Brand Guidelines

Chillax

HOW TO USE THIS GUIDE

What Are Brand Guidelines?

Brand Guidelines are clear and defined rules that communicate how your brand should be represented to the world.

You know how it goes; consistency is key.

The number one rule to a successful brand is consistency. In this guide, you can expect to find all the tools and knowledge you need to help your business. Brand identity is comprised of several elements - it goes well beyond a logo or an icon. It's in the feeling when you see harmoniously constructed colours, imagery, and fonts.

Refer to this document every time you create something new for your business, whether this is a website or a new product launch. Following these guidelines will ensure the logo and branding collateral are used in a way that upholds aesthetic standards and keeps your brand looking professional and consistent.

Now let's create an effective brand guideline of your own!

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01.

Brand Values

What do you value? What does your brand stand for? These are the questions you should be asking yourself to shape the direction of your branding.

Brand values are critical to every brand guideline. They are the core set of guiding principles that shape every aspect of a business - brand values play a significant role in building deep connections that turn one-time customers into loyal customers.

Brand values give meaning to the existence and actions of a brand and, therefore, can determine your brand's identity, message and personality.

1. Chill

Easy to use, affordable, high-quality.

2. High Quality

Focused on providing exceptional products for camping and outdoor.

3. Seamless

Chillax provide customized camping solutions that integrate seamlessly with the most popular cars for camping.

02.

Mood Board

Moodboards are digital or physical collages that arrange curated images, materials and other design elements into a representative composition that focuses on what matters.

An excellent mood board has a balance of unity and variety. Moodboards are more than selecting images. They should express specific feelings and attributes of your business.

We'll start the mood board as a point of inspiration and refer back to it throughout the process of this brand guideline.

ESTD 2021

ICEPEAK
Premium

COFFEE TECH

03.

Colour Palette

This colour palette is a combination of colours that the designs will use when designing all aspects of your brand. Colour palettes form the visual foundation of your brand. They help maintain the critical ideal; consistency.

The Primary Palette will be used in every aspect of marketing communication.
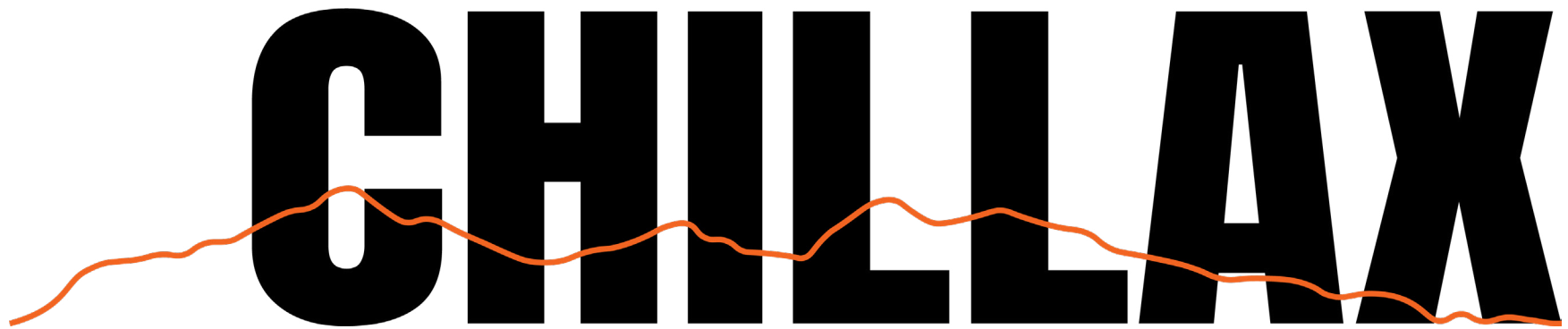
Cream #f4f0ee

Orange #d36937

Green #46532a

Grey #4c4d4d

White #ffffff

Black #000000

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04.

Primary Logo

The primary logo will be used most frequently. This ensures the logo and brand are used consistently across all communications.

In general, this is a strategic brand tool that holds the power to be easily recognisable to the public.
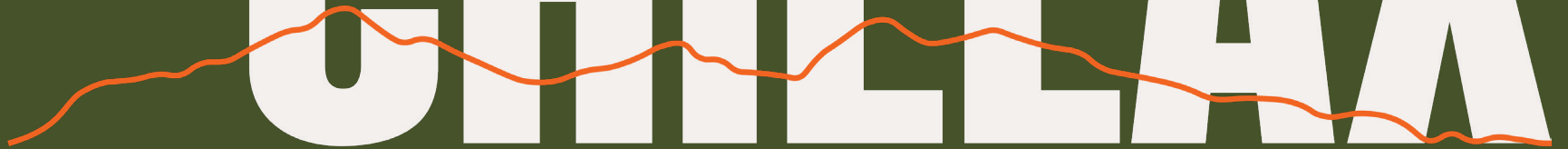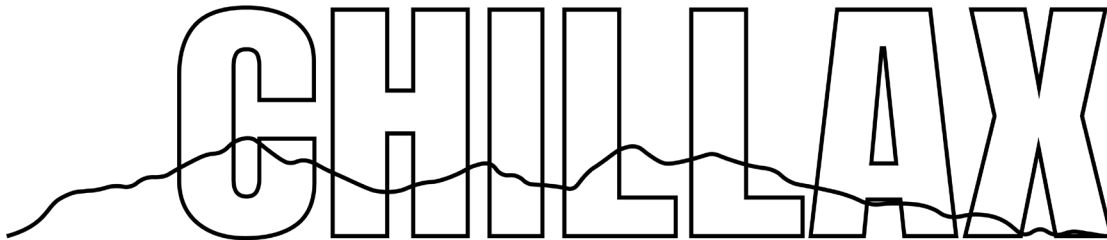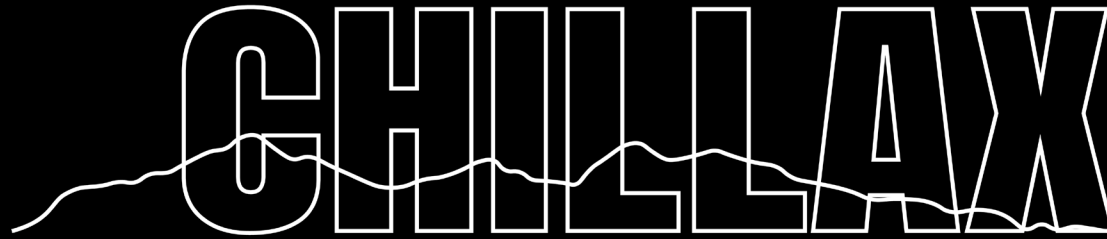
CHILLAX

Your primary logo is your main identifier and is often in a landscape format. A landscape format is ideal for website banners and on the front of business cards.
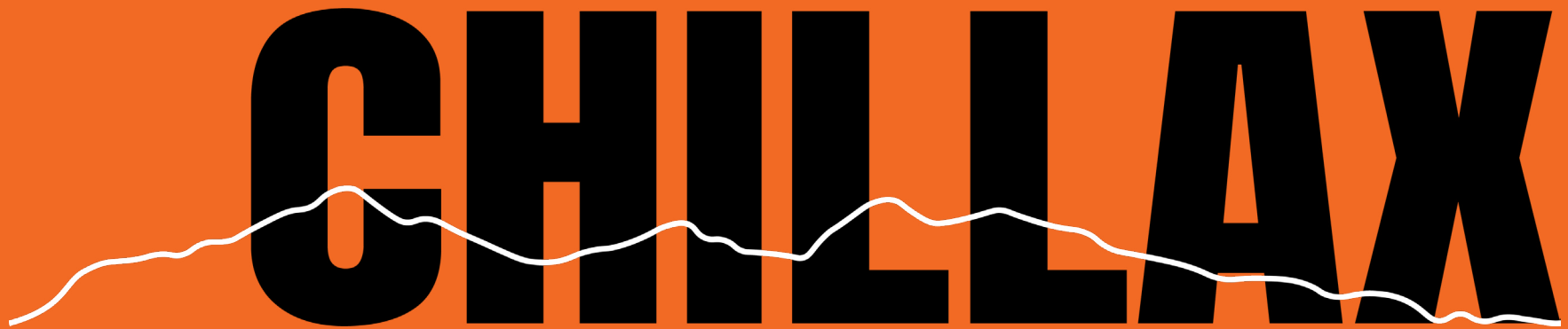
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The Primary Logo is designed to be used with our primary and secondary colour palettes. This allows the logo and brand to be flexible in their usage.

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Occasionally, the logo needs to be printed on an item where colour reproduction isn't available or possible. You can then use the logo's black and white versions.

Note that black and white logos are never used on websites, videos, or for other digital purposes.

05.

Secondary Logos

The secondary logo can be used as an alternative option when the primary logo isn't preferred due to space, orientation, or personal preference.

Your secondary logo goes hand in hand with your primary logo.

It is often a more simplified and abstract variation of the primary logo. This optimises it to be used in smaller spaces that your primary simply would not fit. Primary & secondary logos are usually interchangeable and can be used wherever you see fit.

CHILLAX
OUTDOORS

CHILLAX
CAMPING

CHILLAX
LIFESTYLE

CHILLAX
TRAVEL

CHILLAX
OUTDOORS

CHILLAX
CAMPING

CHILLAX
LIFESTYLE

CHILLAX
TRAVEL

06.

Icono-graphy

Icons are great to use on social media, brand collateral and your website. These icons serve as an extension of your primary and secondary logos, giving you additional options and flexibility while maintaining a cohesive brand presence. It is a more minor, simplified variation of your logo that is optimised for smaller places. Essentially, it's a subtle way of displaying your branding that isn't bold and aggressive.
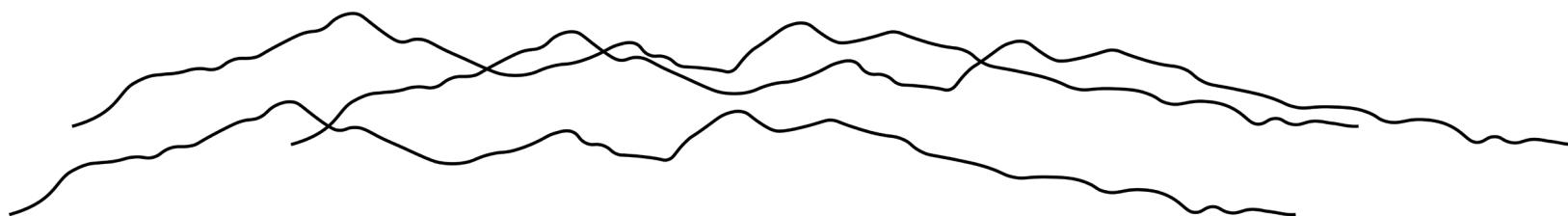
Icon Option One

Icon Option Two
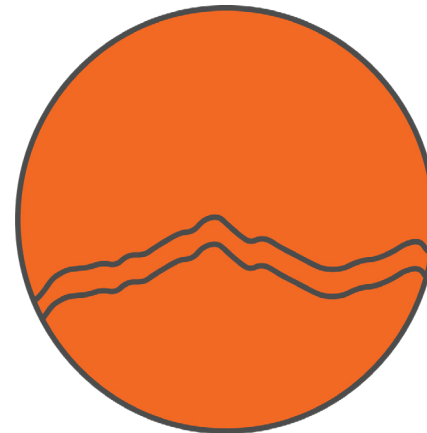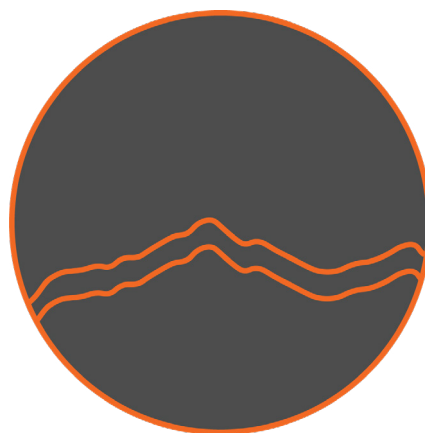
These Icons can be used on signage, marketing material, social icons, ads, videos etc.

Icon Three

Icon Four

These elements can be used in brand colours or reversed in white as needed.

07.

Typo-graphy

Typography is vital in setting your brand apart from competitors and creating a full-circle branded presence.

There are two primary purposes of typography; to promote legibility and to communicate messaging and tone.

The correct fonts must be used across your branding to maintain consistency.

Furthermore, using them in a valid format is imperative to stay consistent with good design rules.

Headings

SUB-HEADINGS

Body
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.

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Impact

KARLA LIGHT

Karla
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