

SKATE HAVEN

Brand Standard Guidelines

Althea Barretto

Introduction to SkateHaven Brand

Queen West Skateboard Shop is an emerging, privately owned startup in Toronto, founded by Srijani Patel, a devoted skateboarder and former tattoo artist. Srijani started her journey by combining her love of skating and her artistic abilities. She first sold her artwork online on t-shirts and skateboards. Her main goal is to turn this online business into a physical brick-and-mortar store that serves as a gathering place for skateboarders, with a focus on kids and young adults between the ages of 12 and 25.

The core aim of the Queen West Skateboard Shop is to establish an immersive and vibrant retail experience that resonates with the skateboard community. This means selecting premium bespoke skateboards and accessories that showcase a combination of artistic ability, commitment, and skateboarding technical proficiency.

Additionally, the business works with local artists to promote self-expression and artistic expression that will help you express your creativity in order to create artistic collaboration and community involvement, as well as maintaining moral behavior and sustainability.

Maintaining a youthful and vibrant brand image, the Queen West Skateboard Shop strives to establish enduring connections with its patrons, fostering a devoted and involved clientele while adhering to its fundamental principles of commitment, expertise, individuality, and assistance for the regional artistic community.

Target Group: 12 to 25.

Attributes

Retro

Bold

Artistic

Positioning Statement

Where passion meets pavement.

The Corporate Mark

Pantone Matching System
Blue PMS 280
Magenta PMS 206

Process Colour
Blue C96 M88 Y0 K0
Magenta C30 M86 Y0 K0

Screen Colour
Blue R45 G66 B155
Magenta R179 G71 B154

When the corporate colours are unavailable use only 100% black

SKATE
HAVEN

SKATE
HAVEN

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

The 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.



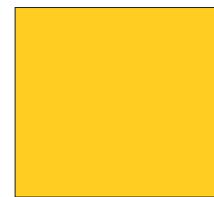
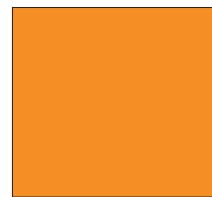
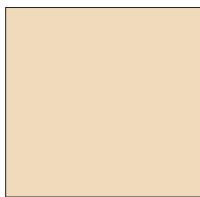
The Colour Palette

Primary colour



Secondary colours

PMS 1795
C0 M67 Y64 K18
R210 G38 B48



PMS 7506
C0 M8 Y20 K6
R239 G219 B188

PMS 548
C30 M06 Y00 K70
R0 G61 B76

PMS 1495
C0 M44 Y89 K0
R255 G143 B28

PMS 1495
C0 M44 Y89 K0
R255 G143 B28

Typographic Specifications

Display Typeface
PeachyKeenJF

A B C D E F G H I J K L M N O P Q R S T U V
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Body Text Typeface
Adorn Roman

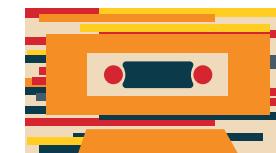
A B C D E F G H I J K L M N O P Q R S T U V
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Imagery

Patterns



Icons



Brand Application: Stationery

Letterhead



SKATE
HAVEN

March 16, 2001
Ernie English
1234 Writing Lab Lane Write City, IN I2345

Dear Mr. English:

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sincerely,

Lucy Letter Senior Designer
510 Heritage Dr SW Calgary Alberta
T2V 2W2
(403) 252-7878 skatehaven@gmail.com

510 Heritage Dr SW (403) 252-7878 skatehaven@gmail.com
Calgary Alberta



Brand Application: Stationery

Letterhead

Envelope



SKATE HAVEN

March 16, 2001
Ernie English
1234 Writing Lab Lane Write City, IN 12345

Dear Mr. English:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sincerely,

Lucy Letter Senior Designer
510 Heritage Dr SW Calgary, Alberta
T2V 2W2
(403) 252-7878 skatehaven@gmail.com

510 Heritage Dr SW
(403) 252-7878
Calgary, Alberta
skatehaven@gmail.com

Brand Application: Stationery

Letterhead Back

Letterhead Front

Envelope

Business Card



Brand Application: Stationery

Letterhead Back

Letterhead Front

Envelope

Business Card



Brand Application: E-mail Signature



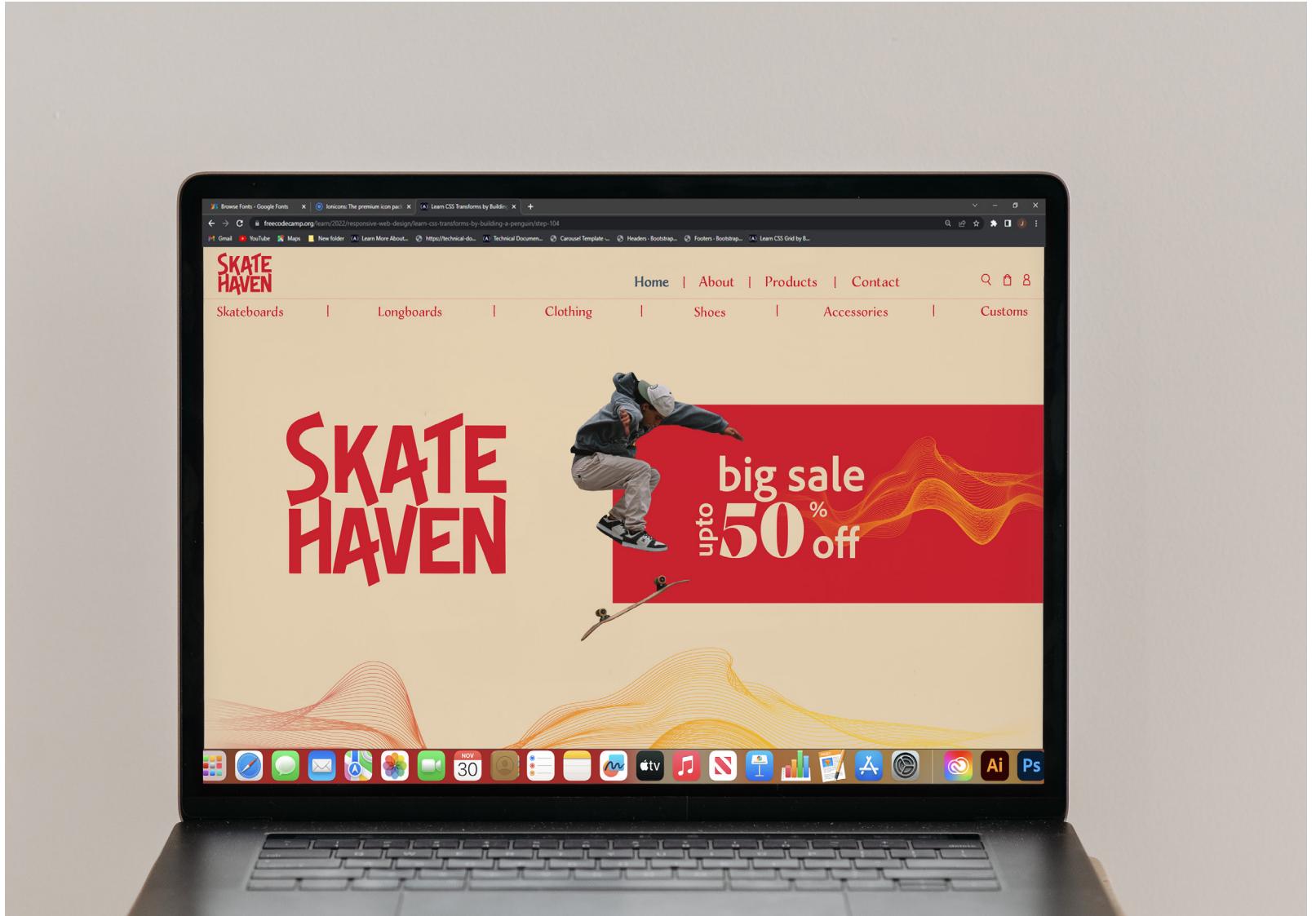
Srijani Patel | Principal and Marketing Director
Brandmark Company, Inc.
t. 905 842 5613 | m. 647 988 4826
skatehaven@gmail.com | www.skatehaven.com

Brand Application: Environmental Signage



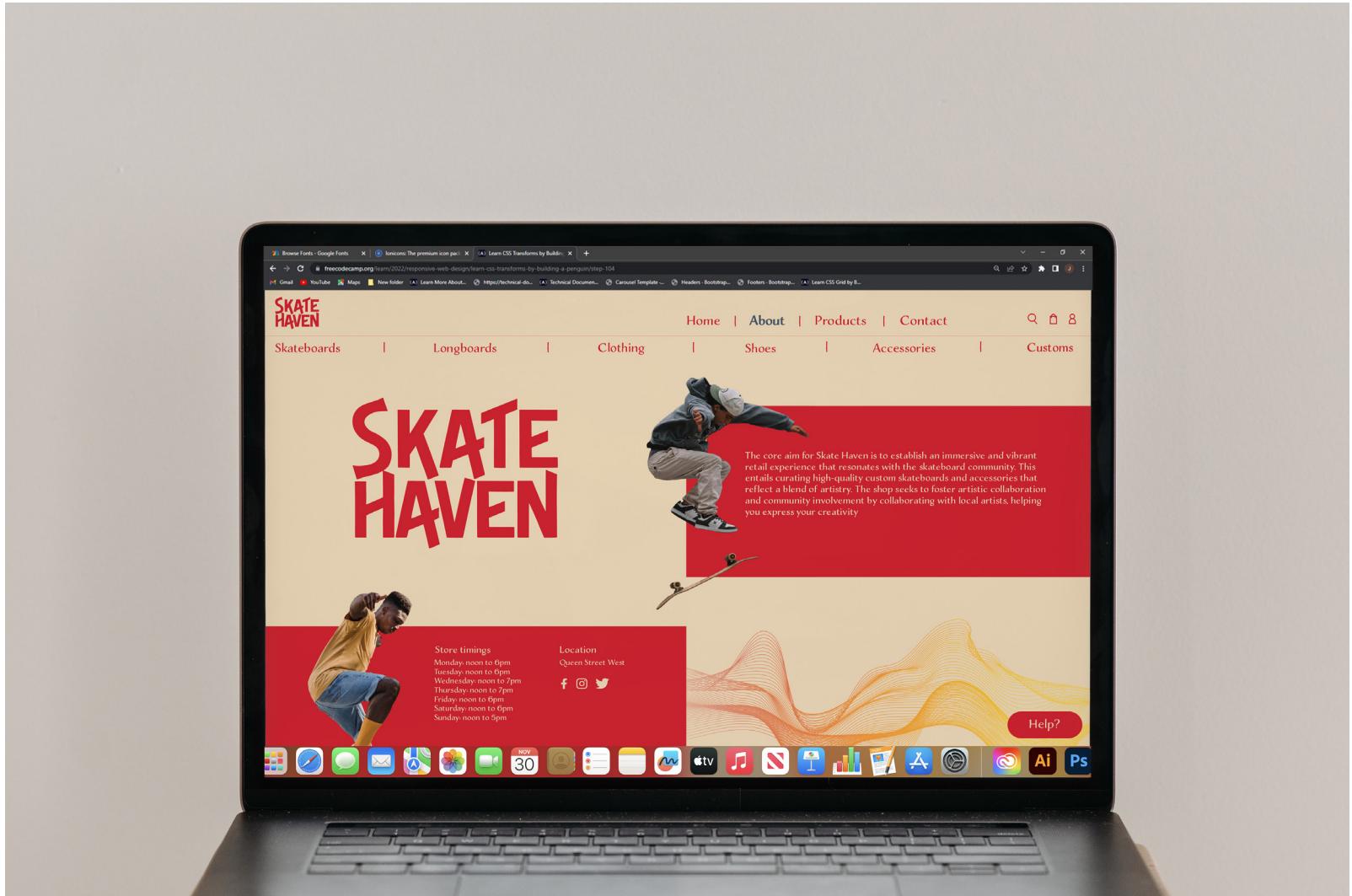
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Brand Application: Website home page



SkateHaven Brand Standards Guidelines Page 14

Brand Application: Website about us page



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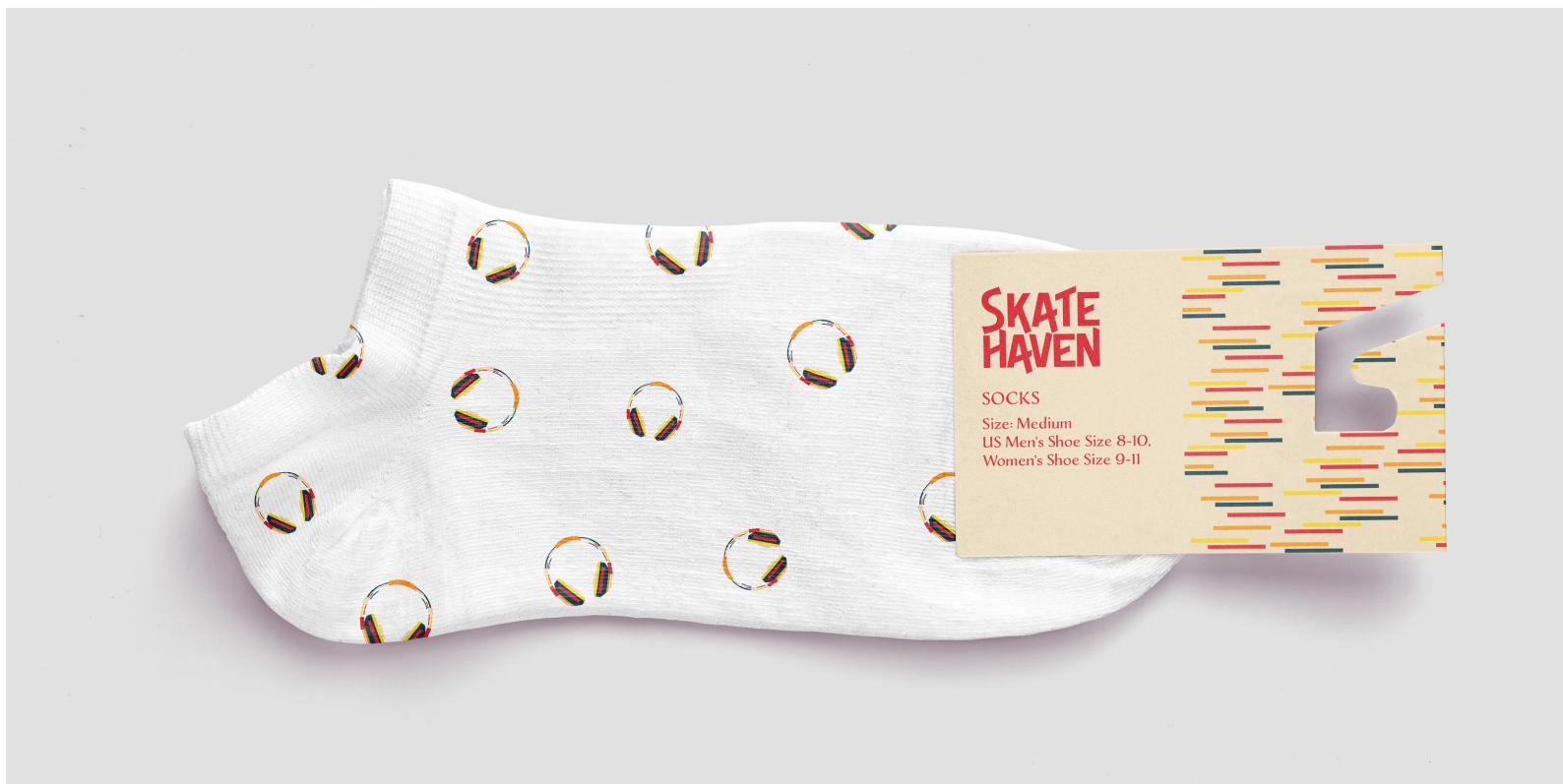
Brand Application: Merchandise (T-shirts)



Brand Application: Merchandise (Bucket hat)



Brand Application: Merchandise (Socks)



Brand Application: Clothing Tags



Brand Application: Clothing Tags



Brand Application: Clothing Tags



Brand Application: Stickers



Brand Application: Packaging Tissue paper



Brand Application: Packaging Bags



Thank you!
By Althea Baretto
George Brown College