BRAND BOOK - VOL. 01

Nº 01 / 10

Strength *woven* with delicacy.

The rules, the voice and the materials of a small handmade label from Tbilisi. Every piece is crocheted by hand, one at a time - this book is made the same way.

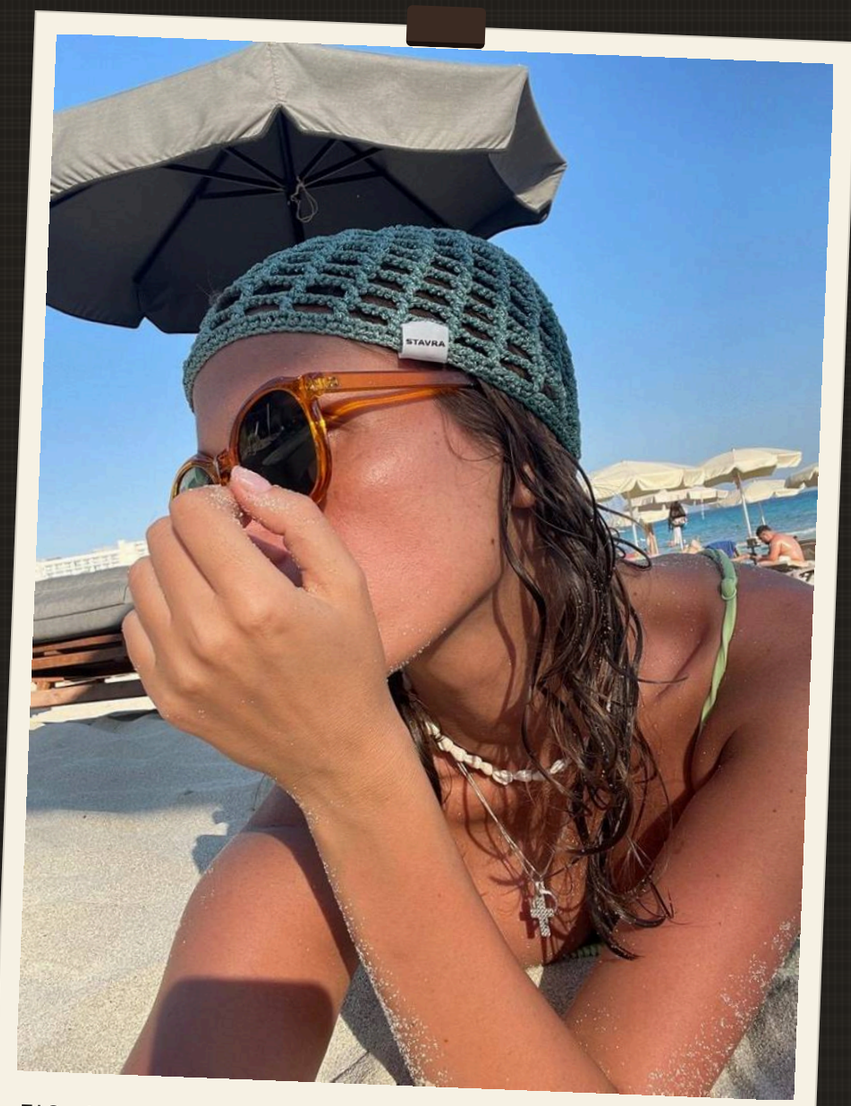


FIG. 01 — THE SAGE HAT, SEASIDE

STAVRA

HANDMADE IN TBILISI ✦ ONE OF ONE ✦ STRENGTH WOVEN WITH DELICACY ✦ BRAND BOOK VOL. 01 ✦ სტავრა ✦

IN THIS BOOK

The pattern.

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FIG. 02 — THREE HATS, MORNING LIGHT

სტავრა

/ stav·ra / NOUN · OLD GEORGIAN

A precious fabric. In Rustaveli’s *The Knight in the Panther’s Skin*, a cloth of unusual worth - strength woven with delicacy.



FIG. 03 - GRANNY SQUARES, STREET

We took the name because it describes how we want to work: one piece at a time, honest yarn, colour that brightens an ordinary day.

RULE - WRITE THE NAME IN CAPITALS: STAVRA. IN GEORGIAN TEXT: სტავრა. NEVER “STAVRA’S” AS A LOGO.

Read it like a crochet circle — start in the middle and work outwards.



ROUND 1 - THE CENTRE ROUND

WHY

Life is richer lived with authenticity, creativity and connection.

STAVRA exists to celebrate the beauty of handmade.



ROUND 2 - THE MIDDLE ROUND

HOW

We stay close to the people who wear our pieces.

Designing with intimacy, inclusivity and joy.



ROUND 3 - THE OUTER ROUND

WHAT

Unique crochet hats, bags and pouches.

Functional, stylish and emotionally meaningful.

VISION

To become a symbol of creativity and colour - a brand that inspires people to express themselves freely through artful design.

MISSION

To make colourful, handmade accessories that bring joy and individuality to everyday life - each piece crafted with love and artistic expression.

Five values, sewn in.

Every STAVRA piece carries a small woven label. These are the five things written on the inside of it.

№ 1

Creativity

Colour is how we speak. No two pieces say it the same way.

№ 2

Equality

Made for every body and every budget. Handmade is not a luxury word.

№ 3

Closeness

We make close to the people who wear our pieces - by message, by name.

№ 4

Healthy

Natural yarn, a slow pace, nothing made in excess.

№ 5

Simplicity

One idea per piece, done well. Then stop.

Six squares, one blanket.

PHYSIQUE - HOW WE LOOK

Minimal, clean and light. Warm, natural and soft. Earthy tones, organic forms, a handmade look with a youthful edge.

PERSONALITY - WHO WE ARE

Friendly and approachable. Authentic and natural. Playful and fun.

CULTURE - WHAT WE STAND ON

Sustainability and responsibility. Honesty and transparency. Community and mutual support. Ecology, minimalism, invention.

RELATIONSHIP - HOW WE TREAT YOU

Close and partner-like. A caring friend, a playful companion, a youthful supporter you can rely on.

REFLECTION - WHO WEARS US

Creative and emotionally open. Honest, simple, individual - modern without chasing trends.

SELF-IMAGE - HOW THEY FEEL

They value quality, detail and comfort, look for emotional warmth, and feel part of a community with refined taste.

04 — VOICE

Speak like a maker.

Short sentences. Plain words about real things — yarn, afternoons, the sea. We sound like someone who made the piece, not someone selling it.

WHERE THE KNOT SITS ON EACH THREAD



WE WRITE

“Slow work. Honest yarn.”

“One of one - these exact stripes will not be repeated.”

“If a piece speaks to you, write to us.”

WE DON’T WRITE

~~“SHOP NOW — LIMITED STOCK!!!”~~

~~“A premium luxury artisanal masterpiece.”~~

~~“Hurry, only 2 left!”~~

BRITISH SPELLING - COLOUR

NO EXCLAMATION MARKS

GEORGIAN WORDS IN GEORGIAN SCRIPT

ONE IDEA PER SENTENCE



PART II - IDENTITY

Logo & the woven label.

05

THE WORDMARK

x

STAVRA

x

Goldman Bold, set in capitals with wide tracking. Square and digital on purpose - the hard edge that holds the soft, handmade pieces. Clear space on every side equals x, the height of the S.

TYPEFACE
Goldman Bold, uppercase

TRACKING
+0.12 em

CLEAR SPACE
x on all sides

SMALLEST SIZE
80 px wide on screen · 20 mm in print

PRIMARY COLOUR
Stavra Pink on Ink

COLOUR VERSIONS

STAVRA
PRIMARY — PINK ON INK

STAVRA
INK ON PAPER

STAVRA
INK ON PINK

STAVRA
INK ON SAGE

THE WOVEN LABEL

The logo we sew on.

Every piece carries a small cream label, folded and stitched into the seam. It is the most-seen version of the logo - in photos, on the street, on the beach. On screen, the label is the badge we use where the full wordmark would be too loud.

STAVRA

STAVRA



FIG. 04 - THE LABEL, IN THE WILD

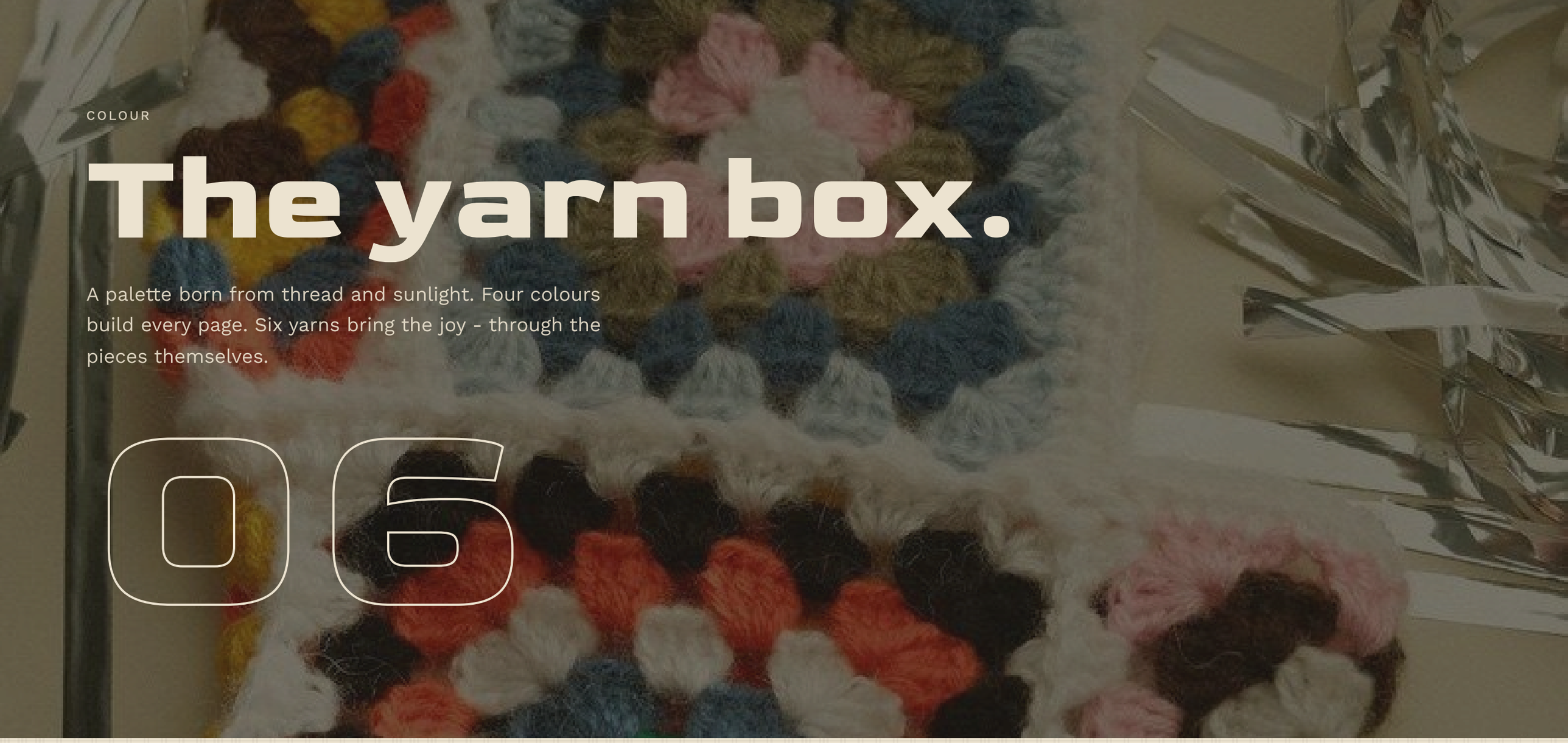
PLEASE DON’T

STAVRA
× STRETCH IT

STAVRA
× OUTLINE IT

STAVRA
× PINK ON PAPER — 1.5:1

Stavra
× RETYPE OR RESET IT



COLOUR

The yarn box.

A palette born from thread and sunlight. Four colours build every page. Six yarns bring the joy - through the pieces themselves.

06

CORE — THE CLOTH

Ink

#211E1A
RGB 33 30 26
TEXT, HEADER, GROUNDS

Paper

#ECE3D0
RGB 236 227 208
PAGES, FRAMES, TEXT ON INK

Sage Knit

#8BA89A
RGB 139 168 154
KNIT GROUND, UNDER A 65% INK VEIL

Stavra Pink

#FE91FA
RGB 254 145 250
LOGO, PRIMARY BUTTON, ONE WORD

YARNS - FOR THE PIECES, THE PHOTOS AND SMALL ACCENTS

№ 01



Lavender Mist
#D4C3FC

№ 02



Blush Petal
#F7C5D6

№ 03



Peach Thread
#F5C6AA

№ 04



Coral Bloom
#E25E54

№ 05



Sunshine #FED945

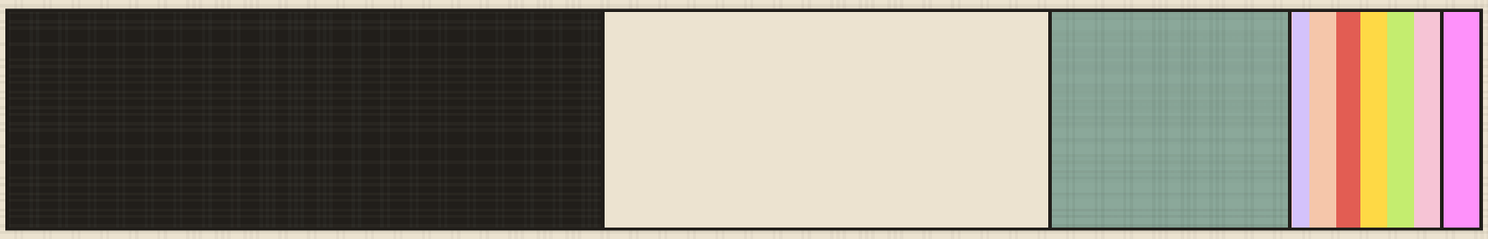
№ 06



Spring Leaf
#C5EE70

ONE REAL YARN BALL, PHOTOGRAPHED ONCE AND DYED DIGITALLY TO EACH OFFICIAL COLOUR.

HOW MUCH OF EACH - THE STRIPE



INK 40 · PAPER 30 · SAGE 16 · YARN 10 · PINK 2

THE PINK RULE

Pink is a signature, not a paint. It goes on the logo, the one primary button, and one word per section - never more.

Never set pink text on Paper. Never use it for prices, icons, borders or hover states.

CONTRAST — CHECKED PAIRS

Ink on Paper 13.0 : 1 - ALL TEXT	Pink on Ink 8.4 : 1 - ALL TEXT	Ink on Pink 8.4 : 1 - BUTTONS	Ink on Sage 6.4 : 1 - ALL TEXT	Paper on Sage 2.0 : 1 - ADD THE INK VEIL	Pink on Paper 1.5 : 1 - NEVER

Aa

Goldman

BOLD 700 - WORDMARK, DISPLAY, NUMBERS

Bold, square and modern - digital, yet human. Use it for short words only: the logo, headings, chapter numbers, prices.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 € ✦ №

Work Sans

300 · 400 · 500 · 600, WITH ITALICS — EVERYTHING YOU READ

Hand-crocheted in a small Tbilisi studio over *two afternoons*.

The brim holds its shape but stays soft in the hand. Wear it into the sea, wash it gently, dry it flat.

Noto Sans Georgian

FOR EVERY GEORGIAN WORD — SAME SIZE AS WORK SANS

სტავრა - ძვირფასი ქსოვილი. ხელით ნაქსოვი თბილისში.

THE SCALE

DISPLAY	Strength.	GOLDMAN 700 · 96–120 PX
HEADING	The pieces.	GOLDMAN 700 · 44–88 PX
LEAD	Slow work. *Honest yarn.*	WORK SANS 300 · 28–34 PX · 1.25
BODY	Each piece is signed and dated on the inner seam.	WORK SANS 400 · 16–18 PX · 1.6
LABEL	FIG. 05 - MESH TOTE, TAN	WORK SANS 500 · 12 PX · CAPS · +0.14 EM

Nothing below 12 px. One italic per line, at most — it is the “woven” word, the one that softens the sentence.



PART III - IMAGERY

Shot on film, worn in life.

08

THE PINBOARD

FIGS. 05 - 11

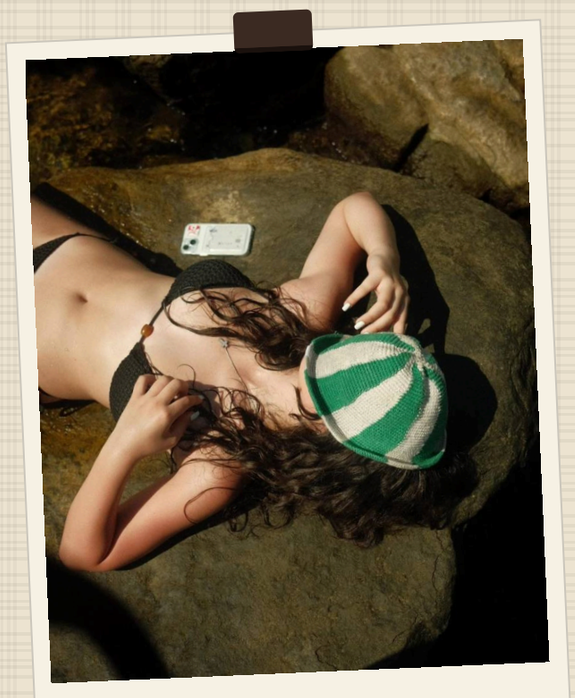


FIG. 05 - STRIPES, NOON



FIG. 06 - TWO HATS, CITY WALL



FIG. 07 - LUNCH BREAK



FIG. 08 - CAFÉ, GARDEN

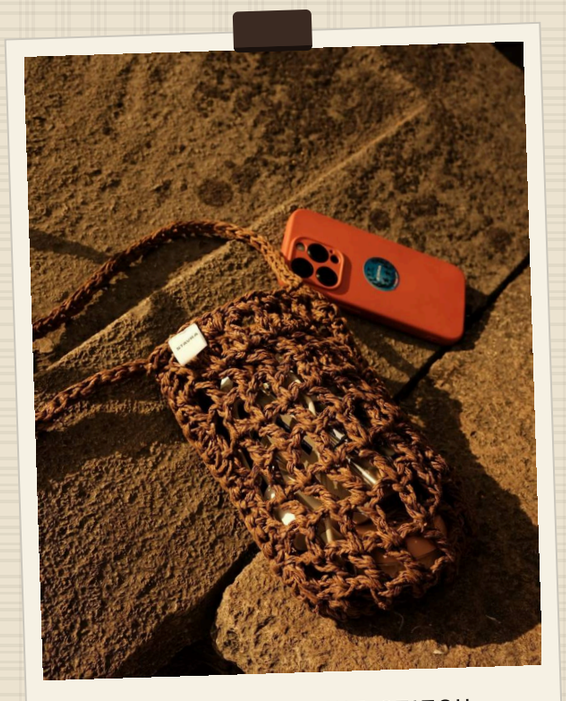


FIG. 09 - CLOSE TO THE STITCH



FIG. 10 - GARDEN, TOTE



FIG. 11 - HAT, SKY

✕ NO STUDIO WHITE

Seamless backdrops flatten the yarn.

✕ NO HEAVY PRESETS

Colour must match the real piece.

✕ NO STOCK POSES

If it looks like an advert, reshoot.

✕ NEVER CROP THE LABEL

If the label is in frame, keep it in.

Build every page like a garment.



A - RUNNING STITCH

The divider. 2 px, dashes 14 / gaps 8. It replaces every plain rule.



B - THE WOVEN STRIP

A slow ribbon of words. One per page, under the header or between chapters. Stars in Ink.



FIG. 12

C - CLIP FRAME & FIGURE

Photos are pinned, not placed. Tilt −3° to +3°, three per screen at most. Every photo is a figure, numbered once, in order.



D - KNIT GROUND

A real knit photo under a 65% Ink veil. Text on knit only with the veil on - it keeps body copy above 4.5 : 1.



E - GRANNY GRID

For things that belong together - values, a product set, a story. Yarn colours as the border, Paper inside.



F - THE THREAD

Kept from the first brand book. Lines that cross like loose yarn - in Coral Bloom on Paper, in Paper over photos. Corners and covers only, never behind text.



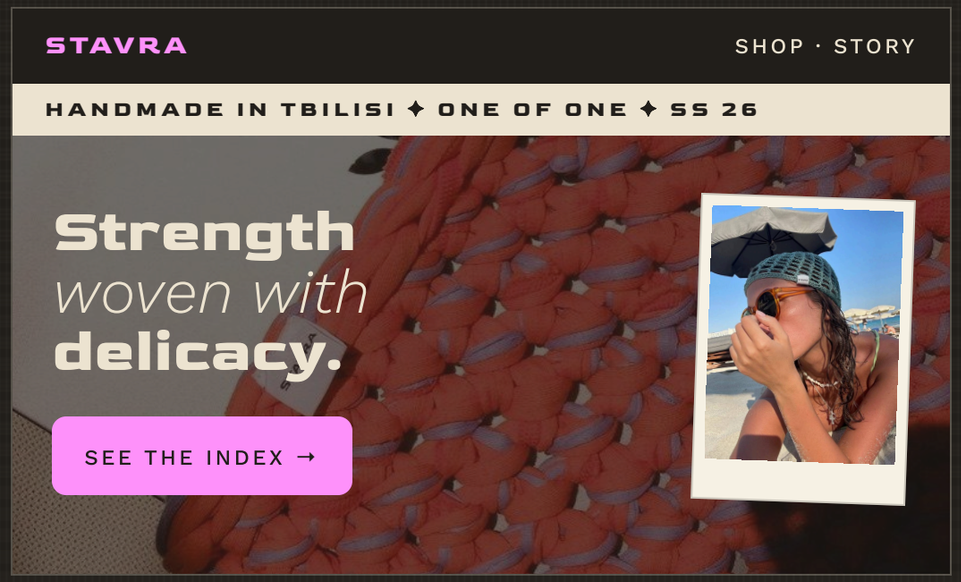
FIG. 13 - TWO STRIPES

Hand-crocheted with care - softness and bold colour in one hat. Each stitch tells a story. One of one.

INSTAGRAM - ONE FIGURE, ONE SENTENCE



SWING TAG - 60 × 110 MM



WEBSITE — KNIT GROUND, ONE PINK BUTTON

COLOPHON

STAVRA

Brand Book Vol. 01 - SS 26

Tbilisi, საქართველო

Set in Goldman, Work Sans and Noto Sans Georgian

Photography: [PHOTOGRAPHER]

STRENGTH WOVEN WITH DELICACY.

TBILISI, 2026