



The
SASSY PEACOCK
Men's & Women's
Consignment Boutique

BRANDING STANDARDS MANUAL

OVERVIEW

This guide was developed to provide the foundation for consistency of the Sassy Peacock brand across all media, including broadcast, web, collateral, promotions, and advertising. Consistently expressing The Sassy Peacock visual identity fosters strong brand awareness, enabling The Sassy Peacock to become a well-known shopping community.

Please follow these guidelines for the most effective expression of the Sassy Peacock brand.

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LOGO CONFIGURATION

The logo lockups consist of four parts: the “Sassy Peacock” wordmark, the “Men’s & Women’s Consignment Boutique” subhead that appears directly below it, the distinct diamond-shaped peacock graphic on the left, and the dividing line between the wordmark and the graphic.

The **primary logo** is the **horizontal lockup**. This version should be used in the majority of logo applications. The wordmark is larger, making it easier to read. It is better for advertising the business because it requires more space.

A **secondary vertical lockup** may be used for instances where a horizontal logo does not work well. This would be for fitting the logo into condensed areas, such as a social media post.

Note: In both lockups, the logo should not be altered in any way, but should always be used as supplied.

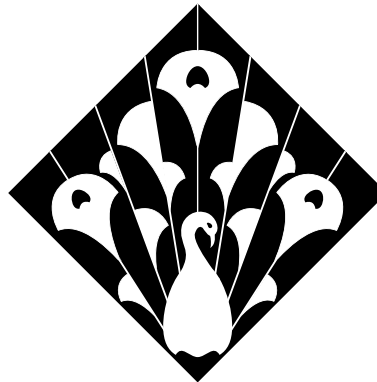
When using the name in text, always write it in the following way:

The Sassy Peacock or
The Sassy Peacock Men’s & Women’s Consignment Boutique

When describing the business, always use the following language:

The only high-end, curated consignment boutique in the region to create a community that provides both men and women with quality, affordable, fashionable clothing.

Primary orientation

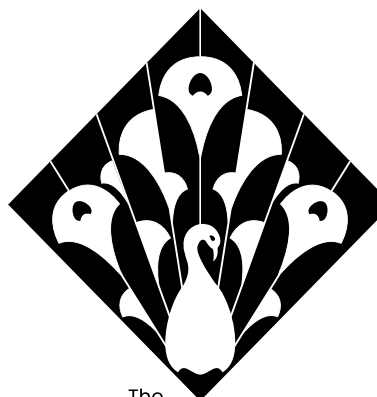


The
SASSY PEACOCK
Men’s & Women’s
Consignment Boutique



The
SASSY PEACOCK
Men’s & Women’s
Consignment Boutique

Secondary orientation



The
SASSY PEACOCK
Men’s & Women’s
Consignment Boutique



The
SASSY PEACOCK
Men’s & Women’s
Consignment Boutique

LIMITED COLOR LOGOS

2-Color



The
SASSY PEACOCK
Men's & Women's
Consignment Boutique



The
SASSY PEACOCK
Men's & Women's
Consignment Boutique

3-Color (black text)



The
SASSY PEACOCK
Men's & Women's
Consignment Boutique



The
SASSY PEACOCK
Men's & Women's
Consignment Boutique

FULLY COLORED LOGOS

4-Color



The
SASSY PEACOCK
Men's & Women's
Consignment Boutique



The
SASSY PEACOCK
Men's & Women's
Consignment Boutique

5-Color (with gold metallic lines)



The
SASSY PEACOCK
Men's & Women's
Consignment Boutique



The
SASSY PEACOCK
Men's & Women's
Consignment Boutique

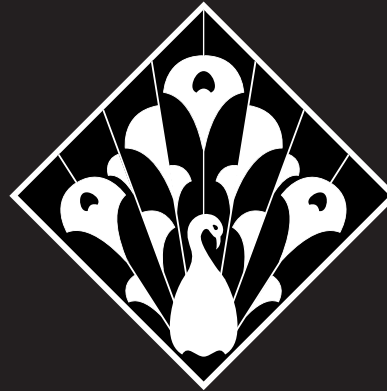
LOGO REVERSED

The Sassy Peacock logo may be used on dark backgrounds. However, there are specific, additional logo lockups intended for this purpose. These logos feature an additional white border around the diamond peacock graphic and white text to enhance the logo's visibility. There are dark background lockups for every colored version of the logo. These versions can be noted by their "_white_text" label at the end of the file name.

It is preferred that these versions of the logo be used on either a Pure Black or Royal Navy background, to keep consistency with the brand. In instances when the black and white logo needs to be used, it must be placed on a Pure Black background.

Visibility against dark backgrounds is key: use only these logo variations on dark colors to ensure the brand's visibility.

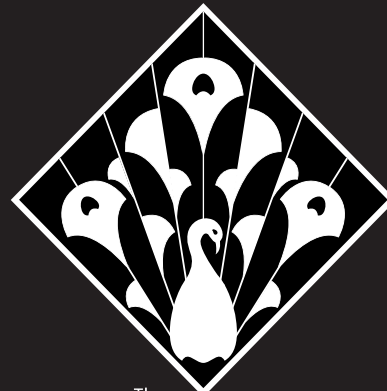
Note: These logo variations are intended for dark backgrounds only. Do not use them in any other instance.



The
SASSY PEACOCK
Men's & Women's
Consignment Boutique



The
SASSY PEACOCK
Men's & Women's
Consignment Boutique



The
SASSY PEACOCK
Men's & Women's
Consignment Boutique



The
SASSY PEACOCK
Men's & Women's
Consignment Boutique

LOGO REVERSED

2-Color



The
SASSY PEACOCK
Men's & Women's
Consignment Boutique



The
SASSY PEACOCK
Men's & Women's
Consignment Boutique

4-Color (with gold metallic lines)



The
SASSY PEACOCK
Men's & Women's
Consignment Boutique



The
SASSY PEACOCK
Men's & Women's
Consignment Boutique

ANNIVERSARY LOGO

The Sassy Peacock 20th Anniversary logo is intended to advertise the boutique's 20th anniversary. It is not intended to replace the main logo lockups. Do not use it for main branding assets.

The logo's primary horizontal lockup consists of four parts: the "Sassy Peacock" wordmark, the "Anniversary of the" subhead that appears above it in the horizontal orientation and below it in the vertical orientation, the distinct diamond-shaped peacock graphic with a gold gradient and the "2" attached to the side on its left and the "th" on its right, and the dividing line between the wordmark and the graphic.

The logo's secondary vertical lockup consists of four parts: the "Sassy Peacock" wordmark above the graphic element, the "the" subhead that appears above the wordmark, the "anniversary" subhead that appears below the graphic, and the distinct diamond-shaped peacock graphic with a gold gradient and the "2" attached to the side on its left and the "th" on its right.

This logo only comes in a gold & black color combination. It also features an additional script font, Dunhill Script, to denote the special occasion. The color Golden Years is used for the Anniversary text, while the wordmark comes in Pure Black. When using the logo on a Pure Black background, use the version with the White wordmark.

The Anniversary logo is intended to be placed on a White or Pure Black background.

Note: The main logo usage rules apply to the anniversary logo unless otherwise stated here or throughout the document.



ANNIVERSARY
of the
SASSY PEACOCK

the
SASSY PEACOCK'S



ANNIVERSARY

the
SASSY PEACOCK'S



ANNIVERSARY



ANNIVERSARY
of the
SASSY PEACOCK

SPACING AND SCALING

Logo Proportions

The Sassy Peacock logo has been developed as a balanced whole. At no time may the shape, configuration, or proportions be altered. The correct proportions are shown here. Consistent use of the logo helps maintain the brand's integrity and ensures greater brand recognition.

Clear Space

To preserve the integrity of the logo and ensure maximum impact in environments where it appears with other elements, clear space must be maintained on all sides of the logo. The minimum clear space required is relative to the size of the logo. It is the length of the top right Royal Navy stripe as indicated with the space reference marking on the featured diagram.

Minimum Size

When the logo is reduced, there is a point at which it becomes ineffective. By establishing a minimum size for the logo, it is ensured that the logo is always prominent and readable. The Sassy Peacock's primary logo should never be reproduced smaller than 1 inch from top to bottom. Similarly, the secondary logo should never be reproduced smaller than 2 inches from top to bottom.



No smaller than 2 inches
from top to bottom



*Use the same spacing reference for the horizontal logo



The
SASSY PEACOCK
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Consignment Boutique

No smaller than 1 inch
from top to bottom

DON'TS: LOGO TYPE

- A. Do not retype the wordmark
- B. Do not remove the peacock feather embellishment from the inside of the O in "Peacock."
- C. Do not change the font size or scaling of any part of the wordmark
- D. Do not cross the logo wordmarks for the horizontal and vertical logo orientations
- E. Do not change the text alignment of the wordmark



A



D



B



E



C

DONT'S: SIGNATURE

- A. Do not alter the proportions of the logo components
- B. Do not compress the logo
- C. Do not apply graphic effects
- D. Do not combine with other graphic elements
- E. Do not apply an outline to the logo, or use an outline-only version of the logo
- F. Do not place the logo on two different colors
- G. Do not alter the logo lockup
- H. Do not rotate the logo
- I. Do not change the logo's colors



A



B



C



D



E



F



G



H



I

COLORS

The Sassy Peacock logo utilizes five colors: Royal Navy, Luxurious Turquoise, Fresh Mint, Golden Years, and Pure Black. This full-color version of the logo is the preferred usage for all printed materials or promotional items. However, in the case where all five colors cannot be used, refer to the color hierarchy for logo use. The color builds are specified here for those purposes. As stated above, Pure Black is also considered part of the Sassy Peacock's color family, but its usage should be limited to the wordmark or background color. When printing, use the CMYK values and gold metallic ink in place of the Golden Years color. RGB values are provided for onscreen usage.

Note: For accurate color matching, follow the color formulas specified. Do not attempt to visually match any of the printed swatches on this page.

Monochromatic Logo

When the five Sassy Peacock colors or their 4-color equivalents are not an option on printed materials, the black and white monochromatic version of the logo may be used.

3 ♦ A - 1

Primary Color

Royal Navy

Pantone: 2757 C
CMYK: 100, 91, 36, 30
RGB: 29, 43, 88
Hex: 1d2b58

Secondary Colors

Luxurious Turquoise

Pantone: 3115 C
CMYK: 75, 4, 35, 0
RGB: 4, 178, 178
Hex: 04b2b2

Fresh Mint

Pantones: 337 C
CMYK: 54, 0, 51, 0
RGB: 120, 199, 154
Hex: 78c79a

Accent Color

Wordmark Color



Golden Years

Pantone: 124 C
CMYK: 16, 32, 84, 0
RGB: 216, 171, 73
Hex: d8ab49



Pure Black

Pantone: 5395 C
CMYK: 75, 68, 67, 90
RGB: 0, 0, 0
Hex: 000000

TYPOGRAPHY

Two fonts have been selected for use in all Sassy Peacock publications and print materials. Each font has applications where it excels and applications where it is less effective. What follows is a brief description of each font, along with indications of how it would typically be used.

You may find situations where you want to bend or break the rules. These are just guidelines. Your eye should be the final judge. Together, these two fonts give you a full arsenal of type solutions.

Primary Type: Waverly

The Waverly type family is a sans-serif font with a narrow, upright form. The tall, sharp look promotes a sense of class and elegance. The Waverly family is a modern typeface that complements the Art Deco look of the graphic logo element. The Waverly type family is ideal for all display and primary type treatment. This includes headlines, titles, publication titles, and cover story copy.

This type family has a total of six fonts: Thin, Light, Medium, Bold, Extra Bold, and Black.

Note: This is the type used in the wordmark. To keep the wordmark unique, it is the only instance permitted to have the peacock feather embellishment.

* Waverly Bold is the standard font for headers

**Refrain from using the Heavy font variation. Its weight does not complement the elevated and elegant nature of the brand.

WAVERLY THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

WAVERLY LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

WAVERLY MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

WAVERLY BOLD*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

WAVERLY EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

WAVERLY HEAVY**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

Secondary Type: Poppins

The Poppins type family is a sans-serif font in The Sassy Peacock font library. It is simple, modern, inviting, and easy to read. It is also incredibly versatile as there are no fewer than eighteen faces in the family—nine weights of italics and nine of roman. Use of the Poppins font includes publication subtitles, tables of contents, article titles, authors' names, article body copy, and page numbers.

Poppins Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Poppins Extra Thin Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Poppins Extra Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Poppins Extra Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Poppins Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Poppins Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Poppins Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Poppins Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Poppins SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Poppins SemiBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Poppins Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Poppins ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Poppins ExtraBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Poppins Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Poppins Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

*Poppins Regular is the font intended for paragraph text