Ondée

MAISON

Brand book, first edition

Pencil of Nature

A house that bottles *one thing*.

Maison Ondée makes five perfumes, and all five smell of rain. Not of flowers after rain, or of an idea of freshness. Rain itself, at five different weights, from the drizzle that barely wets a sleeve to the storm that sends a street indoors.

The name is the French word for a sudden light shower, the kind that clears before anyone has found an umbrella. It is pronounced *on-day*, which is a small gift to English speakers: the brand says today before it says anything else.

Everything the house makes should feel like the moment after you decide to stay out in it.

Five letter Os, *dropped in water.*

The mark is the O of Ondée repeated five times, once for each perfume. Each ring keeps the stress of a Didone letter, heavy at the sides and a hairline at top and bottom, so it reads as type before it reads as water.

The rings narrow towards the centre at a fixed ratio of 1 : .78 : .57 : .37 : .19, and the weight falls with them. Never redraw it, and never add a sixth ring.



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Leave one ring's width clear on every side. Below 24 mm use the mark alone, and below 10 mm use the word alone.

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Bronze foil is for packaging only. On a screen, ink or paper will always look better than a brown that is pretending to be metal.

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Never tint, outline, animate into a splash, or place the mark on a photograph of an actual ripple.

Colours taken from a wet Paris street. Bronze never exceeds five per cent of a surface.

Encre
Ink #14191C

Ardoise
Roof slate #2E3335

Pluie
Rain #8C9699

Zinc
Paris roofs #C9CDCB

Papier
Uncoated #EEE9DF

Bronze
Foil #9A6B3F

Il va pleuvoir.

Bodoni Moda, set tight, italics welcome. Headlines only.

Eight wet streets in Paris were enough to convince us the type should be Didone, because rain, like a Bodoni, is made of hairlines and sudden weight.

EB Garamond is the text face. It sets everything that has to be read rather than admired.

Tenor Sans handles small print, ingredients and legal lines, in sentence case and never below 6 pt on a box.

Five weights of rain

Name	What falls	The smell	Concentration
Bruine	Mist that wets you sideways	Cold air, iris, damp linen on a line	Eau de cologne
Crachin	The fine drizzle of Brittany	Sea salt, gorse, wet rope, a little smoke	Eau de toilette
Giboulée	The short bright showers of March	Crushed nettle, hyacinth, cold stone in sunlight	Eau de parfum
Averse	A downpour you run from	Hot pavement, vetiver, wet wool, black tea	Eau de parfum
Orage	The storm, and the air before it	Ozone accord, oakmoss, iron, burnt sugar, ambergris substitute	Extrait

The box should get better in the rain.

A rigid slate-grey board, 2,400 gsm, finished with a water-beading coat so that droplets stand on the lid and run along the ripple. The mark is blind-debossed across the whole lid and bleeds off one corner, so no two faces of a stack line up.

Inside, grey wool felt holds the bottle, and the only ink in the entire pack is a Tenor Sans line under the lid giving the batch and the date it last rained on the atelier.



Sidonie Vauquelin

Nez, Maison Ondée

14 passage de la Pluie, Paris
sidonie@ondee.example

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Paris, un mardi pluvieux

Chère Madame,

Your bottle of Averse left the atelier this morning. It should arrive with the next weather front, which the forecast places at Thursday.

We suggest you open it near a window, and that you do not go out to buy an umbrella.

Sidonie

Maison Ondée, 14 passage de la Pluie, Paris



Ouvert quand il pleut.

Open when it rains. The shop on the passage keeps one rule, and it is printed on the door.

How the house *speaks*

Dry, in both senses. Maison Ondée talks about weather the way a French farmer does: at length, without sentiment, and always slightly pleased when it turns bad.

We write	We never write
Il va pleuvoir.	Awaken your senses.
Best worn outdoors, in the wrong shoes.	An invitation to a journey.
Lasts about as long as a good argument.	Long-lasting luxury.
Closed. It has stopped raining.	Back soon!



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