



# Brand Guidelines

Reduce ambiguity and provide clear direction to your teams and partners on branded assets. A single source for brand and marketing guidelines to keep up-to-date on the latest trends.

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# Introduction.



Welcome to the world of **KAWAIIZY**  
In these pages we've outlined the brand basics.  
It's everything you need to know to live in - and  
correctly grow - the world of **KAWAIIZY.**

Thinking about getting to see you makes  
my day so much better.

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The **KAWAIIZY** visual identity guidelines has been established to guide a new approach to visual communication in printed and digital branded content. This visual identity guide is a reference for everyone who is authorized to work with the **KAWAIIZY** brand.

When it comes to our brand, our reputation, we maintain strict control over it. We hold ourselves to incredibly high standards, and we expect the same wherever our brand is represented.

Our intent with this guide is not to restrict creativity and innovation: far from it. We believe in the creative spirit, and innovation is one of our core values. What we strive for is a coordinated, consistent, and effective brand presence in everything we create. If we make something, we want to make sure that people know where it came from.

While some of our brand executions and graphics have been standardized - like business cards, letterhead, and envelopes - these are not intended as the focus of this guide. Instead, it is to empower you, the creative, with the elements you need to create.

By utilizing these tools, resources, and adhering to the guidelines within, you'll make things that look like the **KAWAIIZY** brand, every time.

# About the Brand.





Clean\_Aspirational\_Minimal  
Functional\_Precise\_Accessible  
Sustainable\_Creative\_Passionate  
Courageous\_Proactive\_Genuine  
Meaningful\_Challenging\_Cute



Surprise is the greatest gift which life  
can grant us.

- Boris Pasternak -

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## Mission & Vision

People like you are important to the history of the most popular kawaii brands, characters, and trends in the world. A kawaii lifestyle is all about artistically expressing your personality via what makes you happy!

Inspiration abounds in Instagram feeds! Kawaii fans share their entertaining places that are stocked with their favourite goods!

Kawaii fashion is characterised by putting a unique touch to clothing and is not limited to pink

Making everyday kawaii involves using pretty stickers on stationary and eating adorable treats.

We believe it's important to enjoy the work you do - if we are happy, only then can we expect our members to feel happy too.

Everyone who works at **Kawaiizy** is viewed as equal and has the same opportunities to grow and develop.

We invest in our employees. There are lots of training programs that run frequently in which employees can get involved and are one of the many ways that we push our employees to become the best versions of themselves.

# About Logo.



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Name, company logo, colours, typeface: these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company on the market.

A brand's logo is one of the core elements of its visual identity. It is because of this reason every brand wants to opt for a design that is unique, aesthetically enriched and represent the organization at its best.

Abstract mark logo design is all about keeping it simple. The type-only look is a popular (and timeless) choice across industries, especially tech, media, fashion, and food.

An abstract logo is a symbol or image that isn't necessarily recognizable, but rather a complex geometric shape that represents your business

The graphic of our definitive logo is very clean, square, linear, essential, strong and emphasizes the values of the brand. The organization name is incorporated as a simple graphic treatment to create a clear, visually memorable identity. The representation of the word becomes a visual symbol of the organization or product. The lettering is created using the Montserrat typeface.

The logo should be always produced from the master artwork.











70mm | A2



Inverted



45mm | A3



B&W



B&W Inverted



30mm | A4/A5



App 32x32px

Minimum Size



20mm | 60px

## LOGO MISUSE

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DO NOT change the logo's colors

DO NOT distort or warp the logo in any way

DO NOT add special effects to the logo

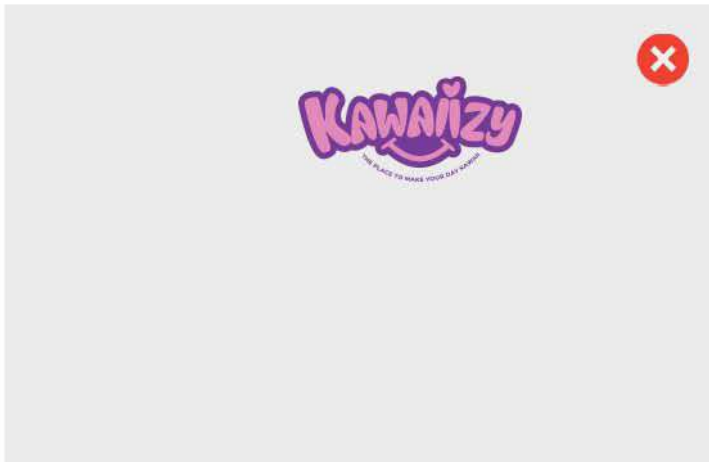
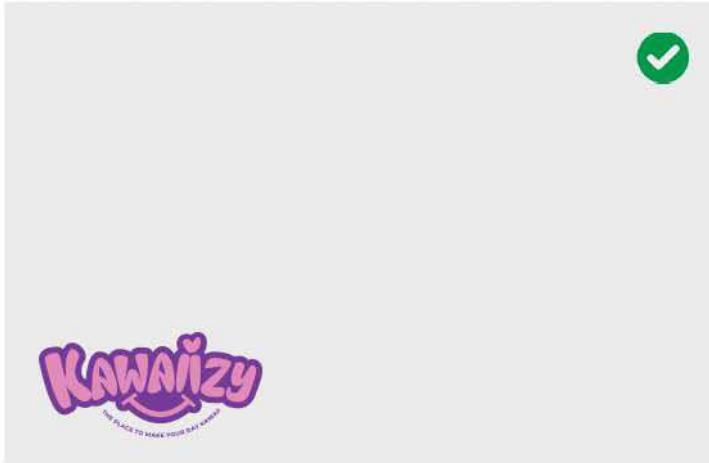
DO NOT move the position of the logo

DO NOT change the main typeface

DO NOT display the logo as an outline

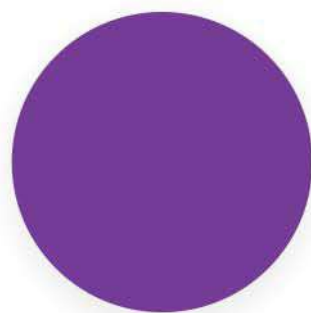
DO NOT display the logo with limited legibility





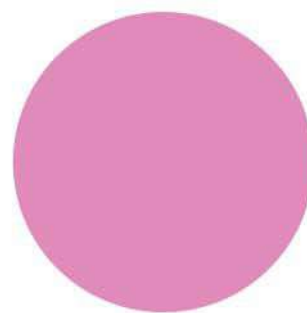
# Brand Colors.





**Purple**

CMYK 66/91/0/0  
RGB 104/62/147  
HEX #683e93



**Pink**

CMYK 8/56/1/0  
RGB 204/138/183  
HEX #cc8ab7

# Typography.



# POPPINS

**CUSTOM FONT**

Thin  
Light  
Regular  
Medium  
SemiBold  
Bold  
ExtraBold  
Black



# Visual Style.



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Every brand needs a visual style guide.

It's the graphical culmination of all strategic work, a collection of elements that serves as the visual embodiment of the brand identity. This process constructs a comprehensive and cohesive system for execution, and addresses the full range of potential uses; from physical size and shape constraints and varying color formats, to the filetypes required to perform on all modern media platforms.

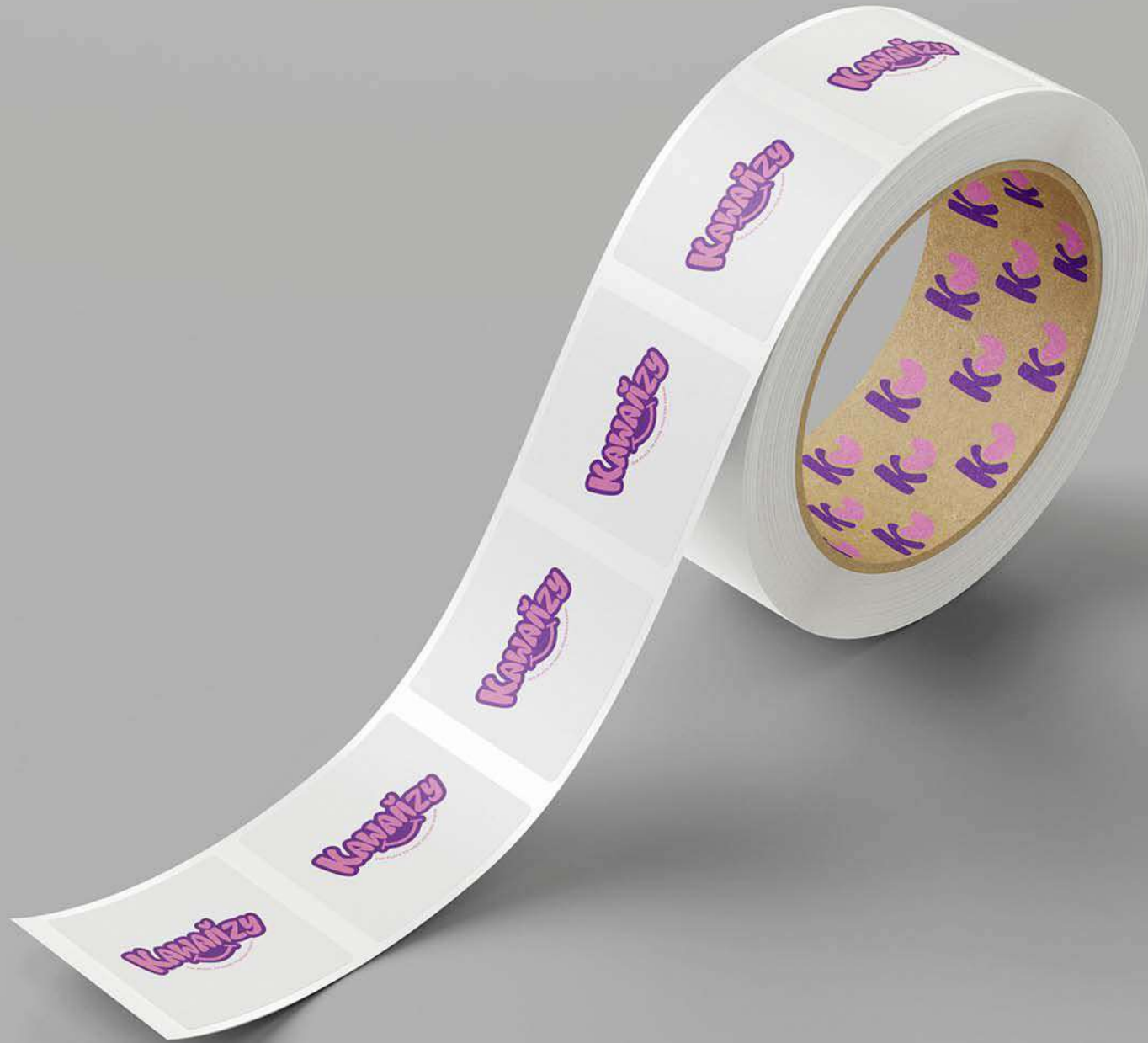
At its core, the Visual Style System will be composed of a brand signature (the logo, wordmark or logotype) to serve as the trademark (and potentially countless other visual components). To support that primary identifying element, we develop complementary patterns, color and typographic systems, as well as other visual elements designed

to round out the comprehensive and unique graphic style for the brand.

As a result of this process, it is critical to consider and build all necessary variants to ensure both ease of use and effective presentation at all sizes and in all environments.

Concepts are to be evaluated within the context of example communications and must evaluate those touchpoints most critical for the client (e.g. stationery, collateral, website, environments).

This considers both the primary brand lockup and possible brand extensions, geographic signifiers, and other necessary alternates.



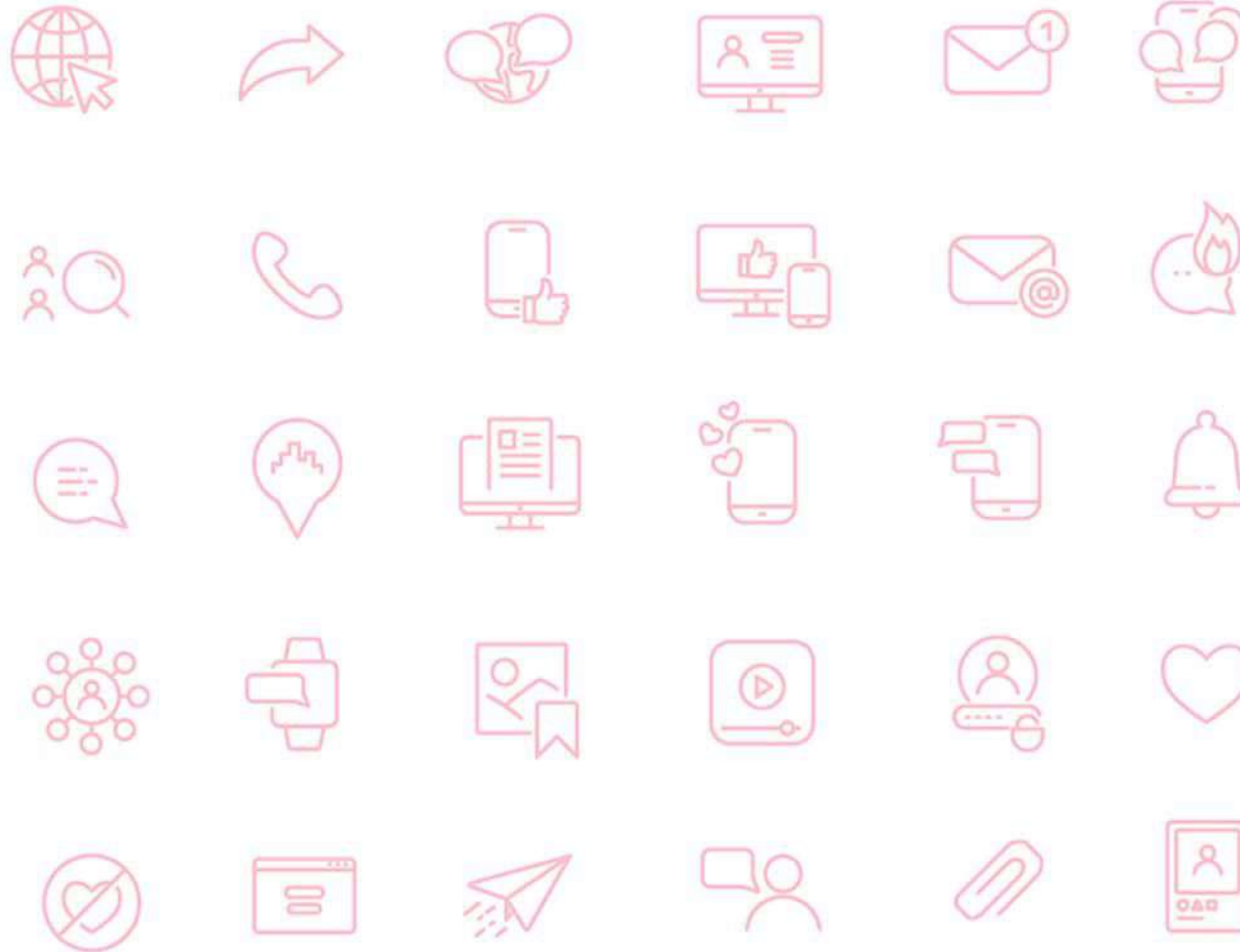




BRAND IMAGES

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# Glossary.



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## **CORPORATE IDENTITY**

A corporate identity is the overall image of a corporation or firm or business in the minds of diverse publics, such as customers and investors and employees. It is a primary task of the company communications department to maintain and build this identity to accord with and facilitate the attainment of business objectives.

### **IDENTITY MANUAL**

A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype stationery system, common print and web applications and examples of use on

## **LOGO**

A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition.

Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark).

## **BRAND ARCHITECTURE**

The organizational system that defines how a company's individual brands relate to and interact with one another. It shows the role and hierarchy that each brand plays in the greater structure of the company and defines the function of each. It provides clarity to companies and enables them to differentiate their brand elements

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and be intentional about managing brand equity.

### **TYPEFACE/FONT FAMILY**

In typography, a typeface (also known as font family) is a set of one or more fonts each composed of glyphs that share common design features. Each font of a typeface has a specific weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry. There are thousands of different typefaces in existence, with new ones being developed constantly.

### **STATIONERY**

Stationery has historically pertained to a wide gamut of materials: paper and office

glue, pencil cases and other similar items.

### **TEMPLATE**

A pre-developed page layout in electronic or paper media used to make new pages with a similar design, pattern, or style.

### **BRAND**

A mix of tangible and intangible attributes, symbolized in a trademark that can be managed to create value for organizations and customers. It is the physical representation of a company's offerings and values, but can exist subjectively in a person's mind. This is chiefly influenced by a person's comparison of the brand promise offered versus their perception, experience, and interaction with an organization, product or

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## **GRAPHIC STYLE**

A consistent theme of the graphic elements of a brand's overall visual appearance. Graphic style is recognizable by the visual traits of an overall parent brand and can vary slightly but is overall consistent among the sub-brands.

## **CMYK**

The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black). The "K" in CMYK stands for key because in four-color printing, cyan, magenta, and yellow printing plates are carefully keyed, or

## **RGB**

The RGB color model is an additive color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors. The name of the model comes from the initials of the three additive primary colors, red, green, and blue.

## **PRIMARY COLORS**

The core selection of identifying colors that are used in a logo.

## **PALETTE**

A given, finite set of colors for the management of digital images. weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry.

# Brand Guidelines

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