SUNDARA

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STYLE GUIDE 2022

Sundara offer thoughtful high quality, well-designed products that are global in mindset and outreach.

BOLD
COLORFUL
EASY
ARTISTIC
PRETTY
CREATIVE

WE ARE

Our logotype is the public identity of Sundara. While many elements of communication contribute to the overall impression people have of the company, this element stands as a signifier for our brand.

Our preferred color for the logotype is indigo.

Trademark should always be added when branding products and in marketing materials.

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PRIMARY LOGO

TRIO

When using the trio version of the mark indigo should be centered with saffron yellow on top and bright pink at the bottom.

ALT OPTIONS

For optimal visibility, consider using these color versions to ensure adequate contrast between the logotype and the background.

FULL SPECTRUM

Consider using the full spectrum version of the logotype when maximum impact is needed.

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ALTERNATES

Equally important to our logotype is the space that surrounds it. The logotype should have ample room to breathe and not be in competition with other "non-branded" graphic elements.

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=x

=x
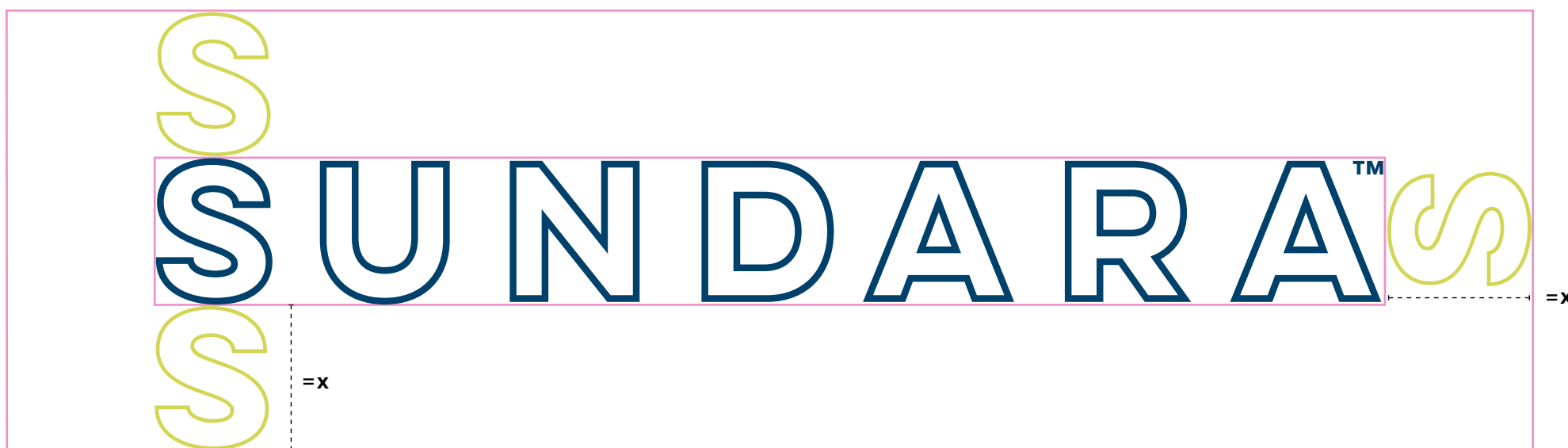
SPACE

Examples here illustrate the Sundara logotype used incorrectly. These examples compromise the logotype's legibility and look cluttered and disjointed.
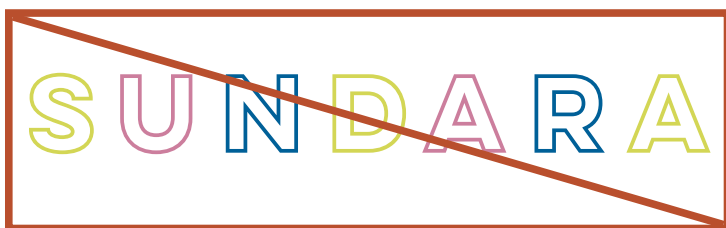
COLORS
Do not mix branded colors within a single mark.

SPACING AND STRETCHING
Do not change the letterspacing or stretch the letterforms of the logotype.

BACKGROUNDS AND FILLS
Do not use a mark when the background is too similar for legibility. Do not fill in the logotype.

DON'TS

LULO CLEAN OUTLINE BOLD

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

PROXIMA NOVA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ORIGINAL LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography is a strong extension of our brand personality. We use the Lulo Clean Outline Bold as our logotype. Proxima Nova Medium and the Original Light typefaces are used for secondary information such as product descriptions, quotes, and captions. These typefaces help us communicate ideas in an modern and pretty way.

TYPOGRAPHY

Color is key component of the Sundara identity. Our primary colors should be used for top-line communications whenever possible. Additional colors can be used for backgrounds and accents in various tints.

PRINT
PANTONE 535 U
PANTONE 535 C
CMYK 00•00•00•00
....
DIGITAL
RGB 136•140•181
HEX #888CB5

PRINT
PANTONE 401 U
PANTONE 401 C
CMYK 00•00•00•00
....
DIGITAL
RGB 172•161•152
HEX #ACA198

PRINT
PANTONE 7432 U
PANTONE 7431 C
CMYK 00•00•00•00
....
DIGITAL
RGB 204•126•157
HEX #CC7E9D

PRINT
PANTONE 488 U
PANTONE488 C
CMYK 00•00•00•00
....
DIGITAL
RGB 239•184•168
HEX #EFB8A8

PRINT
PANTONE 7584 U
PANTONE 7591 C
CMYK 00•00•00•00
....
DIGITAL
RGB 196•124•90
HEX #C47C5A

PRINT
PANTONE 7619 U
PANTONE 7607 C
CMYK 00•00•00•00
....
DIGITAL
RGB 170•72•62
HEX #AA483E

PRINT
PANTONE 7747 U
PANTONE 7748 C
CMYK 00•00•00•00
....
DIGITAL
RGB 101•102•54
HEX #656636

PRINT
PANTONE 557 U
PANTONE 557 C
CMYK 00•00•00•00
....
DIGITAL
RGB 133•175•154
HEX #85AF9A

PRINT
PANTONE 584 U
PANTONE 5841 C
CMYK 00•00•00•00
....
DIGITAL
RGB 211•214•85
HEX #D3D655

PRINT
PANTONE 301 U
PANTONE 7692 C
CMYK 00•00•00•00
....
DIGITAL
RGB 0•65•107
HEX #00416B

PRINT
PANTONE 7690 U
PANTONE 7690 C
CMYK 00•00•00•00
....
DIGITAL
RGB 0•96•152
HEX #006098

PRINT
PANTONE 630 U
PANTONE 630 C
CMYK 00•00•00•00
....
DIGITAL
RGB 116•195•213
HEX #74C3D5

COLOR PALETTE

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TEXTILES

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TEXTILES

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TEXTILES

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2,663 Posts 27.6K Followers 473 Following

Sundara Textiles

art connects
women to the
past present
& future

when you lift
women
you lift
humanity

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MARKETING SUPPORT

Our style guidelines illustrate how to apply the visual components of our brand, with specific directions on how to use our logotype, colors and typefaces in various situations. It's important to seek assistance if you plan to use the logotype in any media advertisements, in product development or in other external applications. For further information or to obtain artwork, please contact us at hello@sundara.com