Studio Optic

Baa Baby: Brand Evolution

08/2020

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Brand Assets

Colour Palette

Off-White

A warmer option to Pebble Grey providing a subtle but deliberate option as a background colour. Works well as a highlight alongside all other colours within the palette.

C:05 | M:05 | Y:06 | K:00

R:244 | G:242 | B:240

#f4f2f0

Taupe

Designed for use when a light yet defined background is required but Off-White is too light. Provides subtle contrast against Off White and Pebble Grey.

C:14 | M:12 | Y:16 | K:00

R:224 | G:220 | B:214

#e0dcd6

Powder Sage

A subtle introduction of green as a colour whilst retaining enough yellow and red values to remain warm. Works very well alongside Off-White and Pebble Grey.

C:36 | M:22 | Y:30 | K:04

R:173 | G:180 | B:173

#adb4ad

Forest Green

The strongest use of colour available within the palette. Intended to be used sparingly in combination with lighter background colours.

C:61 | M:38 | Y:50 | K:25

R:98 | G:116 | B:108

#62746c

Textures

Recycled Card

Although not a colour, the texture and warmth of recycled card is a key part of the brand palette. Can be combined successfully with metallic foil or white print.

Greyscale Palette

Pebble Grey

Intended to be used as a subtle contrast colour to white, particularly in digital media where subtle separation between backgrounds is required.

C:04 | M:02 | Y:02 | K:00

R:247 | G:248 | B:250

#f7f8fa

Dove Grey

Intended to be used as darker contrast colour to white, for occasions where more prominence is needed than Pebble Grey. To be used sparingly for subtle uses.

C:16 | M:11 | Y:13 | K:00

R:220 | G:220 | B:220

#dcdcdc

Powder Grey

Intended to be used sparingly as a mid-grey divider between Pebble Grey / Off White and Truffle Grey. Can be used successfully for soft outlines overlaying lighter colours.

C:31 | M:24 | Y:24 | K:04

R:182 | G:182 | B:182

#b6b6b6

Truffle Grey

Our darkest colour, intended to be used primarily for text and outlines overlaying the lighter colours. Use sparingly for backgrounds and block colours to avoid heaviness.

C:66 | M:58 | Y:57 | K:36

R:84 | G:81 | B:79

#53504f

Foil

Gold / Copper Foil

Although not a colour, metallic foil can be used alongside the Recycled Card textures in printed marketing and packaging to deliver a warm and premium feel.

Sofia (Light)

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
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

Sofia (Regular)

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
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

Sofia (Bold)

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
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

Route 01: Existing Logo Proposal

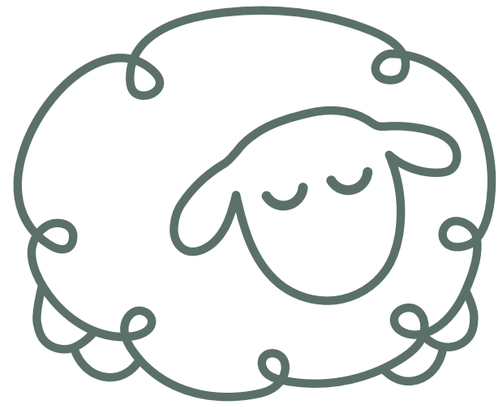
This route proposal builds on the existing logo, making subtle changes to modernise and bring some clarity the brand

– Cleaner, consistent line thickness across the whole of the existing logo.

– Typography updated to a new font.

The characteristics of the font add a simplified, friendly nature in comparison to the previous logo. This sans-serif approach adds a cleaner, reassuring and professional feel that is rounded and balanced with circular counters.

– The logo can be used in a variety of layouts (lock-ups) that bring consistency despite their differences. These various lock-ups allow the logo to be used diversely across relevant formats. Eg. for tall formats such as labels, a stacked option works best. For wide formats such as a website header, a horizontal lock-up would be more appropriate.



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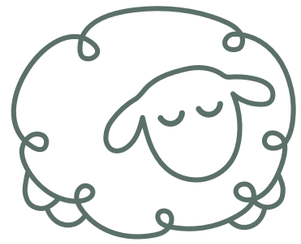
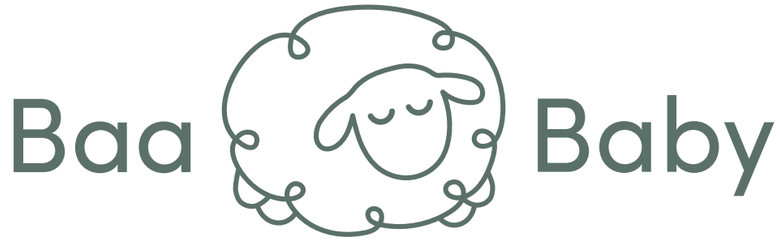
Horizontal (Linear)

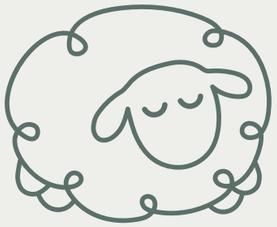
Stacked (Tiered)



Horizontal (Central)



Stacked (Left-aligned)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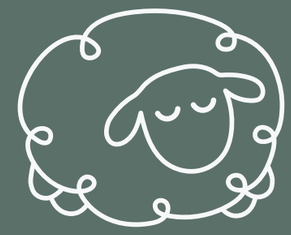
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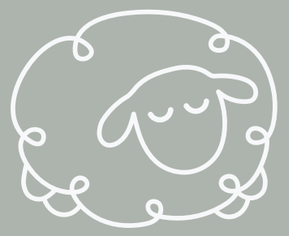
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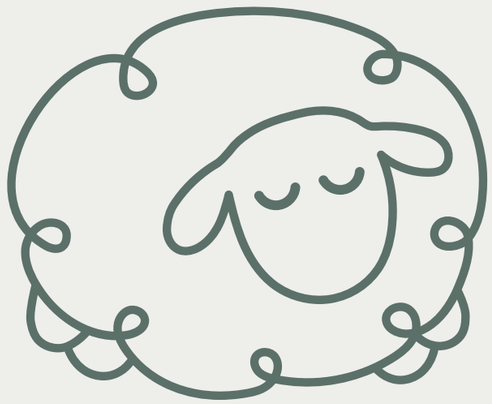

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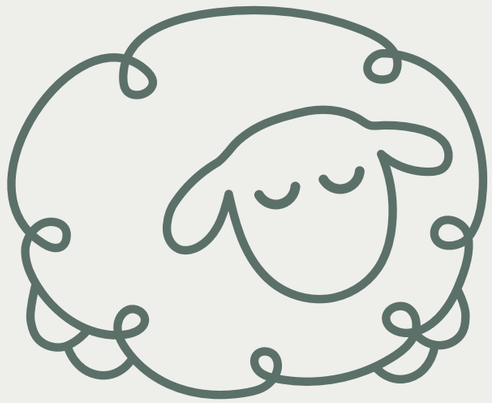
Start with nature



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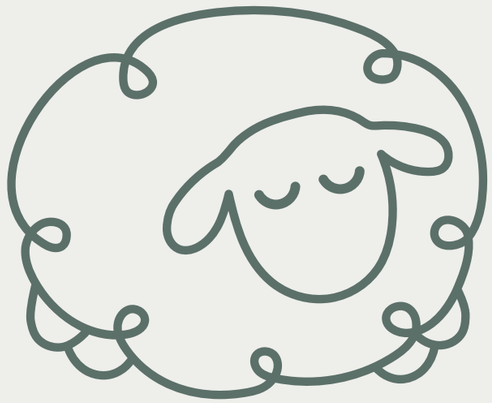
Start with nature



Baa Baby

Start with nature

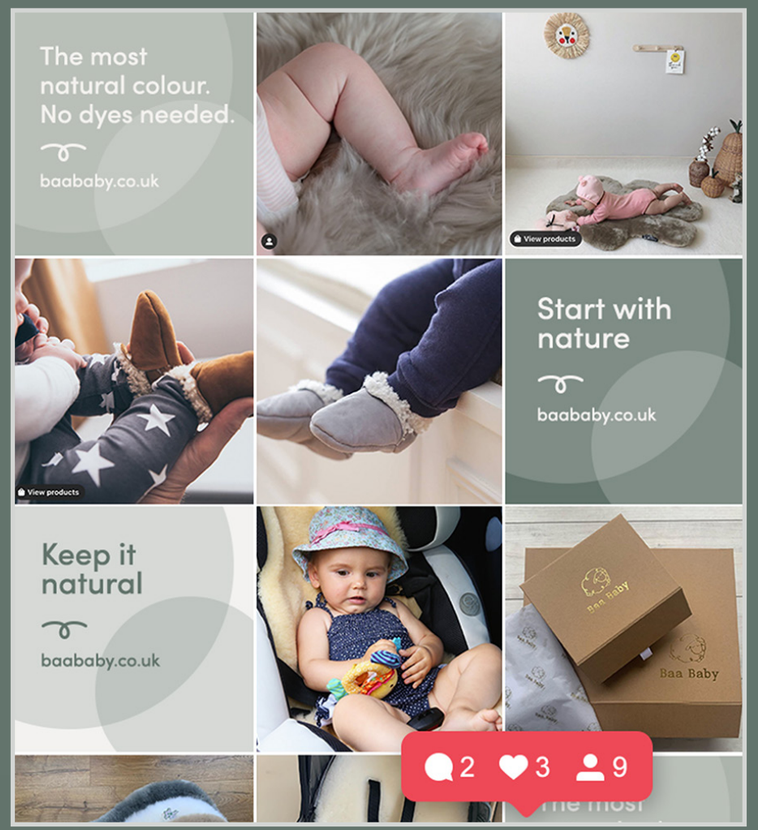
Horizontal (Linear)

Stacked (Tiered)

Horizontal (Central)

Stacked (Left-aligned)

10:44
baababy
128
posts
1,469
followers
191
followings
Follow
Baa Baby
Bespoke lambskin pram liners, rugs and footmuffs, not to mention our cutesy booties. Est. 2006. All natural.
www.baababy.co.uk
The most natural colour. No dyes needed.
baababy.co.uk
View products
Start with nature
baababy.co.uk
Keep it natural
baababy.co.uk
2
3
9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