



BRAND GUIDELINES

www.headofdesign.co.uk

“Almost everything
will work again if you
unplug it for a few
minutes...

Including you.”

Anne Lamott



**Embracing leisure with a touch of
urban cool**

Your downtime is precious.
Your wardrobe should reflect that.
Just Chillin' is more than a clothing
brand - it's a celebration of life's
unhurried moments.

Relax. Unwind. Be You.

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Just Chillin' guidelines

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Logo Introduction

Logo

Life's unhurried moments

The "Just Chillin" logo takes the form of an artistic stamp; a visual representation of the "Just Chillin" spirit – a harmonious blend of cool vibes and carefree relaxation, making a statement that's both distinctive and effortlessly cool.

Designed with a minimalist yet captivating approach, it captures attention with its unique playfulness.



Logo Variation

Positioning

The ability to adapt and perform in many locations and mediums: Print, screen, clothing, vehicle livery for instance is just one of the challenges for a logo.

For this reason variants of the main logo are created to enable it to adapt and sit well whatever the location or background maybe.

Shown here are:

- Round - Filled
- Round - Outlined
- Text Version



Round - Filled



Round - Outlined



Text Version

Logo Variation

Monotone

If the logo is used in Monotone then the black and 'White out' versions are available.

Shown here *(left to right)*:

- Round - Filled - Black
- Round - Filled - White
- Round - Outlined - Black
- Round - Outlined - White
- Text Version - Black
- Text Version - White

Round - Filled



Round - Outlined



Text



Logo Elements

Dont's

To ensure consistency these are some ground rules to using the logo and here are some notes on how not to use it.

Things to avoid:

- A. Stretching the logo to fit
- B. Squashing the logo to fit
- C. Rotating the logo outside of 90°

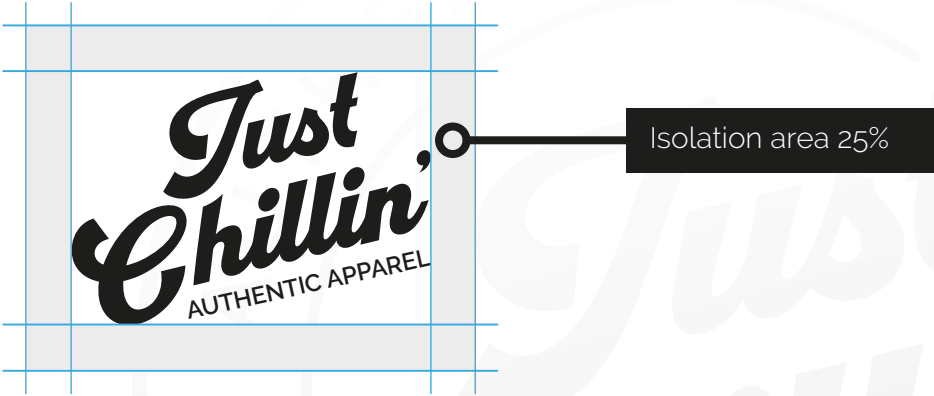


Logo Elements

Isolation Zone

The isolation zone is the space around the logo.

It is important that no images, text, borders or margins are placed within 25% of the overall logo.



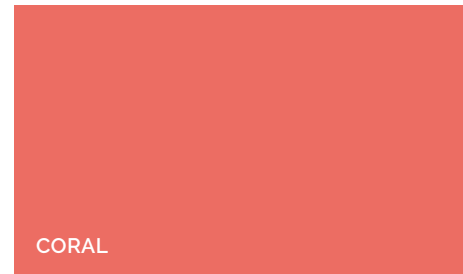
Colour

Colours and Codes

Relax. Unwind. Be You

Our carefully curated color palette paints a serene canvas that reflects moments of relaxation and ease. Soft tones converge to evoke a sense of tranquility, ensuring that 'Just Chillin' seamlessly integrates into any setting.

RGB & Web colours are for screen use only. CMYK are for print.



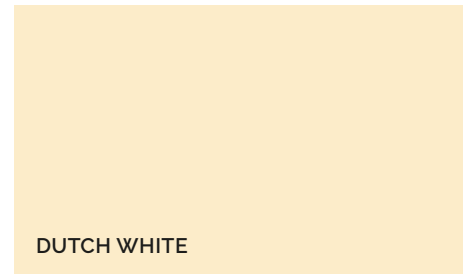
CORAL

HEX: #EC6D63
CMYK: 0, 69, 55, 0
RGB: 236, 109, 99



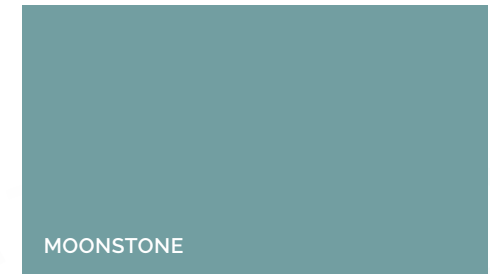
BITTERSWEET

HEX: #890620
CMYK: 0, 96, 77, 46
RGB: 137, 6, 32



DUTCH WHITE

HEX: #FCECC9
CMYK: 0, 6, 20, 1
RGB: 252, 236, 201



MOONSTONE

HEX: #729EA1
CMYK: 29, 2, 0, 37
RGB: 114, 158, 161



TEAL

HEX: #008080
CMYK: 100, 0, 0, 50
RGB: 0, 128, 128

Stationery

Business Cards

By way of introduction.

Business cards are always useful for passing to clients at meetings, interested parties at networking events or simply handing out when opportunities arise.



Typography

Fonts

Three fonts are used for the Just Chillin' Brand.

'Montserrat' is the font choice for bold headings and titles.

Supporting this is 'Raleway' and it's various font weights for all body text.

Lastly is Merriweather which is used as a supporting font to be used for terms, conditions, commentary and page numbering

The pages in this document are set with this 3 combination of fonts to give a working example. The titles are set in Montserrat, the sub headings and body text are set in Raleway and the page name and numbers (*at the bottom corners*) are set in Merriweather.

All three of these are google fonts to ensure practical availability and ease of use.

Montserrat - Headings

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789&?!**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789&?!**

Raleway Light/Light Italic - Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789&?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789&?!

Raleway Regular / Regular Italic - Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789&?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789&?!

Raleway Semi Bold / Semi Bold Italic - Body

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789&?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789&?!**

Merriweather Light / Light Italic - Supporting

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789&?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789&?!

Typography

Web Fonts

Headings fonts

Use Montserrat for H1 and Raleway for heading levels H2 to H6

Over this and the next two pages will give the details for H1 - H6, Body text and Detail fonts.

The approximate typescales for H1 to H6 headings, Body and Detail are:

- 1.2 for desktop screens
- 1.137 for mobile screens

Name	Mobile styles	Desktop styles
H1	Font: Montserrat Bold Size: 32 px Line Height: 1.29 Weight: 700 Spacing: 0.04rem	Font: Montserrat Bold Size: 40 px Line Height: 1.2 Weight: 700 Spacing: 0.04rem
H2	Font: Raleway Size: 27 px Line Height: 1.37 Weight: 700 Spacing: 0.03rem	Font: Raleway Size: 33 px Line Height: 1.33 Weight: 700 Spacing: 0.02rem
H3	Font: Raleway Size: 23 px Line Height: 1.39 Weight: 700 Spacing: 0.02rem	Font: Raleway Size: 28 px Line Height: 1.43 Weight: 700 Spacing: 0.02rem

Typography

Web Fonts

Headings fonts

- H4
- H5
- H6

Name	Mobile styles	Desktop styles
H4	Font: Raleway Size: 20 px Line Height: 1.5 Weight: 700 Spacing: 0.03rem	Font: Raleway Size: 24 px Line Height: 1.5 Weight: 700 Spacing: 0.03rem
H5	Font: Raleway Size: 18 px Line Height: 1.56 Weight: 700 Spacing: 0.03rem	Font: Raleway Size: 19 px Line Height: 1.5 Weight: 700 Spacing: 0.025rem
H6	Font: Raleway Size: 16 px Line Height: 1.29 Weight: 700 Spacing: 0.04rem	Font: Raleway Size: 16 px Line Height: 1.2 Weight: 700 Spacing: 0.04rem

Typography

Web Fonts

Body fonts

- Body Text
- Detail Text

Name	Mobile styles	Desktop styles
Body text	Font: Raleway Size: 16 px Line Height: 1.6 Weight: 400 Spacing: 0.04rem	Font: Raleway Size: 16 px Line Height: 1.6 Weight: 400 Spacing: 0.04rem
Details	Font: Merriweather Size: 16 px Line Height: 1.6 Weight: 400 Spacing: 0.04rem	Font: Merriweather Size: 16 px Line Height: 1.6 Weight: 400 Spacing: 0.04rem

Decoration

Tabs and buttons

Fabric tabs and buttons for brand recognition are applied to the apparel.

These are in 2 colours; White on Coral.

For inner labels these colours are reversed to Coral on White.



Packaging

Swing Tag

Brand continuity.

Swing tags (*in the style of dog tags*) will be used for apparel items to elevate the brand and reinforce brand recognition.



Packaging

Sticker

Brand Reinforcement

For packaging purposes and advertising

These stickers may be used to seal the wax paper that items are shipped within.



Packaging

Wax Paper

Packaging

On delivery the items will be packaged with wax paper with the following design.

A sticker will be used to seal the paper and finish off the overall impression of quality.



Just Chillin' Sticker

