CHICO'S ADVENTURES

Visual Identity Guideline

2019

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CHICO'S ADVENTURES

Chico's Adventures is a book to help alleviate the fear and anxiety of young children arriving at Emergency Rooms.

Chico and his team have created a book of love for our community. Please order and donate – you are helping to educate parents and provide children with laughter.

Reading is easy and so is using our logo.

Follow these guidelines . . . just how children and parents follow Chico's Adventures!

Our logo is where it all begins - it's like the start of the adventure. It provides our typographic style and is clever, yet fun. Simplicity is at the core of all of our communications.

The Logo

The Chico's Adventures logo is made using Adobe Illustrator.

We took Chico and made him into a flat icon. His face can be used with or without the circle background.

The Logotype

The logotype should be coloured using the brand palette only.

It can be used when you do not want to use the Chico flat icon.

Colour Palette

Chico's Adventures visual identity relies heavily on the use of colour. The palette consists of a complementary range of colours that work well in almost any combination.
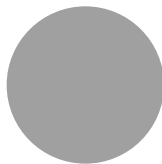
Chico's Colours

We have adopted a strict colour palette which is restricted to the colours below. This gives the brand a very unique look and feel that enables Chico's Adventures to be distinguished instantly.
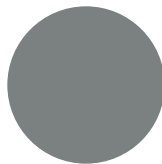
These colours are never to be used as tints or shades. Only use the colours shown below in the exact mixes depending on your medium.
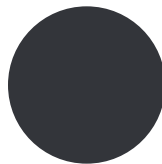
#E8E7E5
R232 G231 B229
C8 M6 Y7 K0

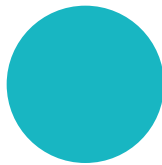#A0A1A0
R160 G161 B160
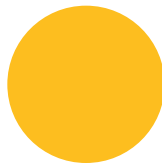C40 M32 Y33 K0

#7B7F80
R123 G127 B128
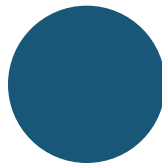C54 M43 Y43 K8

#33363B
R51 G54 B59
C73 M65 Y58 K53
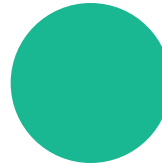
#EF4352
R239 G67 B82
C0 M89 Y64 K0

#07B6C3
R7 G182 B195
C73 M3 Y25 K0

#FEBE1F
R254 G190 B31
C0 M27 Y29 K0

#175878
R23 G88 B120
C93 M62 Y34 K15

#2BB892
R43 G184 B146
C73 M0 Y57 K0

In Oo Oo Pp Pp Qq Qq Rr Rr S

Vv Vv Ww Ww Xx Xx Yy Yy Zz

g Hh Hh Ii Ii Jj Jj Kk Kk Ll Ll M

Aa Aa Bb Bb Cc Cc Dd Dd Ee F

We use only two typefaces to create all the Chico's Adventures brand, be sure to use these and only these typefaces.

Ubuntu

Ubuntu is an international font. It's a clean and simple typeface suitable for small text but also for headlines and logos.

Ubuntu is our primary typeface, which means it should be used wherever possible - particularly for headings and large text.

Open Sans

Open Sans is a classic font. Its compact form and generous spacing allows text to be clearly legible under any circumstance.

Open Sans is our secondary typeface, which should be used for larger amounts of body copy or for text that needs to be produced at a small size.

Ubuntu Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo PpQqRrSsTtUuVvWwXxYyZz

Open Sans Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz

Ubuntu Bold
Ubuntu Medium
Ubuntu Regular
Ubuntu Light

Open Sans Bold
Open Sans Regular

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Ariana Blake & Hillary Strong