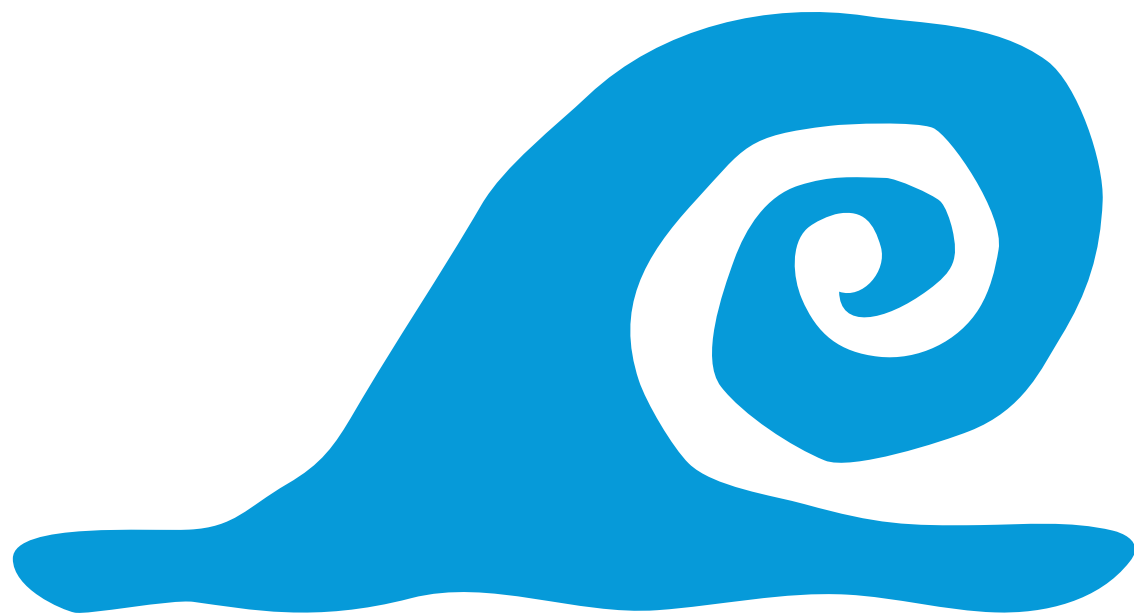




catalina
swimwear

Branding Guide

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The Brand

VISION- Catalina Swimwear is a sustainable women's swimwear company that blends elements of classic design with feminine playfulness for a timelessly chic look. Our suits incorporate elements of vintage swimwear into suits designed for the modern era. Catalina Swimwear crafts suits that find the perfect balance between vintage sophistication and modern playfulness. Catalina Swimwear is committed to creating swimwear that makes every woman feel confident and authentically beautiful.

PERSONALITY- Confident, sophisticated, playful, authentic, welcoming, warm, energetic, adventurous

Chic Playful Feminine
Authentic Social Elegant

The Logo



Blue 4-color logo
Primary logo. Use on dark areas of Catalina Swimwear photography.



Reverse 4-color logo
Secondary logo. Use on white or light colored backgrounds or Catalina Swimwear photography.



Black one-color logo
Use on dark areas of Catalina Swimwear photography.



Reverse one-color logo
Use on white or light colored backgrounds or Catalina Swimwear photography.



Blue 4-color horizontal logo
Used only when the vertical logo cannot be used.
Use on dark areas of Catalina Swimwear photography.



Black one-color horizontal logo
Used only when the vertical logo cannot be used.
One-color printing only.



Reverse 4-color horizontal logo
Used only when the vertical logo cannot be used.
Use on white or light colored backgrounds or Catalina Swimwear photography.



Reverse one-color horizontal logo
Used only when the vertical logo cannot be used.
One-color printing only.

Logo Usage



ISOLATION AREA- The logo must have a "buffer" space around it to prevent type, other logos, or graphics from encroaching. No other graphic elements, such as typography, pictures, etc., should infringe upon this space.

The minimum free space is defined as a box around the logo with the width of the distance being the width of "C" in Catalina. There should be that much "buffer" space around the logo.

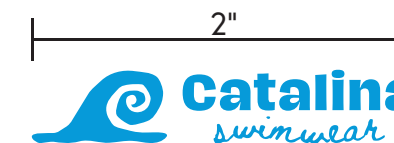


MINIMUM SIZE- The logo should not be reduced to less than 1 inch across (width).



ISOLATION AREA- The horizontal logo must have a "buffer" space around it to prevent type, other logos, or graphics from encroaching. No other graphic elements, such as typography, pictures, etc., should infringe upon this space.

The minimum free space is defined as a box around the logo with the width of the distance being the width of the letter "C" in Catalina. There should be that much "buffer" space around the horizontal logo.



MINIMUM SIZE- The horizontal logo should not be reduced to less than 2 inches across (width).

Logo Misusage



Never reproduce in colors other than those specified in these guidelines. The typeface and water should always be the same color.



Never add a drop shadow or other treatments. Never add elements.



Never reproduce in colors other than those specified in these guidelines. The typeface and water should always be the same color.



Never add a drop shadow or other treatments. Never add elements.



Never rotate or use at an angle.



Never substitute the typeface.



Never rotate or use at an angle.



Never substitute the typeface.



Never distort, skew, or disproportionately scale.



Never alter the relationship between the typeface and the water.



Never distort, skew, or disproportionately scale.



Never alter the relationship between the typeface and the water.

Typography

The following typography selections have been chosen to represent the Catalina Swimwear brand.

Beth Ellen has been selected to provide bold contrast in communication. It is a script typeface, adding a natural and fun feel to headlines.

There are several weights in the Europa family. Europa Bold may be paired with either Beth Ellen or Hagrid as a third option for headlines. Beth Ellen and Hagrid should not be used in the same headline to prevent too much visual drama.

Hagrid is another option for headlines. It offers bold contrast to Beth Ellen and Europa. The Extrabold weight is to be used for text in the Hagrid typeface.

The primary font for text is Europa Regular. The secondary font for text is Europa Light. Light or Regular may be used for text as necessary.

Primary Font: For Headlines

Beth Ellen
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Font: For Headlines

Europa Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Tertiary Font: For Headlines

Hagrid
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Primary Font: For Text

Europa Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Font: For Text

Europa Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brand Colors

The color palette presented on this page represents the approved colors for the Catalina Swimwear brand. Of the six approved colors presented, Blue (PMS 2192) is the foundational color of the identity and should always be the first color used in any application where a single color predominates.

Easily recognized, Blue plays a major role in supporting the core essence of the Catalina Swimwear brand. Light Blue (PMS 656) and Deep Blue (PMS 3553) have been introduced to provide definition and visual interest.

An accent palette featuring Coral (PMS 4066), Green (PMS 325), and Yellow (PMS 2002) highlights the brand's personality and reinforces specific product communication and attributes.

BLUE (PMS 2192) C85/M21/Y0/K0 R25/G151/B230 1997E6		
LIGHT BLUE (PMS 656) C8/M0/Y0/K0 R227/G234/B255 E3EAFB	DARK BLUE (PMS 3553) C100/M43/Y0/K5 R0/G117/B179 0075B3	
CORAL (PMS 4066) C0/M45/Y23/K0 R240/G160/B170 F0A0AA	GREEN (PMS 325) C66/M0/Y28/K0 R65/G193/B194 41C1C2	YELLOW (PMS 2002) C0/M2/Y59/K0 R255/G231/B141 FFE78D

Photography

VALUES- Catalina Swimwear's photography should reflect the values of the brand. Models' bodies and skin should not be retouched or edited. Our authenticity, inclusivity, and body positivity values should be evident in model casting. Models featured should include a wide range of models of various sizes, shapes, skin colors, and backgrounds.

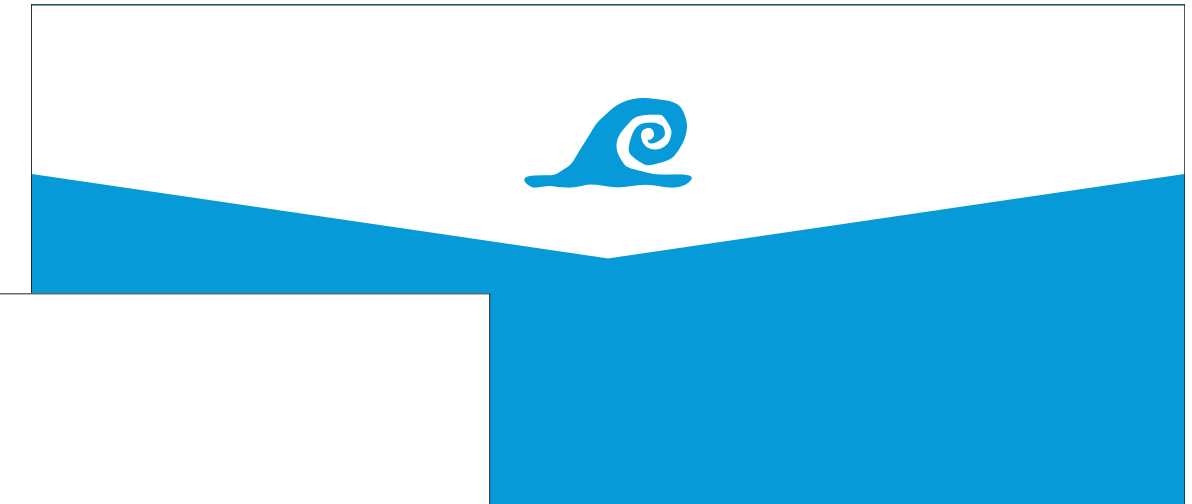
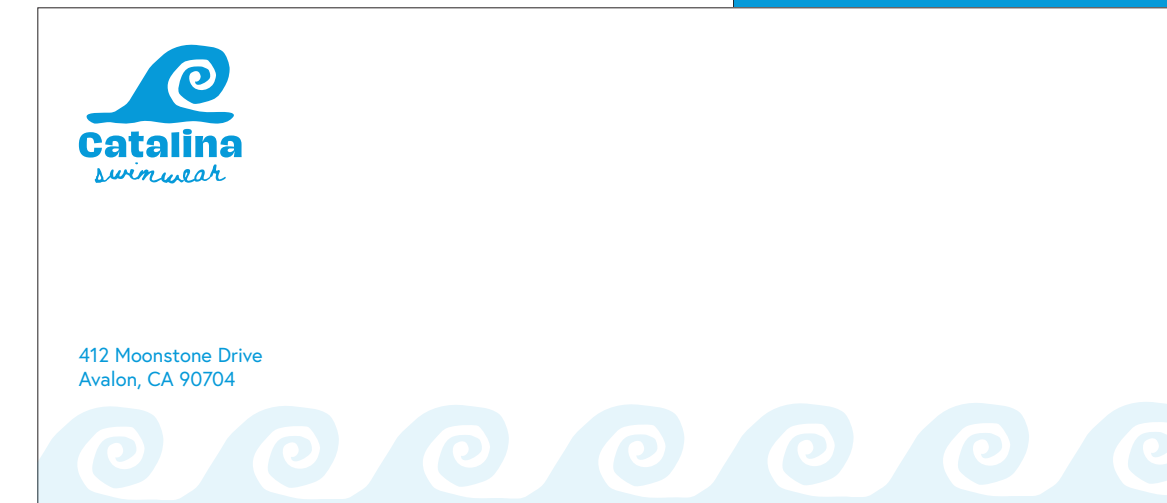
STYLE- Catalina Swimwear's photography style is chic, effortless, playful, authentic, natural, social, and adventurous. Photographs should be predominantly warm-toned rather than cool-toned.



Stationery

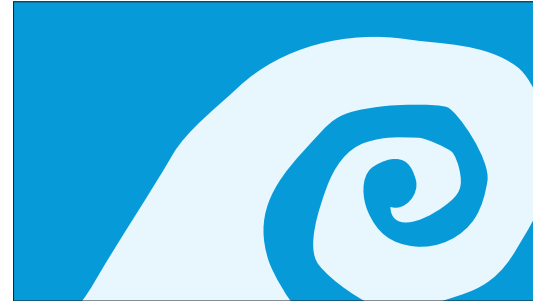
Corporate stationery continues to use the Catalina Swimwear logos as shown below and adheres to the brand's type and color hierarchies.

Envelope (front/back)

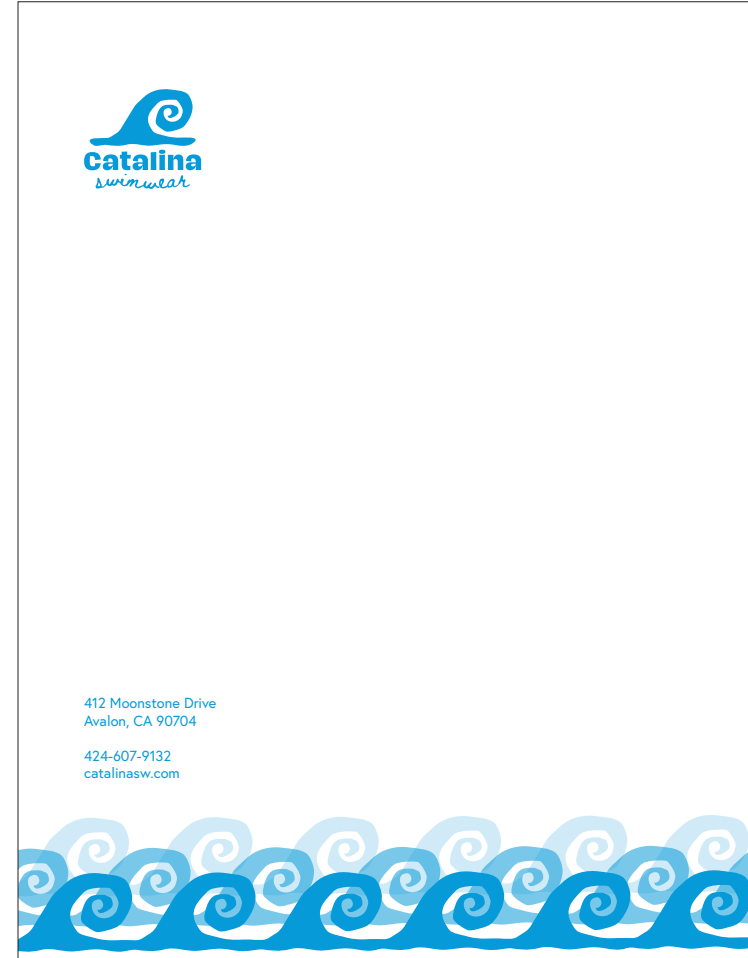


Stationery, cont.

Business Card (front/back)



Letterhead



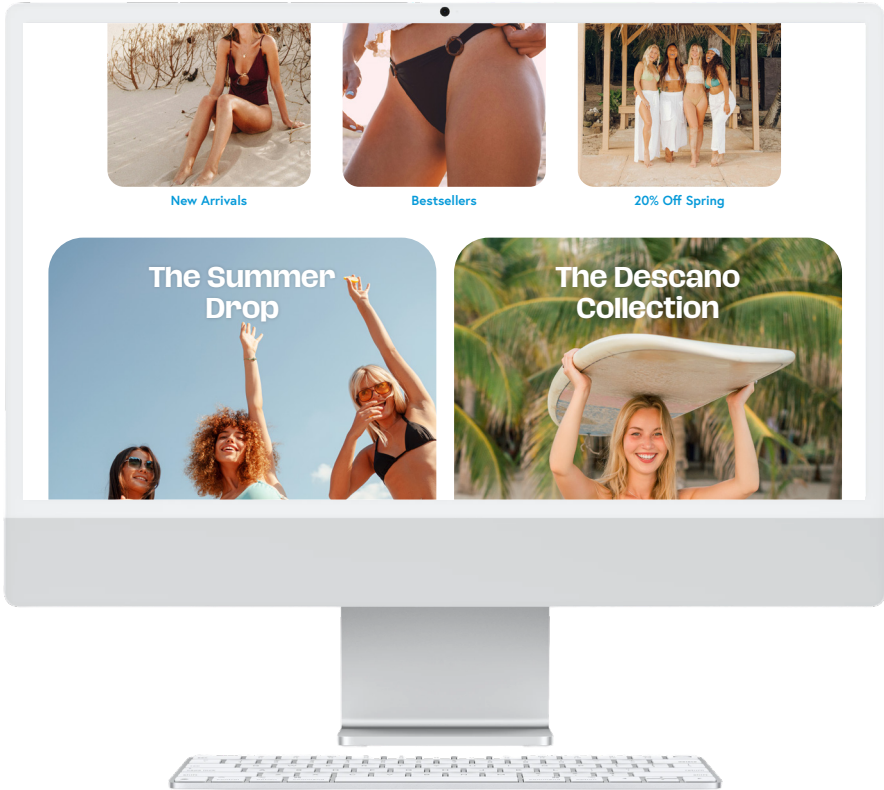
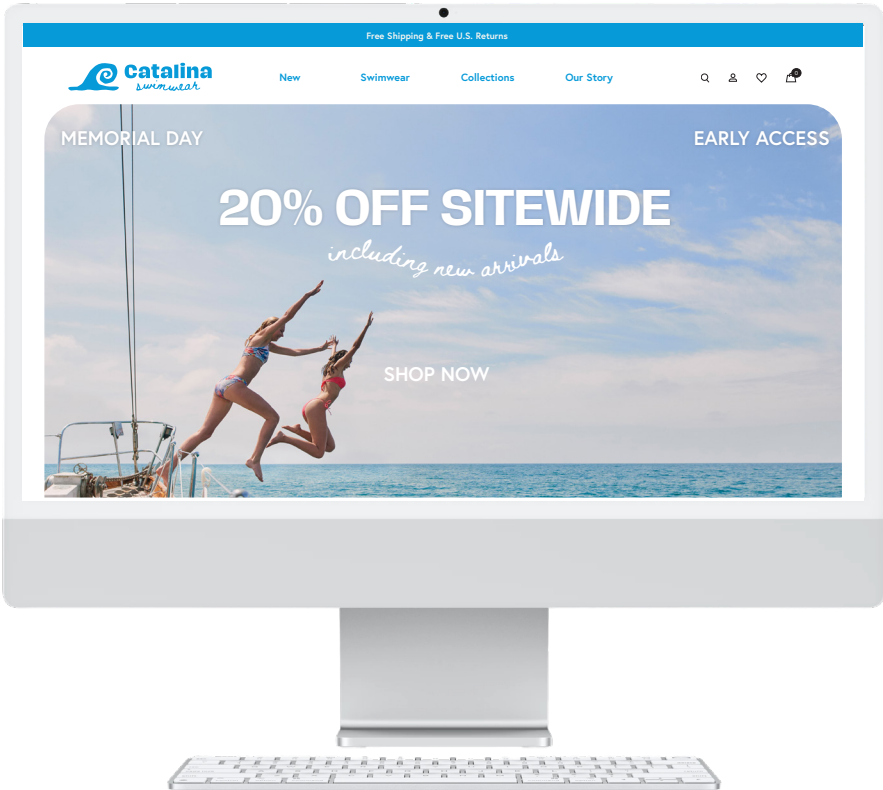
Branded Merchandise

Adhere to the logo, typeface, and brand color artwork and guidelines to ensure that the Catalina Swimwear brand is consistent and impactful across all items distributed to customers and employees. Novelty items may use whichever version of the logo is best on a case by case basis. Included below are examples showing both the blue 4-color and reverse 4-color logos.



Web Examples

Following the specifications set forth in these guidelines helps to ensure consistency of the Catalina Swimwear image across various media platforms, which in turn presents a strong and recognizable image of quality to consumers.



Print Examples

Magazine Advertisement





Sun-warmed skin. Salt in your hair.

A little vintage. A little daring.
A lot unforgettable.

Visit us now at catalinasw.com - because
style this good deserves to stick around.

*xoxo,
Catalina*

Catalina Swimwear
412 Moonstone Drive
Avalon, CA 90704

Postcard Advertisement



Timeless cuts. Playful details.
Made sustainably, worn endlessly.
Visit us now at catalinasw.com

20% off
select styles

Magazine Advertisement



Catalina Swimwear

412 Moonstone Drive
Avalon, CA, 90704

424-607-9132