

BRAND GUIDELINES



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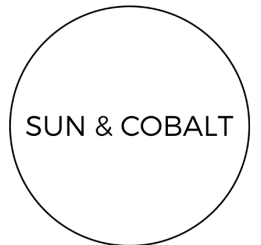
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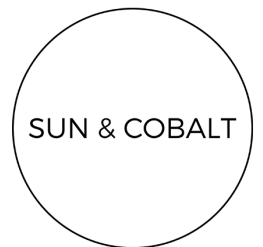
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INTRODUCTION

In a sea of competitive fashion companies, Sun & Cobalt is much more than an emerging apparel brand. Sun & Cobalt is a medium for bloggers and their channel of fitness-conscious followers to connect in the shared pursuit of style and healthy living. Each month, Sun & Cobalt product designers partner closely with an up-and-coming blogger, from concept to final product, to create a limited-edition collection of athleisure apparel. These monthly collaborations allow the brand to cater to the diverse lifestyles of its audience with a unique rotation of on-trend styles under the Sun & Cobalt label.



LOGO

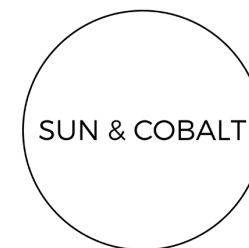
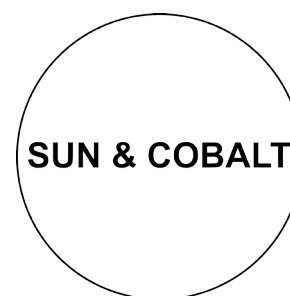
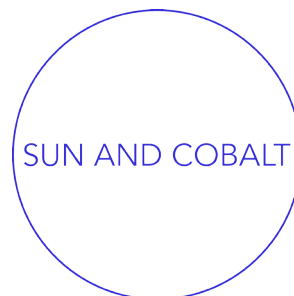
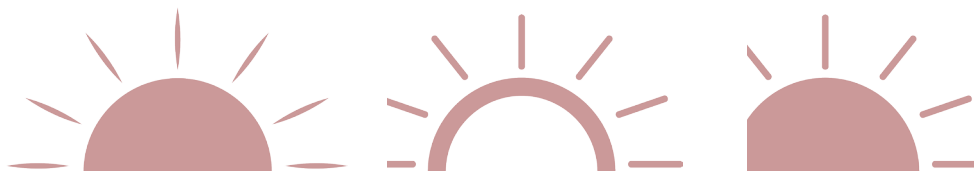
Our logo features our brand name, Sun & Cobalt, typed in Avenir Book within, or without, a simple circle. Our logo should only ever be featured in black ink.

Correct logo usage:



SUN & COBALT

Incorrect logo usage:



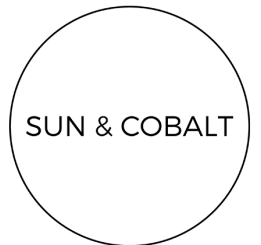
TYPOGRAPHY

Clean, legible typography is a key element to the branding of Sun & Cobalt. We have chosen AVENIR BOOK to use for our website and marketing materials.

In the brand logo, use AVENIR BOOK CAPS. For our site's headlines we use caps as well. For body text, we use sentence case.

AVENIR 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
1 2 3 4 5 6 7 8 9 10



COLOR

Our colors are modern and sleek-- words that easily describe Sun & Cobalt product. We use two timeless colors as our core palette, black and white, supported by accents of grey and pink.

LOGO COLORS

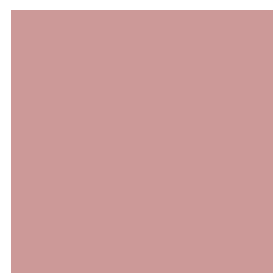


BLACK



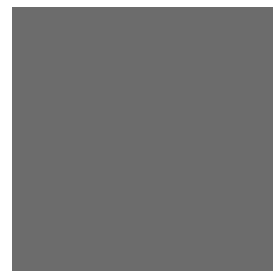
WHITE

SUPPORTING COLORS



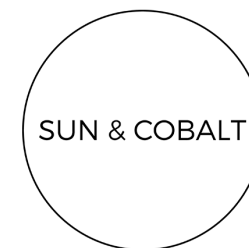
S&C PINK

HEX #cb9999
RGB 203, 153, 153
CMYK 20, 43, 32, 0




GREY

HEX #6c6c6c
RGB 203, 153, 153
CMYK 20, 43, 32,




COPY & TONE: VOICE

Our style of writing is conversational, motivational, and sometimes humorous. We aim to communicate to our audience of well-rounded, fitness-minded females.

 **sunandcobalt** Following

334 likes 10w

sunandcobalt Heading from barre to the bar? 🍷 With killer high rise jeans, a cropped ballet sweater will look just as sweet after you sweat.

 **sunandcobalt** Following

218 likes 9w

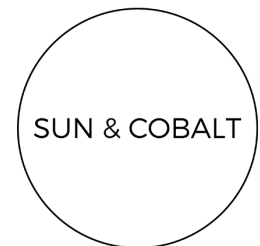
sunandcobalt Every girl needs two support systems-- her girlfriends, and her sports bras. 🍷 Shop the Ash Sports Bra and other pieces in this look by following the [#linkinbio](#)

 **Sun & Cobalt**
December 4, 2016 at 10:35am · 🌐

Date night on the agenda tonight? 🍷 Get some flirty outfit inspo from our latest blog "A Guide to Taking Your Motorcycle Jacket for a Spin" 🍷
Get your Moto on: <http://bit.ly/2g8mAFY>

 **Sun & Cobalt**
November 15, 2016 · 🌐

What's pinned, pink, and perfect for every occasion? Our Vic Neoprene Moto Jacket, of course 🍷 #Pinning
Shop it like it's hot: <http://www.sunandcobalt.com/shop/vic-neoprene-moto-jacket>



COPY & TONE: VOCABULARY

We love using a playful, casual vocabulary to make our writing conversational and fun.

sunandcobalt Need a last minute gift for the gal on-the-go? 🏃♀️ Shop our present-perfect styles with free shipping, now through 12/31. Use code HOLIDAYS16

sunandcobalt All gray skies this season are so lame, all but gray outfits? So on point. ☁️☁️ Think monochromatic like [@sunkissedstephblog](#) when you're in a fashion rut.

sunandcobalt Date night on the agenda tonight? 🍷 Get some flirty outfit inspo from our latest blog, "A Guide to Taking Your Motorcycle Jacket for a Spin" 🏍️ [#linkinbio](#)

sunandcobalt Knock 'em out with our Ash Sports Bra 🏊🏊



PARTNERSHIPS

We look to partner with fitness-fashion bloggers who have minimalistic aesthetic and positive tone of voice. Bloggers should have a minimum of 1K Instagram followers to be considered for collaboration.

SunkissedSteph



Seamless.sea



plantsandplanks

