
Sew
Bee-Cause

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Welcome

The objective of these standards is to ensure the optimal and accurate use of the brand and its related parts

Use and Reproduction

This manual has been developed with the purpose of facilitating the use of the Sew Bee-Cause brand, its logo and communication pieces are presented here.

These standards apply to all types of internal and external visual communication.

Sending a consistent and controlled message of who we are is essential for presenting a strong and unified image of our organization.

The Sew Bee-Cause brand and its related parts constitute an asset of enormous and intangible value. They must not be denigrated and their integrity must be protected in all circumstances. The following parameters will be applied:

- The visual imaging system must be reproduced in the best cost / benefit conditions with respect to media quality.
- The parameters stipulated in this manual must be respected: DO NOT alter, cut, outline, dismember or place shadows on the parts of the system.
- Use the digital versions of the system parts attached to this Manual on the appropriate CD. DO NOT redraw them: save time, be consistent.

01

Sew Bee-Cause Logo System

Sew Bee-Cause Logo

The primary visual element of the brand is the Sew Bee-Cause Logo. It is this element that represents us and should be used in all communications.







Center Aligned

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut.



Left Aligned

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

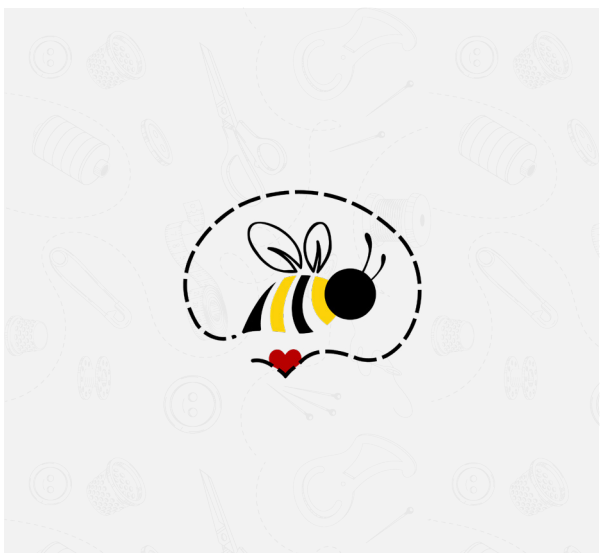
Sew Bee-Cause logo variations

The primary visual element of the brand is the Sew Bee-Cause Logo. It is this element that represents us and should be used in all communications.





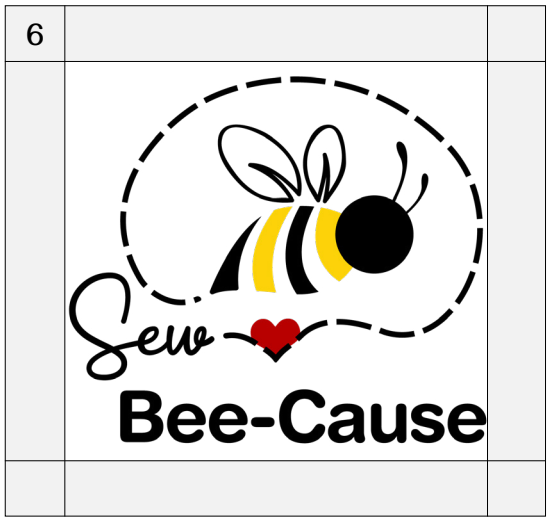




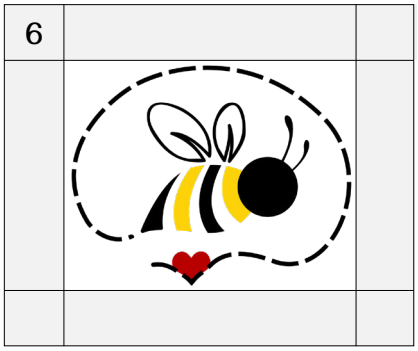
Clear space

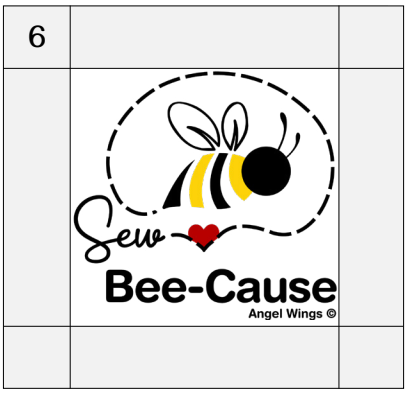
Please leave plenty of space around the logos so they stand out. The examples below show the minimum amount of space required.

Always leave more space, if possible.



Minimum width 6mm





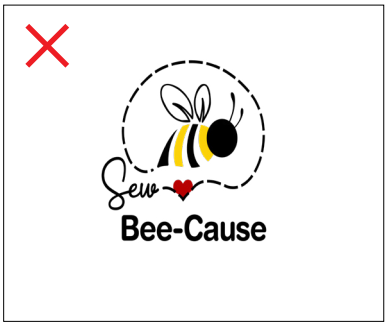
The size of the clear space area around the logos should be no less than 6mm so that they are emphasized and clearly visible.

Our Logo is the key building block of our identity.

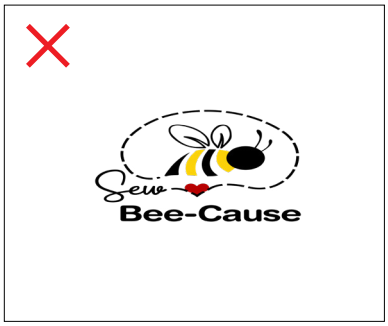
Sew Bee-Cause

Incorrect uses

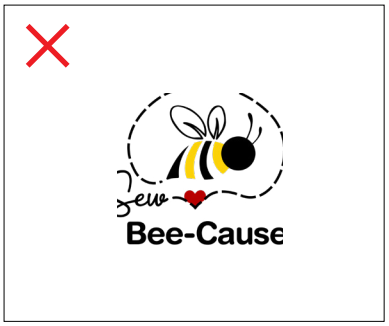
Below are examples of what not to do with the logo.



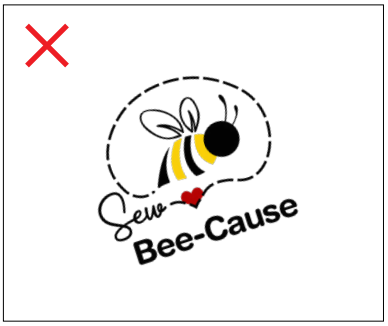
DO NOT vertically distort it



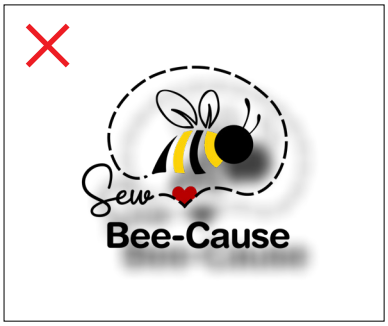
DO NOT horizontally distort it



DO NOT Crop it



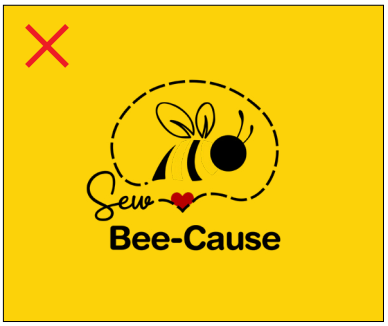
DO NOT use it in any other position



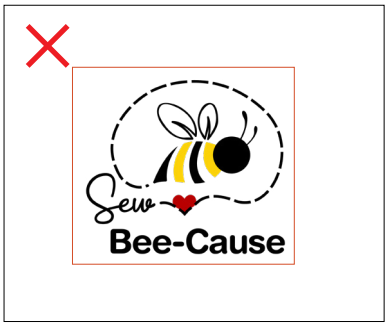
DO NOT apply drop shadows



DO NOT use any type of gradients



DO NOT use on clashing background



DO NOT add borders



DO NOT apply effects

02

Sew Bee-Cause Colour System

Colours

GOLD

C0 M16 Y95 K2
R251 G210 B12
#fbd20c

WHITE

C0 M0 Y0 K0
R 255 G 255 B 255
#ffffff

BLACK

C0 M0 Y0 K100
R0 G0 B0
#000000

RED

C0 M100 Y100 K28
R183 G0 B0
#B70000

Colour Tones

Ensure that text remains legible against background colours, and experiment with various colour combinations and shades to make our brand materials engaging and memorable.

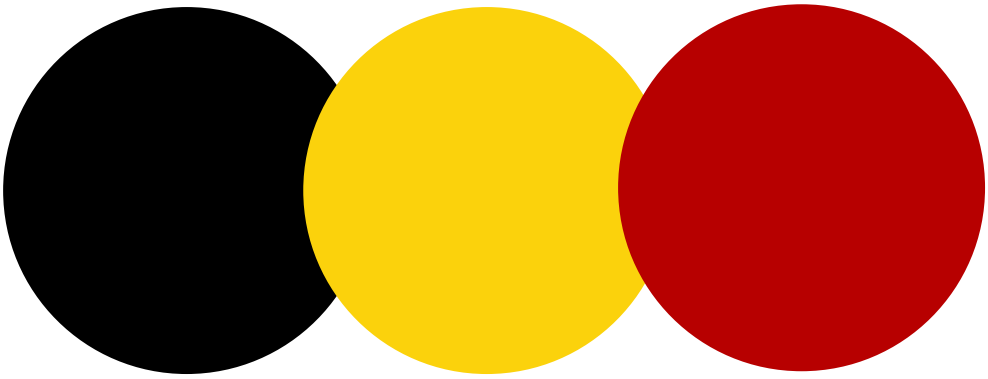
BLACK	GOLD	RED
C0 M0 Y0 K100	C0 M16 Y95 K2	C0 M100 Y100 K28
R0 G0 B0	R251 G210 B12	R183 G0 B0
#000000	#fbd20c	#B70000



Contrast

When combining colours in our branding materials, maintain contrast and readability. Use the provided colour palette harmoniously to create visually appealing and cohesive design compositions.

C0 M0 Y0 K100	C0 M16 Y95 K2	C0 M100 Y100 K28
R0 G0 B0	R251 G210 B12	R183 G0 B0
#000000	#fbd20c	#B70000



Black

Gold

Red

03

Sew Bee-Cause Typography System

Primary Typeface

GAYATHRI

Gayathri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

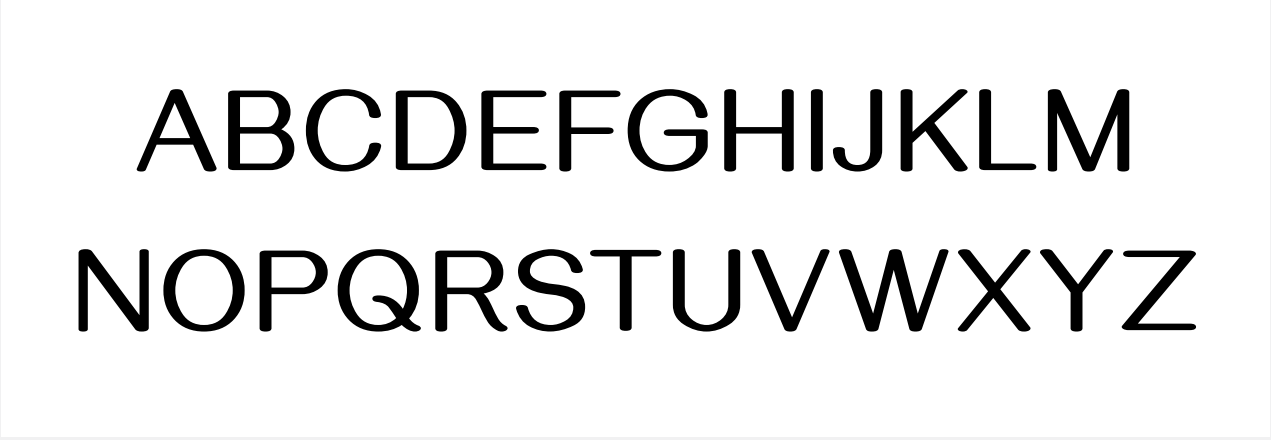
Gayathri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Gayathri is our primary font choice for its clean, modern, and timeless appearance. Its sans-serif design embodies simplicity, precision, and professionalism, aligning perfectly with our brand's values.



Secondary Typeface

HELVETICA

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica is our secondary font choice for its clean, modern, and versatile appearance. Its timeless design and legibility make it a good choice across various media platforms, complementing primary fonts while ensuring consistency and readability in brand communication.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Font Guidelines: Ensuring Brand Consistency and Clarity

Sew Bee-Cause

Important

Utilize the primary font consistently across all brand materials for headlines and key messaging, maintaining its designated styles and weights. Reserve the secondary font for supporting roles such as body text and subheadings, ensuring it complements the primary font while offering visual contrast.

Typography Size

Primary typeface

Headlines bold

Sub-headings Medium

Body use Regular for better legibility

Minimal use for print and publication

HEADLINES

Gayathri Bold
Gayathri Regular

Tracking set to -10 (more depending on the size of the headline).

SUB-HEADINGS

Gayathri Regular

Tracking set to 0

BODY COPY

Gayathri Regular

Tracking set to -10 (more depending on the size of the headline).

FOLIOS AND SMALL HEADLINES

Gayathri Bold

Tracking set to -10

MINIMUM SIZE

6/7pts depending on the type of publication and print technique

Typography Specimen

Create a clear typographic hierarchy by using varying font sizes and weights. Heading fonts should be larger and bolder than body text.

Maintain a clean and organized layout for standard paragraphs. Use a consistent font size, line spacing, and alignment (usually left-aligned) for readability. Ensure an adequate line length to prevent text from appearing too cramped or stretched.

When presenting information in bulleted lists, maintain consistent bullet styles and spacing. Bulleted lists help break down information into easily digestible points, enhancing clarity.

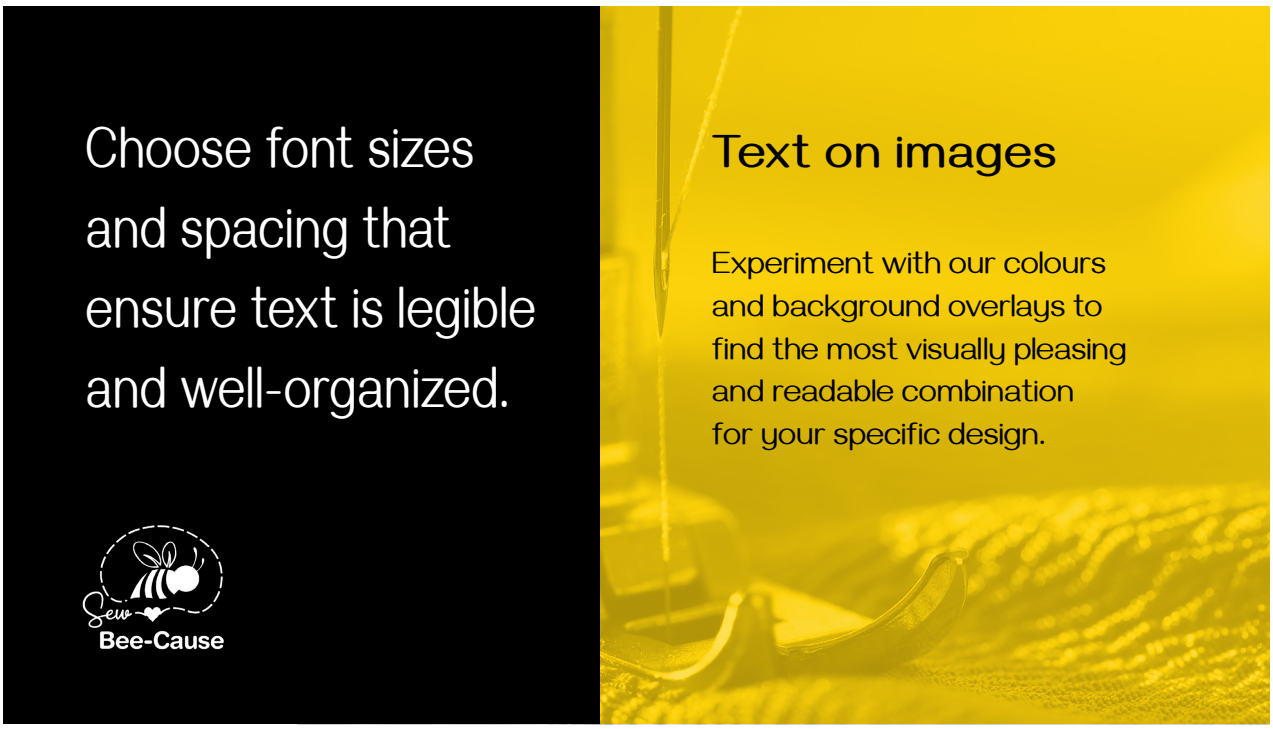




lina Holland

Sew Bee-Cause

Typography Usage



To safeguard legibility coloured backgrounds can be used

Coloured Background can be used



Dark Background



Message should be short and allow more white space

Sew Bee-Cause

Important

Consistency in font usage is key to reinforcing our brand identity. Ensure that font are used consistently across all brand materials, from Stationery to digital assets. Maintain proper spacing, alignment, and hierarchy in your typography to enhance readability and visual appeal.

04

Sew Bee-Cause Imagery & Social Media

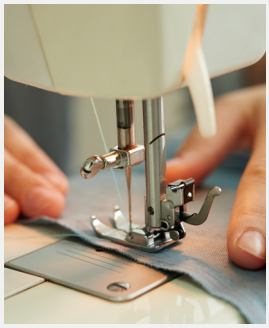
Relatable imagery to highlight the emotion and ground our brand



Women



Children



Sewing



Environment

Imagery & Social Media

Consistency is key in social media branding. Ensure that posts align with our brand guidelines, using our colours, fonts, and logo consistently.

Social media is a powerful tool for brand visibility and engagement, and it's crucial to design posts that reflect the professionalism, expertise, and values of Sew Bee-Cause.









Designing effective posts for Sew Bee-Cause is about striking a balance between visually appealing content and informative messaging.

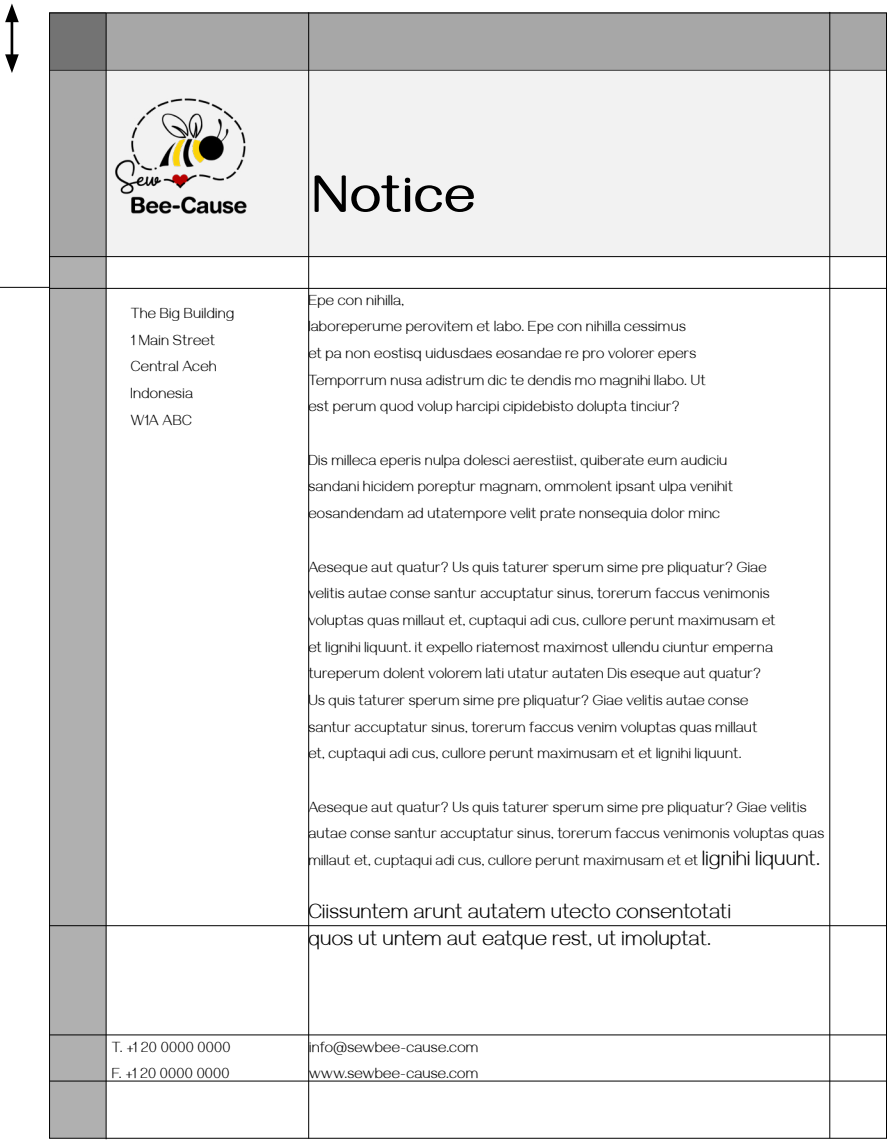
05

Sew Bee-Cause Stationery System

Letterhead

Clear Space is 4 mm for every business card design

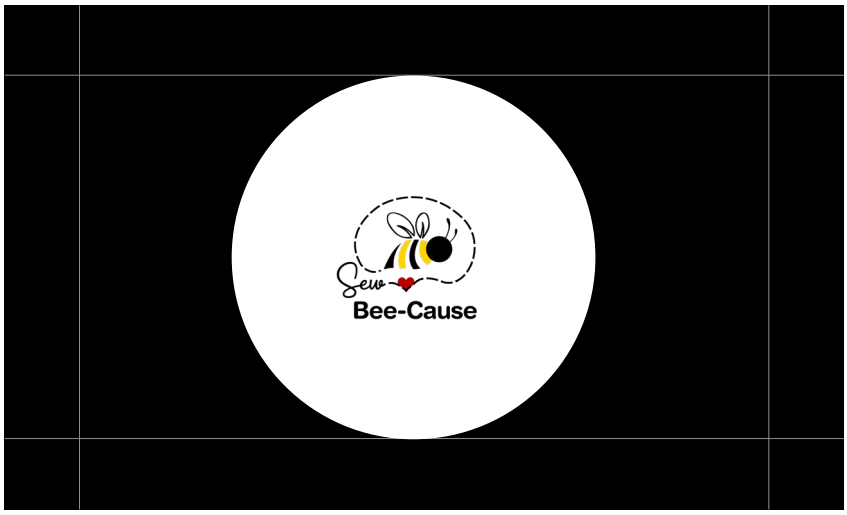
Address block
Font Regular
8.5pt Font size
9pt Leading



To uphold our commitment to professionalism, always maintain a clean and organized layout in your Stationery and print materials. Use ample white space to improve readability and visual appeal. Keep text legible by choosing a clear and consistent font, and ensure proper alignment and spacing. Use a cohesive colour scheme that complements our logo, primarily relying on our brand's primary colour for headings and accents.

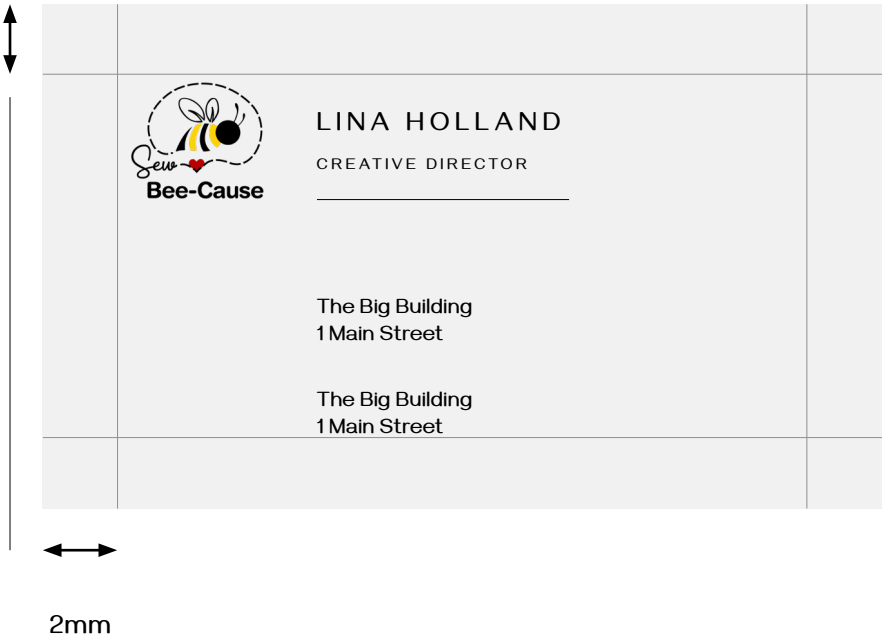
Business Card

Consistency in typography, spacing, and colour will reinforce our brand's identity and make our materials visually appealing and easy to understand, reinforcing the trust and values that Sew Bee-Cause represents.



Clear Space is 2 mm for every business card design

Clear Space is 2 mm for every business card design




Sew Bee-Cause
Thank You!
YOU!

06

Sew Bee-Cause Iconography System

Iconography

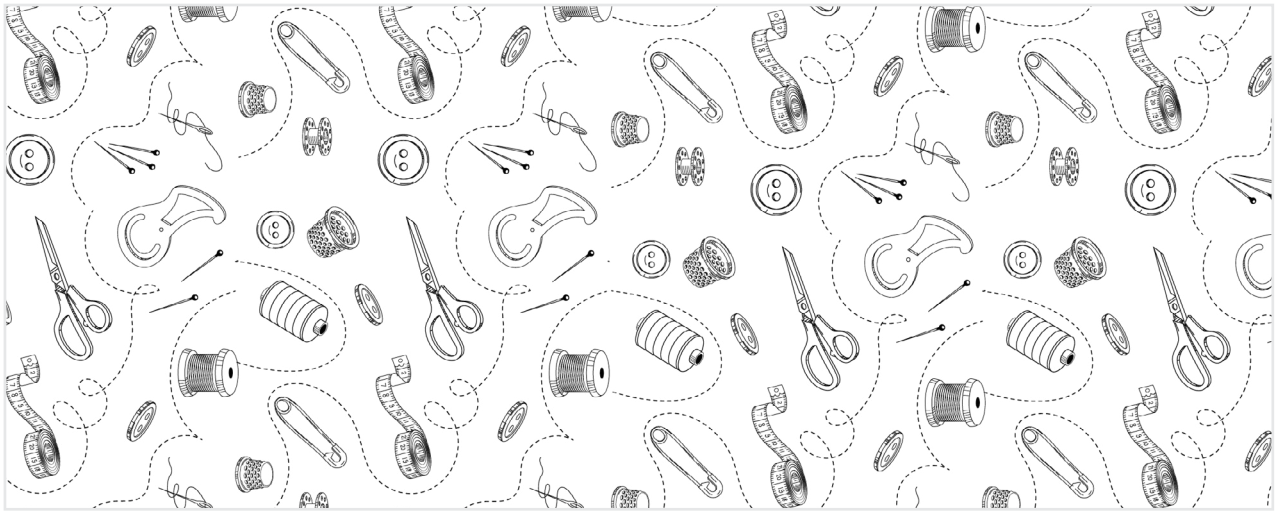
Icons are a powerful visual language that complements our brand identity, making information more accessible and memorable. We curate a set of icons that align with our core services and values.

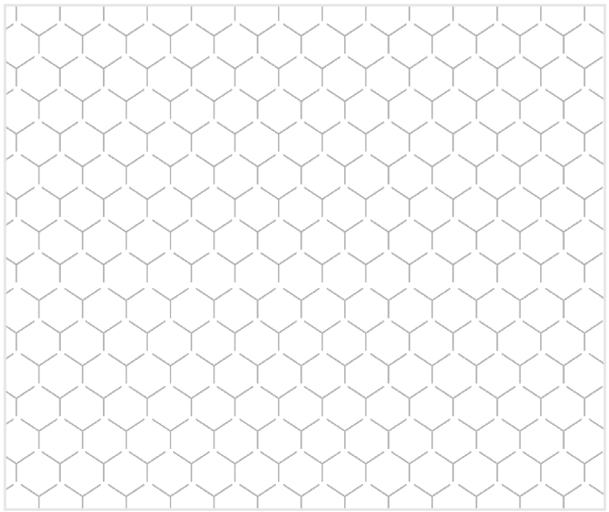


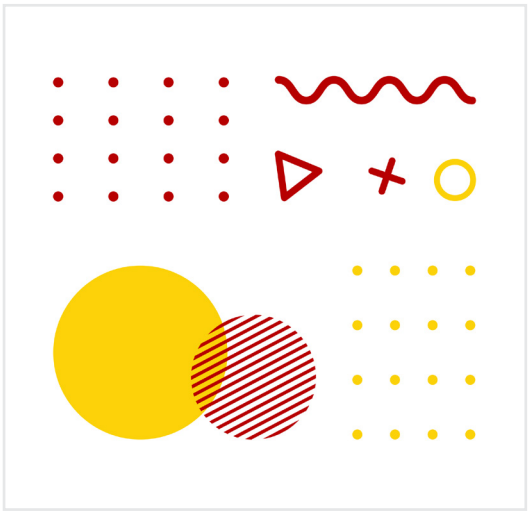
Consistency is key in our iconography. We ensure that all icons used across our branding materials adhere to a unified style, maintaining the same stroke width, colour palette, and design principles. This consistency reinforces our brand identity.

Patterns & Elements

By experimenting with different combinations of design elements, and color tones, you have the opportunity to craft compelling visuals that captivate audiences and reinforce our brand's unique identity.







Sew Bee-Cause

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These guidelines describe the visual elements that represent Sew Bee-Cause's identity. This includes our name, logo and other elements such as colour, type and graphics. Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our organization. Each of us is responsible for protecting our company's interests by preventing unauthorized or incorrect use of the Sew Bee-Cause brand.