
GEN Y STUDIO

BRAND GUIDELINES

www.gen-y.studio

HONEYSLUTS

15-11-2020

Brand Guidelines

HONEY SLUTS	Brand Guidelines	GEN Y STUDIO
CONTENTS		2020 V1.0 / Page 2
	Logo	p.3-5
	Colours	p.6-7
	Fonts	p.8-11
	Social Media	p.12-13
	Stationery	p.14-15

Contents

Primary Logo

This is the Primary Logo. The logo must be resized proportionately, never stretched. The Logo can be used in Dark Grey on light backgrounds, or ivory in dark backgrounds, or in brown contrasting brand colours.

HONEY SLUTS

Clear logo Space

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all our communications. The minimum clear space is 50% of the height of the entire logo.

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.



Logo Variations

This is multiple versions of the logo for different purposes/supports. The logo must be resized proportionately, never stretched.

HONEY SLUTS

Primary Logo

HONEY SLUTS

Alternative colour



Favicon



Social Media

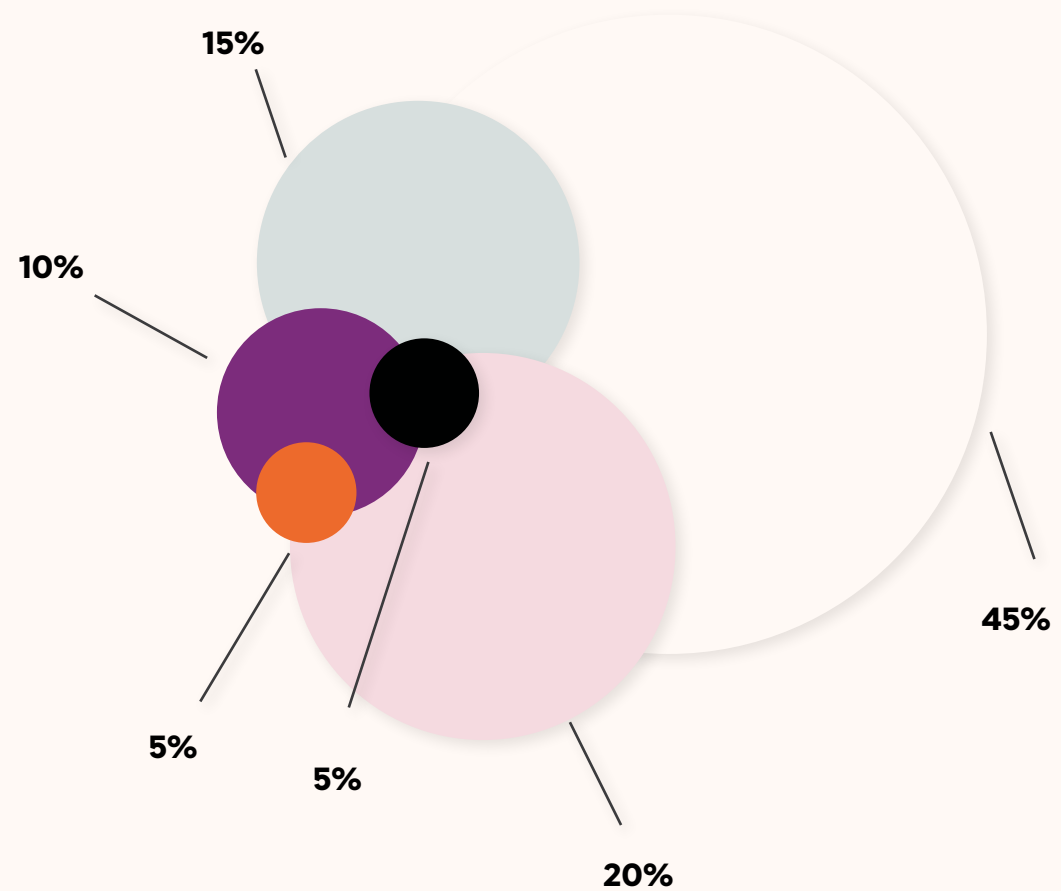
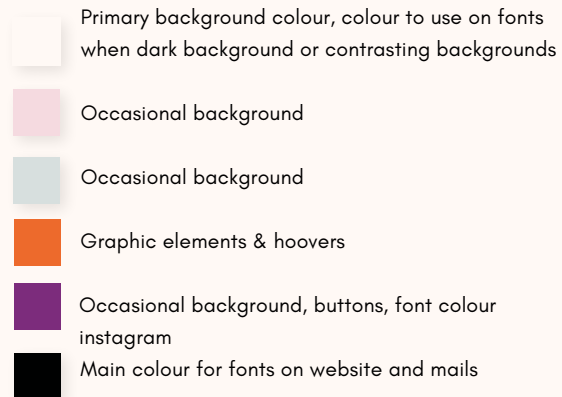
Brand Colours

Our brand is underpinned with a colour palette designed to be fresh, modern and distinctive. Different combinations of these colours can dramatically change the tone and appearance of our brand so it is important to consider how they work together. Keeping colour consistent is a vital element to our branding. Colour is the way we differentiate and identify our brand in a crowded marketplace. To help achieve greater brand recognition it is important that our colour palette is applied accurately and consistently.



Colour Hierarchy

The circles are to showcase the percentage of each colour within the overall branding.



Primary Typeface

Gramatika Black is for titles and editorial purposes; pull quotes, highlighted phrases, instagram titles, numbers & buttons. Arial can be used as a substitute on digital applications such as email. It is important to adhere to the leading and tracking arrangements specified in this document to help achieve brand consistency throughout.

Gramatika Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()+
Aa

Secondary Typeface

Glacial Indifference Regular is our secondary typeface, used for texts. Arial can be used as a substitute on digital applications such as emails. It is important to adhere to the leading and tracking arrangements specified in this document to help achieve brand consistency throughout.

À Á Â Ã Ä Å 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

à á â ã ä å 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

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () +

Æ Ç È É Ø Æ ß Å æ ç

A a

Editorial Typeface

Ohno Blazeface is our occasional typeface, used for editorial phrases (banner phrase, instagram quotes, advertising titles..). Georgia can be used as a substitute on digital applications such as emails. It is important to adhere to the leading and tracking arrangements specified in this document to help achieve brand consistency throughout.

Ohno Blazeface

À Á Â Ã 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

à á â ã ä å 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

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () +

Æ Ç È É Æ × ß å æ ç

Aa

Use of Type

One of the most important techniques for effectively communicating content is the use of typographic hierarchy. Typographic hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content. It helps guide the reader's eye to where a section begins and ends, whilst enabling the user to isolate certain information based on the consistent use of style throughout a body of text. It is important to maintain these type pairings. This allows for clarity, consistency and a strong hierarchy for all communications.

Headings

Gramatika Black is to be used for all headings and for pull quotes.

Body Copy

Glacial Indifference Regular is to be used for body copy.

Buttons

Gramatika Black is to be used for buttons and subheaders.

Editorial

Ohno Blazeface is to be used for instagram titles, quotes and editorial sectors of this site.

Title Here

Cookie dessert chocolate gummi bears oat
pie donut chocolate bar macaroon muffin.
Marzipan jujubes danish oat cake wafer oat
cake pie chocolate bar gummies.

HOVER

Title Here

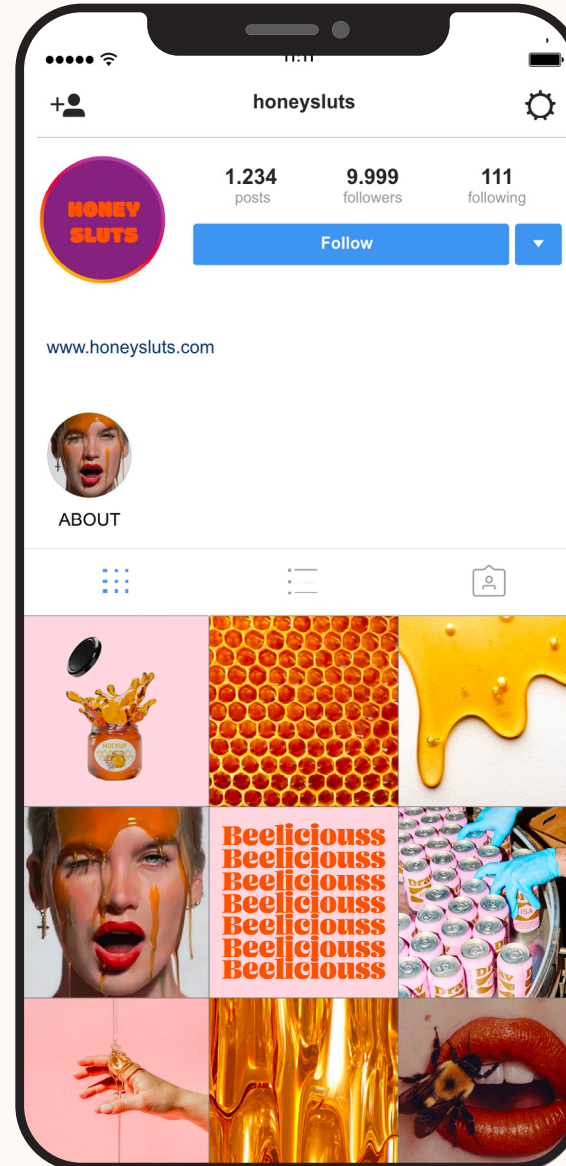
Cookie dessert chocolate gummi bears oat
pie donut chocolate bar macaroon muffin.
Marzipan jujubes danish oat cake wafer oat
cake pie chocolate bar gummies.

BUTTON

Healthy and Yummy snacks.

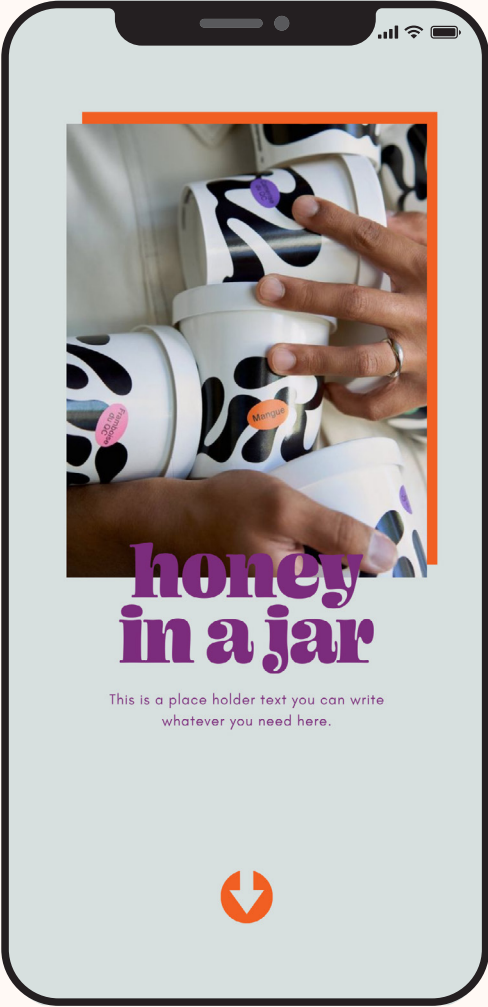
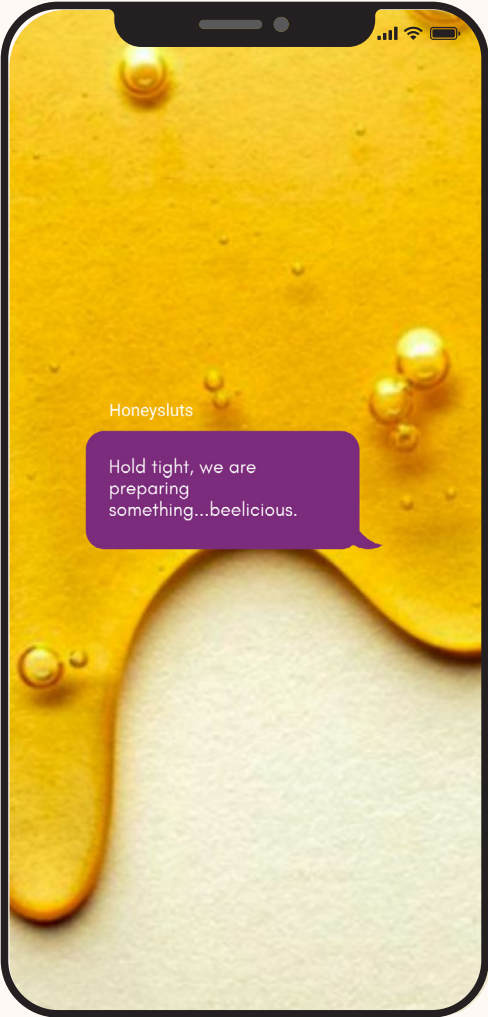
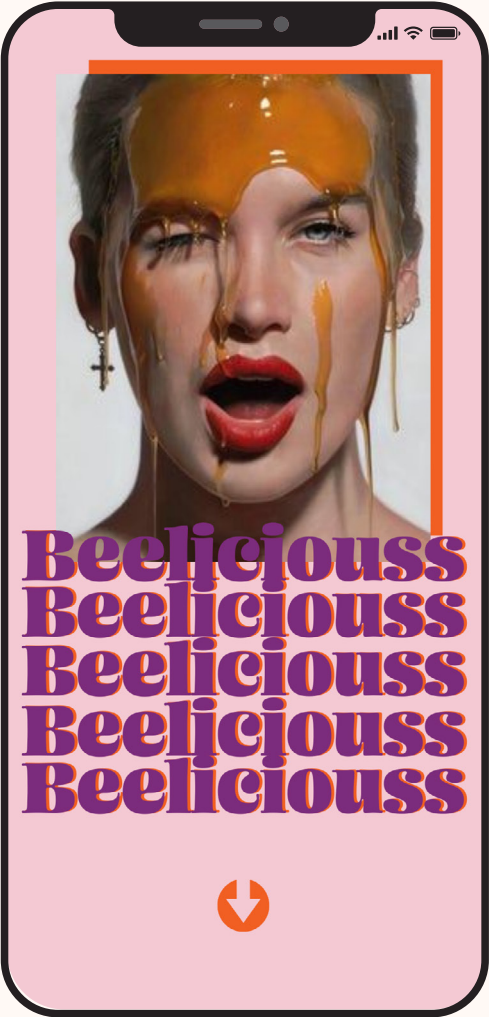
Instagram

This is an example that gives ideas of how our branding would be best applied to maintain consistency of look and feel. It also serves as an inspiration of the style of picture to take in order to have a cohesive look and engaging community.



Stories

This is an example that gives ideas of how our branding would be best applied to maintain consistency of look and feel. It also serves as an inspiration of the style of picture to take in order to have a cohesive look and engaging community.



Business Cards

This is an example of how our branding would be best applied to maintain consistency of look and feel on stationery.



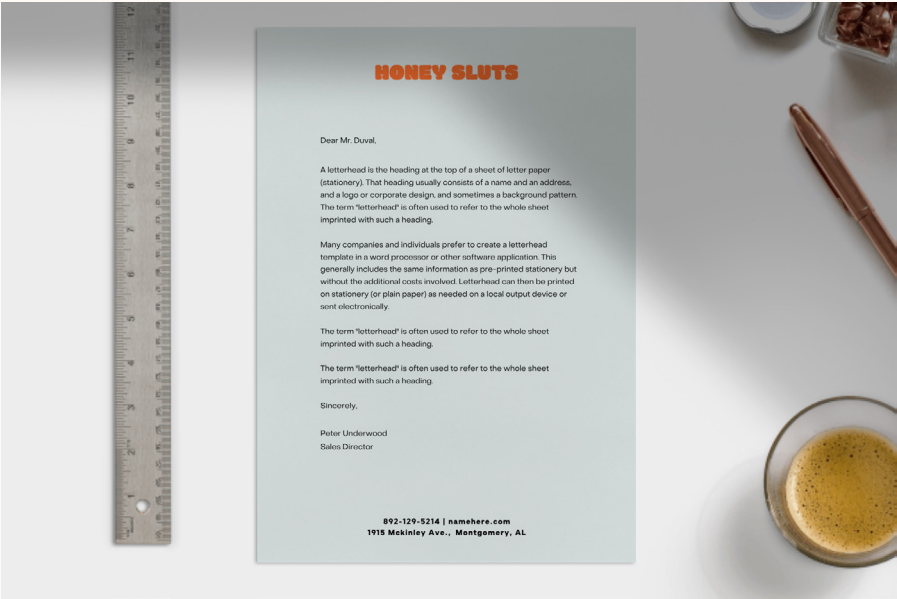
HONEY SLUTS

**Zoé
Dupont**

namehere.com
hello@namehere.com
123-456-7890

Letter Head

This is an example of how our branding would be best applied to maintain consistency of look and feel on stationery.



HONEY SLUTS

Dear Mr. Duval,

A letterhead is the heading at the top of a sheet of letter paper (stationery). That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern. The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading.

Many companies and individuals prefer to create a letterhead template in a word processor or other software application. This generally includes the same information as pre-printed stationery but without the additional costs involved. Letterhead can then be printed on stationery (or plain paper) as needed on a local output device or sent electronically.

The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading.

The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading.

Sincerely,

Peter Underwood
Sales Director

892-129-5214 | namehere.com
1915 Mckinley Ave., Montgomery, AL



Branding by www.gen-y.studio