

Baileys

The Brand's Bible



*Are you brave
enough to browse
through?*

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First things first...

Brandbook is an important part of every brand's identity. It brings the brand's ideas to life, communicates its main elements and shows how it differentiates from all the others out there.

With this little handy book, we want to introduce you to the real inside of the brand *Bad*^S*. We have called it the Brand's Bible because it's something we can swear by. It explains everything from the core values of the brand, brand's philosophy, design elements, to the choice of colors and the typography. Here, you will also find what our brand stands for and what we believe in.

This book can be used for internal purposes within the brand, as well as for anyone from the outside who is interested in knowing the background story and purpose behind all the things we do.

*Ready
Set
Success!*

introduction



Brand Concept

Bad^S* is a cheeky clothing brand dedicated to the young, female individuals, who are not afraid to show the world that they are independent on their own and strong in their core.

But...

We're not your typical "girly" brand. We are not striving to build up their confidence, because we know they've already got that.

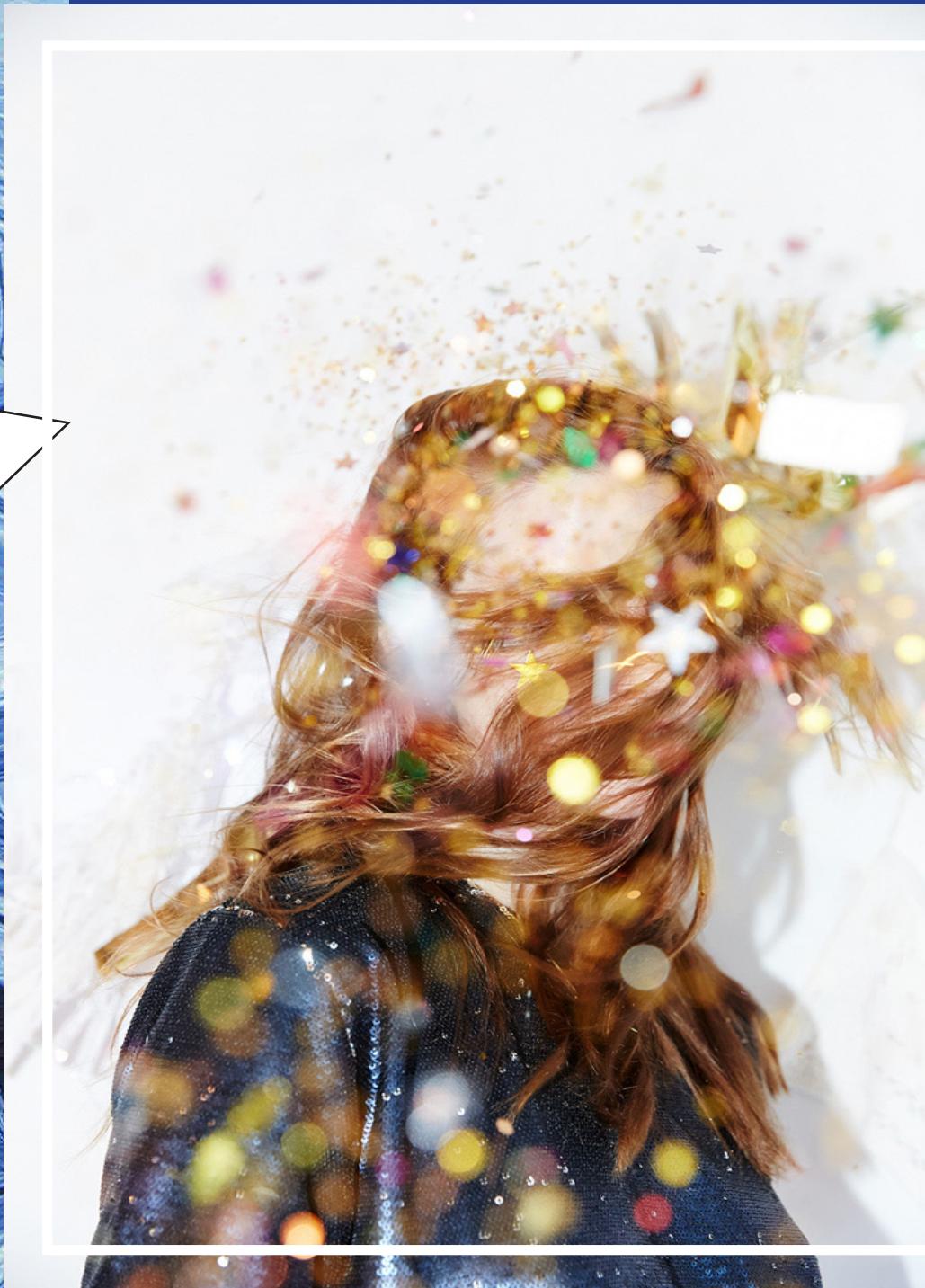
Our aim is to become a supporter in every step they take, and always have their back. We want to remind these girls that even in their grumpiest days, they're amazing and still got this, even if they feel a little blue. We are the big sis they never had.

Our main goal is to create loving, supporting and hardworking community, that goes wild from time to time and has a lot of fun along the way of working towards getting what they want.

Be you, Do you, For you.



*Embracing women
on their own
way to success.*



We are helping
You to express your
strength.

Central Values

Empowerment

We want to remind girls that they can do whatever they set their minds to, especially in creating their own way to success



Confidence

Owning who you are, even when it means standing out of the crowd

Connectivity

To bring together girls that are all ambitious, supportive and willing to help each other





Functional Values

Outstanding

Our products are not going to outshine, but enhance and help you express your unique personality

Luxuriously Durable

We want our pieces to bring you joy not only for a season, but to be with you in all the important moments in your life. That's why we pay exceptional attention to the quality of the pieces we produce.

Playful

Our brand enables you to have fun and not being afraid to show that you are also a bit silly besides being a hard-working one

Energetic

Whereas cheeky is our middle name, we are doing things with positive mindset and full of spirit

Expressive Values



The IT Girl

The Target group for the brand *Bad*S* are girls and women aged between 20-25, that have given up the traditional 9-5 jobs, and decided to establish something on their own. Therefore, they fall into a group of young startup entrepreneurs. They have grown up with technologies, so their fields of occupation are mostly linked with the internet. They work in different areas of creative industries such as design, photography, social media or content creating.

They're independent on their own and strong in their core. They love themselves and know their worth, and they're looking for a brand that can keep up with their pace, support them and always have their back.

These girls are outstanding individuals, a little bit funky, a little bit playful, maybe sometimes coming across as rude or cheeky, but always serious in their working manners. These are the girls that simply got this.



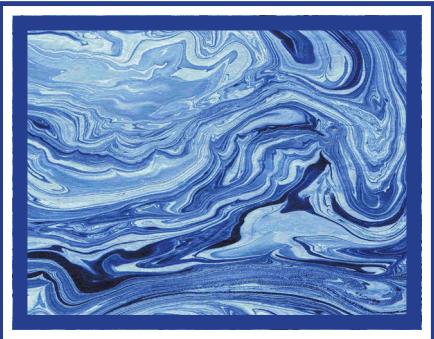
*Bad*S Babes Club!*



Brand Name

*Bad**S literally stands for Badass. Cambridge dictionary defines badass as someone or something that you admire or find impressive, and that's definitely how we see our girls. We were inspired by them, the strong independent women that we represent. Because they're energetic, rebellious and restless and we couldn't name our brand otherwise.

Textures



Throughout the whole BrandBook you can find these 2 textures, either separately, or clashing with each other. At first glance, they can look like they don't match at all, or come across as tacky, but that's exactly what our brand identity is about. Loud and outspoken ;)



How is the logo going to be used on products

Our logo is made out of our brand name with a little twist. It sounds exactly the same way as Badass, just in this case the whole word is not written out. If you read the logo, you should pronounce it as Bad-/eS/. The usage of star is further explained on the next page in the section graphic elements.

Bad*S



Color Palette

Graphic Elements

Deep ocean blue
C=100 M=90 Y=10 K=0

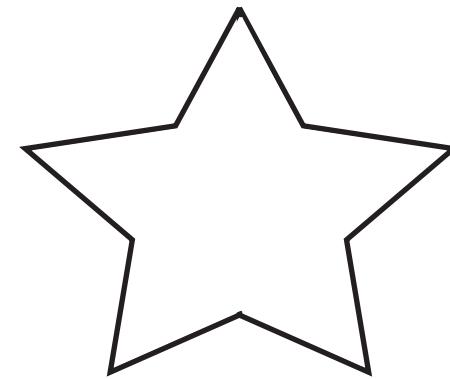
Ripped lemon yellow
C=0 M=10 Y=95 K=0

Space black
C=0 M=0 Y=0 K=100

24k Gold
Texture

What makes us, US?

The colors are definitely inseparable part of our brand's identity. We've decided to use bright, electric colors that are going to reflect our rebellious, outstanding personality. The serious blue is balanced out with the trendy yellow, and those are complimented with the use of luxurious gold texture.



Why the Star?

The stars shape cutouts on each page were once again inspired by our customers. Because we believe that all of our girls are unique in their own way and have their special sparkle, just like the stars.

Title: Verbena

Handwritten font that highlights the femininity of the brand.

65pt

Body: Modern San-Serif font that keeps the playfulness in our core.

12pt

Typography



No
Bad
Vibes
Please!

