



MY FRENCH HUSBAND

Brand Book

Colour, type, marks, icons, and the rules that matter.

MYFRENCHHUSBAND.COM

The logo

The primary mark. Use this unless there is a reason not to.



A photograph of the two of them inside a navy ring, with the wordmark across the lower third. It carries the whole proposition in one object - a couple, a name, a tone - which is why it beats a symbol nearly everywhere.

logo.png - 560x560 - transparent surround

Clear space

One fifth of the diameter on every side.

Minimum size

96px on screen, 25mm in print.

VARIANTS



Monogram

small sizes, nav, stamps



Wordmark

where a photo will not sit



Favicon

16px and up

DO NOT

- ✗ Stretch, squash or rotate it. The circle stays a circle.
- ✗ Crop the outer navy ring, or sit it flush to an edge.
- ✗ Add a drop shadow, glow, outline or gradient.
- ✗ Recolour the rings or the type. Navy and gold, always.
- ✗ Rebuild the lockup in different type. Use the file.
- ✗ Place it on a busy photograph. It needs a plain ground.

Seals

Two verdict marks with two different jobs. They never appear together.



Approuve

MFH Approved - the researched verdict on whether a brand is actually French. Dated, sourced, and never for sale.

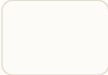
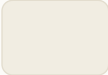


Chic or Pas

The series mark. His verdict on American things - fast, opinionated, no research. Corner of every episode, same position.

Colour

Defined once in styles.css under :root. Use the variable, not the hex.

	--bg	#FCFBF8	Page background
	--bg-deep	#F1EDE2	Bands, cards, deeper background
	--blue	#3E5A78	Links, kickers, figures
	--blue-deep	#2E4457	Article banner, shop card, filled buttons
	--ink	#2B2A27	Body text
	--dim	#6E6A60	Secondary text, captions
	--hair	#E3DDCE	Hairlines and borders
	gold	#A98E52	Seal, verdict stamps, marks
	gold light	#C9A96A	Gold on dark: CTA, banner rules
	gold pale	#D8BE86	Kickers on dark backgrounds

FOUR

Type

Three families, loaded from Google Fonts. Every weight listed is already in use.

PINYON SCRIPT · SCRIPT

My

The "My" in the wordmark. Nothing else, ever.

CORMORANT GARAMOND · 500 / 600 / 500 ITALIC

An American wife. A French husband.

Headlines, H1-H3, large figures, verdict stamps.

JOST · 300 / 400 / 500

An American wife. A French husband.

Body copy, kickers, buttons, labels, tables.

Specimens above are set in the real faces. Pinyon Script shows "My" because that is the only word it is ever used for.

Voice

The hardest thing to hand over, and the easiest to get wrong.

The verdict comes first, the reason second.

"Nobody is romantic about Cristaline. That is the compliment."

Say the judgement, then justify it. Never build up to it.

Short sentences. No exclamation marks.

"The chair? Pas. The price? Also pas."

The humour is in the flatness. Punctuation cannot carry it.

Judge the thing, never the person who owns it.

"He judges America. America never sees it coming."

Playful, not superior. The moment it sneers, it stops being funny.

She narrates. He only has verdicts.

"An American wife. A French husband who does not know he is the show."

She sets the scene and names the series. He never announces anything.

Never explain the joke.

"De Paris, malgre lui."

If a line needs a second line to land, cut both.

Photography

What the pictures do, and the one rule that is not negotiable.

Portraits

Circular crop. The navy-and-gold ring belongs to the logo lockup only - never add it to an ordinary photograph.

Carousels

4:5 portrait, faces in the upper third. A consistent crop across the set matters more than any single frame.

Article heroes

3:2 landscape. A still from the reel beats a stock photograph every time, and keep the caption overlay - it is the hook.

Children

Never shown. Owen, Harry and Wells appear by first name only, and we ask coverage to follow the same rule.

Stock

Avoid. A generic marble-countertop shot is the visual signature of content farms, and it undoes the thing the account is built on.

Marks

Fixed brand elements. These carry their own colour and are not recoloured.



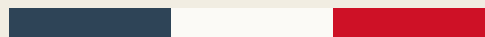
divider-rule



fleur-de-lis



monogram-mfh



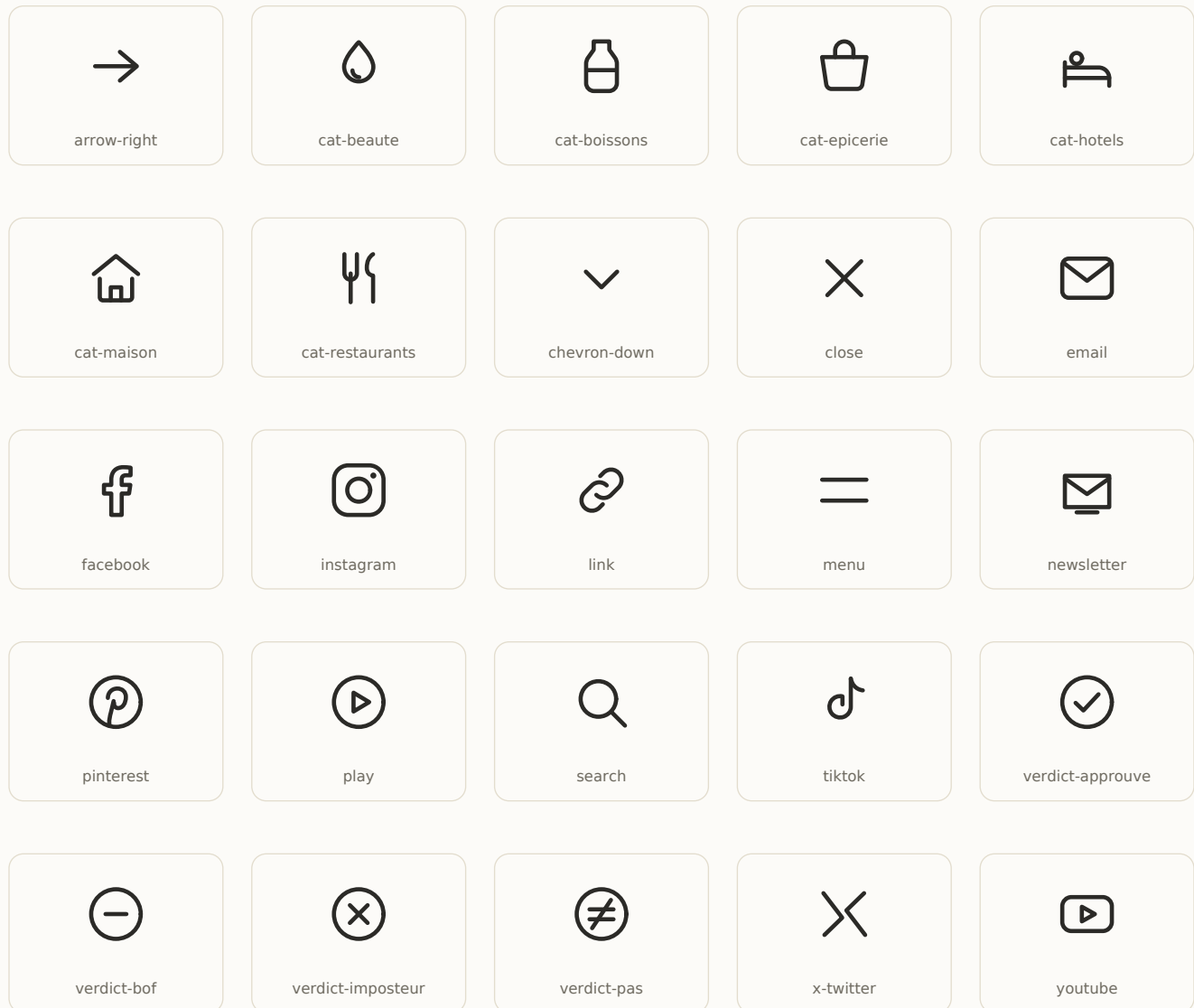
tricolore-bar

My
FRENCH
HUSBAND

wordmark

Icons

24x24 grid, 1.6 stroke, round caps, currentColor. Shown here in ink.



Usage

The parts that are easy to get wrong.

The seal is never sold

The Approuve seal marks editorial verdicts only. It never appears on an affiliate link, a sponsored placement, or a brand's own packaging. The moment a verdict can be bought, the seal is worth nothing.

Two verdict systems, kept apart

MFH Approved answers "is this actually French?" - researched, dated, sourced. Chic or Pas answers "does he like it?" - fast and opinionated. They never share a mark.

Icons inherit their colour

Every icon is stroked with `currentColor`, so it takes the colour of whatever contains it. Never edit a colour into an icon file; set it on the parent.

One accent at a time

Gold is the accent. On any given block, one element gets it. Two competing gold elements is the fastest way to make a page look cheap.

Children are named, never shown

Owen, Harry and Wells appear by first name only. No photographs of their faces in any asset, and we ask coverage to follow the same rule.

Gold on dark, blue on light

Gold text needs a dark ground to pass contrast. On cream, use blue for text and keep gold for rules, borders and stamps.

French for names, English for navigation

Navigation and section labels are English. French is kept for proper names — Malgre Lui, Le Bulletin, La Tribune — and for editorial furniture inside articles: En bref, Les faits.

Files

Everything lives in the site root, so paths stay simple.

ASSET	PATH	FORMAT
Primary logo	logo.png	PNG 560x560, transparent
Homepage portrait	hero-portrait.png	PNG 300x300
Favicon set	favicon.svg + 16/32/180/192.png	SVG + PNG
Approuve seal	approuve-seal.png	PNG 600x600
Chic or Pas badge	chic-or-pas-badge.png	PNG 480x480
Icon library	brand/icons/*.svg	SVG, currentColor
Brand marks	brand/marks/*.svg	SVG, brand colour
Article social cards	og-<slug>.png	PNG 1200x630
Media kit	MyFrenchHusband_MediaKit_Sep2026.pdf	PDF, 11pp

Two assets are raster, not vector.

The Approuve seal and the logo portrait are illustrations, so they exist only as PNG. They are fine at current sizes — the seal is used at 210px and ships at 600px — but they cannot be scaled to print, signage or embroidery without being redrawn by an illustrator. Everything else in this book is vector and scales without limit.

To regenerate.

python3 make-brand-assets.py writes the SVGs. make-brand-book.py rebuilds the web version, make-brand-pdf.py rebuilds this file. All three read the same source, so the book and the assets cannot drift apart.