

BEANUTS

BRAND GUIDE





beauties

GO OUT, BEANUTS.

ABOUT

WHY HAVE A BRAND GUIDE?

The brand guide is an important document to have within a business. This guide is in place for any designers, marketing members, or other individuals who may be utilizing our branding. It's essential for maintaining a consistent and cohesive brand identity across all communication channels and ensures that all brand-related materials, including visual elements and messaging, align with the brand's desired image and values.

This document will outline the proper usage of all materials to ensure consistency and clarity within your visual brand identity including where and how to use each element as well as how NOT to use them.

PART 1

OUR LOGO

The main event of our branding is the logo! The following pages will outline the versions of our logo and how to correctly use all of them.

PRIMARY LOGO

Our primary logo should be used in most circumstances. It should be the standard and most recognizable version of our logo.

beanuts is a lifestyle – It means leaving your comfort zone, adventures, freedom, and individuality. It's the flowers you pick on the side of a road. It's the honey you spread on your bread before leaving the house to climb a mountain. It's the water drops that fly through the air when you jump into a lake. It's whatever beauty and joy you find on your adventures.



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LOGO VARIATIONS

These logo variations are provided to work in situations where our primary logo may not fit the format best.

SECONDARY LOGO

Our secondary logo combines our logo mark with the slogan.

The secondary logo adapts the primary logo into a vertical layout, which allows for more versatility.

LOGO MARK

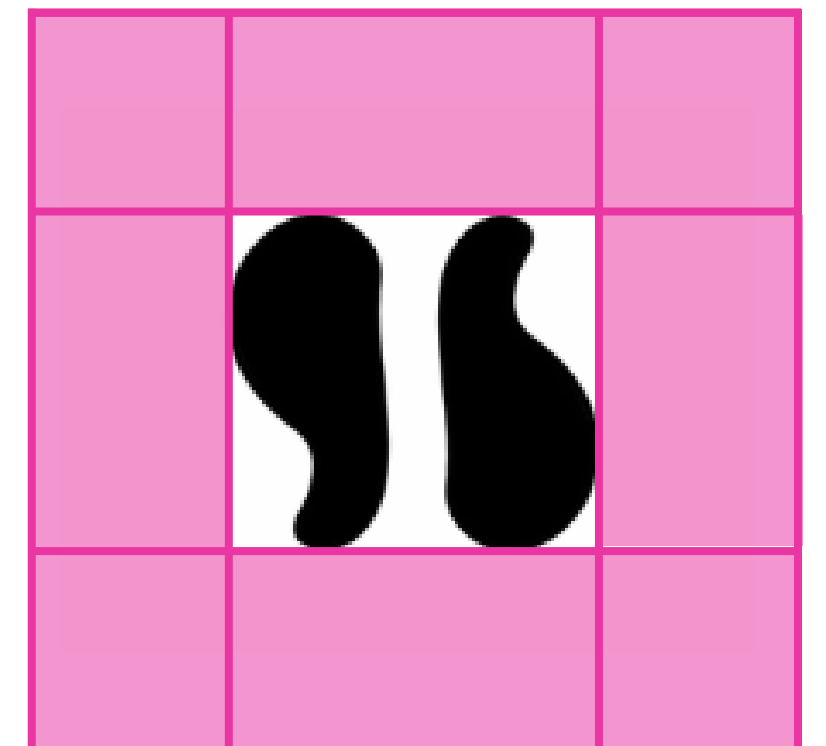
Our logo mark is the smallest version of our logo designed to work in the smallest spaces such as a profile photo or website favicon.

This logo mark in a simple design allows for easy visibility.



LOGO USAGE

These logo protection areas are provided to ensure that enough distance to the edge is maintained.



Do not stretch or warp the logo



Do not alter the color layout of the logo



Do not alter the opacity of the logo



Do not add a drop shadow to the logo



Do not change the colors of the logo



Do not use an outlined version of the logo



Do not crop the logo



Do not change the layout of the logo



PART 2

ADDITIONAL ELEMENTS

The following pages display the additional visual elements in our branding such as patterns and icons. These compliment our branding and work in a variety of spaces to add further visual interest.

BRAND PATTERN

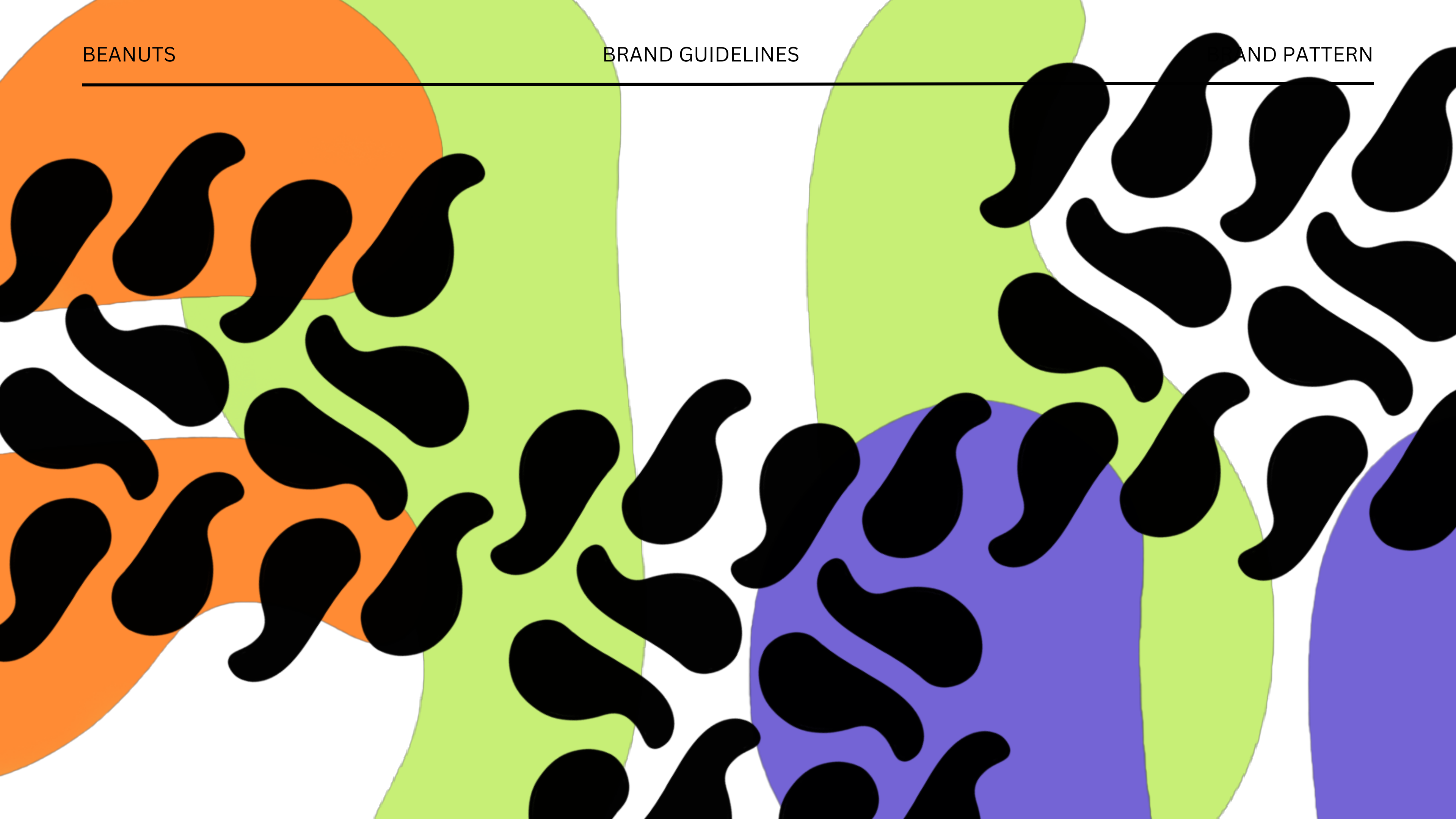
Our brand patterns are in place for backgrounds, packaging, social media posts, and more in order to add more visual interest while remaining consistent with the rest of the branding.

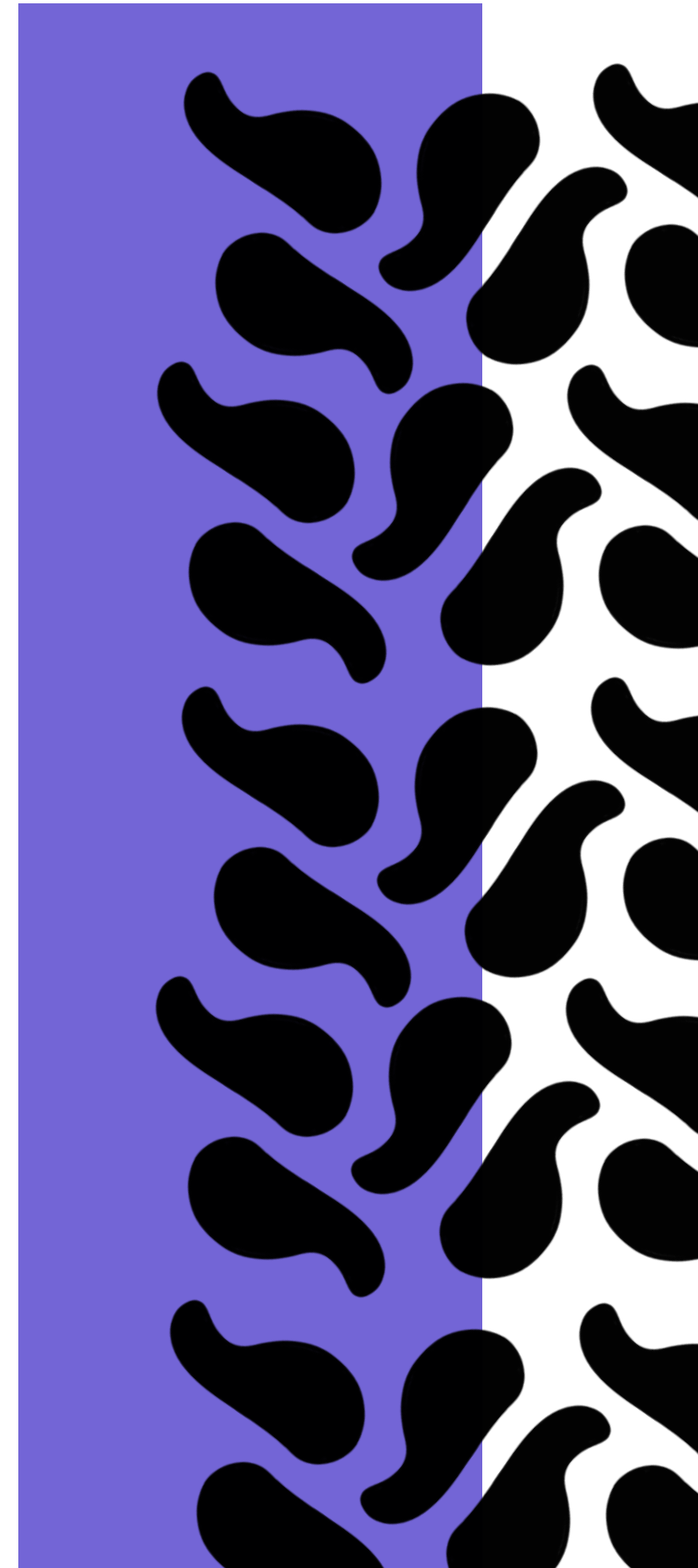
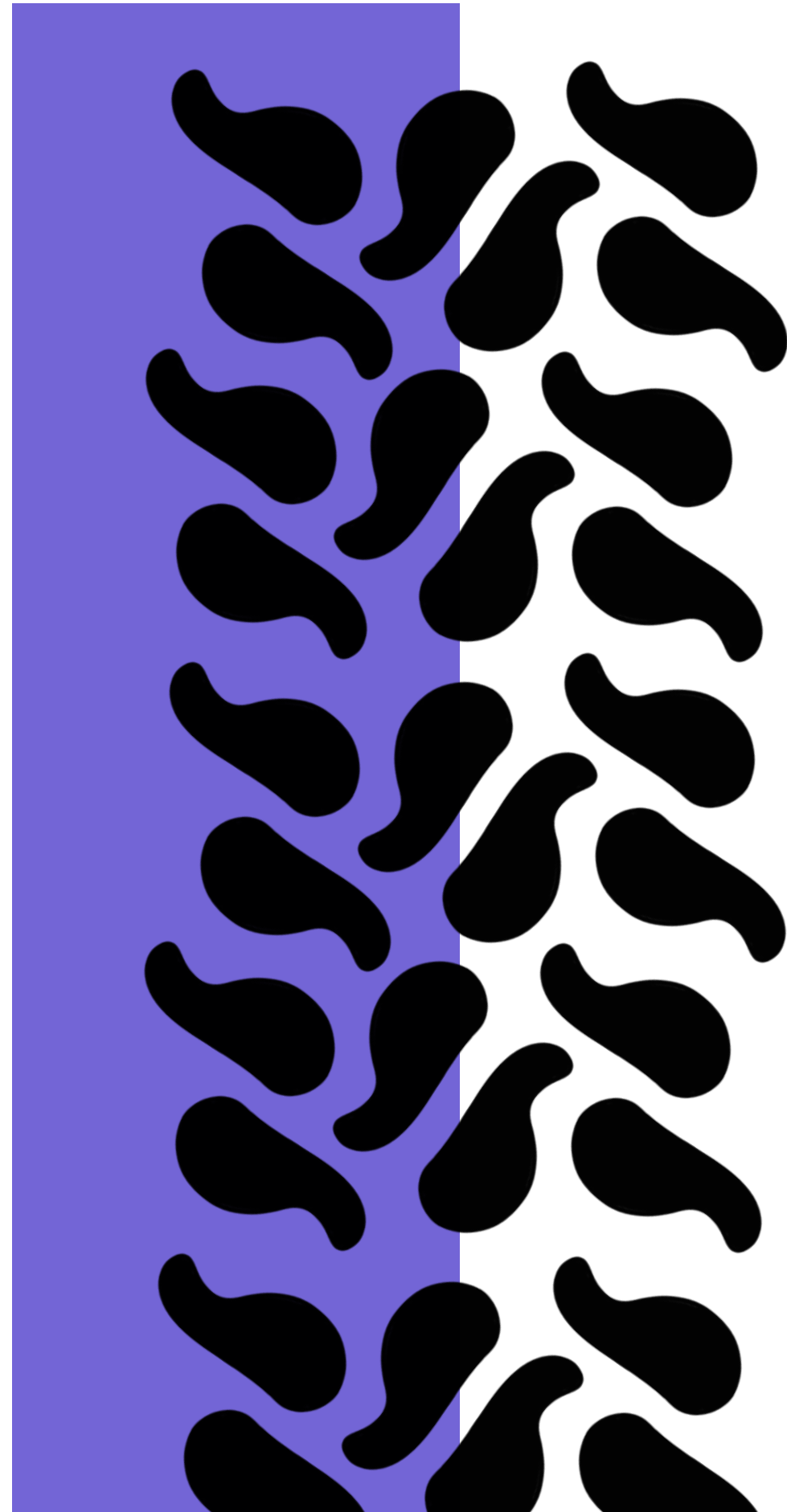
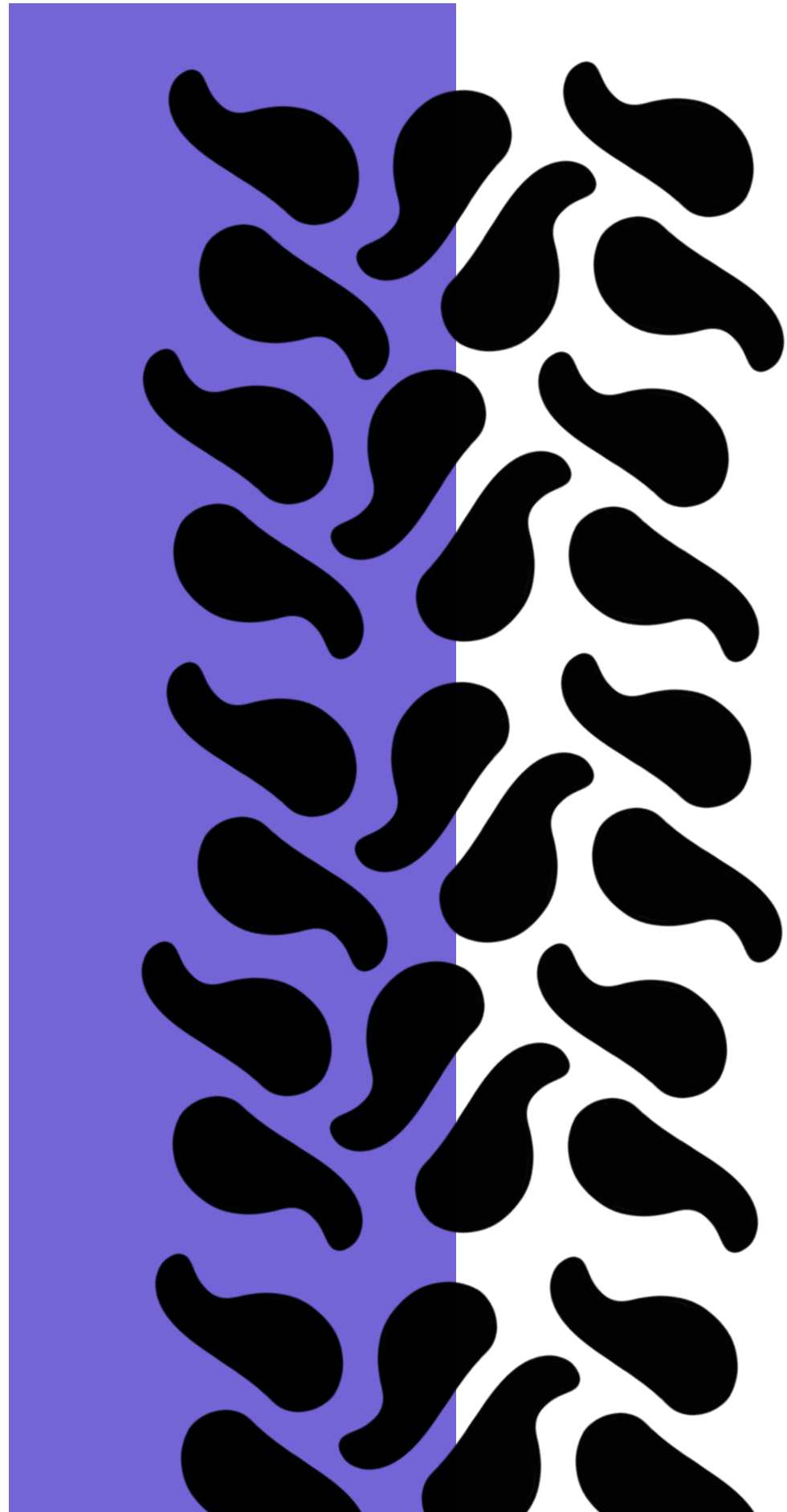
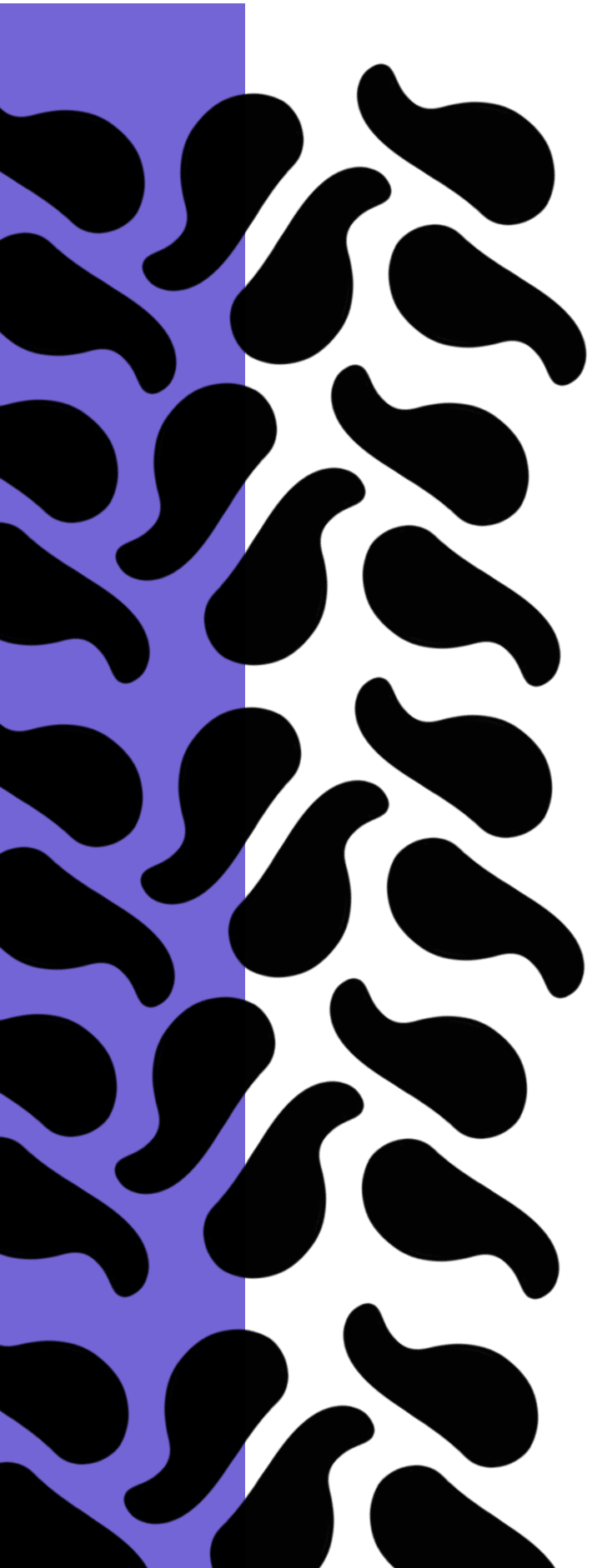


BEANUTS

BRAND GUIDELINES

AND PATTERN





PART 3

TYPOGRAPHY

The typography styling outlined is in place to create further consistency in your branding and additionally provide ease when creating materials with fonts already selected for you.

HEADINGS

Aa League Spartan

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

BODY

Aa Montserrat

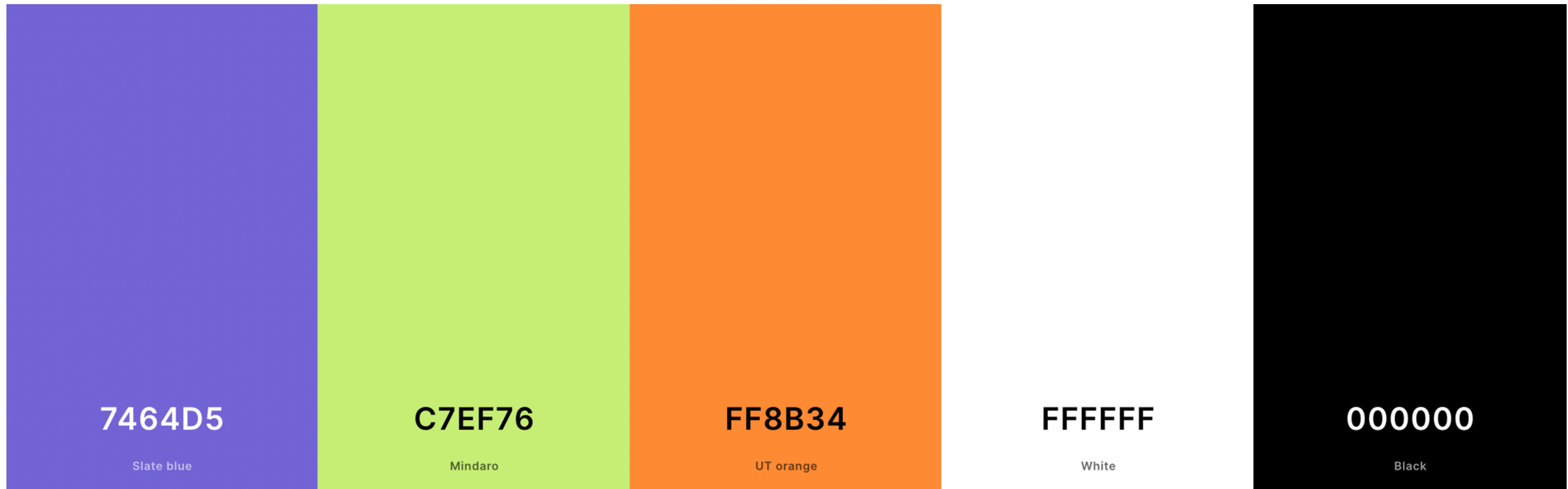
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PART 4

COLOR

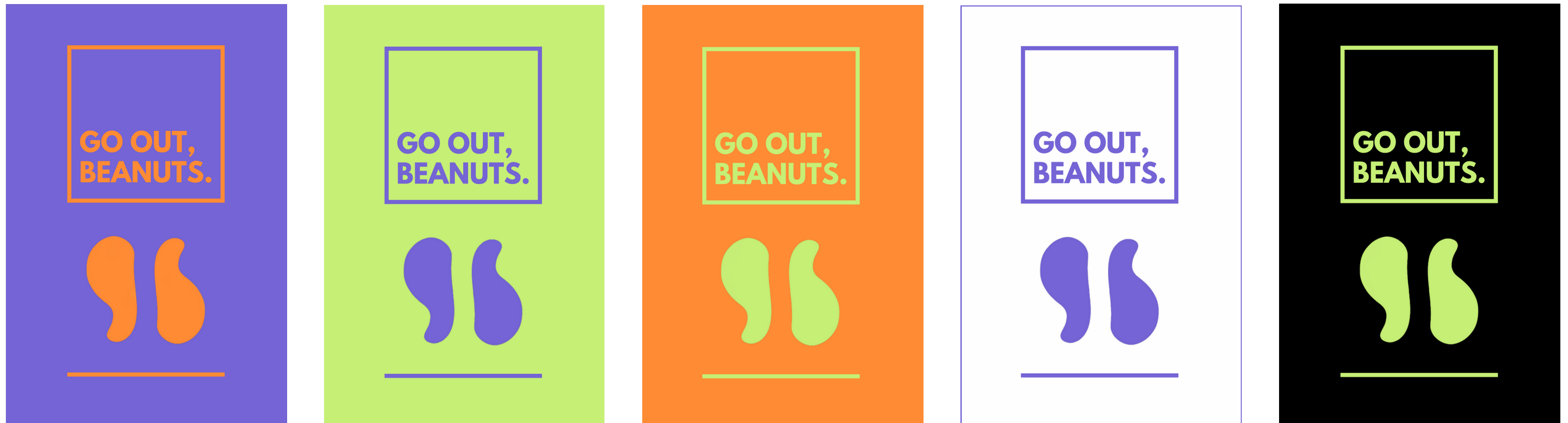
This last section of our brand guidelines outlines the color palette selected for our branding as well as the proper usage of these colors.

COLOR PALETTE



COLOR USAGE

The color combinations displayed here are the suggested colors pairings in which our branding should be displayed. Remaining consistent with these combinations will ensure proper contrast when displayed as well as a consistent visual identity.





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