



BRAND GUIDELINES

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Brand & Identity Guidelines

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Pioneering Solutions. Redefining the Buying Experience.

OUR PURPOSE

At BRANDITO, we exist to empower professionals and individuals in manifesting their brand in the physical world through branded products. We're the experienced partner you can rely on to boost your

brand recognition, supercharge employee engagement, and transform purchasing SWAG into an effortless, efficient process. Our unwavering commitment is to make your brand not just noticed but celebrated.

BRAND PILLARS

SERVICE

We are dedicated to serving the unique needs of our clients with unwavering commitment, going above and beyond to provide strategic, tailor-made solutions for their promotional merchandise needs.

AUTHENTICITY

We are steadfast advocates for embracing authenticity daily. Whether it's being your genuine self in the workplace or fostering transparent connections with clients, authenticity serves as the very heartbeat of our organization.

GIVING

We believe in the transformative power of giving, both to our clients and to the greater community. Through our deep commitment to philanthropy, we actively support a wealth of meaningful organizations, making a positive difference in the lives of others.

MISSION

BRANDITO is dedicated to pushing the boundaries of what's possible in the world of branded products and distribution. We're about setting new benchmarks in quality, innovation, and customer service to make the process of buying branded merchandise not just convenient, but extraordinary.

VISION

At BRANDITO, we aspire to be the trailblazers, the ones who set the gold standard for the industry. Our commitment is not just about leading but about crafting an experience that inspires businesses and professionals alike.

VALUES



EXCEPTIONAL QUALITY

We're committed to delivering products that not only meet but exceed expectations, setting the bar for quality in the industry.



INNOVATION

We're not just following trends; we're setting them. Our team is dedicated to introducing new, creative, and impactful ways to help our clients stand out.



CLIENT-CENTRIC

The client experience is at the heart of everything we do. We're here to listen, understand their needs, and provide tailored solutions.



EFFICIENCY

We strive for a process that's not just smooth but also efficient, saving our clients time and energy so they can focus on what matters most.



INSPIRATION

We want our clients, partners, and competitors to feel inspired to elevate their own businesses, knowing that the BRANDITO experience is the one to emulate.



01

BRANDITO Logo

SECTION ITEMS

- | Primary Logo
- | Wordmark
- | Badge & Icon
- | Clear Space
- | Minimum Sizes
- | Inclusion Icons

PRIMARY LOGO

The Primary BRANDITO logo is created using the Sweet Square Pro font, and should be used at all times.

In mediums and layouts where this is not possible, the use of one of the logo variations should be used in order to maintain a consistent logo and brand look across all communications



WORDMARK

In the event that the primary logo cannot be used, the use of the black or white wordmark is acceptable.

In order to keep brand consistency, it is recommended that the use of the icon **ALSO** be used elsewhere on the collateral or marketing material*.

When BRANDITO is used in copy, it must always be in uppercase to further brand recognition.



BRANDITO



BRANDITO



*This page is an example of acceptable use. See also, the Branded Products page for another example.

BADGE & ICON

In the event that the primary logo cannot be used, the use of the badge is acceptable. The badge should only be used in full color, as shown.

The use of the icon is to be used along with the wordmark, or it can also be used as a decorative element.



CLEAR SPACE

The BRANDITO logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text, and other visual elements do not encroach on the logo.

The isolation area is determined by using the height of the “B” in the logo. A margin of clear space equivalent to this height is drawn around the logo to create the invisible boundary of the isolation area.



MINIMUM SIZES

Scale and proportion should be determined by available space, aesthetics, function, and readability.

The logo does not have a maximum size. Alternate sizes are flexible across different media channels.



135px



100px

BRANDITO

100px



25px

INCLUSION ICONS

BRANDITO places a focus on products with purpose. Within our supplier network, we have cultivated relationships with minority-owned businesses, sustainable enterprises, and

organizations with a strong focus on giving back. These icons are to be used to identify products that support these initiatives.



LOGO DON'TS

The success of the brand depends on the BRANDITO logo maintaining a consistent appearance. In order to preserve the integrity of the logo, the following examples illustrate how it should never be used.



Don't Rotate It



Don't Squish It



Don't Stretch It



Don't Change Colors



Don't Place It In Shapes



Don't Skew It



Don't Add Elements



02

Typography

SECTION ITEMS

- | Primary Font
- | Secondary Font
- | Font Styling

PRIMARY FONT

Khula is a contemporary text Devanagari typeface family designed by Erin McLaughlin as a compliment to Open Sans. Currently it has 5 weights and supports Hindi. It can be found via Google Fonts or Adobe Fonts.

Aa

Khula

Usage is for Headlines and Titles.

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

SECONDARY FONT

Source® Sans Pro, Adobe's first open source typeface family, was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces. It can be found via Google Fonts or Adobe Fonts.

Aa

Source® Sans Pro

Usage is for body copy, bullets, links, and buttons.

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

FONT STYLING

This is the recommended structure for utilizing the various font styles. Deviations from these guidelines are only acceptable in unique situations i.e special events, holidays, etc., and require advance approval from the marketing department.

Sweet Square Pro - BOLD

COVER TITLE

Khula - Bold

Headlines

Khula - SemiBold

SUB HEADLINES

Source® Sans Pro - Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas at purus nunc. Integer pretium tincidunt libero, quis semper risus auctor vel. Vestibulum vel sapien ante. Quisque a enim ac orci dapibus rhoncus sit amet.



03

Brand Colors

SECTION ITEMS

- | Primary Colors
- | Secondary Colors



THE PRIMARY COLOR SYSTEM

Medium Blue is the main color, and can be used across various mediums.

Orange should only be used as an accent color to help elevate the brand.

BRANDITO - MEDIUM BLUE

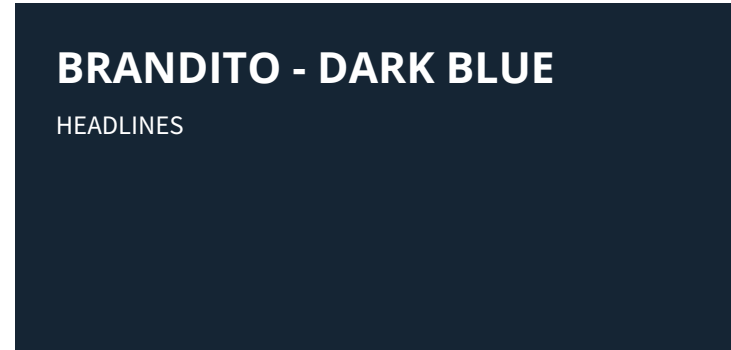
PANTONE: 432 C
HEX: 2A4051
C 86% M 67% Y 48% K 38%
R 42 G 64 B 81

BRANDITO - ORANGE

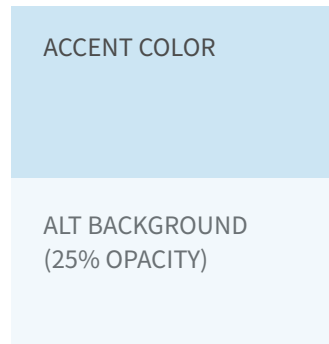
PANTONE: 1495 C
HEX: FF8E12
C 0% M 53% Y 100% K 0%
R 255 G 142 B 18

THE SECONDARY COLOR SYSTEM

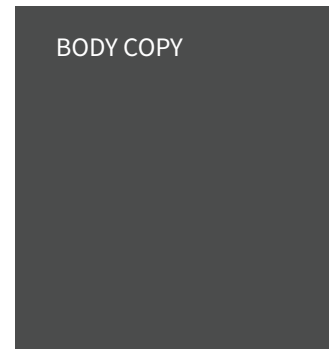
This color palette can be used to help elevate any collateral pieces and social media marketing. These colors will be used for headlines, body copy, and backgrounds.



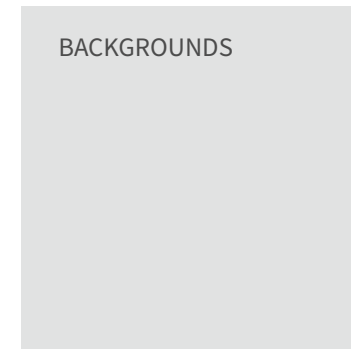
PANTONE: 433 C
HEX: 192735
C 87% M 73% Y 53% K 60%
R 25 G 39 B 53



PANTONE: NA
HEX: CEE5F2
C 18% M 3% Y 2% K 0%
R 206 G 229 B 242



PANTONE: COOL GRAY 9 C
HEX: 4C4C4C
C 66% M 58% Y 57% K 37%
R 76 G 76 B 76



PANTONE: COOL GRAY 2 C
HEX: E1E1E1
C 10% M 8% Y 8% K 0%
R 225 G 225 B 225



04

Photography

SECTION ITEMS

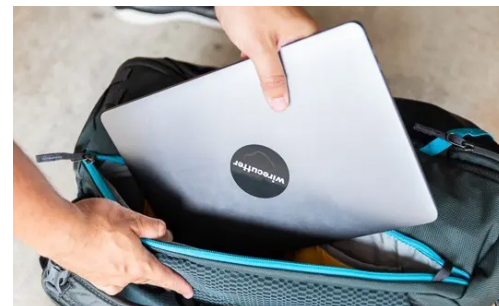
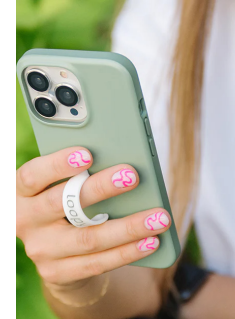
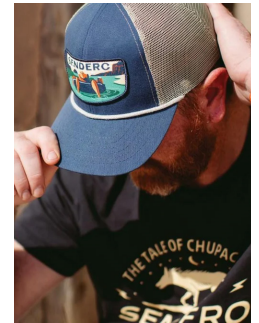
- | Photography Style
- | Product Styling

PHOTOGRAPHY STYLE

BRANDITO photography should have a personal touch.

- | Candid
- | Shows product
- | Human element i.e. hand, back, etc (no faces)
- | Include diversity, where applicable

This type of photography is to be used for Social Media as well as the Website. The goal of BRANDITO is to provide a personal, customized experience for our clients, and by utilizing this photography style it will elevate that feeling from the beginning.



CLIENT PRODUCTS

Product mockups for clients should be clean and consistent:

- | White or light colored background
- | Consistent with client brand colors
- | Apparel mockups should be shown as flat lay images with the exception being lifestyle images which should adhere to the Photography Guidelines



BRANDED PRODUCTS

BRANDITO branded products should use the approved brand colors, and approved use of the logo pairings.

- | Primary and Secondary colors are all acceptable
- | Black and/or white are also acceptable in instances where no other approved brand color is available



*These are another example of use of the Watermark with the Icon.



05

Collateral Examples

SECTION ITEMS

- | Look Book Example

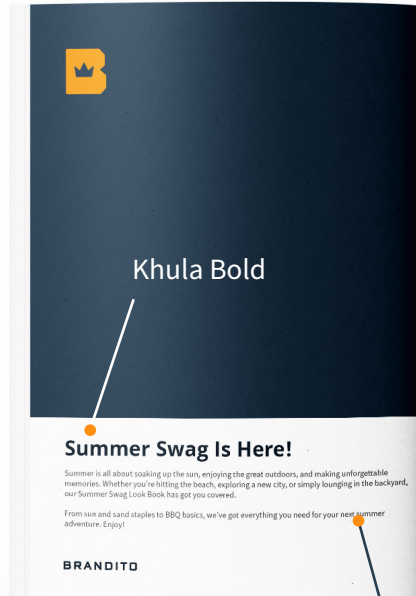
LOOK BOOK

The Look Books will follow the same look and feel as this Brand Guide.

- Medium Blue is the only color used for large colored sections
- Orange is used to highlight areas within the book
- Light Blue is used to accentuate the outside of the white pages
- Off-white color is used as the background for description copy



Khula Semibold



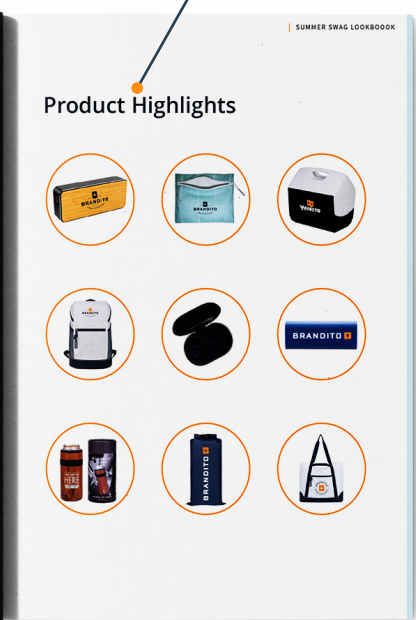
Sweet Square Pro



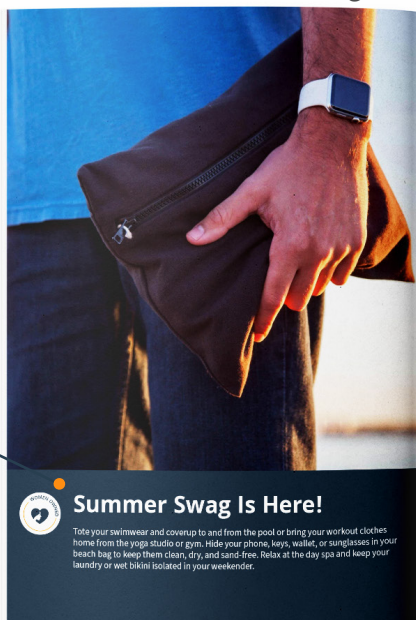
Khula Semibold



Khula Bold



Product Highlights



Khula Bold



BACKCOUNTRY INSULATED BLANKET

Lightweight enough to carry on your next adventure, the Backcountry blanket will provide you comfort whether spending a night out under the stars or round a campfire at home on a crisp night. Did someone say s'mores?

SUN BUM® TRAVEL KIT

Kit includes #9245 Sun Bum® 45 Oz. SPF 30 Face Stick, #9242 Sun Bum® 3 Oz. SPF 30 Suncscreen Lotion And #6238 Cotton Carrying Pouch.





BRANDITO



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