

BRANDSIES® ID SYSTEM version 9.0

QUICK START GUIDE FOR LOGO, COLOR USAGE + TYPOGRAPHY STANDARDS



QUICK START GUIDE

BRANDSIES' VISUAL IDENTITY BEGINS WITH THE ESSENTIALS: CONFIDENT TYPOGRAPHY, FRESH COLOR, AND A LOGO THAT FEELS BRIGHT, POLISHED, AND INSTANTLY RECOGNIZABLE. TOGETHER, THESE ELEMENTS CREATE THE FOUNDATION FOR THE SUNNY DISPOSITION BRANDSIES BRINGS TO EVERY GUEST EXPERIENCE, EXPRESSING OPTIMISM, CLARITY, HOSPITALITY, AND CARE AT A GLANCE. THIS SYSTEM HELPS EVERY RUGSIES TOUCHPOINT FEEL CONSISTENT, UPLIFTING, AND UNMISTAKABLY OUR OWN.

LOGO USAGE



The Brandsies logo carries the familiarity, confidence, and sunny spirit of the brand in a single mark. Its strength depends on disciplined, consistent use. Always use approved versions, maintain generous clear space, and never stretch, recolor, rotate, or otherwise alter the logo. When used correctly, it reinforces the polished and recognizable presence that sets Brandsies apart.

COLOR PALETTES

PRIMARY



RUGSIES MAIN

HEX: #495b63
RGB: 198/26/38
CMYK: 73/54/47/24
Pantone 431 U



GOLD SPOT

HEX: #EDC616
RGB: 237/198/22
CMYK: 0/17/91/7
Pantone 13-0751 U

SECONDARY



TIMBERWOLF

HEX: #d3d4d6
RGB: 255/255/255
CMYK: 0/0/0/0
Pantone Cool Gray 1 U



100% WHITE

HEX: #FFFFFF
RGB: 255/255/255
CMYK: 0/0/0/0

TERTIARY



ECO GREEN

HEX: #41ad49
RGB: 65/173/3
CMYK: 75/0/100/0
Pantone: 7739 U

COLOR USAGE

Color plays a central role in how Brandsies is seen and remembered. Our palette expresses the brand's sunny, polished, and welcoming character while creating consistency across every touchpoint. Use the approved colors as specified to maintain a clear, recognizable, and distinctly Brandsies presence in every medium. Within the Brandsies color

system, the tertiary green brings a measured sense of renewal, balance, and forward movement. It is best used where the brand wants to signal Ecofriendly values, positive resolution, or a secondary point of emphasis. Applied with restraint, it adds depth to the palette while preserving the bright, polished character of Brandsies.



TYPEFACE & TYPOGRAPHY



Open Sans Light
Open Sans Regular
Open Sans Semibold
Open Sans Semibold italic
Open Sans Bold
Open Sans Extrabold



Playfair Display Regular
Playfair Display Italic
Playfair Display bold
VAG Rounded Bold
VAG Rounded Black