

Sibylla Merian

This document is a record of how Sibylla Merian sees, and how that way of seeing has been translated into an identity system. For anyone contributing to the brand, it is the standard against which every decision is set.

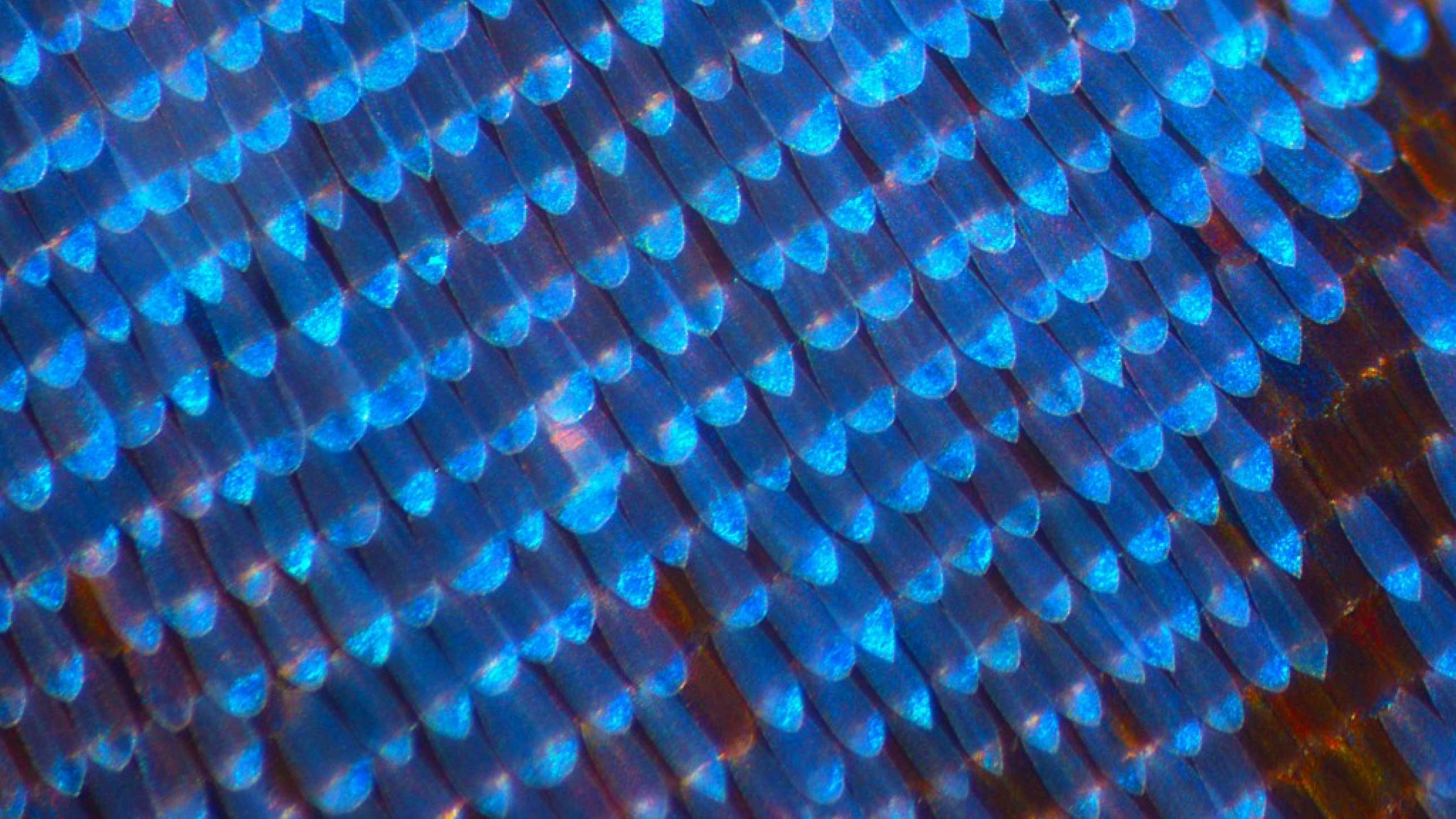
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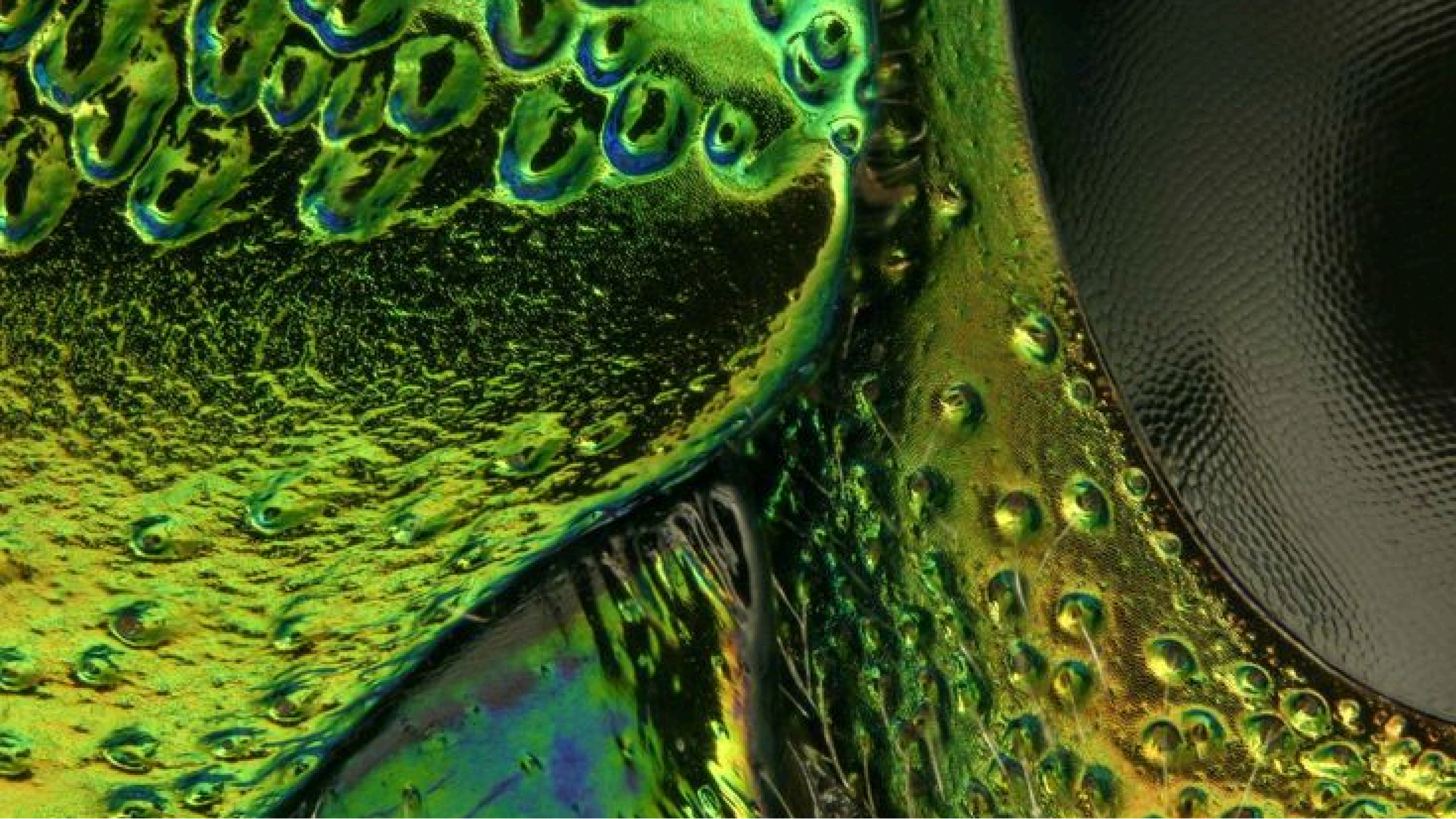
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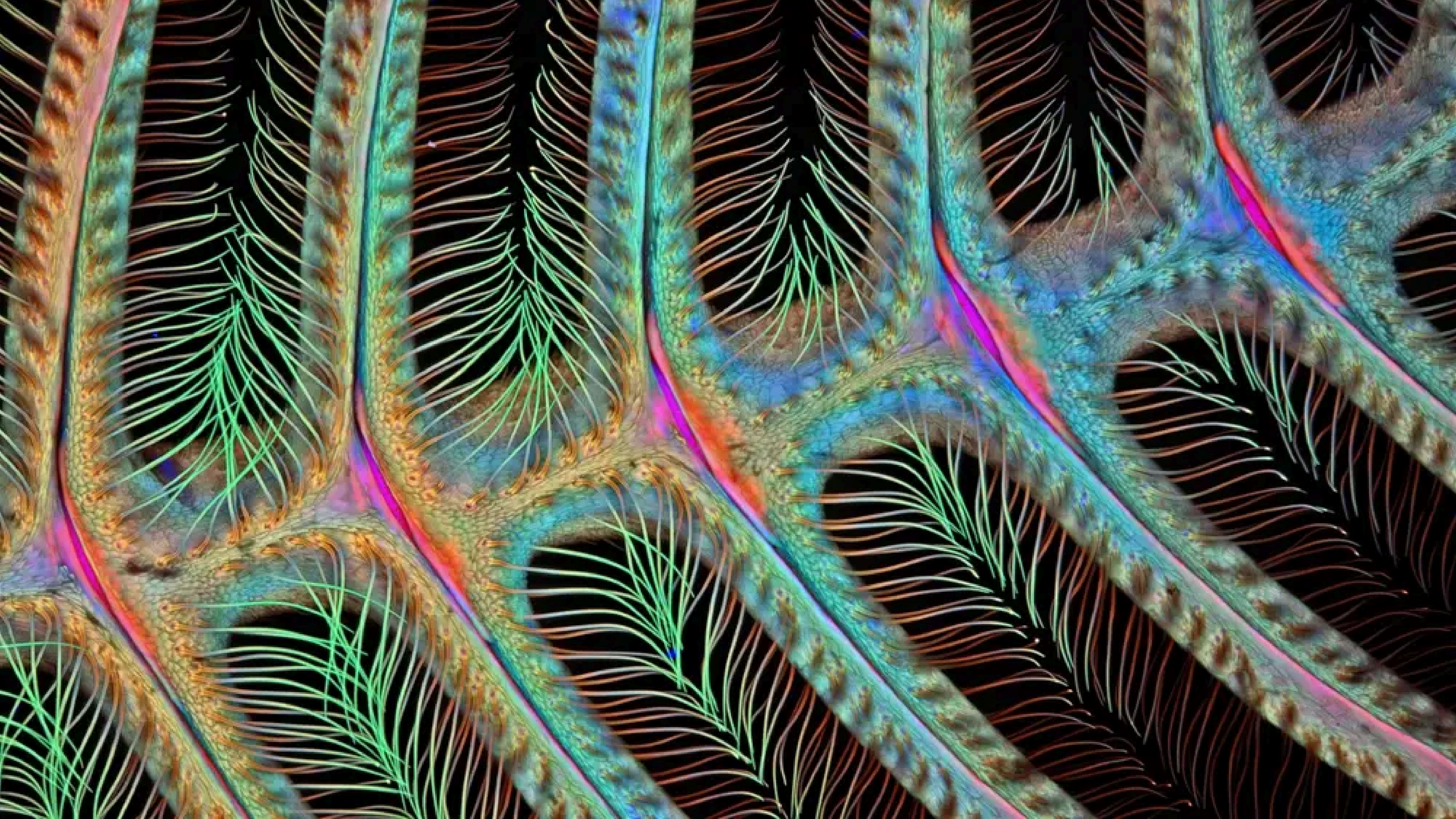
Philosophy

Sibylla Merian begins with looking closely.

Nature is the oldest, most accomplished author of beauty. For generations, it has been selecting for visual desirability longer than culture has had a word for it, with a pressure and patience that no other design process has matched.



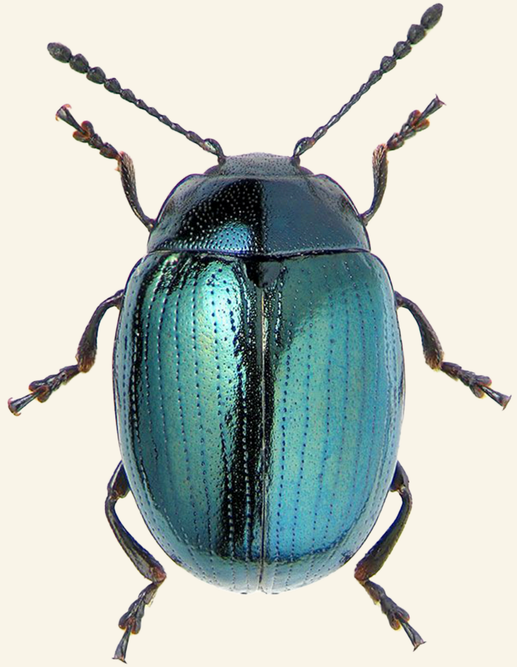












Positioning

When engaging with our audience, Sibylla Merian does not attempt to sell. The voice of the house is built on a single assumption: that the person reading already has the capacity to recognize beauty. They simply need to be shown where to look.

I. Persuasion through observation

Observed detail is presented as already significant. In that, the reader finds themselves agreeing before they have been asked to. The writing earns its authority through the quality of its attention. Rhetorical devices are kept minimal; the reader is led to see beauty because the writing communicates it.

II. Composure

The house writes in a calm and even register, regardless of the complexity of what it is describing. Details may feel overwhelming, so the writing must meet them without flinching. Composure is what keeps the reader inside the observation rather than spurned by it.

III. Scientific language

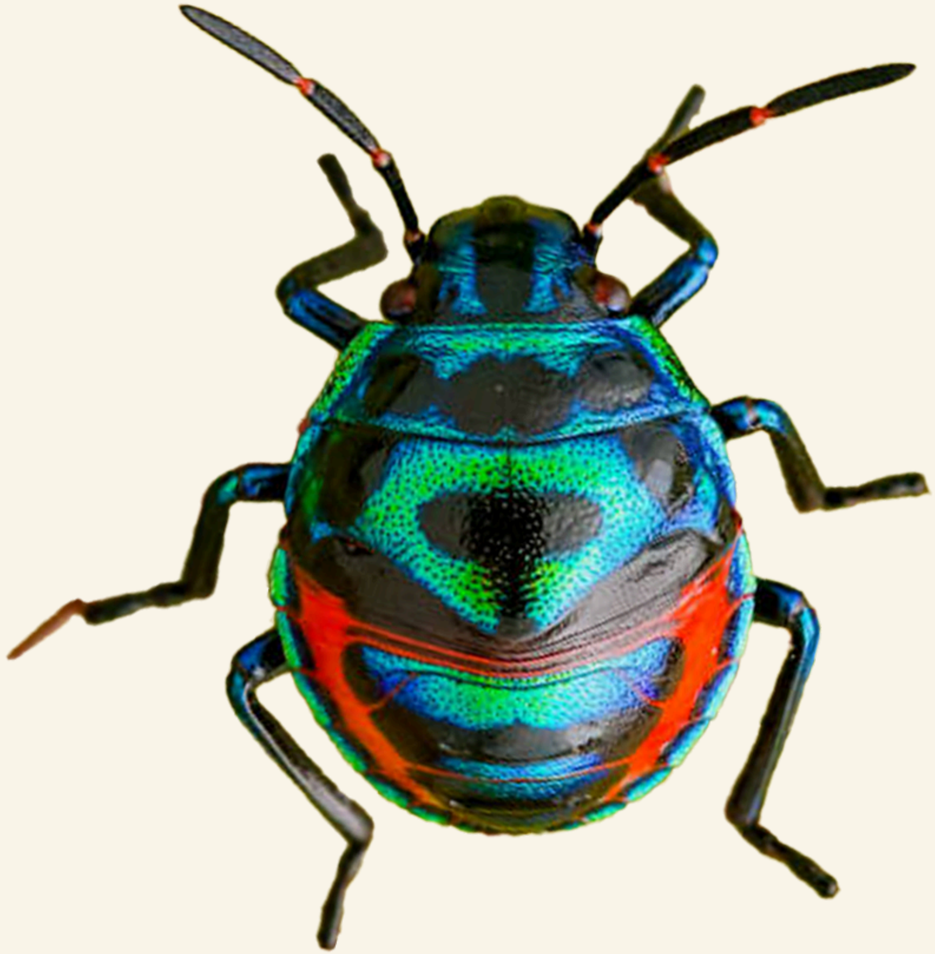
Entomological terminology is used when ordinary vocabulary would be less accurate. Once introduced, it is treated as part of the sentence's normal descriptive work. The language is an invitation, and the reader who follows from context—as they would in any serious text—is to be counted as someone capable of receiving it.

Design Strategy

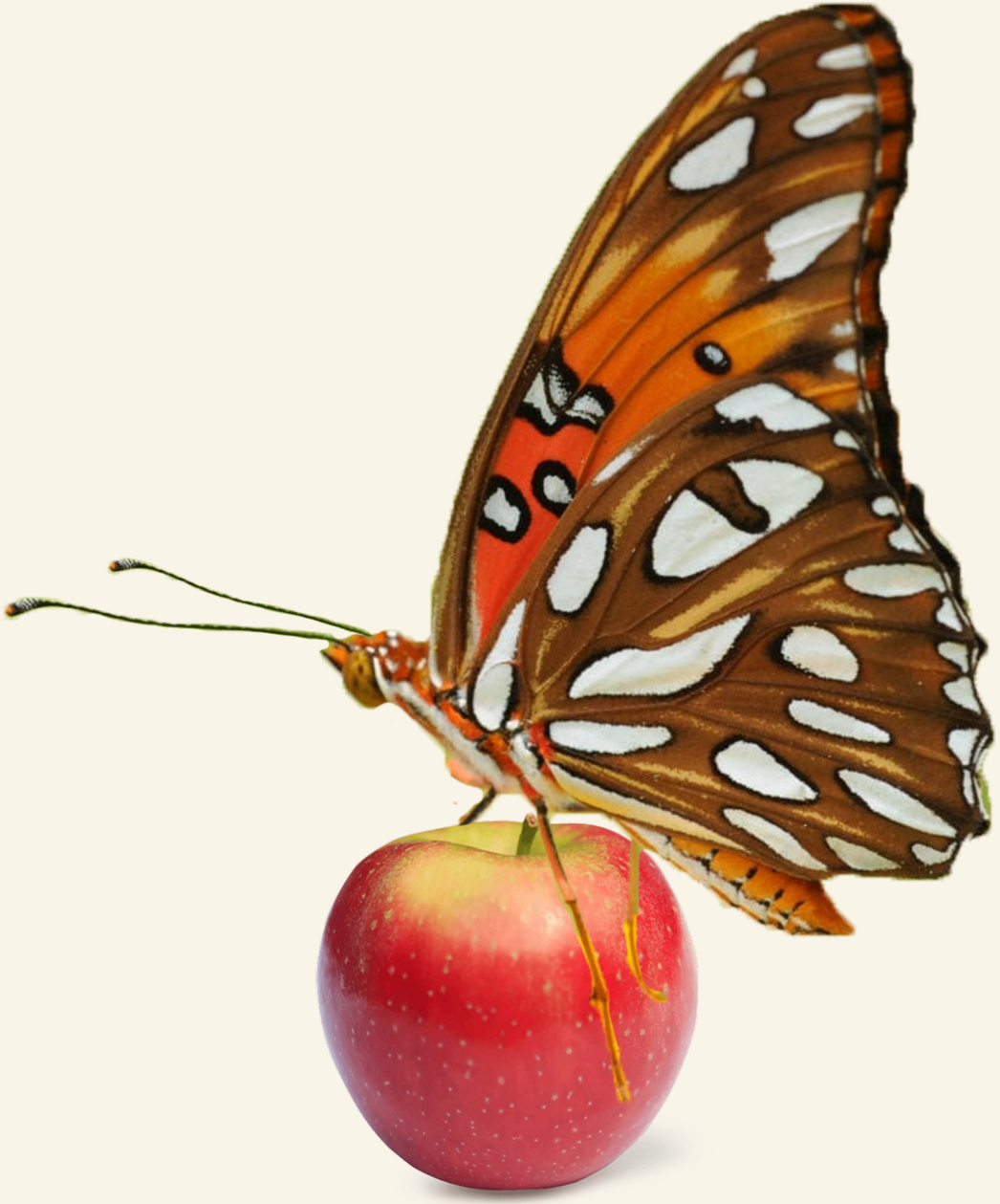
The Specimen Standard

The principle that everything should receive the same degree of attention, care, and precision that nature invests in the forms it generates; the expectation that no component is incidental or roughly treated, but formed with intentionality comparable to that found in a natural specimen.

Richness of color



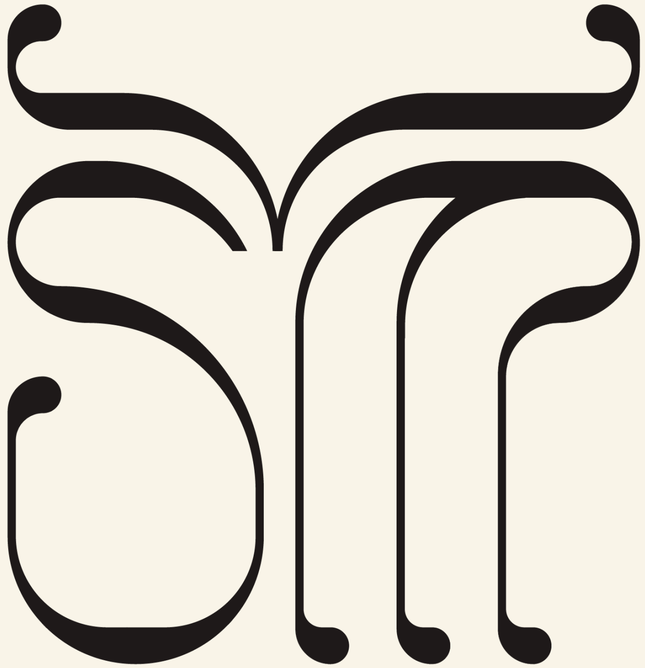
Hierarchical scaling



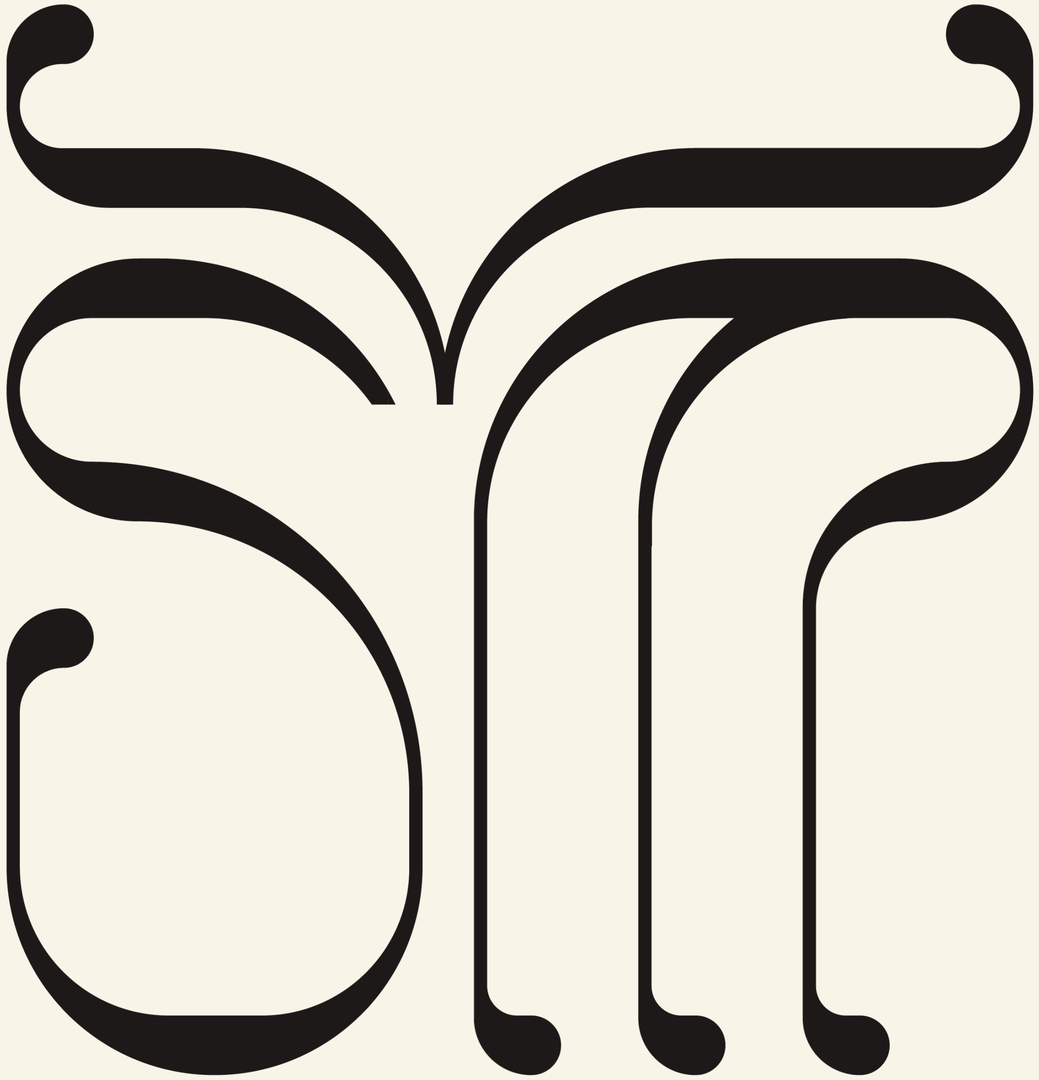


Visual Identity

I. Logo

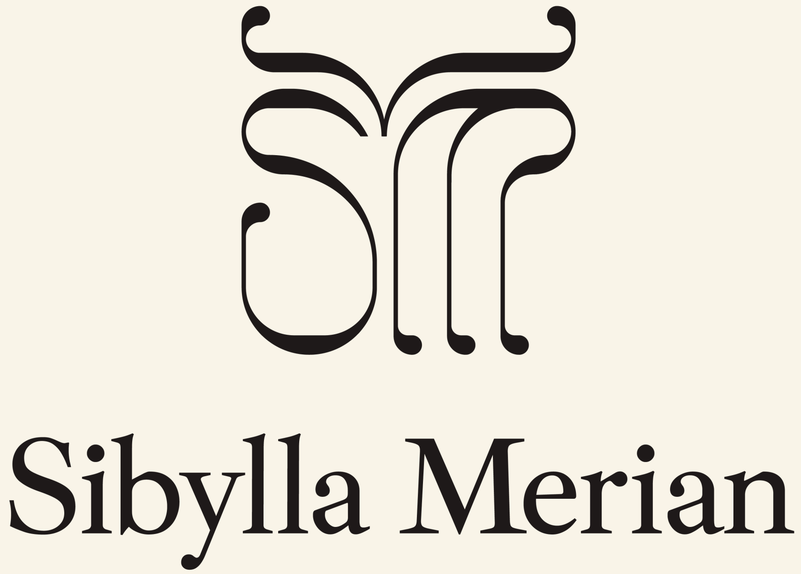


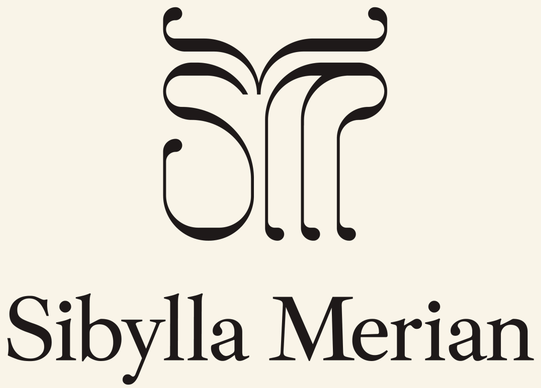
Sibylla Merian




chiselled serifs
Sibylla Merian
lachrymal terminals


Sibylla Merian









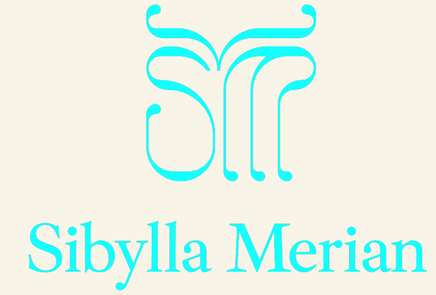
Switch to
symbol use


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II. Color

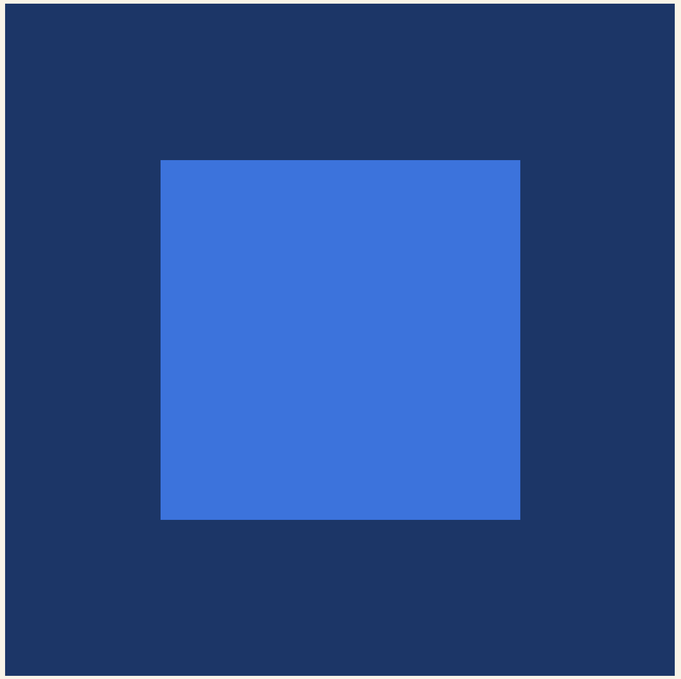
Nature does not work from a fixed palette. Sibylla Merian does not either, as a curated selection of approved colours would place an artificial limit on a system whose richness is drawn directly from its source material.



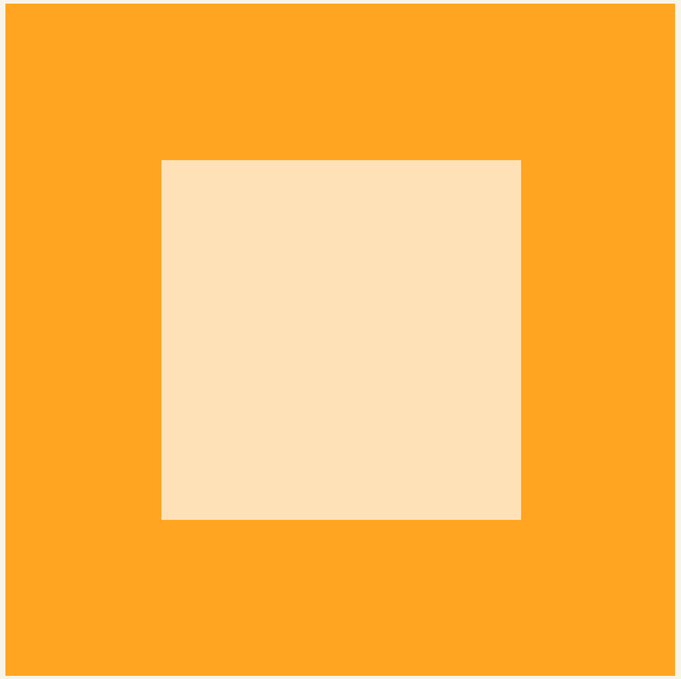


#201D1D

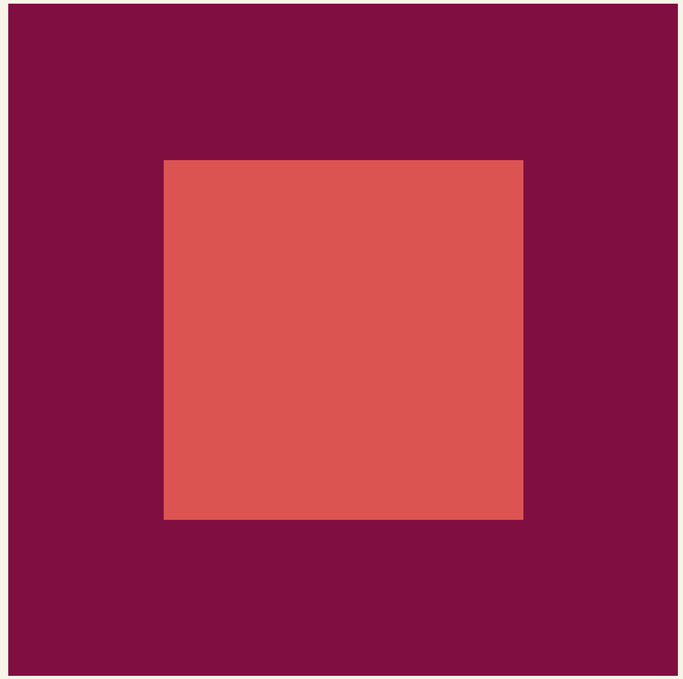
#F9F5E8



Value



Saturation



Hue



III. Typography

Medium

Ibarra Real Nova

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

1234567890!@#$%^&*()

Headline

Subtitles are 1/2 headlines

Subheads are 1/3 headlines

Body copy can either be 1/5, or 1/4 if subheads are not used

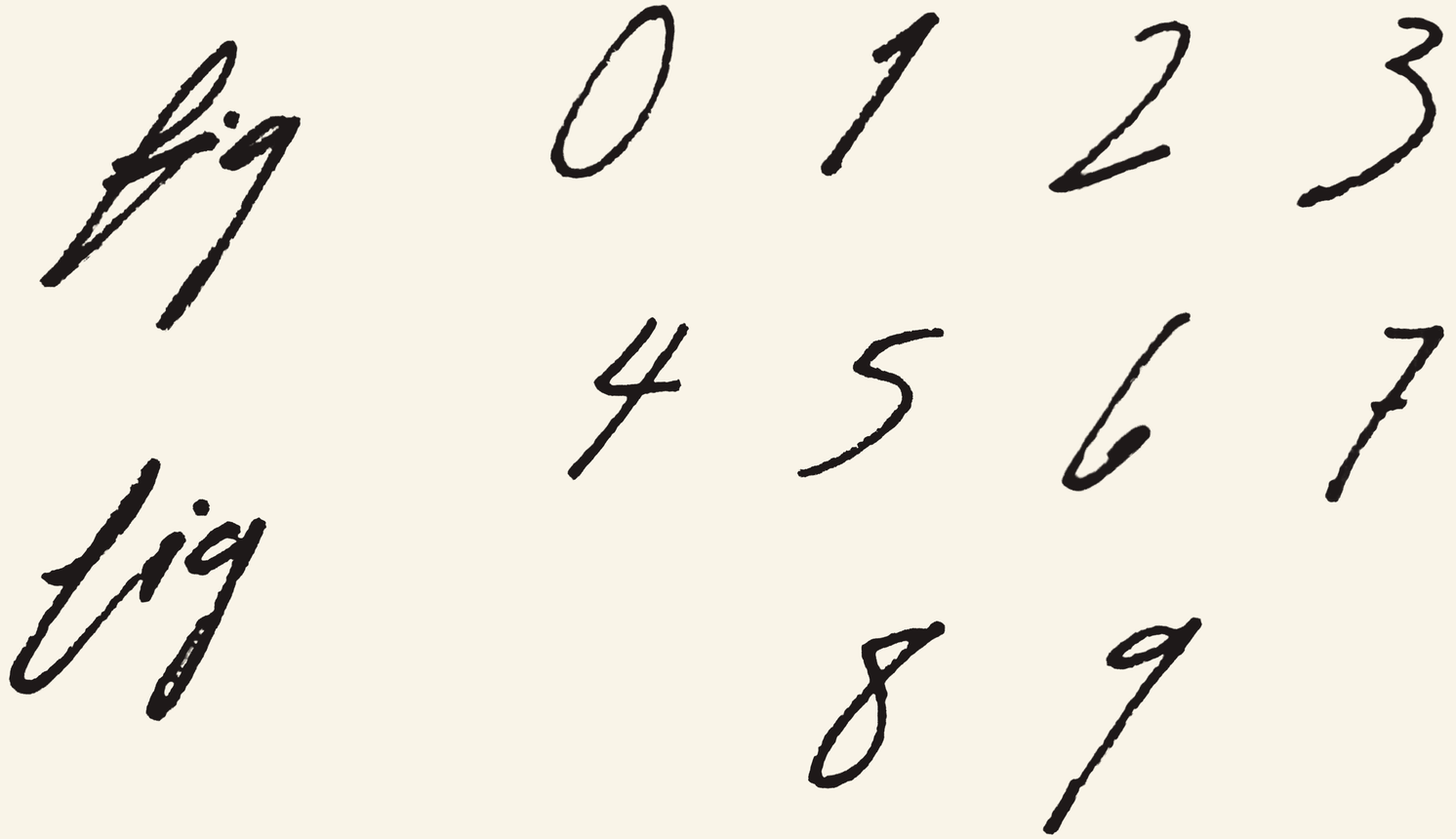
Text is left-justified as the default, with centred alignment reserved for compositions where the text is the main visual weight of the page.

IV. Graphic Devices

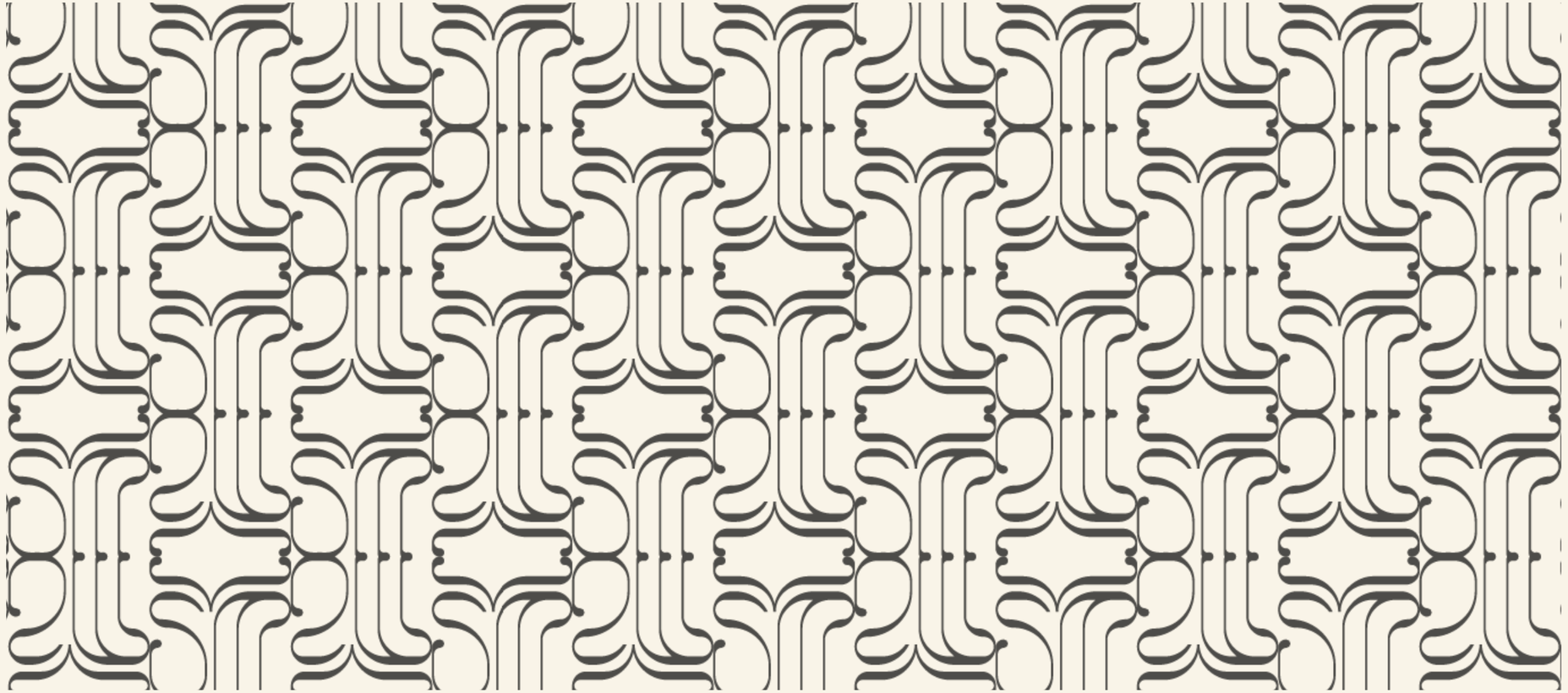
The Antenna



The Fig.



The Icon Tile



V. Imagery

To build a collage, each element must first be looked at closely enough to determine whether it is worth isolating. That labour of extraction is the same act as the naturalist's: deciding that this specimen, specifically, deserves to be seen.









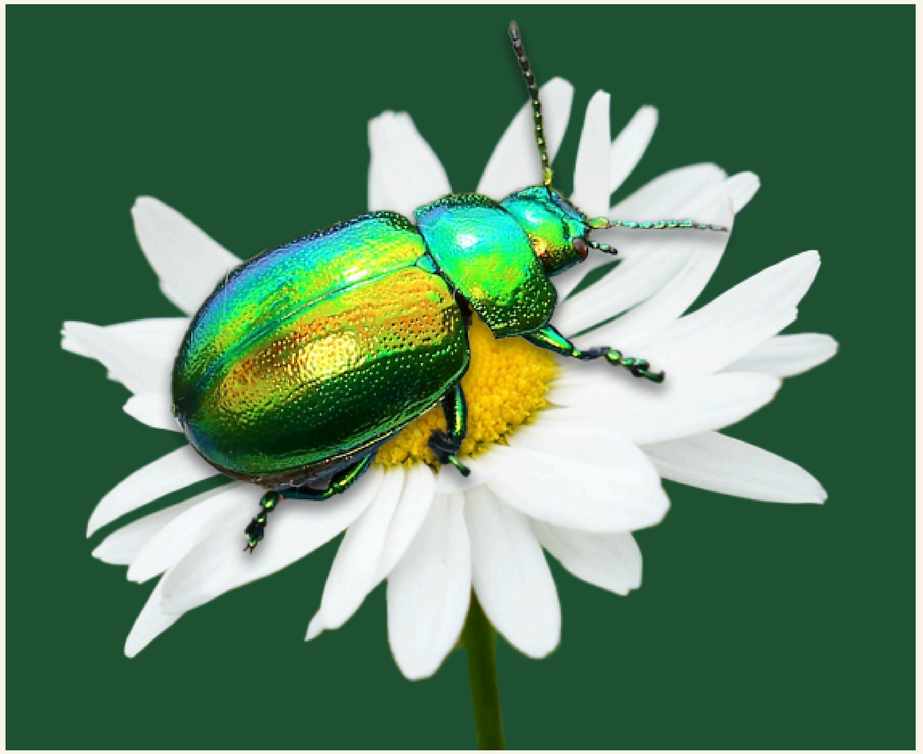




True-to-life scale



Exaggerated scale





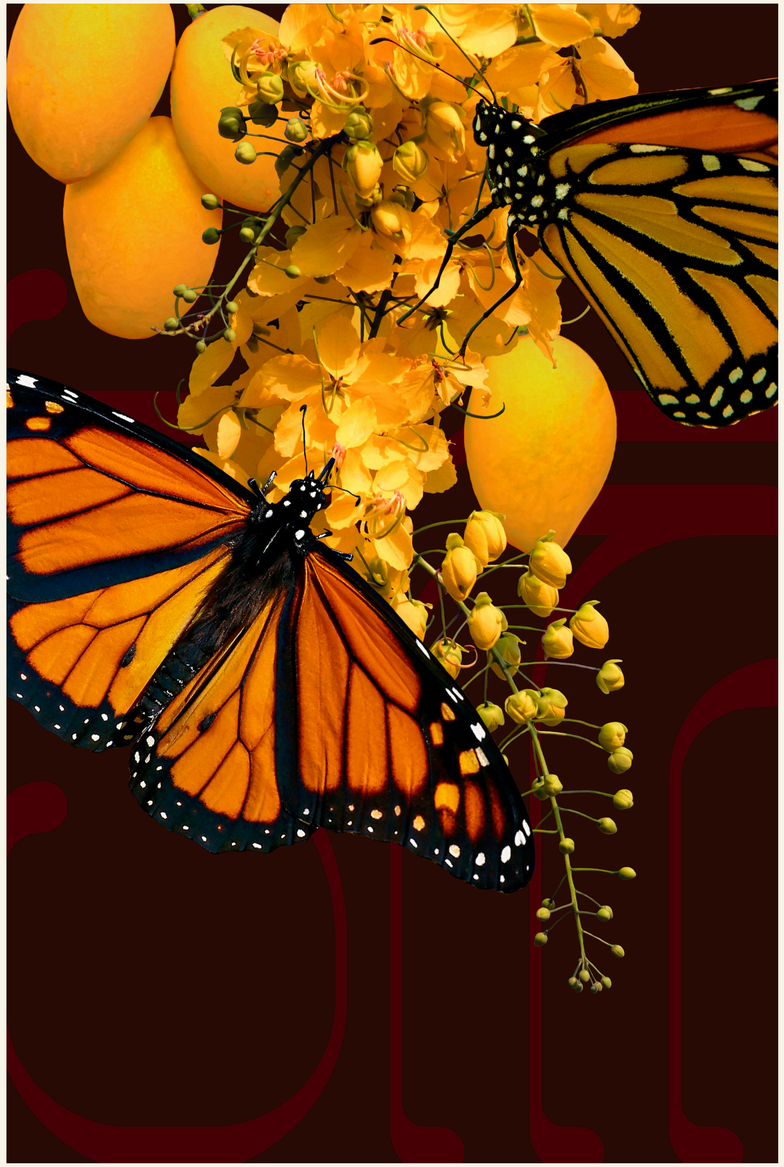
VI. Motion

The insect in movement is quick, segmented, and highly articulated. Because the body is divided into rigid sections connected by flexible joints, motion often manifests as a sequence of small mechanical adjustments.



Applications

I. Campaign Posters







Campaign Posters

II. Campaign Video



Campaign Video

III. Store




Acraga coa


•P. Ophthalmicus•


P. Ophthalmicus








M. menelaus





IV. Packaging











“The body is itself a completed work.

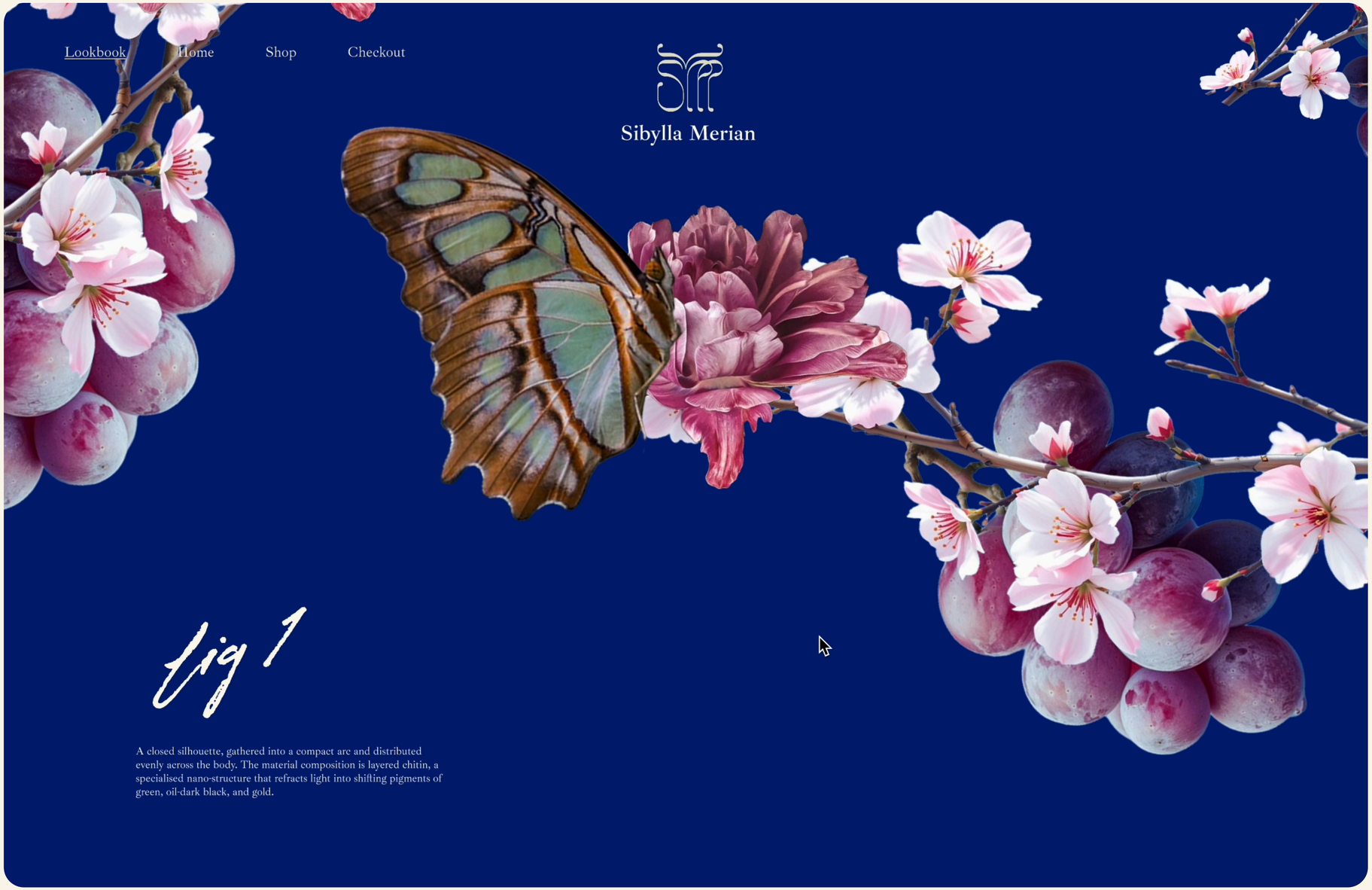
Nature has brought its essence into every form it gives shape.

To dress it well is simply to pass it forward.”

Thank you for your patronage


Sibylla Merian

V. Website


Lookbook
Home
Shop
Checkout
Sibylla Merian
fig 1
A closed silhouette, gathered into a compact arc and distributed evenly across the body. The material composition is layered chitin, a specialised nano-structure that refracts light into shifting pigments of green, oil-dark black, and gold.

Conclusion

Sibylla Merian was founded on the belief that beauty—accumulated across generations, exemplified by bodies that often pass without appreciation—deserves a stage equal to its complexity. Our system was designed to impress that conviction consistently across every area it covers, and to make it legible to anyone who contributes to the brand.

What comes next will be built from these foundations, always to the same standard.