

Brand Guidelines

BagBase®

We've created these guidelines to showcase the essence of the Bagbase brand and its optimal functionality. These rules and insights are designed to maintain the consistency of our brand. We encourage you to apply them thoughtfully and strategically.



BagBase®

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Strategy

01



Combining timeless originals with fresh new trends and sustainable evolutions of best-selling classics, our products are a celebration of colour, style and identity, creating collections for people who work hard, play hard and aren't afraid to make a statement.

Who we are

BagBase offers a variety of styles, from classic totes and backpacks to trendy waistpacks and boutique collections. We cater to both budget-conscious practicality and fashion-forward design with our more contemporary collections.

BagBase designs and manufactures bags and accessories created specifically for customization. Our products are made with decoration in mind, ensuring compatibility no matter how you are looking to resell.

Our brand embodies modernity, confidence, and excitement, without being overbearing or trying too hard. We aim to make people feel good and demonstrate our leadership in style and trends.

Exciting,
vibrant,
on-trend,
confident

Our brand is built to be heard and seen, we're not shy when it comes to what we do. For us it's always about going big or going home.

Make your statement.



Enthusiastic and approachable

When interacting with customers, our voice should be both enthusiastic and approachable. We want to convey our genuine excitement about our products and brand, while also feeling friendly and down-to-earth. Imagine you're talking to a close friend who's interested in learning more – use positive language, be clear and concise, and don't be afraid to show your passion.

What's your primary purpose?

What this means
Do you want to get people excited, express individuality or find out more?

Be considerate of where the writing shows up. Is it a public forum, like Instagram, or a more personal channel, like someone's email inbox? How much clutter will it need to cut through?

What this means
Landing in someone's inbox > More personal
A post in a public forum > More descriptive
A magazine advertisement > More engaging

Because we're enthusiastic and approachable, our tone needs to match. So it may feel; joyful, empowering, friendly or encouraging.

This means
Our communication will be inspiring, related and engaging and not; authoritative, confusing righteous or trying too hard.

Headlines give us opportunity to drive a latest idea or trend, giving the brand room to pivot when necessary. Give the audience a good sense of what's to come and it's intended user or purpose.

Examples

Dazzling in Spring
Get it whilst it's hot
Simplicity is key

Looks good on you
Feels like luxury
Carry on

Logo

02

Our logo is one of our most iconic possessions.
Be careful in its application at all times, using these
guidelines to steer your decisions. You can download
it using the button below.



Our logo is one of our most iconic possessions. Be careful in its application at all times, using these guidelines to steer your decisions. We have two logo sizes to choose from, optically adjusting the trademark symbol depending on the size. They both can be downloaded using the button below.



BagBase®

B[®]
↔
3mm / 12px

Use these sizes as a guide when setting up artwork for print. Try and scale the logo appropriately using the nearest size.



A4: 45mm



A3: 65mm



A2: 100mm



Large Scale: 400mm

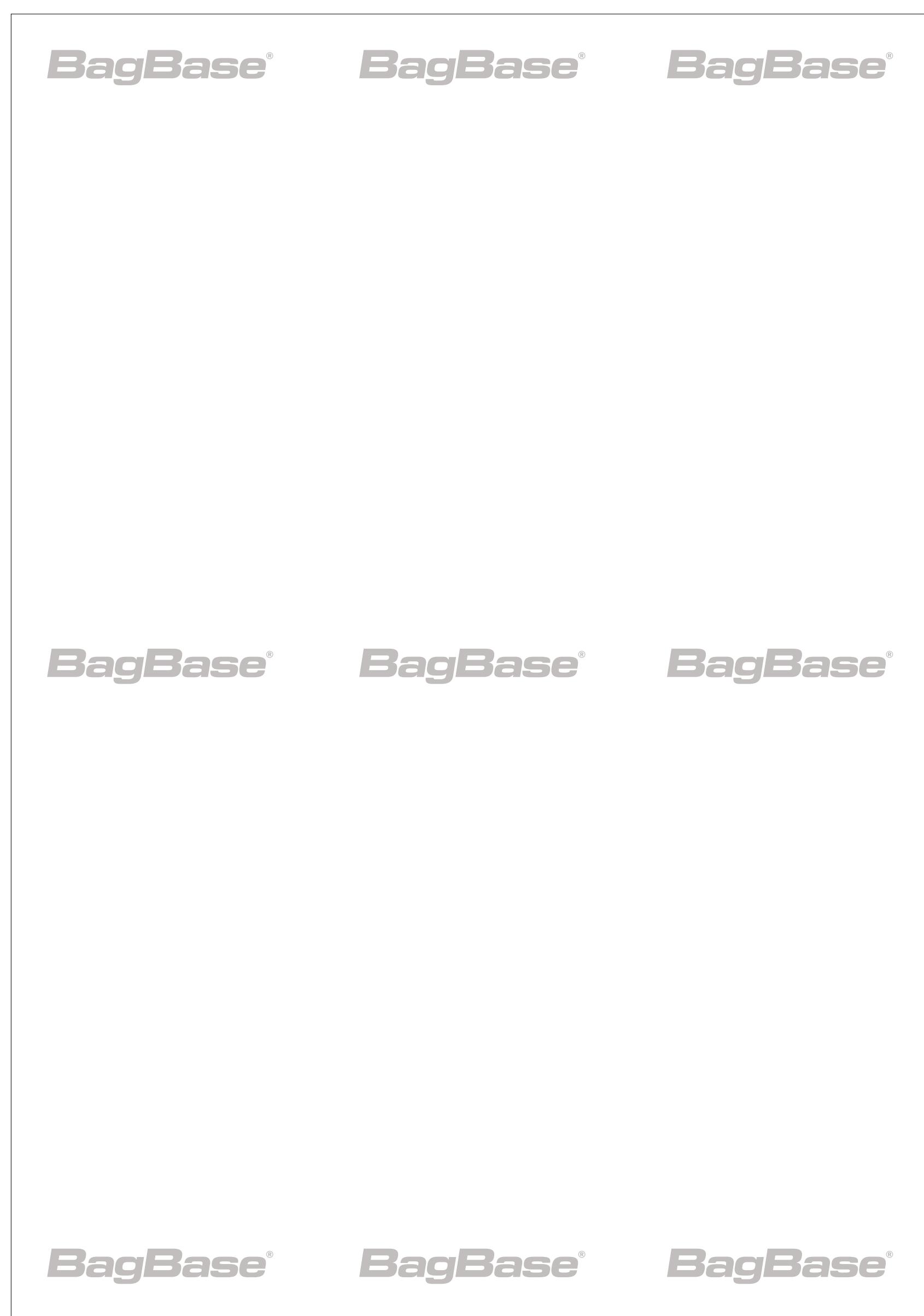
The registered mark has purposely been placed away from the wordmark to give it some breathing room. Bear in mind when using this logo, the wordmark will need to be optically aligned to exclude the symbol.



A secondary asset to help bring consistency is the URL logo lock-up. This downloadable asset can be directly applied to communications and has been created for customers or staff without access to the Adobe suite.



Whilst it may not always be possible we recommend putting our logo at the bottom right. If something is obstructing this, the logo can appear in one of the alternative locations that have been highlighted.



Again, for landscape positioning use the illustration as a guide, with preference to the bottom right.
If something is obstructing this, the logo can appear in one of the alternative locations that have been highlighted.



Again, for landscape positioning use the illustration as a guide, with preference to the bottom right. If something is obstructing this, the logo can appear in one of the alternative locations that have been highlighted.

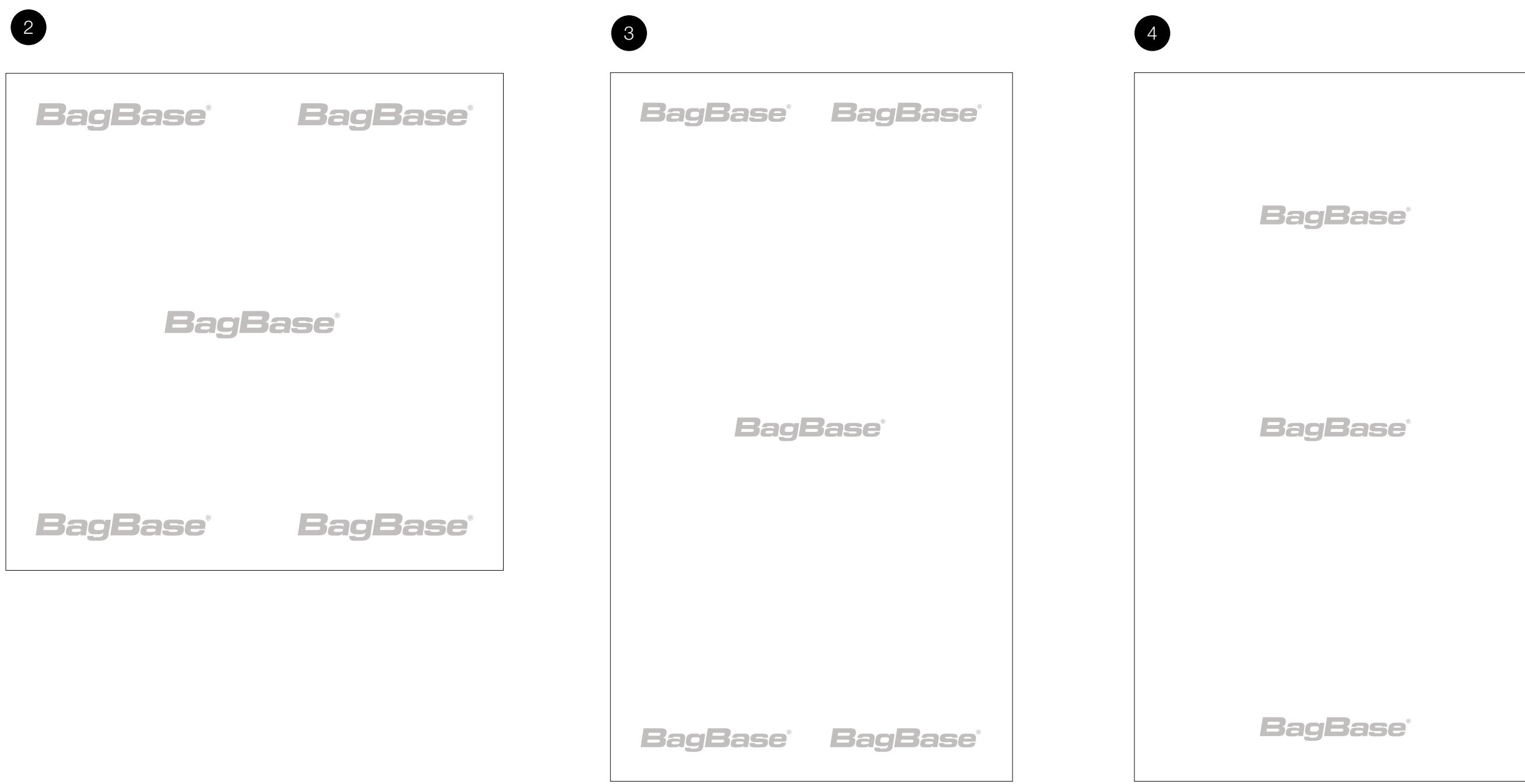
1 Landscape banners

The three recommended areas are for use with imagery. Please see the application further in the document for more information.



2 Social

Always use a corner for our logo, centered logos can also be used, see the applications further in the document for more information.



3/4 Portrait banners / stories

Any portrait banners can use the corners or position the logo centrally. Social stories should prioritise 4.

Be mindful of how our logo is placed. It needs to remain legible over communications and easily identifiable.

1 White on black

This is our primary option. This gives the logo as much contrast as possible, and pushes our idea of purpose and functionality.

2 Black on white

This can be used for presentation covers or on social. A white logo on black background gives a more technical and premium feel.

3 On colour

Our logo can be used with our core colours. This should be prioritised in any situations that we're introducing the brand without imagery.

4 Over imagery

Always make sure our logo is legible, and doesn't clash with the image behind it.



Colour

03

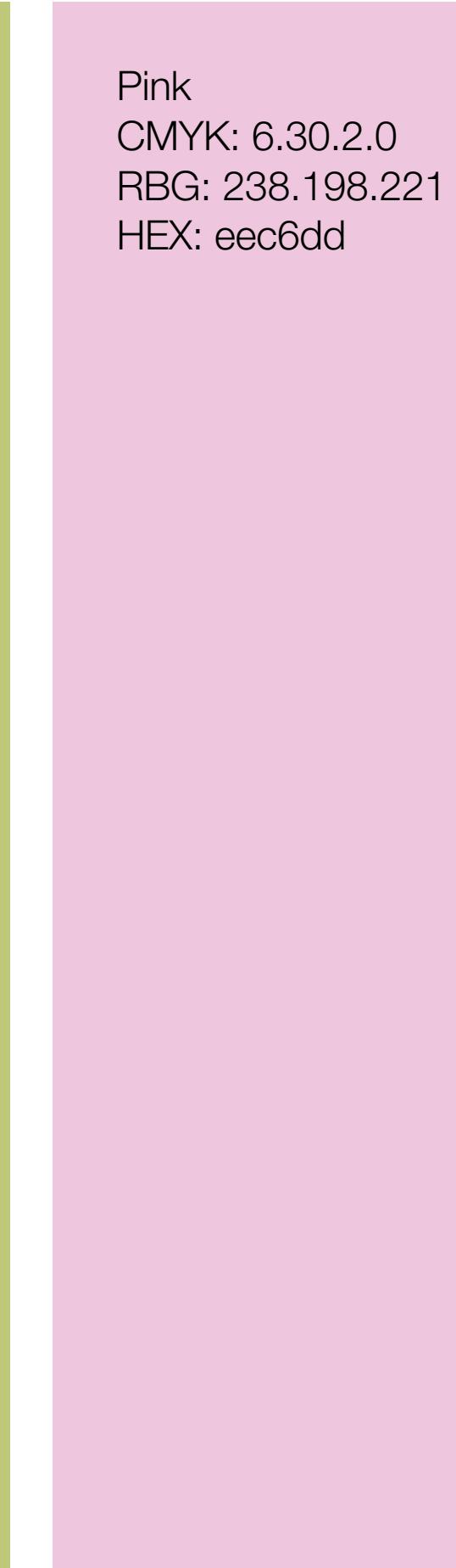
We have a simple and functional palette that aligns with our values. This should be all we need in the majority of situations.



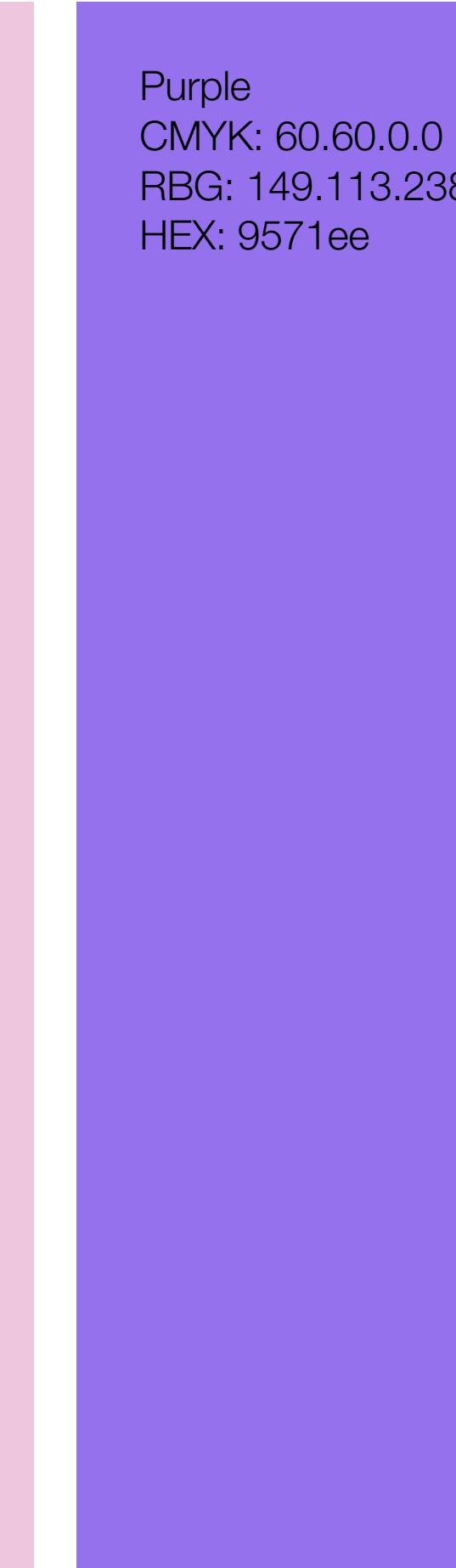
Cream
CMYK: 7.5.18.0
RBG: 241.238.218
HEX: f1eeda



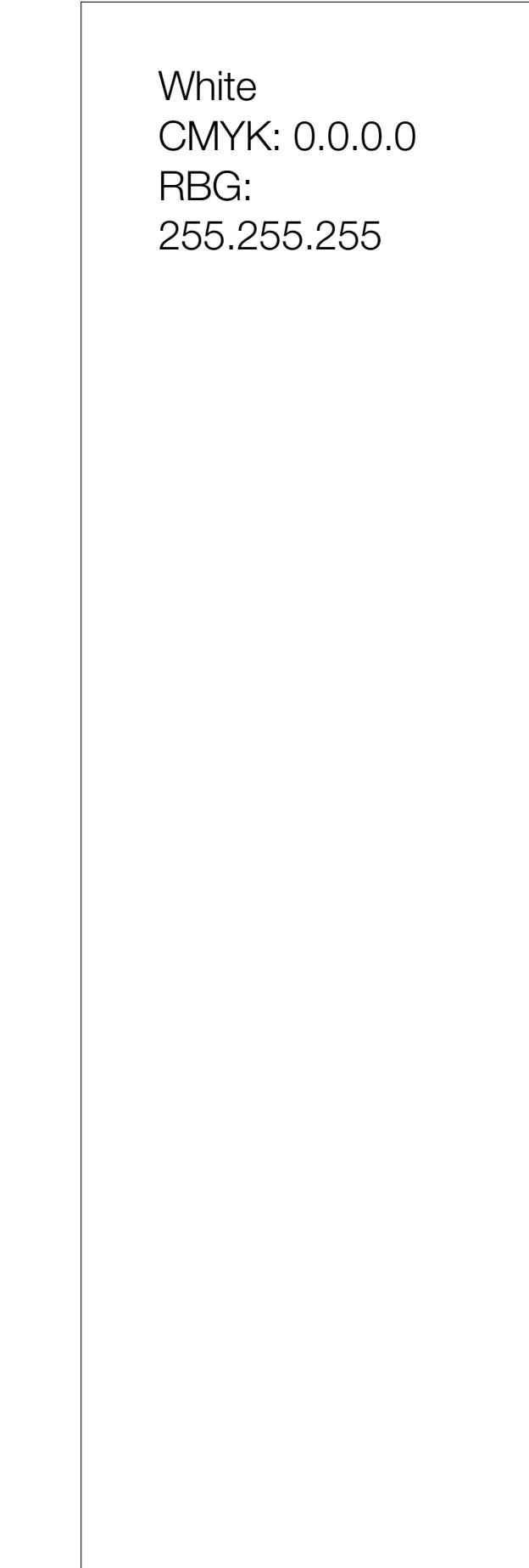
Green
CMYK: 32.11.62.0
RBG: 190.199.122
HEX: bec77a



Pink
CMYK: 6.30.2.0
RBG: 238.198.221
HEX: eec6dd



Purple
CMYK: 60.60.0.0
RBG: 149.113.238
HEX: 9571ee



White
CMYK: 0.0.0.0
RBG:
255.255.255



Rich Black
CMYK:
90.64.63.81
RBG: 10.28.28

Typography

We prioritise the use of Condensed Helvetica Neue throughout all communications. It's primarily used in sentence case, in 45 Light. There are a few other ways it can be used shown across the following pages.

AaB-

These are the three weights we use Helvetica Neue, with some suggested guides of where they should be used.

Headlines

The majority of communications should feel clean and contemporary, where too much function isn't needed we use this in as few amount of sizes as possible. Use -30 tracking throughout.

Body copy

All body copy should appear in light. Added tracking helps its legibility, so add +20pt.

Primary headlines

45 Light

Primary body

45 Light

1 Short and large headlines

Use a leading rule of 90% of the font size
(for example this type is set at 128pt with 155.2pt
leading) and -30pt tracking.

2 Long and small headlines

Use a leading rule of 100% of the font size
(for example this type is set at 40pt with 40pt leading)
and -10pt tracking. Also, use a half-space between
paragraphs to keep the typographic structure
compact.

1 Short / large headlines

Headline
headline

**2 Long / small headlines**

0pt
↓ 100% of point size (X)
↓ 50% of X

**Lore ipsum dolor sit alor
amet consecttetur apidiscing
elit consecttetur.**

**Lore ipsum dolor sit alor
amet consecttetur apidiscing
elit sit alor amet consecttetur
apidiscing elit.**

Bare in mind legibility when setting any body copy.
To make the reading experience as enjoyable as possible, use this page as guidance. Use a baseline where possible.

 Good example

Ullendae prepuditis dipiducipsam valor ati bearcia veles etur?
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adioria serepudae.

Settings
18/24pt
+15pt tracking
7-12 words per line

 Not enough words per line

Ullendae prepuditis
dipiducipsam valor
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Uscillanis et omni
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unt acimust ibusam,
simus maxim doluptati
aut odi ommolorum
eost eum simporae
rectatur? Aliti beatur
anto que archicabo. Et
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anto que archicabo. Et
la dem. Et quas dolorep
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 Leading too large

Ullendae prepuditis dipiducipsam valor ati bearcia veles etur? Uscillanis et
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aut odi ommolorum eost eum simporae rectatur? Aliti beatur anto que
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parcium nulleni tet adioria serepudae.

 Wrong weight tracking too large

Ullendae prepuditis dipiducipsam valor ati bearcia veles etur?
Uscillanis et omni simusdaectem velectatesti unt acimust
ibusam, simus maxim doluptati aut odi ommolorum eost eum
simporae rectatur? Aliti beatur anto que archicabo. Et la dem.
Et quas dolorep elestio. Occusaeped et qui tempelest eatempo
reprotquos aut es quia con nam asperit el ma culluptis que
porpore parcium nulleni tet adioria serepudae.

It's important for customers to be able to find our products as reference for communications. Use these suggestions when placing the information with imagery or in a lookbook.

1 Single products

Single and multiple products can be used with an Em dash to give hierarchy. This can be found by using CMD + SHFT + M in InDesign. This can be used with the caption typographic style (all caps, +100pt tracking).

2 Description

It may be suitable to add in a product description for the example shown. This can be used for multiple products to create a short block of text — useful for adding a typographic flare to an editorial spread.

BG755 Luxury Velvet Clutch

BG755 Luxury Velvet Clutch

The Matte PU collection continues to expand with a set of brand-new multi-sensory styles. Contemporary, tactile fabric is smooth to the touch and effortlessly cool.

We have three options for using call to actions and proving our URL. Option one should be used predominately with the other options used depending on the needs of the communication.

1 Primary URL

This lock-up can be at the bottom centre of any creative.

2 Left aligned

Use when a centered URL would not sit well.

3 Alt

The URL is also acceptable to use without a CTA.

1 Primary URL

100%

Find out more
bagbase.com

2 Primary left-aligned URL

Find out more
bagbase.com

3 Alt URL (no cta)

bagbase.com

4 Alt URL left-aligned (no cta)

bagbase.com

This editorial style example been created to give the document a editorial and contemporary feel, with a large contrast between type sizes and plenty of white space.

1 Heading

100pt
-30pt tracking
Metrics kerning

2 Body

20/20pt
-20pt tracking

3 Sub

17pt
-10pt tracking

The Simplicity Collection

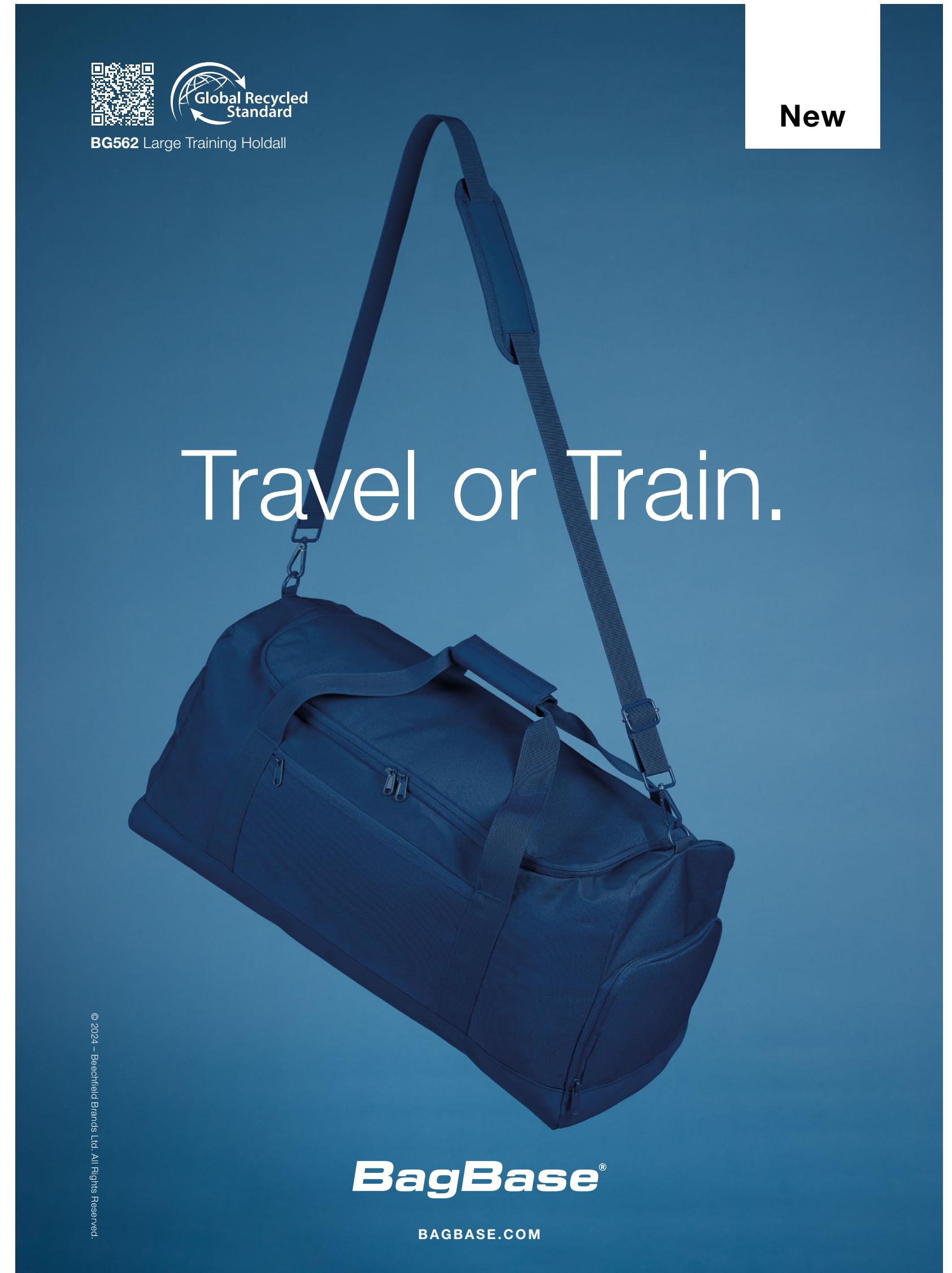
Less is more.

The Simplicity collection is all about timeless style, proving that less is more. With versatile designs that move seamlessly from day to evening, these low-key yet elegant pieces help build a capsule wardrobe without the fuss.

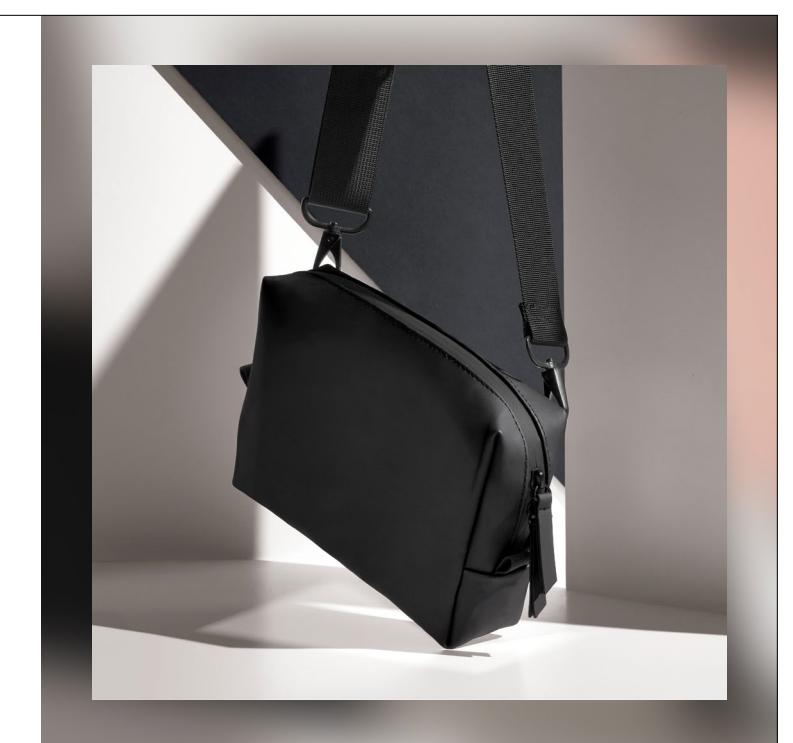
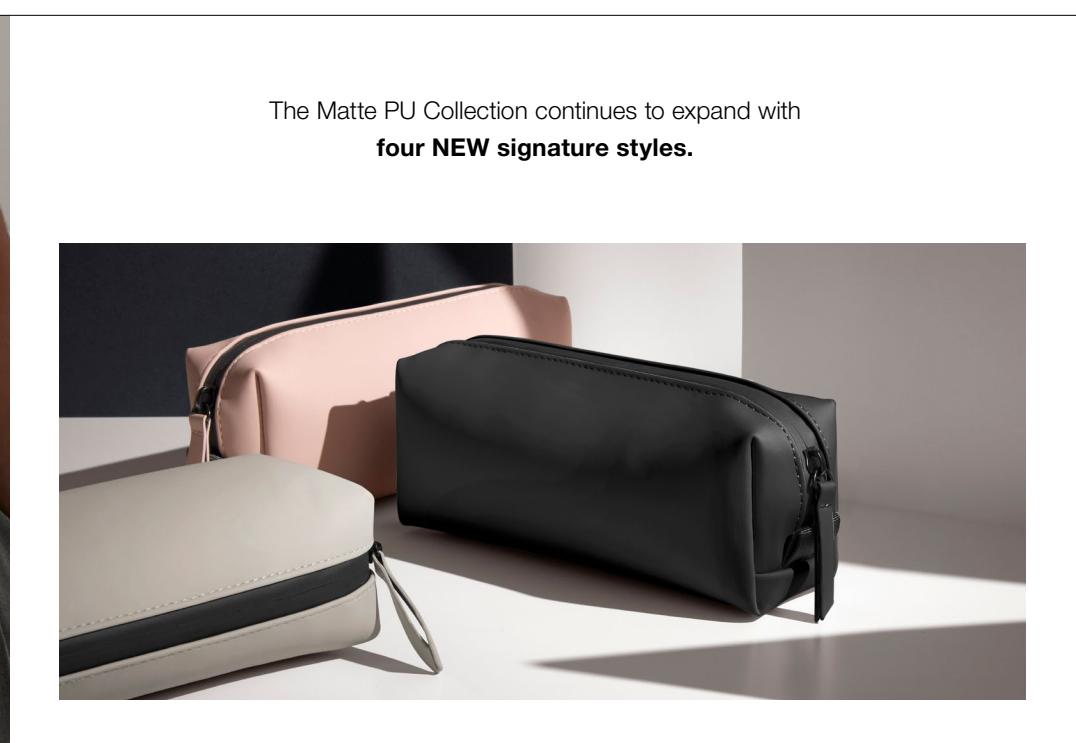
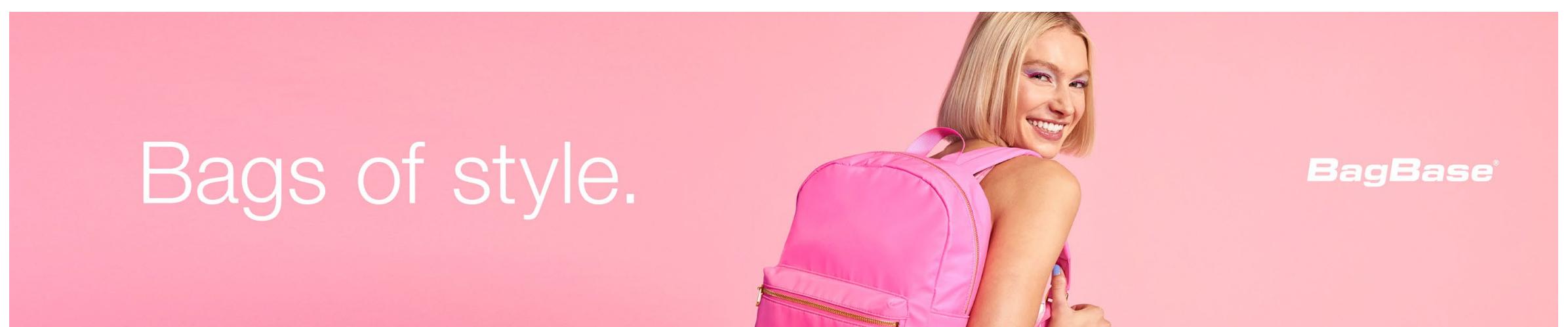
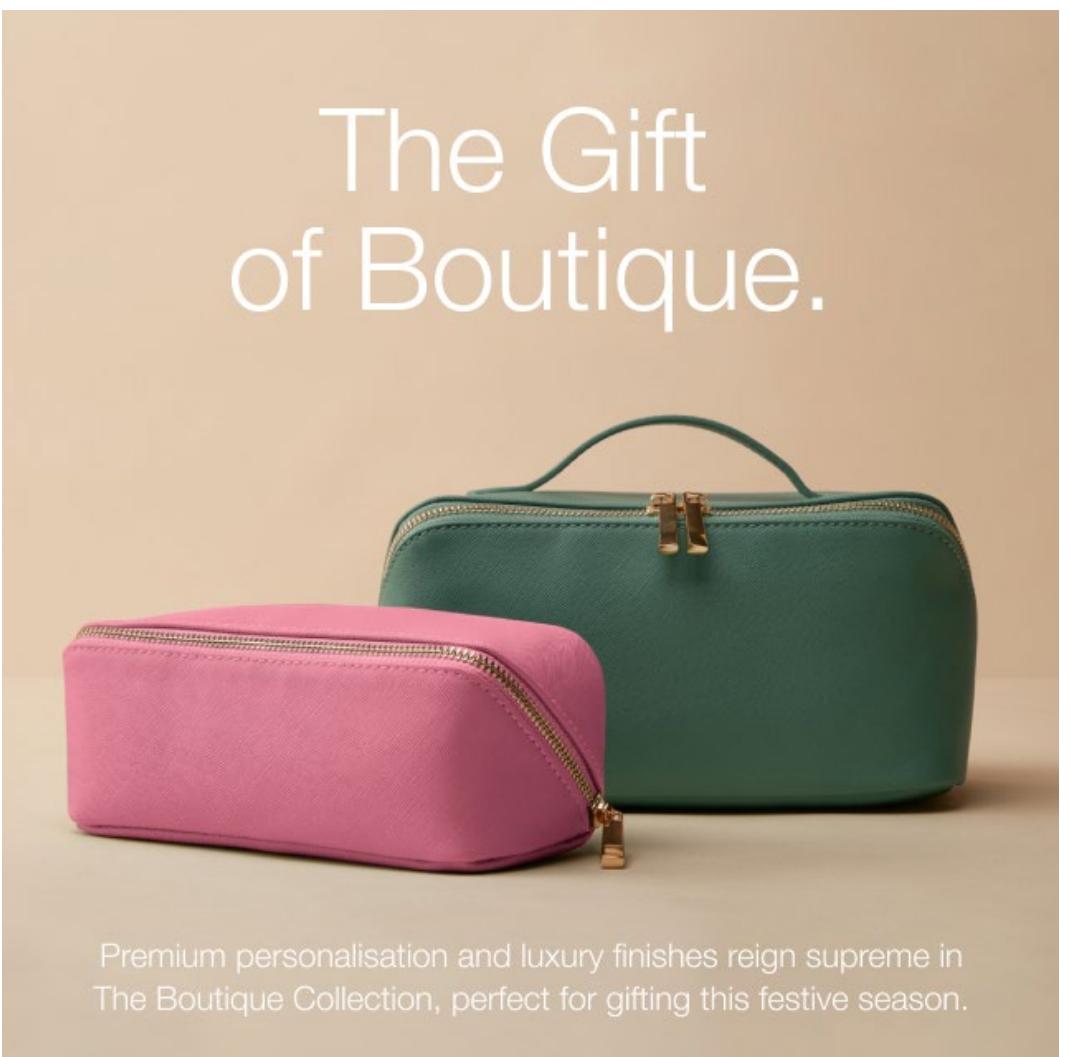
Discover more

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Use type in striking ways to bring the brand to life. Here are two examples of how we use layout and type to help promote new products.



Digital applications come in all different shapes and sizes. Try to give the artwork priority and still allow the text to feel legible. It's ok to place text over a product, so long as a whole the communication makes logical sense.



Art Direction

1 Ecomm

Clean, consistent images created for digital listings, ensuring products are clear, well-lit, to scale and instantly recognisable.

2 Still Life

Stylised compositions that showcase products in curated arrangements, highlighting form, texture, and mood.

3**Product and details**

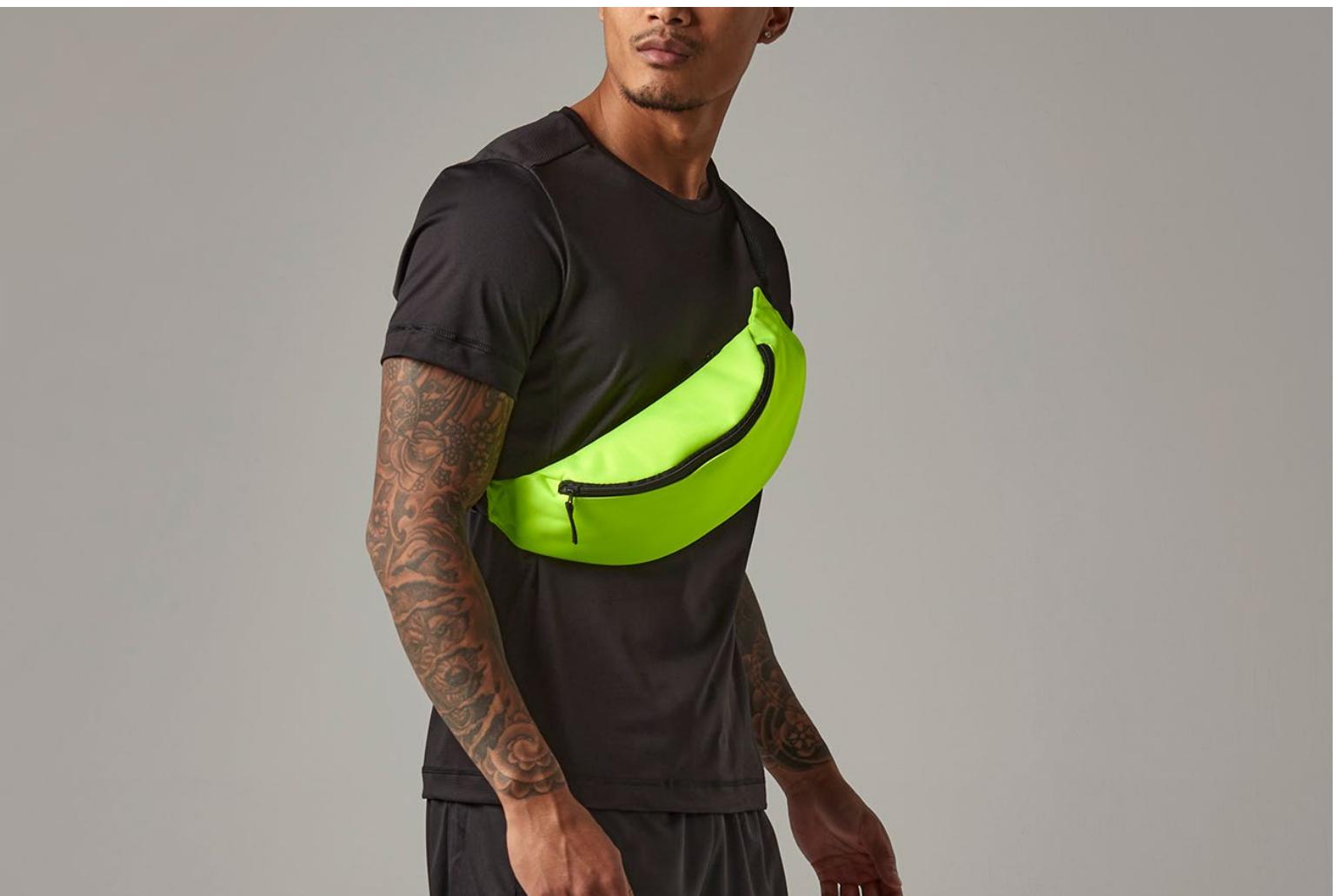
Close-up or focused imagery capturing craftsmanship, materials, and finer features that define quality.

4**Lifestyle**

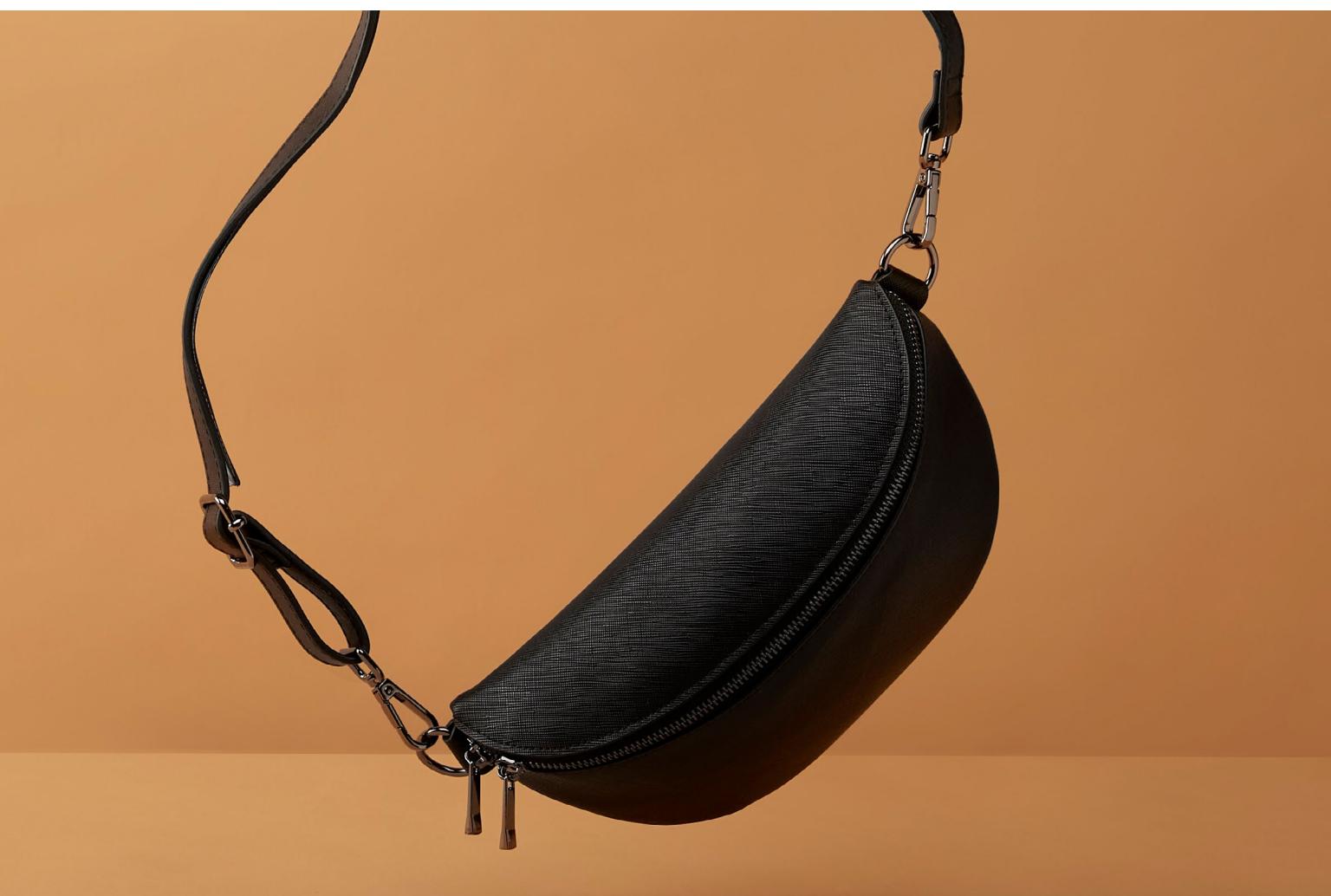
Realistic, model shots of products in everyday use, conveying authenticity, emotional connection and styling.



Clean, consistent images created for digital listings, ensuring products are clear, well-lit, to scale and instantly recognisable.



Stylised compositions that showcase products in curated arrangements, highlighting form, texture, and mood.



Close-up or focused imagery capturing craftsmanship, materials, and finer features that define quality.



Realistic, model shots of products in everyday use, conveying authenticity, emotional connection and styling.



When capturing lifestyle shots, allow for ample negative space to ensure copy can be overlaid cleanly. This space should feel intentional and balanced, without overcrowding the subject. Negative space helps maintain readability and ensures brand messaging integrates seamlessly with the visual. Prioritizing this approach keeps our imagery flexible and consistent across outputs.



BagBase®