



STANDARDS MANUAL

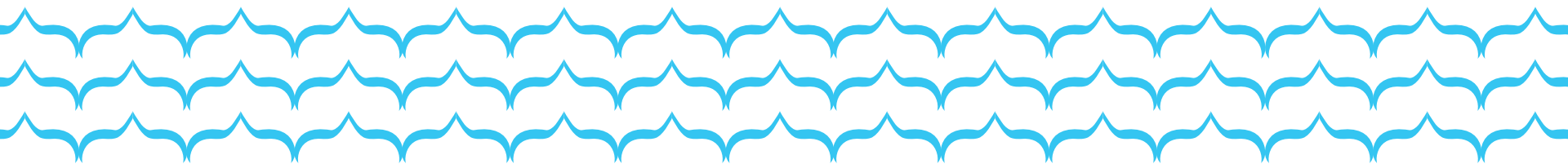


TABLE OF CONTENTS

Brand Message.....	1
Marks.....	2–17
Primary Marks.....	2–5
Secondary Marks.....	6–7
Graphic elements.....	9–9
Minimum Sizes.....	10–12
Buffer Space.....	13–15.
Inappropriate Uses.....	16–17.
Color Palettes.....	18–19.
Typography.....	20–23
Business System.....	24–33 ..
Business Cards.....	26–27
Envelope.....	28–29
Letterhead.....	30–33
Packaging.....	34–37.

Brand Message

The new Sunbella Swim & Beachwear identity system was inspired by the vintage beach lifestyle one might find in Southern California. By combining the words “sun” and “umbrella,” the name Sunbella perfectly encompasses the idea of the bathing suit being an accessory to sunshine, summertime, and the beach. Some words that Sunbella would like to associate itself with include: timeless, quality, chic, sophisticated, pizzazz, vanguard, and confident.

By shopping at Sunbella, we want our customers to fall in love with the beachy lifestyle that lead us to open our shop in the first place. By selling bathing suits, but apparel, hats, sunglasses, sandals, and jewelry, we want them to feel totally encompassed by all the possibilities of being a Sunbella woman.

The primary read on the mark can be viewed a few different ways. It appears as a mermaid tail, an umbrella, a wave, and a lounge chair. that of These are reminiscent of the environmental surroundings, objects, and activities that people might associate with the beach, swimming, and an outdoor lifestyle.

The elements of the logo are bold and confident, alluding to an active and luxurious lifestyle. This corresponds to our clients and their desire to find a great bathingsuit that makes them feel great as well. Furthermore, the colors evoke a refreshing energy that one might associate with a tropical drink or a vacation resort. The text that exists in the primary mark is a sans-serif typeface, Helvetica Neue, that balances out the caligraphic and bold mark.

Primary Mark • Full Color



The primary mark, shown to the left, exists in full color and contains the graphic symbol stacked on top of the company wordmark. This color scheme, orientation, and proportions are not to be altered when utilizing the full-color, primary mark. Whenever possible, this version of the primary mark is the ideal tool for representing the company.

The umbrella mark may never be used without the word mark.

Primary Mark • Single Color



The single color version of the primary mark is shown the left in 100% black, light blue, orange, coral, and navy. This version can be used in any colorset by the color guidelines in this manual. This mark is useful for single color print material, stamps/stencils, and screenprinting/embroidery. Should a single-color be chosen for the mark instead of the primary mark colors, the entire logo must be in the same color with no variations in the word mark. Correct colors will be further specified in this manual. 100% black is only to be used when color is not an option, or when sufficient contrast is not available.

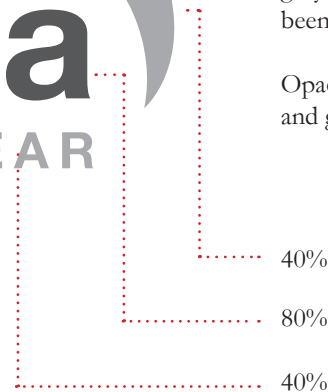
Primary Mark • Tint Variations



Here is the only option for opacities, should color not be an option. This greyscale version of the primary mark that can be printed with opacity variances, that may be useful in news print, or any other single color print products that allow for more than a 100% opacity print only in which the single color mark would be applied.

The greys used in this mark are not a direct translation to greyscale from the full color version. The correct values have been listed below.

Opacities may not be used with any other colors except black and grey. Otherwise, Solid black should be used.



Primary Mark • Reversed-Out



The reversed-out version of the primary mark stands strong against dark backgrounds. This would be used on materials that are dark to begin with or on top of background colors that do not create enough contrast with any of the other versions of the primary mark. This is essentially a version of the single color, primary mark but light on dark rather than a dark-colored mark on top of a lighter background.

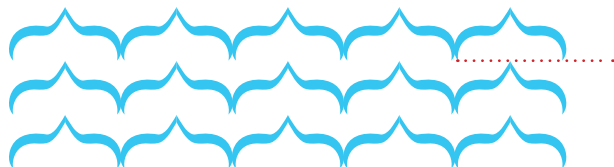
Secondary Mark • Word Mark



sunbella
SWIM & BEACHWEAR

The wordmark for the company is the text that exists in the primary mark without the graphic symbol. This mark can be treated in the varying ways as the primary mark can (full color, single color, greyscale, and reversed out) as long as it is used exactly as in the primary mark variations. This is a linear option to represent the winery and is used when the layout of the application requires a more narrow, horizontal mark. While the umbrella mark may never be used without the word mark, the word mark can stand alone.

Graphic Elements



The Sunbella Wave Pattern

The graphic symbol from the primary mark can never be used alone without the word mark, but can however be used in the Sunbella wave pattern. It must be applied to something that already has either the primary or a secondary mark somewhere else on it. For example, this is used on the business system with the primary logo at the top to identify the company.

This symbol can be used in all of the variations as the primary logo such as single color, reversed out and greyscale. Refer to the color guidelines in this manual when applying this symbol.

The minimum size of the individual wave can be no smaller than 0.25". The symbol must be repeated in a row at least 5 times. When the pattern is repeated in lines, there must be at least 3 lines of the Sunbella wave pattern. The tip of the Sunbella wave is in horizontal alignment with the bottom arms of the one above it, as indicated to the left. This pattern is applied to many different applications, such as a header or footer as well as the back of the business card and envelope in a repeated pattern.

The Circle and the Dotted Line

This circle graphic is applied as a bullet to separate information as a underscoring element. It is reminiscent of the sun and of an orange. It can be used at any color per the color guidelines in this manual. When used to separate type, it may be no larger than "o" in the typeface size of choice.

The dotted line element can be used as a line rule or page footer as it is used throughout this manual or as a secondary line to the Sunbella wave. It can be used at any length, size and/or color per the color guidelines in this manual. It is suggested to use the dotted line when the circle graphic has also been applied, and to adhere to the "o" rule as stated above.

Minimum Sizes



1.25"

PRIMARY MARK • Full Color

Taking the full color, primary mark down to small sizes takes the risk of losing the legibility of 'Swim & Beachwear'. Because of this issue the minimum size that this version of the primary logo should be used at is 1.25" wide.



1"

PRIMARY MARK • One Color

The single color version of the primary mark runs into all of the same problems as the full color mark, but has a slightly smaller minimum size that it can be applied at when the single color is 100% black because 'Swim & Beachwear' remains more legible. In black, the minimum size is 1" wide. If any other color is used for the single color mark refer to the color guidelines in this manual and the full color mark's minimum size.



1.5"

PRIMARY MARK • Greyscale

The greyscale version of the primary mark must be used a little bigger than the minimum width of the full color mark because of the lighter value of 'Swim & Beachwear' used in this version. The values of the elements have been altered from the full color mark so that there is more contrast between "Sunbella" and the Sunbella symbol making it more legible at smaller sizes. The minimum width for this mark is 1.5".



1.35"

PRIMARY MARK • Reversed-Out

The reversed-out version of the primary mark suffers mostly at small sizes when printed because of bleeding and therefore making the letter forms in the mark narrower than the non-reversed-out versions. It also can make "Swim & Beachwear" difficult to read. Because of these issues the smallest it can be used at is 1.35" wide.


sunbella
SWIM & BEACHWEAR

0.985"

WORD MARK

The word mark's minimum width corresponds to the minimum width of the different versions of the word mark that is contained in the primary mark. Widths are indicated to the left. The same reasoning behind the size usage for the primary mark on the page to the left are indicators of restrictions on the word mark.

sunbella
SWIM & BEACHWEAR

0.82"

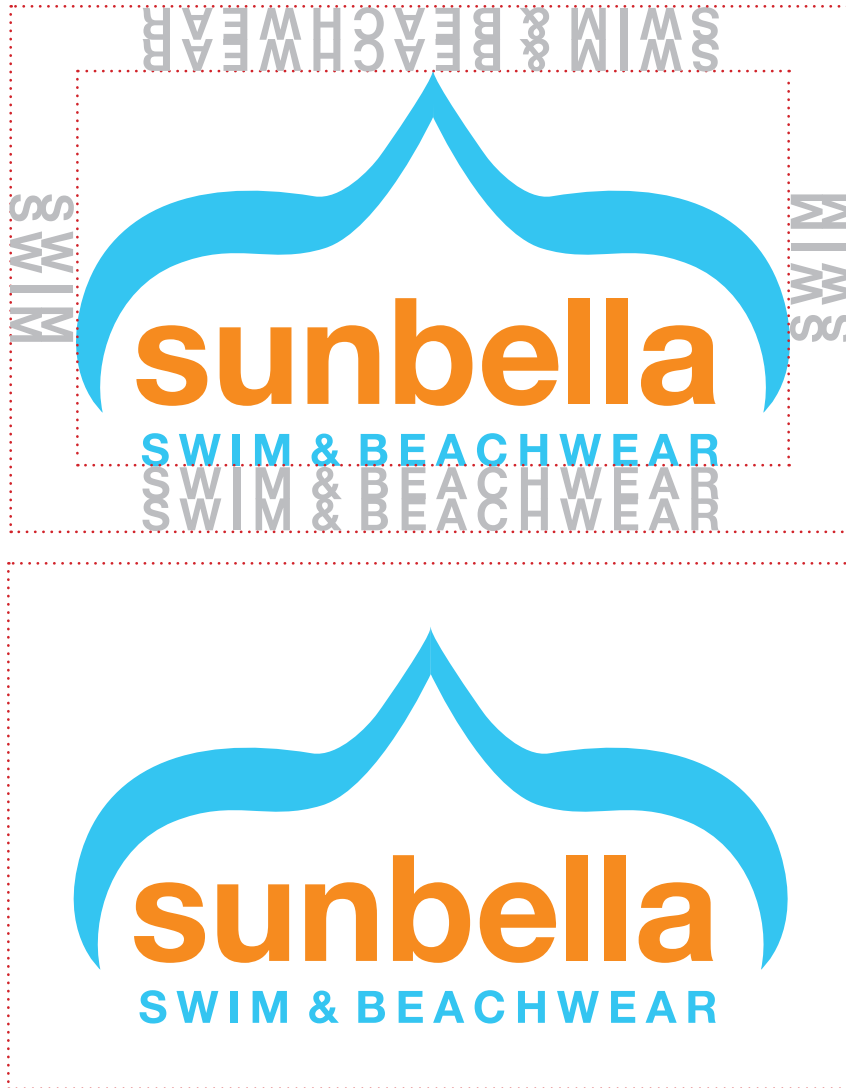
sunbella
SWIM & BEACHWEAR

1.2"

sunbella
SWIM & BEACHWEAR

1.09"

Primary Mark • Clear Space



The clear space required for the primary mark, whether it be the full color, black and white, greyscale, or reversed out mark, is the height of 'Swim & Beachwear' (x2). This specification is to be used for whatever size the mark is being applied at.

Secondary Mark • Clear Space



The clear space required for the secondary mark, whether it be the full color, black and white, greyscale, or reversed out mark, is the height of 'Swim & Beachwear'. This specification is to be used for whatever size the mark is being applied at.



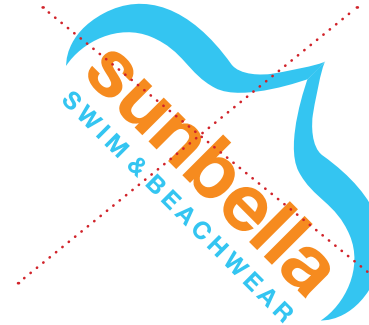
Innappropriate Uses • Examples



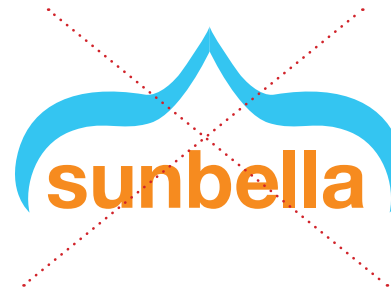
i



ii



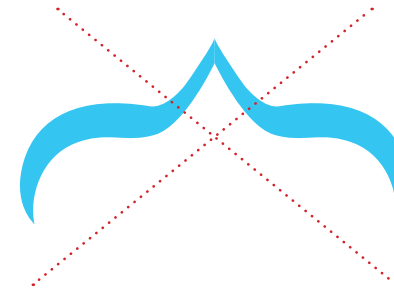
iii



iv



v



vi



vii



viii



ix

Innappropriate Uses • Descriptions

i

Do not scale the marks vertically or horizontally. The height to width ratio should remain to its original setting.

ii

Do not skew the marks in any direction. All of the marks are designed to be center aligned.

iii

Do not rotate the marks in any direction. The marks should remain upright, reading from left to right, horizontally, or perpendicular at a 90 degree angle.

iv

Do not remove or disclude any elements from the marks. 'Sunbella' is always accompanied by the descriptor 'Swim & Beachwear.'

v

The word mark may never overlap the Sunbella symbol. The spacing and sizes assigned to each element has been done with precision and should not be altered.

vi

The Sunbella symbol may never be shown alone. It must be accompanied by the appropriate use of the word mark, as shown in the Primary Mark examples previously described in this manual.

vii

Do not use any other typeface in the marks other than the specified Helvetica Neue, Bold.

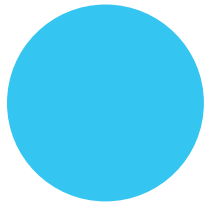
viii

No element in the marks should ever have a stroke placed on it. The spacing and sizes assigned to each element has been done with precision and should not be altered. No element in the marks should ever have a gradient fill or fill of any color that is not specified in the color guidelines in this manual.

ix

Do not change the orientation of any of the marks. The Sunbella symbol should always be stacked on top of 'Sunbella' in the correct proportions as shown in the Primary Mark examples previously described in this manual.

Color Palette • Primary

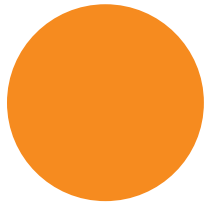


Sunbella Orange

CMYK: 63, 0, 1, 0

RGB: 0, 174, 239

HEX: 36C5F1



Sunbella Blue

CMYK: 0, 55, 100, 0

RGB: 246, 139, 31

HEX: F68A1E

This is the primary color palette for the identity system. These colors are the two colors that the primary full-color mark is made up of. You can see how these colors are applied to text throughout this manual and on the stationary in the business system chapter of this manual.

When creating materials for the company, these colors should be the primary colors that are used at 100%.

Color Palette • Secondary



Brown
CMYK: 38, 65, 86, 34
RGB: 121, 78, 45



Peach
CMYK: 7, 44, 31, 0
RGB: 7, 44, 31, 0



Beige
CMYK: 4, 12, 38, 0
RGB: 244, 219, 168



Yellow
CMYK: 6, 3, 90, 0
RGB: 255, 242, 0



Coral
CMYK: 5, 74, 45, 0
RGB: 230, 103, 113



Navy
CMYK: 85, 63, 0, 0
RGB: 52, 101, 176



Green
CMYK: 60, 0, 61, 0
RGB: 103, 193, 139

This is the secondary color palette for the identity system.

These colors are to be used when the full-color primary mark cannot be used. As of now, these colors are open to further expansion of applications should the company decide to have different campaigns or themes during different seasons. Sufficient contrast must apply when using these colors.

Typography • Helvetica Neue



Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The Helvetica Neue family is the primary and most-used font for Sunbella. It is used in the primary and secondary marks, headers, titles, and the names on the business cards for the company.

Helvetica Neue Bold is used for “Sunbella” tracked out to 50pts and “Swim & Beachwear” tracked out to 100pts.

Different weights and sizes should be used to create emphasis within applications. See business system specs which indicate when it is appropriate to use Helvetica Neue.

Typography • Garamond

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

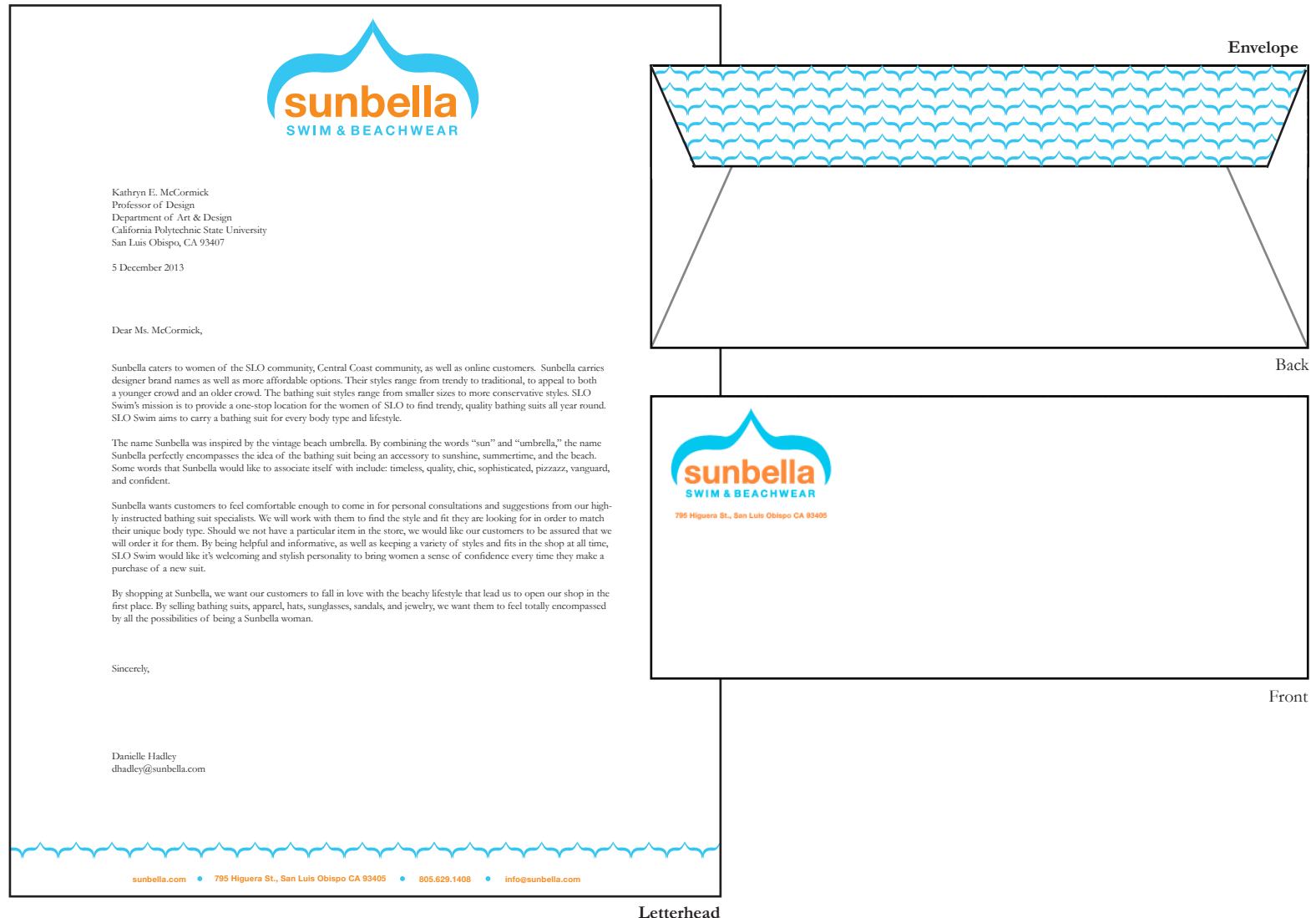
abcdefghijklmnopqrstuvwxyz

1234567890

Garamond is used as the secondary typeface for the Sunbella Swim & Beachwear identity system. This typeface is to be used for all body text (excluding letterhead body text), and labeling like shown within this standards manual. Any information that is more lengthy than usual and meant to be read up close should be shown in Garamond.

For emphasis within these applications, the Italic, Black and Italic styles of this typeface should be used.

Business System • All Applications

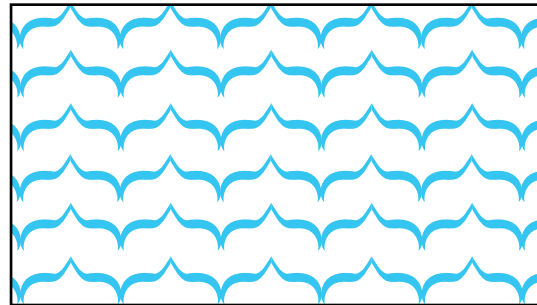


Letterhead

Business Card



Front

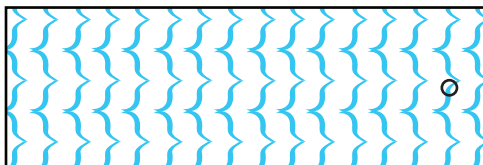


Back

Hang Tag



Front

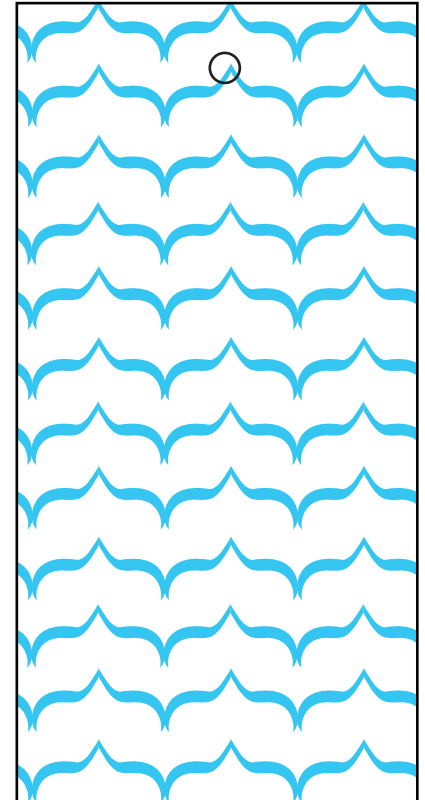


Back

Packaging Tag



Front



Back

Business System • Business Card



For the business card, all information is centered. The primary full-color mark is placed 0.1078" from the top of the card and is 1.75" wide.

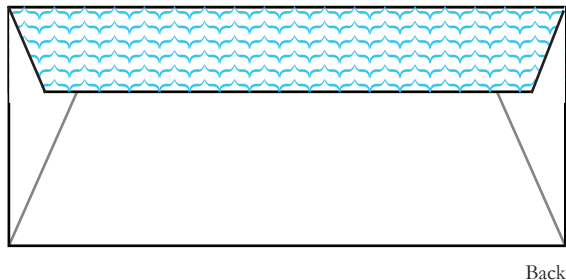
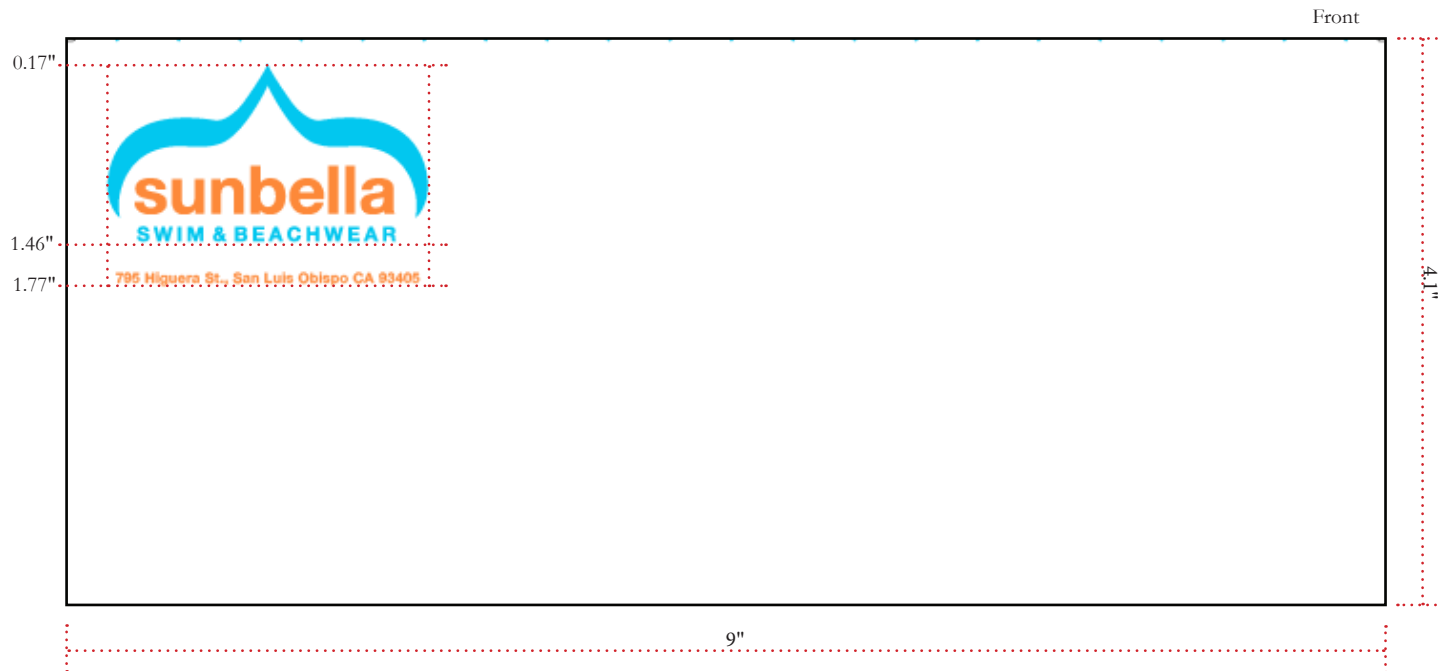
Beneath the logo, the person's name is in all-caps, Sunbella Orange, 8pt Helvetica Neue Bold with the tracking at 40pts, is placed at 1.046" from the top of the card.

Next is the job title, in Sunbella Orange, 8pt Helvetica Neue Regular at 1.3367" from the top of the card.

Following the job title, the personal email is placed at 1.378 from the top of the card in Helvetica Neue Bold 6.5pt with 40pts tracking in Sunbella Orange.

The Address, email and phone number are in the Sunbella Blue, Helvetica Neue Bold 6pt font with 40pts tracking.

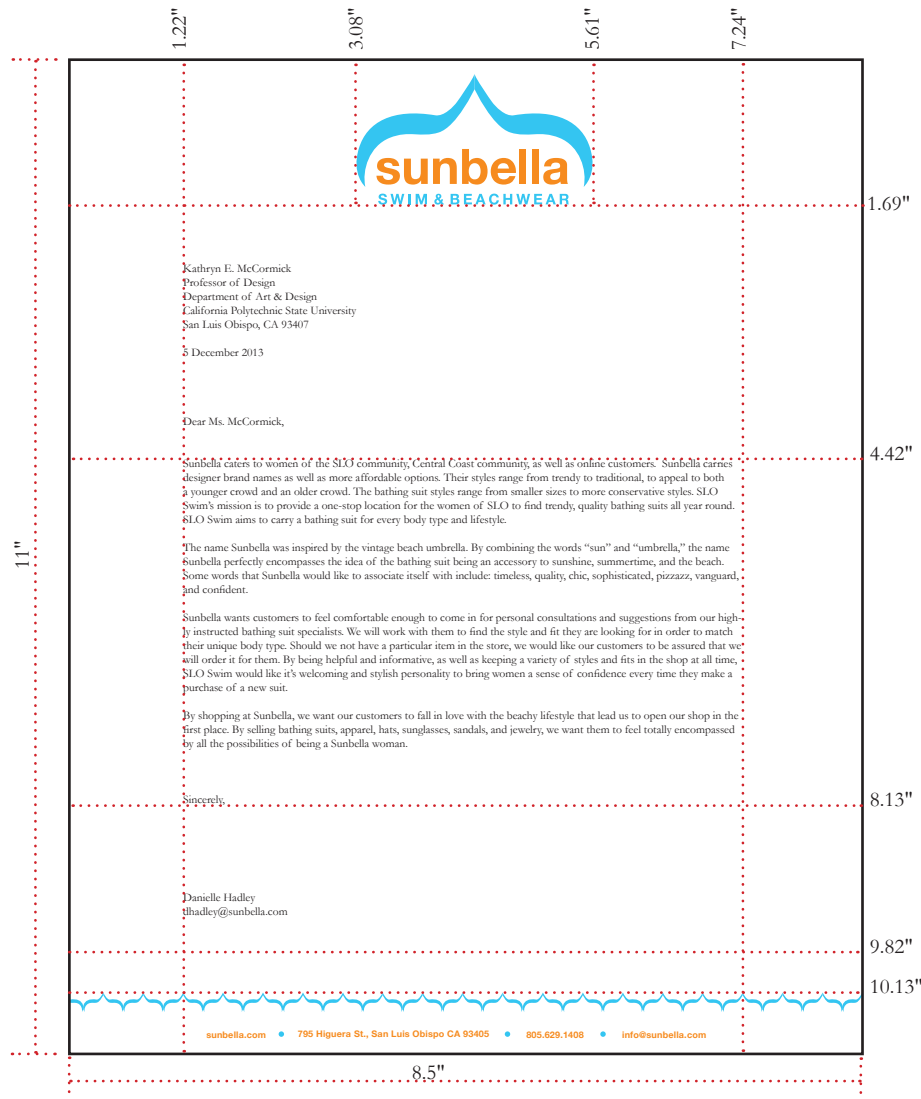
Envelope



For the envelope, the Sunbella Logo is displayed in its primary mark in full-color, placed 0.17" from the top edge of the envelope. The logo is 2.33" wide and placed 0.25" from the left edge of the envelope. The address is displayed in 7.5pt in Helvetica Neue Bold, in Sunbella Orange, and placed at 1.77" from the top of the envelope and centered beneath the logo.

The fold of the envelope has the Sunbella pattern in Sunbella Blue, displayed repeatedly at full-bleed.

Business System • Letterhead

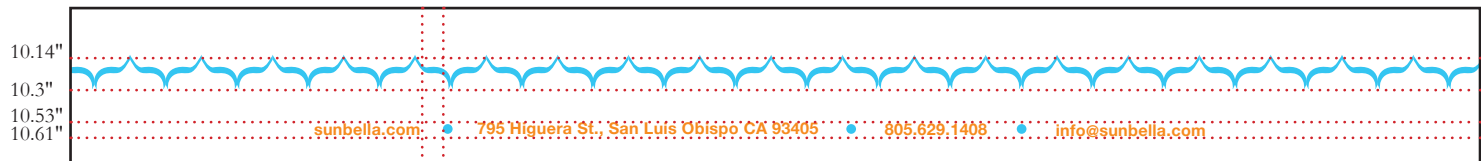


The Sunbella Logo is to be placed 1.69" from the top of the document and the logo is to be 2.13" wide in correct proportions as described previously in this manual. Body of the letter is to begin 4.42" from the top of the page. No content should exist below 9.82" of the document so that the contact information in the footer has plenty of room to breathe. Margins on the left begin 1.22" from the left edge of the page, and 7.24" from the left edge of the page. See next page for detailed typography and spacing specifications.



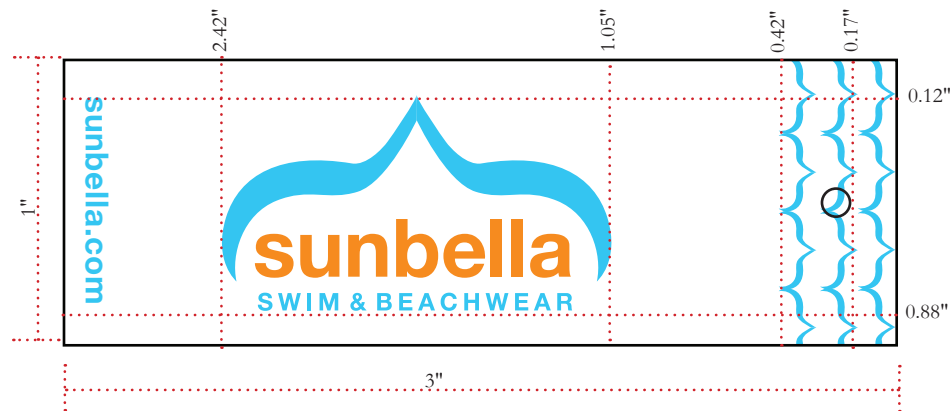
For the body of the letter, the address and title should begin at 2.32" and the date should be separated by one hard return, approximately 3.22". Four hard returns separate the greeting from the date, and two hard returns separates the greeting from the body. Between each body paragraph is one empty line to separate them and create organization and legibility. The entire body is Garamond Regular, 9pt and leading at 10.8pt, 0pt tracking.

For the footer of the letterhead, the Sunbella pattern is shown once at 10.14" from the top of the page and spans across the entire horizontal of the page in Sunbella Blue. The information is in 7pt Helvetica Neue Bold in Sunbella Orange, separated by the circle mark. The spacing between the circle mark and the type is 0.15" and alternates to the Sunbella Blue. The information is centered on the page and does not descend beneath 10.61".



Packaging • Hang Tags

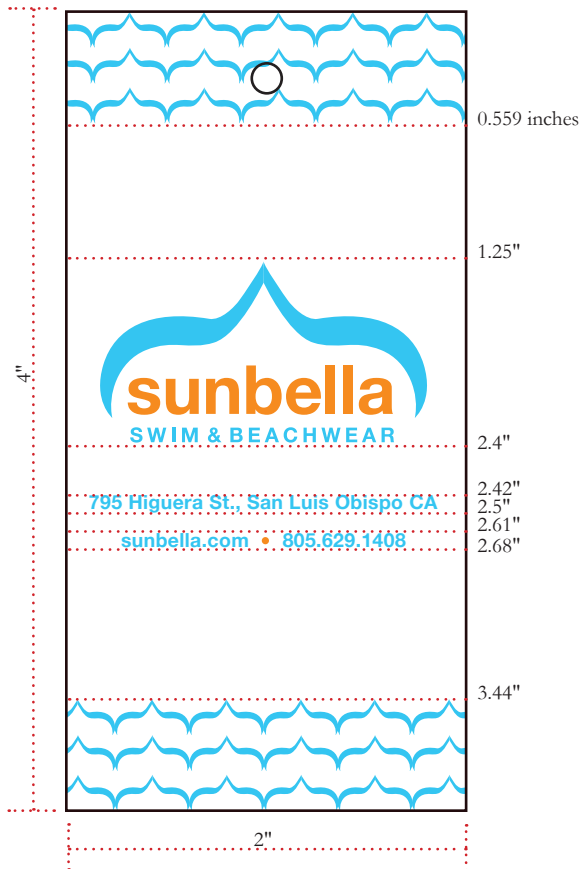




For the hangtag, all specs apply as they have for other elements of the Sunbella business system. Sizes have been specified in the diagram. The Sunbella website is featured in order to be a quick point of reference, sized at 8pt Helvetica Neue Bold in Sunbella Blue with 20pts of tracking. The Sunbella Pattern is used at the top of the hangtag and is pierced with a hole-punch for the twine to go through. This element goes on every item sold in the store.

Packaging • Drawstring Bags

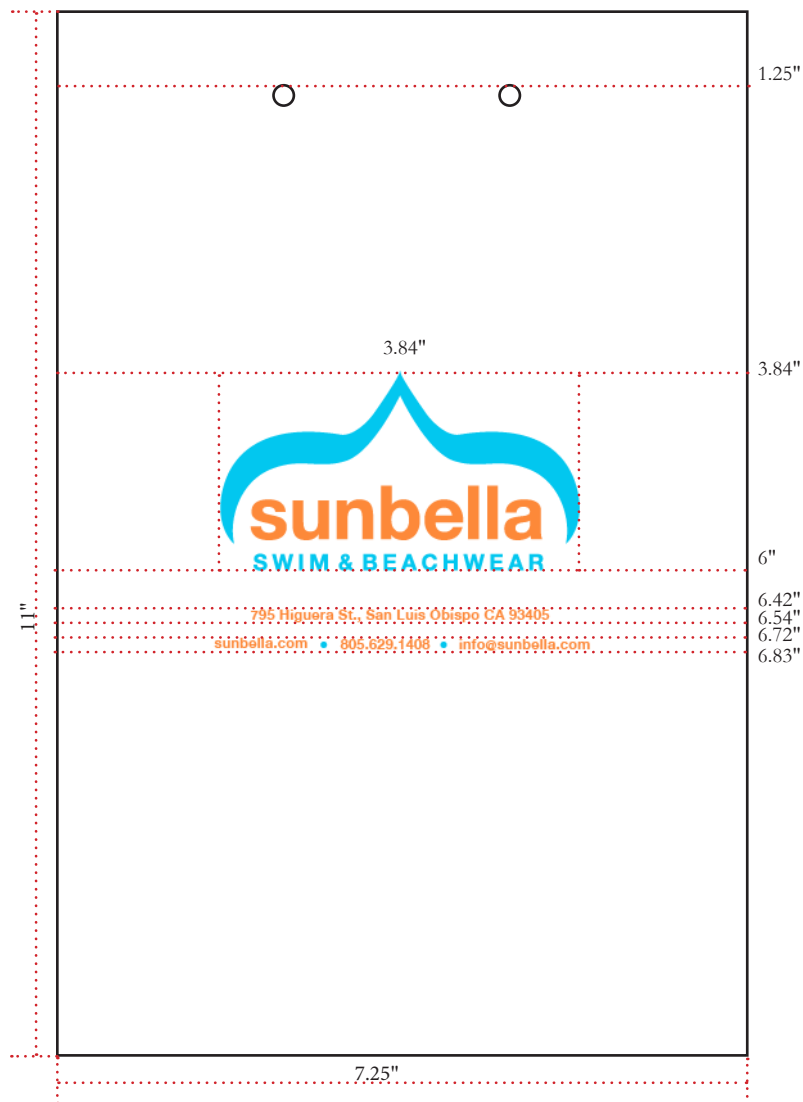




For the packaging tag, all specs apply as they have for other elements of the Sunbella business system. Sizes have been specified in the diagram. The Sunbella website and information is featured in 8pt Helvetica Neue Bold in Sunbella Blue with 20pts of tracking. The Sunbella Pattern is used at the top of the hangtag and is pierced with a hole-punch for the twine to go through. It is also repeated at the bottom. This element goes on every cloth bag that leaves the store and is tied on the draw-string.

Packaging • Paper Bags

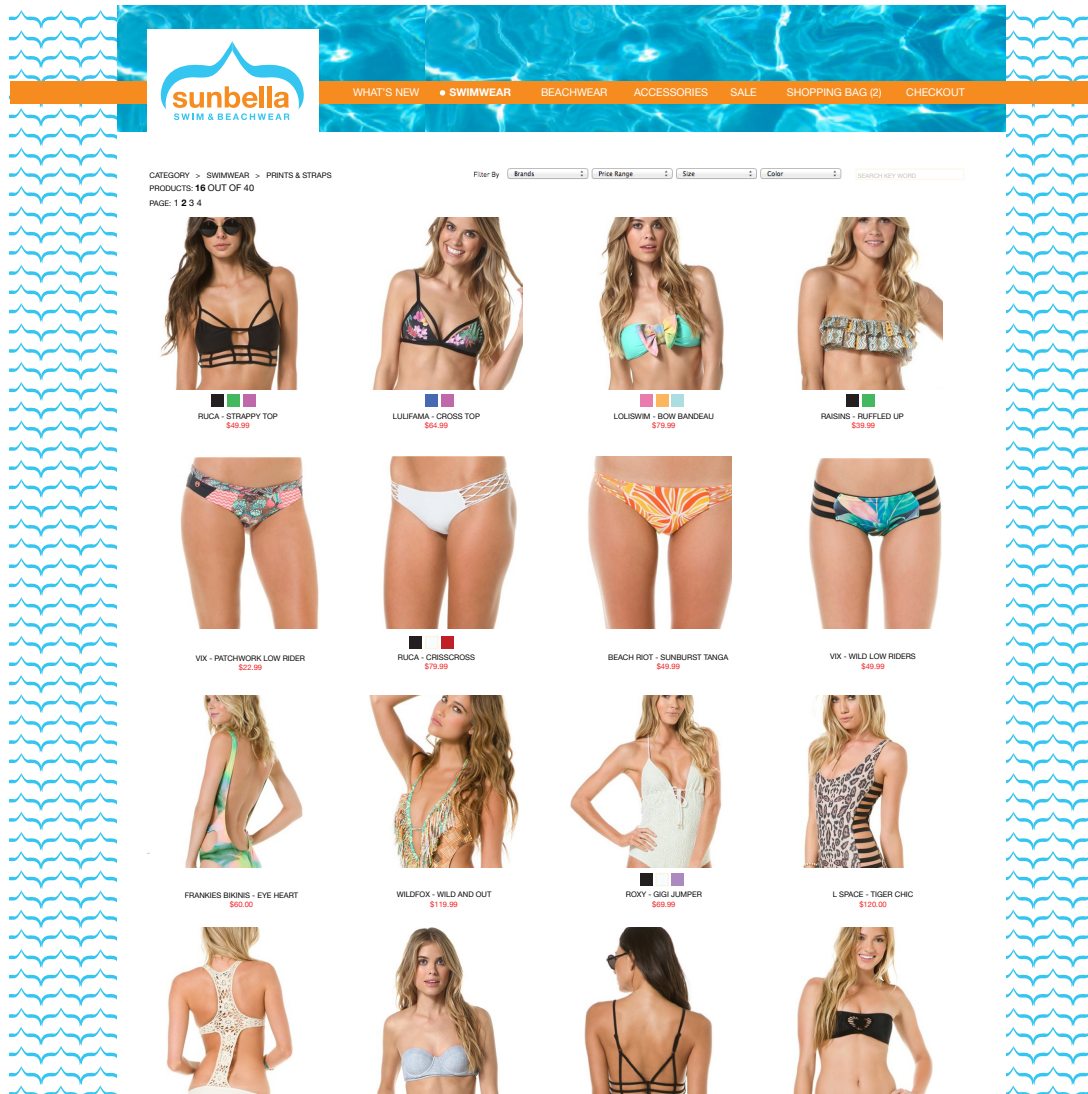




For the paper bag, all specs apply as they have for other elements of the Sunbella business system. Sizes have been specified in the diagram. The bag is always white and can vary in size and depth depending on the item sizes.

The Sunbella website and information is sized at 11pt Helvetica Neue Bold in Sunbella Orange with 20pts of tracking, in order to be a very legible. The Sunbella Pattern is used on the edges of the bag. Hole punches are made in order to accommodate twine handles.

Usage • Website



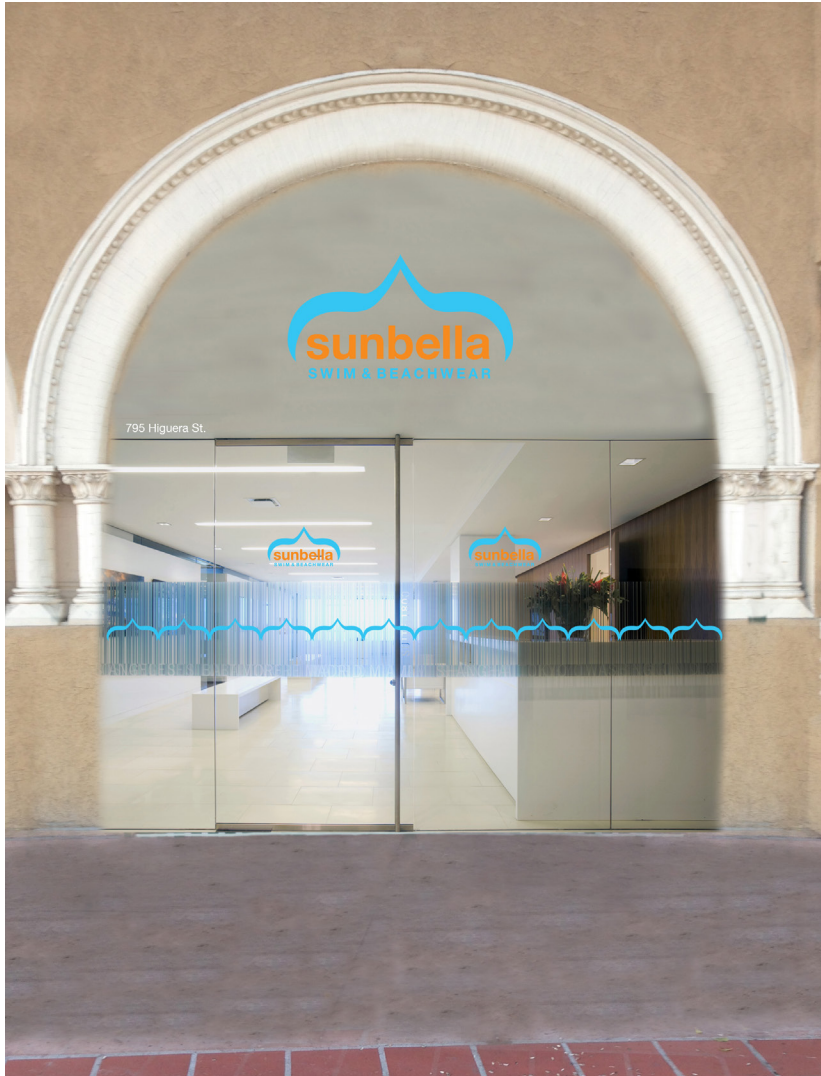
Sunbella's website incorporates elements of the business system and branding in order to create a cohesive and straight-forward design. The site is easy-to-navigate and implements the Sunbella pattern in the borders as well as color scheme to tie it together. As the online storefront, this site aims to showcase the shop's inventory to reach more clientel and to sell products quickly.

Social Media



Sunbella's Facebook page aims to target its social media customers. Its banners incorporate elements of the business system as well as the website, in order to create a cohesive and straight-forward design that goes well with the products and showcases the branding elements. This is a good example of sufficient contrast needed when using the full-color primary mark when not on a plain white background.

Usage • Signage



The storefront for Sunbella needs a serious makeover. Instead of its cave-like entrance, glass has been placed at the storefront in line with the sidewalk, making more space inside and providing a more enticing and welcoming display. The all-glass entry will bring light into this small store. Having the wave element along the windows will incorporate the pattern into the shop. The sign is a sticker on the window of the primary mark in full-color.



The primary mark has been enlarged and centered on the arched window above the entrance doors. It has also been repeated much smaller on the doors themselves. The pattern stretches across the doors, all the way to the perimeter walls. The width of the primary mark on the largest top window is 2.5'. The size of the primary marks on the doors is 8" wide.