

# Corporate Identity



Sunny.



# Corporate identity

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# Sunny.

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# Branding

These values are the core of Sunnys branding and should be communicated. Starting with the name:

## Sunny.

And the slogan :

## The bright side of socks

To specify the short and long term goals of Sunny, a mission and vision is described:

### Mission

Sunny's mission is to brighten peoples day by providing high quality, ethically produced socks.

### Vision

Sunny's vision is to produce ethical and sustainable socks that are available for everybody.

To communicate all that Sunny is, in a consistant way, a visual branding is developed. The following pages describe the guidelines of the visual branding.

Branding is the feeling someone gets when thinking of Sunny. It goes beyond the product that is being sold. It is about the values that a brand communicates.

Sunny's brand values:

### Positive

Positivity is part of our DNA. Sunny likes to look on the bright side. Every problem is an oppurtunity to come up with a solution.

### Colorful

We like to add some color to one of the the most everyday moments of life: putting on your socks. We add literal color by designing simple basic white socks a pop of color.

### Beneficial

We like win-win situations. When we produce and sell our socks it is beneficial for everyone involved. The sells person has a nice job. The raw materials are gained in such a way it does not harm the earth. The production is done with the environment in mind and with an honest waige for the people working in the factories. The shops that sell our sock make a fair provit. And last but not least: the costumer gets high quality socks for a fair price.

# Logo usage

Sunny's logo is simplistic and only consists of typography. There are two versions of the logo: the one with the slogan, and one without. In combination with white.

The logo is always presented in the brand colors. Only when the design has to be in black and white, only then the logo may be black. Or white on a black background.

The version without the slogan may be used at a minimum width of 20 mm. The logo with the slogan can only be used at a minimum width of 50 cm.

More specifications about how not to use the logo can be seen on the right page.

Sunny.

Sunny.  
the bright side of socks

Sunny.  
the bright side of socks

⊗ Sunny.

Never stretch the logo out of proportion.

⊗ Sunny.  
the bright side of socks

Never change the position of the slogan.

⊗ Sunny.

Never use different colors within the logo.

⊗ Sunny.  
the bright side of socks

Always mind the minimum width of the logo.

⊗ Sunny.

The logo should always be combined with white. This means that the logo should be white on a colored background. Or the logo should be colored on a white background.

⊗ Sunny.  
the bright side of socks

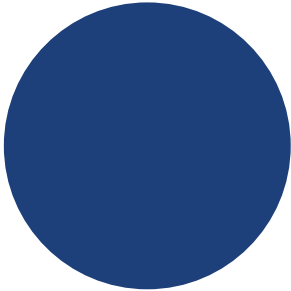
The logo can't be used rotated.

⊗ Sunny.

Only use the brand colors.

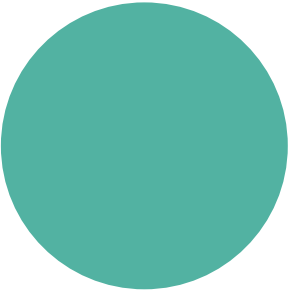
# Color guidelines

Sunny's corporate design consists of 5 colors.  
Each of these colores are ombination with white.  
The logo



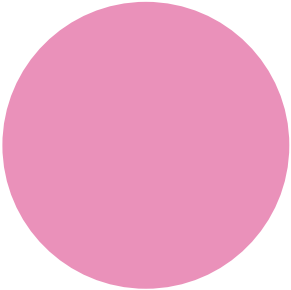
**Blue**

CMYK 100 86 24 9  
RGB 30 64 122  
HEX 1e407a



**Green**

CMYK 67 8 43 0  
RGB 79 178 162  
HEX 51b2a2



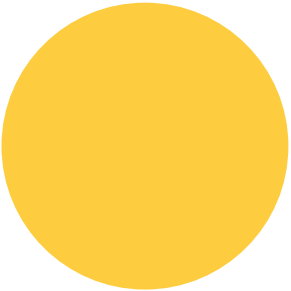
**Pink**

CMYK 4 54 2 0  
RGB 233 144 185  
HEX e990b9



**Orange**

CMYK 0 80 84 0  
RGB 241 91 57  
HEX f15b39



**Yellow**

CMYK 1 19 86 0  
RGB 254 205 62  
HEX fecd3e

# Typography

Within the typeface Nexa, two fonts are used: Nexa bold and Nexa light. The bold font is used for titles and subtitles or to emphasize specific words. Nexa light is used for the body text.

The typography is always presented in the brand colors. Only when the design has to be in black and white, only then the logo may be black. Or white on a black background.

## Nexa bold

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 0

## Nexa light

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 0

# Illustrations

The main illustration is the visualisation of the Sunny sock. At the moment this is the only illustration within the corporate identity. But many more may come.

Illustrations are always presented in the brand colors. Only when the design has to be in black and white, only then the logo may be black. Or white on a black background.

The illustrations may be combined with a colored illustration on a colored background. And used single or in multitude. They may also be rotated.

More specifications about how to use the illustrations can be seen on the right page.



Never stretch the illustration out of proportion.



The illustrations can be rotated or mirrored.



Never use different colors within the illustration.



A colored illustration can be combined with a colored background.



Only use the brand colors.



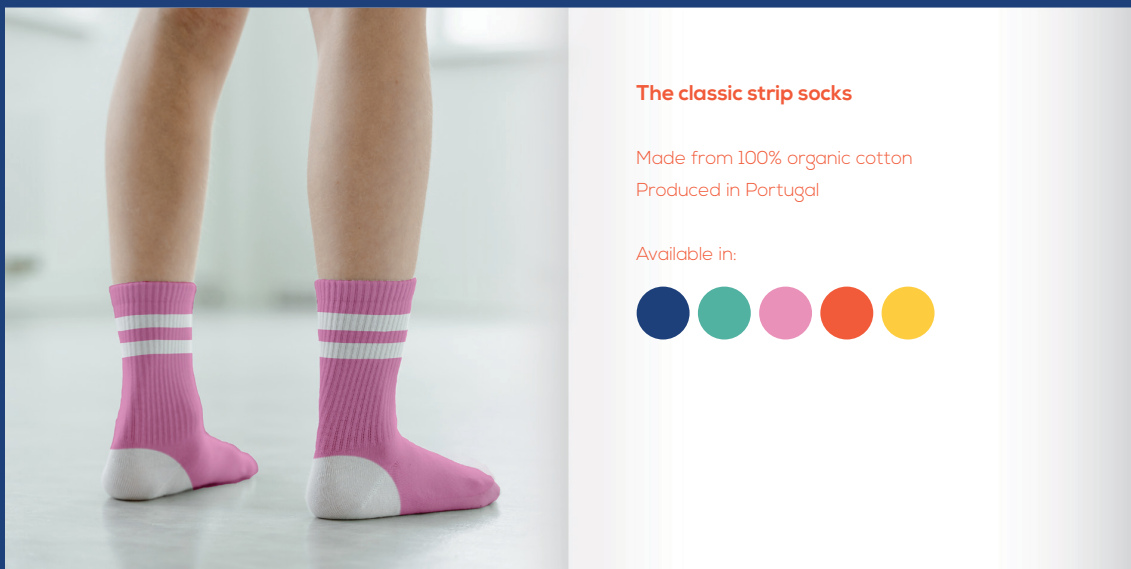
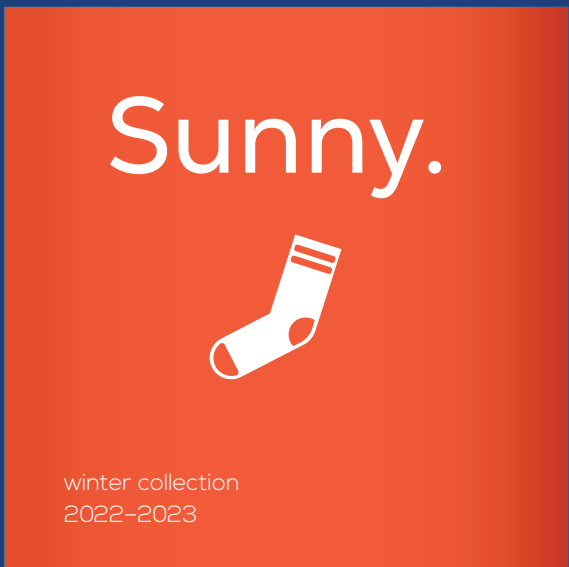
# Application

Some examples of real life Sunny designs.

Bussines cards:



Catalog of the winter collection:



Packaging:



Packaging:





Sunny.