O MY BAG

AMSTERDAM

Brand Identity Style-guide

JUN 6TH 2018, VERSION 1.4

Our purpose is to make
a positive difference in
the world.

O MY BAG IS

Timeless, Sophisticated & Bold

OUR GOLDEN CIRCLE

Why

Make a positive difference in the world!

How

Creating a demand for ethically made products

What

Selling Fairly-made eco friendly bags

Logo

WORD MARK

The Logo of O My Bag is a new version of the original.

The Font was changed from Futura to a modified Steagal. Futura is a timeless typeface but quite generic and it failed to convey the unique and human character of the brand.

Steagal is a contemporary font recalling the printed Futura. Steagal has softened edges, which simulate brush strokes and retain the feeling of the human hand. Through these characteristics, the human side of O My Bag can be represented in the logo.

The letters M, Y, and G were adjusted to transport the feminine, elegant feel of the brand and to make the logo more unique to the business.

O MY BAG

AMSTERDAM

Logo

WORD MARK

Since the context in which the logo is used can vary, the logo can be used normally (A) or inverted (B).

(A)

O MY BAG

A M S T E R D A M

(B)

O MY BAG

A M S T E R D A M

Logo

PLACEMENT

The logo is preferably placed centered at the top or bottom of the page and at a suitable distance from the border.

As a guideline, the letter "O" from the Logo can be used to determine the margin from the edge of the page. The bottom space should be at least two times the size of the "O", while on the top at least three times.

A

B

O MY BAG

O MY BAG

Logo

MARGINS

The logo should always stand centered in the space, with a minimum margin around the logo that does not contain any other image elements.

The plane can take any size as long as the minimum margins are taken into account.

As a guideline to determine the margin, the letter "O" from the Logo is to be used as a reference.

A

O MY BAG
A M S T E R D A M

B

O MY BAG
A M S T E R D A M

Logo

PROPORTION/SIZE

As for usage of different logo sizes within variable contexts, the basic margins introduced on page 10 are to be applied and/or maintained.

The maximum size of the logo is to be determined by either the vertical- or horizontal whitespace between the logo and the closest edge of the plane.

The absolute minimum size of the (printed) logo should be 20mm wide, which results in a 3pts size for the 'Amsterdam' line.
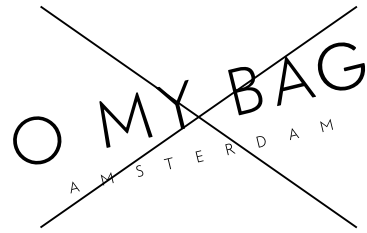
O MY BAG
AMSTERDAM

O MY BAG
AMSTERDAM
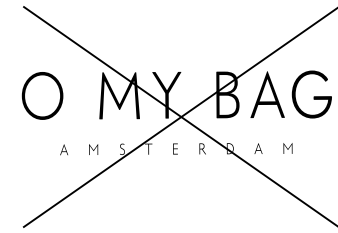
20 mm

O MY BAG
AMSTERDAM

3 pts

Logo

INCORRECT USE

It is forbidden to use the logo in the following ways:

A. Rotation with respect to surrounding content.

B. Scale disproportionate.

C. Add a shade or other effects.

D. In an outlined surface
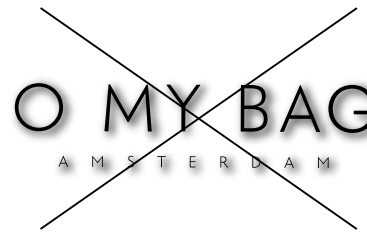
E. Other colors than black or white.
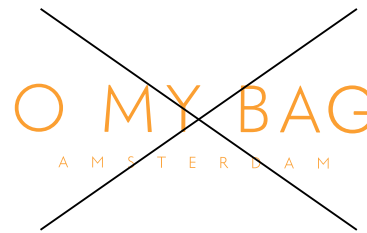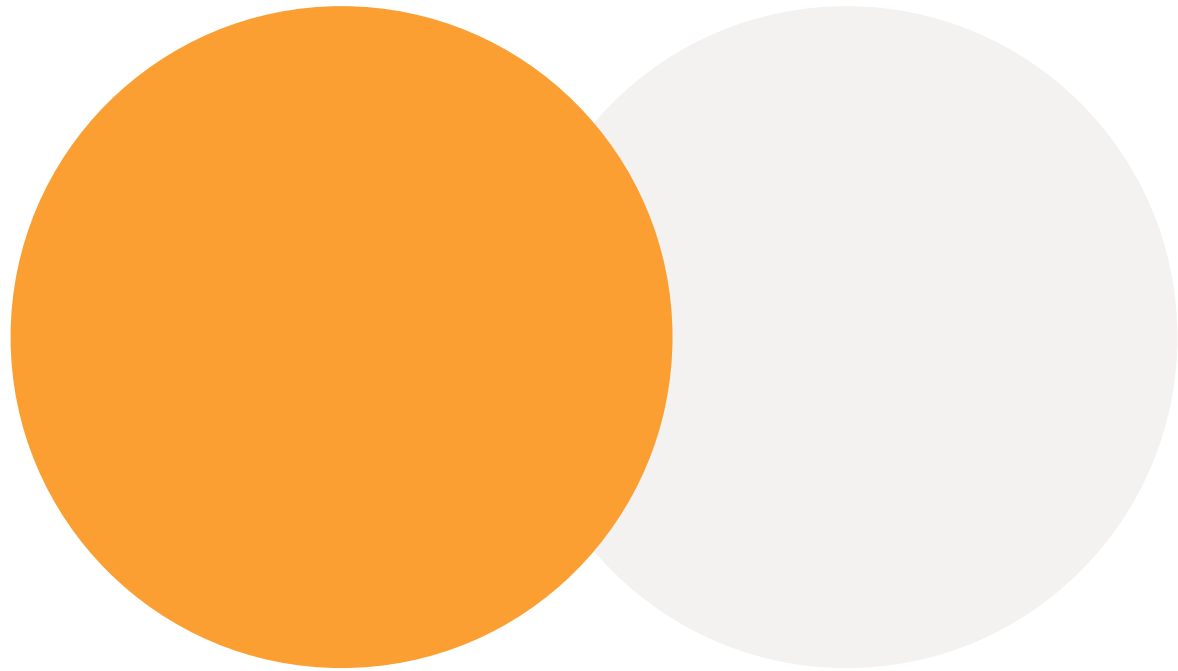
F. Outlined.

Colors

PRIMARY PALETTE

The house style consists of a palette of 3 main colors of which one is white.

Orange is never used on big surfaces but as an accenting color.

SAFFRON

SILK

RGB
251 / 159 / 50

RGB
243 / 242 / 241

CMYK
0 / 42 / 95 / 0

CMYK
0 / 0 / 0 / 5

PMS
1375 U/C

PMS
Cool Gray 1C/U

Colors

EXTENDED PALETTE

The extended color palette is to be used carefully and always just one color at the time.
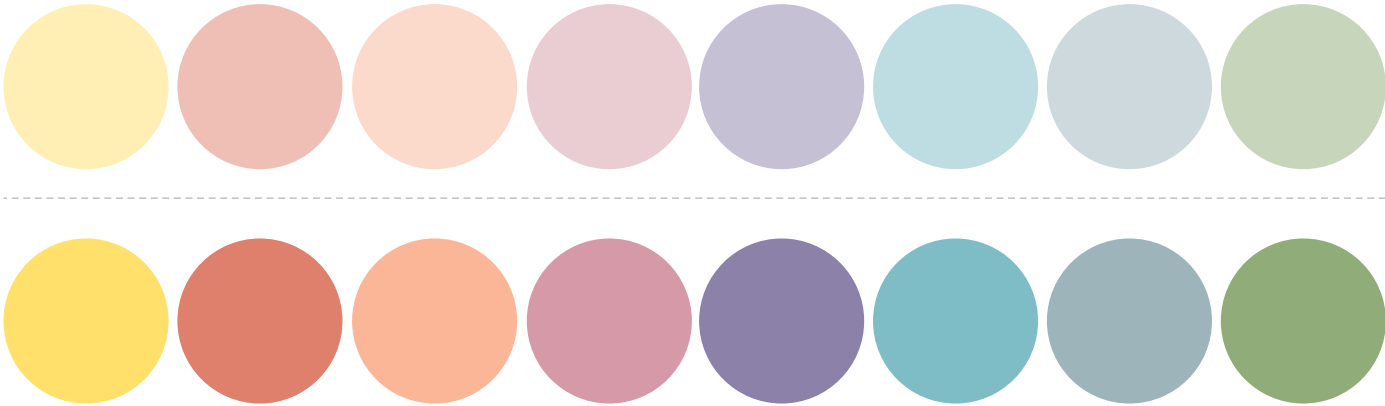
The extended palette can be used in social media posts as a background color and for special invitations or cards. These colours can be used whenever it is necessary to make the deliverable stand out.

The colors can also be used in info-graphics, whereby it is important to combine other colours with the main saffron color. Optional the 50%-tint version can be added.

Online the palette can be used to highlight special content or for activation.

The extended palette can also be used in the POS.

The extended palette is not to be used in the brush , as font-color or in split backgrounds to substitute the silk color.

50% TINT

ORIGINAL

AMBER	TERRACOTTA	PEACH	MAUVE	LAVENDER	TEAL	MIST	OLIVE
RGB 255 / 224 / 106	RGB 224 / 128 / 109	RGB 250 / 182 / 151	RGB 213 / 153 / 168	RGB 139 / 129 / 169	RGB 126 / 188 / 198	RGB 156 / 180 / 186	RGB 144 / 172 / 120
CMYK 0 / 10 / 70 / 0	CMYK 10 / 60 / 55 / 0	CMYK 0 / 34 / 38 / 0	CMYK 15 / 45 / 20 / 0	CMYK 50 / 50 / 15 / 0	CMYK 50 / 10 / 20 / 0	CMYK 40 / 20 / 23 / 0	CMYK 48 / 20 / 65 / 0
HEX #ffe06a	HEX #df806d	HEX #fab697	HEX #d599a8	HEX #8b81a9	HEX #7ebcc6	HEX #9cb4ba	HEX #90ac78

Font

FAMILIES

The identity uses two different house fonts, the expressive Sang Bleu Empire by Swiss tattoo artist and creative director Maxime Plescia-Büchi as well as the geometrical sans serif Steagal.

The Sang Bleu empire should only be used in big font-sizes for visual / illustrative purposes.

The Steagal Regular in capital should be used for headlines and titles.

The Steagal Regular as well as light is the informative typeface that can be used for, among other things, running texts.

Beware of the readability when using steal regular in running text. Important controller therefore is the line-hight explained on page 17.

SANG BLEU EMPIRE — Visual typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
1 2 3 4 5 6 7 8 9 0

APPLICATION Streamers, slogans, style-elements

STEAGAL (REGULAR CAPS) — Visual typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ

APPLICATION Titles, Headers

STEAGAL (LIGHT) — informative typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

APPLICATION Introductions, buttons, lists, running text

STEAGAL (REGULAR) — informative typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

APPLICATION Introductions, buttons, lists, running text

Font

ALTERNATIVES

Implied you have the right licenses the house style fonts will be available for print and online use.

Occasionally, technical restrictions will mean that the house font cannot be applied. In this case you should fall back on the alternatives shown here to ensure a similar feel to the corporate identity.

The most common example is in the case of the digital newsletter, where the majority of the recipients will not have the house font installed on their computer and therefore not displayed correctly.

SANG BLEU EMPIRE ⟶ Palatino

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
1 2 3 4 5 6 7 8 9 0

STEAGAL (REGULAR CAPS) ⟶ Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

APPLICATION Titles, Headers

STEAGAL (LIGHT) ⟶ Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

APPLICATION Introductions, buttons, lists, running text

STEAGAL (REGULAR) ⟶ Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

APPLICATION Introductions, buttons, lists, running text

Typo-
graphy

HIERARCHY

To support communication and
readability online as well as offline, a
well-groomed hierarchy in typography
is important.

The most important guidelines
regarding the layout of text are listed
on the following pages.

Eco or
and fair

WHY WE DO IT

O My Bag's purpose is to produce bags that not only make
you look good, but also make a positive difference in the
world. By making well made and eco friendly leather bags
and accessories available to consumers, we provide small
communities in India with a sustainable livelihood. We've
concluded that supporting conscious trade is the best way
to alleviate poverty, and it's what we get up for in the
mornings.

Typo-graphy

RELATIVE SIZES

The streamers in the Sang Bleu Empire have to be very clearly distinctive from other elements and set proportionally oversized.

The streamer should be between 350% and 400% bigger then the sub-headline.

The running text is always at least 50% smaller than the sub-headline.

In the example we use a 70pt streamer with a 19pt headline and a 9pt running text. This is a good orientation for type-size used in print deliverables.

For online use we recommend a running text around 16px.

Eco ~~or~~ and fair

(A)

< 350%
> 400%

WHY WE DO IT

(B)

< 50%

O My Bag's purpose is to produce bags that not only make you look good, but also make a positive difference in the world. By making well made and eco friendly leather bags and accessories available to consumers, we provide small communities in India with a sustainable livelihood. We've concluded that supporting conscious trade is the best way to alleviate poverty, and it's what we get up for in the mornings.

Typo-graphy

LINE SPACING

To ensure a good readability the line-hight is substantial. Therefore it is important to stick to the following guidelines.

Example Streamer:
70pt font size, 70pt line hight

Example running text:
9pt font size x 1,45 = ~13pt line hight

line-hight =
font size

Eco ~~or~~
and fair

WHY WE DO IT

line-hight =
font size + 45%

O My Bag's purpose is to produce bags that not only make you look good, but also make a positive difference in the world. By making well made and eco friendly leather bags and accessories available to consumers, we provide small communities in India with a sustainable livelihood. We've concluded that supporting conscious trade is the best way to alleviate poverty, and it's what we get up for in the mornings.

Style-Elements

OVERVIEW

The following pages explain the most important style-elements that define the brand, including the use of the brush, photography and info-graphics.

O MY BAG
AMSTERDAM

Our leather

0.4 liters
water use after recycling

Make
wear a
difference

Shop our instagram feed

→ More

I made your
O My Bag.
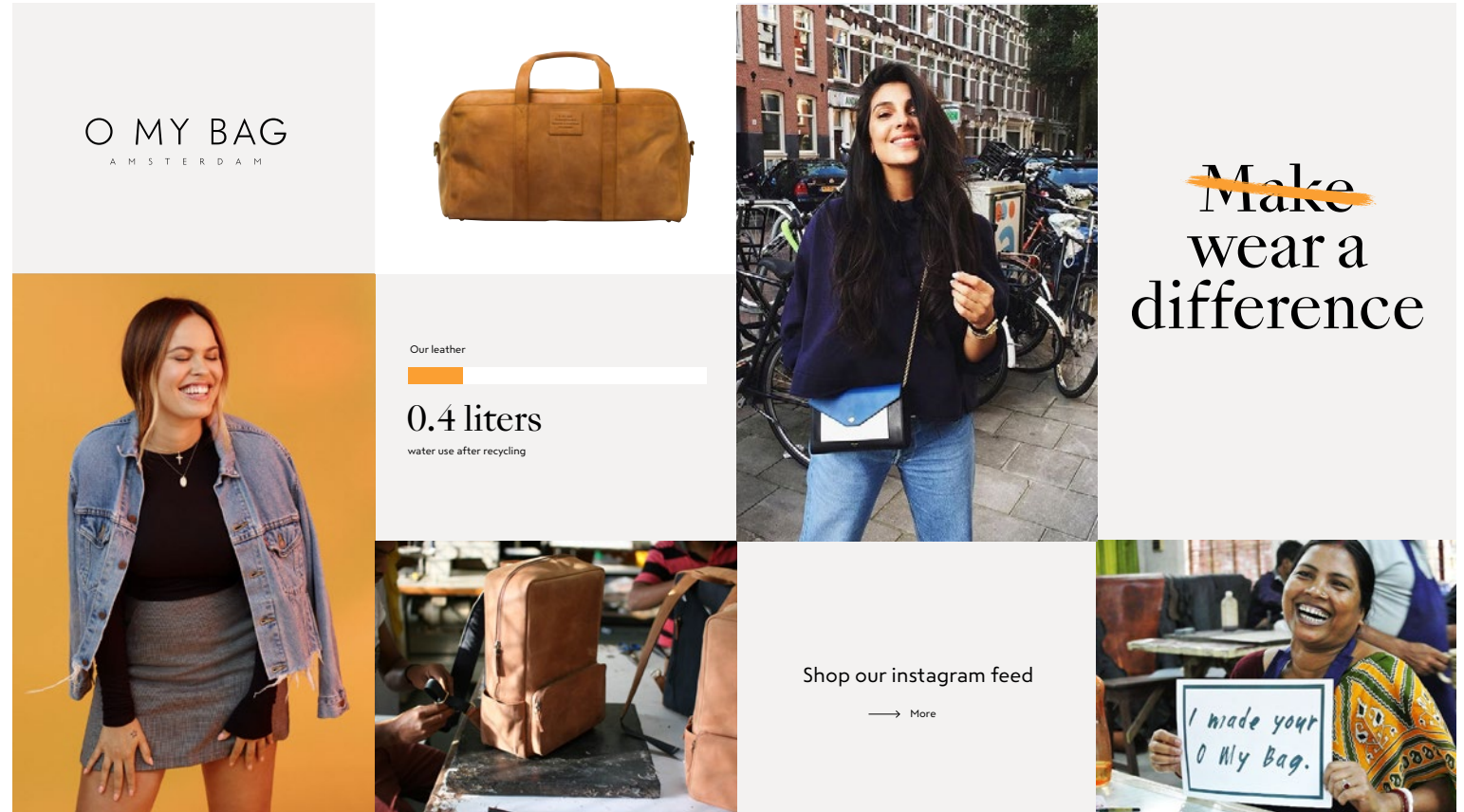
Style-Elements

BRUSH

The brush is an important element of the identity. It gives a cheeky twist while adding variation.

It is primarily used to express and support playful copy.

~~Make~~ wear a difference

O MY BAG
AMSTERDAM

Style-Elements

BRUSH USE

The brush has 5 main functions:

1. To make a statement.
2. Create emphasis.
3. Highlight words or images.
4. Make connections.
5. Affect the interest of the viewer.

Adjustable

Otis

Weekender Camel

Meet Scarlett

Style-Elements

BRUSH USE

The brush has 5 main functions:

1. To make a statement.
2. Create emphasis.
3. Highlight words or images.
4. Make connections.
5. Affect the interest of the viewer.

two-way zipper

O MY BAG
AMSTERDAM
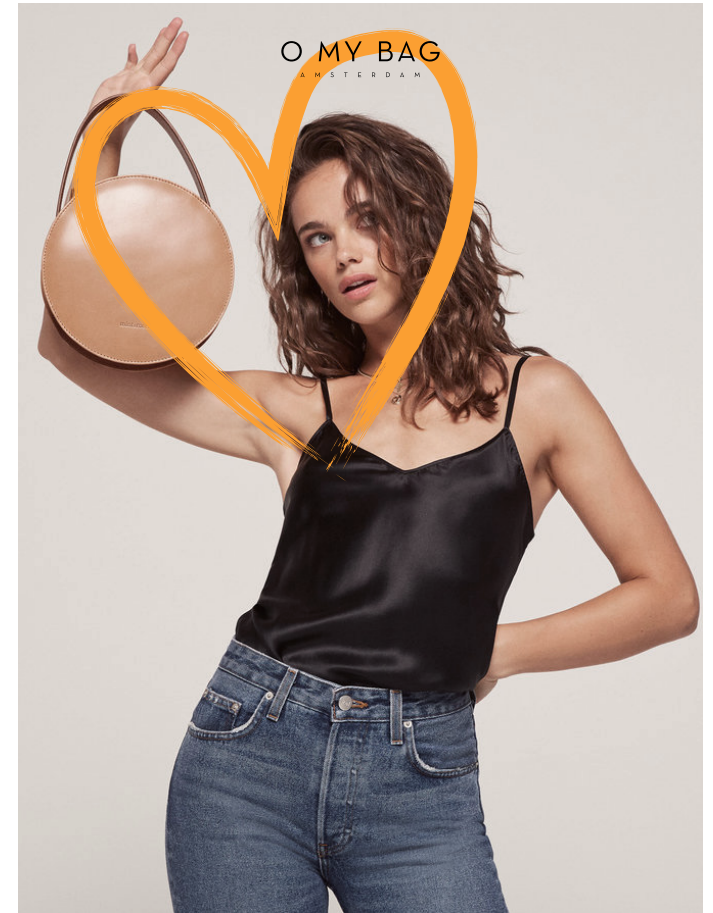
FASHIONISTA SOCIAL ENTREPRENEUR

Style-Elements

BRUSH USE

The brush has 5 main functions:

1. To make a statement.
2. Create emphasis.
3. Highlight words or images.
4. Make connections.
5. Affect the interest of the viewer.

extra zipper pocket

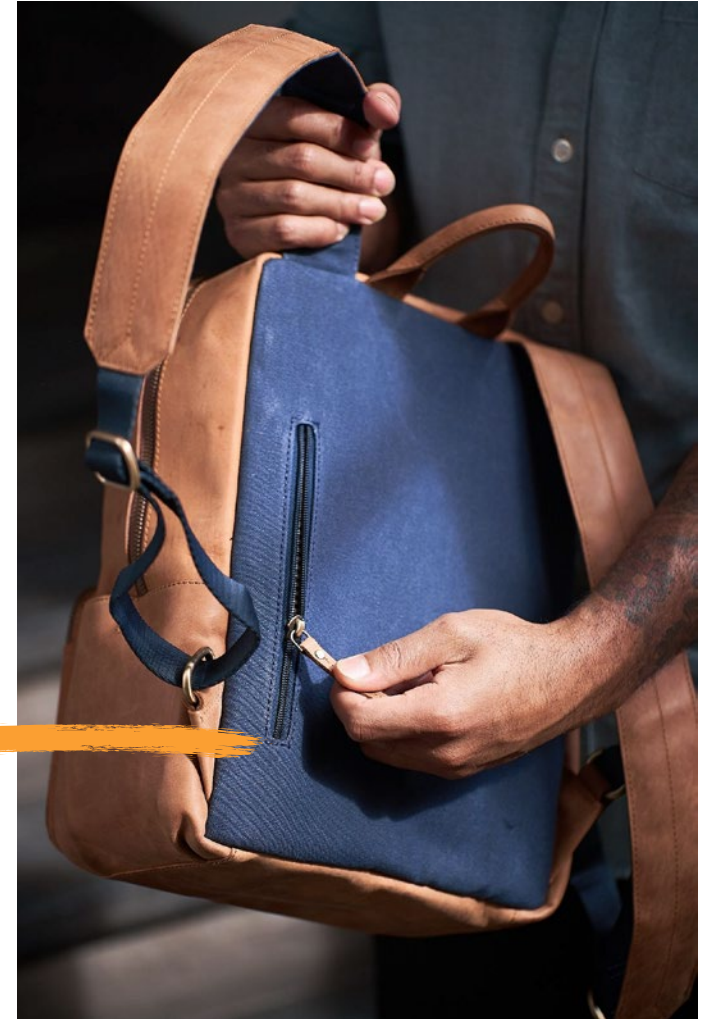Eco ~~or~~ and fair

Style-Elements

BRUSH SIZE

If used with typography the stroke of the brush should be between 0,8 and 1,2% of the font size (e.g. 70pt font size with a 0,7pt thick brush)

font size
(e.g. 100pt)

brush size
(e.g. 1,2pt)

Wear

Style-
Elements

BRUSH
INCORRECT USE

It is forbidden to use the brush in the following ways:

A. Using another brush than the O My Bag Brush"

B. Using the wrong thickness

C. Use it over a length of more than one word

D. Don't use more than one brush stroke at a time

E. Other colors than Saffron.

F. For detailed drawings

A
Wear
Make a
difference

B
Wear
Make a
difference

C
Wear
Make a
difference

D
Wear
Make a
difference

E
Wear
Make a
difference

F
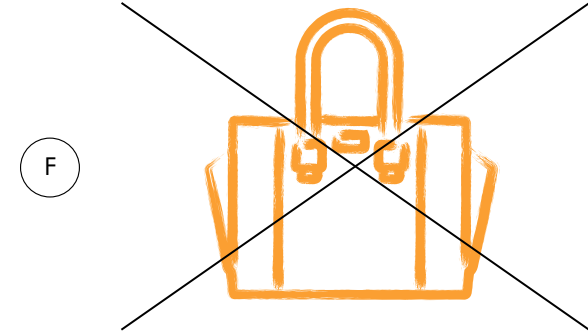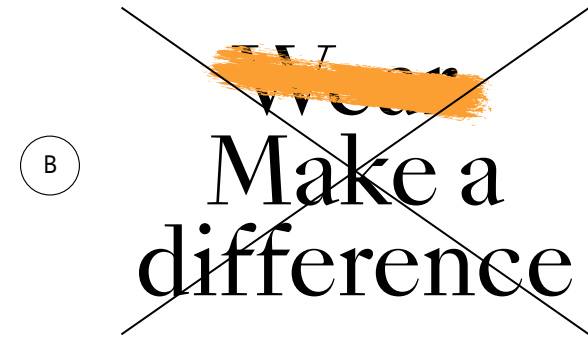
Style-Elements

BRUSH
INCORRECT USE

In addition, it is forbidden to use the brush in the following ways:

A. As a (background) pattern

B.   Using the wrong thickness in allowed shapes

C.& D. In shapes that are not abstract

E.   For hand writing

F.   On colored or low contrast backgrounds
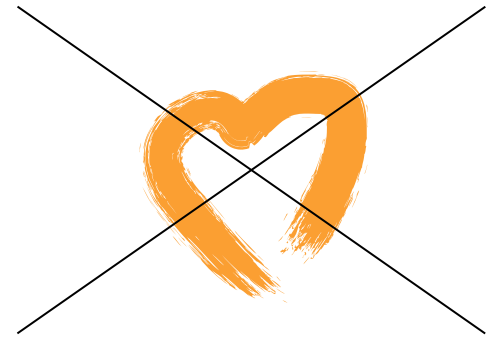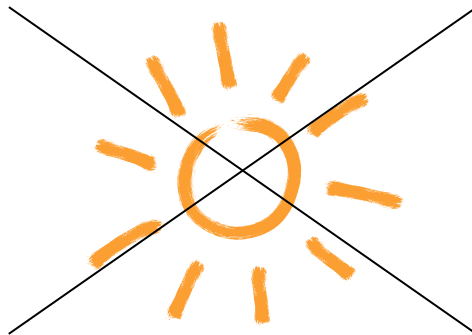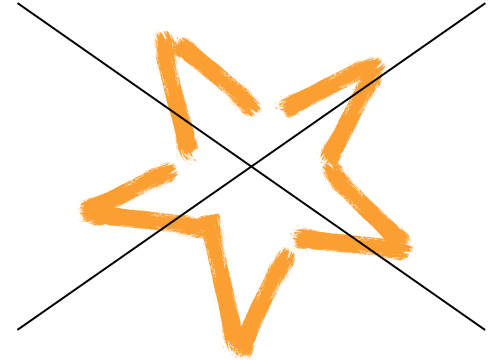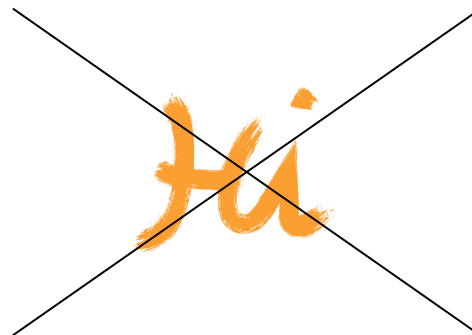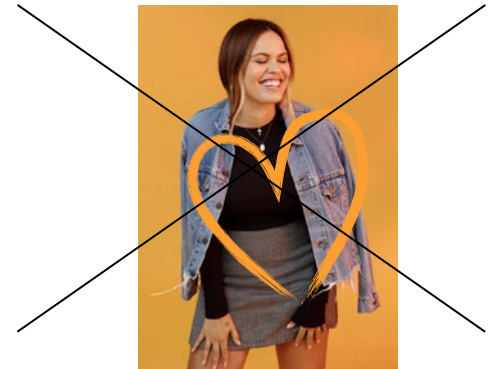
Style-Elements

OVERLAP

To give the layout more depth a change of surface color is used.

When used with typography the overlap should always happen in the middle of the line-hight.

If used vertical the overlap should never be in the middle but at 1/3 or 2/3 of the full width.

Make
wear a
difference

O MY BAG

AMSTERDAM

Style-Elements

ICONS

Next to text and images O My Bag communicates it's story with the help of icons.

The design of these icons is distinguished by the use of a very thin outline and larger than usual application.

Sustainable Practice

O My Bag's purpose is to produce bags that not only make you look good, but that also make a positive difference in the world.

Sustainable leather

Organic Cotton
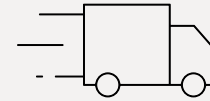
Controled CO2 emissions
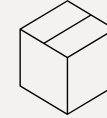
Recycled packaging

Eco-friendly leather bags

Style-Elements

INFOGRAPHICS

Another element that can be used for storytelling are infographics. These can be purely typographic or utlize minimal geometrical elements.

Recycled Water ready to drink

O My Bag's purpose is to produce bags that not only make you look good, but that also make a positive difference in the world.

Our leather

0.4 liters
water use after recycling

Traditional leather
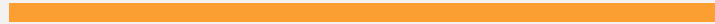
1500 liters
water use after recycling

Data Highlights

11.259
total items produced

270 days
of work for 50 craftsmen

77%
eco-friendly leather

28%
GOTS cotton

77%
exo-friendly leather

Sustainable raw materials

Style-Elements

PHOTOGRAPHY

In addition to a strong typographic language, the corporate identity is given more power by a secure photography style.

The campaign photography works with natural backgrounds or seasonal colors with natural lighting situations. A sophisticated feel with a cheeky twist is achieved through unusual poses, laughing models or subtle use of accessory.

The model should be styled in seasonal and natural tones, but never as a fashionista.

(A) Campaign
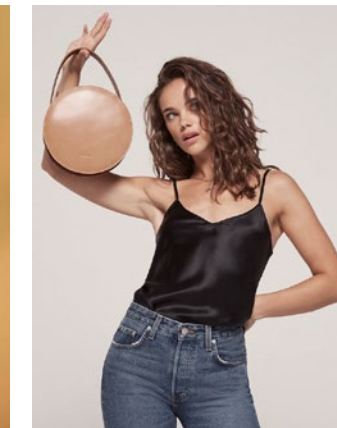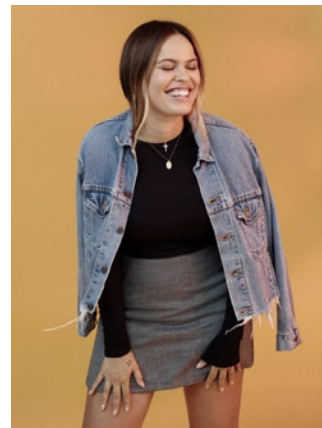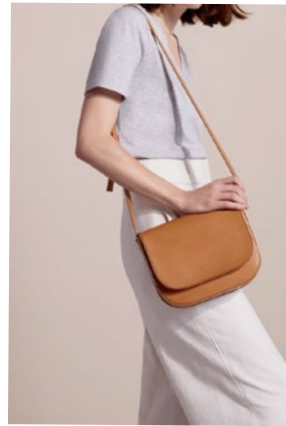
Style-Elements

PHOTOGRAPHY

For the photography used for storytelling O My Bag seeks a reportage vibe, with a warm, light and emotional stance.

The images should show the target group and the context of Amsterdam & India.

Applica-tions

MAGAZINE

Conceptual example of applying the corporate identity within a magazine.

This is not a definitive design.

Eco ~~or~~ and fair

HOW WE DO IT

Mauris nibh tellus, feugiat non efficitur ac, congue venenatis metus. Cras iaculis, leo quis mattis ornare, metus tellus feugiat justo, nec hendrerit neque massa ac eros. Praesent vitae tristique ex, vitae dictum mauris. Sed a ante non lectus elementum viverra. In convallis tortor dui, vel mollis enim tempor vel. Vivamus quis magna ante. Donec odio velit, blandit sed sagittis vel, semper sed nisi. Phasellus vehicula, massa at rhoncus tincidunt, quam tortor ultricies eros, in aliquet ligula mauris vitae eros. Mauris porttitor vitae diam vel scelerisque. Pellentesque eleifend, augue in dictum malesuada, risus eros.

Recycled Water

HOW WE DO IT

Mauris nibh tellus, feugiat non efficitur ac, congue venenatis metus. Cras iaculis, leo quis mattis ornare, metus tellus feugiat justo, nec hendrerit neque massa ac eros. Praesent vitae tristique ex, vitae dictum mauris. Sed a ante non lectus elementum viverra. In convallis tortor dui, vel mollis enim tempor vel. Vivamus quis magna ante. Donec odio velit, blandit sed sagittis vel, semper sed nisi. Phasellus vehicula, massa at rhoncus tincidunt, quam tortor ultricies eros, in aliquet ligula mauris vitae eros. Mauris porttitor vitae diam vel scelerisque.

Applica-tions

WEBSITE

Conceptual example of applying the corporate identity within the O My Bag website.

This is not a definitive design.

WORLD OF MY BAG ∨   WOMEN ∨   MEN ∨

O MY BAG
AMSTERDAM

SHOP OUR INSTAGRAM ∨   (0) €0.-

Wear ~~make~~
a difference

OUR STORY

I love geometric sans serifs, their crispness and rationality. Le Havre taps into this style, but for a while, I've wanted to create a font recalling the printed Futura of the 1940s, which seems to have an elusive quality all its own. After seeing an old manual on a World War II ship, I developed a plan for "Le Havre Metal" but chose to shelve the project due to Le Havre's small x-height.

Applica-
tions

PACKAGING

Conceptual example of applying the
corporate identity for packaging.

This is not a definitive design.

Applica-
tions

BUSINESS CARD

Conceptual example of applying the corporate identity within a business card.

This is not a definitive design.

O MY BAG
AMSTERDAM

FASHIONISTA SOCIAL ENTREPRENEUR

Paulien Wesselink

paulien@omybag.nl
+31 6 13 696 380
+31 10 211 0080

Applica-tions

THANK YOU CARD

Conceptual example of applying the corporate identity for a thank you card.

This is not a definitive design.

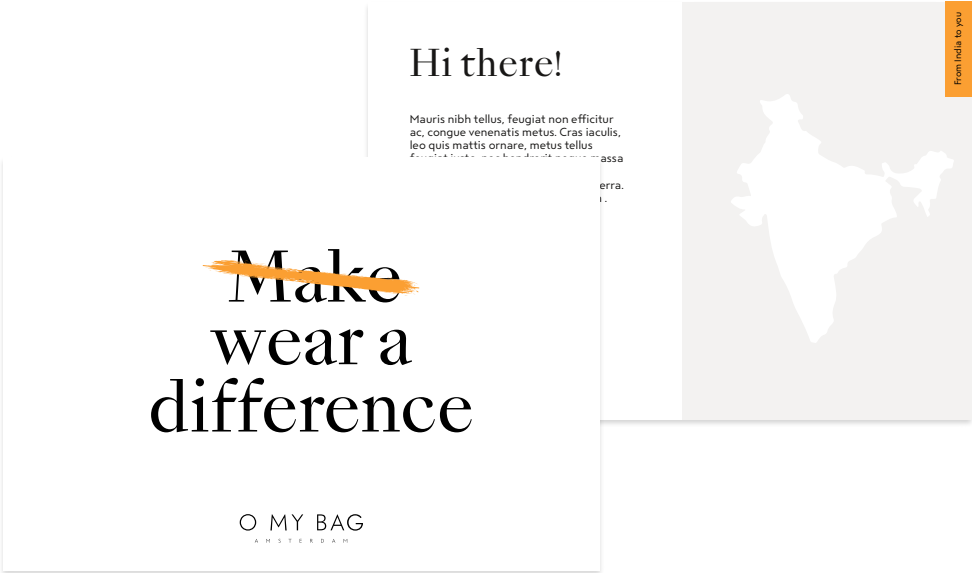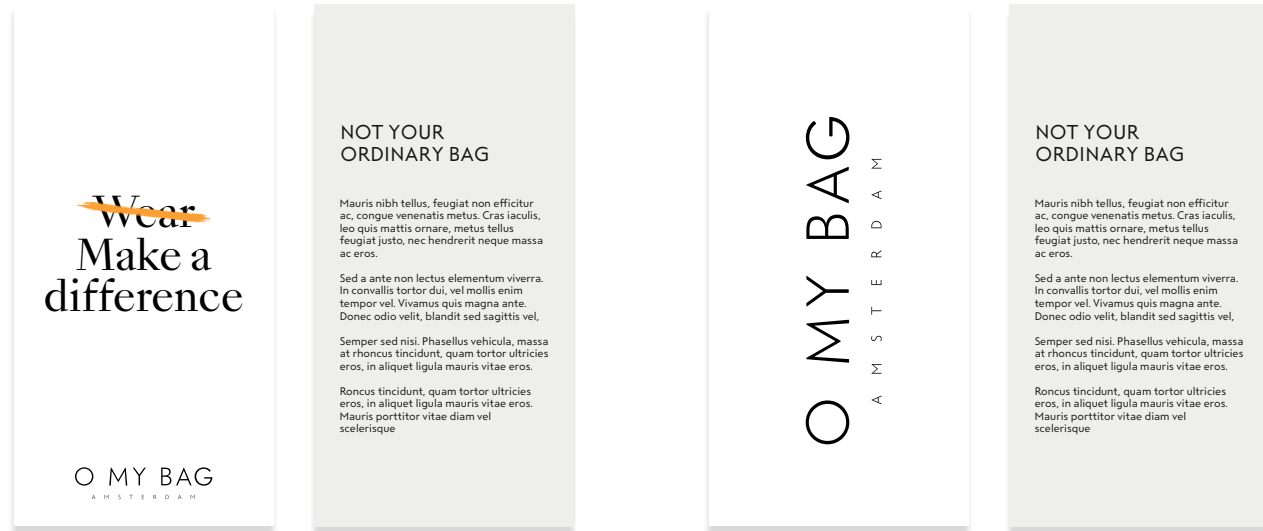# Applica-
tions

LABELS

Conceptual example of applying the corporate identity for labels.

This is not a definitive design.

~~Wear~~
Make a
difference

O MY BAG
AMSTERDAM

NOT YOUR
ORDINARY BAG

Mauris nibh tellus, feugiat non efficitur ac, congue venenatis metus. Cras iaculis, leo quis mattis ornare, metus tellus feugiat justo, nec hendrerit neque massa ac eros.

Sed a ante non lectus elementum viverra. In convallis tortor dui, vel mollis enim tempor vel. Vivamus quis magna ante. Donec odio velit, blandit sed sagittis vel,

Semper sed nisi. Phasellus vehicula, massa at rhoncus tincidunt, quam tortor ultricies eros, in aliquet ligula mauris vitae eros.

Roncus tincidunt, quam tortor ultricies eros, in aliquet ligula mauris vitae eros. Mauris porttitor vitae diam vel scelerisque

O MY BAG
AMSTERDAM

NOT YOUR
ORDINARY BAG

Mauris nibh tellus, feugiat non efficitur ac, congue venenatis metus. Cras iaculis, leo quis mattis ornare, metus tellus feugiat justo, nec hendrerit neque massa ac eros.

Sed a ante non lectus elementum viverra. In convallis tortor dui, vel mollis enim tempor vel. Vivamus quis magna ante. Donec odio velit, blandit sed sagittis vel,

Semper sed nisi. Phasellus vehicula, massa at rhoncus tincidunt, quam tortor ultricies eros, in aliquet ligula mauris vitae eros.

Roncus tincidunt, quam tortor ultricies eros, in aliquet ligula mauris vitae eros. Mauris porttitor vitae diam vel scelerisque

Applica-tions

INSTAGRAM

Conceptual example of applying the corporate identity within social media, using also the extended color palette.

This is not a definitive design.

Our purpose is to make a positive difference in the world.

#OMYBAGAMSTERDAM

11.259

total items produced till April 2018

Meet Scarlett

Change the world one bag at the time.

#OMYBAGAMSTERDAM

Support

For Questions:
Vruchtvlees: Digital, Strategy & Design
info@vruchtvlees.com
+31 (0)70 785 17 34