural lines while the S flows through it with continuity and movement. Together they form a symbol that feels both established and modern, institutional yet personal.

Designed to stand alone as a strong brand identifier, the mark works seamlessly across every touchpoint, from packaging to digital platforms.

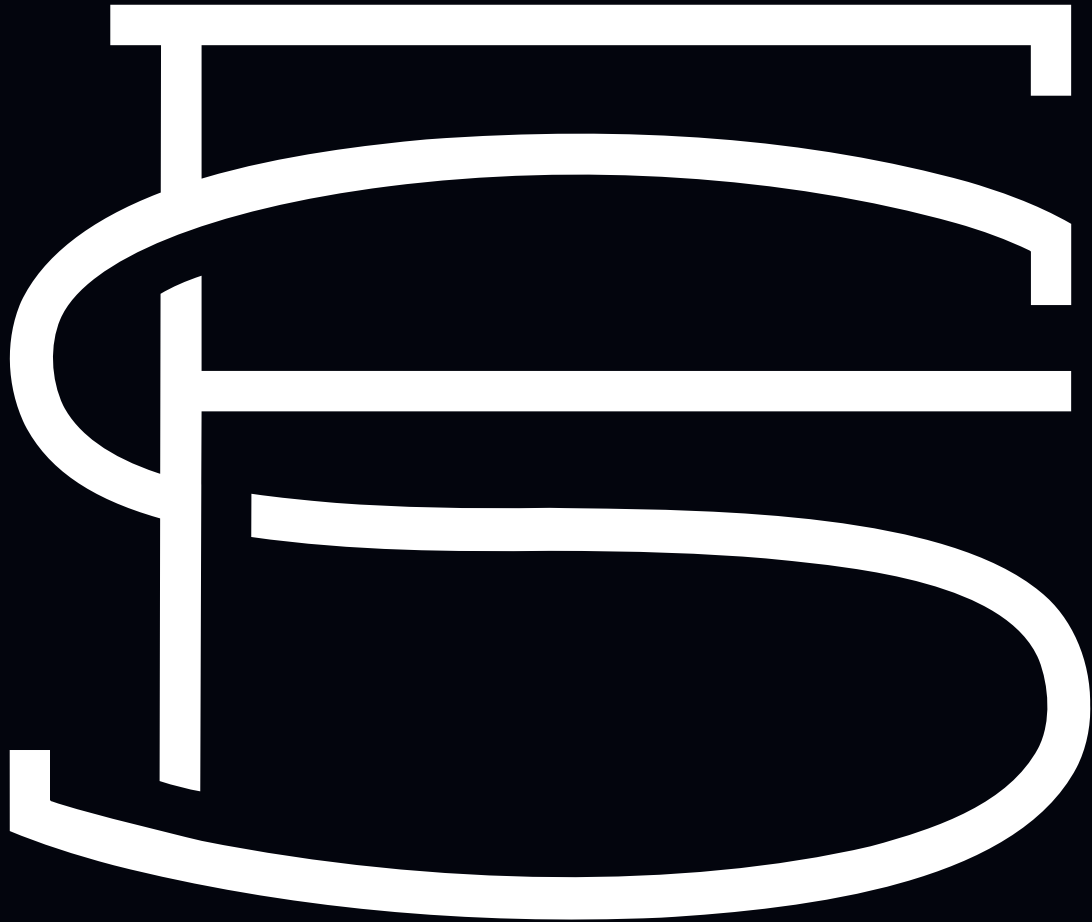


FULL SET

FULL SET

LOGO

03. logos in white



FULL SET
Verified. Trusted. Yours.

FULL SET
Verified. Trusted. Yours.

LOGO

04. logos in colors



LOGO

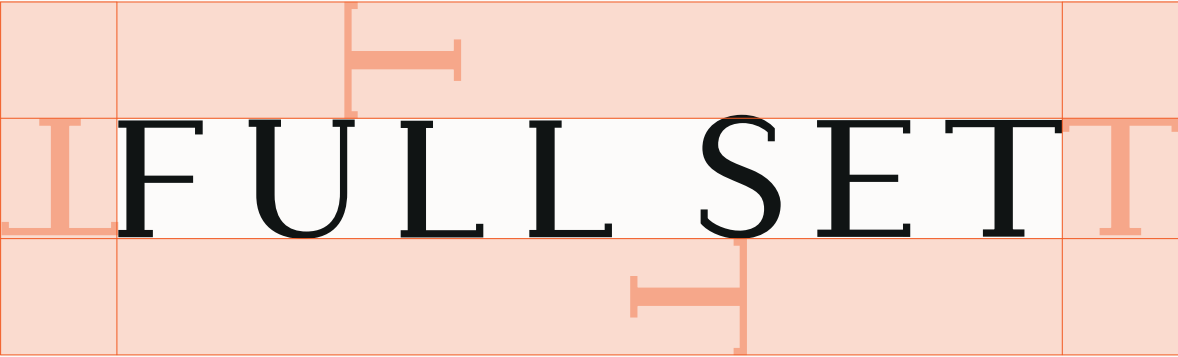
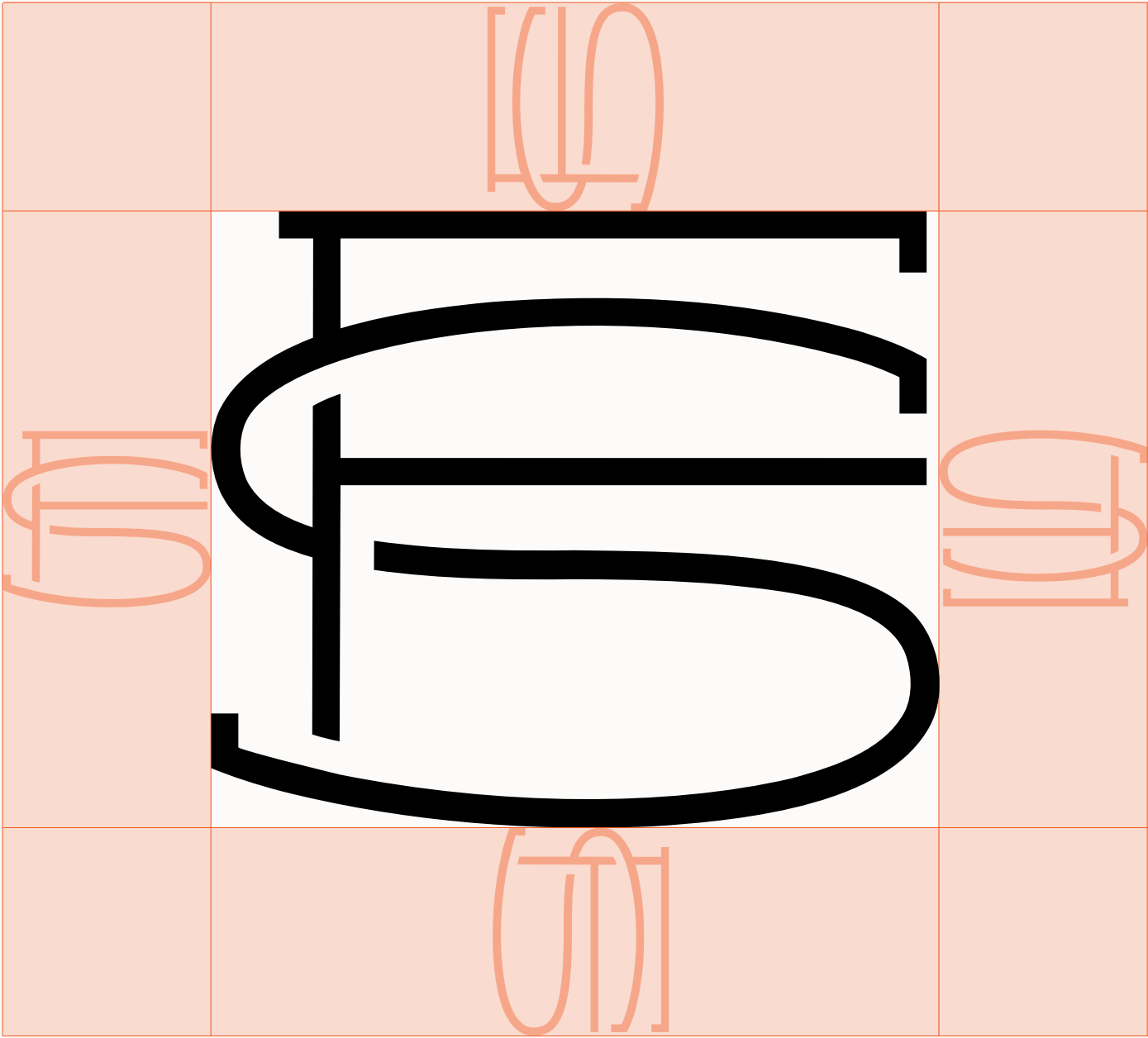
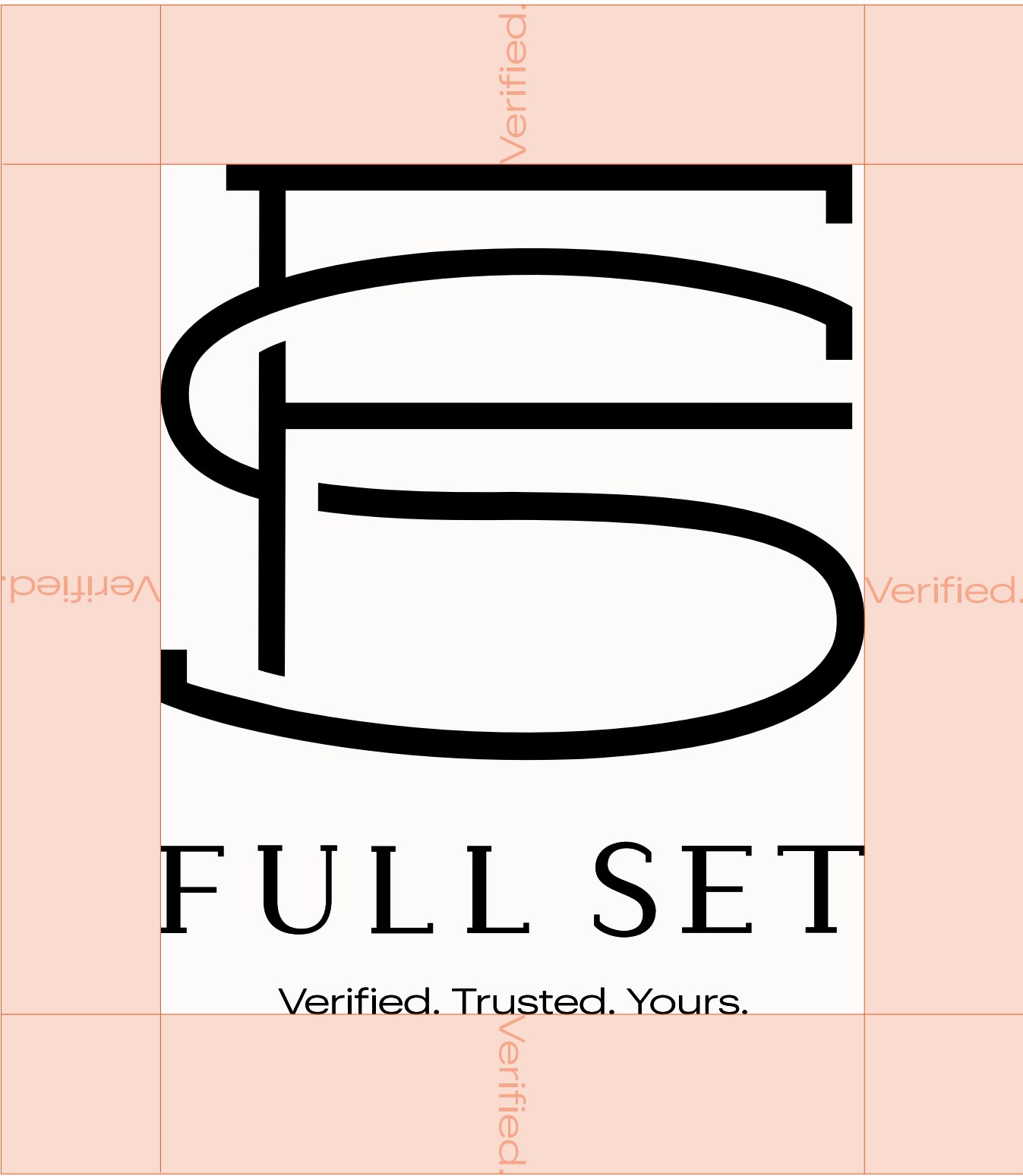
04. logos in colors



LOGO

05. clear space

A defined clear space must be maintained around each element of the Full Set identity at all times. For the monogram, the minimum clear space equals the width of the monogram itself. For the wordmark, it is defined by the height of the letter T in “Set”. These rules apply across all formats and at any scale.



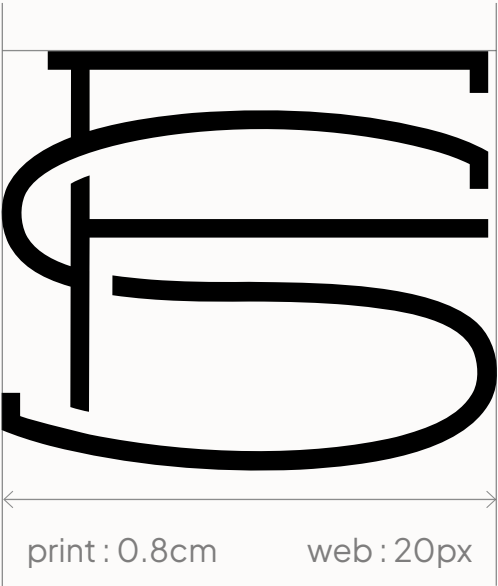
LOGO

06. minimum size

To preserve the integrity and legibility of the Full Set identity, the logo should never be reproduced below its defined minimum size. At smaller scales,

the precision of the monogram and the clarity of the wordmark cannot be guaranteed. Always refer to the size specifications provided in the brand guidelines.

without baseline



with baseline



LOGO

07. don't

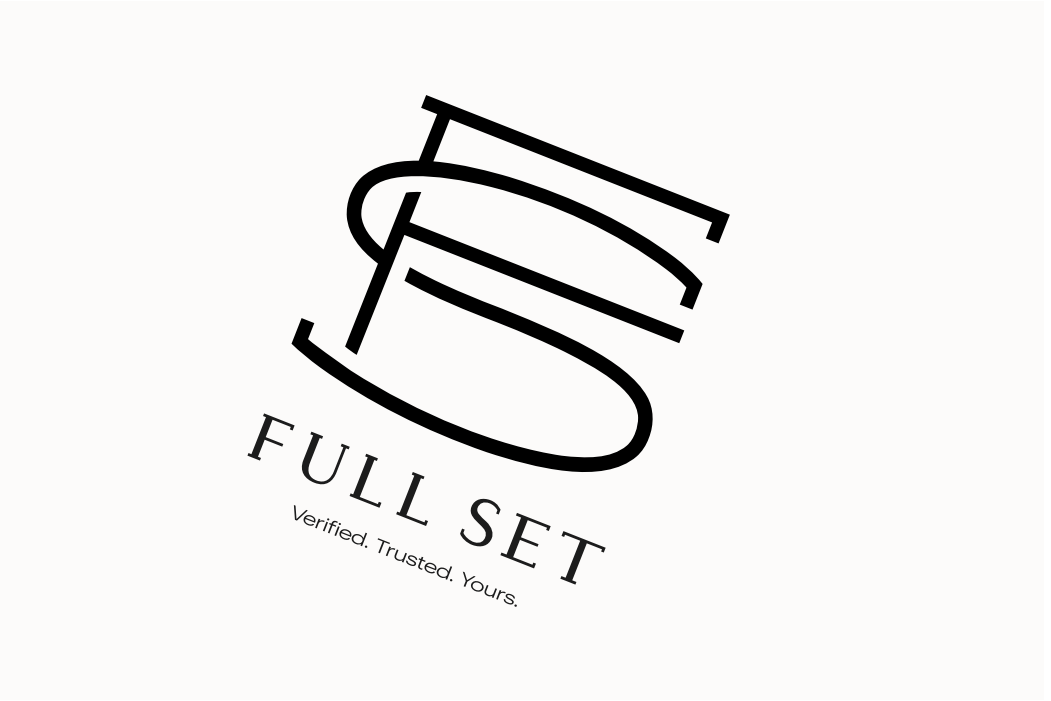
The Full Set identity must never be altered, distorted or compromised in any way. Do not stretch, rotate or recolour the logo. Do not place it on busy backgrounds, add effects or shadows, or combine it with other graphic elements that compete with the mark. Any modification undermines the consistency and credibility of the brand.



Do not distort



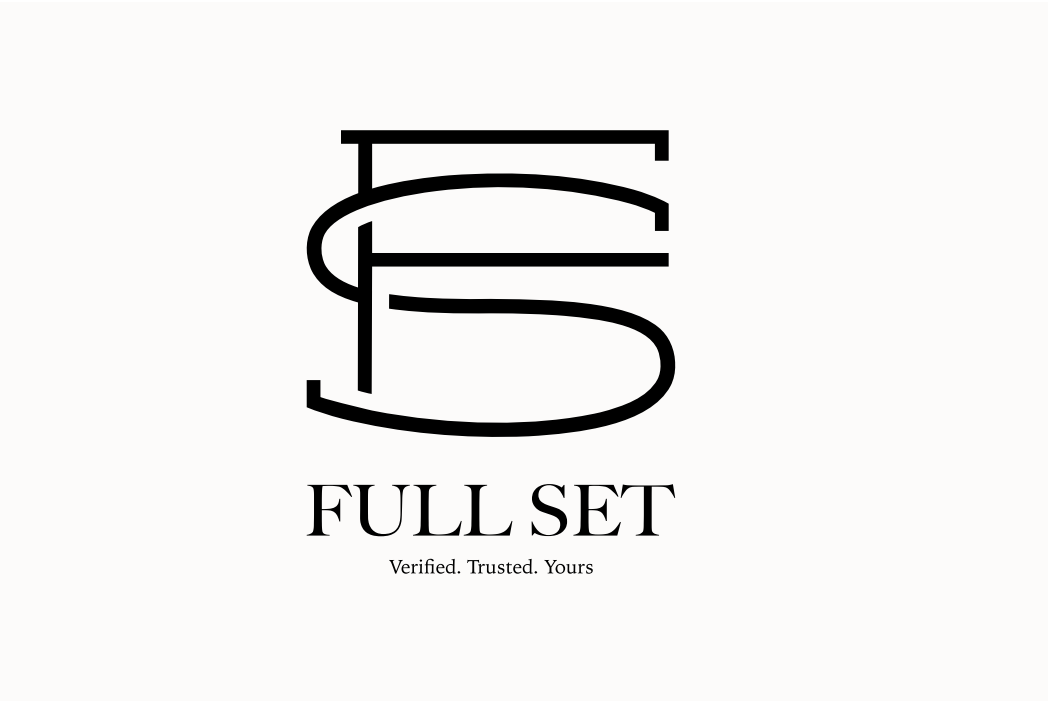
Do not outline



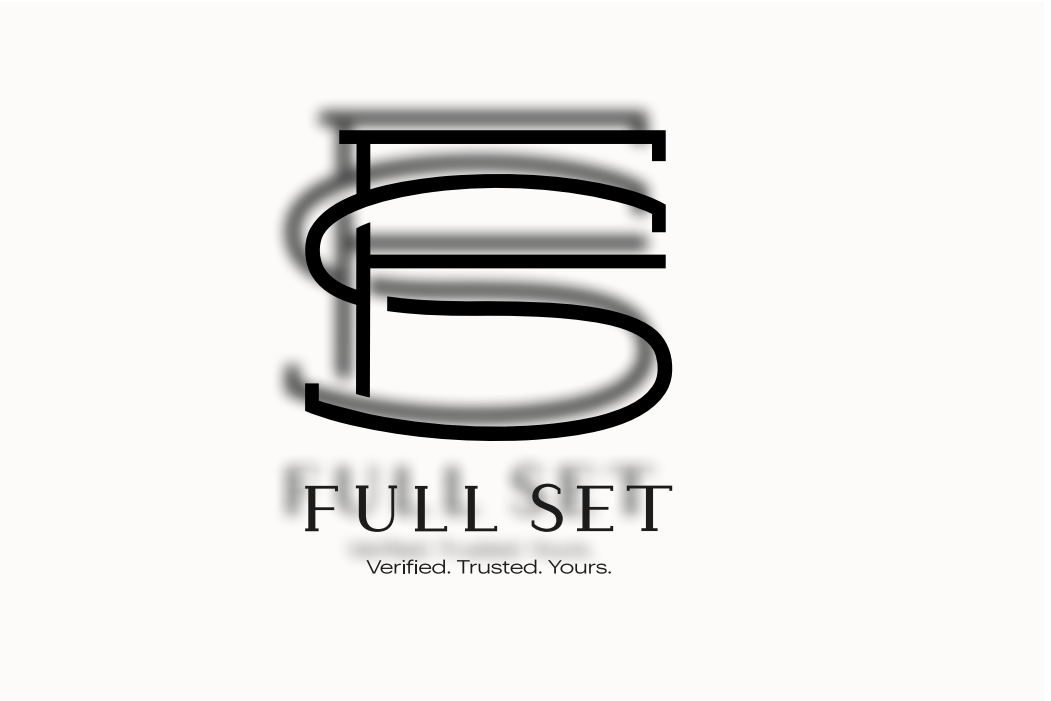
Do not turn



Do not reduce the opacity



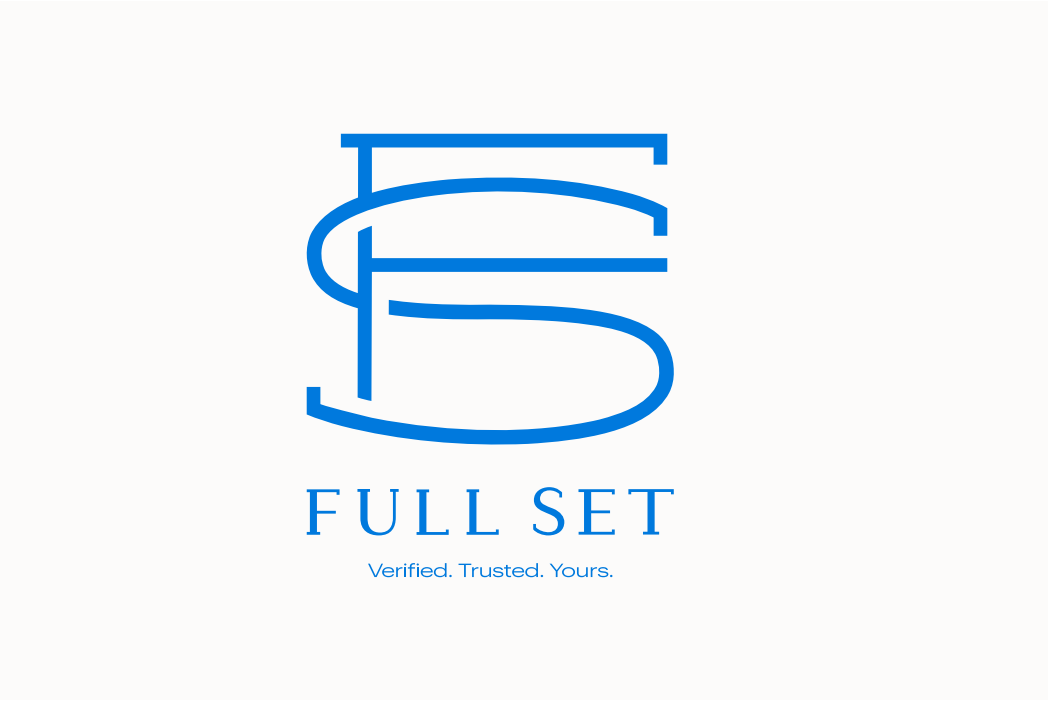
Do not change the fonts



Do not apply a drop shadow



Do not change the proportions



Do not use an unauthorized color



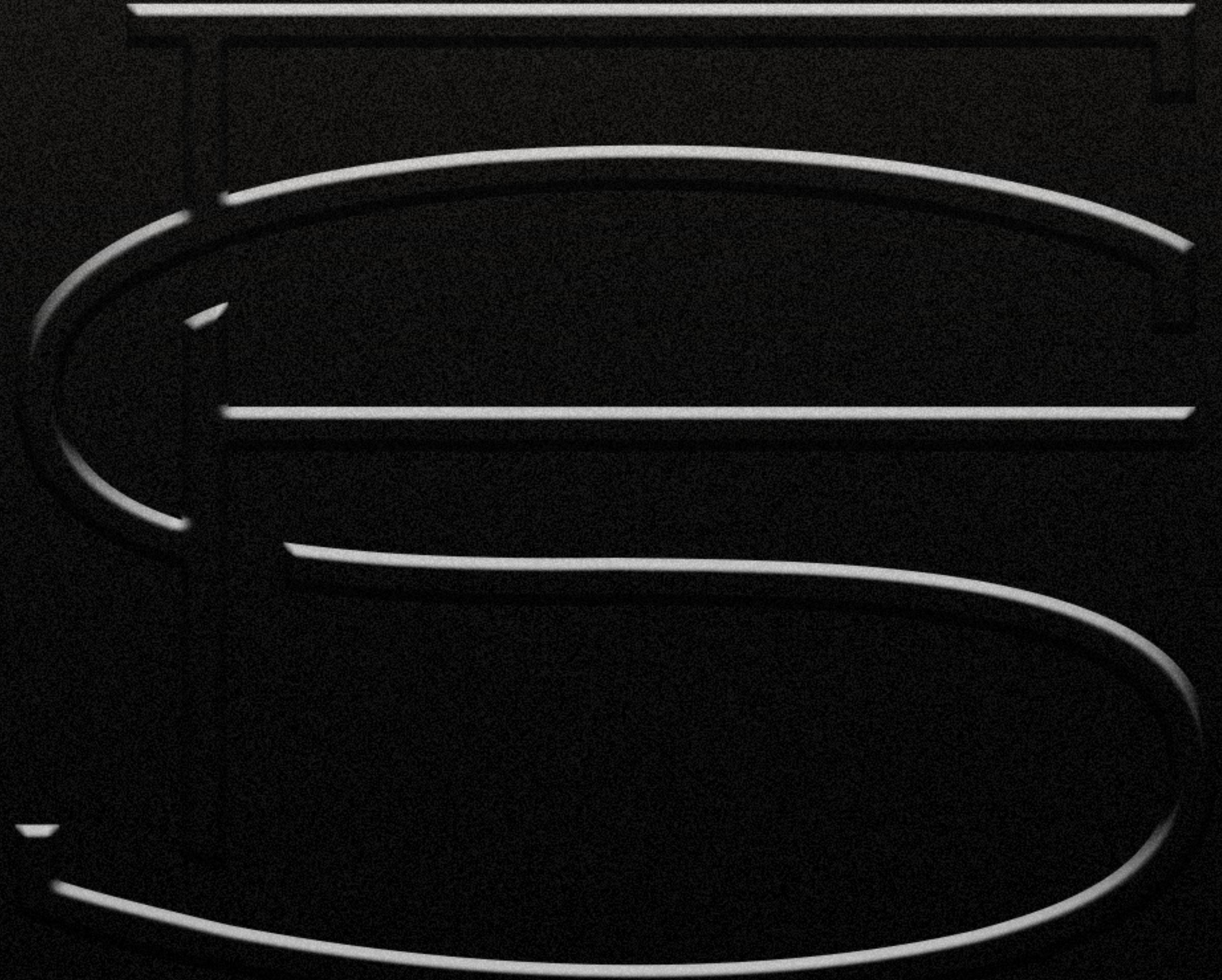
Do not apply a gradient





III. COLORS

- 01. primary colors
- 02. secondary colors



COLORS

01. primary colors

The Full Set color palette is built on contrast, depth and warmth. The deep navy #05060A serves as the brand’s darkest anchor, commanding presence across all applications. #1B1D20, a dark charcoal, provides a slightly softer alternative for backgrounds and large surfaces. #9F9D95, a warm stone grey, introduces balance and breathing room. #EA5A26, a bold burnt orange, acts as the signature accent color, injecting energy and distinction without compromising the brand’s premium positioning. Together, these four colors create a palette that is both refined and confident.

#1B1D20
C: 80% M: 69% Y: 59% K: 79%
R: 27 G: 29 B: 32

 DARK
CHAR-
COAL

#9F9D95
C: 39% M: 30% Y: 36% K: 11%
R: 159 G: 157 B: 149

 WARM
STONE
GREY

#05060A
C: 91% M: 79% Y: 59% K: 92%
R: 5 G: 6 B: 10

 DEEP
NAVY

#F0EBE5
C: 7% M: 7% Y: 11% K: 0%
R: 240 G: 235 B: 229

 OFF
WHITE

#EA5A26
C: 0% M: 76% Y: 89% K: 0%
R: 234 G: 90 B: 38

 BURNT
ORANGE

COLORS

02. secondary colors

Secondary colors must only be used alongside their corresponding primary color.

#303133
C: 92% M: 85% Y: 78% K: 33%
R: 48 G: 49 B: 51

#090E0B
C: 88% M: 74% Y: 70% K: 89%
R: 9 G: 14 B: 11

#ACAAA1
C: 39% M: 30% Y: 36% K: 0%
R: 172 G: 170 B: 161

#888880
C: 43% M: 33% Y: 40% K: 23%
R: 136 G: 136 B: 128

#F7F0EB
C: 4% M: 6% Y: 8% K: 0%
R: 159 G: 157 B: 149

#CFCBC1
C: 7% M: 7% Y: 14% K: 19%
R: 207 G: 203 B: 193

#EE7246
C: 0% M: 66% Y: 74% K: 0%
R: 238 G: 114 B: 70

#Z
C: 0% M: 83% Y: 100% K: 0%
R: 232 G: 70 B: 16

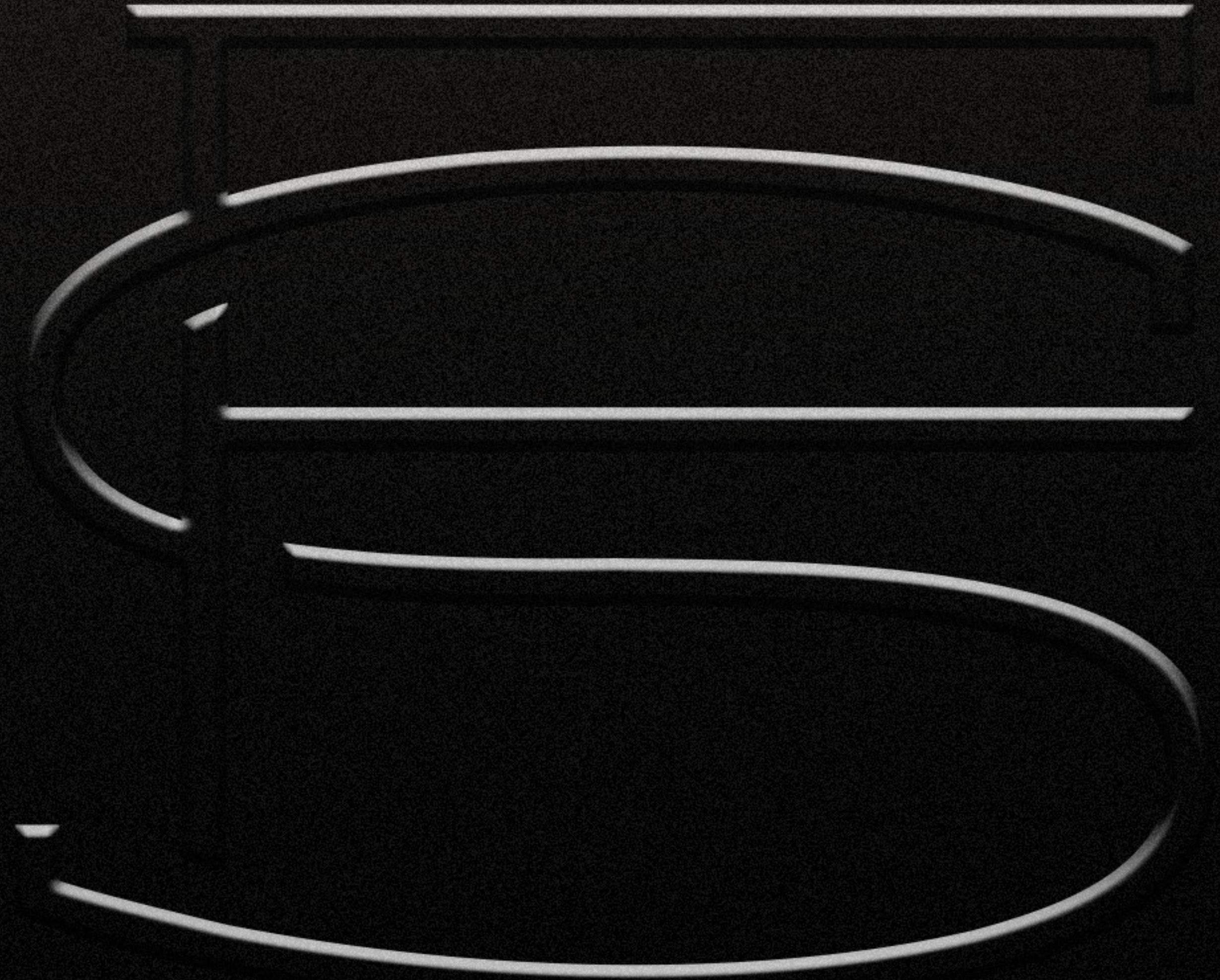
#1C2632
C: 94% M: 79% Y: 59% K: 58%
R: 28 G: 38 B: 50

#000000
C: 91% M: 79% Y: 71% K: 100%
R: 0 G: 0 B: 0



IV. TYPOGRAPHY

- 01. primary typography
- 02. secondary typography
- 03. third typography
- 04. typographic hierarchy



TYPOGRAPHY

01. primary typography

The Full Set identity is set in Graphik Wide, a typeface chosen for its precision, authority and contemporary character. Its extended proportions give every word a confident, expansive presence, reinforcing the brand's premium positioning without resorting to traditional luxury conventions. Clean, geometric and highly legible across all formats and sizes, Graphik Wide carries the Full Set voice with clarity and consistency, from headlines to body copy, in print and on screen.

Graphik Wide

Medium

Uppercase

A

ABCDEFGHIJ
KLMNOPQR
STUVWXYZ
0123456789 !?.

TYPOGRAPHY

02. secondary typography

Space Grotesk serves as the secondary typeface of the Full Set identity. Its geometric structure and subtle humanist details make it a natural complement to Graphik Wide, adding warmth and readability to

longer text, captions and supporting content. Versatile and highly legible at smaller sizes, Space Grotesk ensures consistency and clarity across all digital and print applications.

Space Grotesk

Regular

Upper and lower case

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789 (!?)/€.

TYPOGRAPHY

03. bodytext typography

Satoshi is the body typeface of the Full Set identity. Designed for readability and flow, it brings clarity and approachability to all extended content, from product descriptions to client communications. Its

clean proportions and open letterforms ensure a comfortable reading experience across all formats, screen and print alike, at any size.

Satoshi

Regular

Upper and lower case

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789 (!?)/€.

TYPOGRAPHY

04. Hierarchy typography

The Full Set typographic system is built around three complementary typefaces, each with a defined role. Graphik Wide is reserved for headlines, brand statements and key messaging, where presence and authority are paramount. Space Grotesk is used for subheadings, labels and supporting titles, bridging the gap between the primary voice and the body text. Satoshi handles all extended content, descriptions, captions and communications, ensuring comfort and legibility at reading sizes. This hierarchy must be respected across all applications to maintain the coherence and integrity of the Full Set identity.

Graphik Wide

THE WATCH YOU’VE
BEEN LOOKING FOR

Space Grotesk

New & pre-owned luxury
watches, verified and sourced
with precision.

Satoshi

At Full Set, every timepiece is individually selected, inspected and presented in outstanding condition. Whether you are taking your first step into luxury watch ownership or adding to an established collection, we are here to guide you with clarity, expertise and complete transparency. Available online and in our showroom.





