

EMI'S
KICKS



Style Guideline

Contents

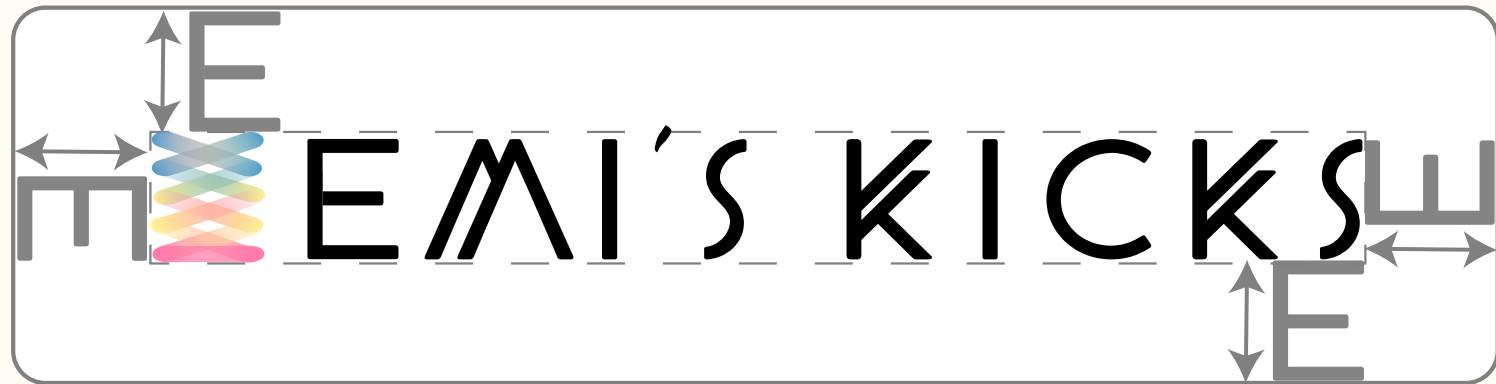
- 3 Brand Description
- 4 Logo Guideline -Spacing
- 5 Logo Guideline -Minimum Size
- 6 Logo Guideline -Style
- 7 Colour Guideline
- 8 Typographic Guideline
- 9 Pictures Guideline

Brand Description

Emi's Kicks is a shoe store selling fashion sneakers for kids and adults. They're well known for stocking styles not sold elsewhere, lots of fun colours and upcoming trendy styles. The brand keywords are "**cool, unique, and fun.**"

Logo Guideline

Spacing - 2 different types of logo and their spacing standards.



Logo Guideline

Minimum Size - The Logos should always be clearly legible.



min size
for web:240px
for print : 2.4"



min size for web : 240px
min size for print : 2.4"

Logo Guideline

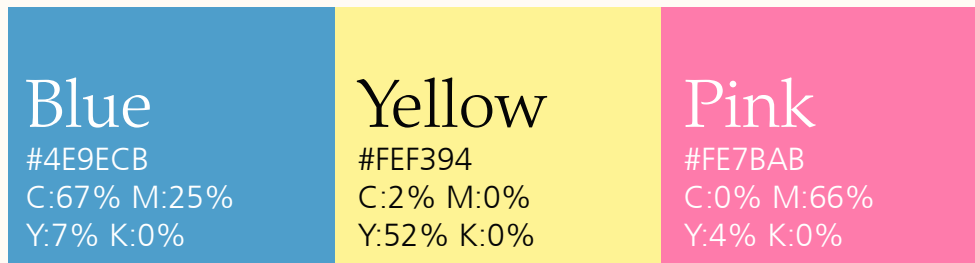
Style - The Logo style is only allowed to be used as below.



Color Guideline

As Primary color, Emi's Kicks color palette consists of blue, yellow, pink for the graphic and black or white for typeface and background. Gray can be used as sub color.

Color Palette of graphic



Color Palette of typeface, background



Typographic Guideline

Our typography is the face to Emi's Kicks. The Heading should be in "Palatino LT Std Medium", and the body text should be "Frutiger CE 45 Light Regular".

Palatino LT Std Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?.,:;'"

Frutiger CE 45 Light Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?.,:;'"

Pictures Guideline

The pictures we use are cool, realistic, and outgoing feeling that makes people want to have it themselves. It can be only the shoes, or people.

The keywords : cool, unique, and fun.

