

QUICK START GUIDE FOR LOGO, COLOR USAGE + TYPOGRAPHY STANDARDS

Sudsies®
GARMENTS LOVE US!

WE'RE ON A MISSION
EARN 5,000 REVIEWS
THIS SEASON.

**This Boutique
Sparkles
Because of
Guests Like You.**

Reviews
your sparkle.



THANK YOU FOR BEING APPRECIATED AS YOUR CONTINUED PATRONAGE.

QUICK START GUIDE

SUDSIES' 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 SUDSIES BRINGS TO EVERY GUEST EXPERIENCE, EXPRESSING OPTIMISM, CLARITY, HOSPITALITY, AND CARE AT A GLANCE. THIS SYSTEM HELPS EVERY SUDSIES TOUCHPOINT FEEL CONSISTENT, UPLIFTING, AND UNMISTAKABLY OUR OWN.

LOGO USAGE

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The Sudsies 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 Sudsies apart.

COLOR PALETTES

PRIMARY



SUDSIES BLUE

HEX: #0E4876
RGB: 14/72/118
CMYK: 88/39/0/54
Pantone 302 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 Sudsies 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 Sudsies presence in every medium.

Within the Sudsies 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 Sudsies.



TYPEFACE & TYPOGRAPHY

Aa

Open Sans Light

Open Sans Regular

Open Sans Semibold

Open Sans Semibold italic

Open Sans Bold

Open Sans Extrabold

Aa
Aa

Playfair Display Regular

Playfair Display Italic

Playfair Display bold

VAG Rounded Bold

VAG Rounded Black

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