

A person is surfing on a wave in the ocean. The sky is a clear, bright blue. The text 'Brand style guide' is overlaid on the image in a large, bold, brown serif font. The word 'Brand' is on the top line, 'style' is on the middle line, and 'guide' is on the bottom line. The text is positioned over the wave and the sky.

Brand style guide

naomi
blik

naomi blik



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when we go
to the sea, we are
going
home.

MISSION STATEMENT

We are inspired by the sea.

Vast yet unassuming.
Giving, but not demanding.
Graceful, but mighty.
Never-ending yet ever-changing.

In the water we are present,
Drenched in the moment
Rid of the constraints of self consciousness.
In the water we are free.
We are authentic.
We are beautiful.

We move to the rhythm of the ocean
Ebbing and flowing with the tide.
We learn the ocean's many moods
Contingent on weather patterns
We can be poetic and beautiful
like the ocean.
Or rough and choppy.
In the water we are healed.
We are humbled.

The ocean knows no boundaries or borders,
only currents and swell lines.
We all belong to the same sea.
In the water we are home.





A HOMAGE TO THE SEA

We are quiet observers of nature.
We see beauty in everything.
From the intricate details and patterns of nature,
To the expansive vastness of the ocean.

Our imagery studies
The joys and friendships spurred from the sea
And also the solitude of floating, drifting and thinking,
Reflecting on the horizon line.

Just like the sea,
Our images are effortless and subtle in tone.
A timeless and nostalgic feel
Inspired by the warm and muted quality of film
photography.

Display text merged with images should be meaningful
and profound in simplicity. The writing should merge
text and mages to create a cohesive work by layering
text behind objects while still easily legible.





naomi
pink

DRAWN TO THE HORIZON

We are mesmerized by the quiet contemplative and meditative nature of the horizon line. Our presence so seemingly meaningful yet simultaneously inconsequential, amidst the expansive vastness of the ocean.



inspired by the Sea.

BLUES

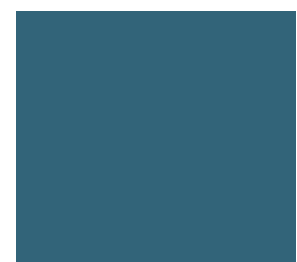
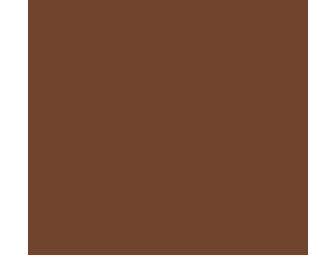
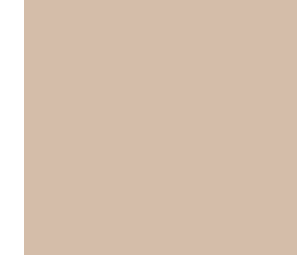
SANDS

Bright Sky #a9ccd9

Sky #a7bfc6

Shore #d6bfa8

Kelp #72452e



Deep Sea #165269

Sea #425a61

Shadow #836a61

Sand #bc8b5d

colored by nature.

Nature also follows the color wheel. The blues of the sea and the browns of the sand are naturally complementary colors. The color palette is muted and subtle to evoke a timeless quality. The color palette is also influenced by the soft and hazy quality of 35mm film photography.

The Sky blue is to be paired with the Sea blue, and the various sand colors (Shore, Shadow, Kelp, and Sand) are to be paired together. The blues are to never be mixed with the sands, as each pairing will either be warm or cool in tone. Colors can be muted in different hues when appropriate for different backgrounds and fonts. The more vibrant blues (Bright Sky and Deep Sea) are to be used for the logo.



it's the soft velvet ocean from a windless afternoon.



it's silhouettes, dancing on a sparking sea.



it's blue corduroy swell lines.



it's clouds reflecting on horizons.



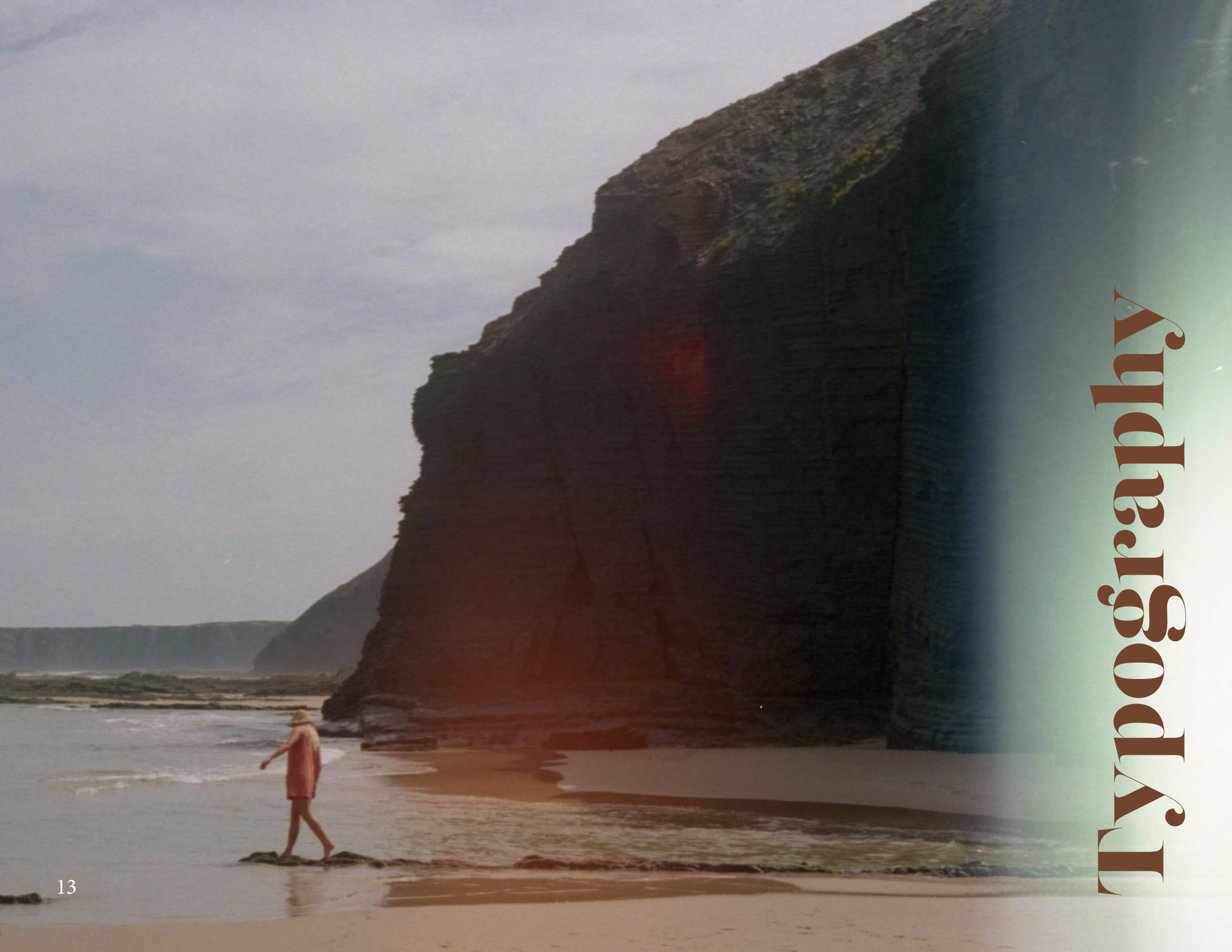
it's summer days dipped in sunshine.



it's long, golden afternoon shadows.



moods
of the sea.



Header

Lust is a display font to be used for headers. With strong contrasts between strokes and thin serifs, the font is both bold and retro with a contemporary twist. Different text hierarchies should be used with display headlines to create a rhythm with emphasize on specific words. To be used with 52 pt size.

SUBHEADER

Bodoni 72 Smallcaps is to be used for subheaders. This typeface offers a contrasts to Lust by creating a more sophisticated tone. To be used with 24 pt font and 25 pt leading.

Body text

Bodoni 72 book is to be used for body text. It is a serif typeface that is easily legible in smaller sizes. It is a part of the Bodoni 72 family and pairs well with the subheading. To be used with 14 pt font and 16 pt leading.

Lust Display

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

BODONI 72 SMALLCAPS

**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**

Bodoni 72 - book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

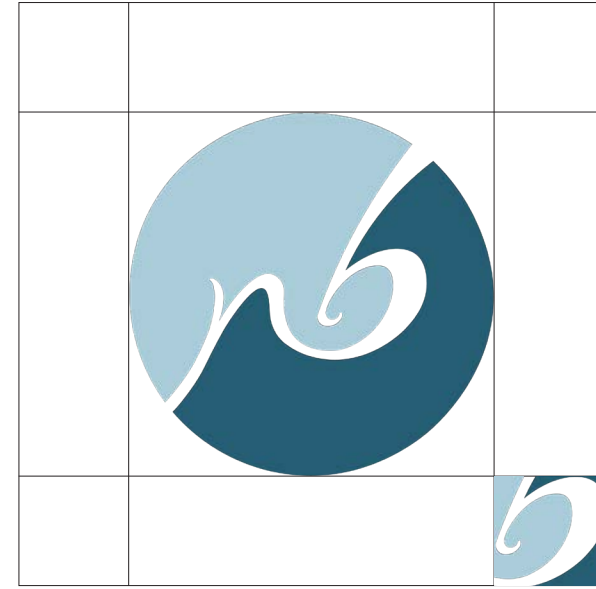


PRIMARY LOGO

The primary logo is to be used on plain white or black backgrounds. It is only to be used when the page has primarily blue colors. It is displayed with sky blue and sea blue.

The minimum clear space around the logo should be the distance should be proportional to the top of the B stroke to the bottom.

The smallest scale of the logo should be 0.5 inches.



LETTERMARK LOGO

SECONDARY LOGOS

The secondary lettermark circle logos are to be used on top of images and in smaller scales. The logo can be presented in black, sky blue, or sand.

The workmark logo is to be used vertically or horizontally, and the line should extend to each end of the page. Secondary logos can be used in place of the primary logo but never next to it.



WORDMARK LOGO



Logo construction

MOTION & FLUIDITY

Our lettermark logo draws inspiration from the fluid movement of a wave. The lower case letters were chosen for their rounded, more organic shapes with curved edges. The initials are connected as one continuous fluid stroke representing an effortless quality. The different thickness of the stroke creates an energy through the logo and releases off the stem of the B.

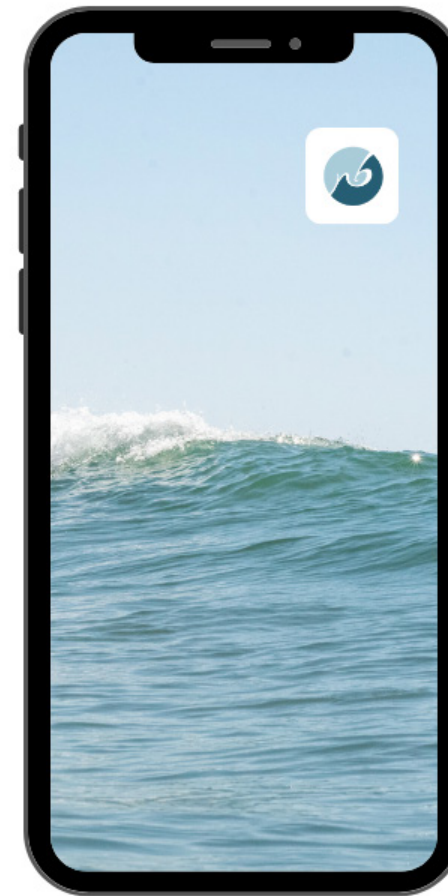
The stroke of the initials in the circle are illustrative of a horizon line distinguishing the sky from the sea, which is why the primary logo has the two shades of blue. A wave is the movement of energy, and our logo can also be seen as a sequential formation of a wave: the N is the bump of energy forming the wave, then the b is the energy curling into a wave.





Logo applications

From surfboards, to t-shirts, to apps displays, and to book spines, our versatile logo can be displayed anywhere.





NOW GO JUMP IN THE OCEAN.

Dive under the crashing waves, unafraid.
Marvel in awe at the shimmer of the sun on the sea.

Reflect on the endless horizon.

Thank the water that gifts life.

Because when we return from the water
We are always better than when we went in.