

Gina e Trapilhos

2023

Brandbook Guidelines



Introduction

Welcome to the *Gina e Trapilhos* Brandbook Guidelines document.

Gina e Trapilhos is a brand that sells products related to arts & crafts, from baskets to rag dolls (the most common and well-known product).

This document provides a simple, yet robust set of Brand Guidelines that can be easily understood and communicated while leaving room for creative expression.

The following pages will guide you through some of the basic identity elements (such as logo, typeface & color) and will provide some general rules for applying these elements across a wide variety of media types, collateral, print materials, and applications.

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01 Logo

For the logo, we wanted to bring out the love she has for her work and at the same time represent in the best way possible, the delicacy of her creations.

Additionally, this logo correctly relates to a sewing/arts & crafts brand, using a simple and minimalistic approach.

01 Logo - Shorter version with text



01 Logo - Shorter version without text





01 Logo - Safety margins

Take into consideration the following safety margins when working with this logo.
This works for every version of this logo.



01 Logo - Size Guide

This is the minimum size you can display the logo.

30 mm - width

32,428 mm - height



01 Logo - Don'ts

It's important to maintain the integrity of the brand's design by using the logo correctly and in a consistent manner. The examples on this page illustrate some of the potential misuses of the logo. These rules apply to all versions of the logo.



Don't rotate or change the position of the outside text.



Don't add drop shadow or other effects.



Don't tilt the logo.



Don't use color gradients on the logo.



Don't use color gradients on the background.



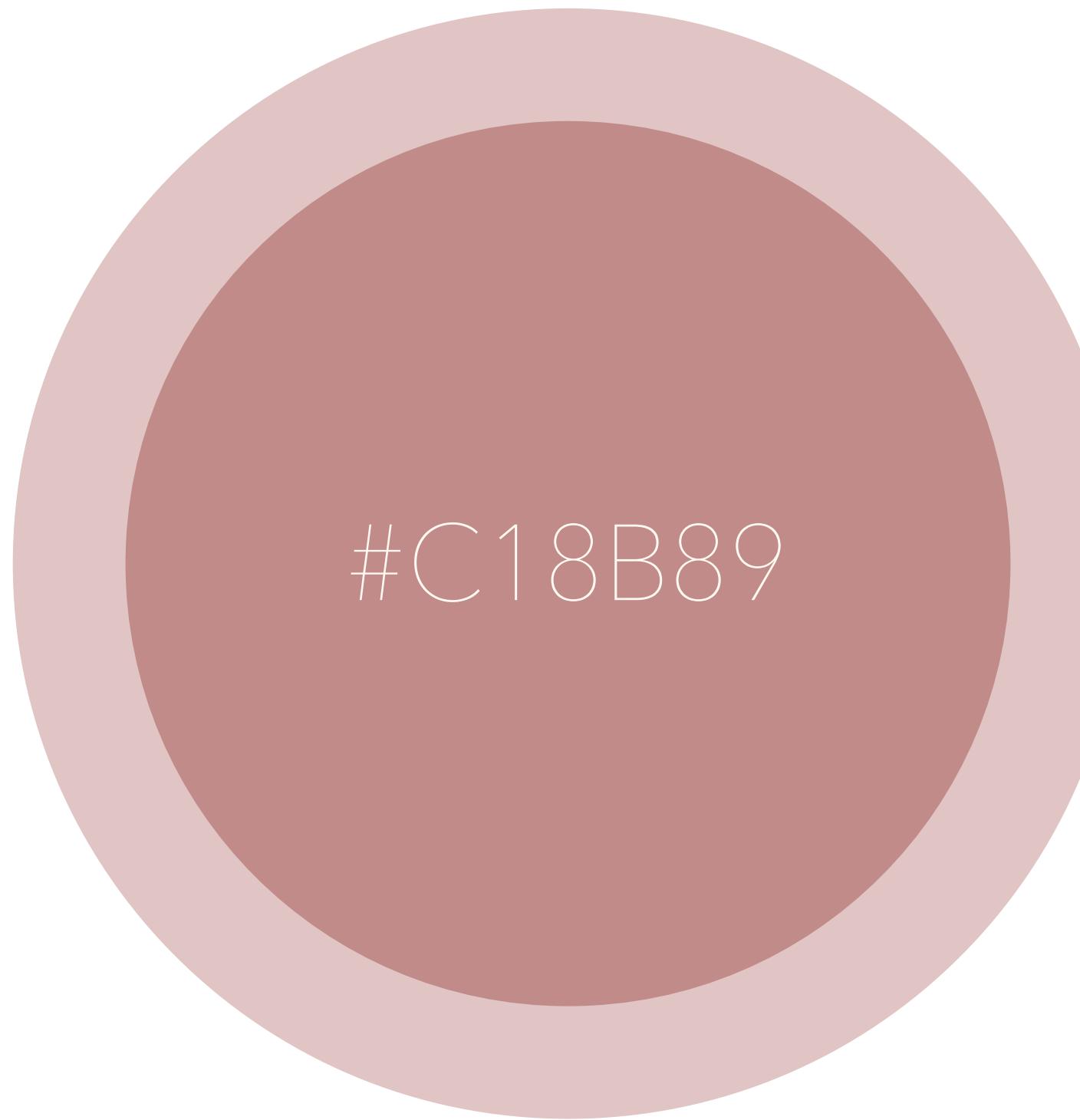
Don't combine specific brand colors if it affects legibility.

These colours give a delicate touch to the brand and relate more to the identity itself - nude / pink palette.

Additionally, there are two secondary colours to enhance the whole brand identity, as well as complement the already existing ones.

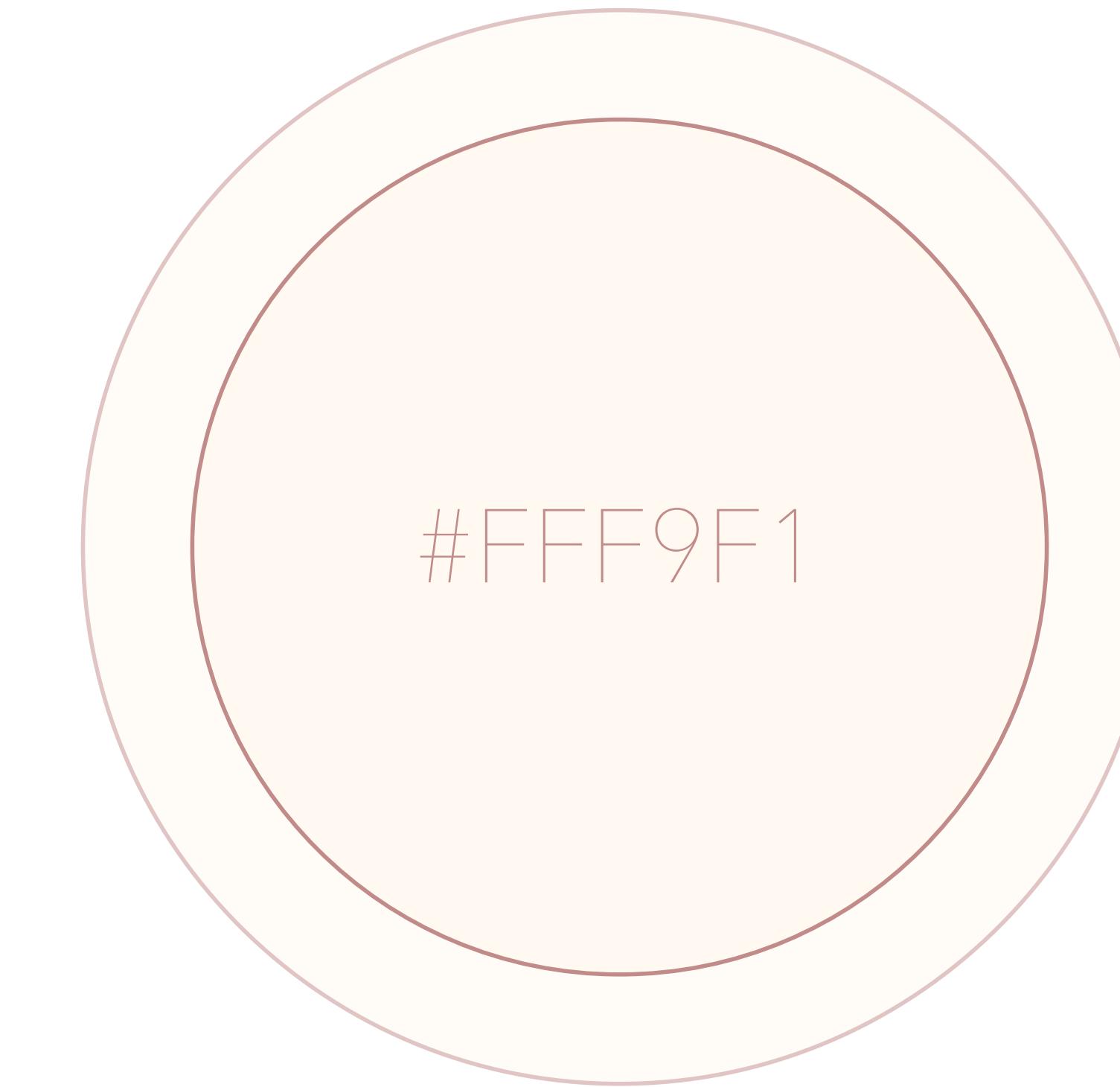
02 colours

02 Colours - Main colours



Oriental Pink

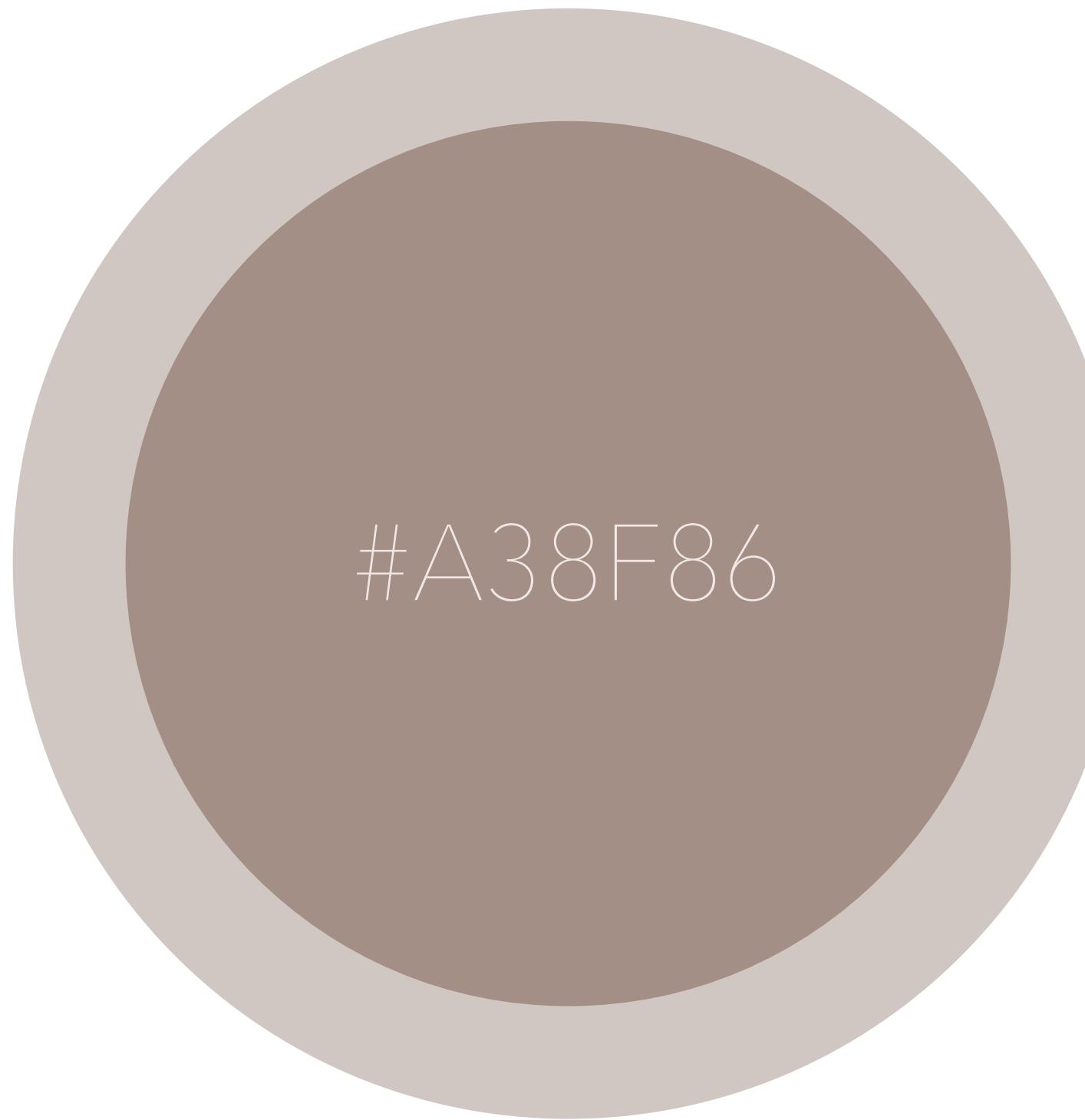
R: 193 G: 139 B: 197
C: 0 M: 28 Y: 29 K: 24



Floral White

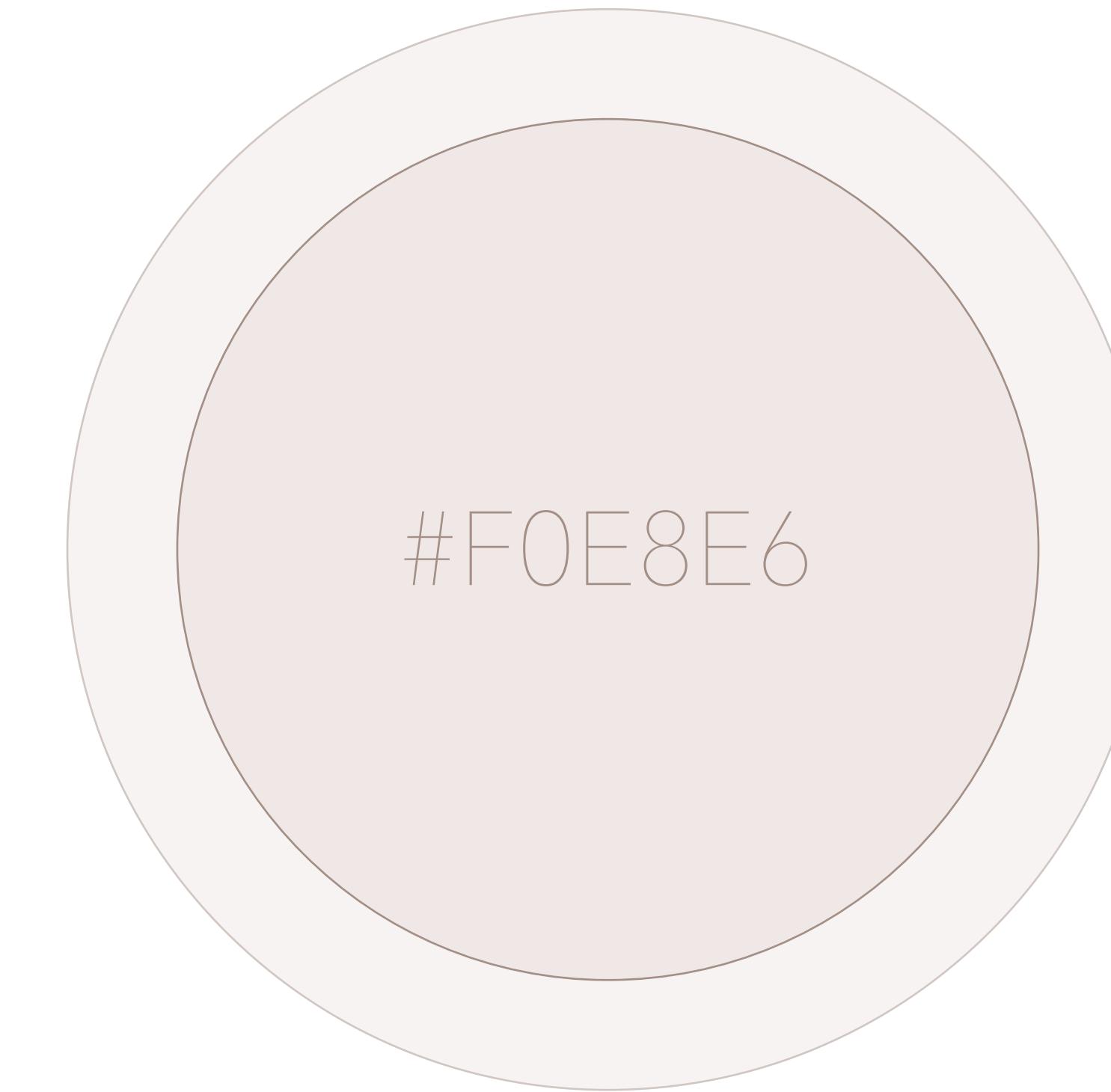
R: 255 G: 249, B: 241
C: 0 M: 2 Y: 5 K: 0

02 Colours - Secondary colours



Almond Frost

R: 163 G: 143 B: 134
C: 0 M: 12 Y: 18 K: 36



Isabelline

R: 240 G: 232 B: 230
C: 0 M: 3 Y: 4 K: 6

colour variations



Gt

Gt

Gt

Gt

02 Colours - Different backgrounds



#FFF9F1



black

02 Colours - Different backgrounds



03 Typography



Custom font design

Based on Another Day V2

Mix of curves and dashes that resemble a sewing thread.

Gina e Trapilhos

SemiBold

Regular

Montserrat

For a better comprehension on what the brand sells.

04 | icon

This icon was designed to enhance the visual identity of the brand as well as to give it some personality.

It represents a common characteristic of the artisan's dolls - their mouth - which is one of the first things that you notice when you look at some of the creations.

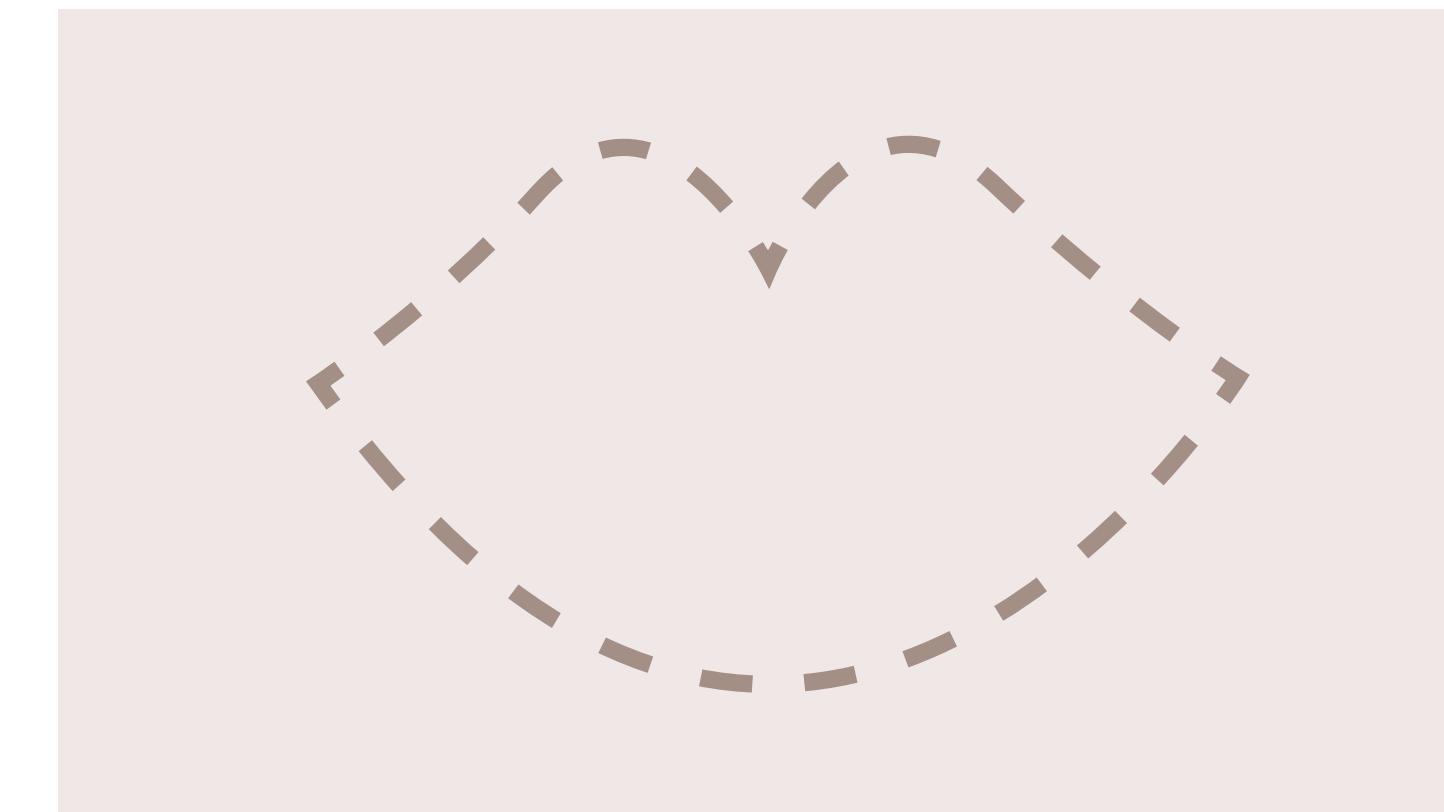
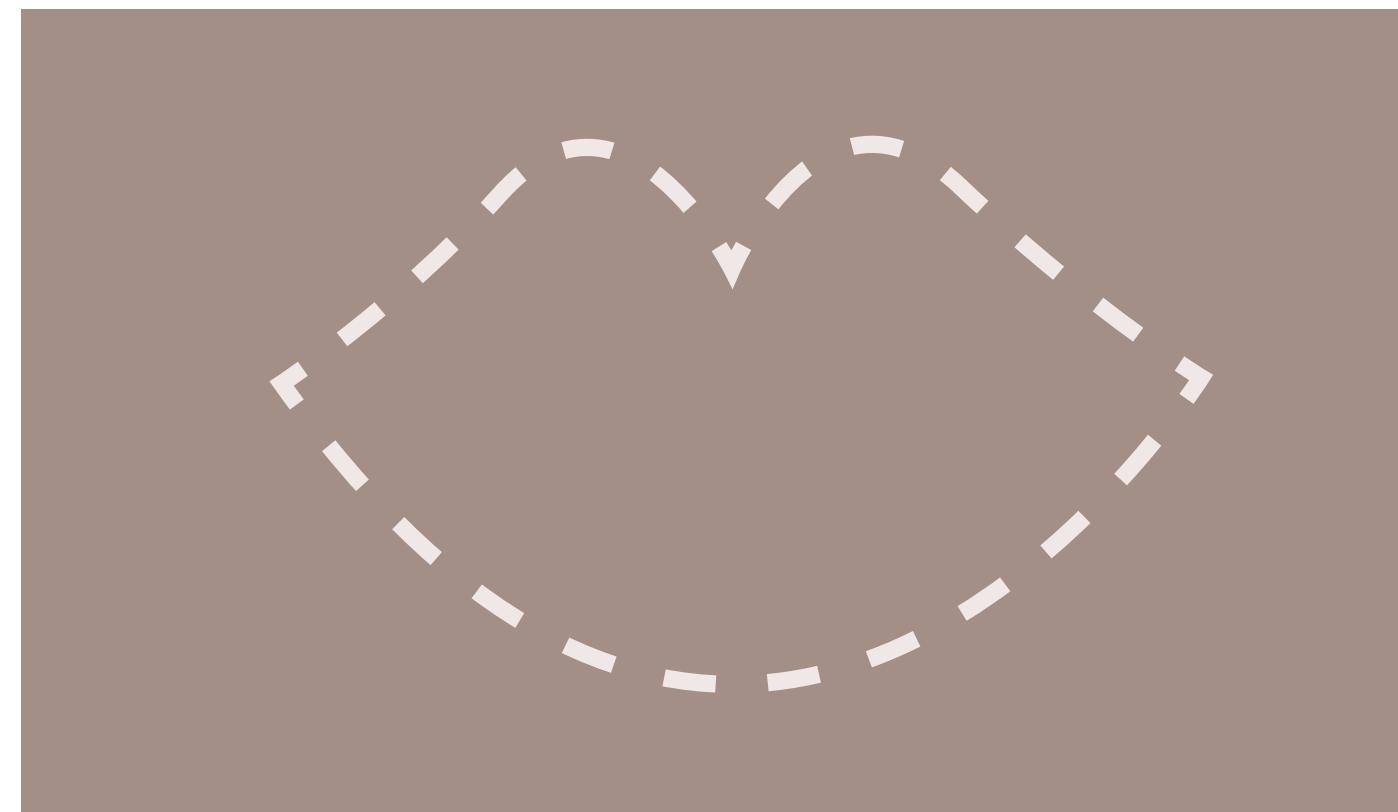
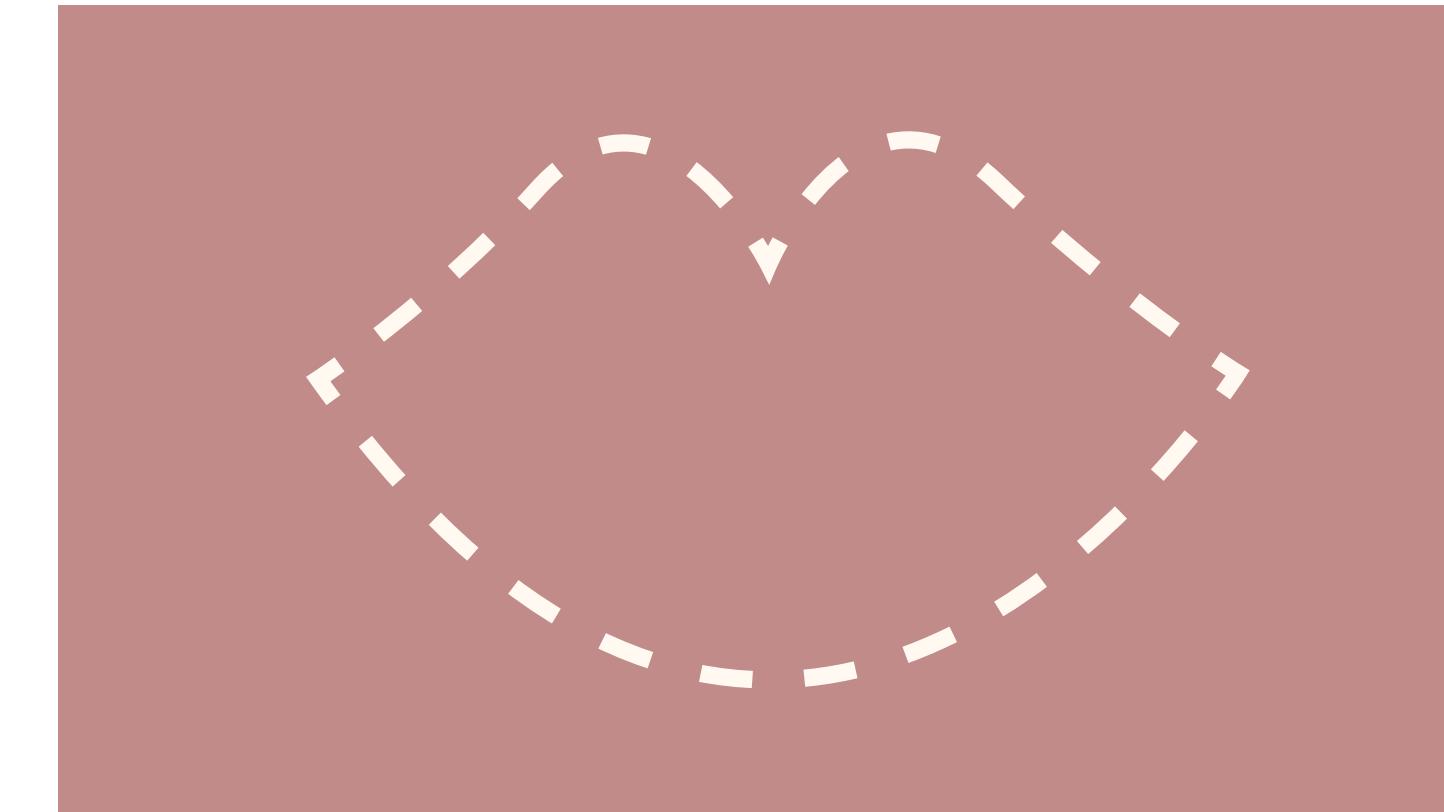
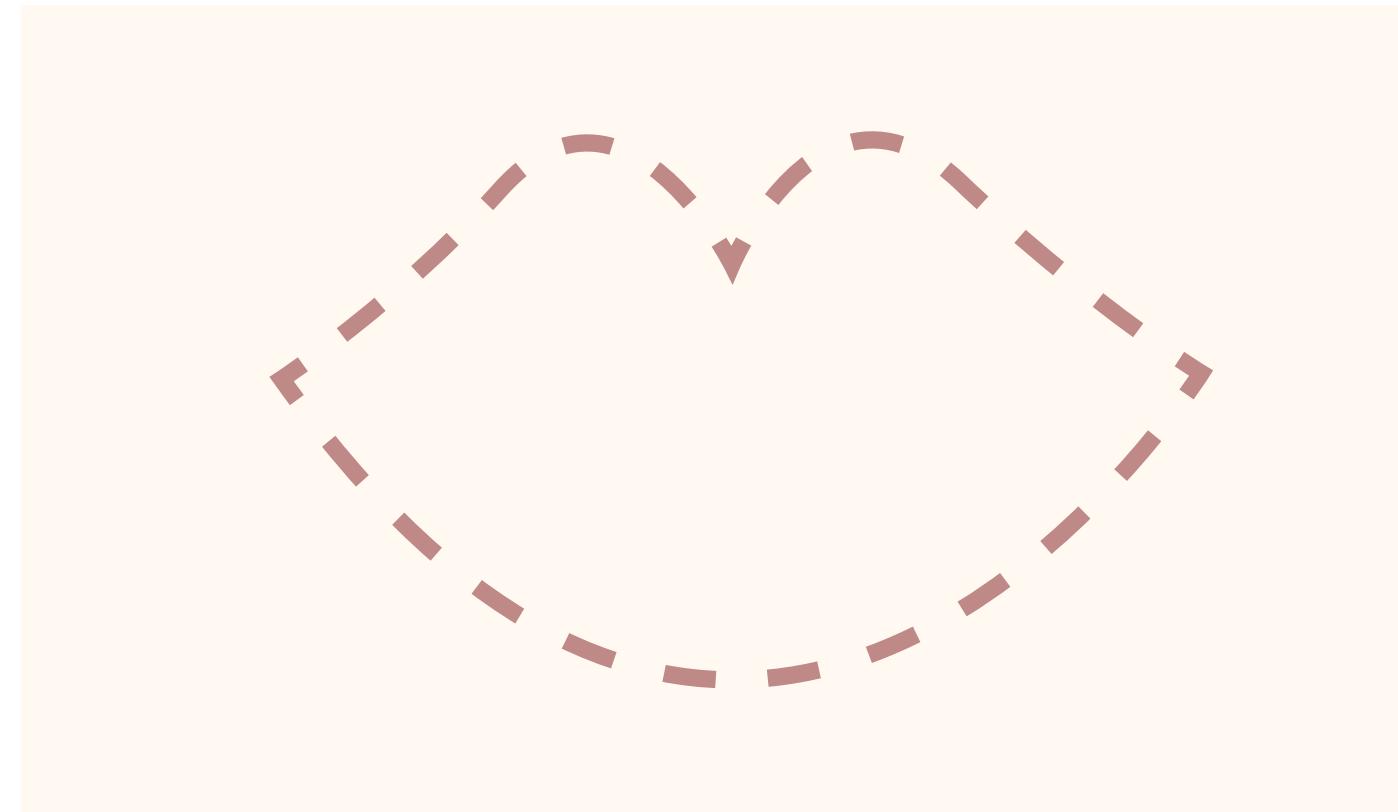
The icon is an outline of the doll's lips with a dashed line, to better resemble a sewing thread.

It can be used to create patterns and stickers, as a secondary logo.

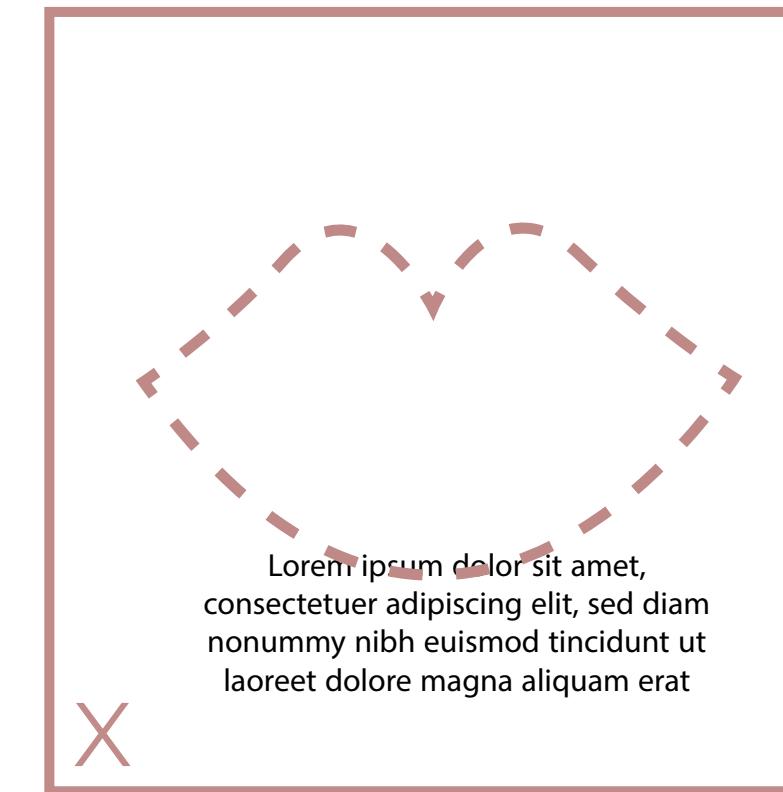
04 Icon - Icon



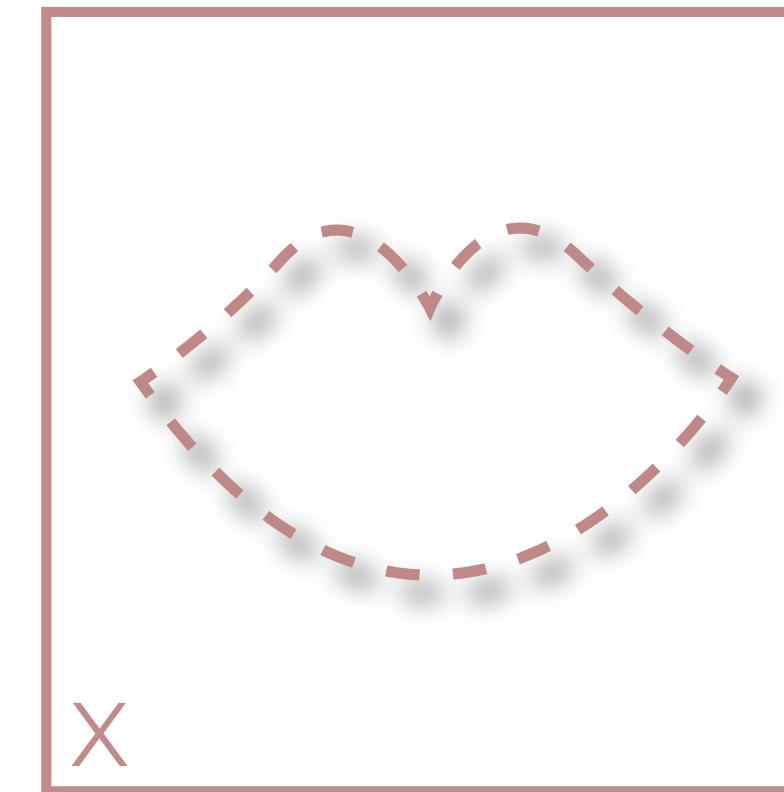
04 Icon - Colour variations



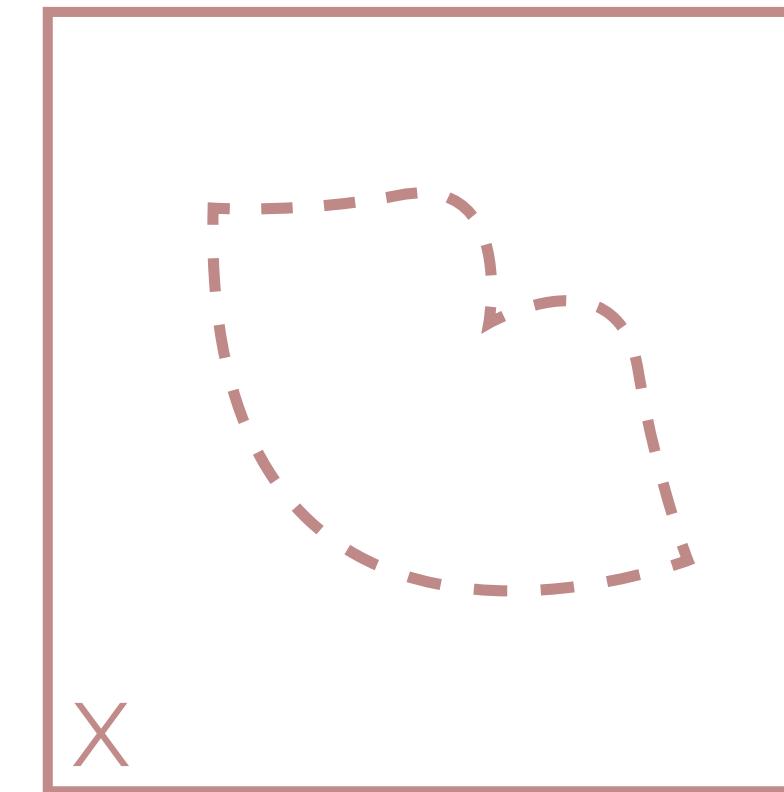
It's important to maintain the integrity of the brand's design by using the icon correctly and in a consistent manner. The examples on this page illustrate some of the potential misuses of the icon. These rules apply to all versions of the icon.



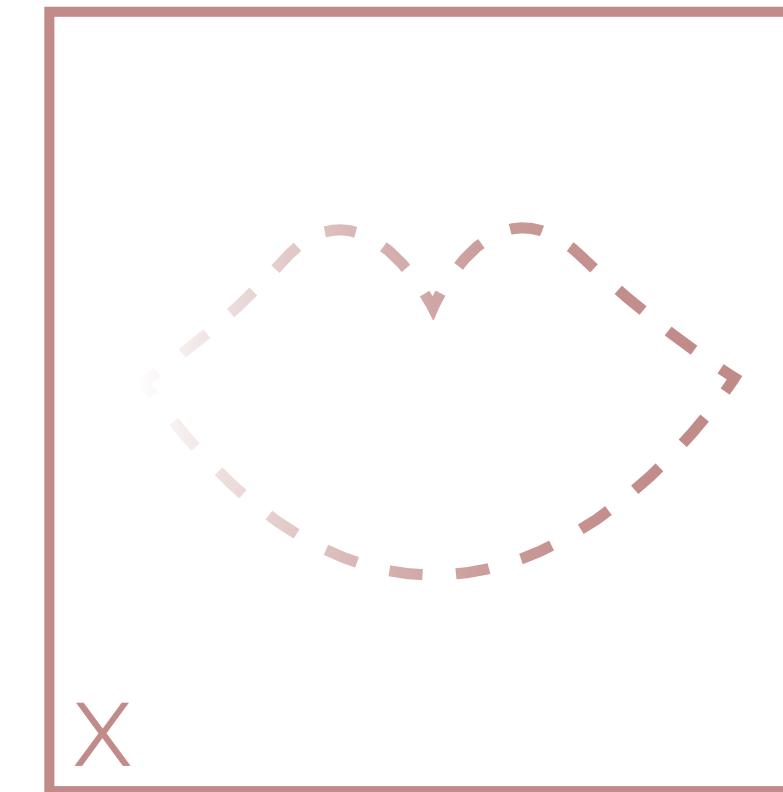
Don't disrespect the safety margins.



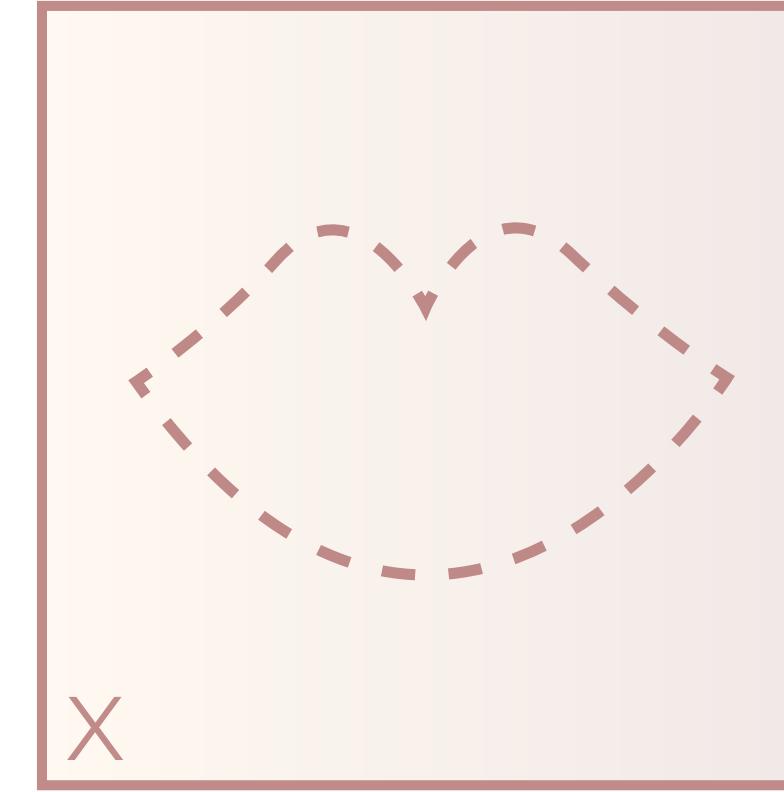
Don't add drop shadow or other effects.



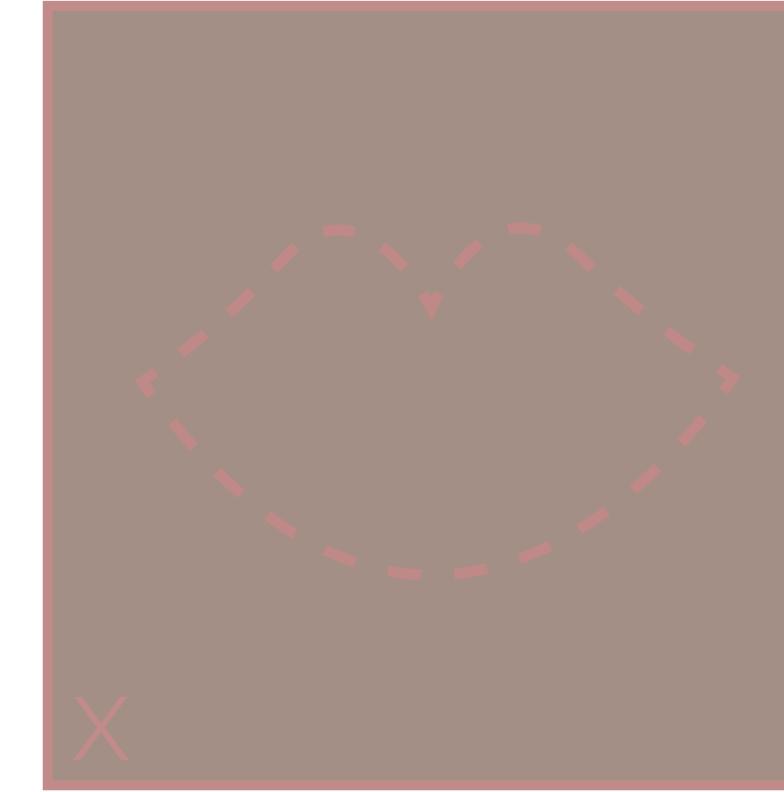
Don't tilt the logo.



Don't use color gradients on the logo.



Don't use color gradients on the background.



Don't combine specific brand colors if it affects legibility.

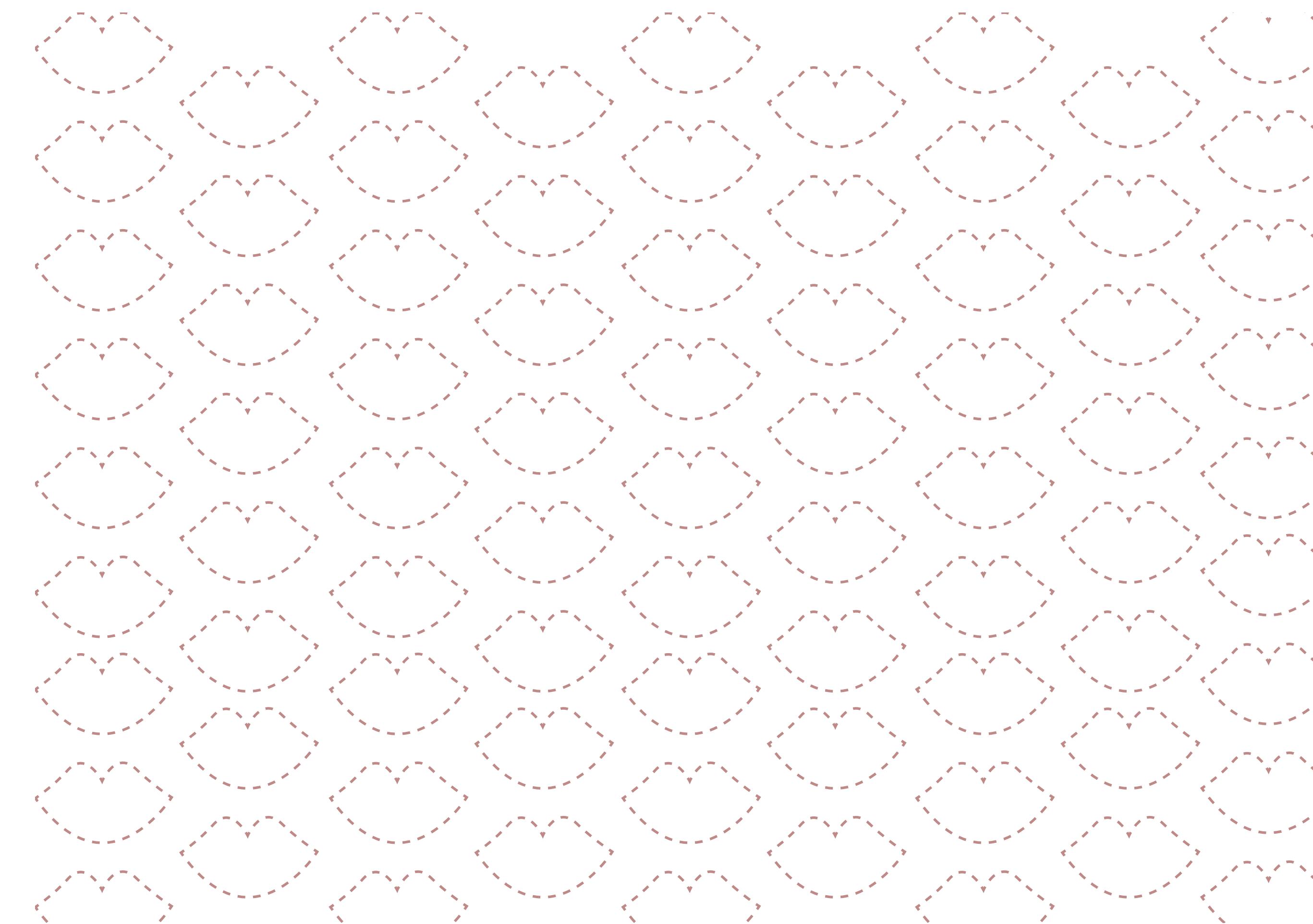
05 Patterns

The visual identity of this brand counts with a set of pattern designs that can be used in various formats.

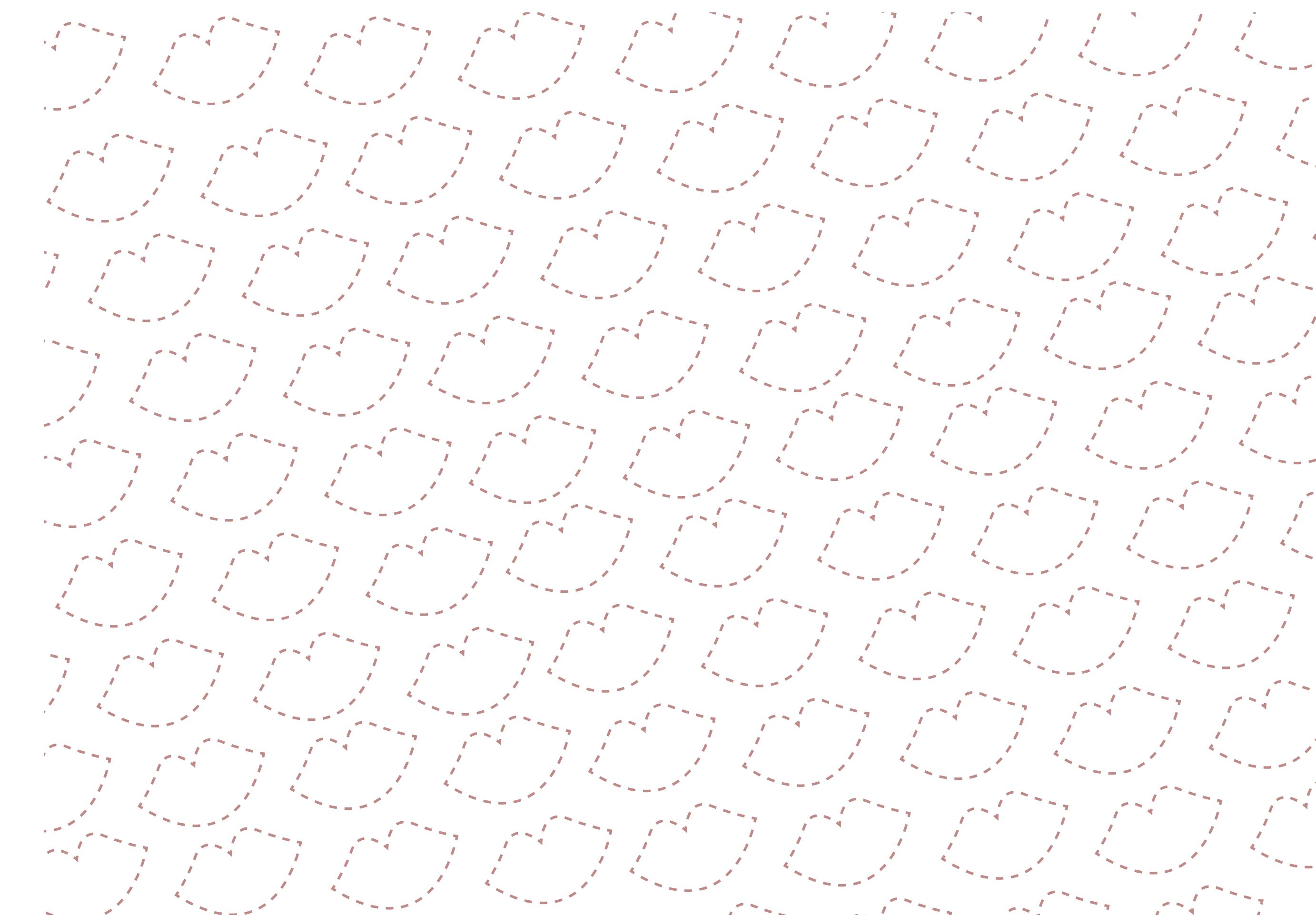
All of this patterns were developed using the entire icon or some graphic parts of it. The first pattern consists on the symmetrical repetition of the main icon design.

The second pattern is a rotation of the first one with an angle of 22,5 degrees.

05 Pattern - Pattern I



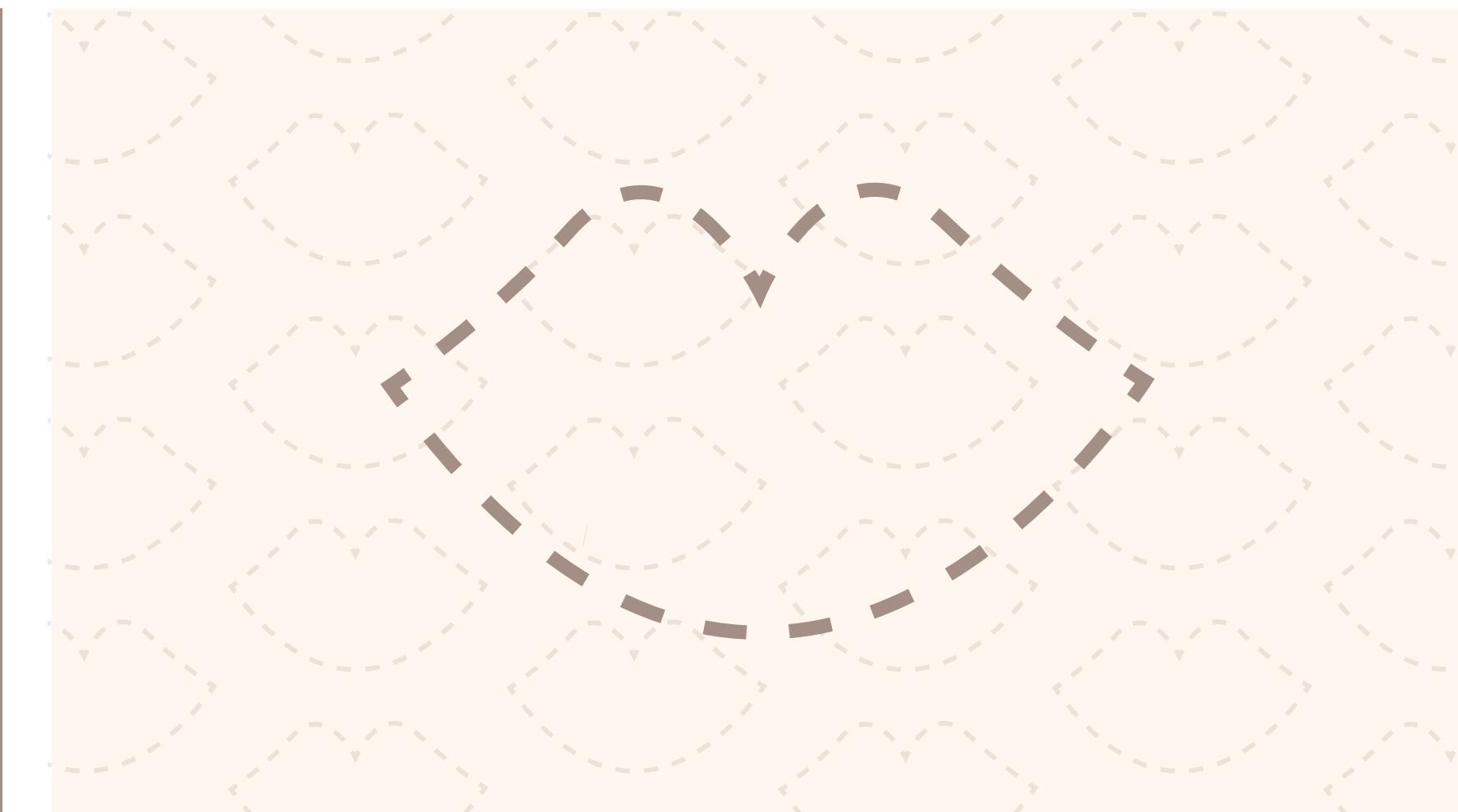
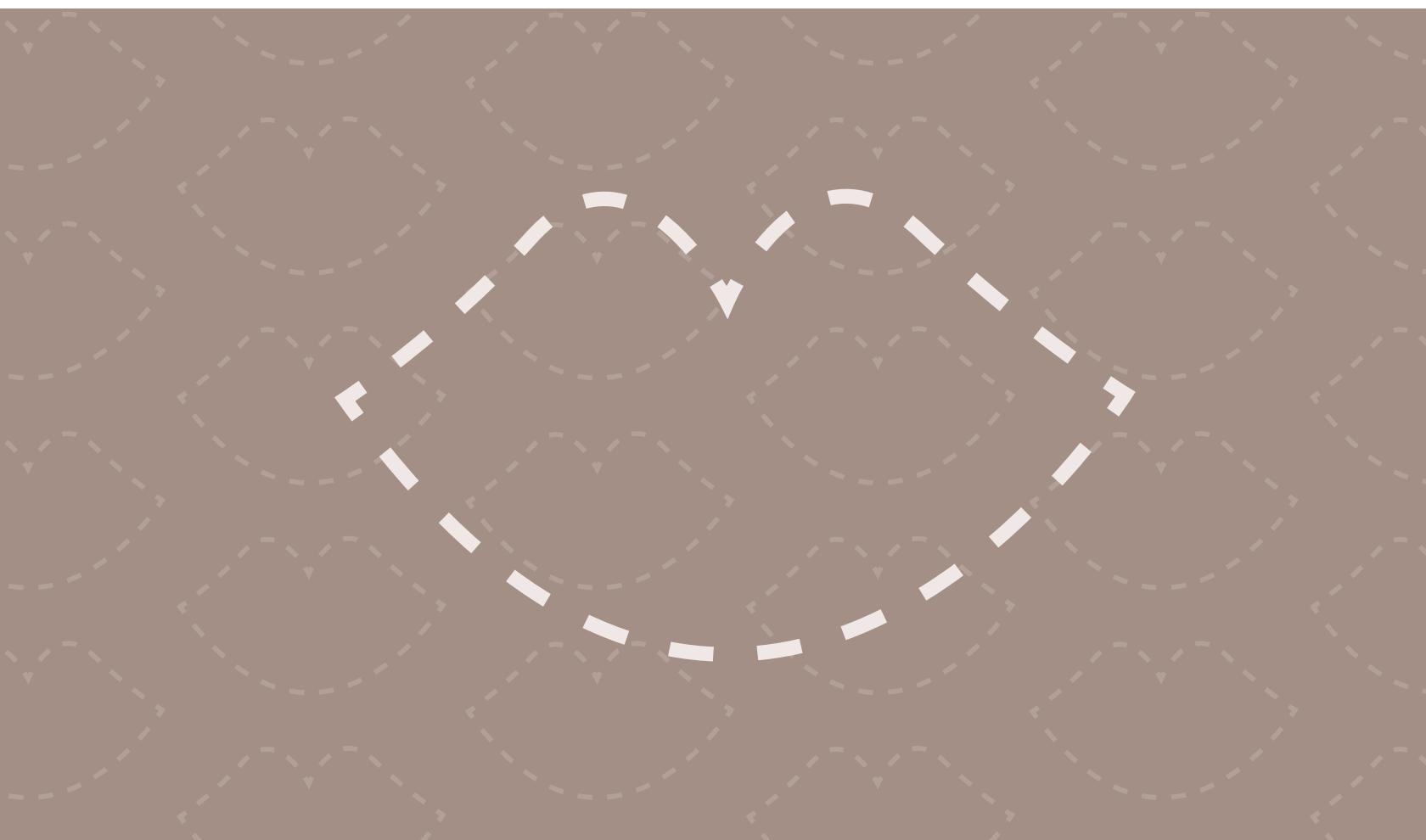
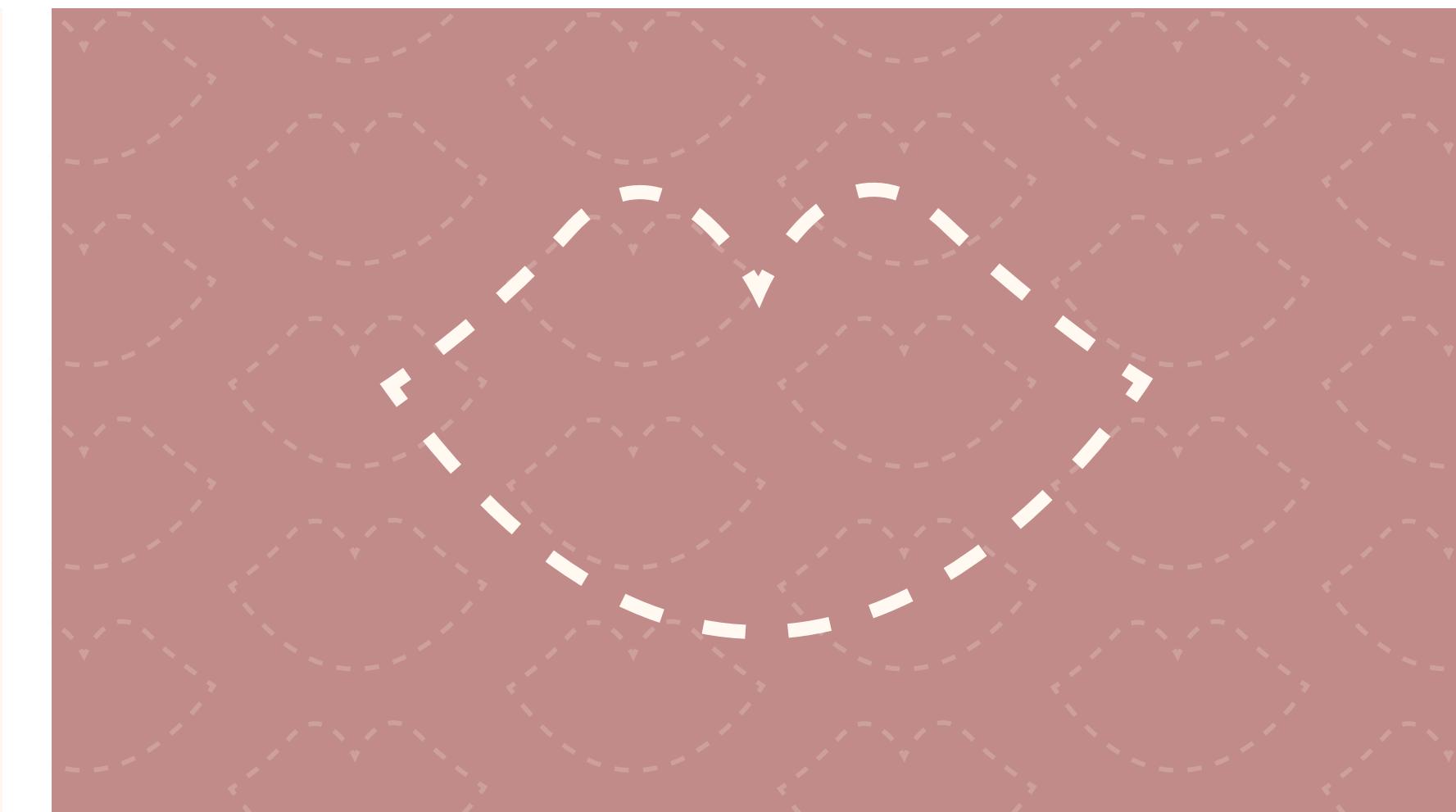
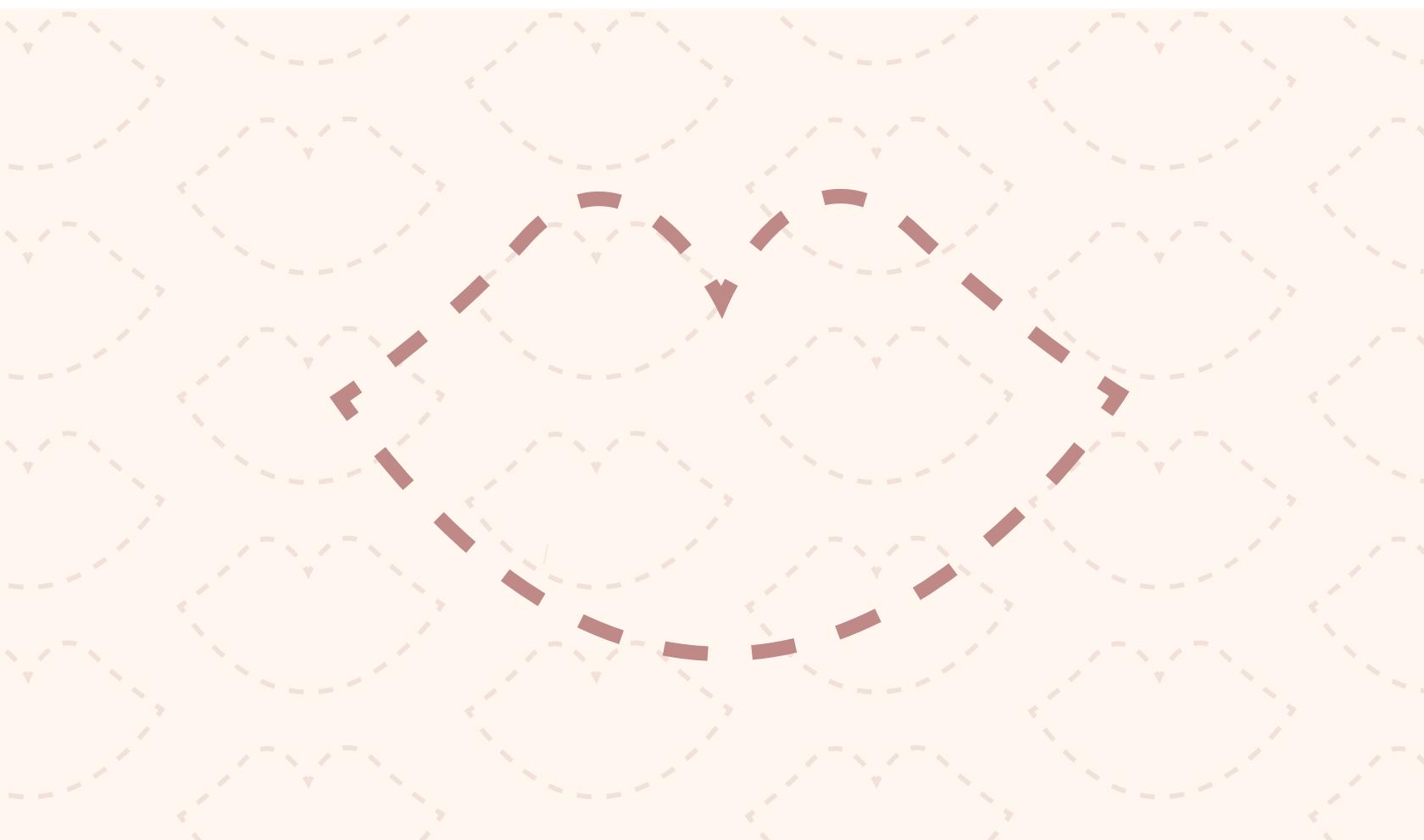
05 Pattern - Pattern II



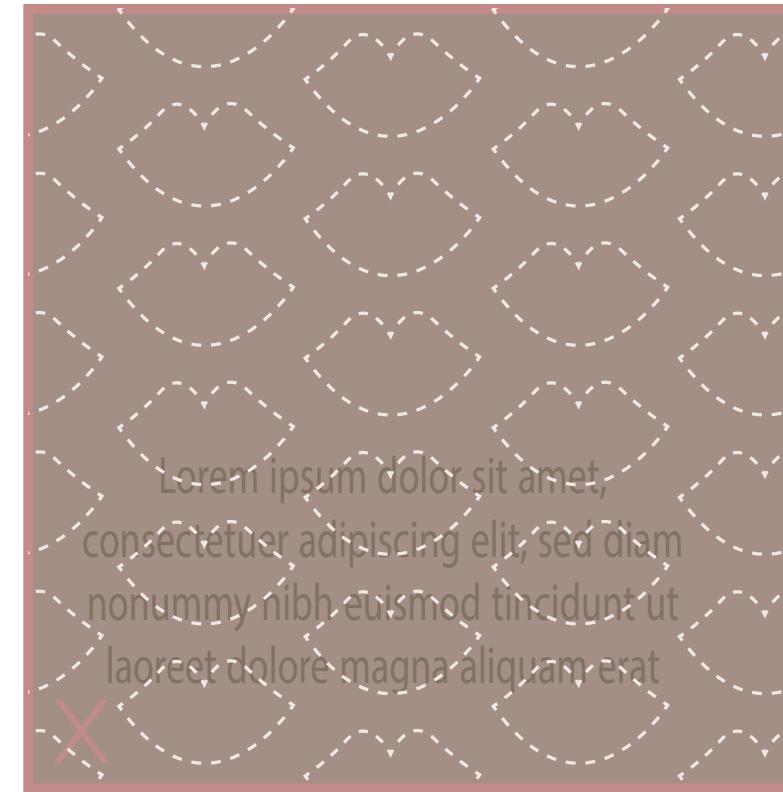
05 Pattern - Examples



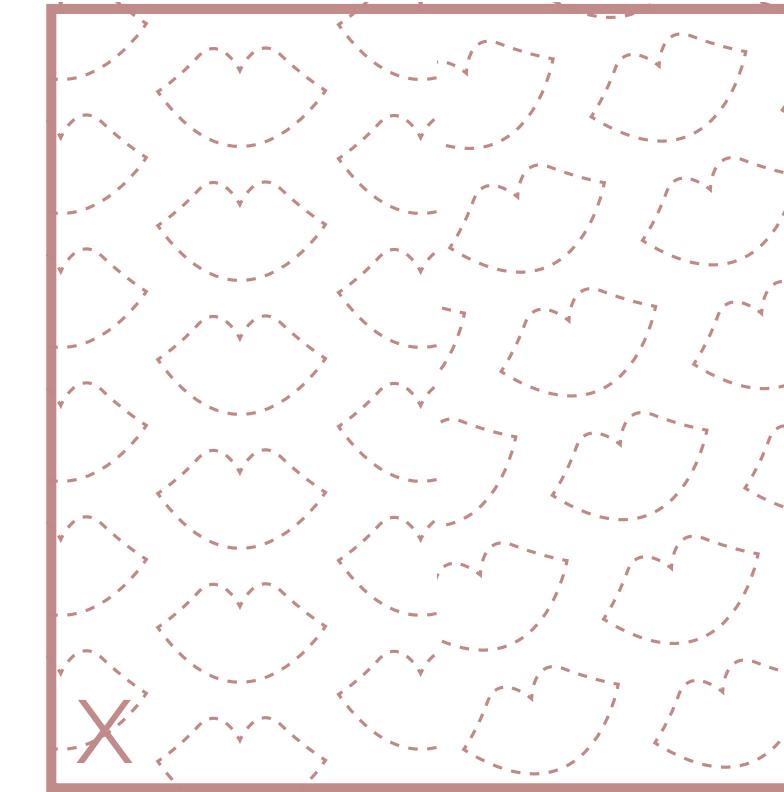
05 Pattern - Examples



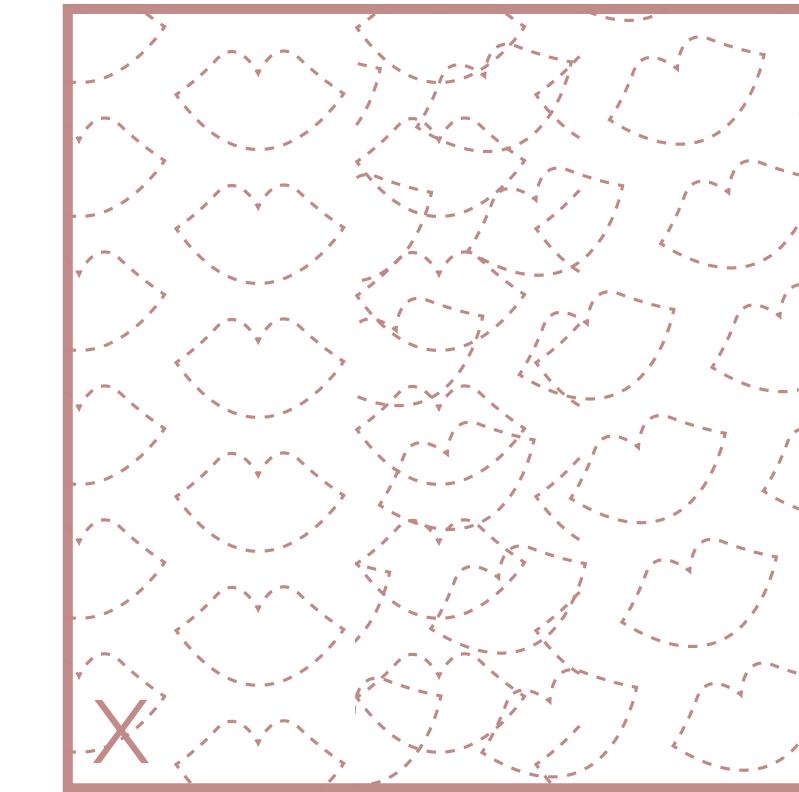
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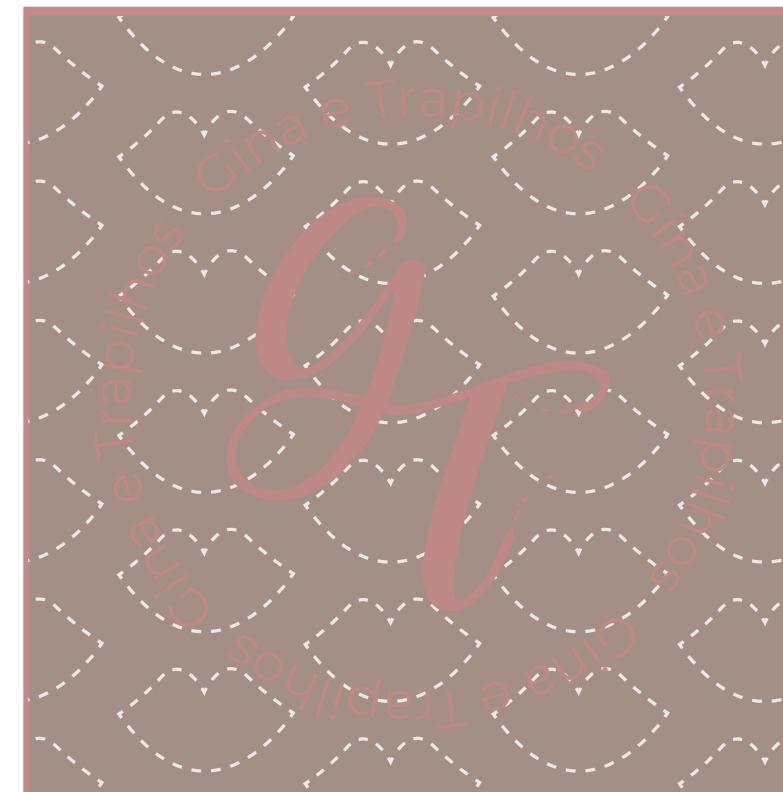
Don't use text on top of the pattern if it's difficult to read.



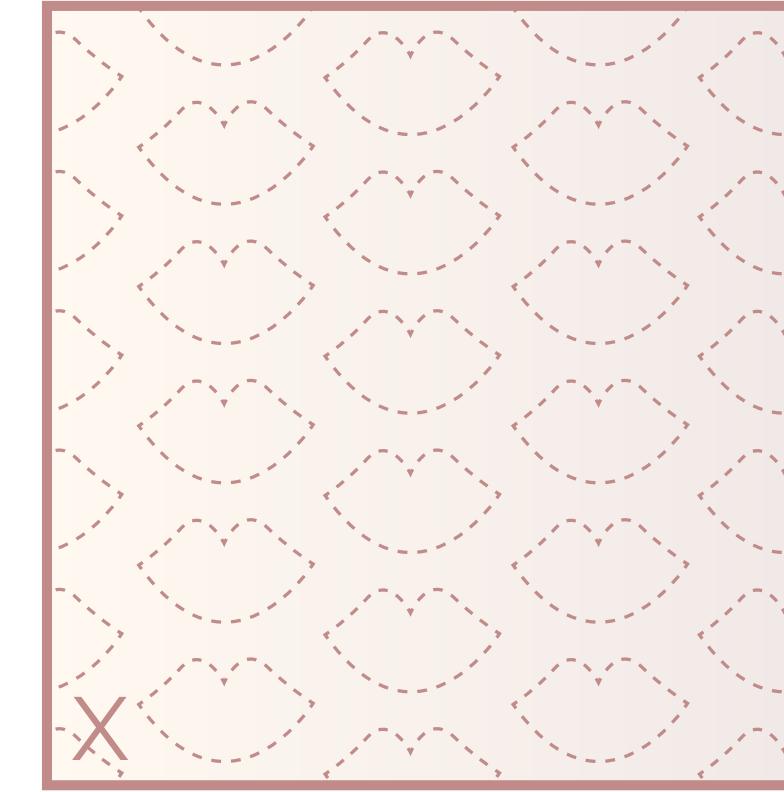
Don't use different patterns side by side.



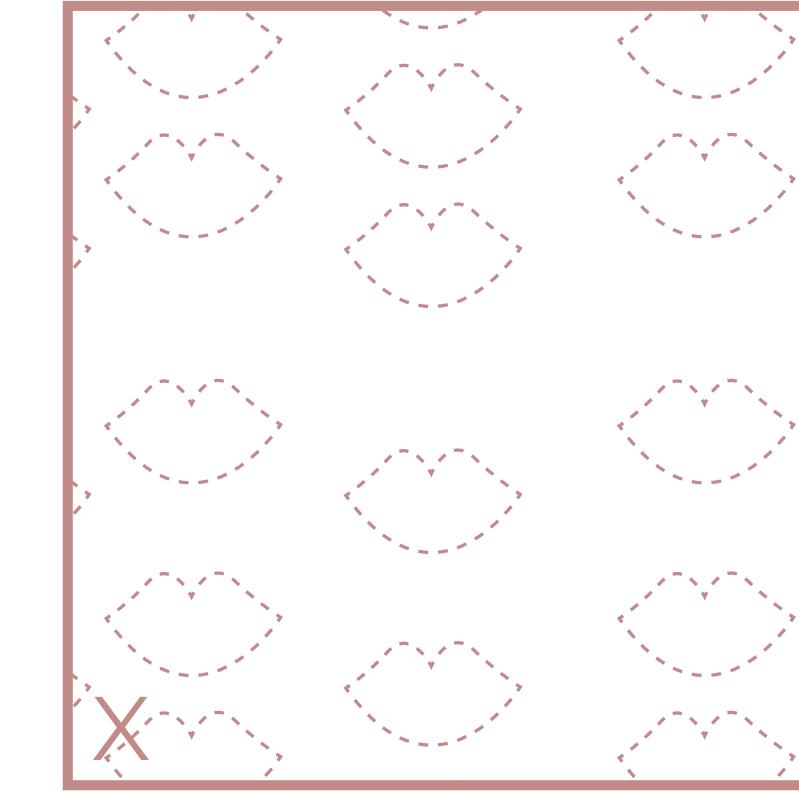
Don't overlap patterns.



Don't use a dark logo on a dark pattern and vice versa.



Don't use color gradients on the background.



Don't change the distance between parts of the pattern.

The phtotgraphy related to the arts & crafts sold by this brand should have a soft overall look with pink and nude tones, complemented by several elements related to the product. The background should be clear depending on what is being photographed and on the amount of detail it has.

The photography method should also represent the texture of the product and display it in different positions, so the customer gets as familiar as possible with the product.

06 Photography

Brandbook Guidelines - 2023

06 Photography - sewing related



06 Photography - rag dolls



The phtotgraphy related to the arts & crafts sold by this brand should have a soft overall look with pink and nude tones, complemented by several elements related to the product. The background should be clear depending on what is being photographed and on the amount of detail it has.

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07 Applications

07 Applications - business card



07 Applications - stickers



07 Applications - stickers



07 Applications - stickers



07 Applications - flyers



07 Applications - tote bag



07 Applications - tote bag



07 Applications - tote bag



07 Applications - bag



07 Applications - bag



07 Applications - street signs



07 Applications - street signs





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The guidelines presented on this brandbook should be carefully followed.

Use the creativity gap of these rules and make incredible designs.