

# BRAND GUIDELINES



“Spin X: Focus, Relax, Enjoy.”



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## BRAND STORY & VALUES

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### BRAND STORY

Spin X was founded with the simple goal of creating high-quality, innovative fidget spinners that help people find focus, relieve stress, and add a bit of fun to their day. Designed for people of all ages, Spin X's products are more than just toys; they are tools for relaxation and mindfulness. Whether used by children at school, adults in the office, or anyone seeking a moment of calm, Spin X aims to provide an experience that promotes mental well-being.

Tagline: "Spin X: Focus, Relax, Enjoy."

### BRAND VALUES

Innovation: Spin X is always exploring new ways to improve the fidgeting experience, developing spinners with unique designs and features.

Quality: Each Spin X product is crafted using durable materials for long-lasting performance.

Mindfulness: We believe in the power of mindfulness, and our products are designed to help users center their thoughts, reduce stress, and remain calm in the moment.

Inclusivity: Spin X is for everyone, regardless of age, background, or experience. Our products are universally designed to help people from all walks of life focus, relax, and enjoy life.



## LOGO USAGE

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### Logo Variants

Primary Logo: This is the most commonly used version of the logo, to be used across all primary brand materials.



Vertical Logo: This version could have the symbol positioned above the wordmark (e.g., the spinning symbol with “SPIN X” underneath), which is often useful in tight or square spaces (e.g., social media profile images, or square formats).



Symbol Only: Just the symbol portion of the logo, used when the full logo is not required or space is limited (e.g., app icons or smaller branding applications).



Monochrome Version: A black-and-white or white-on-black version of the logo, ideal for single-color printing or environments where full-color is not an option.






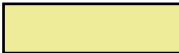



## COLOR SPECIFICATIONS


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THE SYMBOL ITSELF HAS FIVE COLORS, WHILE THE WORDMARK HAS JUST ONE. THE COLOR SPECIFICATIONS ARE SEEN BELOW:

### SYMBOL:

1. HEX = #EB852A  
R= 235      G= 133      B= 42        
C= 4.68      M= 57.16      Y= 96.63      K= 0.05
2. HEX = #DF9936  
R= 223      G= 153      B= 54        
C= 11.29      M= 43.34      Y= 92.61      K= 0.18
3. HEX = #E5A05E  
R= 229      G= 173      B= 94        
C= 9.83      M= 33.15      Y= 73.16      K= 0
4. HEX = #EEEEB9  
R= 238      G= 235      B= 153        
C= 7.9      M= 1.48      Y= 50.22      K= 0
5. HEX = #D3EBA0  
R= 211      G= 235      B= 160        
C= 19      M= 0      Y= 46.84      K= 0

### WORDMARK:

HEX = #3A00C2  
R= 58      G= 0      B= 194        
C= 87.04      M= 89.03      Y= 0      K= 0      5



## USAGE GUIDELINES

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### Do's and Don'ts

#### Do's:

Ensure there is sufficient contrast between the logo and the background to maintain readability.

Use the logo in its approved color variations (full color, one-color, or monochrome).

Maintain the proportions of the logo. Do not stretch, distort, or skew it.

#### Don'ts:

Never stretch, distort, or skew the logo to fit spaces.



Do not change the logo's colors or use non-approved variations.



Do not place the logo on backgrounds with low contrast.



Do not apply effects like gradients, drop shadows, or 3D transformations unless specifically approved.



## TYPOGRAPHY

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### Primary Typeface:

Gabriola: Use Gabriola for headings, subheadings, and larger text elements. Gabriola has a stylish, elegant feel with its script-like features, which will work well for a brand that conveys creativity and mindfulness.

Weight: Gabriola is a decorative font with varying strokes, so keep it to a bold weight for headings or important elements.

### Secondary Typeface:

You may use Roboto for body text or smaller-sized text if needed, as it balances well with Gabriola and is more readable in long-form text. However, if you want to keep the style consistent throughout, Gabriola can also work for body text—just make sure it's large enough to maintain legibility. If you opt to use Gabriola for both headings and body text, ensure the size difference is clear (e.g., headings at 24-36pt and body text at 18pt).

### Font Sizes & Weights:

Headings: Use Gabriola Bold in 24pt to 36pt. This will help them stand out and provide a sense of elegance and distinction.

Subheadings: Gabriola Regular or Bold in 18 to 20pt.

Body Text: You can use Roboto Slab in 12pt or Gabriola Regular in 18pt for the main body copy, but ensure it is spaced well for readability.

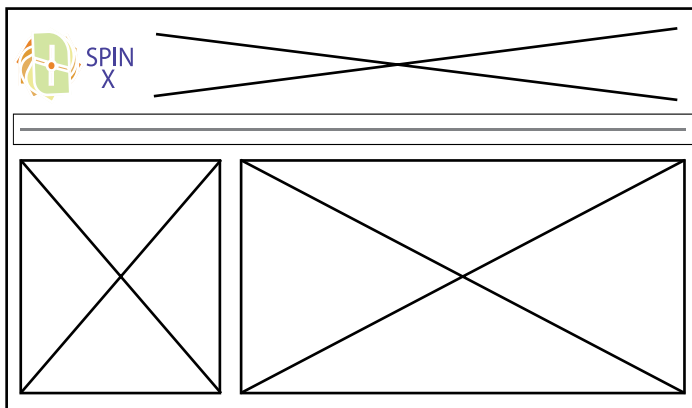


## MERCHANDISE AND APPLICATION

### MERCHANDISE



### APPLICATION FOR WEB



### APPLICATION FOR PRINT

