CHICO

Brand Guide
2019

WELCOME!

MEET CHICO!

Chico is our brand ambassador and the star of the show! Chico is a friendly, playful, and affectionate 2yr old Peka-Tzu Chorkie. Jen Dafoe wrote about Chico's adventures to help children feel better about hospital visits. To make sure more books can get to more children, Chico's brand will be re-invented. This document will provide the specifications on the brandguidelines to be followed, so the brand remains consistent.

Fonts.

Reenie Beanie

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstu-vwxyz1234567890'?'"!"(%)[#]{@}/¿\<-+÷×=>®©$€£¥¢:;,.*

Didact Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstu-vwxyz1234567890'?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

Chico is a brand that dedicates itself for children, therefore one of our fonts, Reenie Beanie, not only has a fun name but has a fun written script that indicates playfulness but is still readable. It is also the font of the logo and should be used for titles and headings. For long paragraphs, Didact Gothic gives the eyes a break and allows users to read with complete clarity.

Logo.

245.6 px

392 px

22 px

523.5 px

Main Logo

This is the most common used version of the logo, as it has the picture of Chico and the text to fully show what the brand represents.

Width of the full logo is 245.6 px (pixels).
Height is 523.5 px.
Space between the bottom of the circle to the text is 11 px.
The paint is 22 px out from the left side of the circle.

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No Text, Merch, Space Efficient

Without the text and paint at the bottom, the image of Chico itself is a great symbol. This is best used on merchanise and when space needs to be used efficiently. It can come in two backgrounds: pure white #FFFFF. And the brand's mint blue, #E7F3E7.

Logo Cont.

Watermark, Just Text

CHICO

When space is very limited, a document needs to be signed, or a watermark is needed, using the paint and text is perfect for such an occasion.

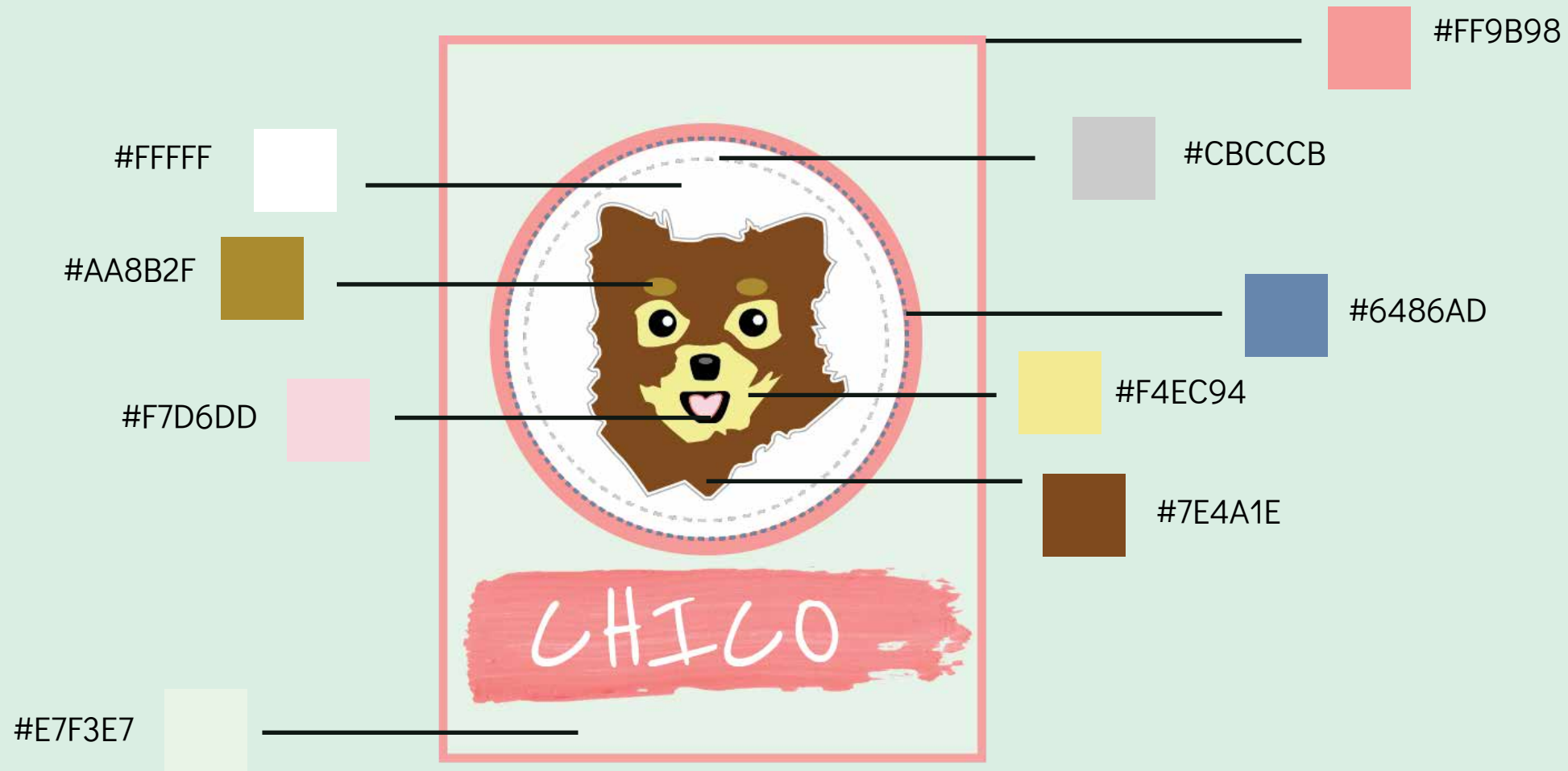## Contained Rectangle

For fitting purposed, the logo contained in a rectangle can be utlized.

Width is 484 px.
Height is 646 px.
Stroke is 8 px.

CHICO

Logo Colours

#FF9B98

#FFFFF

#CBCCCB

#AA8B2F

#6486AD

#F7D6DD

#F4EC94

#7E4A1E

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#E7F3E7

Brand Colours
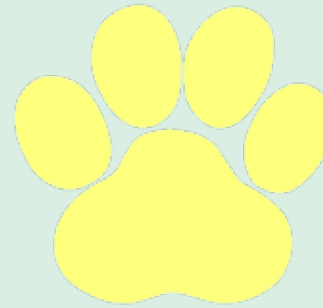
R: 0   C: 0
G: 0   M: 0
B: 0   Y: 0
       K: 0

#00000

R: 233   C: 8
G: 244   M: 0
B: 231   Y: 10
       K: 0

#E7F3E7

R: 254   C: 4
G: 255   M: 0
B: 124   Y: 63
       K: 0

#FEFF7C

R: 244   C: 0
G: 152   M: 49
B: 151   Y: 29
       K: 0

#FF9B98

R: 255   C: 0
G: 255   M: 0
B: 255   Y: 0
       K: 0

#FFFFF

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Contact

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