



Brand Guidelines

# Calico Designs Brand Guidelines:



## Brand Colors:

1. #F26D85
2. #B6F2F2
3. #F2BB9B
4. #F29991
5. #0D0D0D

### Imageary:

Should reflect creativity, handcrafted design, and artistic expression. Calico means different colors. This represents the Calico Designs brand because of the colorful talent from the artists. When showing the brand, you must include colorful pastel colors. We want to feel welcoming to clients and to our staff with the fun colors.

When using the logo for designs and business cards, use the circle with the cat only! The only time to use the design with the name in it would be in letters and emails.

The logo should feature a clean and modern aesthetic, possibly incorporating a stylized calico cat or an abstract pattern representing creativity and diversity.

Display Font: Bello Script Pro - Bold & Elegant

Body Font: Minion Variable Concept – Clean & Readable

### Usage Example

- H1 (Large Headers & Hero Text) → Bello Script Pro , 48-60px
- H2 (Subheaders & Section Titles) → Minion Variable Concept, 32-40px
- Body Text (Paragraphs & Descriptions) → Minon Pro, 16-18px
- Captions & Small Text → Minon Pro, 12-14px

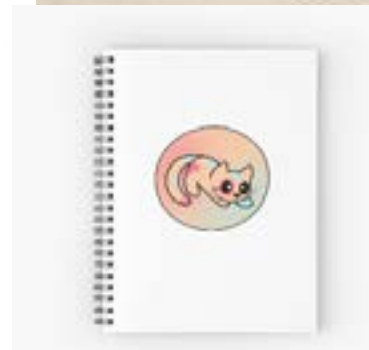
Creative Font Pairing – Hand-Drawn & Digital Blend  
Display Font: Gloock (Serif) – Aesthetic & Retro-Modern

Body Font: Poppins (Sans-serif) – Clean & Geometric

### Usage Example

- H1 (Bold Branding Headers) → Gloock Bold, 48-56px
- H2 (Section Titles & Large Buttons) → Gloock Medium, 32-40px
- Body Text (Descriptions & UI Content) → Poppins Regular, 16-18px
- Smaller UI & Footnotes → Poppins Light, 12-14px

# Logo design for pillows, bucket hats, notebooks, stickers & magnets, and mouse pads!



## Visual Direction & Mood Board

Calico Designs embodies a blend of creativity, artistry, and professionalism. The brand should be visually bold, artistic, and slightly whimsical, ensuring it appeals to both corporate clients needing logos and individuals commissioning character designs.

Brand Personality & Feel - Creative & Professional: Striking the balance between a serious design studio and an imaginative art brand.

Approachable Yet Expert: Fun and inviting visuals, but with a structured, expert-level polish.

Dynamic & Expressive: Playful layouts, fluid motion elements, and organic compositions.

Artistic Fusion: A balance between hand-drawn creativity and clean digital precision

Sketchbook Meets Digital Art: Emphasis on both organic, hand-drawn textures and crisp vectorized work. Studio Ghibli meets Modern Branding: Soft, expressive character designs with an artistic yet modern brand feel.





# Photography Direction for Calico Designs

For Calico Designs, photography should reflect the brand’s blend of creativity, artistic expression, and professionalism. The visual storytelling should be dynamic, playful, and slightly whimsical, while still feeling polished and high-quality. Below is a description of the photography style along with mood board inspirations.

**Artistic & Handcrafted Focus:** Close-ups of sketchbooks, digital tablets, and work-in-progress character designs to highlight the creative process. Hands drawing on paper, using styluses on iPads or Wacom tablets, showcasing the artistic craftsmanship. Flat lays of art supplies, color palettes, and workspaces to convey a tactile, handmade aesthetic.

**Bold & Playful Visuals:** Vibrant, high-contrast portraits of artists at work—dynamic angles with soft, natural lighting. Behind-the-scenes shots of artists brainstorming, sketching, or refining logos and characters. Layered compositions that mix digital elements (floating UI mockups, overlay sketches) with real-world photography.

**Colorful & Expressive Branding:** Photos with warm, earthy tones (inspired by calico cat colors—orange, cream, deep browns) but with bold color accents like teal, purple, or neon pink. Artists wearing expressive outfits or having unique workspaces that align with the brand’s playful yet professional identity. Minimalist backgrounds that put the focus on the art and design elements without feeling cluttered.

**Lifestyle & Storytelling Approach:** Candid moments of designers brainstorming, sketching, or presenting work to clients. User-generated content showcasing finished logo and character designs in real-world applications (stickers, prints, digital branding mockups). Studio and workspace photography with a cozy, creative, and inviting atmosphere.

# What should the brand tone be?

The tone should be fun and exciting! It should show the colorful pastels that the company brings their clients. It should never been meant to be used for anything sad or upsetting. Calico Designs is meant to create joy when seeing the artwork of the artists within the company itself. The tone overall should be serious about spreading positivity to everyone around them!