

BRAND GUIDELINES

2024 Updates



Primary Logo

Use Case: The primary logo is the main representation of the brand and is used in most branding materials.

Application: It should be used as the first choice for all official documents, marketing materials, and any other communication that requires the brand's full visual identity.

Guidelines: The primary logo should always be displayed in its original colors and proportions. The primary and secondary logos should not be altered, distorted, or cropped to omit the tagline. Maintain a clear space around the logo to ensure it stands out and is not crowded by other elements on the page. The clear space should be proportional to the size of the logo, you can use the circle-with-heart as a minium space measurement. (which is the space above and below the Primary Logo)

Secondary Logo

Use Case: The secondary logo is a variation of the primary logo that is used in specific situations where the primary logo may not fit or be legible.

Minimum Sizes:

Primary Logo and Secondary Logos: 40px or .5in wide Horizontal Logo: 160px or 2.25in wide Icon: Can be as small as the center of a QR code







Horizontal Logo & Icons

Use Cases: The horizontal logo should be placed prominently at the top of the website, typically in the header area. Ensure that the logo is aligned either to the left or center of the header for a clean and professional look.

The icons' primary use case is in a QR Code. The icon can also be used as a watermark on images for social media.

SHOES≣CLOTHESËKIDS

SHOES≣CLOTHES≅KIDS







Main Color Palette



 Main Blue
 Dusty Blue

 HEX: #003976
 HEX: #ACB4D2

 CMYK: 100, 72, 0, 38
 CMYK: 25, 18, 0, 9



Light Green HEX: #A4CB39 CMYK: 41, 1, 100, 0

Dark Green HEX: #81BD41 CMYK: 55, 3, 100, 0



Light Orange HEX: #F58223 CMYK: 0, 60, 98, 0 Dark Orange HEX: #F36C24 CMYK: 0, 72, 98, 0





Light Teal HEX: #3CC2D2 CMYK: 65, 0, 18, 0

Dark Teal HEX: #1DB2C2 CMYK: 72, 5, 23, 1



Light Purple HEX: #613592 CMYK: 77, 96, 1, 0

Dark Purple HEX: #4F2B76 CMYK: 85, 100, 20, 7

Secondary Color Palette



Light Red HEX: #EE334C CMYK: 0, 94, 67, 0 Dark Red HEX: #E11837 CMYK: 0, 100, 80, 5



Light Blue HEX: #37AAE1 CMYK: 68, 16, 0, 0

Dark Blue HEX: #008ECB CMYK: 85, 25, 0, 5

Light Yellow HEX: #FDB714 CMYK: 0, 31, 100,0

Dark Yellow HEX: #F2A418 CMYK: 0, 38, 100, 3

Main Color Bars



Secondary Bars





Main Typography

Shoes and Clothes for Kids is using the font family Roboto as it's main font. Below you can find use cases for each.

Roboto is used in the letterhead for writing out Shoes and Clothes for Kids in the Address. The rest of the address uses Roboto Slab.

Roboto Slab Regular is being used for the majority of paragraph text in print and digital pieces.

Roboto Condensed is being used with all Caps formatting as titles or subtitles for print and digital peices where Langdon cannot be used.

Langdon All Caps is used for Large Title Headlines as well as headlines and quotes on the color block backgrounds.

Type Family: Roboto

Roboto: Regular abcdefghijkImnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Slab: Regular

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

ROBOTO CONDENSED: BOLD

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Title Type Face: Langdon

LANGDON ABCDEFGHIJKLMNOPORSTUVWXYZ ABCDEFGHIJKLMNOPORSTUVWXYZ

Typography & Brand Examples

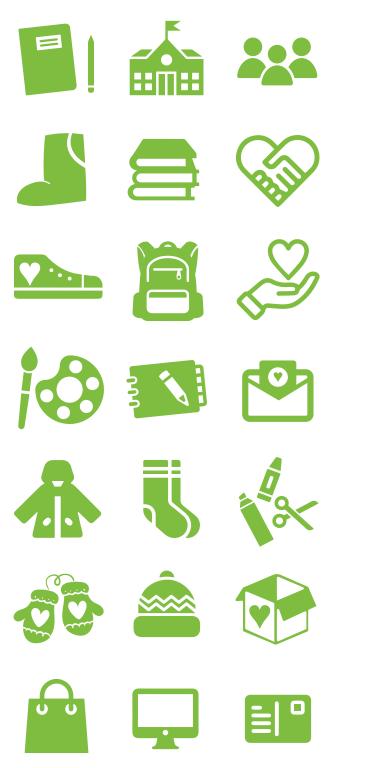






All Icons

Icons are available in the brand colors and white and have been saved as 1024x1024 PNGs with transparent backgrounds for use in digital and print.



Additional Logos







