



BEANIE & BLAZER

BRAND GUIDE



Table of Contents

03 Logo

10 Color

17 Typography

22 Collateral

Logo

Logomark

Wordmark

Complimentary Marks

Whitespace

Partnerships

Incorrect Usage

Logomark

Wordmark

Complimentary Marks

Whitespace

Partnerships

Incorrect Usage

Logomark

Beanie and Blazer's logomark is approachable and playful. It takes the form of a badge which lends to individual achievement and growth.



Wordmark

The wordmark can be used in isolation where the full lockup isn't appropriate.

**BEANIE
&
BLAZER**

BEANIE & BLAZER

Logomark

Wordmark

Complimentary Marks

Whitespace

Partnerships

Incorrect Usage

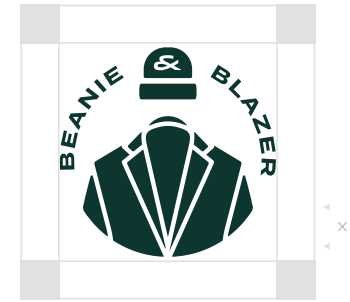
Complimentary Marks

Complimentary marks can be used on merchandise or in addition to the logo on collateral.



Whitespace

The importance of whitespace around brand elements and throughout all layouts cannot be overstated. It adds confidence and clarity to the visual messaging. The more, the better. These visuals are used to define minimums.



Partnerships

This section covers examples of how to share space visually with the companies we help, partner with, and support. For the logotype, a 1pt stroke divider separates the two entities.



BEANIE & BLAZER

patagonia®

Incorrect Usage

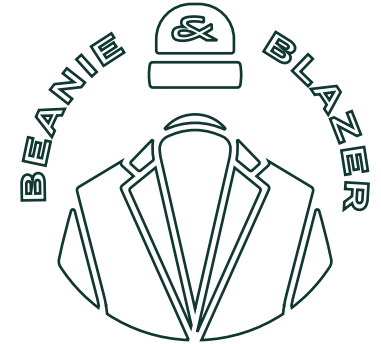
To make sure the brand appears as consistently as possible across all touch points, these are a few ways we don't want the logo to be distorted.



Don't use undefined brand colors.



Don't add drop shadows or other special effects.



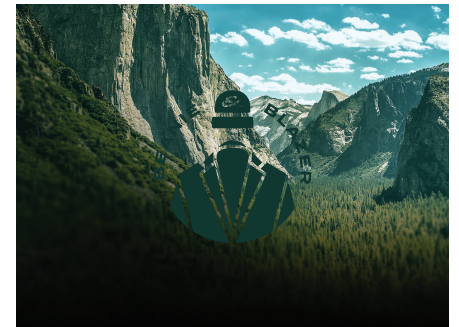
Don't outline logos.

**BEANIE
& BLAZER**

Don't use alternative logo layouts.



Don't stretch the logo vertically or horizontally.



Don't use the logo on top of images of a similar tone.

Color

Color Palette

Usage

Logo Color

Usage

This will aid in color consistency across the brand. forest green and beige will be the most utilized colors, followed by golden rod and light gray. The rest of the palette is to be used sparingly for emphasis or contrast needs.



Inspired

Thoughtful

Clear

Actionable