

Studio Vermilion

A color story

*“Color is stronger than language.
It’s a subliminal communication.”*

— Louise Bourgeois (*french artist*)



What *is* Vermilion?



Ver·mil·ion

/vər'milyən/ noun

*a brilliant red pigment made
from mercury sulfide (cinnabar)*



Nature's palette



Mineral

Cinnabar

form of mercury sulfide

Or “cinnabarite”, is the most common source ore for refining elemental mercury and is the historic source for the brilliant red (vermilion).

Cinnabar generally occurs as a ein-filling mineral associated with volcanic activity and alkaline hot springs. As the most common source of mercury in nature, cinnabar has been mined for thousands of years, even as far back as the Neolithic Age.



Element

Mercury

chemical element “quicksilver”

A heavy, silvery element, mercury is the only metallic element that is known to be liquid at standard temperature and pressure. Mercury occurs in deposits throughout the world mostly as cinnabar (mercuric sulfide).

The red pigment vermilion is obtained by grinding natural cinnabar or synthetic mercuric sulfide.



Pigment

Vermilion

vivid reddish orange pigment

The vermilion red color is a bright, saturated, and warm shade of red. The first recorded use of “vermilion” as a color name in English was in 1289.

Vermilion is a dense, opaque pigment with a clear, brilliant hue. The pigment was originally made by grinding a powder of cinnabar (mercury sulfide). Like most mercury compounds, it is toxic.

Our brand's colors are rooted in raw Earth-sourced materials. Cinnabar, Mercury, and Vermilion hold historical significance, reflecting our enduring connection to these timeless elements.



Vermilion

also known as

Orange Red
Red Orange
Warm Red



Our visual system anchors on a thoughtfully curated color palette, enhanced by the incorporation of natural tactile materials.

By infusing our creations with the richness of art history and contemporary innovation, we aim to inspire audiences and empower brands to forge meaningful connections that resonate on a profound level.

Use the following pages as a guide for creating Studio Vermilion content. Creatively combine some elements from the following color pages.



Color

Our color palette is grounded in the classic combination of black and white. The striking hue, Vermilion, is a stunning and luxurious orangish-red that adds a confident, bold vibrancy to our brand. When incorporating accents, it's advisable to use light pink sparingly, allowing it to serve as a subtle and elegant highlight in our overall design scheme.



Dark Grey

HEX	#0F0F0F
RGB	15, 15, 15
CMYK	74, 67, 66, 84
PANTONE	Black 2 C

Vermilion Red

HEX	#FF391F
RGB	255, 57, 31
CMYK	0, 91, 94, 0
PANTONE	Warm Red

Warm white

HEX	#FFF6F3
RGB	255, 246, 243
CMYK	0, 3, 2, 0
PANTONE	Custom

Light Pink

HEX	#FFDBD6
RGB	255, 219, 214
CMYK	0, 16, 10, 0
PANTONE	705 C

Vermilion Red



Cardinal

Red hot

Cinnabar

Love

Poppy

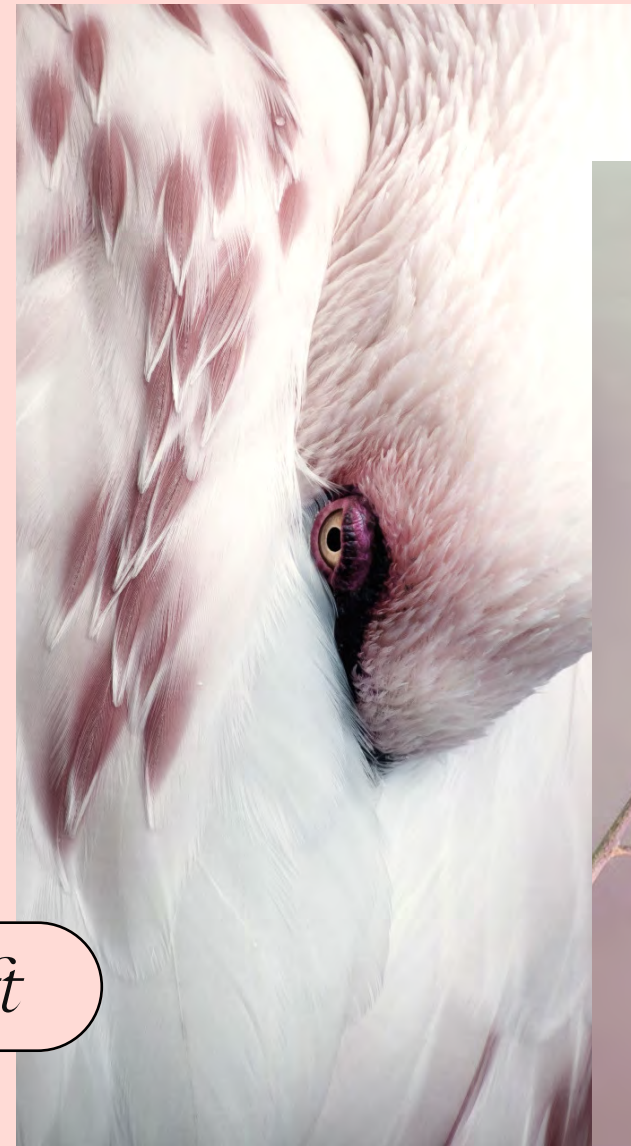
Glowing Light

Historic painting

HEX #FF391F
 RGB 255, 57, 31
 CMYK 0, 91, 94, 0
 PANTONE Warm Red



Light Pink



Soft



Floral



Ethereal



Rose Quartz



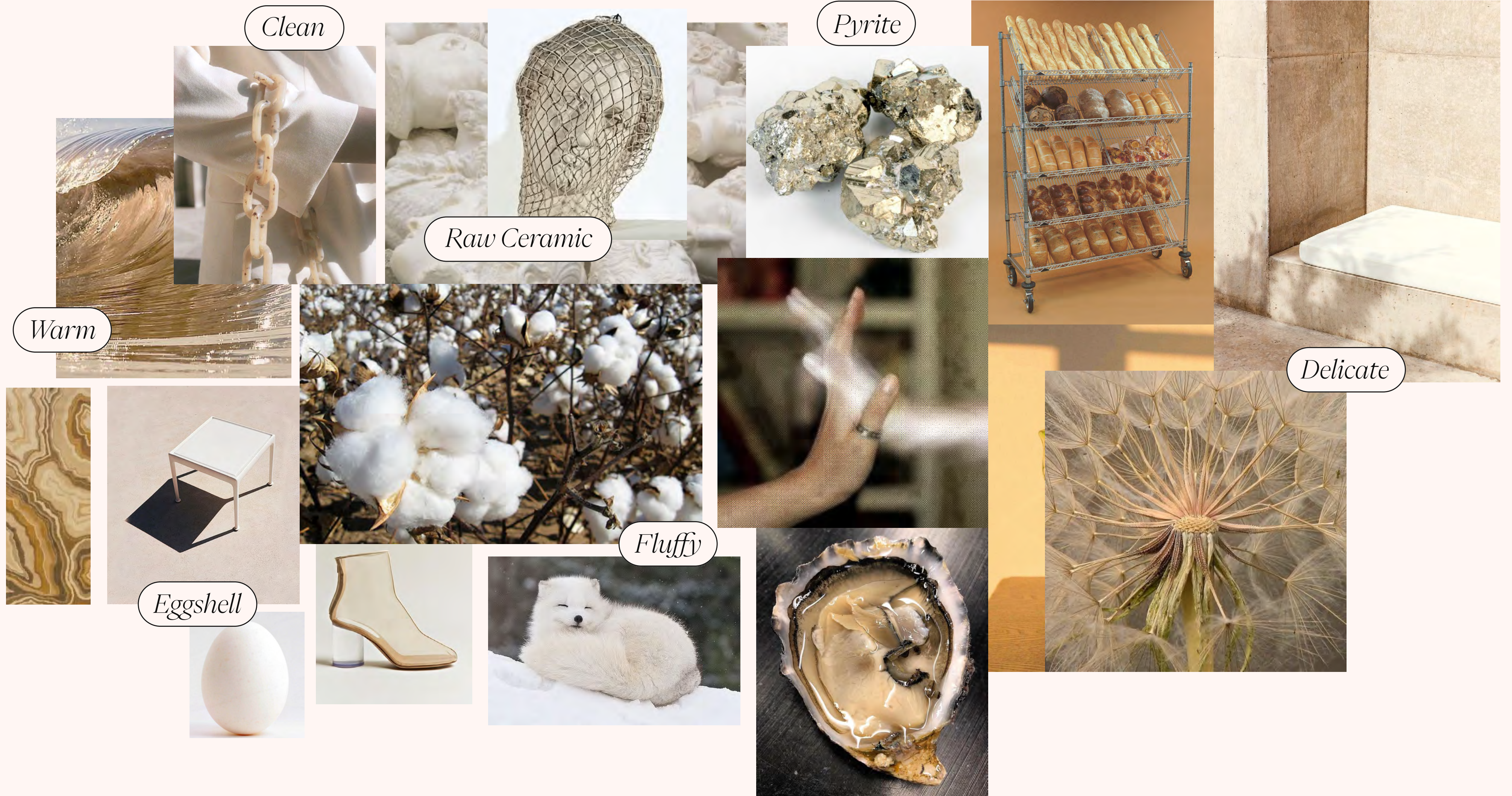
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CMYK 0, 16, 10, 0
PANTONE 705 C



Millennial pink



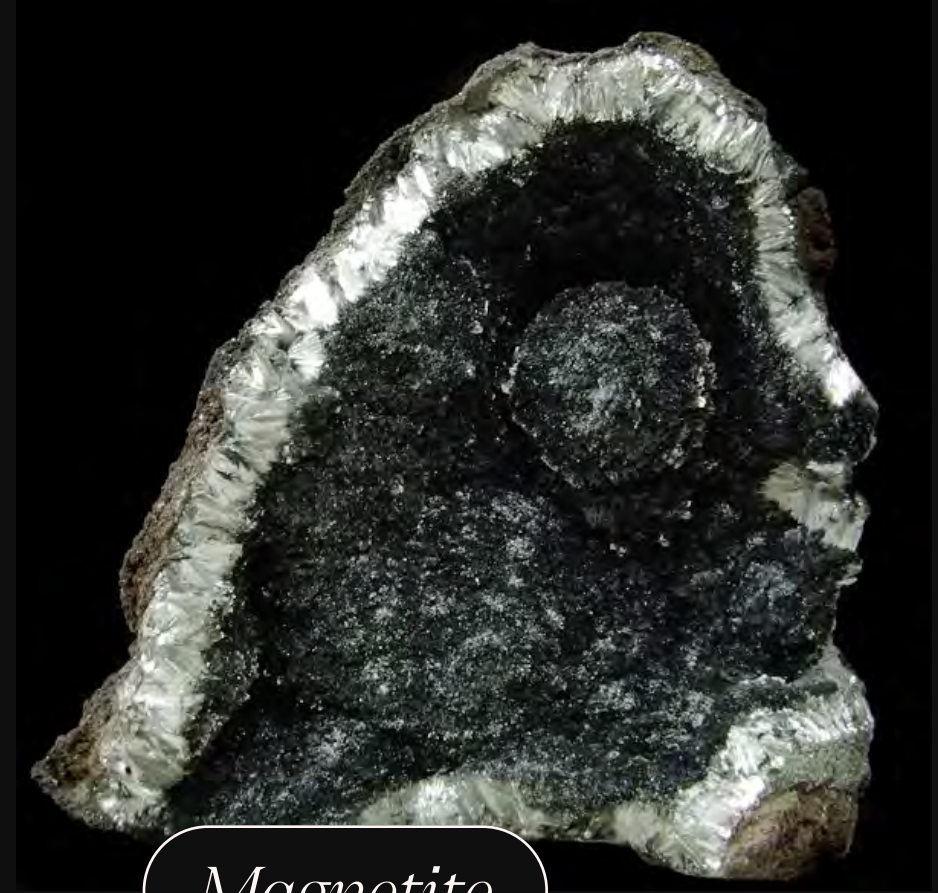
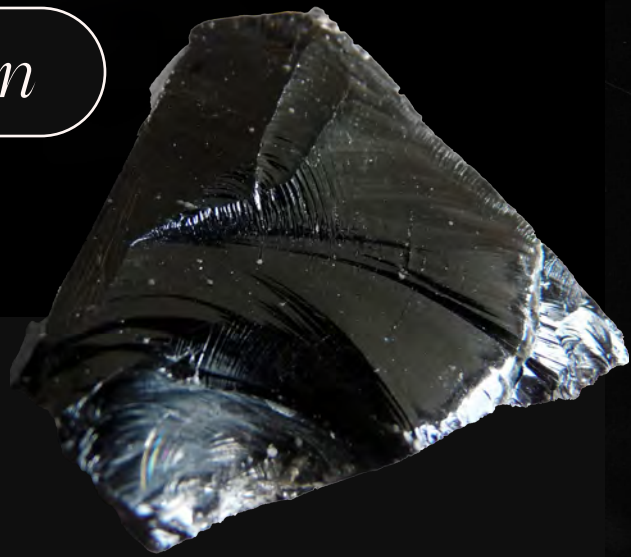
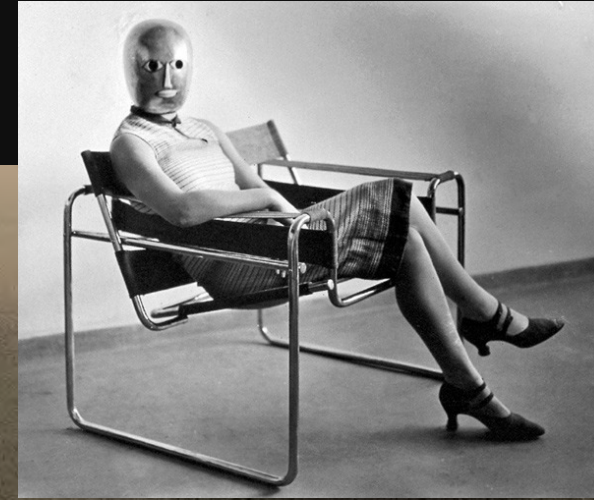
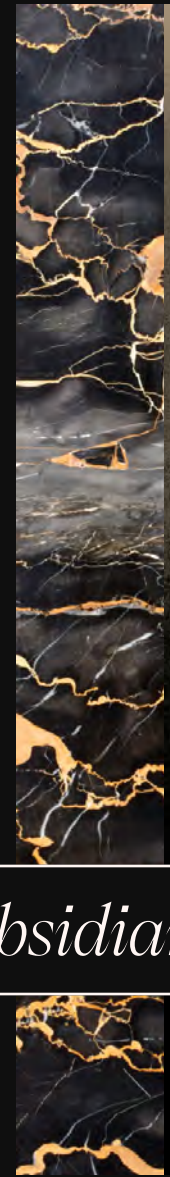
Warm White



HEX #FFF6F3
 RGB 255, 246, 243
 CMYK 0, 3, 2, 0
 PANTONE Custom



Dark Grey



HEX #0F0F0F
 RGB 15, 15, 15
 CMYK 74, 67, 66, 84
 PANTONE Black 2 C



Obsidian

Cold

Hübnerite

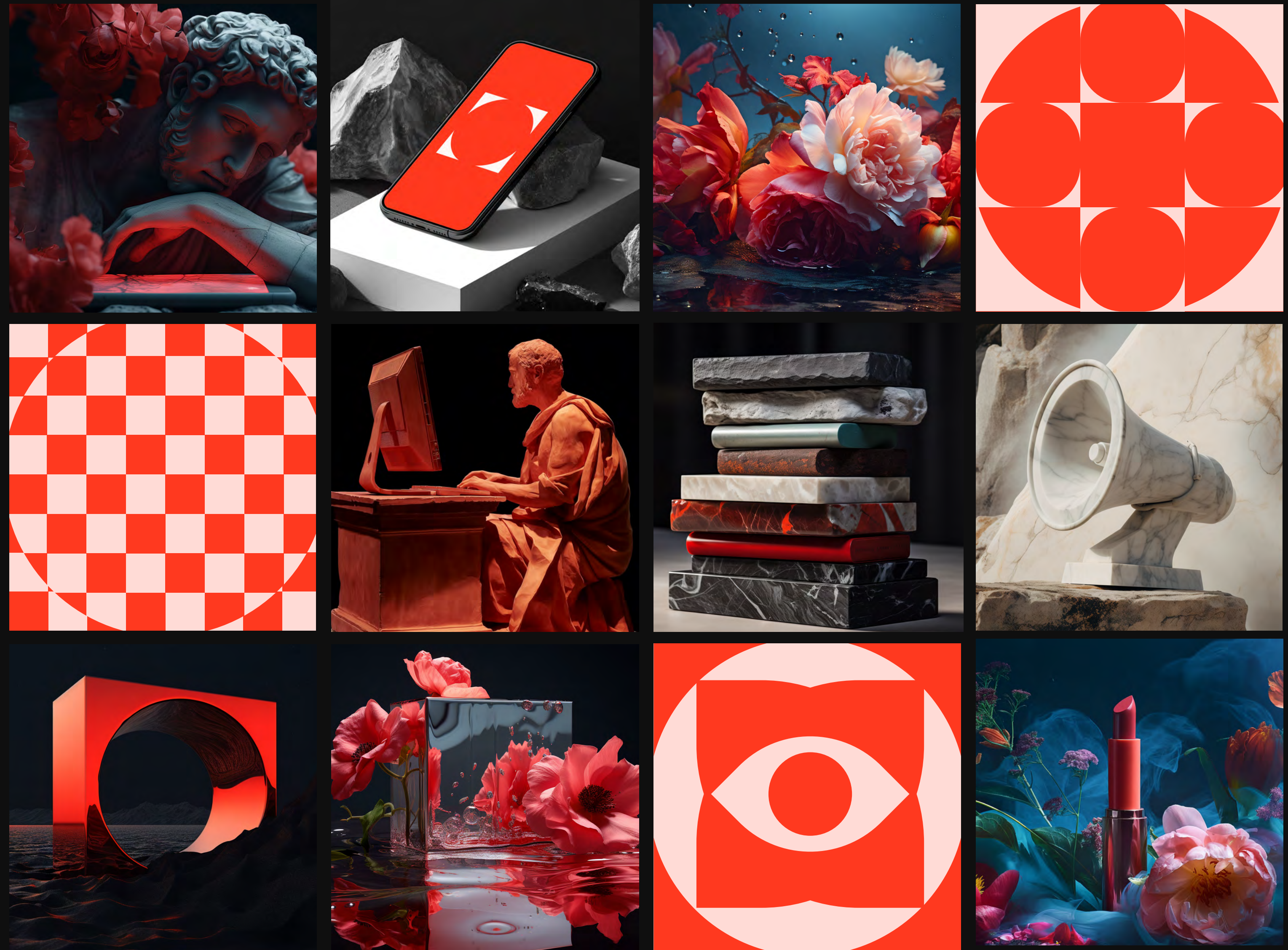
Noir

Fluid

Metallic

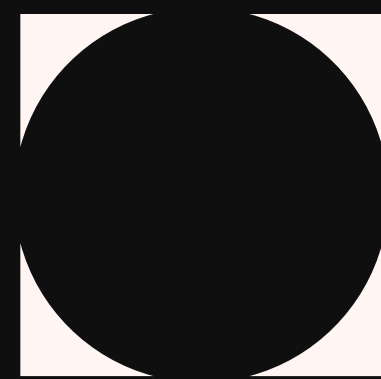
Magnetite

Visual system



Studio Vermilion's visual system is anchored by our distinctive aesthetic, seamlessly blending dark and moody scenes with vibrant pops of red and pink. We juxtapose raw materials against flourishing life, crafting a captivating contrast. Infusing traditional artistry with a futuristic flair, our imagery evokes an enchanting, dreamlike allure.





**Studio
Vermilion**

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