



BOOGIE BOTTOMS



**BOOGIE
BOTTOMS**

**Brand
Guidelines**

February 2022

contents

1	Godfather ipsum dolor sit amet.	30	Godfather ipsum dolor sit amet.
2	You can act like a man! Michael,	31	You can act like a man! Michael,
3	you never told me you knew Johnny	32	you never told me you knew Johnny
4	Fontane! It's a Sicilian message.	33	Fontane! It's a Sicilian message.
5	It means Luca Brasi sleeps with the fishes.	34	It means Luca Brasi sleeps with the fishes.
6	My father's name was Antonio Andolini...	35	My father's name was Antonio Andolini...
7	and this is for you."	36	and this is for you."
8	Godfather ipsum dolor sit amet.	37	Godfather ipsum dolor sit amet.
9	You can act like a man! Michael,	38	You can act like a man! Michael,
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Our Brand Characteristics

Godfather ipsum dolor sit amet. you can act like a man! Michael, you never told me you knew Johnny Fontane! It's a Sicilian message.

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Logo: Primary Version

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Fontane! It's a Sicilian message.
It means Luca Brasi sleeps with the
fishes.

My father's name was Antonio An-
dolini... and this is for you.”
Godfather ipsum dolor sit amet.



Logo:
Clear space

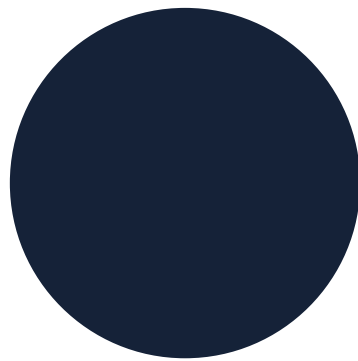


Logo: Logo Sizes

It is important to ensure clear recognition of our logo in all situations. The specifications on the right show general guidelines for how small the logo should be before it starts to become more difficult to recognize



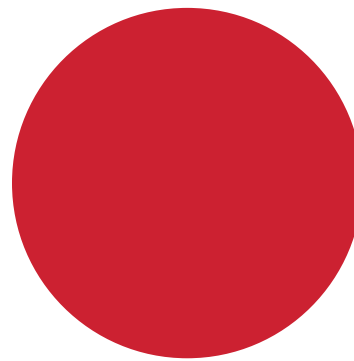
Brand Colours:



CMYK 62%, 39%, 0%, 78%

RGB 21, 34, 56

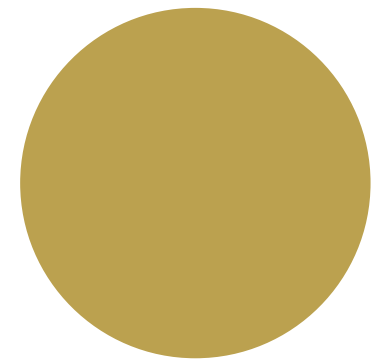
Hex #152238



CMYK 0%, 84%, 76%, 20%

RGB 204, 33, 49

Hex #cc2131



CMYK 0%, 17%, 58%, 27%

RGB 187, 161, 79

Hex #BBA14F

Brand Fonts:

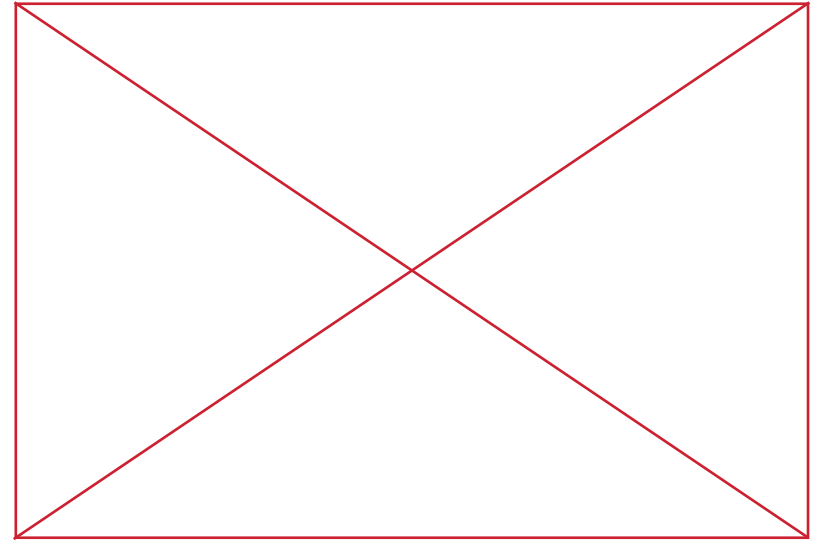
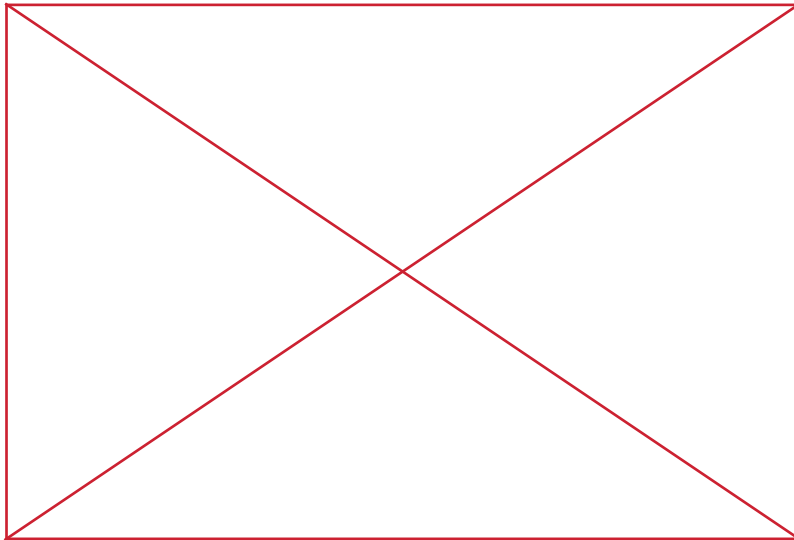
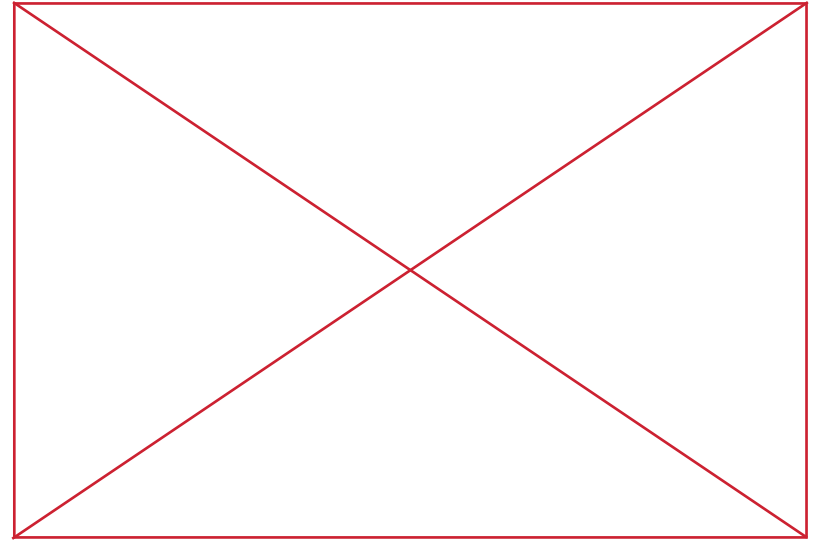
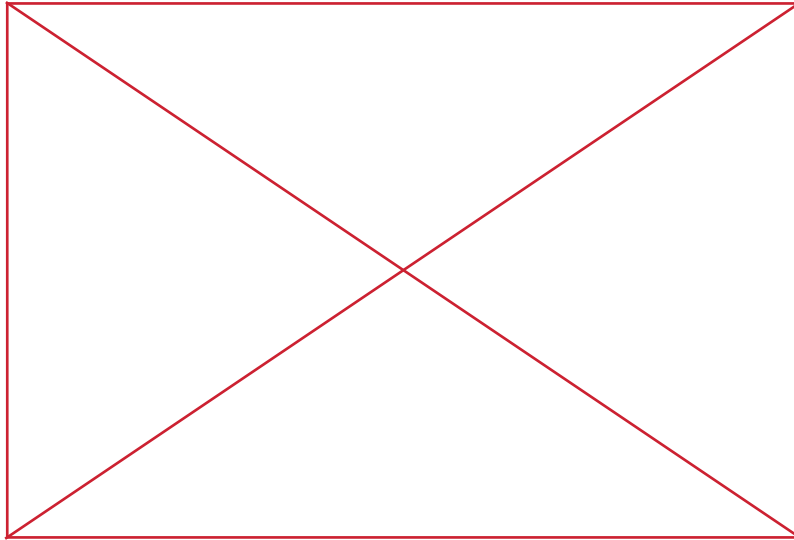
The primary font is Friz Quadrata sans serif. This font can be used on all print communications and some digital applications.

A B C D E F G H I J K L M N O
a b c d e f g h i j k l m n o p q
1 2 3 4 5 6 7 8 9 0 (! @ # \$
esignFonts.com

The sencond font is Claudya Script- This font is used in the logo but it can be used on the website and the mobile app.

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
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

Brand Environment:



BOOGIE BOTTOMS



**Brand
Guidelines**