



Brand Guidelines

Norene Esquivel
101392233

Trickee Srijani Patels Skateshop

Starting up-privately owned skateboard shop. Target audience of the youth and young adults from ages 12-25. Skateboard and tshirts are being sold in the shop located at Queen St. W. near Liberty Village, Toronto.

Brand Attributes

Bold
Gritty
Rustic

Positioning Statement

Skate with passion

The Corporate Mark

Process Colour

Blue: C: 100 M: 100 Y: 0 K: 27

Magenta: C: 67 M: 100 Y: 0 K: 27

Screen Colour

Blue: R: 0 G: 0 B: 187

Magenta: R: 62 G: 0 B: 187

Web Colour

Blue: Hex: 0000BB

Magenta: Hex: 3E00BB

When the corporate colours are unavailable use only 100% black.

Use only the official reverse on dark grounds.



The Corporate Mark

Spatial Integrity

Always leave a blank space of at least 25% of the longest dimension on all sides of the mark.



Minimum Size

Do not reproduce the mark any smaller than one inch based on the longest side.



1 inch

The Corporate Mark

Brand Signature

Use only the official colour, positioning and size when the Positioning Statement is combined with the corporate mark.



Minimum Size

Do not reproduce the brand signature any smaller than 1.5 inches based on the longest dimension.



The Colour Palette

Primary Colour



C-75 M-43 Y-25 K-2
R-74 G-126 B-158
HEX: 4a7e9e

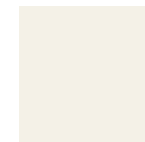
Secondary Colours



C-31 M-84 Y-72 K-28
R-139 G-58 B-58
HEX: 843737



C-75 M-58 Y-62 K-50
R-49 G-62 B-61
HEX: 313e3d



C-3 M-3 Y-8 K-0
R-245 G-241 B-231
HEX: f5f1e7

Typographic Specifications

Display Type

Used for prominent text
such as headlines.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Trade Gothic Next Bold

Body Text Typeface

Used for smaller text such as body
copy and captions.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

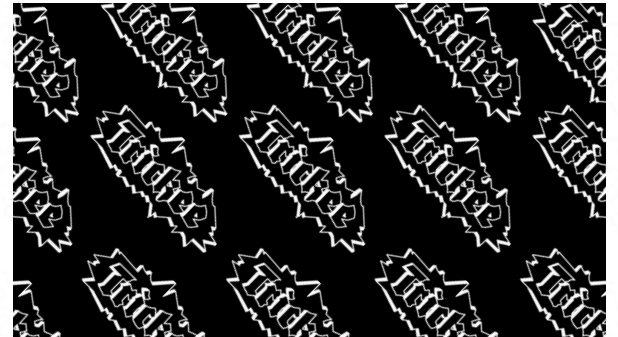
Trade Gothic Next Regular

Imagery

Patterns



Pattern A



Pattern B

Mix & Match Icons



Icon A



Icon B



Icon C



Icon D

Stationery

Letterhead



Stationery

Business Card



Front



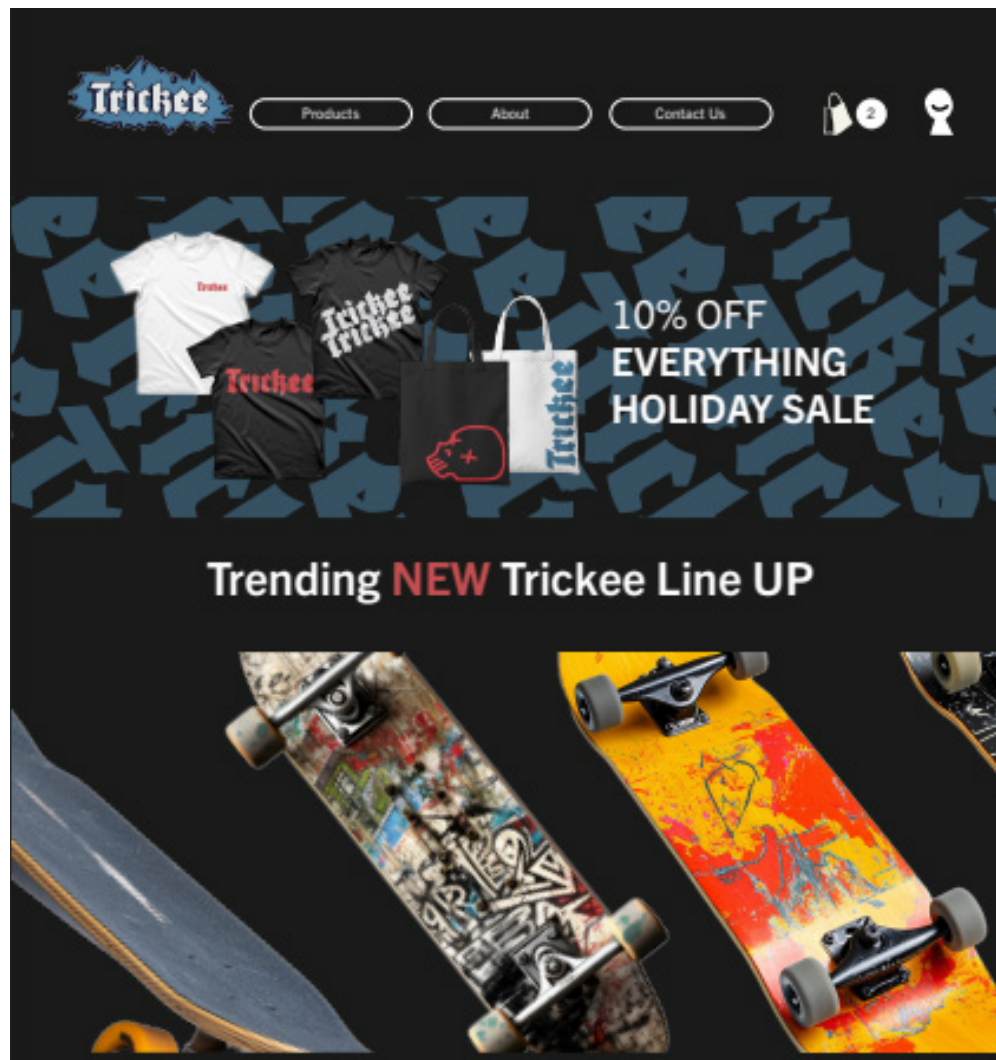
Back

Email Signature



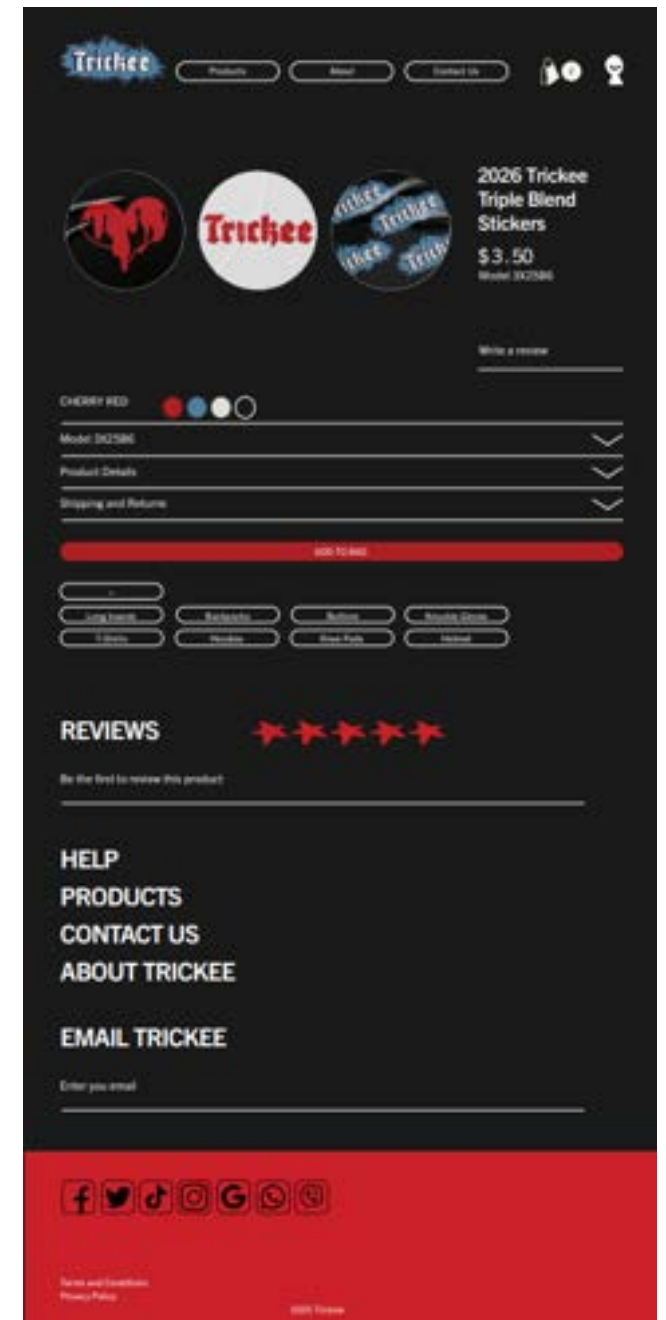
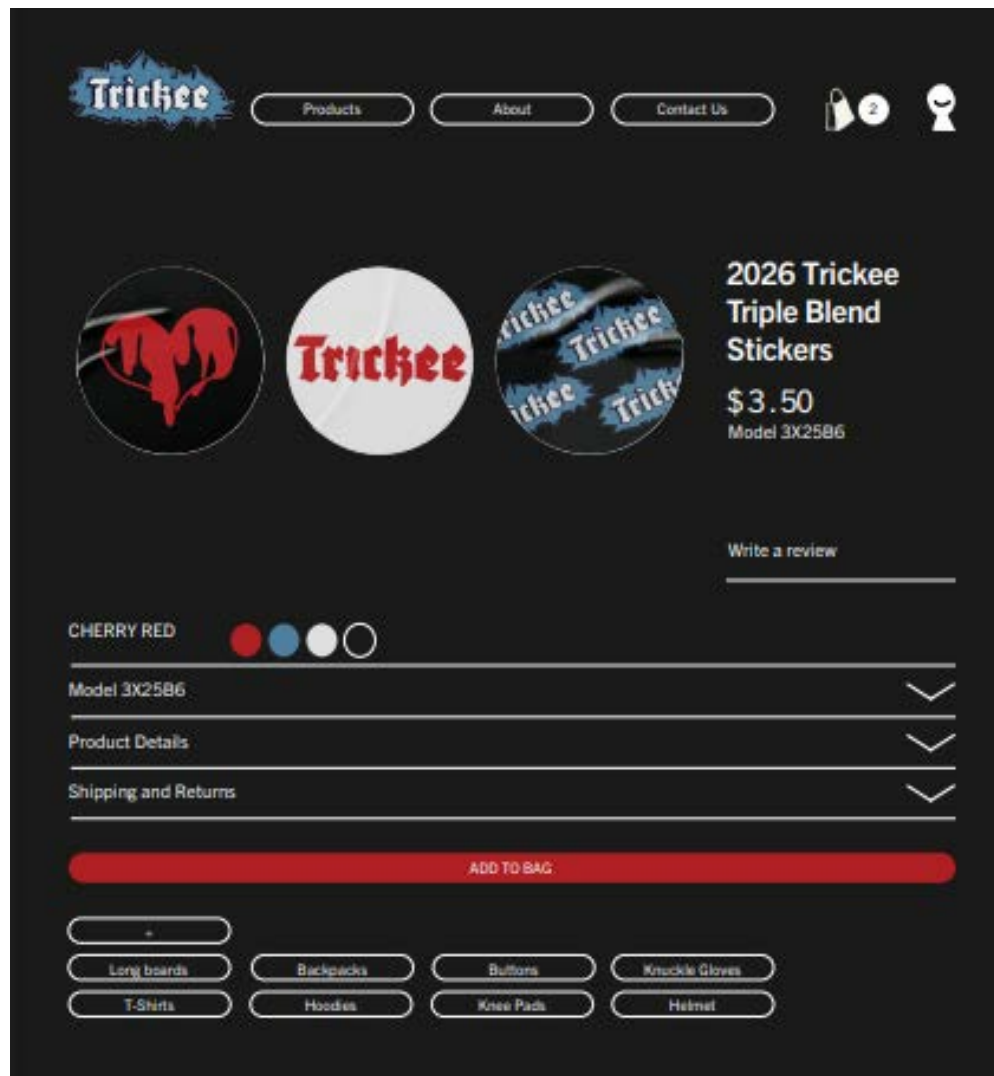
Website

Home page



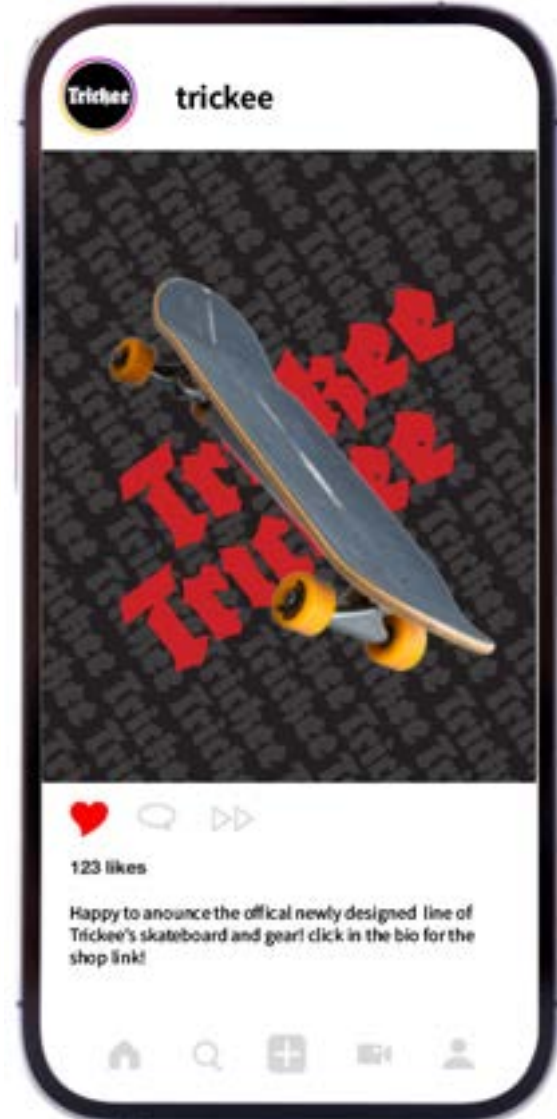
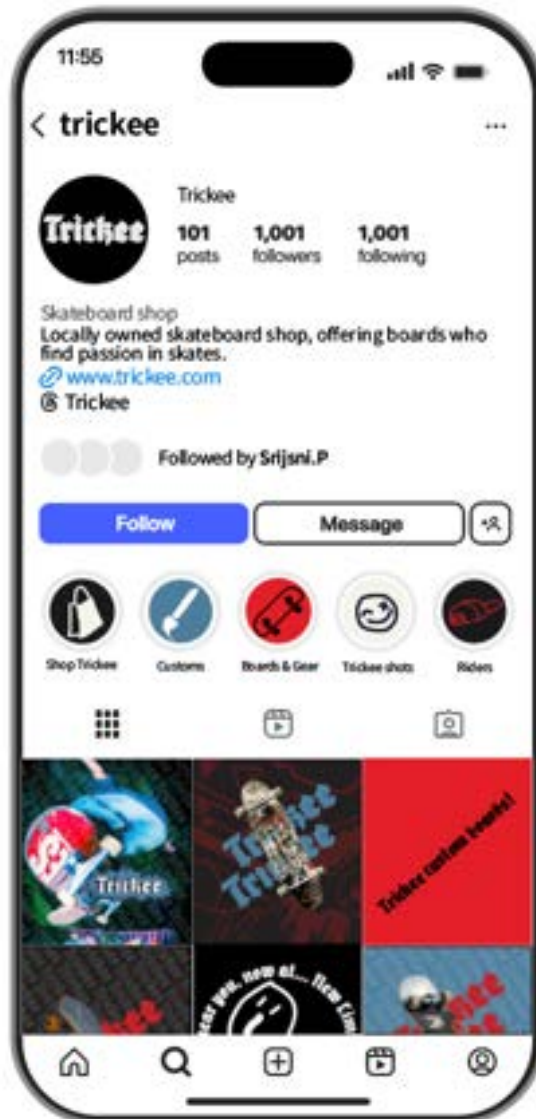
Website

Product page



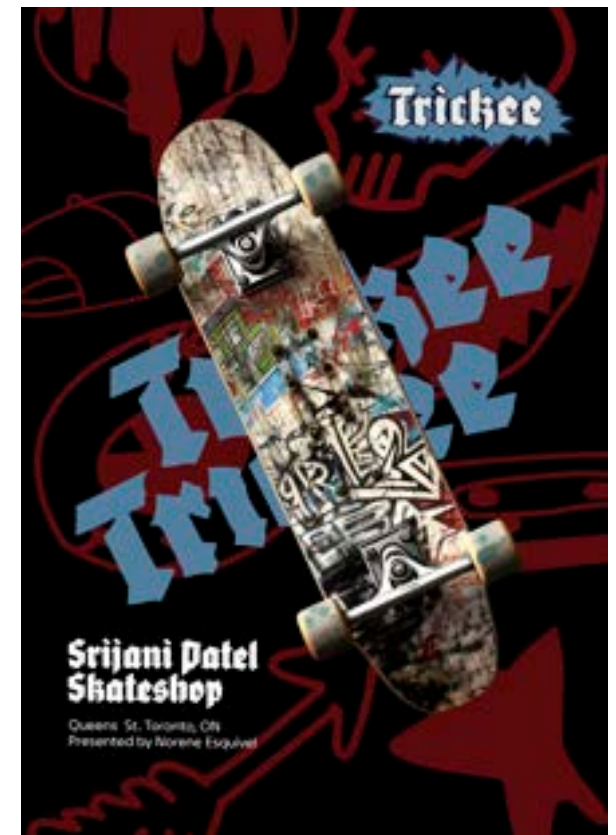
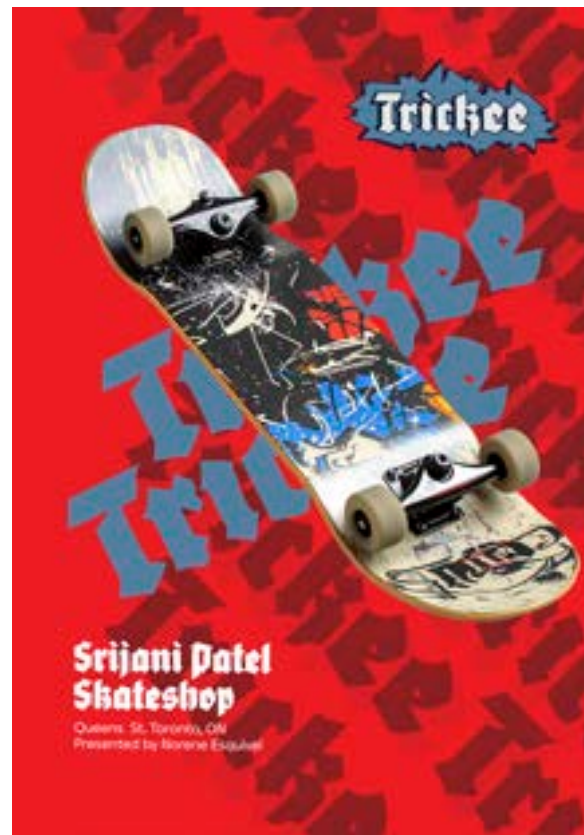
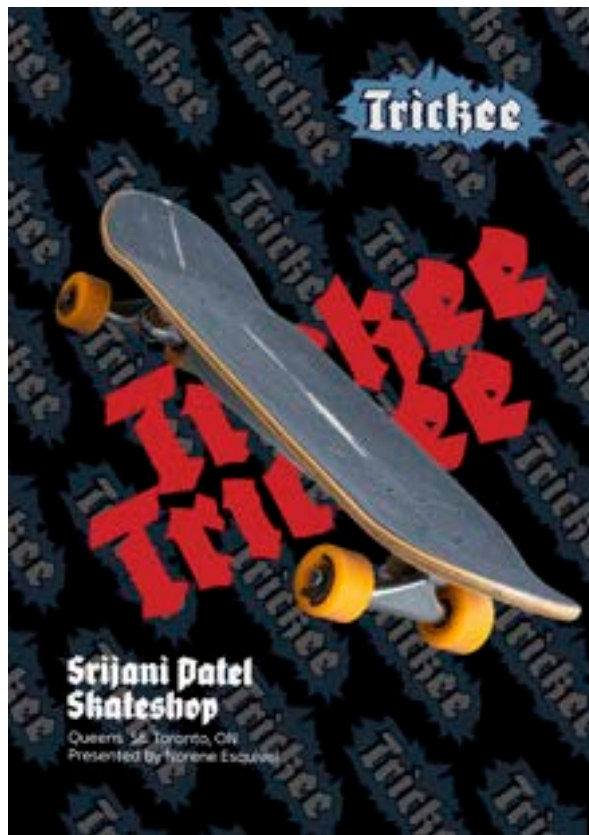
Social Media

6 Instagram posts, plus captions



Posters

Series of three posters



Visual Assets

Buttons and Stickers



Visual Assets

Tote Bags and T-shirt

