WARM FUZZIES
& company

Brand Guidelines

Logo & Identity for Warm Fuzzies & Company

WARM FUZZIES
& company

Where every child finds comfort.

Contents

01

Introduction
Information about this brand

About This Brand

Not so long ago, a first time daddy named Bo found himself frustrated trying to find the perfect baby products for his new baby boy and home. He wanted to find not only effective, but safe, convenient, and affordable baby items that don't sacrifice durability. Bo believed every baby deserved the best, especially his own. You know what they say, if you want it done right, you gotta do it yourself.

Bo tried to think of all the qualities he would want in a dream baby brand – modern style, durability & convenient for travel all wrapped in love, integrity and passion. Bo knew it wouldn't be easy to take on all these demands in creating a premium baby product, but he is a parent himself, and multi-tasking quickly became second nature.

The mission at Warm Fuzzies & Company is to relieve the next parent a few tasks by delivering the best premium baby products – to simplify the parenting life and bring more comfort to the every day. The dream is to re-define the "baby brand" and create something new – that's better for all families, everywhere.

This identity guideline is a tool designed to project the image, values, and aspirations behind the brand.

It is the cornerstone of all communication efforts and must be followed carefully to ensure a consistent style and quality of presentation. Every participating institution is responsible for representing or coordinating the use of the brand along with an individual institution's brand.

William Baker

CEO / Sr. Graphic designer

02

The Logo

Our logo is the base of our brand and one of the most valuable assets.
We must ensure its proper usage.

The Logo & Usage

The Warm Fuzzies & Company logo combines three elements:
The Warm Fuzzies & Company wordmark, the wreath circle around it and the bumble bee brand mark. Position, size, and color, along with the spatial and proportional relationships of the logo elements, are predetermined and should not be altered or changed.

Used consistently, they will reinforce public awareness of the company.

Mark

Stacked Logo

Wordmark

Wordmark

Horizontal Logo

Mark
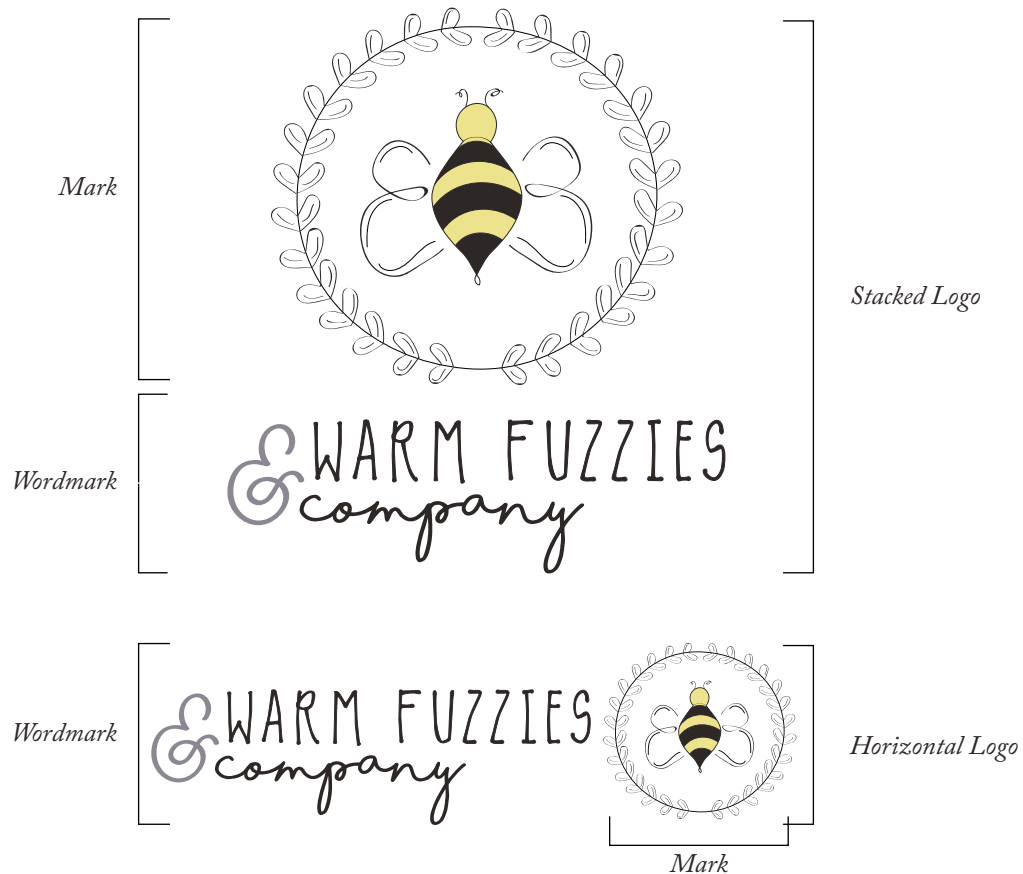
The corporate logo is presented through the use of colors, shapes and typography.
The colors are a sunny side up yellow with dark gray.

A variant of use with the colored background.

A variant of use when the background is dark.

Black & Grayscale

Sometimes, often due to production costs, only one color of ink is available and so the Logo must be reproduced using only one color. In this scenario, the logo must be used following the convention of using a light color type on a dark background or in a dark color type on a light background. The logotype and the symbol must be clearly distinguishable from the background color.

You must honor the Warm Fuzzies & Company Logo palette when possible, using black or white if necessary.

| 100% black | 70% black | 100% white |

| 100% black | 70% black | 100% white |

If necessary, solid colored and grayscale logos can be used.

Construction & Clearspace

The Warm Fuzzies & Company logo requires space from the other elements around it. The space required on all sides is roughly equivalent to the letter width of the logo type. It never should be less than that. The logo must always fit into the clearspace area and can not be intervened by other graphical elements which could hinder legibility of the brand.

Please note that text or pictorial figures, which have strong impact or impression, should not be placed near the logo, even though you keep the isolation area blank.

X

2x X

X

2.25x X
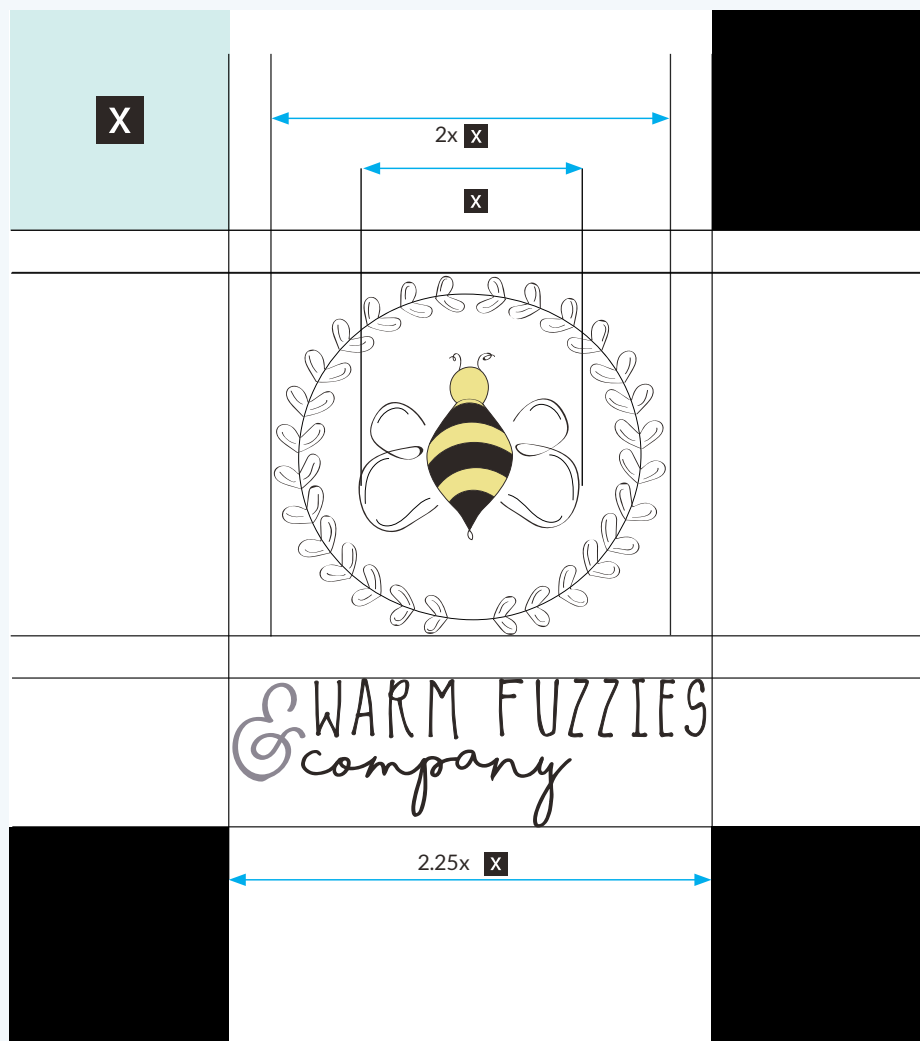
Whenever you use the logo, it must be surrounded with clearspace to ensure its visibility.

Minimum Sizes

THE LOGO

Width: 20 mm

Width: 26 mm

Width: 30 mm

THE SYMBOL

Width: 12 mm

Width: 16 mm

Width: 20 mm

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, function and visibility. In print the minimum size is 20 / 30 mm width, for the symbol it is 12 / 20 mm.

Incorrect Use

DON'T rotate the logo

DON'T add a drop shadow

DON'T rearrange the elements

DON'T use non-approved colors

DON'T stretch the logo

DON'T change the proportions

Please note: The logo cannot be changed! Although creativity is appreciated please do not alter the logo in anyway!

03

The Typography

Typography is 95% of design – it's a driving force in all forms of communication art.

Corporate Font 01

Adobe Caslon Pro

PRIMARY FONT
Adobe Caslon Pro

DESIGNER
William Caslon

ABOUT THE FONT
A long running serif font first designed in 1722 and used extensively throughout the British Empire in the early eighteen century. It was used widely in the early days of the American Colonies and was the font used for the U.S. Declaration of Independence, but fell out of favor soon after. It has been revived at various times since then, in particular during the British Arts and Crafts movement and again each time it went through a redesign for technological changes.
It continues to be a standard in typography to this day.

RULES
This font should be used in all Warm Fuzzies & Company communications to project a consistent visual identity. This includes promotional materials, advertising, digital assets, and printed materials.

Regular
Italic

ABCDEFGHIJKLMNOPQRSTU
VWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Corporate Font 02

Lato

SECONDARY FONT
Lato

DESIGNER
Łukasz Dziedzic

ABOUT THE FONT
Lato is a sanserif typeface family designed in the Summer 2010 ("Lato" means "Summer" in Polish). In December 2010 the Lato family was published under the open-source Open Font License by his foundry tyPoland, with support from Google.

In 2013 – 2014, the family was greatly extended to cover 3000+ glyphs per style. The Lato 2.010 family now supports 100+ Latin-based languages, 50+ Cyrillic-based languages as well as Greek and IPA phonetics. In the process, the metrics and kerning of the family have been revised and four additional weights were created.

RULES
This serif font is available in 10 weights. We use 3 of them. The regular, italic and black versions.

Regular
Italic
Black

ABCDEFGHIJKLMNOPQRSTU
VWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Typography & Hierarchy

Size is the simplest way to create contrast between different typographic elements in your design. With 6 levels of typography, the font size generally starts out largest on top (level one; your most important information) and decreases in size as you move down the page.

Layout, for both print and screen, is one of the most important aspects of graphic design.

HEADING 1
Adobe Caslon Pro, 60 pt regular, italic

The quick brown fox

HEADING 2
Adobe Caslon Pro, 44pt regular, italic

The quick brown fox

HEADING 3
Adobe Caslon Pro, 24pt regular, italic

The quick brown fox

HEADING 4
Lato, 15pt black

The quick brown fox

HEADING 5
Lato, 14pt regular uppercase, spacing 200

THE QUICK BROWN FOX

BODY COPY LATO (8PT REGULAR)
The quick brown fox

BODY COPY ADOBE CASLON PRO (10 PT ITALIC)
The quick brown fox

Placement of Text on Photos

Place text on images according to the examples in the middle. It is important to place the text on solid color parts of the background. It is not allowed to use text on complex backgrounds, because it will reduce the readability.

Colors for the text are white, light gray, dark gray and light blue . Other colors are not allowed.

Headline 2 →

Premium Baby Products

Headline 5 →

OUR MISSION

Body copy →

At Warm Fuzzies & Company we strive to relieve the next parent a few tasks by delivering the best premium baby products – to simplify the parenting life and bring more comfort to the every day.
The dream is to re-define the "baby brand" and create something new –
that's better for all families, everywhere.

WARM FUZZIES
& Company

Headline 2 ⟶

Where every child finds comfort.

Headline 5 ⟶ **WARMFUZZIES.COM**

Body copy ⟶ At Warm Fuzzies & Company we strive to relieve the next parent a few tasks by delivering the best premium baby products – to simplify the parenting life and bring more comfort to the every day.

04

The Color System

With 93% of customers influenced by colors and visual appearance, make sure you pick the right colors for your company.

Logo Color Palette

USE OF COLOR FOR THE PRINTED & DIGITAL LOGO.

The following palette has been selected for use in Warm Fuzzies & Company communications. Lighter tints of these colors are also allowed., but the Logotype + background may only be used with a 100% tint. The primary colors include a sunny side up and a dark gray color, that embodies the creativity and dynamic of the company. The additional colors are gray and white to underline the integrity of your business.

A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.

Primary Color

SUNNY SIDE UP
COLOR CODES
CMKY - 8 / 5 / 55 / 0
RGB - 237 / 226 / 142
HEX - #EDE28E
PANTONE - 608 C

Primary Color

DARK GRAY
COLOR CODES
CMKY -59 / 59 / 59 / 74
RGB - 50 / 43 / 39
HEX - #322b27
PANTONE - 412 C

80%	80%
60%	60%
40%	40%
20%	20%

The gradient sunny side up to white   *The gradient dark gray to white*

Secondary Color Palette

BOY BLUE

CMKY - 20 / 2 / 10 / 0
RGB - 202 / 228 / 228
HEX - #CAE4E4
PANTONE - 5523C

80% – 20%

SANDY BEIGE

CMKY - 19 / 25 / 53 / 0
RGB - 209 / 183 / 134
HEX - #D1B786
PANTONE - 7502C

80% – 20%

LIGHT MOCHA

CMKY - 30 / 40 / 53 / 4
RGB - 176 / 146 / 120
HEX - #B09178

80% – 20%

GRAY SKY

CMKY - 64 / 58 / 43 / 19
RGB - 96 / 95 / 109
HEX - #605F6D
PANTONE - 532C

80% – 20%

THE COLORS

The logo color palette includes specifications for PANTONE colors on coated stock (C) paper.

When reproduced using the four-color process (CMYK), and when creating PowerPoint presentations (RGB).

The palette allows the addition of secondary colors to enrich the creative minds visual identity as a whole. Lighter tints (up to 20 %) of these colors are also allowed.

These colors are complementary to our official colors, but are not recognizable identifiers for our company.

05

Business System & Print

When it comes to developing the business system, consistency is
the key for all layouts and designs.

The Letterhead

WARM FUZZIES
& company

1000 Hennepin Ave • Minneapolis, MN 5500

Prof. Douglas Brull
African Violet Queen
513 Edmunds Street
South Boston VA 24592

Date: 20 September 2016

DEAR PROF. DOUGLAS BRULL

Aboris con con cone moluptias simus et facea volores sitium voluptae cuptati atiorer itiume vel ene que ea nam que sin nis estis ut andis coribea alique nonseres ad earum que cum, que opta cum vit velibus apitiae officiis nihillatur?

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Ur, as pliquati aut plita in nobitatem acepernat veri commo optaquid modi volore, optis magnatquidis doluptaquam cus ma dolupta consed qui comnient occaborum ariandaestio ommodita nossim qui ad quidem quat est il ea vellaborum voluptate nonse none voloreped qui que ventum is magnimo qui assimporiost explis ea doluptatia voluptibus ipiet pero moluptatiis most evendae omnis doluptatem et ommolore que volorit acculpa riberiori debit ventem dis adicillest quae corerat quia autenem la dolorercius.

Ad quisqui atesectore et accae conet ime voluptate ma solecerspel modigenecto to et pos dic te pa ipsam aut explant, sequibusa doloribusa quia duciusdae pliquia corporiosam aut venecesto ipsapiet, sini ommolor ruptiis quatur a comnihilliti andit eum fugiti conem intiur, si con et aut latecusanda aut pa quiaeprat volorep udant, audaess inulpa corecte ab.

Sincerly

William Baker
CEO / Sr. Graphic designer

1000 Hennepin Ave • Minneapolis, MN 5500   561.860.3483   william@warmfuzzies.com   warmfuzzies.com

We designed our stationary to align with our visual system. The letterhead features the logo on the left of the top with the business contact information on the bottom.

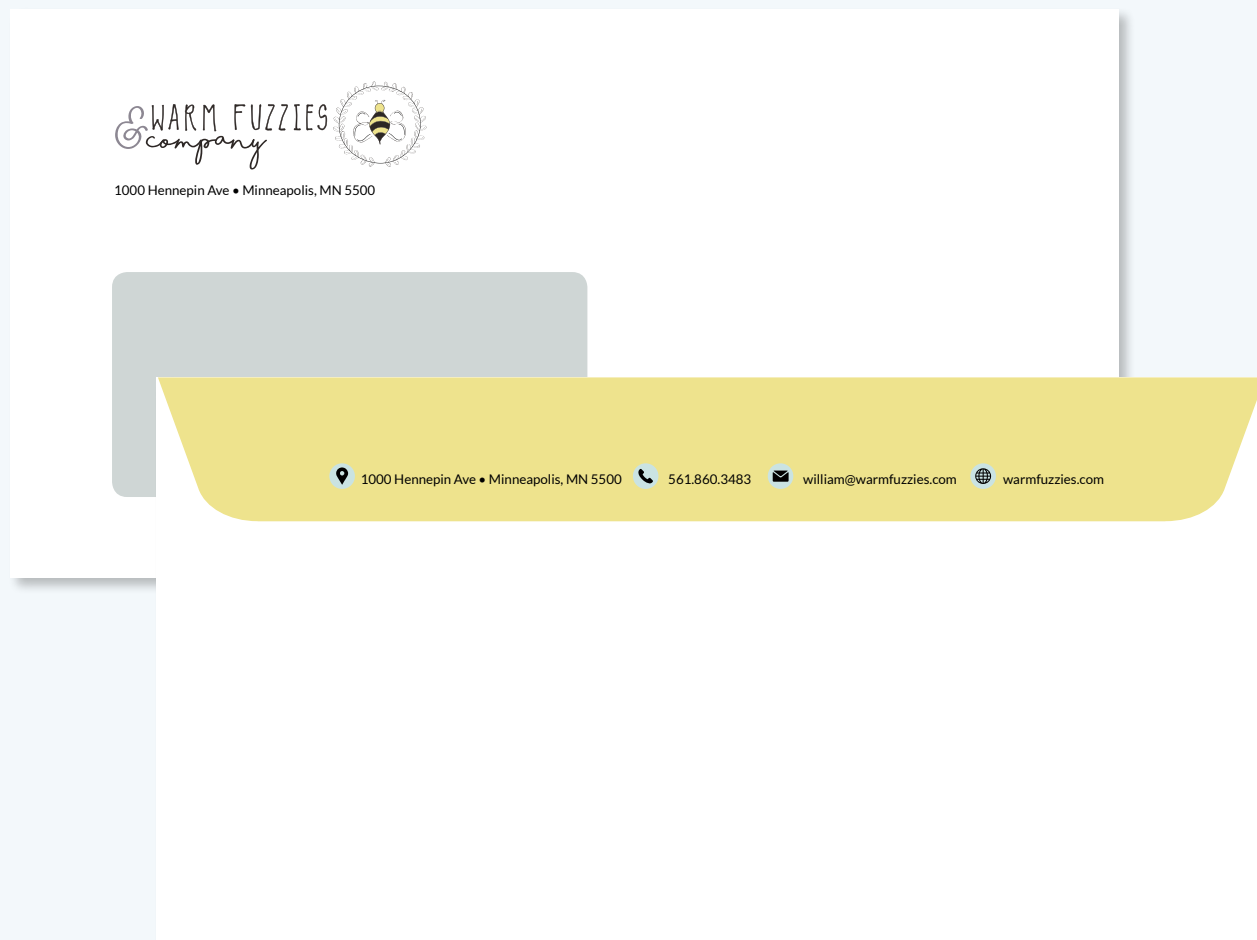| DIMENSIONS: |
|---|
| US Letter 8.5" x 11" - Die cut Rounded Edges |
| PAPER: |
| 100 g/m² offset white |

Business Cards

The business card will be used for all official contact and communication of our company.
These are the approved layouts.

DIMENSIONS:
3.75" x 2" - Die cut Rounded Edges
PAPER:
350 g/m² glossy white paper

Envelopes & Address Labels

WARM FUZZIES & company

1000 Hennepin Ave • Minneapolis, MN 5500

📍 1000 Hennepin Ave • Minneapolis, MN 5500   📞 561.860.3483   ✉ william@warmfuzzies.com   🌐 warmfuzzies.com

WARM FUZZIES & company
1000 Hennepin Ave • Minneapolis, MN 55000

WARM FUZZIES & company
1000 Hennepin Ave • Minneapolis, MN 55000

WARM FUZZIES & company
1000 Hennepin Ave • Minneapolis, MN 55000

The envelope will be used for all official contact and communication of our company. The return address labels will be used for any additional mail that is using an plain/unmarked envelope. These are the approved layouts. Other formats are also allowed.

DIMENSIONS:
#10 Window Envelope - 4.125" x 9.5"

PAPER:
80g/m² offset white paper

Presentation Folder
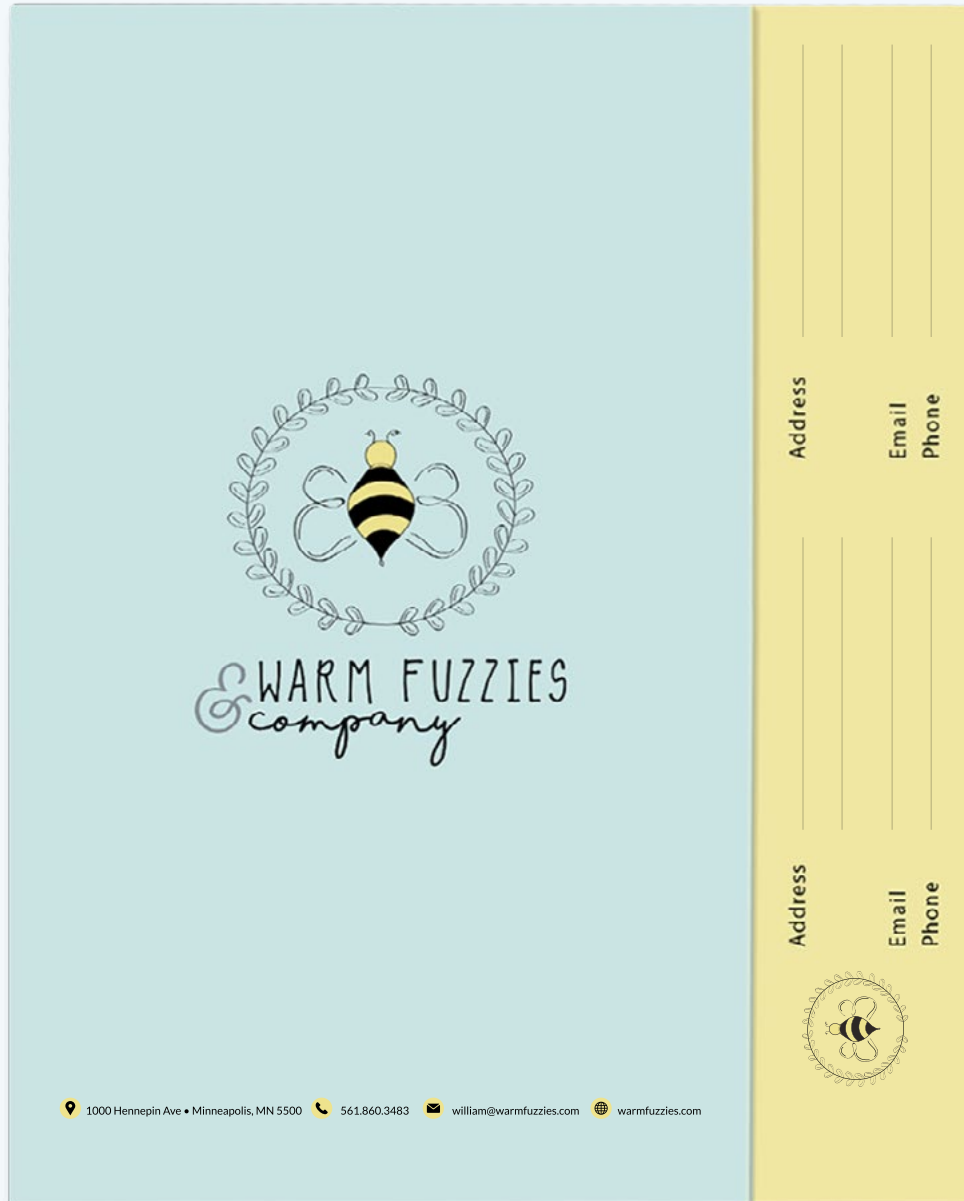
The presentation folder will be used for all portfolio and proposal presentations of our company.
This is the approved layout.

DIMENSIONS:
11.5" x 12" - Folder
PAPER:
350 g/m² glossy white paper

Individual Product Folder
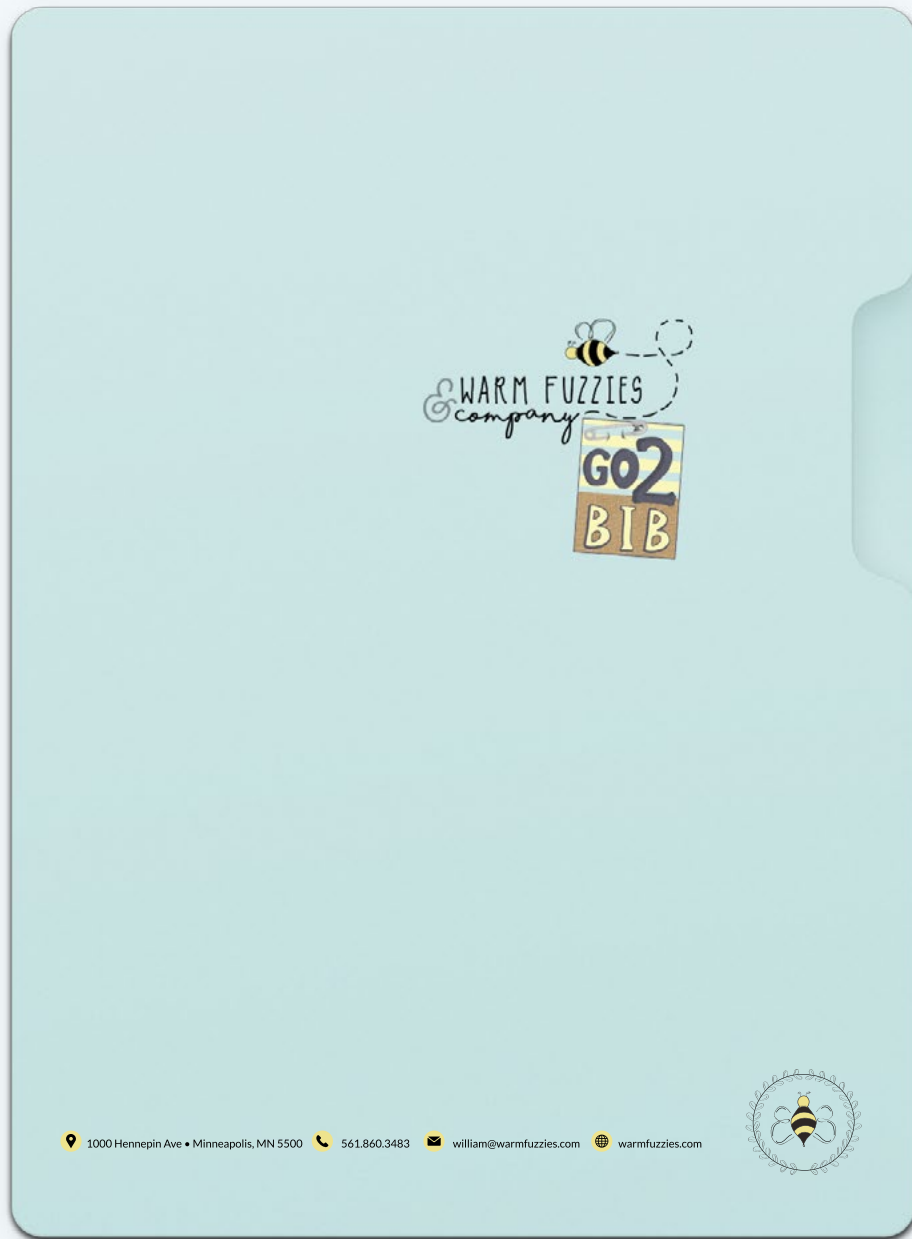
The individual product folder will be for general office use and organization of our company. This folder will feature individual product logo near the tab on the upper right area with the business contact information on the bottom. This is the approved layout.

DIMENSIONS:
9" x 12" - Folder
PAPER:
350 g/m² glossy white paper

Special Promotion Mailers

Promotional mailers will be used to showcase special offers that are available. These are the approved layouts. Other formats are also allowed.

DIMENSIONS:
5.5" x 4.5" - Postcards
PAPER:
14-point, Aqueous Coated Gloss Stock

Invoice

Warm Fuzzies

Minneapolis

BILL TO | **INVOICE #** | 24
John Doe | **INVOICE DATE** | 08/22/2016
19000 Lakeview Street | **DUE DATE** | 09/06/2016
55044 Lakeville

Invoice Total $136.68

QTY	DESCRIPTION	UNIT PRICE	AMOUNT
1	Custom Bib	0.00	34.00
3	Bibs	18.00	54.00
2	Special Offer	23.00	46.00
		Subtotal	134.00
		TAX 2.0%	2.68

TERMS & CONDITIONS

Payment is due within 15 days

1000 Hennepin Ave • Minneapolis, MN 5500   561.860.3483   william@warmfuzzies.com   warmfuzzies.com

We designed our invoice to align with our visual system. The invoice features the logo
on the upper right with the business contact information on the bottom.

DIMENSIONS:
US Letter 8.5" x 11"
PAPER:
100 g/m² offset white

Merchandising

These are the approved layouts for a paper bag, pencil and price tags.

DIMENSIONS:
345 mm x 490 mm
PAPER:
350 g/m² glossy white paper

Stamp & Packing Tape

These are the approved setups for the rubber stamp of company logo and packing tap.

Grid Systems

USE ON US LETTER FORMAT

The grid is used as a guide for how to place text, photos and advertisements on the page.
The font size that you use should be proportionate to the grid.

The 12 column grid is always the basic. For special prints, a 6 column grid is also allowed.
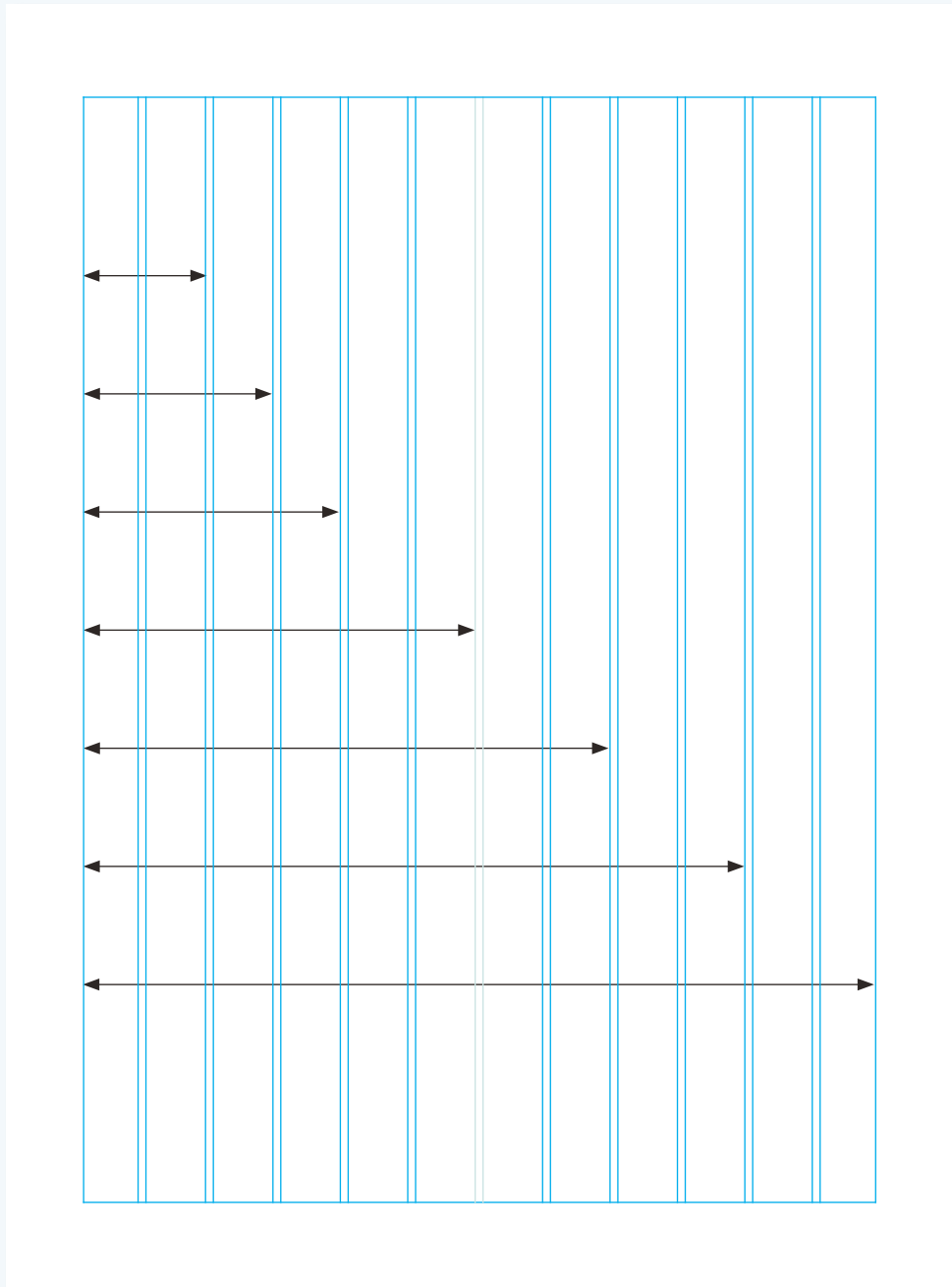
For Images
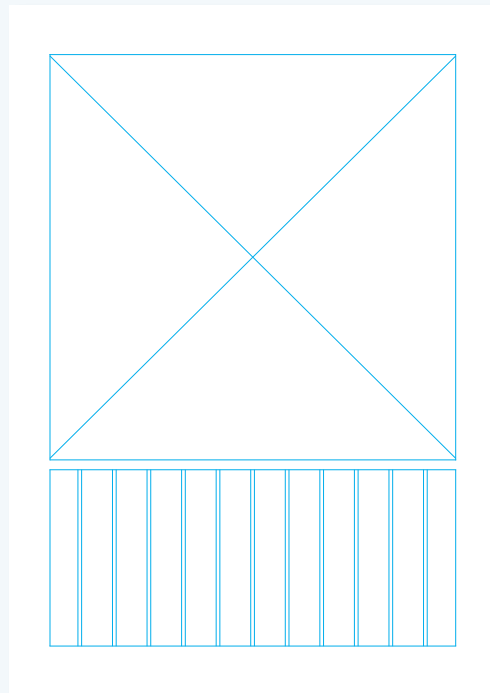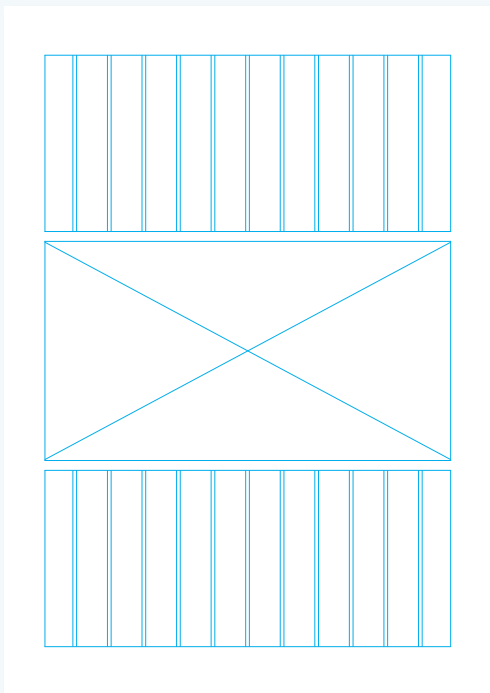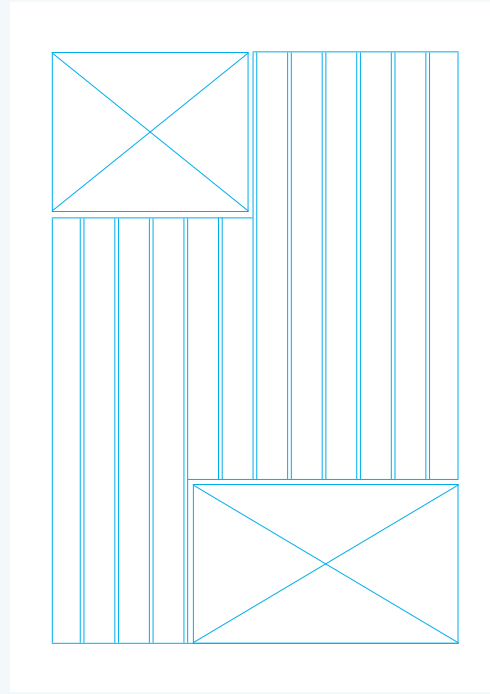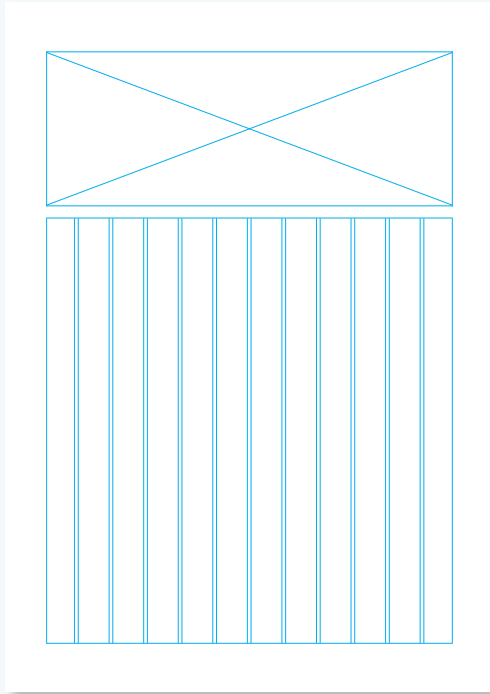
06

Product Packaging

Our product's packaging is meant to communicate a purpose: what our brand stands for and what it means for our customers.

3D Digital Mock-up
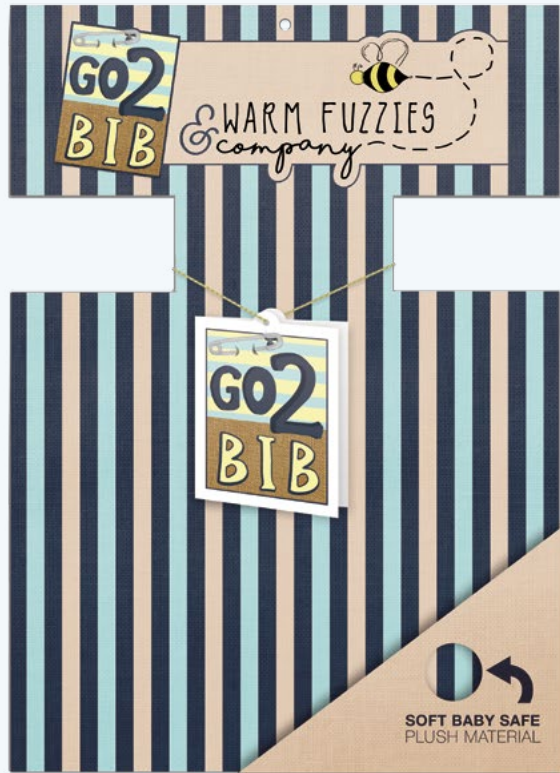
This is the approved package design for our Go2Bib product line. The simple design layout and aesthetics of the packaging will work with an array of fabric styles , colors and patterns of the product.

Expanded Package Template

Its a Snap with the Go2Bib!
This patented design makes for easy removal after those late night feedings, by detaching the silky neck piece from snaps found on either side of the Go2Bib. Simply slide out the neck piece from under baby with minimal disturbance and then relax! We know you will enjoy the qualities of this dream baby product with modern style, durability & convenience for travel all wrapped in love, integrity and passion. Our goal at Warm Fuzzies & Co. is to relieve the next parent a few tasks by delivering the best premium baby products – to simplify the parenting life and bring more comfort to the every day. Our dream is to re-define the "baby brand" and create something new – that's better for all families, everywhere.

Made in Minnesota, USA
www.WarmFuzziesCo.com

ONE SIZE FITS ALL
Recomended ages: 3 Months – 9 Months Old
60% PLUSH-COTTON · 30% SILK · 10% TERRY-COTTON
NO BLEACH · HAND WASH COLD · DRY ON LOW · IRON ON MED

PLEASE RECYCLE
THIS PACKAGING.

Register this bib at
WarmFuzziesCo.Com
For a special offer!

0 89 123 8765 1234567 9

SOFT BABY SAFE
PLUSH MATERIAL

Product Display

At Warm Fuzzies & Company, we want to create security and a sense of comfort from our packaging design. The product displays should reflect the quality products that we provide. We don't want to miss this opportunity to create a lasting impression on the shelf and in the minds of our customers.

07

Digital

Using a grid system is one way to achieve a level of consistency that would be otherwise extremely difficult to master.

Website on Different Devices

NAVIGATION
The navigation is always on the top, right of the logo. Use uppercase and lowercase letters for it.

COLOR
The basic color for the website is always sunny side up and boy blue . Use main color 2 to highlight some articles. The main photo at the top should always be in a boy blue color tone.

FONTS
The fonts Adobe Caslon Pro and Lato can also be used on the web. The Caslon font is always used for the big headlines, Lato for the basic text and smaller headlines.

Web Design

DESKTOP
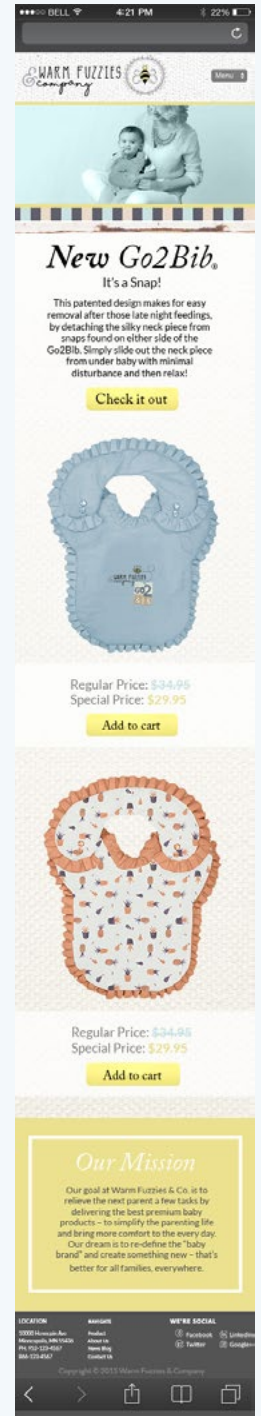
MOBILE

Wire Frames

GENERAL INFORMATION OF THE CONTENT AND LAYOUT OF EACH PAGE

2 Column Grid

3 Column Grid
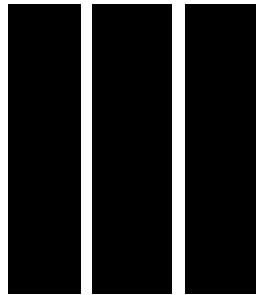
4 Column Grid
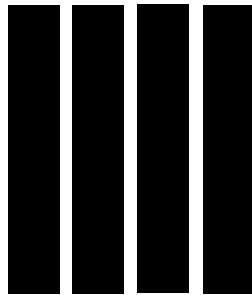
6 Column Grid
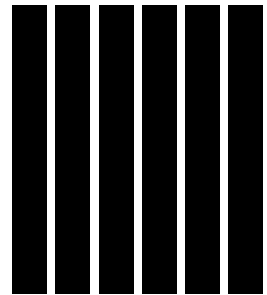
Custom Layout
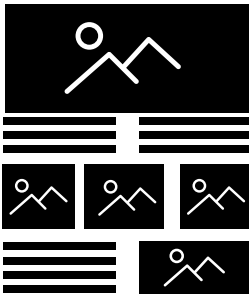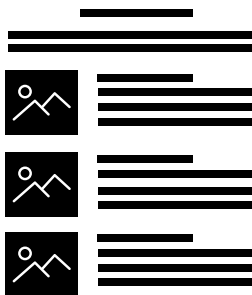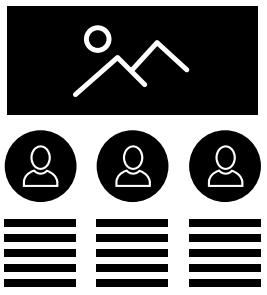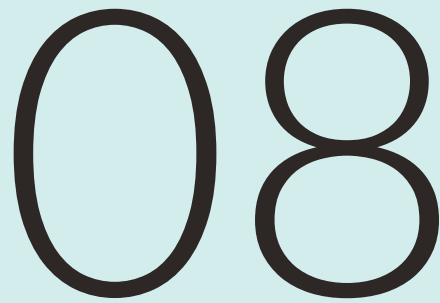
Main Products Page
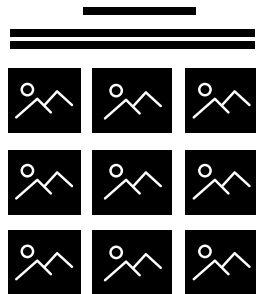
Product Page
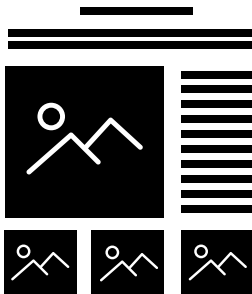
Team Members
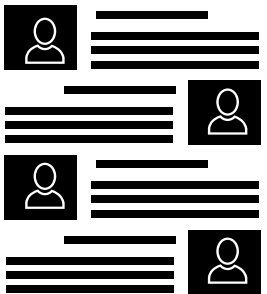
Article Right
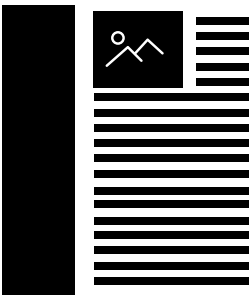
Article Left
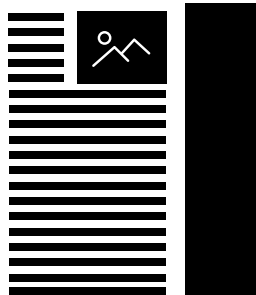
Blog

Landing/Home Page

08

Advertising

Brand image is the overall impression in consumers' mind that
is formed from all sources

Company Signs & Delivery Vehicle Wrap

Boutique Storefront Signage

Billboard & Roadside Signs

The Checklist

BEST TO HAVE A CHECKLIST. THEN YOU KNOW YOU'VE DONE EVERYTHING PERFECTLY!

01 The logo
Only use approved versions of the logo. Please check that you have respected the minimum size and exclusion zone requirements.

02 Color
Please make sure that only your approved primary and secondary colors are used.

03 Typography
Use the font Adobe Caslon Pro for all top headings. For body text and smaller headings use font Lato. Both fonts are also available for web.

04 Print materials
Please use the provided grids and approved layouts for all printed products and the stationery.

Help or Feedback

TO PROVIDE FEEDBACK, SHARE INFORMATIONS OR SEEK ANSWERS TO QUESTIONS YOU MAY HAVE ABOUT THIS BRAND, PLEASE CONTACT:

William "Bo" Baker
Brand development manager / CEO
6021 Birchcrest Dr.
Edina, MN 55436
United States

Phone   561.860.3483
Fax   952.123.4567
E-Mail   william@emperordesigngroup.com

Douglas Brull
Brand communication manager
125 Winter Wonderland Dr.
Minneapolis, MN 55436
United States

Phone   612.123.4567
Fax   952.123.4567
E-Mail   grandpubbah@gmail.com

WARM FUZZIES
& company