

D.
DONE
WATCHES



BRAND GUIDELINES
2026



The DONE Watches logo is seamlessly integrated into this graphic charter. Its clean design reflects the brand's style. It complements the technical sophistication of the watchmaking macro-details and underscores the minimalist aesthetic of each timepiece.



VARIANTES

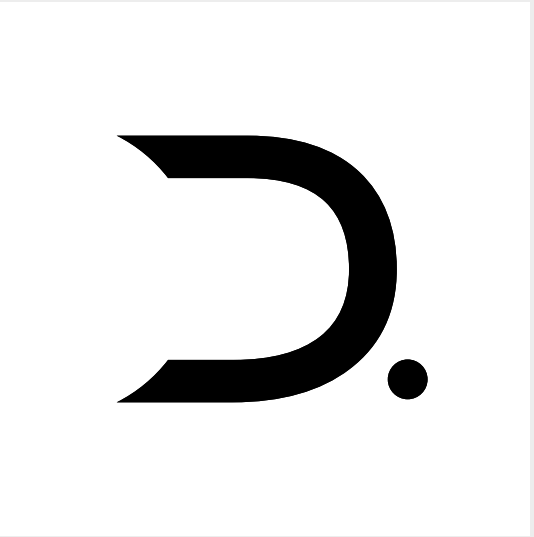


LOGO

Clean and geometric, this symbol marks each timepiece with discreet technical sophistication.



VARIANTES



D. DONE

D. DONE

VARIANTES

D. DONE

D. DONE

D. DONE

D. DONE

TYPOGRAPHY



Geist

APPLICATION



Communication

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z É À È
a b c d e f g h i j k l m n o p q r s t u v w x y z é à è
0 1 2 3 4 5 6 7 8 9 ! " # € % & / () = ?

A a B b C c D d
1 2 3 4 5 6 7 8
- + * / () % & ç \$

DONE Watches was not born from a marketing concept. It is the culmination of over 20 years of experience in watch development.

Before creating **DONE**, Thierry Clottu founded TCL Concept, a product development agency working behind the scenes for established brands.

This experience informs every design decision, from proportions to mechanical choices.

AT DONE, DESIGN DOESN'T COVER UP THE MECHANICS, IT REVEALS THEM.

CLEARLY MECHANICAL — DEEPLY HUMAN

timepieces that reveal the invisible

TYPOGRAPHY



Geist Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZÉÀÈ
abcdefghijklmnopqrstuvwxyzéàè
0123456789 !”#€%&/()=?

AaBb**CcDd**
12345678
- + * / () % & ç \$

APPLICATION



Technical data

MECHANICA SQUELETTE AUTO 40MM

Mechanica F01

1 990,00 CHF

Watch diameter	40mm
Bracelet width	20mm on the case and 18mm
Watch thickness	10.9mm
Case length	48.80mm
Water resistance	10 ATM (100m)
Movement power reserve	38 hours (±2h)
Crystal top	Sapphire crystal with double-sided
Case type	316L stainless steel
Gender	Men's
Dial color	Silver
Movement	Automatic skeleton movement SOPROD P024
Clasp	316L stainless steel pin buckle

VERSION ; ONE LINE

Geist Light
Letter spacing: 600



C L E A R L Y M E C H A N I C A L

VERSION ; TWO LINES

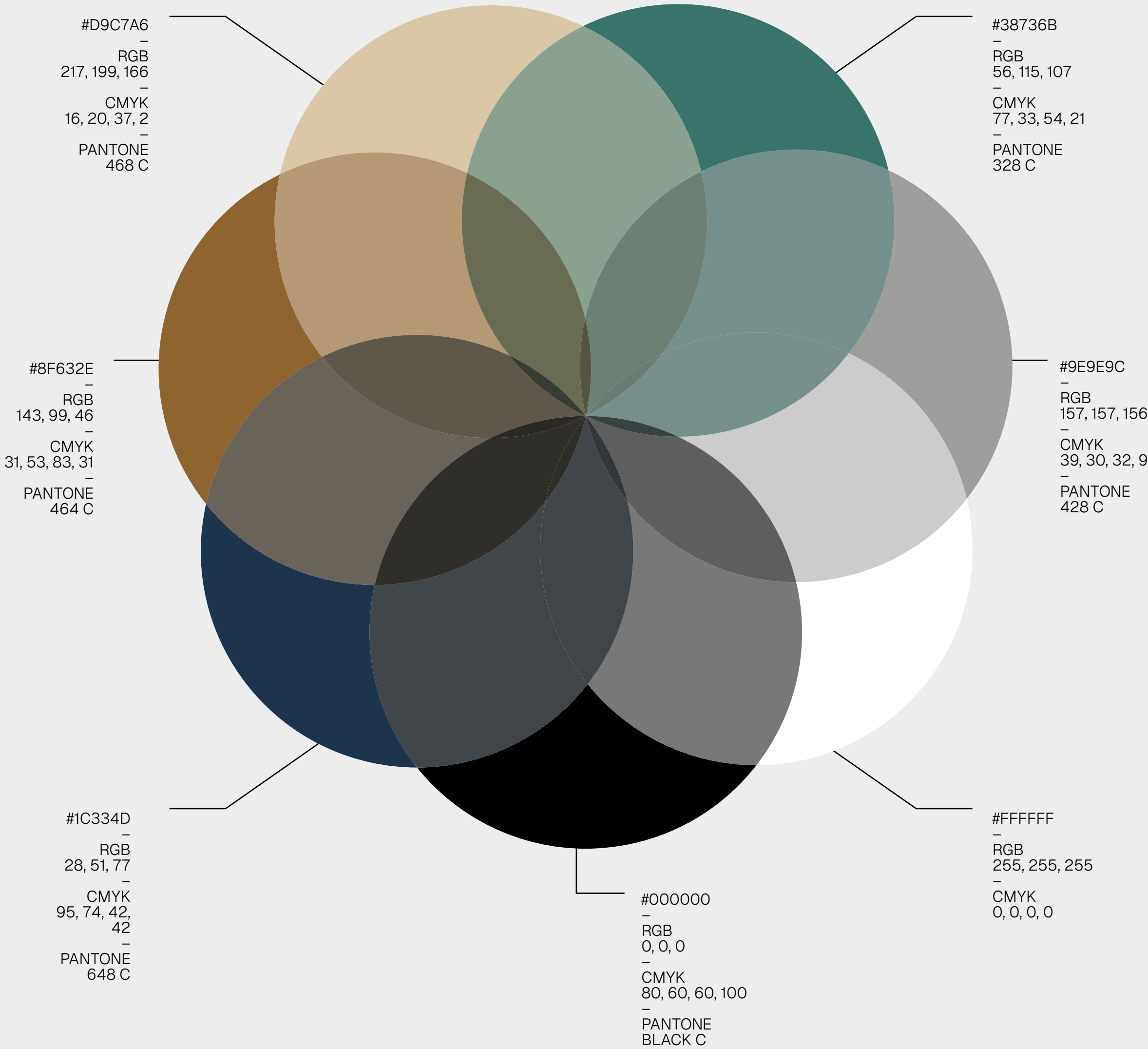
Geist Light
Letter spacing: 600
Line spacing: 2x the font size



C L E A R L Y
M E C H A N I C A L

COLORS

The visual identity is based on a palette of black, white, silver, and midnight blue. The iconography focuses on three key areas: close-up details of the watchmaking, portraits of the founder, and a minimalist lifestyle. The photographic style features soft lighting, muted colors, and an aesthetic that reflects the technical sophistication of the product.



COLORS

	#1C334D — RGB 28, 51, 77 — CMYK 95, 74, 42, 42 — PANTONE 648 C	#9E9E9C — RGB 157, 157, 156 — CMYK 39, 30, 32, 9 — PANTONE 428 C	#8F632E — RGB 143, 99, 46 — CMYK 31, 53, 83, 31 — PANTONE 464 C	#D9C7A6 — RGB 217, 199, 166 — CMYK 16, 20, 37, 2 — PANTONE 468 C	#38736B — RGB 56, 115, 107 — CMYK 77, 33, 54, 21 — PANTONE 328 C	#000000 — RGB 0, 0, 0 — CMYK 80, 60, 60, 100 — PANTONE BLACK C
CORPORATE						
OPACITY						
	80%	80%	80%	80%	80%	80%
	60%	60%	60%	60%	60%	60%
	40%	40%	40%	40%	40%	40%
	20%	20%	20%	20%	20%	20%

CONTACT

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Thierry CLOTTU
FOUNDER



C L E A R L Y
M E C H A N I C A L