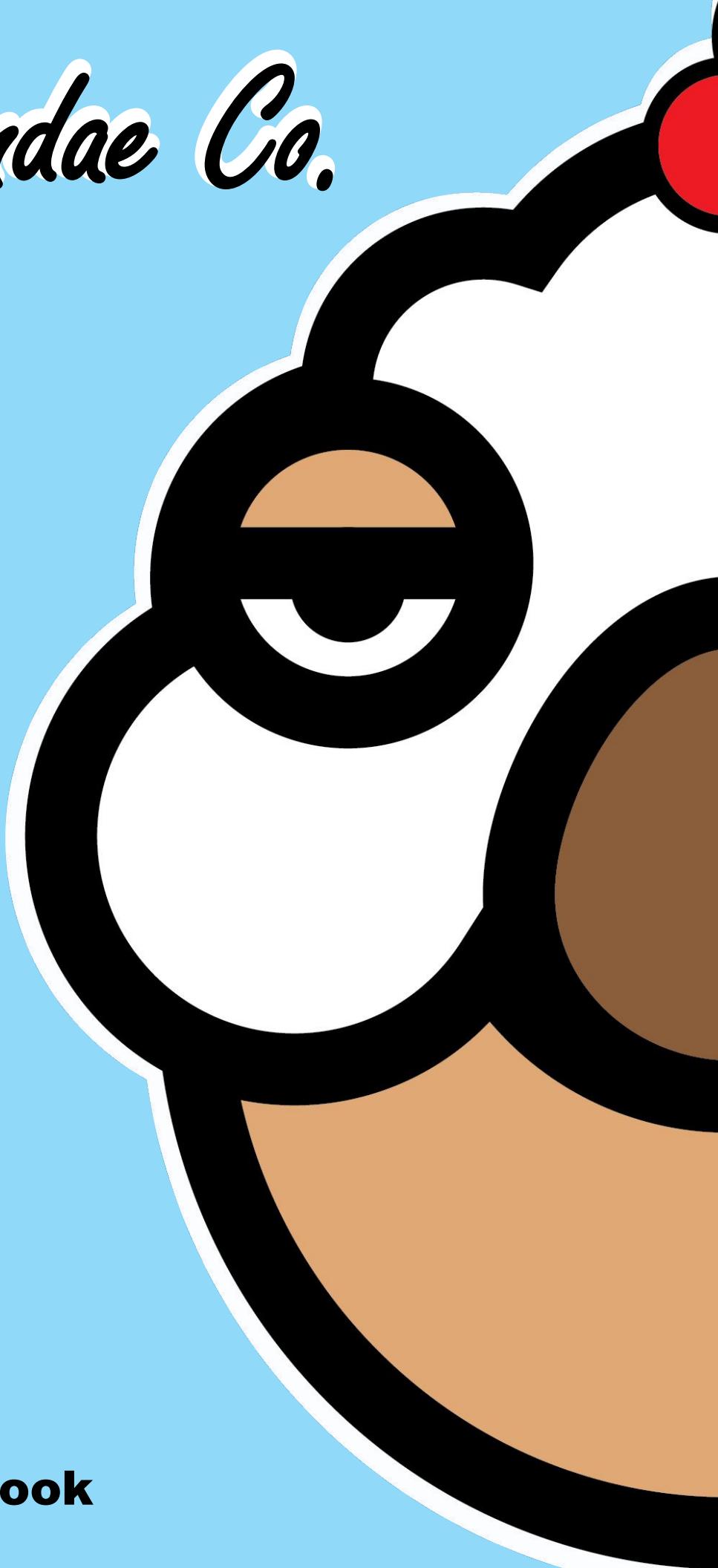


Lazy Sundae Co.



Brand Guide Book

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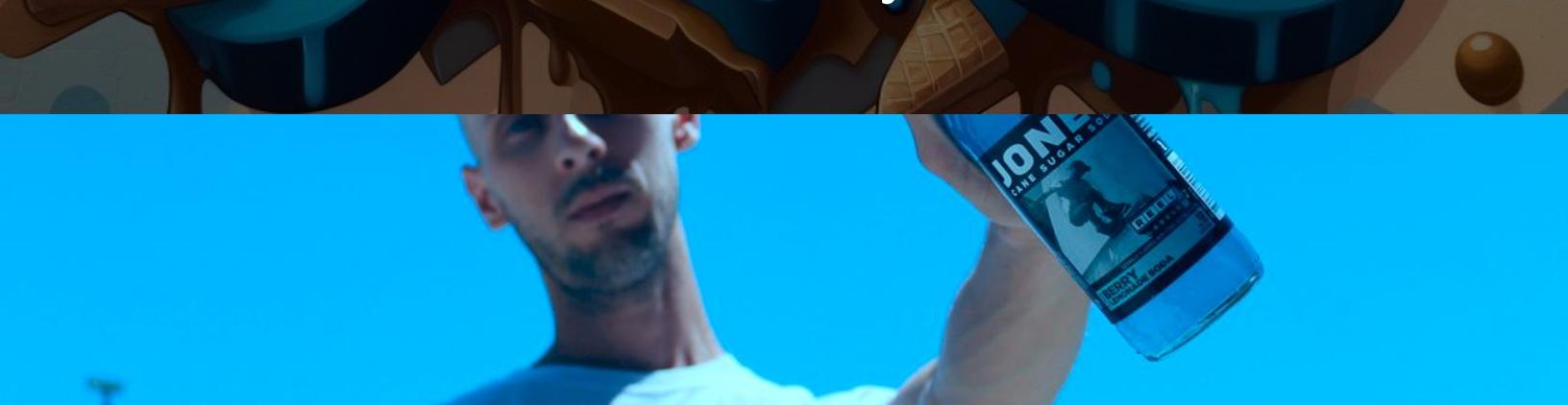
- 1 Title
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Lazy Sundae isn't about flashy logos or ostentatious designs. Instead, it celebrates the understated.

CULTURE

Imagine strolling through the eclectic neighborhoods of Vancouver, sipping a latte, and feeling effortlessly cool. That's the essence of Lazy Sundae.



OUR MISSION

At Lazy Sundae, we believe in the power of comfort and style intertwined effortlessly. Our mission is to craft streetwear that not only reflects the laid-back vibes of lazy Sundays but also embodies the vibrant energy of urban culture. We aim to inspire confidence and individuality through our clothing, empowering our customers to express themselves authentically.

As advocates of sustainability, we are dedicated to reducing our environmental footprint by sourcing eco-friendly materials and implementing ethical production practices. Through conscious choices, we aspire to contribute positively to both our community and the planet.

History

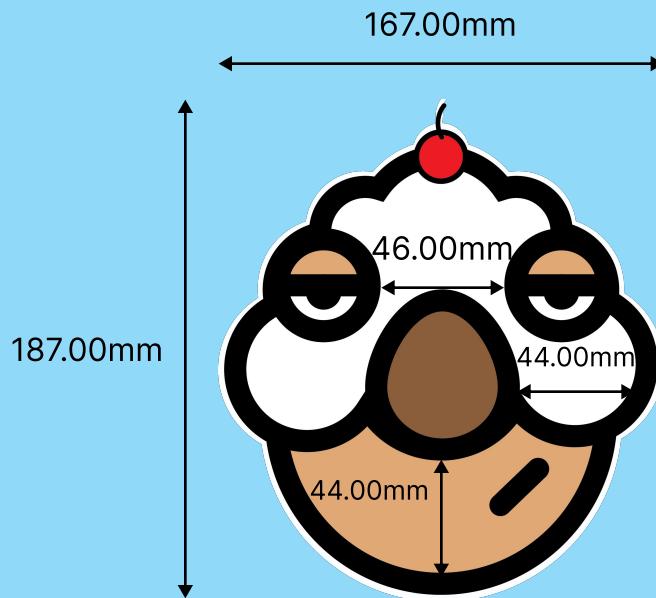
Founded in the vibrant city of Vancouver, British Columbia, during the early 2000s, Lazy Sundae emerged as a rebellious response to the mainstream fashion scene. Its founders—two creative souls with a shared love for comfort and style—set out to redefine streetwear.

Aesthetic

Lazy Sundae isn't about flashy logos or ostentatious designs. Instead, it celebrates the understated. Imagine strolling through the eclectic neighborhoods of Vancouver, sipping a latte, and feeling effortlessly cool. That's the essence of Lazy Sundae.

Collaboration

Lazy Sundae didn't stop at clothing. They collaborated with local artists, musicians, and even skateboarders. Their limited-edition artist-designed hoodies became collectors' items, and their skate decks adorned the walls of hip boutiques.

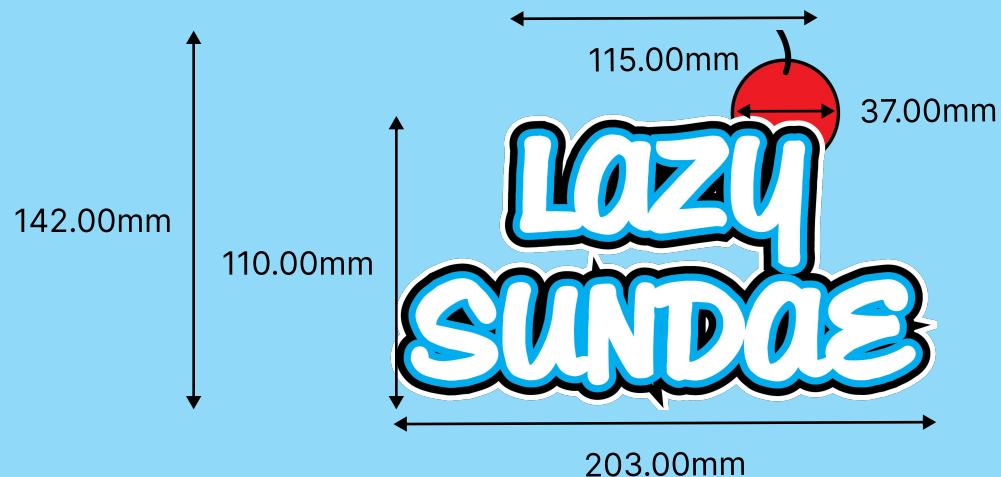


- Minimum scale is 83.5 x 93.5

LOGO

Dimensions

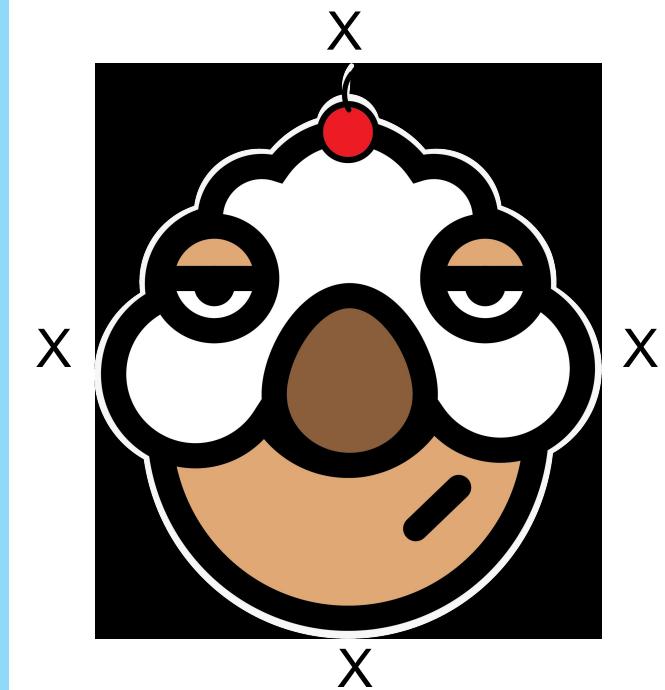
Either logo (Font or image) can be scaled infinitely



- Minimum scale is 57.5mm x 71mm

CLEAR SPACE

- Clear space is indicated by X
- On smallest scale of each, clear space is 10.00mm and scales up indefinitely with logo sizes



Clear space for Pictorial mark logo



Clear space for Word mark logo



LOGO USE

Misuse of logo is demonstrated above:

- Does not respect the use of clear space even when both logos are used
- Colours have been altered. If one color is altered then entire logo is null
- Scaling of logo(s) have been altered on either axis
- Any combination of the misuse indicators
- Any deviation from original colours, measurements and breach of clear space

Fair Use Includes:

- Original scale and respect of clear space
- re-arranged colours of logo(s) as long as prescribed company colours are used (Columbia Blue, Manhattan, White, Black and Red)

Colour: Colombia Blue
HEX: #91D9F8
RGB: 145,217,248
CMYK: 0.42,0.12,0,0.03

Colour: Manhattan
HEX: #DFA874
RGB: 223,168,116
CMYK: 0,0.25,0.48,0.13

Colour: White
HEX: #FFFFFF
RGB: 255,255,255
CMYK: 0, 0, 0, 0

Colour: Black
HEX: #000000
RGB: 0,0,0
CMYK: 0, 0, 0, 1

Colour: Red
HEX: #FF0000
RGB: 255,0,0
CMYK: 0,1,1,0

COLOUR

Colours displayed here will be used to represent the company and affiliated as such with merch/ likeness

FREESTYLE SCRIPT

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz
1 2 3 4 5 6 7 8 9

Will be used mainly for flavour text and headers or titles.

TYPOGRAPHY

ARIAL

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz
1 2 3 4 5 6 7 8 9

Will be used mainly for body text or captions



URBAN & LAZY



 x 

Urban Comfort

Blending comfort with forever trends in partnership with crocs. Being stylish couldn't be more comfortable

[Shop The Collection](#)

TONE

Zendesk: A joyful and friendly tone.

Email

- Use of professional language for body text
- Playful but respectful verbage for slogans and captions
- Use collective pronouns when referring to company (Us, We, Our)

Image

- Use of friends in merchandise in urban setting
- Use ages 18 - 40 for clothing models
- Bright tones and merch seen clearly with clean and pastel colours

Voice

- Young adult voice for narration
- Millennial focused vocabulary
- Avoid using very trendy words and steer more towards timeless words
- Music: (Funk, EDM, Skater punk) and instrumental.

SEARCH ENGINE

Words used in search engines to help with brand visibility as well as words affiliated to the brand

- Lazy
- Sundae
- Sunday
- Streetwear
- Urban
- Lifestyle
- Skater
- Casual
- Light Blue
- Light Brown
- Clothing
- Street
- City
- Vancouver
- North American
- Style
- Brand
- Sweater
- Hoodie
- Beanie
- Bag
- Backpack

Everyday Touchpoints

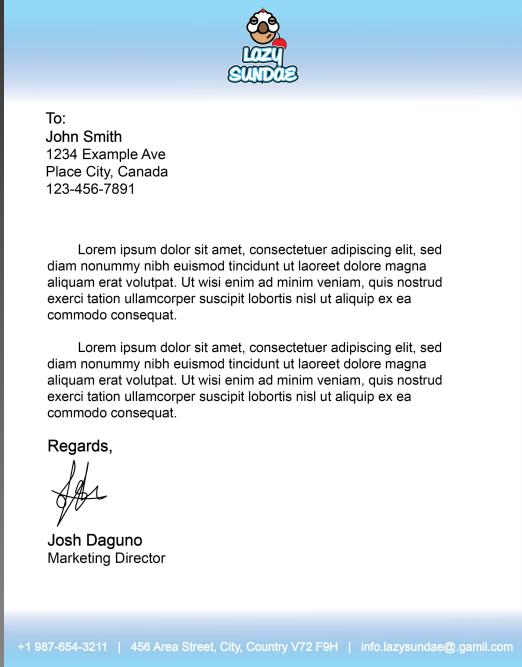


Bus stop advert board

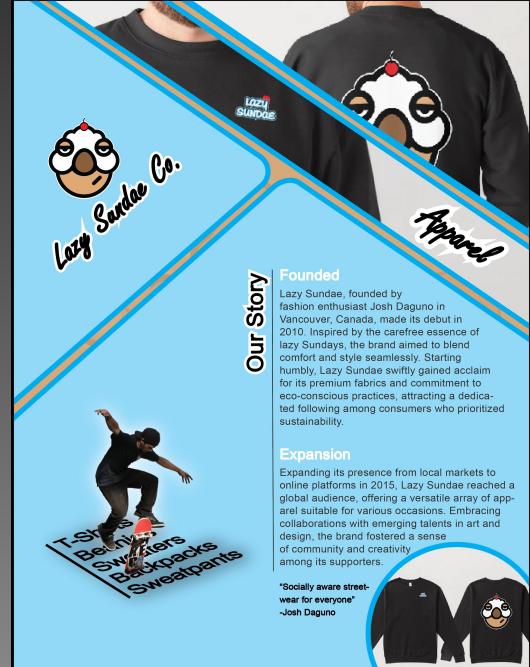


Branded company vehicle

Branded Corporate supplies



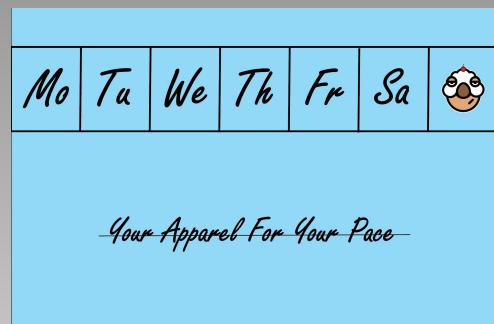
Letterhead



Newsletter



Business Cards



Postcard

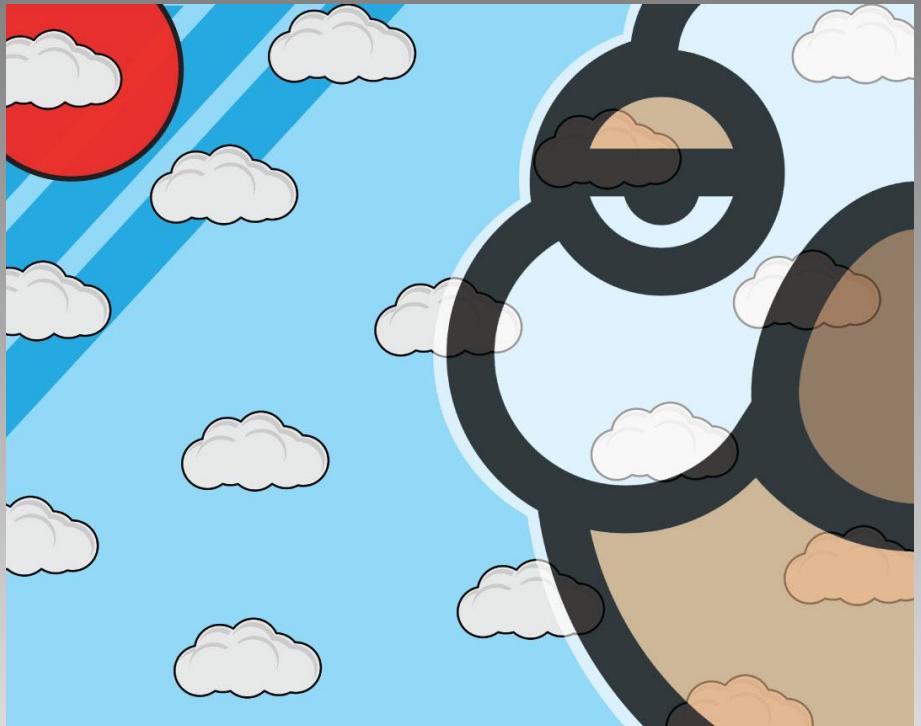
Convention Booth



Verticle Banner



Horizontal Banner



Booth Backdrop

SAMPLE MERCH



Crewneck (back)



Crewneck (Front)



T-Shirt



Beanie



Beanie Variant