



*giddy llama*

# Table of Contents

About .....	3
The Logo .....	4
Logo Misuse.....	5
Spacing and Size .....	6
The Colors.....	7
The Typefaces.....	8
Identity Package .....	9
Business Cards .....	10
Letterhead and Envelopes.....	11
In-Store Materials.....	12
Web Design.....	13







## About Us

We are Giddy Llama, a sustainably resourced and affordable clothing store nestled in the heart of Milwaukee's Third Ward. Our designs are created for everyone, no matter your age, size, gender, or social class. You may ask, are our sweaters actually made from llama's wool? You're partly correct! We work with the best farmers to get the highest quality wools and cotton for the most affordable prices. Our mission is to provide the comfiest and coziest pieces by using materials that make you, the Earth, and your pockets giddy with glee!

This document is a guidebook that illustrates how to correctly represent Giddy Llama's visual brand components, including printed, digital, and other marketing materials. This style guide also demonstrates the correct usage of any Giddy Llama logos, colors, typefaces, and other design elements.

# Our Logo

Our logo is inspired by Peruvian llama blessing ceremonies in which llamas are decorated with bright and beautiful decorations in order to bring health and luck to all animals and harvests. Featured as our symbol is a simplified image of a traditional cloth placed on the backs of llamas paired with our name in our decorative typeface. We want to evoke feelings of comfort, happiness, and inclusion with our logo and branding. This should be the primary logo used to represent our brand.

The cloth symbol can be used as a decorative graphic, as seen on our business cards and shopping bags. It should, however, always be accompanied by the “giddy llama” text or our secondary logo somewhere else on the design.

# Secondary Logo

For materials such as tags and business cards, we also use a secondary wordmark logo paired with our tagline, “comfort for all.” This logo is primarily used in instances where our symbol hinders the readability of the design, such as store signs, smaller print materials, or certain digital materials.

*giddy llama*  
comfort for all





# Logo Misuse

Just like how changing one piece of yarn can change the entire pattern of a sweater, one change to our logo could throw off our entire branding. Our logo is the primary image used to represent our brand, so distorting its look could be detrimental in terms of recognition and readability. These distortions include, but are not limited to, changing any colors, typefaces, or sizing or removing any elements. Below are examples of the ways the Giddy Llama logo should not be presented.



DON'T distort the logo.



DON'T change the colors.



DON'T change the typeface.



DON'T add any special effects.



DON'T rearrange/scale design elements.



DON'T remove design elements.

These rules apply to our secondary logo as well.

**giddy llama**  
comfort for all

comfort for all  
*giddy llama*

# Spacing and Sizing



Even though llamas are social creatures, they still need room to breathe. The same goes for our logo. For scaling purposes, the space around our logo should be at least equivalent to the width of one "a" from "giddy llama." No text, images, or other elements should appear within this defined area.

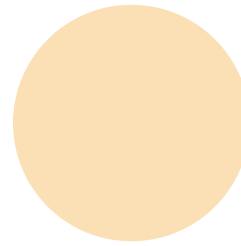


The same rules apply to our secondary logo. For scaling purposes, the space around our logo should be at least equivalent to the width of one "a" from "giddy llama." No text, images, or other elements should appear within this defined area.

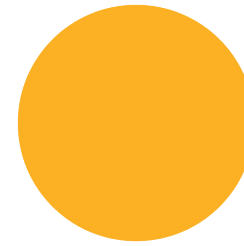


# Our Colors

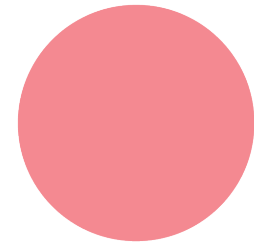
Our color palate is inspired by the bright and bold colors of South America, as llamas are native to South America. The warmth and vibrancy of Peruvian llama decor are the same feelings we wanted to evoke with our branding. We want our colors to insight and encourage confidence and happiness within our audiences, just as our clothing does.



PANTONE 7506 U  
C 1.53%, M 11.6%,  
Y 30.52%, K 0%  
R 250, G 223, B 182  
HEX #FADFB6



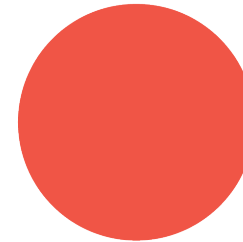
PANTONE 116 U  
C 0%, M 34.19%,  
Y 95.47%, K 0%  
R 255, G 182, B 7  
HEX #FFB607



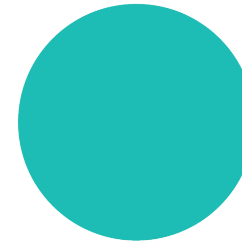
PANTONE 177 U  
C 0%, M 57.94%,  
Y 29%, K 0%  
R 255, G 141, B 144  
HEX #FF8D90

# Primary Colors

Our primary color palate features the three primary colors of red, yellow, and blue, a red tint that creates our pink, and a yellow tint that creates our tan. These colors are used in our logo and other print and digital materials. These are the first colors to be used when creating other materials for Giddy Llama.



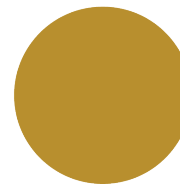
PANTONE Bright Red U  
C 0%, M 81.85%,  
Y 75.73%, K 0%  
R 255, G 84, B 64  
HEX #FF5440



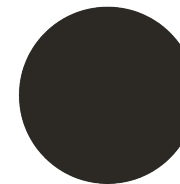
PANTONE 3255 U  
C 70.75%, M 0%,  
Y 35.36%, K 0%  
R 0, G 204, B 190  
HEX #00CCBE

# Secondary Colors

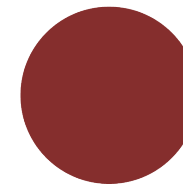
Our secondary color palate features what we call our “neutral” colors, as they are primarily used to enhance the legibility of our materials or as accents to our primary color palate. They should be used when it is not appropriate to use our bold colors, for example, large bodies of copy.



PANTONE 117 U  
C 27.46%, M 42.1%,  
Y 99.74%, K 5.24%  
R 183, G 140, B 48  
HEX #B78C30



PANTONE Black C  
C 67.01%, M 63.82%,  
Y 66.94%, K 67.28%  
R 45, G 42, B 38  
HEX #2D2A26



PANTONE 7624 C  
C 30.43%, M 88.97%,  
Y 81.07%, K 32.64%  
R 133, G 46, B 44  
HEX #852E2C

# Our Typefaces

We use Clarendon Text Pro Bold as our header and display typeface. This slab serif has the right balance between structure and organic strokes to fit perfectly with our brand. We love how it's bold yet comforting, exactly like our clothing.

**Clarendon Text Pro Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !?.,@#\$%&\*()**

We use Interface Regular as our body typeface. We use the entire Interface family throughout our branding, for example, the use of Interface Thin in our secondary logo, but Interface Regular is what should be standard for bodies of copy. We love using this sans serif because of its readability and feel that the organic yet structured look pairs nicely with Clarendon.

Interface Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?.,@#\$%&\*0

We use Shorelines Script Bold as our decorative typeface, with its only primary use being in our logo. We will also use this typeface in specific marketing pieces that needs short calls to action, as longer headlines should be done using Clarendon. This extremely organic typeface paired with our clean cloth symbol again illustrates the balance between boldness and comfort.

*shorelines script bold*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890 !?.,@#\$%&\*0*



# Identity Package



111 N Jefferson Street  
Milwaukee, WI 53202  
920•563•5566  
giddyllama.com

Dear:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut ipsum eget massa hendrerit vestibulum vel in velit. Donec pretium neque velit.

Aliquam porta lectus nec mauris ornare venenatis. Vivamus non est turpis, et cursus sem. Mauris vehicula erat in diam auctor at bibendum nisi lacinia.

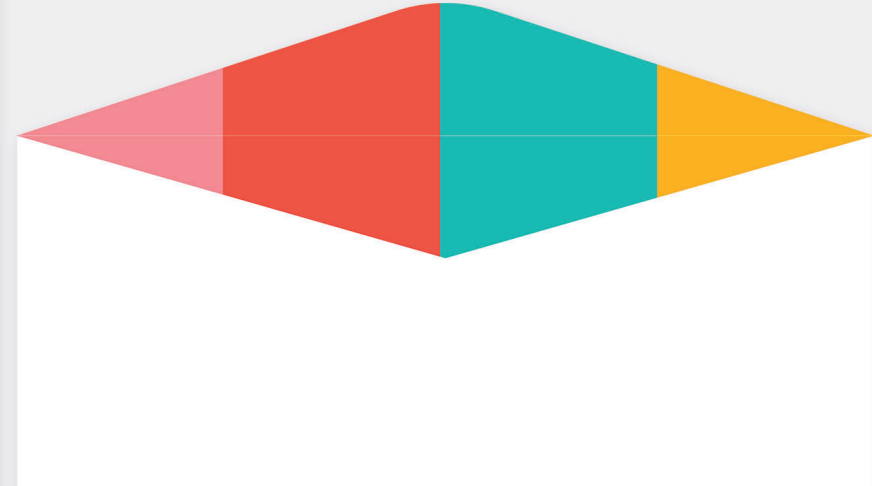
Morbi imperdiet neque vehicula nunc convallis gravida. Vestibulum iaculis pretium placerat. Integer consequat, est sit amet facilisis eleifend, nibh nibh varius orci, eget dapibus arcu dui non purus. Pellentesque in magna mauris. Duis enim satpien, dictum vitae condimentum a, pulvinar vel lacus. Mauris et molestie nibh. Vestibulum vitae nulla at metus elementum porta sit amet interdum elit. Nulla sollicitudin neque eu nulla volutpat congue.

Etiam pellentesque, velit id dapibus fermentum, turpis sapien ornare dui, ac tincidunt ligula odio congue purus. Nunc sed ante dui, in porta lectus. Cras nec sem lorem. In hac habitasse platea dictumst. Maecenas id diam quis dui porta tristique. Sed id egestas felis. Donec ullamcorper mattis posuere. Phasellus fermentum eleifend tortor vel dapibus. Vestibulum ante ipsum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut ipsum eget massa hendrerit vestibulum vel in velit. Donec pretium neque velit. Aliquam porta lectus nec mauris ornare venenatis. Vivamus non est turpis, et cursus sem. Mauris vehicula erat in diam auctor at bibendum nisi lacinia.

Sincerely,

Maddy Buchta  
Founder and Marketing Director  
920•563•5566  
mbuchta@giddyllama.com



Giddy Llama LLC.  
111 N Jefferson Street  
Milwaukee, WI 53202

Giddy Llama LLC.  
111 N Jefferson Street  
Milwaukee, WI 53202

# Business Cards





# Letterhead & Envelope



111 N Jefferson Street  
Milwaukee, WI 53202  
920•563•5566  
giddyllama.com

Dear :

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut ipsum eget massa hendrerit vestibulum vel in velit. Donec pretium neque velit.

Aliquam porta lectus nec mauris ornare venenatis. Vivamus non est turpis, et cursus sem. Mauris vehicula erat in diam auctor at bibendum nisl lacinia.

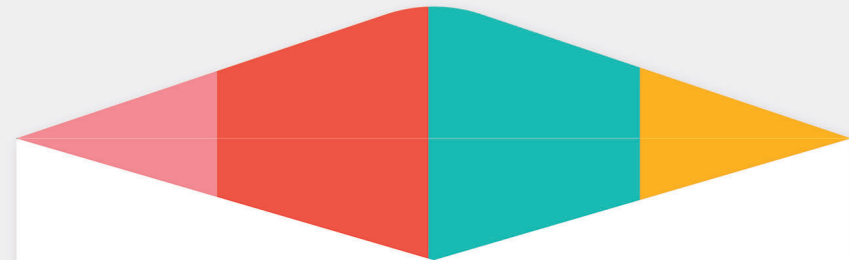
Morbi imperdiet neque vehicula nunc convallis gravida. Vestibulum iaculis pretium placerat. Integer consequat, est sit amet facilisis eleifend, nibh nibh varius orci, eget dapibus arcu dui non purus. Pellentesque in magna mauris. Duis enim satpien, dictum vitae condimentum a, pulvinar vel lacus. Mauris et molestie nibh. Vestibulum vitae nulla at metus elementum porta sit amet interdum elit. Nulla sollicitudin neque eu nulla volutpat congue.

Etiam pellentesque, velit id dapibus fermentum, turpis sapien ornare dui, ac tincidunt ligula odio congue purus. Nunc sed ante dui, in porta lectus. Cras nec sem lorem. In hac habitasse platea dictumst. Maecenas id diam quis dui porta tristique. Sed id egestas felis. Donec ullamcorper mattis posuere. Phasellus fermentum eleifend tortor vel dapibus. Vestibulum ante ipsum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut ipsum eget massa hendrerit vestibulum vel in velit. Donec pretium neque velit. Aliquam porta lectus nec mauris ornare venenatis. Vivamus non est turpis, et cursus sem. Mauris vehicula erat in diam auctor at bibendum nisl lacinia.

Sincerely,

Maddy Buchta  
Founder and Marketing Director  
920•563•5566  
mbuchta@giddyllama.com



Giddy Llama LLC.  
111 N Jefferson Street  
Milwaukee, WI 53202

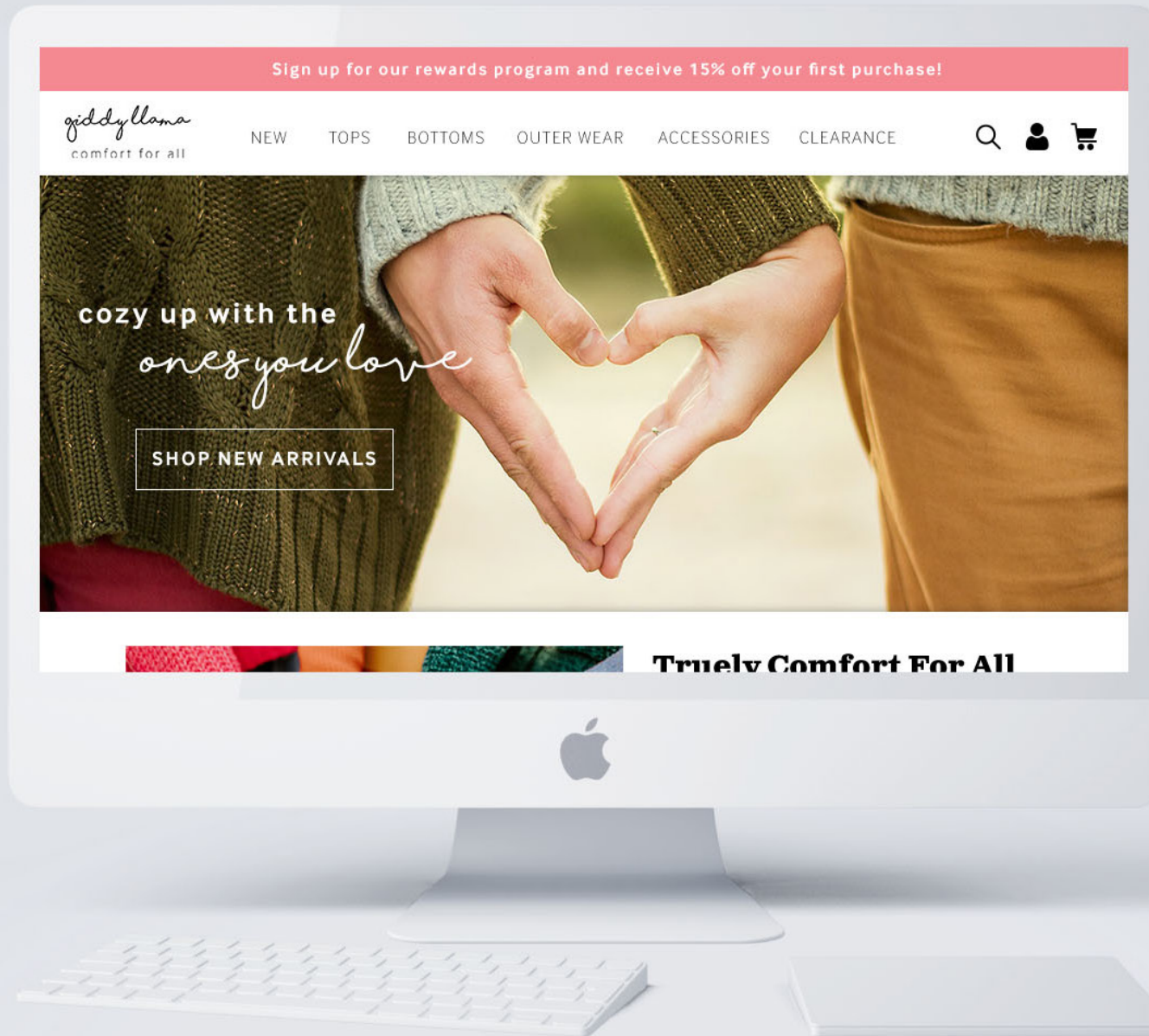
Giddy Llama LLC.  
111 N Jefferson Street  
Milwaukee, WI 53202

# In-Store Materials





# Web Design







*giddy llama*