



Brand Identity Guidelines

BUSINESS NAME: CLEMENTINE STITCHES

CREATED BY: SNEHA PAUL

DATE: MAY 2024

What to expect?

Welcome to the **Clementine Stitches** Brand Identity Guidelines. Here you will discover the essence of our brand and the tools to maintain a consistent and vibrant presence.

Clementine Stitches is all about spreading joy with modern needlepoint designs.

These comprehensive Brand Identity guidelines will give an overview of our visual brand elements, including primary and secondary logos, color palette, typography, imagery style, and usage guidelines. It will ensure consistency and coherence in our branding across various platforms, guiding the implementation of our brand identity to maintain a cohesive and impactful visual presence.

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Brand Heart

This section provides an insightful glimpse into the heart and soul of **Clementine Stitches**. It encapsulates our Brand's essence, it's reason for being there, and what we aspire to become. It's the foundation upon which all other brand guidelines are built.

Mission

(Purpose & Goals)

Clementine Stitches is dedicated to infusing **joy** and **creativity** into every stitch, striving to redefine the traditional art of needlepoint. Our mission is to offer modern, fun and whimsical designs that inspire and delight, making needlepoint accessible to individuals of all backgrounds and ages. We aim to foster a community of like-minded enthusiasts who share our passion for color, innovation, and the joy of crafting together.

As our business evolves, our objectives include expanding our reach, continually innovating our designs, and providing exceptional customer experiences. Ultimately, our goal is to spread happiness through art and create meaningful connections with our customers, leaving a lasting impact on the world of needlepoint.

Spark joy & happiness through vibrant needlepoint creations

Vision

(Long-term aspirations)

Clementine Stitches envisions a future where needlepoint artistry thrives globally, fostering creativity and connection among enthusiasts. **In the next year**, our aim is to expand our online presence, reaching new audiences and strengthening our community. **Over the next five years**, we aspire to establish physical storefronts, providing hands-on experiences for customers while maintaining a robust online platform. Looking ahead to the **next decade**, our dream is to become a household name in the crafting industry, known for our innovative designs and commitment to spreading joy through art.

Ultimately, we strive to make needlepoint accessible to people of all backgrounds, leaving a lasting impact on the world of creativity and crafting.

See a future where every home is adorned with our vibrant needlepoint creations, making this art form accessible to all.

Our Foundation & Values

This section is the cornerstone of our brand identity. It lays the groundwork, providing a clear understanding of who we are, what we stand for, and how we aim to impact the world. From our brand's mission and values to our commitment to quality and creativity, this section serves as the solid base upon which all other brand guidelines are constructed. It is a constant reminder of our brand's purpose and the principles that guide our journey.

Creativity

We value creativity as the driving force behind every design. Through innovative & fun needlepoint creations, we foster an environment where imagination knows no bounds.

Joy

Joy is at the heart of our brand values, evident in every vibrant stitch. By spreading happiness through art and connecting with customers on an emotional level, we aim to uplift and inspire.

Trustworthy

We value trustworthiness, ensuring transparency, reliability, and integrity in all aspects of our creation & business.

Community

We value community, fostering a space for needlepoint enthusiasts to share passion and creativity through collaborative projects, events, and workshops, creating a sense of belonging and camaraderie.

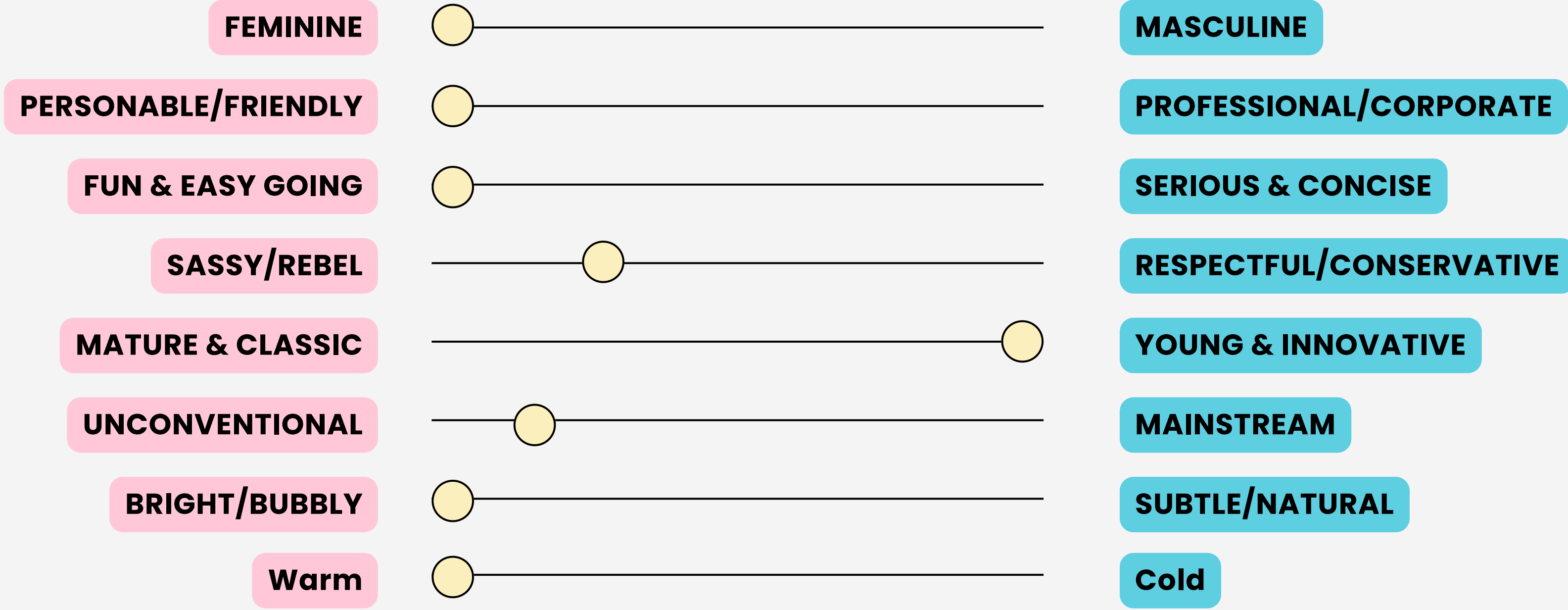
Quality

Quality is paramount to us through meticulous craftsmanship, premium materials, and high production standards, exceeding customer expectations.

Authenticity

We value authenticity, maintaining transparency and sharing the journey behind each design to build trust and foster genuine connections with our audience.

Our Voice & Personality





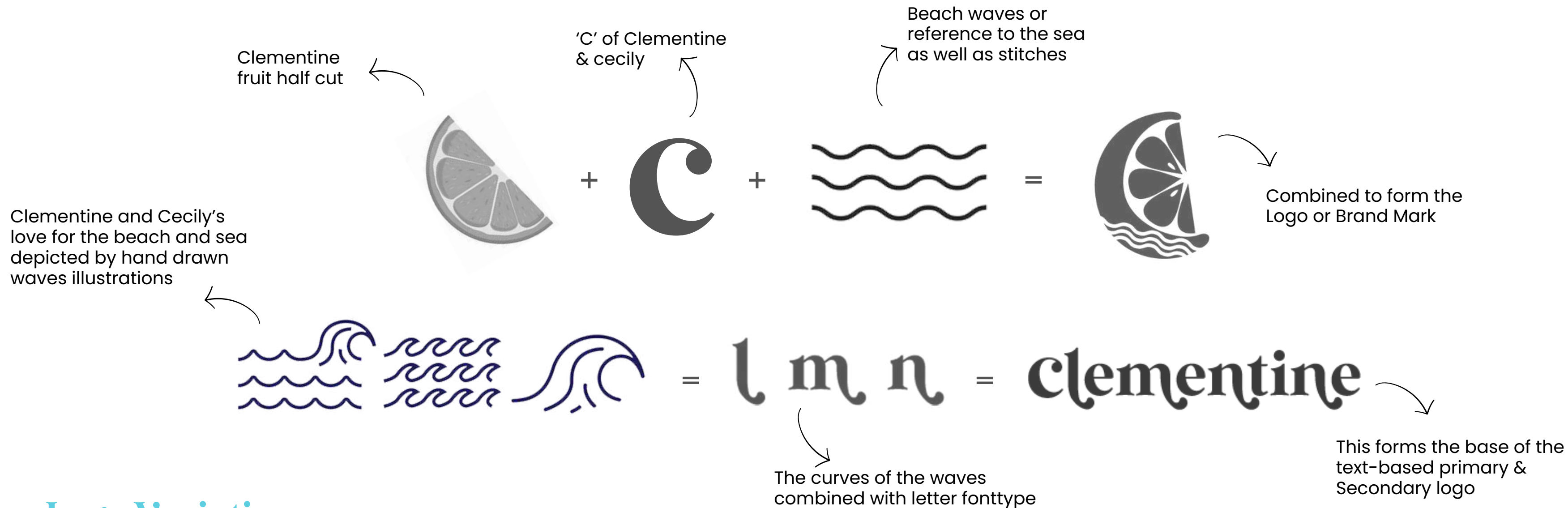
Logo

The logo is the face of *clementine Stitches*, and this section tells you how to showcase it with perfection. It explains where to place the logo, how big or small it should be, and the space it needs to breathe. It's a guide to ensure that our visual identity always shines through consistently.

Clementine
Stitches



Clementine
Stitches



Logo Variations





Primary Logo



This logo is a text and graphic based representation of the brand. It's design features are **fun** and **joyful** with the curves representing the sea waves and chill vibes depicting the brand's love for the beach. The curvy lines also represents **stitches** as it is the main core element of the brand. The '**C**' of Clementine is represented by a graphical half-cut clementine fruit that marks the identity of the brand. Overall the logo conveys a playful and creative vibe that corresponds well with the Brand and it's products.



Secondary Logo



Secondary logos adds **versatility** to our visual identity. This is an alternative version of our primary logo and can be used in situations where the primary logo may not fit or where a more **compact design** is needed. This allow our brand to maintain consistency while adapting to different contexts, such as social media avatars, icons, website layout, packaging or merchandise branding.



Logomark / Brandmark



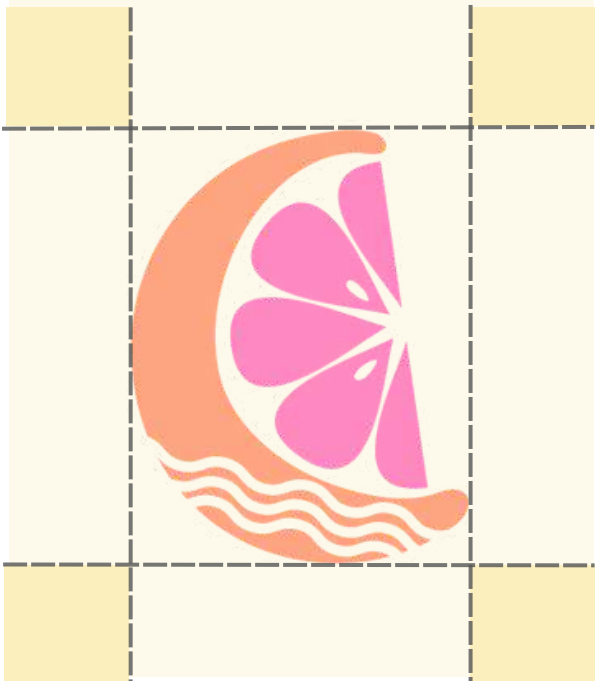
A logomark or brandmark is a standalone **symbol** or icon complementing the primary and secondary logo that represents our brand without any accompanying text. This will provide instant **brand recognition**, especially in situations where space is limited or language barriers exist. These can be used independently across different marketing & communication materials. They simplify the brand identity, making it easier to reproduce at smaller sizes or in monochrome formats. This mark can leave a lasting impression on viewers, contributing to brand recall and memorability.



Clementine
Stitches



Clementine
Stitches



safe area

Wrong Usage

Never do any of the following to the logo:

- 01 Don't Stretch or shrink the logo
- 02 Don't rotate the logo
- 03 Don't draw your own version
- 04 Don't apply random colors
- 05 Don't add a stroke
- 06 Don't use the type alone
- 07 Don't chop the logo

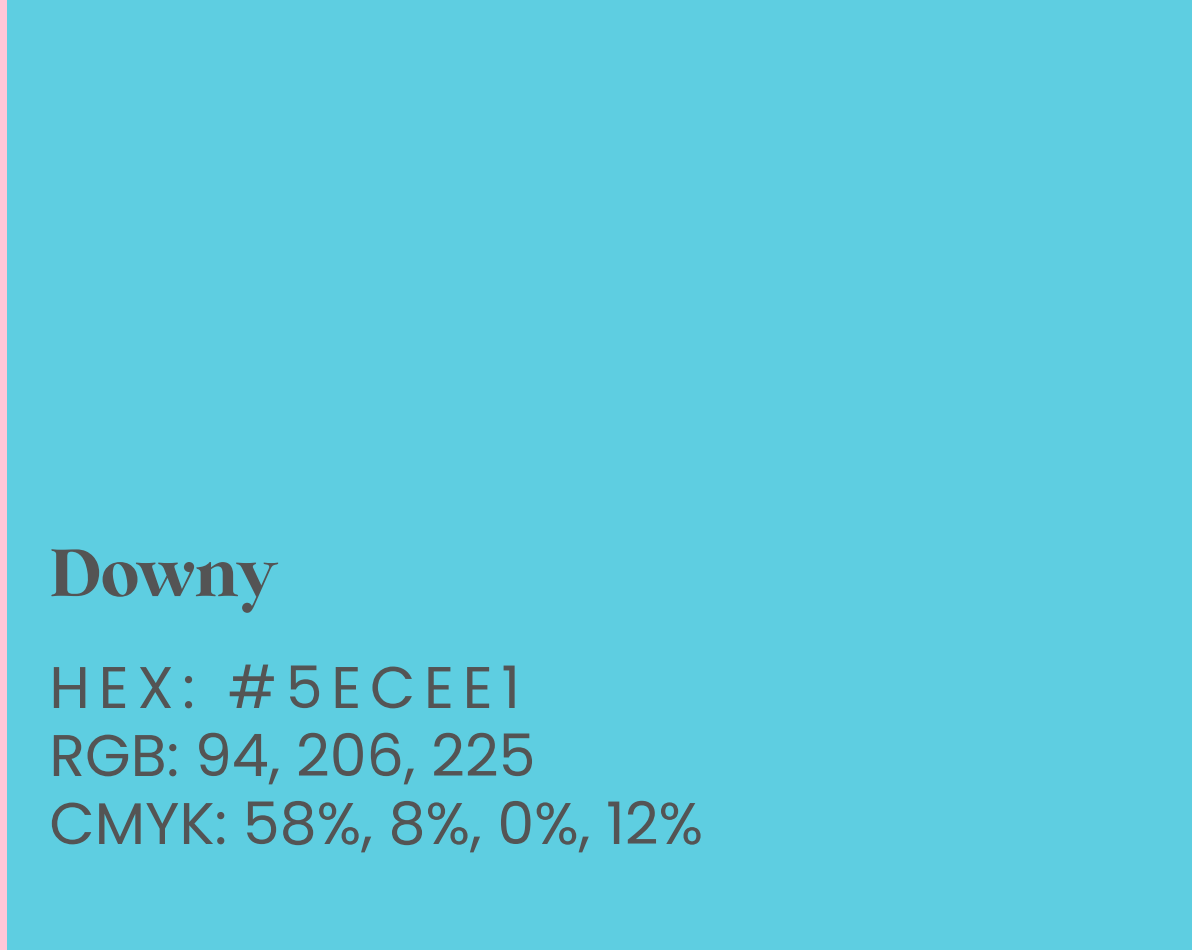
The same guidelines highlighted here are applied for the secondary logo and logomark or brandmark





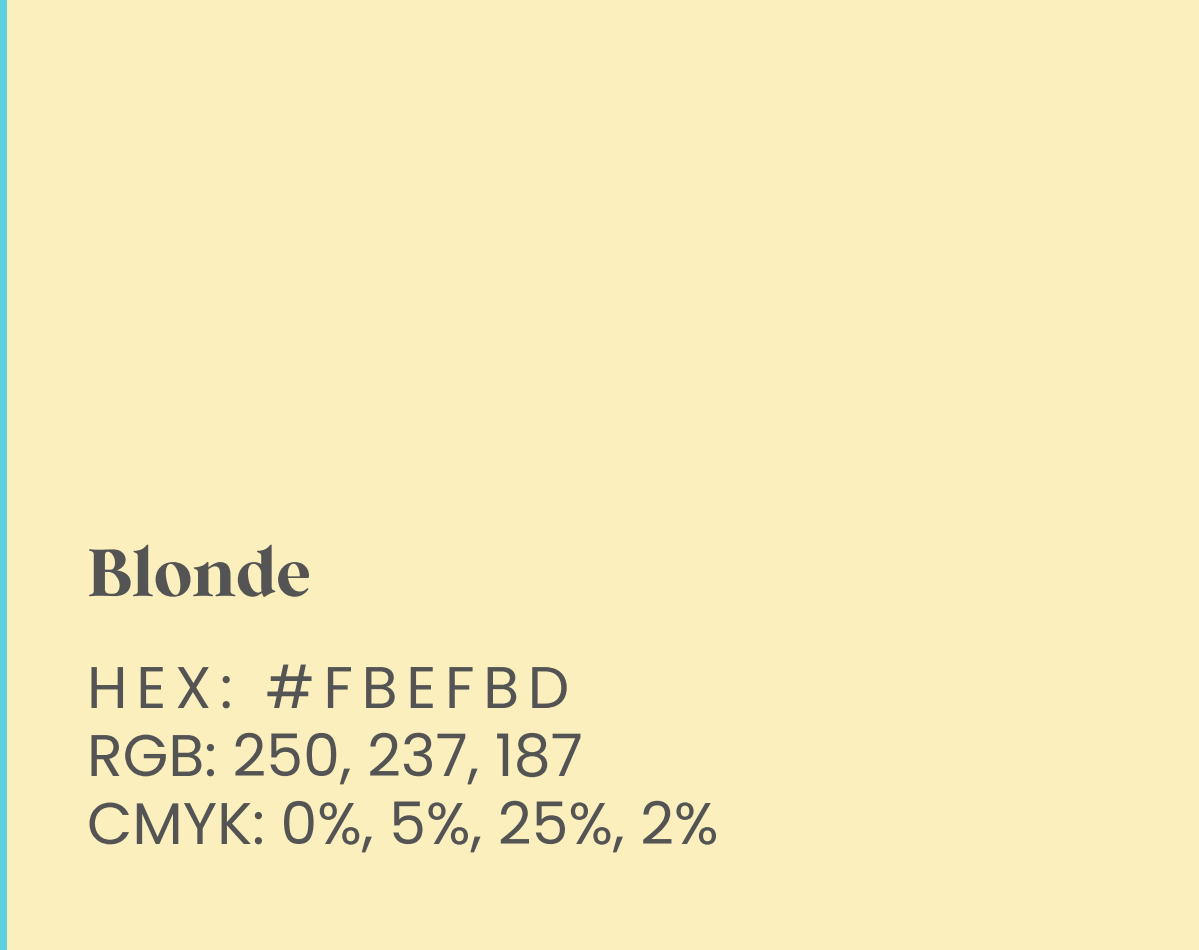
Light Rose

HEX: #FFC7D8
RGB: 255, 199, 216
CMYK: 0%, 22%, 15%, 0%



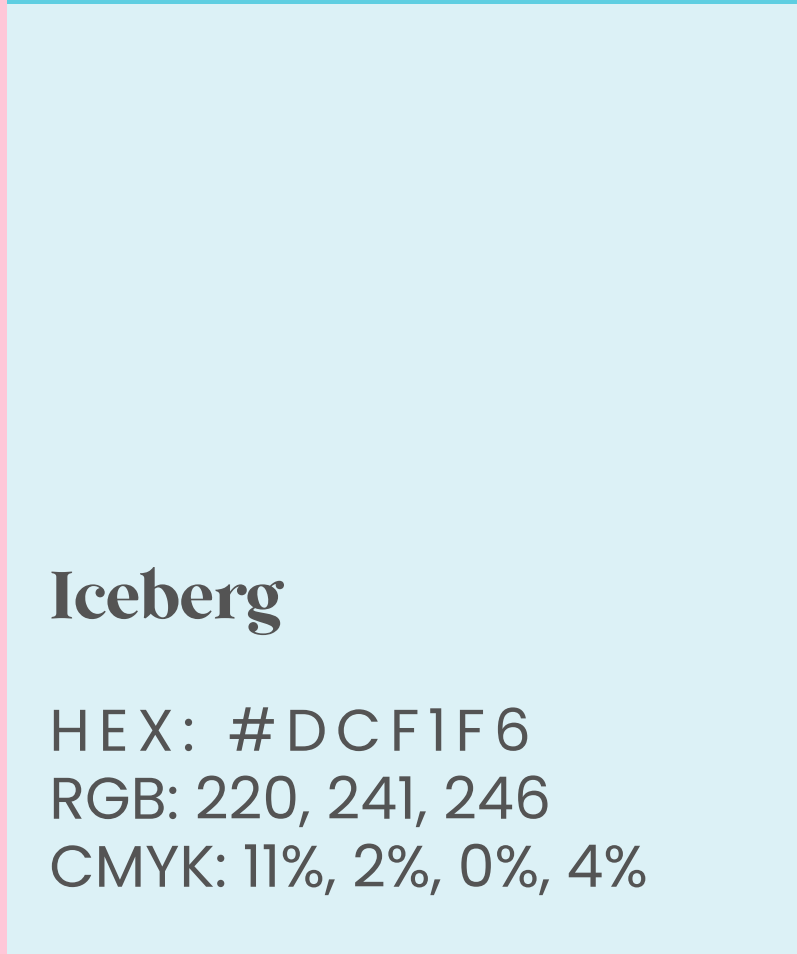
Downy

HEX: #5ECEEE
RGB: 94, 206, 225
CMYK: 58%, 8%, 0%, 12%



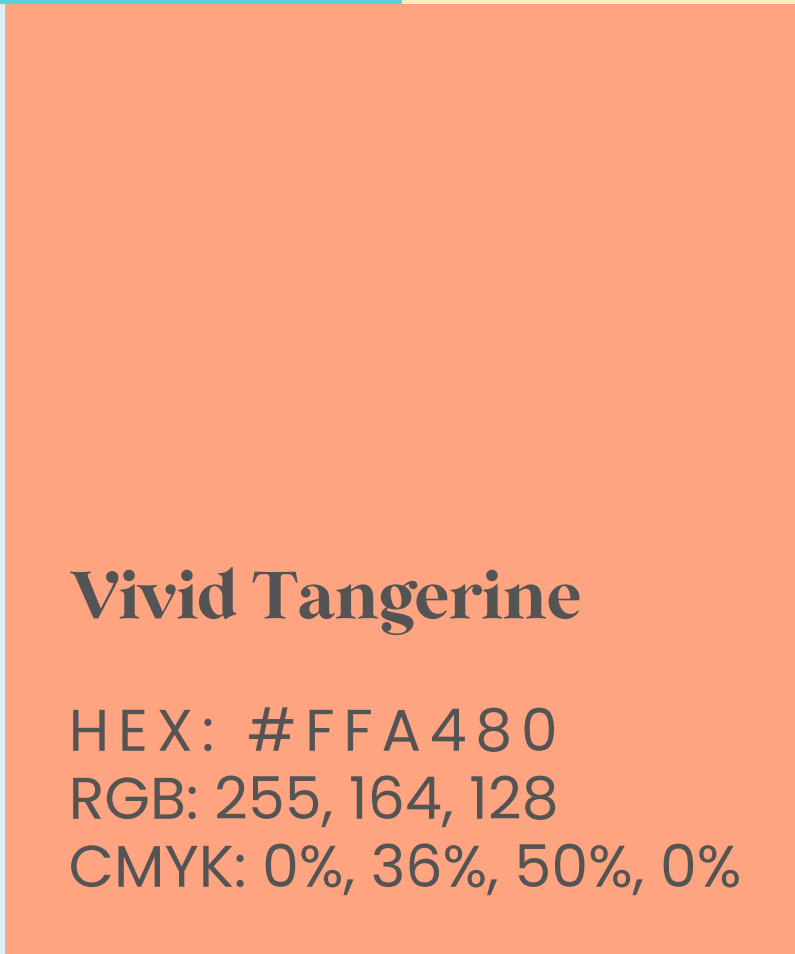
Blonde

HEX: #FBEFBD
RGB: 250, 237, 187
CMYK: 0%, 5%, 25%, 2%



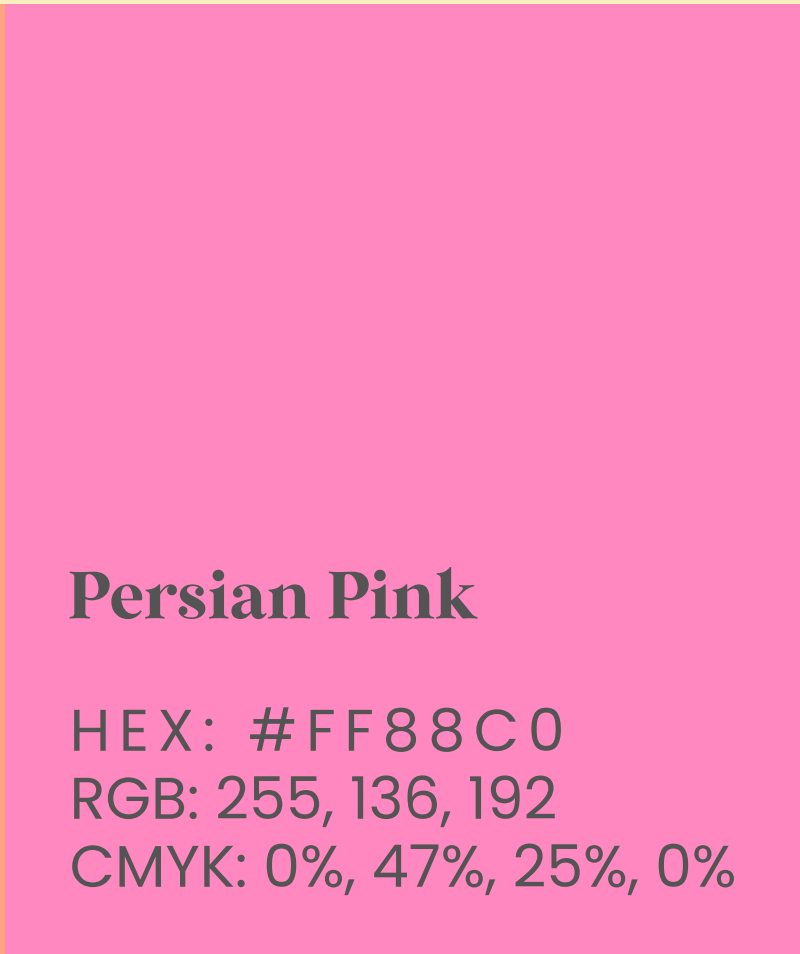
Iceberg

HEX: #DCF1F6
RGB: 220, 241, 246
CMYK: 11%, 2%, 0%, 4%



Vivid Tangerine

HEX: #FFA480
RGB: 255, 164, 128
CMYK: 0%, 36%, 50%, 0%



Persian Pink

HEX: #FF88C0
RGB: 255, 136, 192
CMYK: 0%, 47%, 25%, 0%



Light Rose

This Brand color is a delightful blend of soft pink and a touch of blue tone that exudes a cool beachy vibe. It is a color that radiates happiness, joyfulness, and cheerfulness.

Light Rose creates a feeling of freshness and care while delivering a tropical and chill sensation.

JOYFUL FUN WHIMSICAL HAPPY FRESHNESS



HEX: #FFC7D8
RGB: 255, 199, 216
CMYK: 0%, 22%, 15%, 0%



MAIN BRAND COLOR

Light Rose
HEX: #FFC7D8
RGB: 255, 199, 216
CMYK: 0%, 22%, 15%, 0%

PRIMARY COLORS

Downy
HEX: #5ECEEE
RGB: 94, 206, 225
CMYK: 58%, 8%, 0%, 12%

Blonde
HEX: #FBFBD
RGB: 250, 237, 187
CMYK: 0%, 5%, 25%, 2%

Persian Pink
HEX: #FF88C0
RGB: 255, 136, 192
CMYK: 0%, 47%, 25%, 0%

SECONDARY COLORS

Iceberg
HEX: #DCF1F6
RGB: 220, 241, 246
CMYK: 11%, 2%, 0%, 4%

Vivid Tangerine
HEX: #FFA480
RGB: 255, 164, 128
CMYK: 0%, 36%, 50%, 0%

ADDITIONAL COLORS

Peach Schnapps
HEX: #ffe0cf
RGB: 255, 224, 207
CMYK: 0%, 12%, 19%, 0%

Malibu
HEX: #73C0FF
RGB: 115, 192, 255
CMYK: 55%, 25%, 0%, 0%

White
HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0%, 0%, 0%, 0%

Davy Grey
HEX: #545454
RGB: 84, 84, 84
CMYK: 0%, 0%, 0%, 67%

Correct Usage

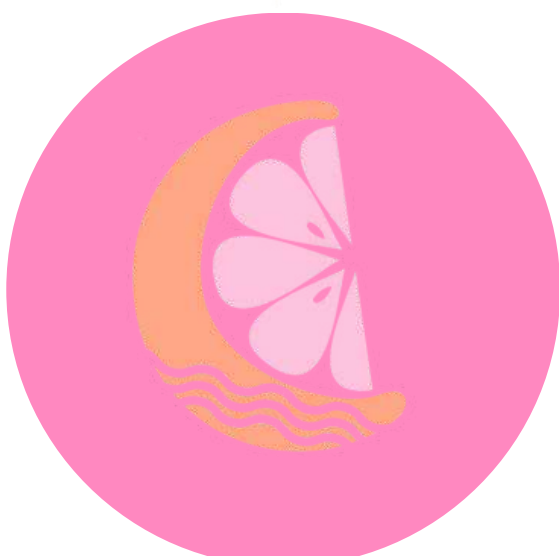
These are examples of correct color combination to use for our brand.

Only use these colors on top of each other. Don't add or modify our colors.



Wrong Usage

Don't use any of these color combinations. These combinations are either bad or don't align with our brand.



Primary Typeface

Wild Mango

BOLD

ABCDEFGHIJKLMN OPQR
STUVWXYZ

abcdefghijklmnopqrst
vwxyz

0123456789 .,:!/?/”

Our main typeface WILD MANGO reflects a playful and fun vibe. This is modern serif font family inspired by vintage lettering, just like Clementine Stitches is a modern twist to traditional needlepoint craft.

Secondary Typeface

POPPINS

REGULAR

BOLD

ITALIC

ABCDEFGHIJKLMN OPQ
RSTUVWXYZ

abcdefghijklmnopqrs
tuvwxyz

0123456789 .,:!/?/”

Our secondary typeface POPPINS conveys a playful, modern and simple style that complements very well with our primary typeface.

Accent Typeface

limbo

regular

bold

lowercase

abcdefghijklmnopqrs
tuvwxyz

0123456789 .,:!/?/”

Our accent typeface BIMBO adds a handmade and relaxed aesthetic to our brand, perfect for highlighting few important message.

Type System

We use 'Wild Mango' for all main headlines and large texts.

For sub-headings we use 'Poppins Bold' and for paragraphs we use 'Poppins regular'.

For highlighting important/specific message or words, we use 'bimbo'.

Headlines ————— Wild Mango

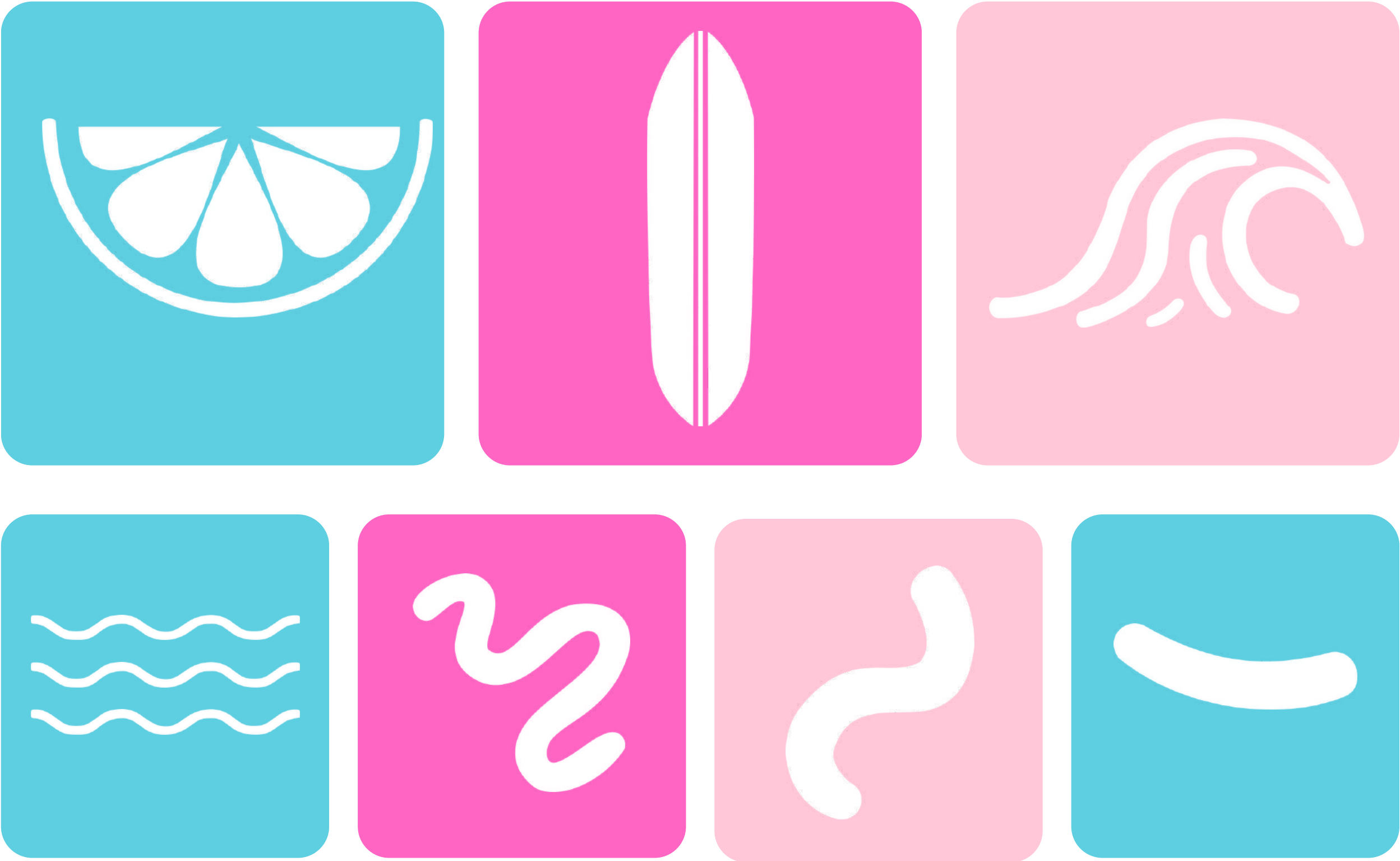
Sub-headlines ————— Poppins Bold

Paragraph ————— Poppins Regular

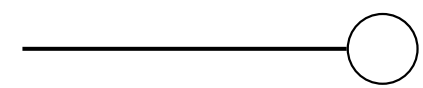
Captions ————— Poppins Regular

Highlighted text ————— Bimbo

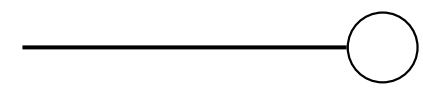
Spark joy & happiness through our vibrant needlepoint creations.



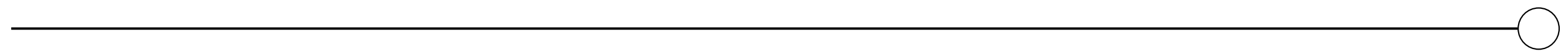
These are our brand's recognizable & distinctive elements that embody our brand's identity. It helps to stand out from competitors, and cue customer associations. These can be used in packaging, Stationery, printing & marketing materials.



These fun icons in blobs can be used in social media and other marketing materials including website.



These icons with round colored background can be used as insta story highlights, websites, buttons etc







Imagery

The imagery associated with **Clementine Stitches** is a visual celebration of fun, joy and creativity. It features soft, pastel photography style with lifestyle images, vibrant blues of water, sunsets and nature as backdrop. Bright and clear photography with natural lighting mirroring the brand's colors.



Application

The **Clementine Stitches** branding can be used in a wide range of materials and platforms to bring the brand to life and make it recognizable, thus, connecting with our audience effectively. It reflects our brand's joyful, fun and whimsical identity across various touchpoints, ensuring a cohesive and delightful brand experience.

Note: The following slides are examples to show how our branding can be used across various elements.









Clementine
Stitches

Handmade with
love

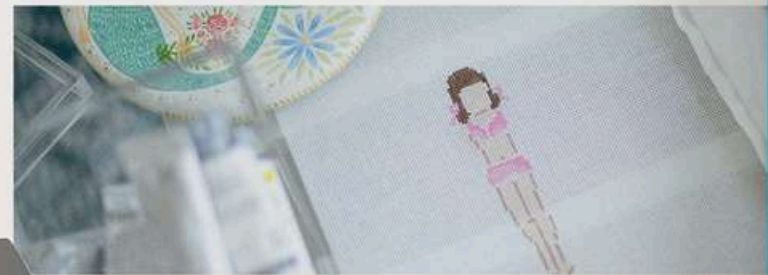


Surfing Babes

Introducing "Surfing Babes" by Clementine Stitches—a vibrant new collection that captures the spirit of the ocean and the thrill of riding the waves. Inspired by the carefree, adventurous lifestyle of beach lovers, this collection features bold, colorful designs that celebrate coastal living. Whether you're a seasoned surfer or just dream of the beach, this collection brings a splash of summer fun to your wardrobe and home.



Dive into the world of surfboard designs with pieces that blend Clementine's point artistry with the spirit of coastal living.



MEET

Join Us at the Beachside Pop-Up Art Event!

Meet Us at Our Next Pop-Up!

Location: Sunny Shores Beachside Café, Miami, FL
Date: Saturday, June 15th
Time: 10 AM - 4 PM

Dive into a day of fun and creativity at our beachside!!

Clementine Stitches

Clementine Stitches

www.clementinestitches.com



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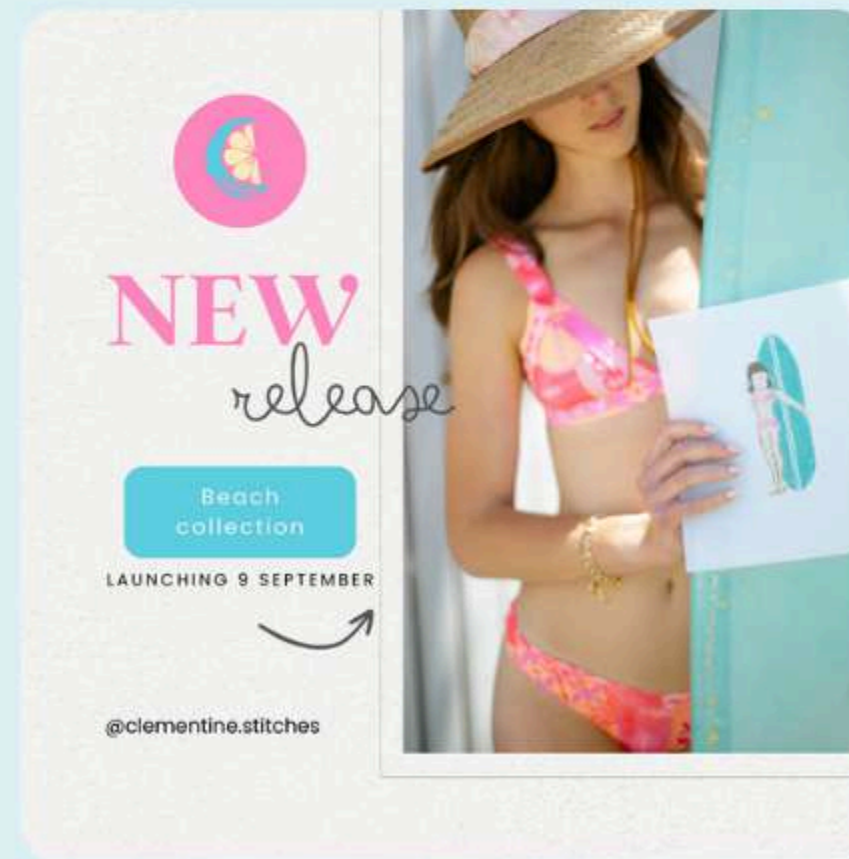
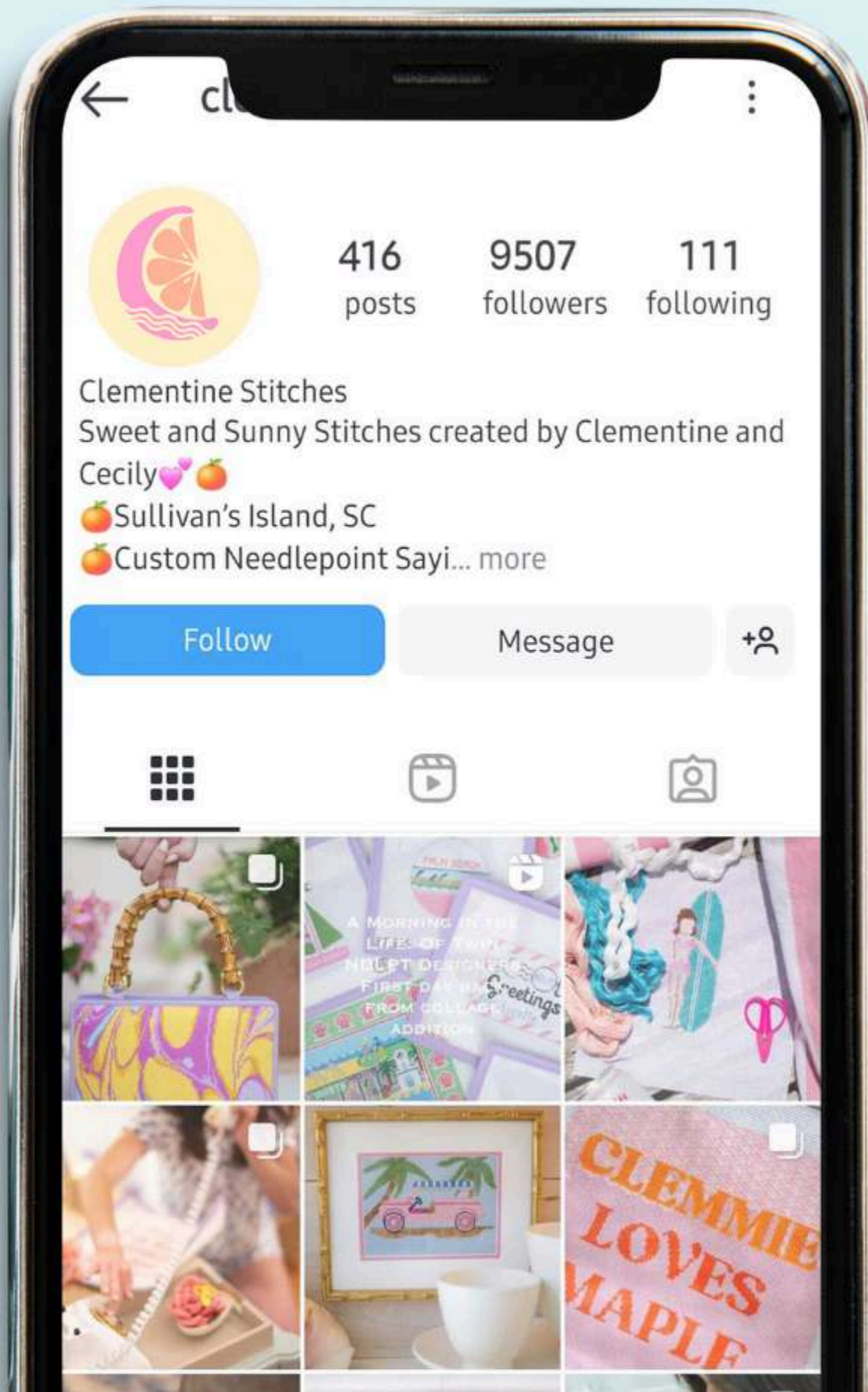
Clementine
Stitches

Clementine
Stitches

Clementine
Stitches

Clementine
Stitches

Clementine
Stitches







THE NEW
NORMAL OF

*everyday
life*





BEACHSIDE
Pop-up Market
with
Clementine Stitches

Come Say Hi!
Catch the Wave with Our New Collection:

- 🧵 Live Needlepoint Demos
- 🎁 Exclusive Deals & Giveaways
- ☀️ Sun, Surf, and Stitching Fun!

Surfing Babes

15 June 2024
Sunny Shores Beachside Café, Miami, FL
10 AM - 4 PM

BEACHSIDE
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Surfing Babes

15 June 2024
Sunny Shores Beachside Café, Miami, FL
10 AM - 4 PM



Your thoughts

Receiving effective **feedback** is critical to the process.

To make sure we are keeping on track with the project timeline, **feedback** needs to be within **3 working days** of when the presentation was sent.

Please read through the whole **identity document** (a few times) and make sure all elements aligns with your brand.

Then give feedback on this **presentation** so we can move on to the website design phase..

Super excited to hear from you.

Thank
You

Presentation by Sneha Paul