



BRAND GUIDELINES

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01 -

BRAND STRATEGY

SPUD is an environmentally conscious streetwear brand in the UK.

As a company, we pride ourselves on being very inclusive, which is why all of our clothes come in a large range of sizes and are all genderless.

We mostly design graphic t-shirts that have fun and silly characters on, our main man is 'SPUD', a grumpy potato that gets up to mischief with his best friend 'ROT'.

SPUD clothing would be mostly sold online but would have a few shirts or bags in places like 'Glass Onion', which is an edgy thrift store in Sheffield.

INCLUSIVE - UNIQUE - SILLY - BOLD

SUSTAINABLE - EDGY - OUTGOING - FUN

01 - PERSONALITY

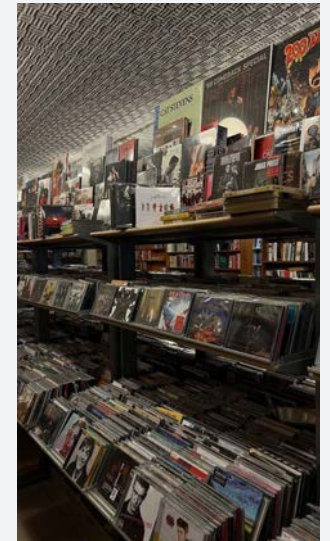
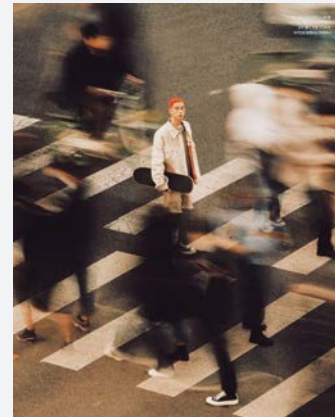
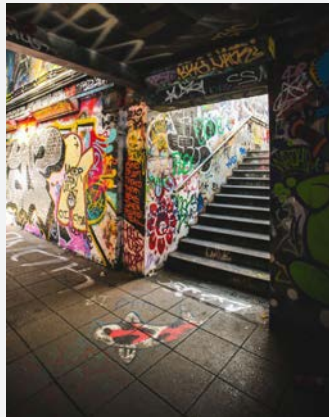
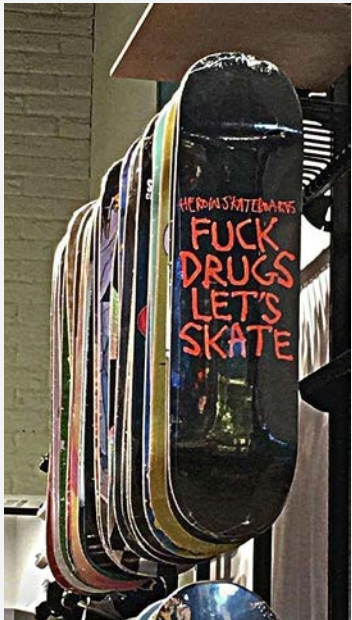


SPUD is a bold brand with strong ethical and moral values.

We care and love everyone and believe that no matter your race, size, gender, or sexual orientation, you are welcome to wear SPUD.

SPUD is a light-hearted brand and should not be taken seriously, after all, it's all about a smoking potato.

Here are some pictures from Pinterest that I think represent SPUD;





02 -

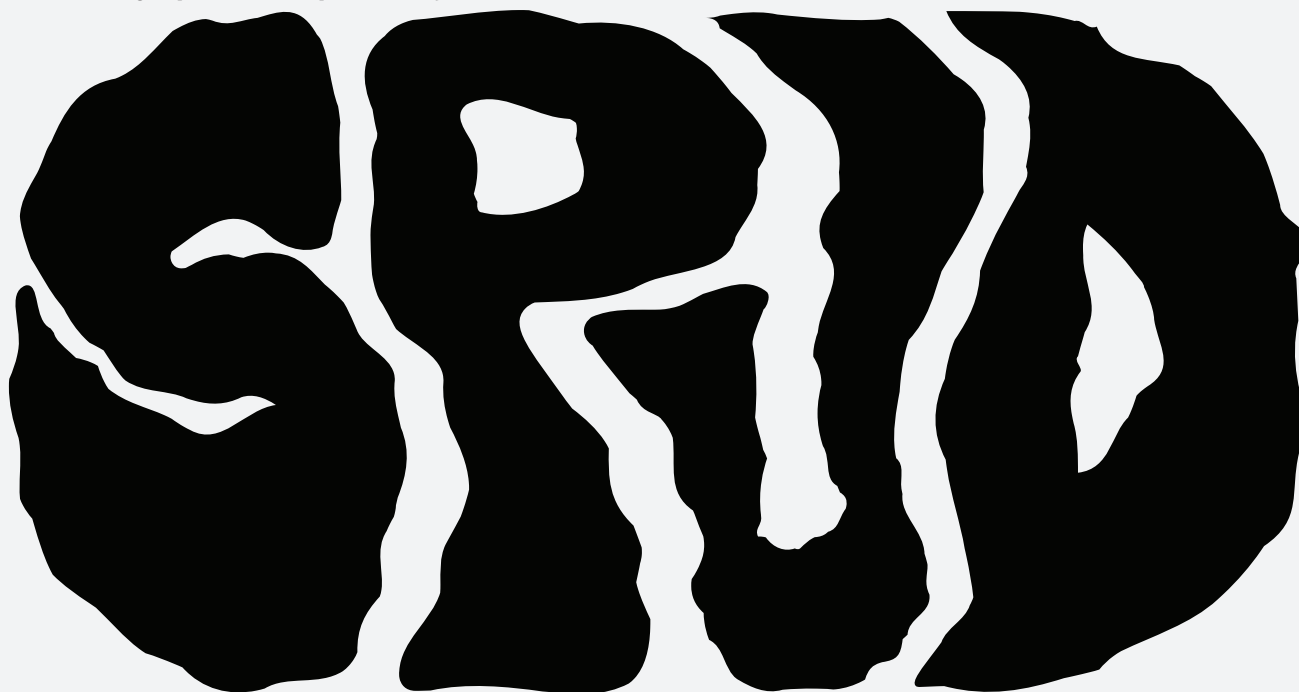
THE LOGO

02 - PRIMARY LOGO

This is the primary logo; it was created using Illustrator.

The uneven texture and circular shape were created to represent the natural shape of a potato.

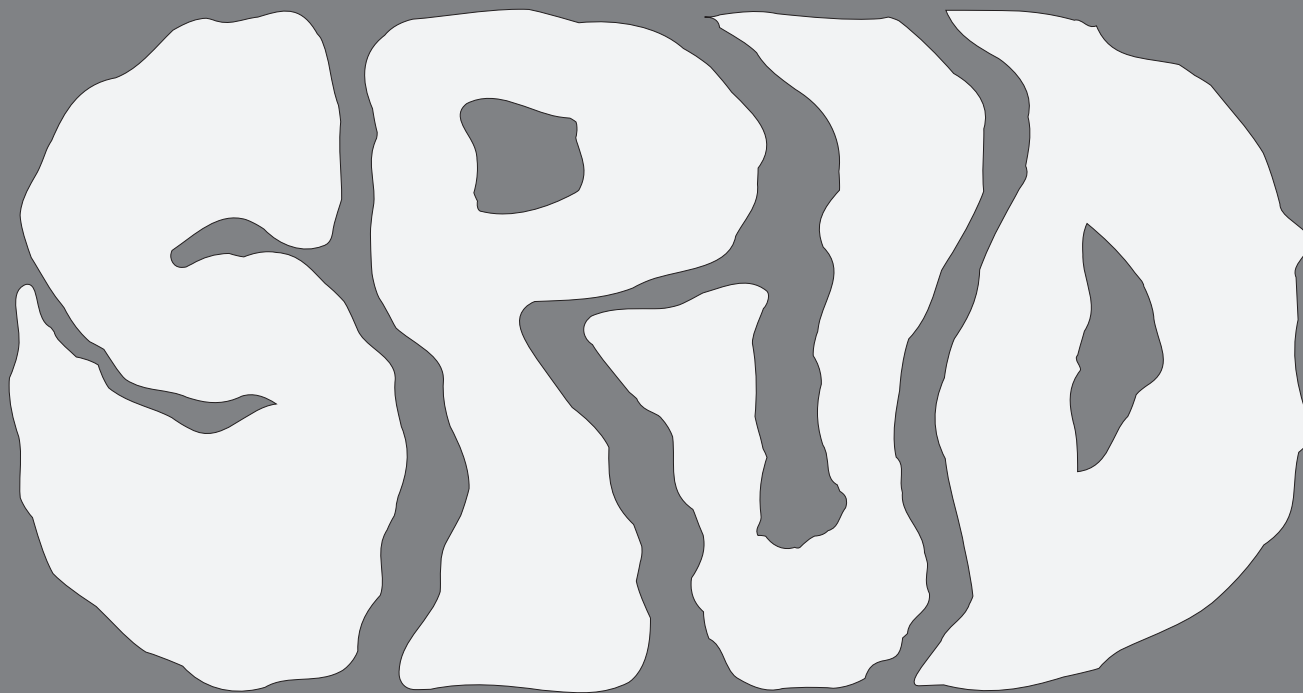
It was kept simple as the rest of the graphics are quite busy.



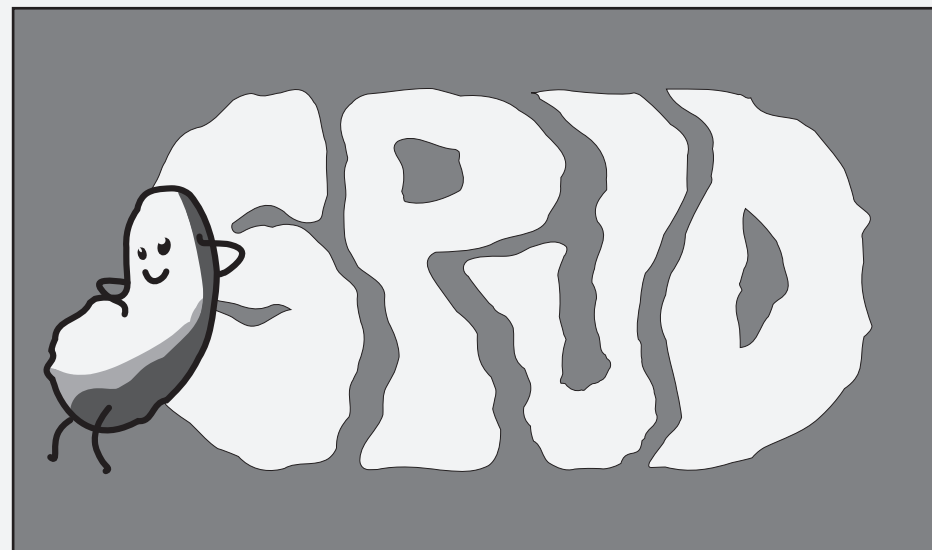
02 - SECONDARY LOGO

The secondary logo was created as an alternative to the black.

Its main use is for the darker fabrics to stand out more.



02 - LOGO VARIATIONS



03 -

COLOUR PALLET

03 - KEY COLOURS



231F20	414042	58595B	6D6E71	808285	939598	A7A9AC	BCBEC0	D1D3D4	E6E7E8	F1F2F3
R - 35 G - 31 B - 32	R - 65 G - 64 B - 66	R - 88 G - 89 B - 91	R - 109 G - 110 B - 113	R - 128 G - 130 B - 133	R - 147 G - 149 B - 152	R - 167 G - 169 B - 172	R - 188 G - 190 B - 192	R - 209 G - 211 B - 212	R - 230 G - 231 B - 232	R - 241 G - 242 B - 242
C = 0 M = 0 Y = 0 K = 100	C = 0 M = 0 Y = 0 K = 90	C = 0 M = 0 Y = 0 K = 80	C = 0 M = 0 Y = 0 K = 70	C = 0 M = 0 Y = 0 K = 60	C = 0 M = 0 Y = 0 K = 50	C = 0 M = 0 Y = 0 K = 40	C = 0 M = 0 Y = 0 K = 30	C = 0 M = 0 Y = 0 K = 20	C = 0 M = 0 Y = 0 K = 10	C = 0 M = 0 Y = 0 K = 5
BE1E2D	C = 15 M = 100 Y = 90 K = 10									
R - 190 G - 30 B - 45										

03 - EXAMPLE IN USE



The colour scheme is very important to a brand identity.

The decided theme that I want to convey is a grunge/edgy aesthetic.

The grey scale is used to create the graphics, but the use of red is very important. It is meant to be used in small sections, like the tip of the cigarette or a musical note. It will never be used as a primary colour.



Just a pop of colour here and there.

04 -

TYPOGRAPHY

04 - PRIMARY TYPEFACE



This is the primary typeface; it will be used for headings and titles.

I chose this one because it fits the brand, big and bold and reminds me of potato stamps.

THE CAR CRASH NIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0

! \$ & + = - @ , . ? ;
! \$ & + = - @ , . ? ;

This is the secondary typeface, for paragraphs.

This is an easy to read, clear font that is perfect for bulk sections of writing.

DIN Condensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! \$ & + = - @ , . ? ;

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04 - EXAMPLE IN USE



This perfect example shows the use of the fonts.



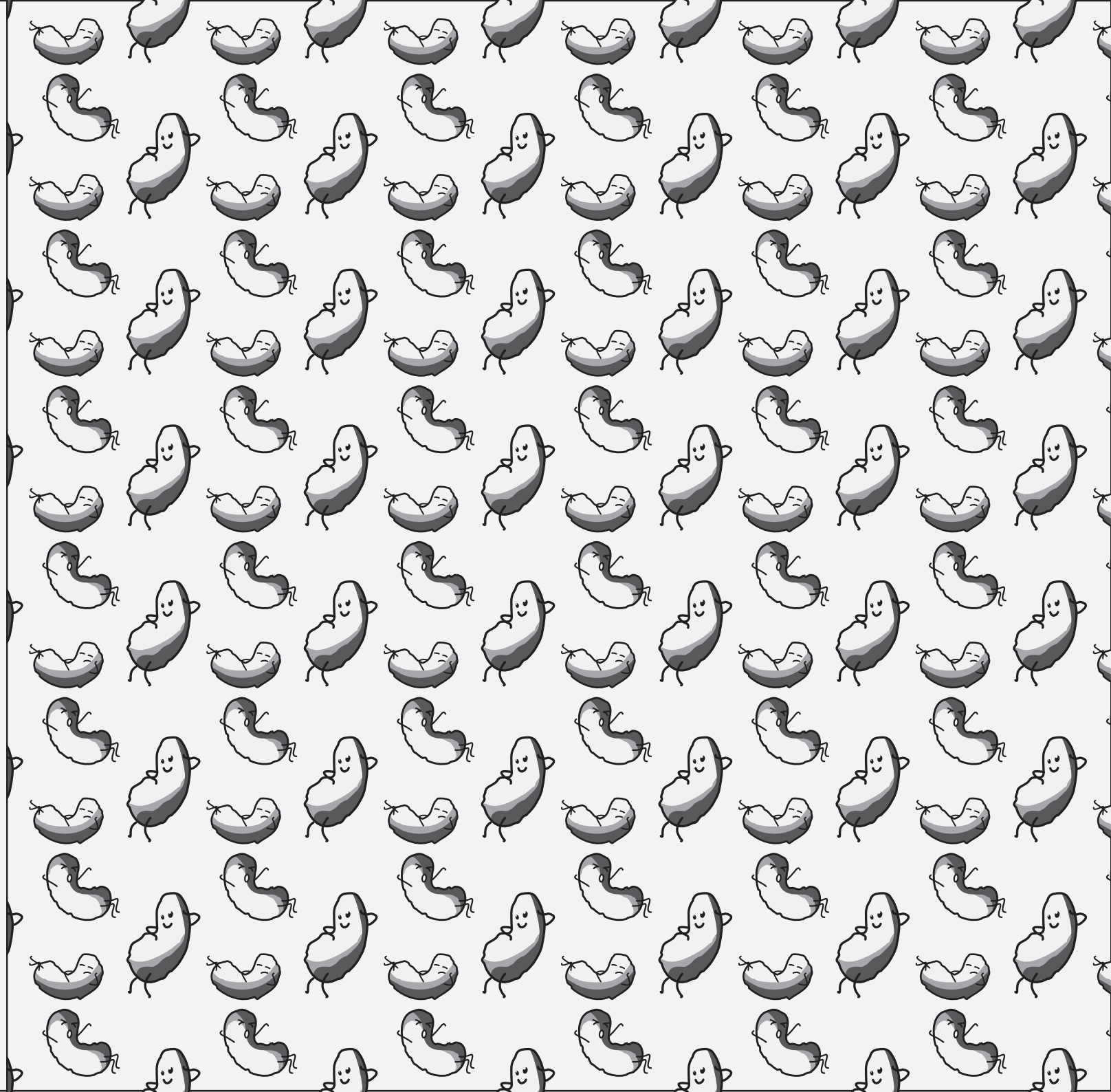
05 -

BRAND ELEMENTS

05 - PATTERN 1

It's important to make patterns as they can be used for multiple things, packaging, social media or product designs.

This is the first I created with the beans from the 'Jelly Beans' graphic.



05 - PATTERN 2

This is a purely logo focused pattern.

Once again, this could be used for social media.



05 - PATTERN 3

This is a fun mix of the beans and the logo

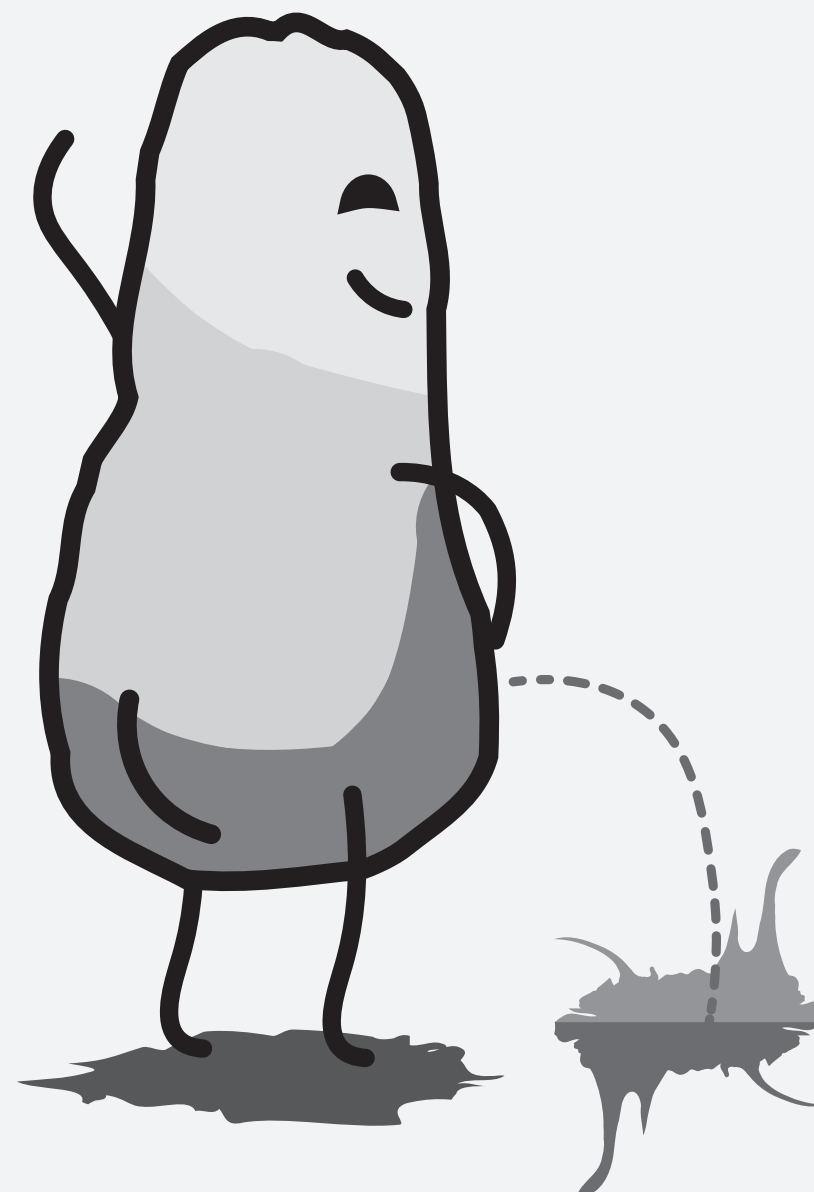


05 - CHARACTER



These silly characters are used in multiple ways and add a lot of detail and individuality to the brand.

These are from the 'Beans Boys' graphic and would be used for social media to add a fun element.

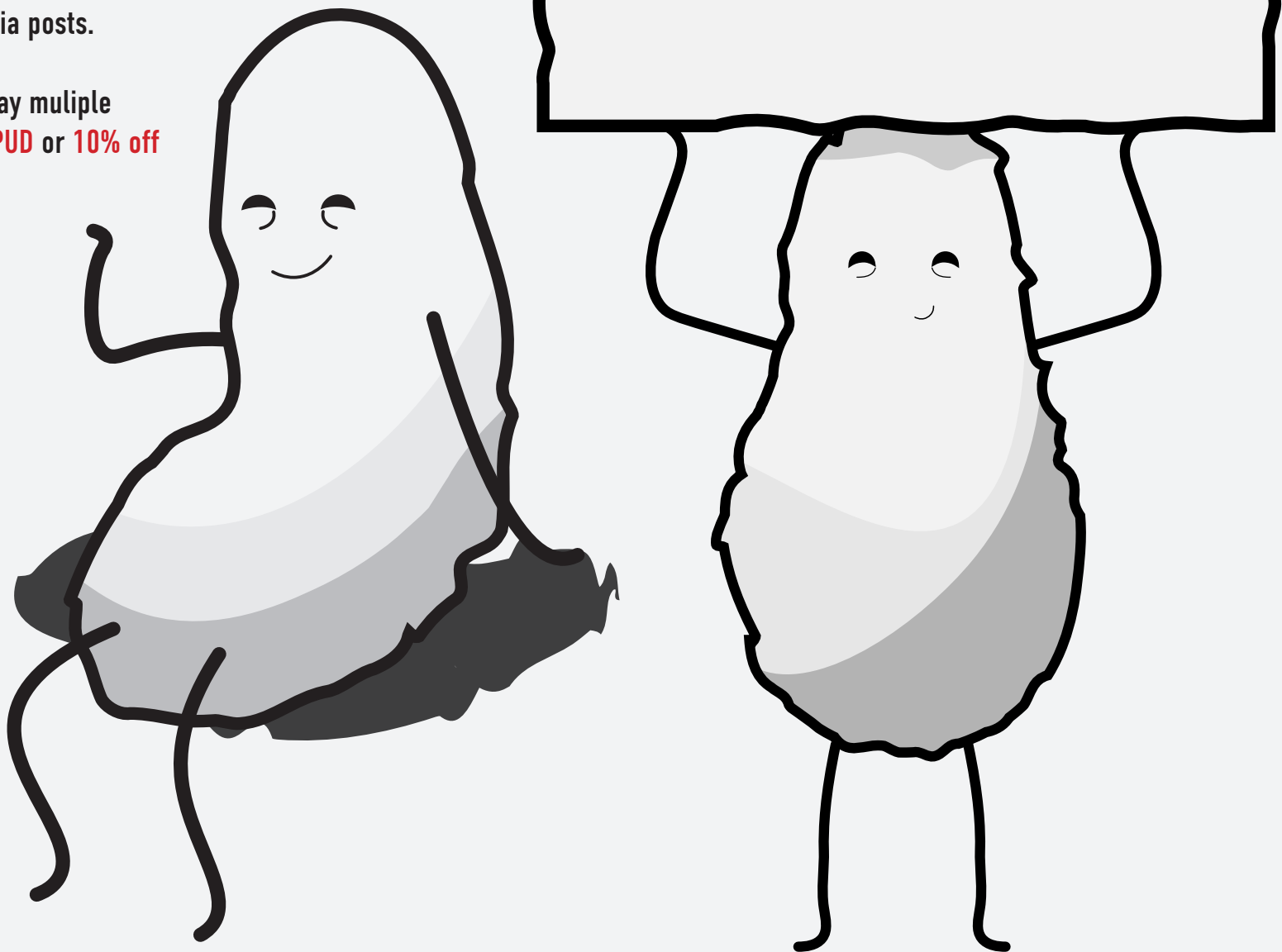


05 - CHARACTER



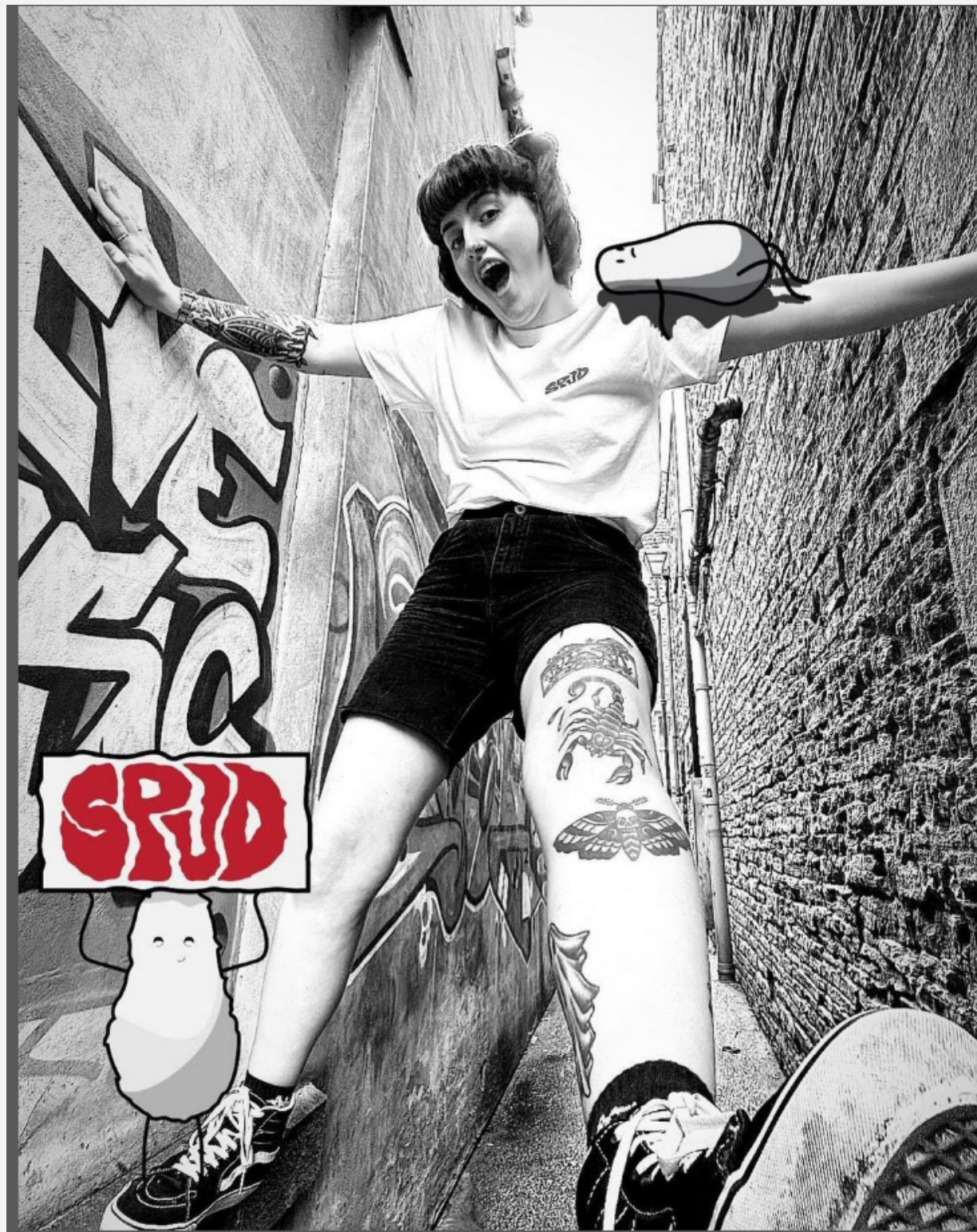
I would use this particular character the most as I would add it as a button on the website and almost like a watermark on some of the social media posts.

I would have the sign say multiple different things, like **SPUD** or **10% off**



05 - EXAMPLE IN USE

This is a great example of a couple of these characters in use.



05 - PACKAGING



Packaging is important for the look of the brand.

I wanted my packaging to be fully recyclable, hence the cardboard.



05 - PACKAGING



This tag would be used if SPUD was ever sold in stores.



05 - THANK YOU CARD



These would be sent in the packaging when someone would order from SPUD.







06 -

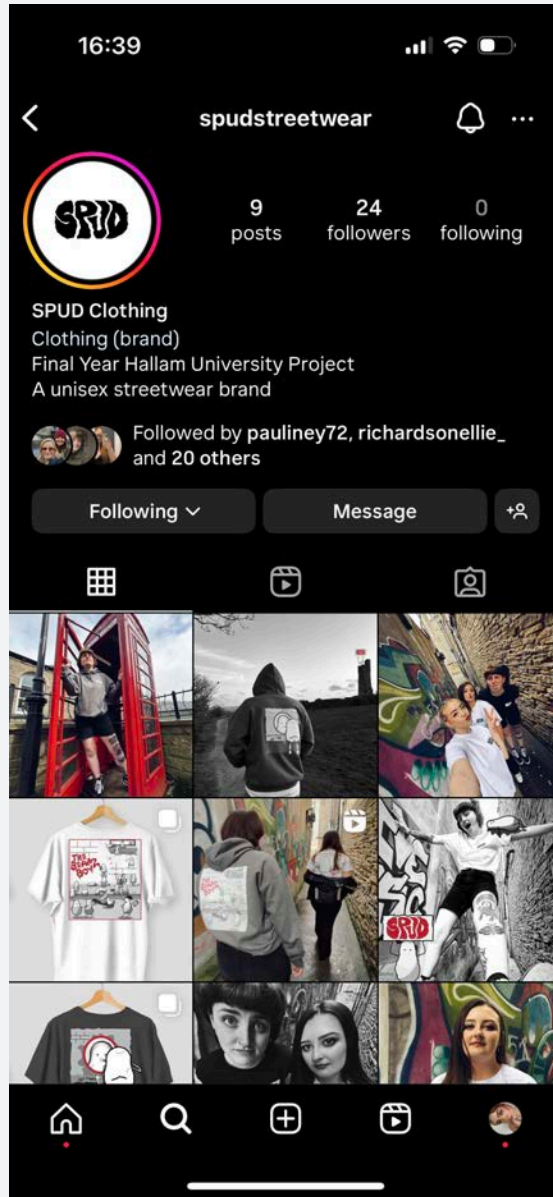
SOCIAL MEDIA

06 - SOCIAL MEDIA POSTS



Social media is a big part of any brand. It is the best way to market what you're selling.

You can also use it to express yourself in any way you want.

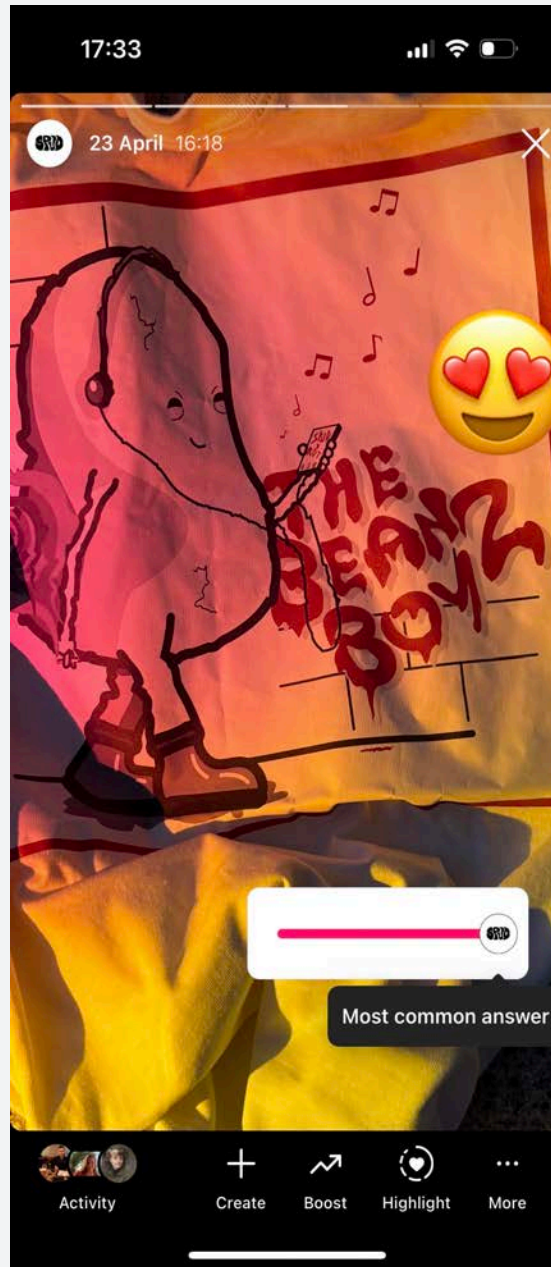




SOCIAL MEDIA POSTS



06 - SOCIAL MEDIA STORIES

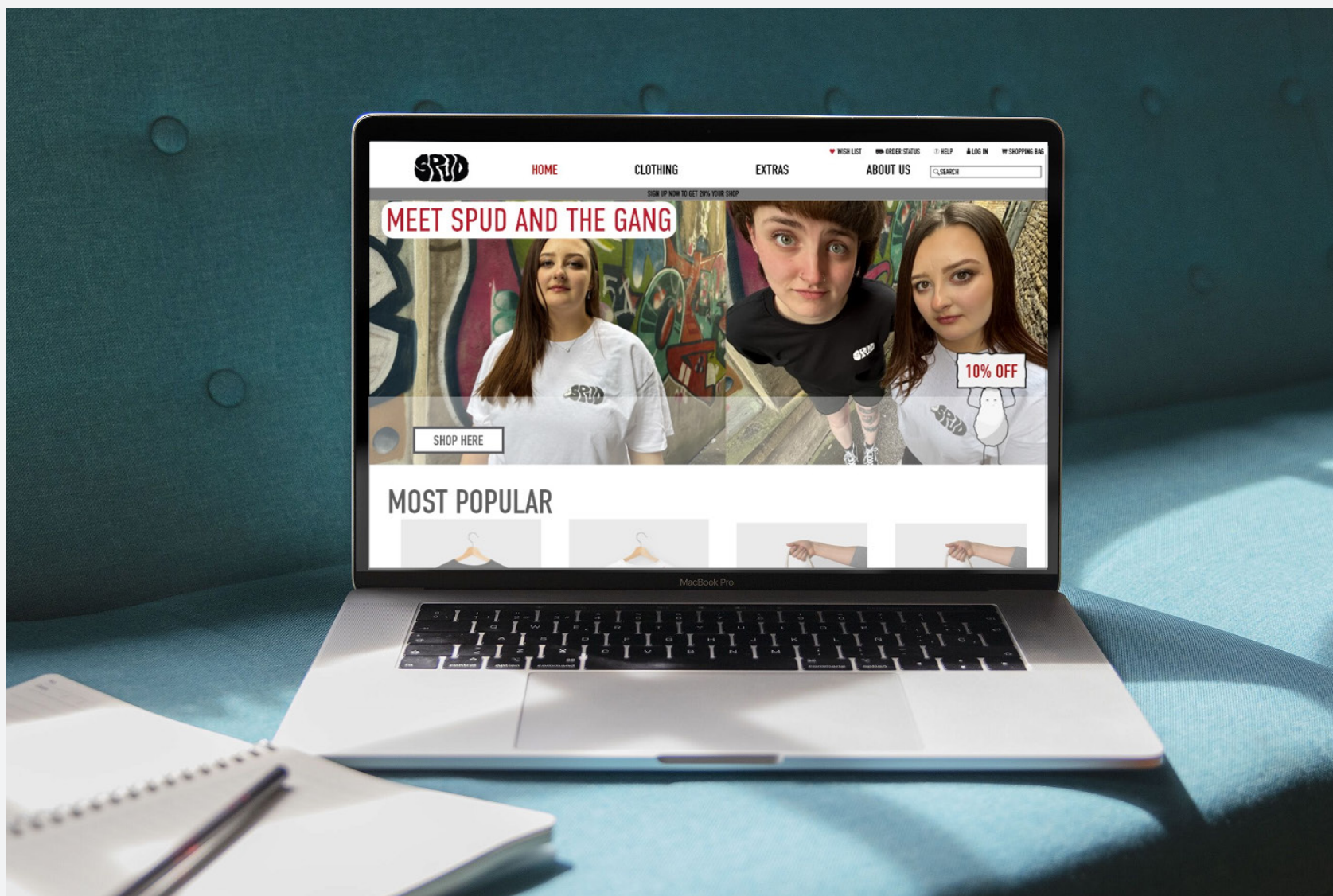


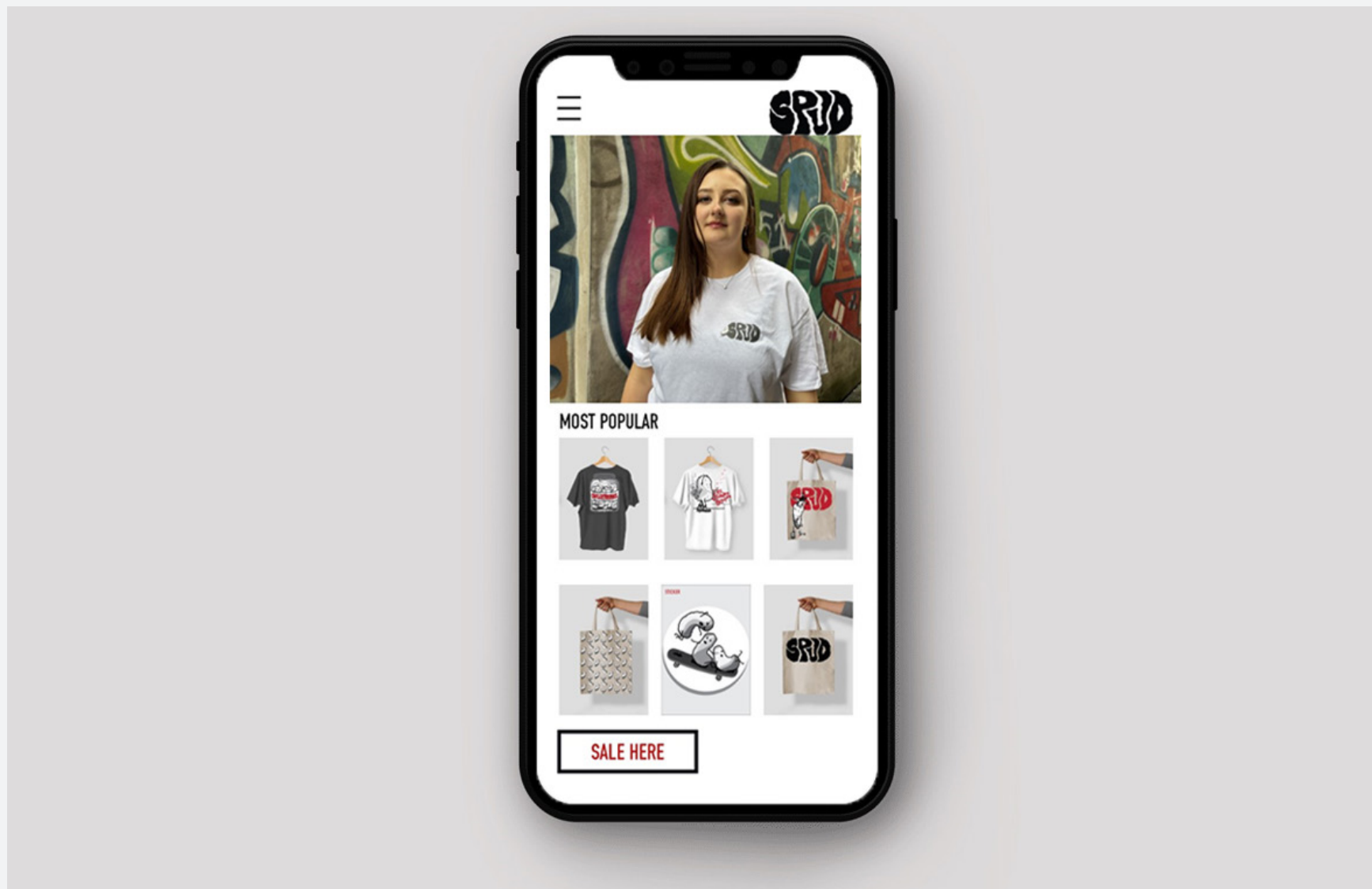
06 - SOCIAL MEDIA STORIES



07 -

WEB DESIGN





08 -

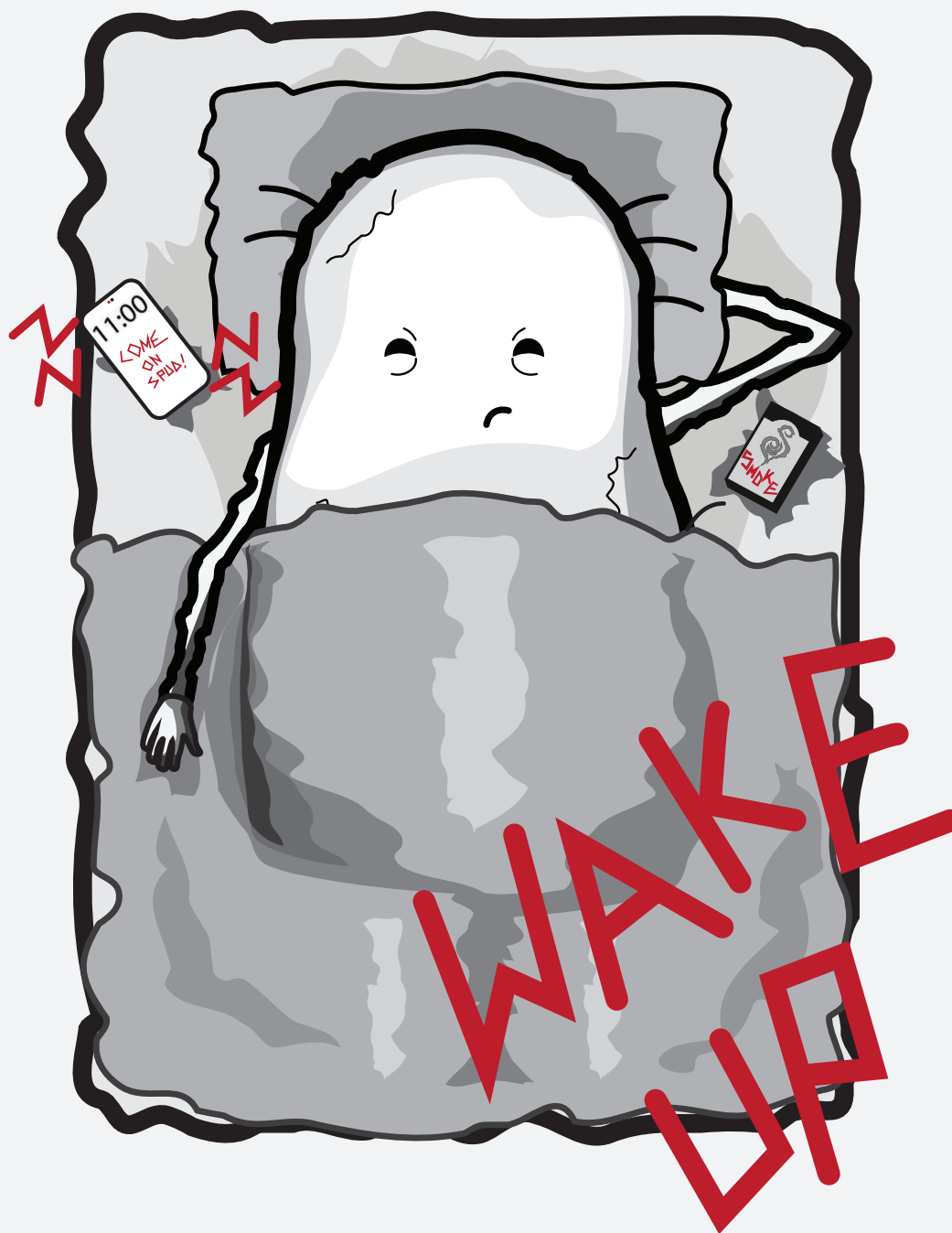
BRAND IN USE

08 - BRAND IN USE



These are the fronts of the shirts

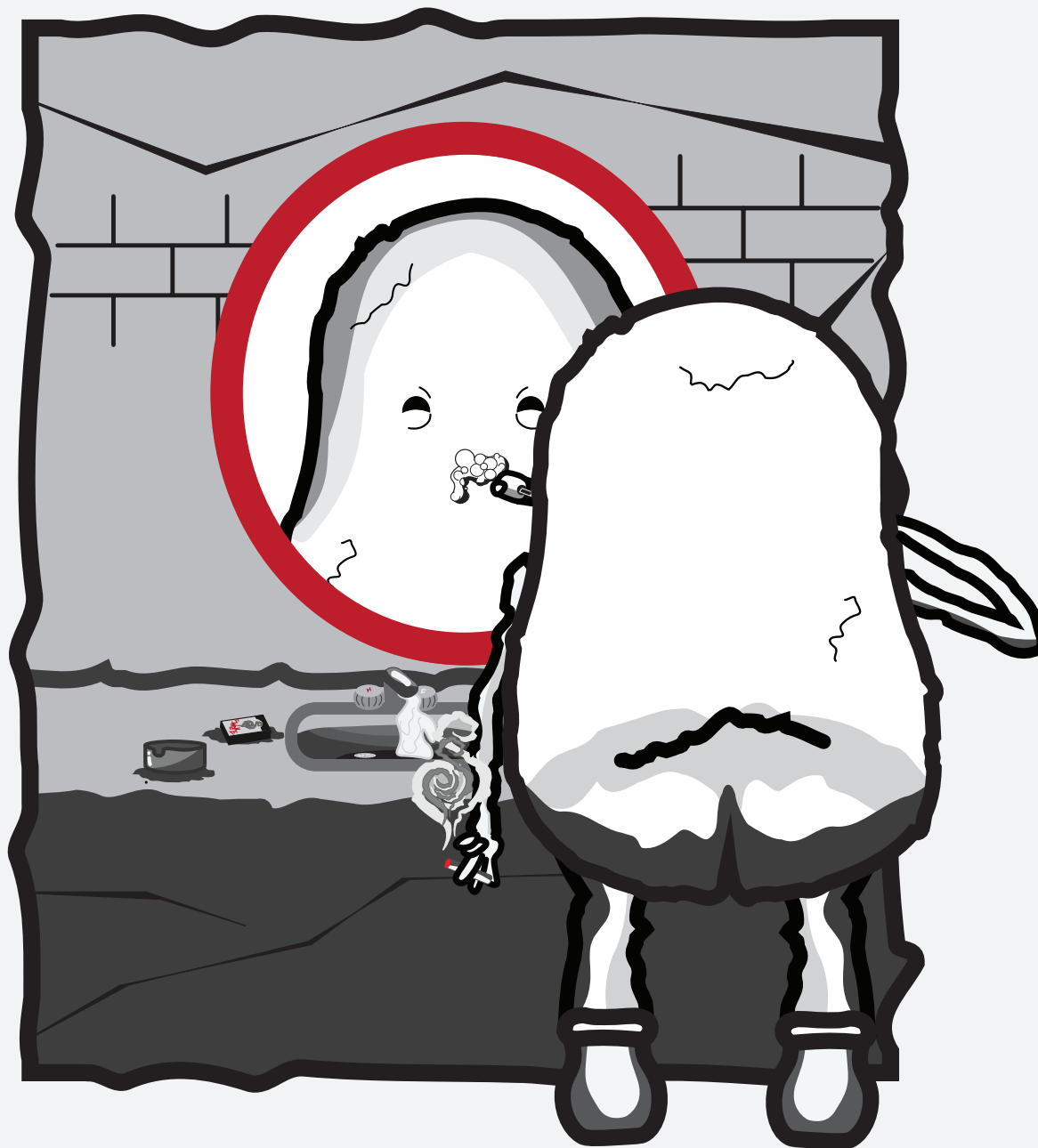




08 - SLEEPY SPUD

GRID





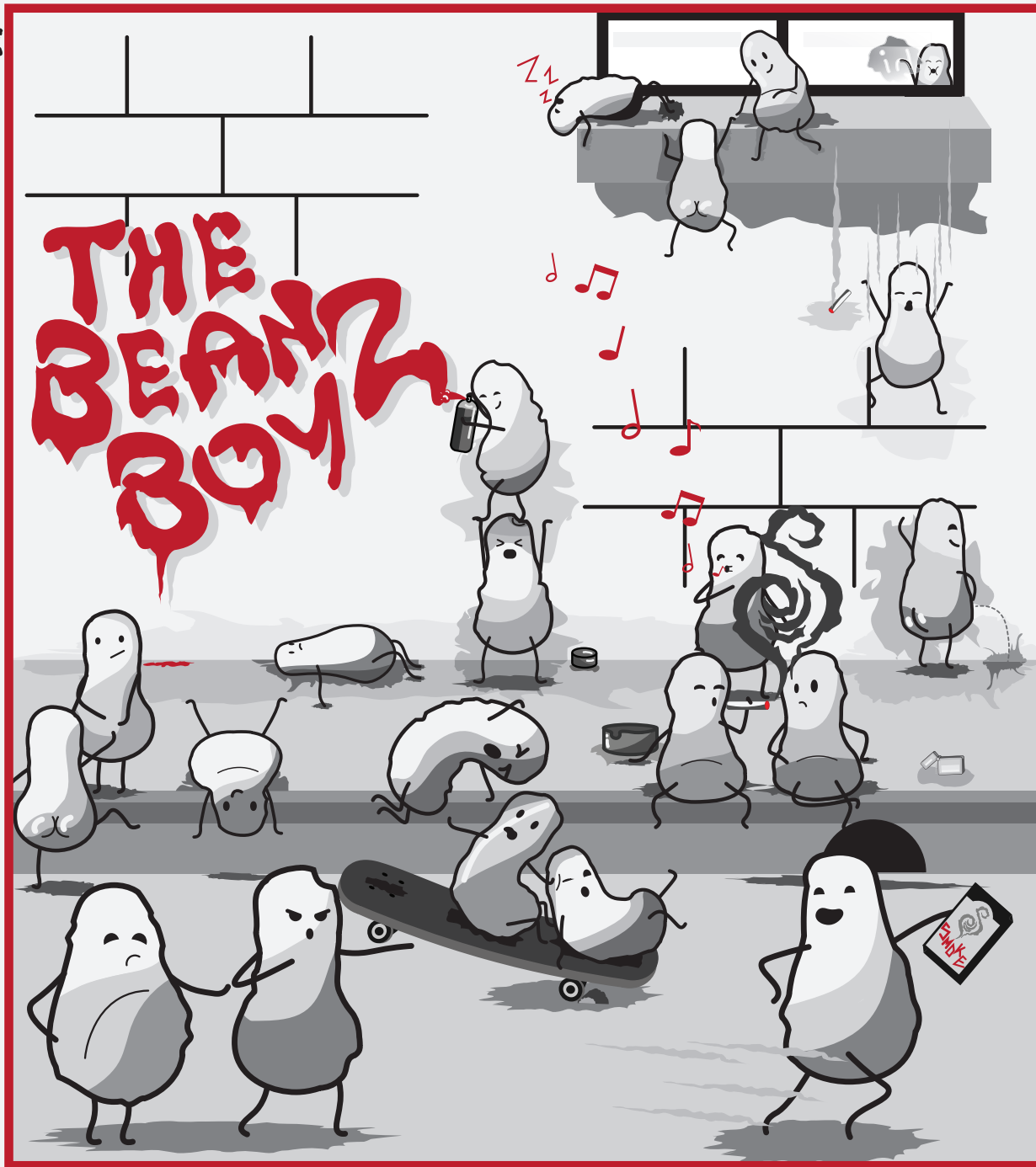




08 - COUCH POTATO

GRID







08 - FRONTS



These would be used on the shirts that feature jelly beans only.



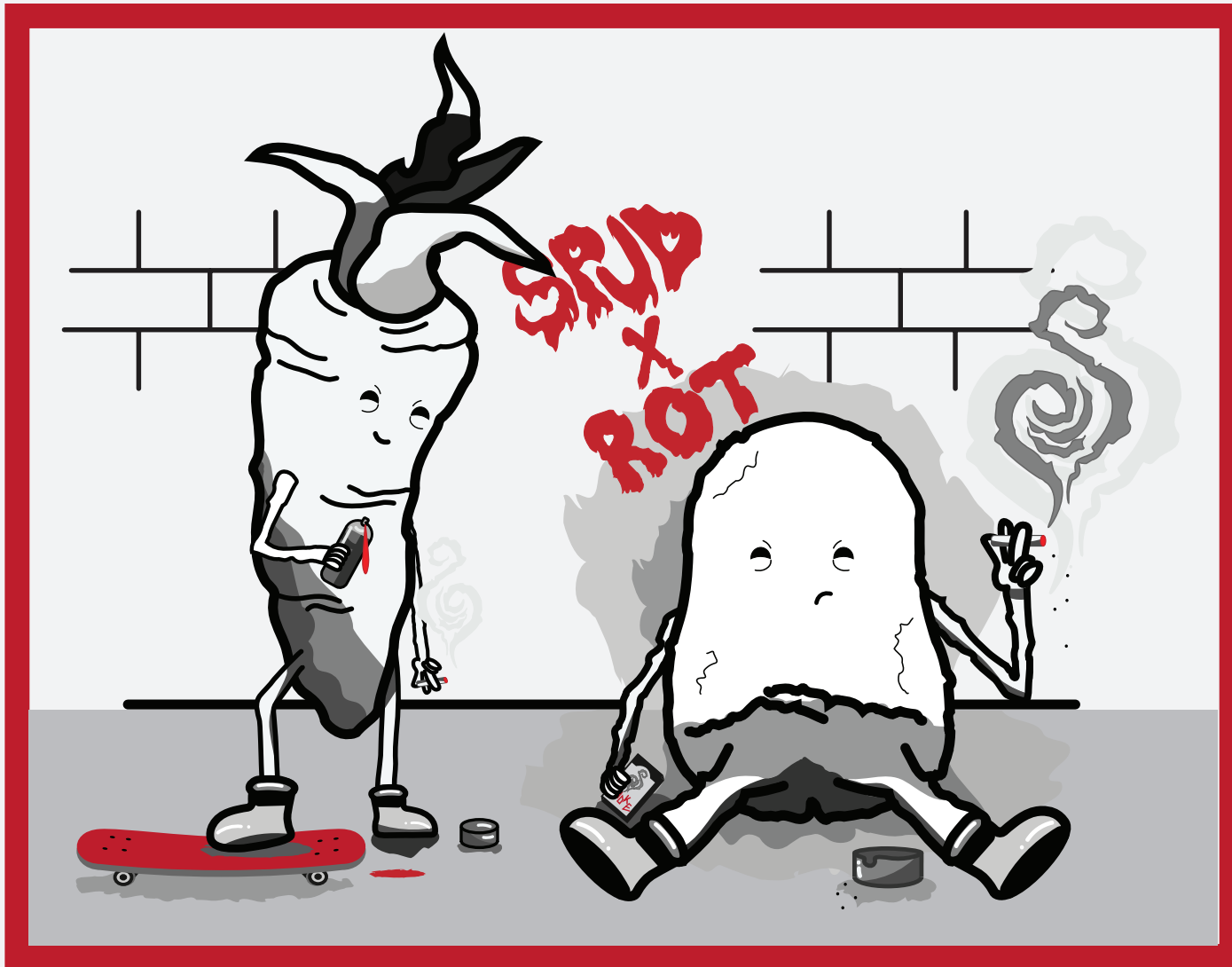


08

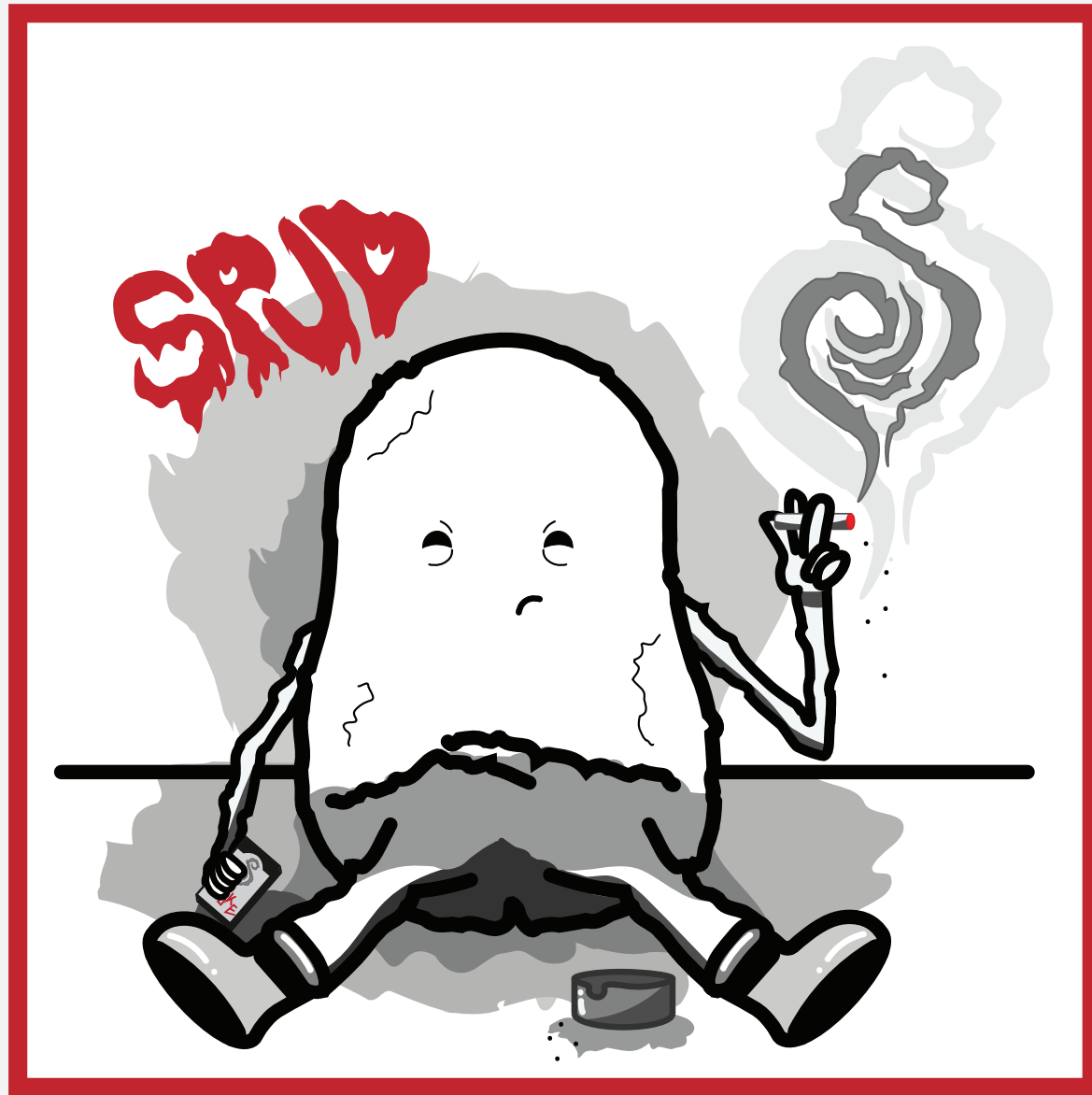
WALKMAN SPUD

GRID















08 - FRONTS



08 - PRODUCT MOCK-UPS

GRID

I created a few tote bag designs. These were to be added to the website but I also think that tote bags would sell well and fit the with the brand











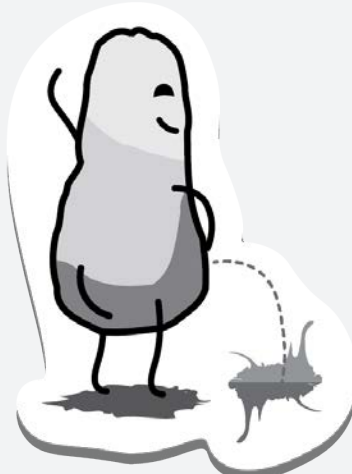
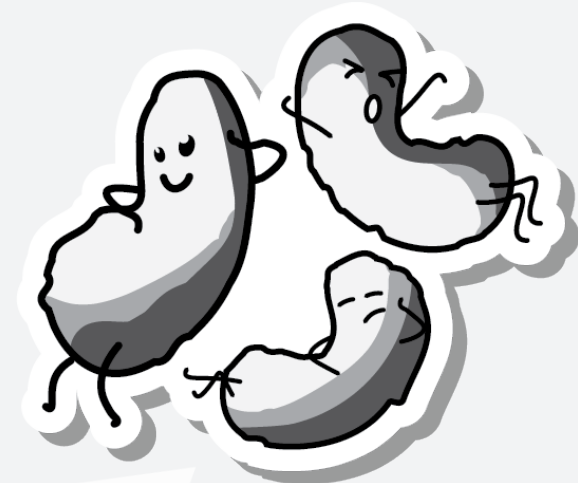


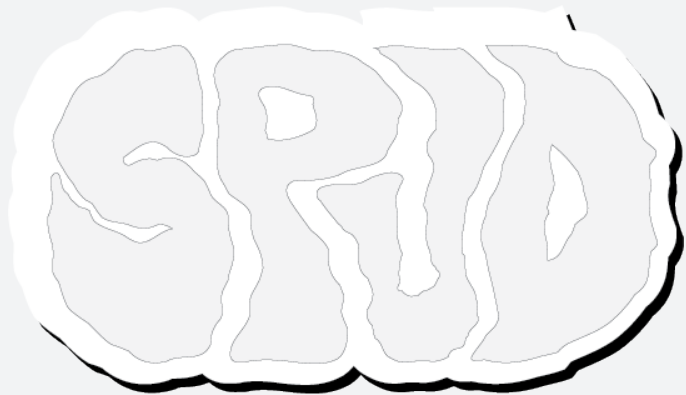
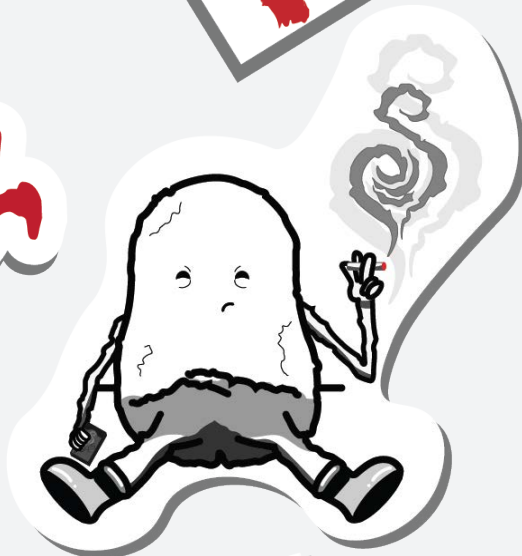
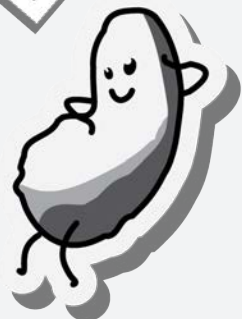


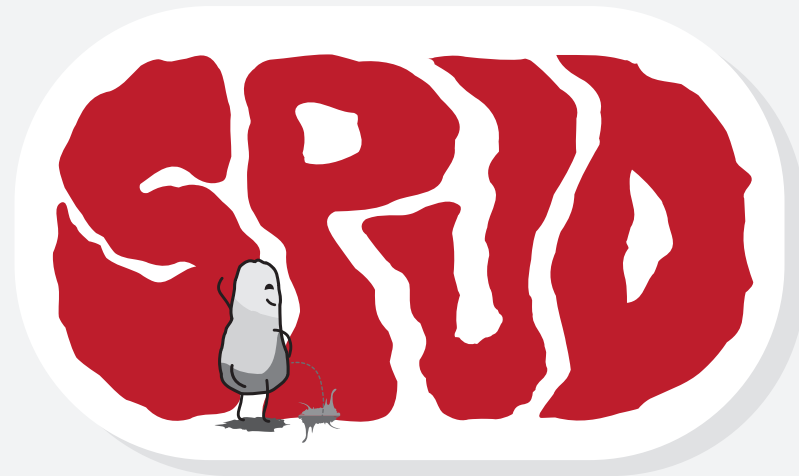
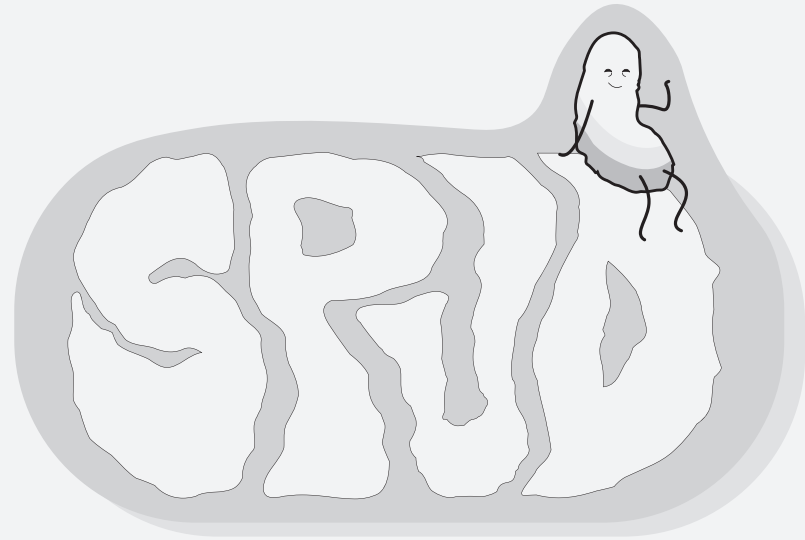
08 - STICKERS

Stickers are perfect for SPUD. The target audience that we aim for would love stickers. They could be used in their cars, skateboards or even bedrooms

SPUD







THANK

YOU!