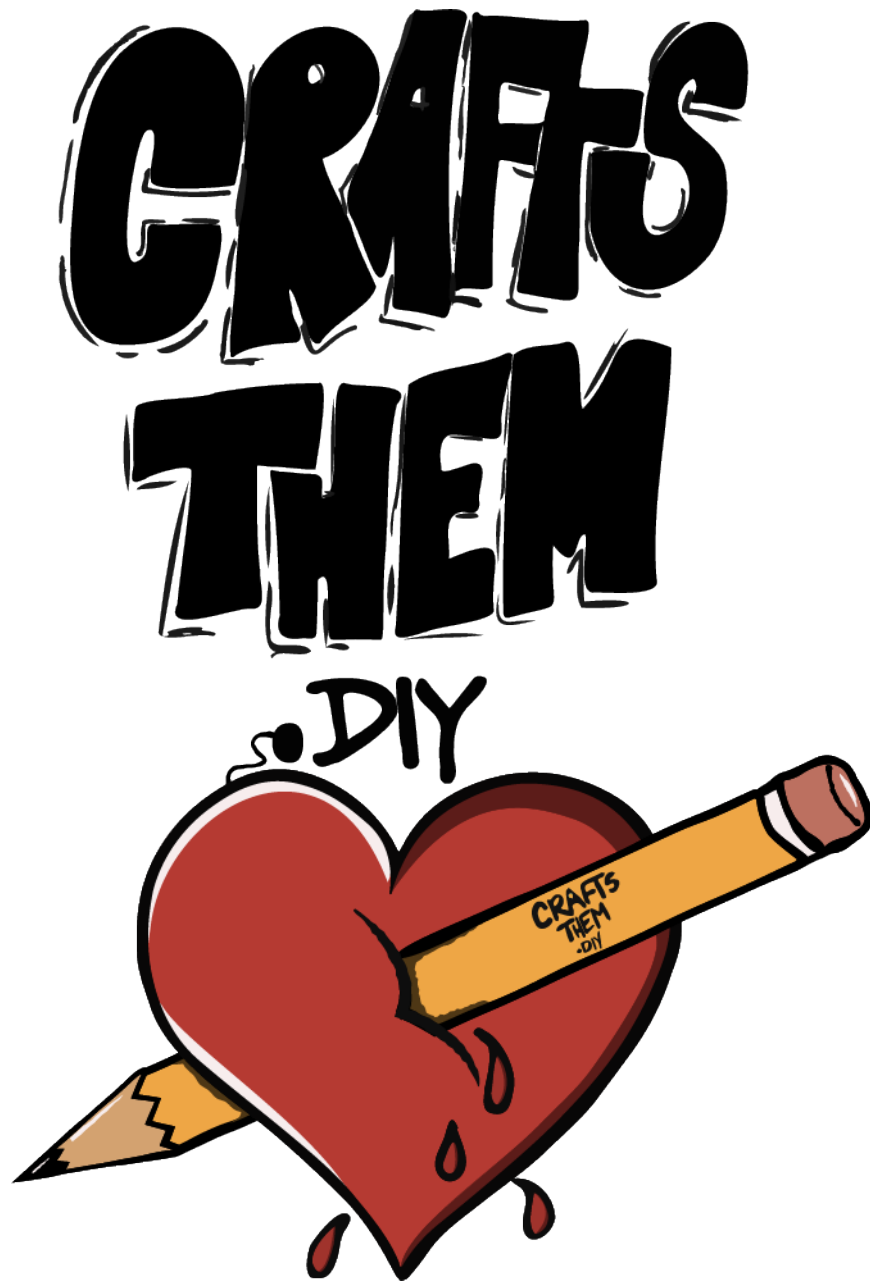


2024 Brand Style Guide



Crafted accessories By: Tamara Fernandez-Sosa

Designed By: Nat Ocello

Table of Contents

01	About
02	Logo
03	Color Palette
04	Typography
05	Graphics
06	Imagery
07	Conclusion

01

About CraftsThem.DIY



Mission Statement

Empowering **self-expression** through artistry and activism, our crafting business merges American traditional tattoo styles with themes of mental health awareness, queer culture celebration, and political activism. With every sticker, mug, tote bag, t-shirt, and accessory we offer, we strive to spark **conversations**, **challenge** norms, and foster **inclusivity**.

Core Values

Creativity: the driving force behind our designs, encouraging bold expression and innovation.

Activism: we are committed to amplifying marginalized voices, striving to be a catalyst for positive impact.

Authenticity: every design reflects our genuine passion, values, and commitment to making a difference.

Our Story

At CraftsThem.DIY, we believe in the **power of creativity** to embrace change. Founded by an artist with a vision, the journey began with an idea: create unique, meaningful products that **blend art with activism**. Drawing inspiration from American traditional tattoo styles and themes of mental health and queer culture, we pour our hearts into every accessory made for you. Craftsthem.diy is more than just a brand; it's a community of like-minded individuals united by a love for creativity and a commitment to **embrace our unique selves**.

Founder

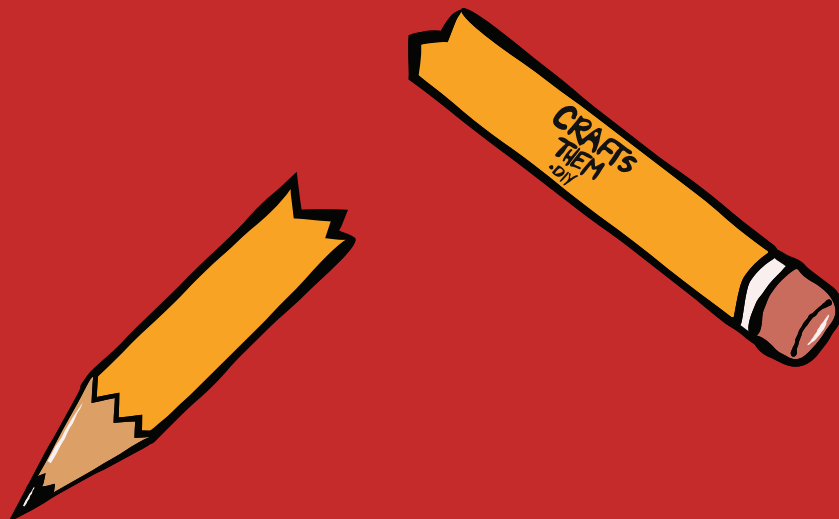
Tamara Fernandez-Sosa, a non-binary artist, founded Craftsthem.DIY in March 2024. With a passion for illustration, design, and tattoo culture, Fernandez-Sosa uses their skills to produce impactful pieces everyone can enjoy.

Designer

Nat Ocello, a non-binary artist, designs logos and compiles research to produce cohesive brand packages. They aim to bring business owners' visions to life with vibrant and unique logos and style guides that meet their clients' needs.

02

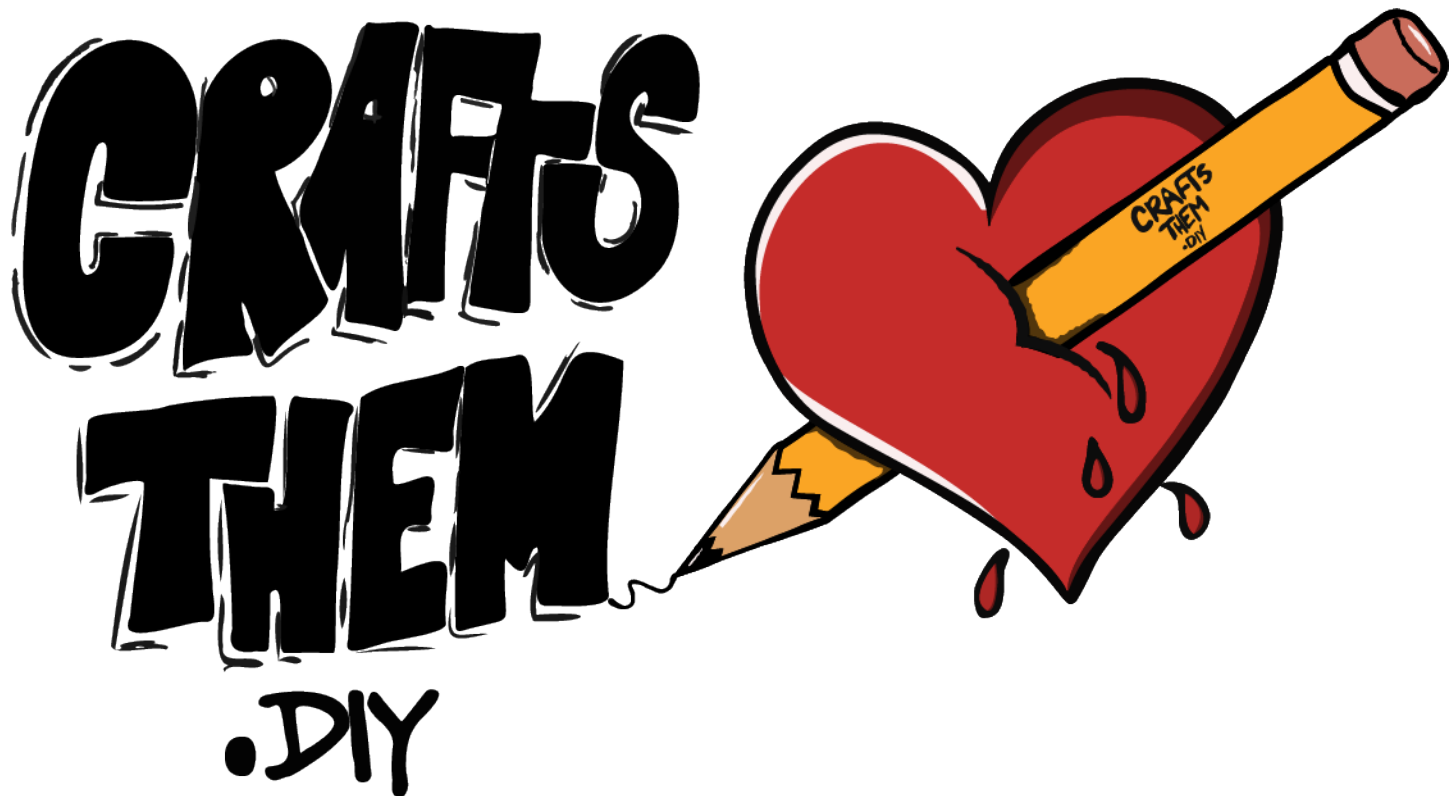
The Logo



Horizontal

All versions of the primary logo for CraftsThem.DIY include the wordmarks and iconography of this brand; they are connected by a hand-drawn pencil mark.

Colored Version



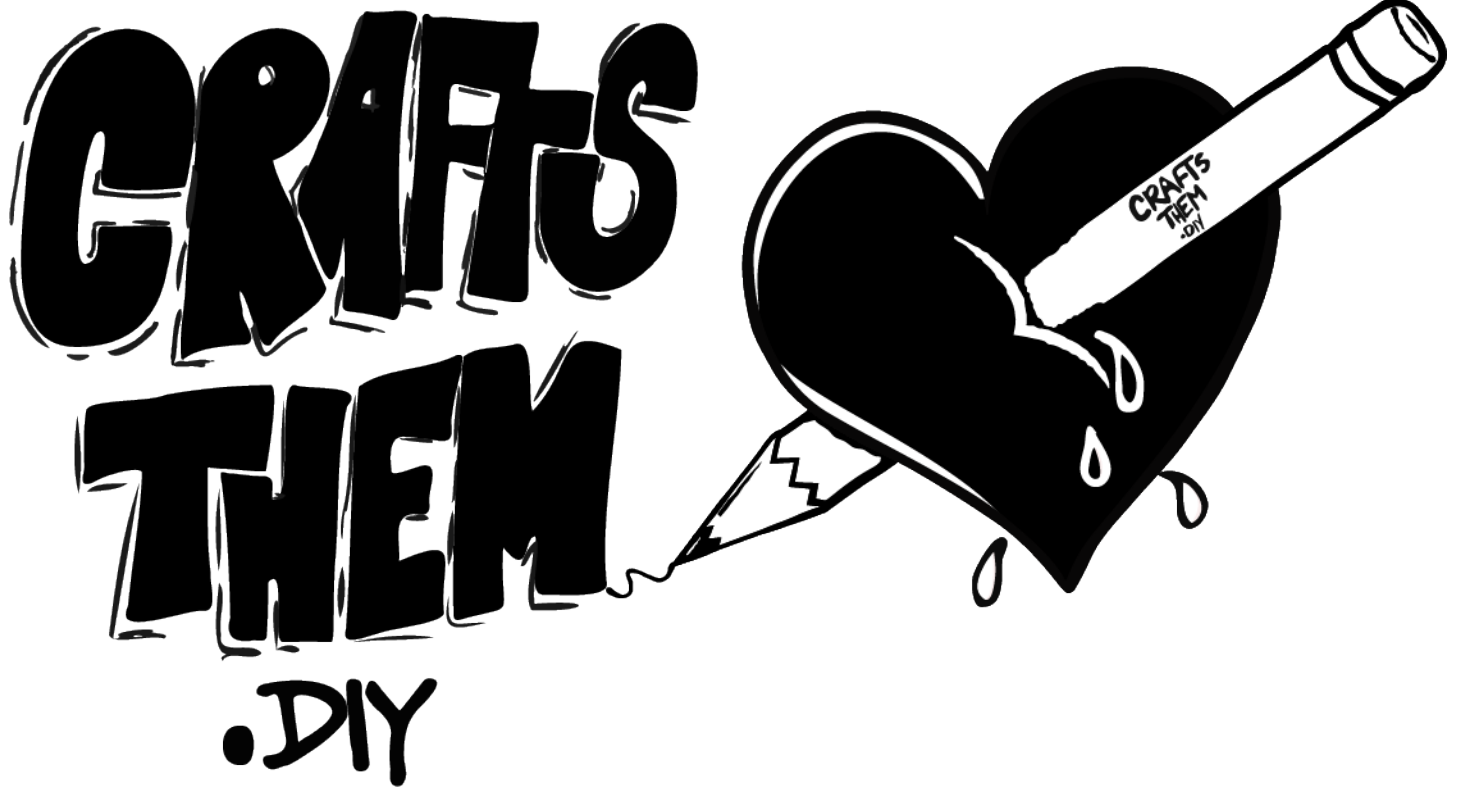
Samples



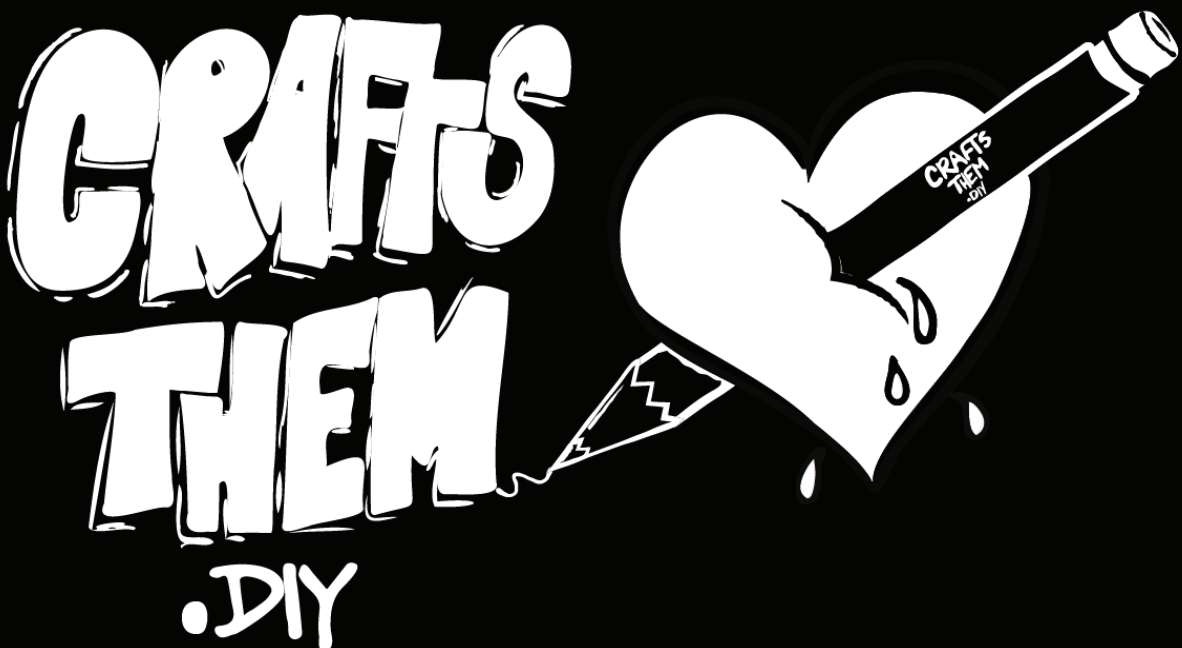
Horizontal

The primary logo is our main identifier for this brand. The colored version provides a sense of personality, while the black and white variations strengthen identification.

Black Version



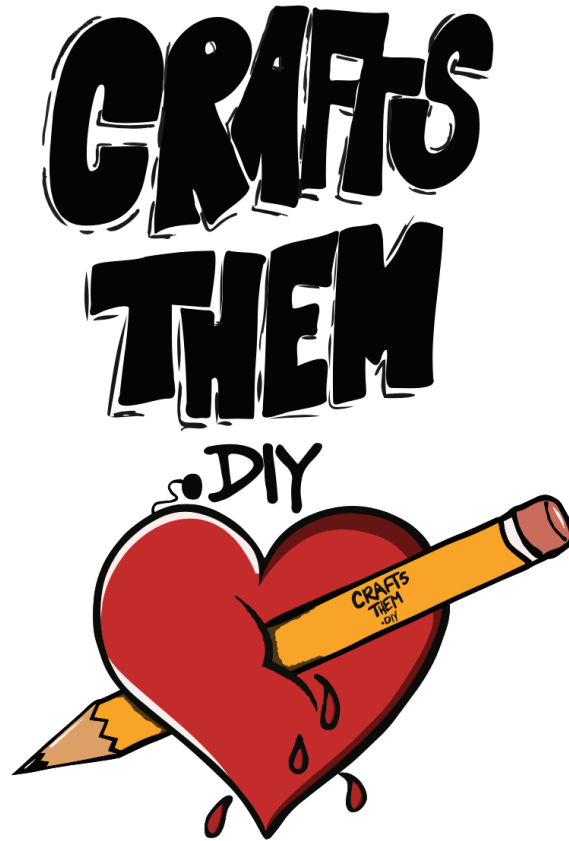
White Version



Vertical

Consistent with the horizontal logo, a vertical variation allows better visibility on certain platforms such as mobile devices, social media stories, or vertical video platforms.

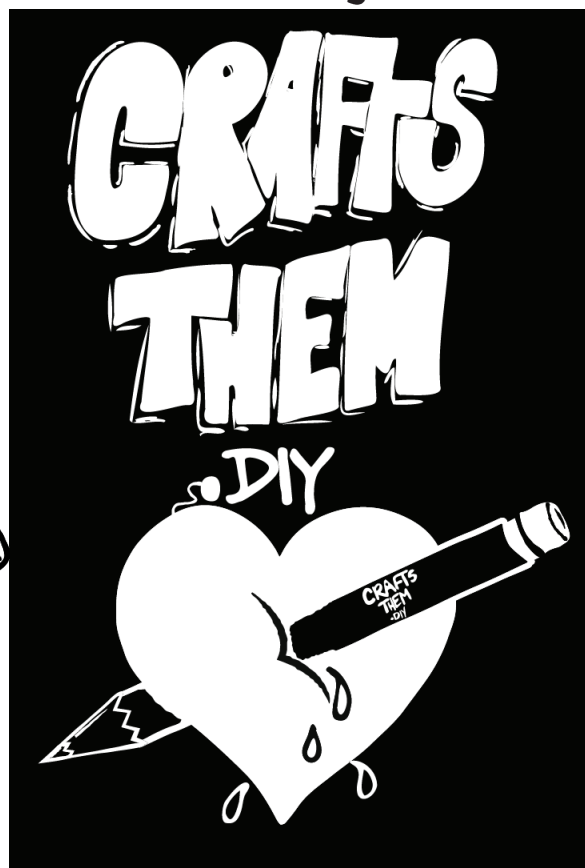
Colored Version



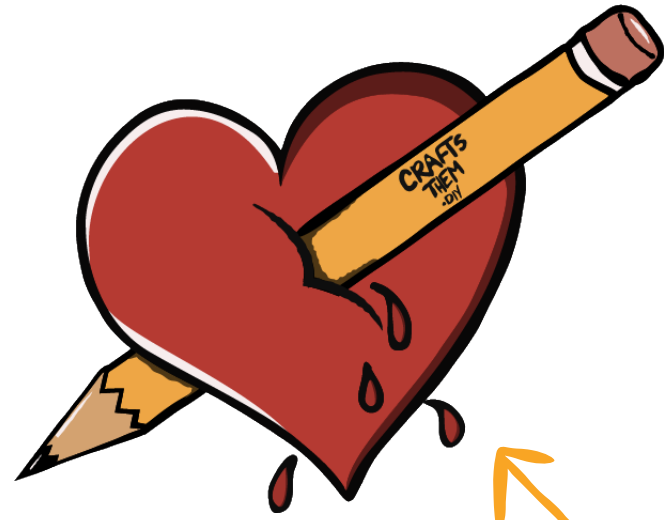
Black Logo



White Logo



Original Secondary Logo



Secondary logos are **simplified** to be versatile and better suited for certain applications. They can be optimized for smaller screens, social media profile pictures, or other digital applications where **space is limited**.

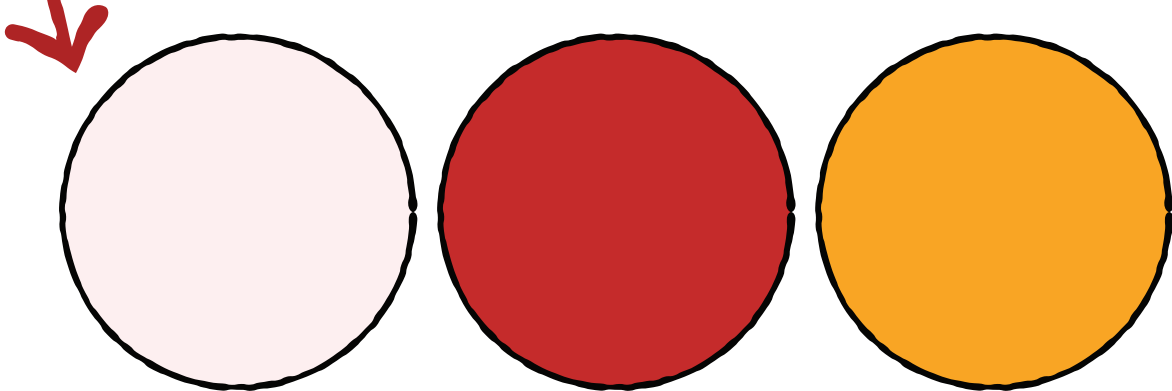
This variation only includes the **iconography** from the primary logo. **Pictographs**, logos represented through an illustrated icon, are great tools for strong brand identity and create **visual hierarchy**.



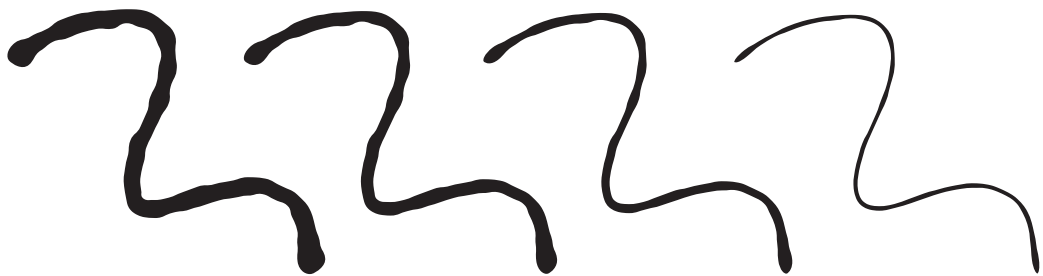
Secondary logo without additional design elements

Additional Visual Elements

Colored circles added to the secondary logo serve many purposes, including legibility, playful brand aesthetics, product differentiation, and, once again, brand recognition.



Color Hex Codes provided on color pallet page (16-17)



Textured lines, resembling a pencil, are an essential detail of our brand. They represent creativity and the handmade, DIY aesthetic CraftsThem.DIY has to offer. A textured outline is added to each of the circles to emphasize **consistency** and **add personality** to every variation of our logo. See the next page.

Variations

Secondary logos with added design elements aligning with the brand's visual identity.

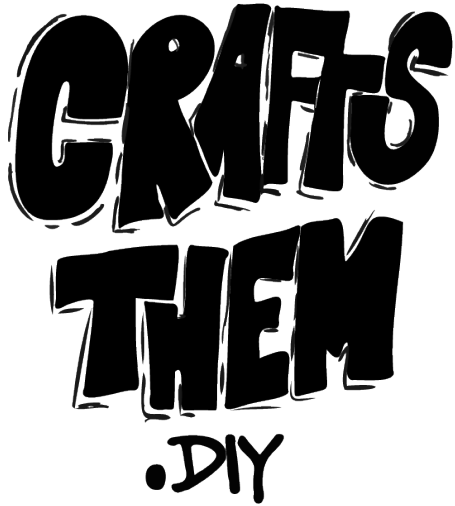


Notice how each logo was altered based on the background color of the circles. That's because **color matters!** The black pencil outlines around the circle contain the design and guide the viewers' eyes to one place. These variations feature **inverted** colors of the original design, with the intention of drawing **attention** to customers and maintaining **consistency** with our brand.

Usage



submark Original



Submarks are similar to secondary logos; they serve a comparable purpose, providing **flexibility** for logo usage. Instead of the icon being the focus, the **wordmark** gets a chance to shine. The use of the submark will contribute to the visual hierarchy and **strengthen** our brand identity. These are also great for social profile pictures!

Submark Variations



None of the submarks include textured outlines, as they are designed to be the simplest form of the logo. Additionally, they use the boldest colors from the brand's color palette.

Usage

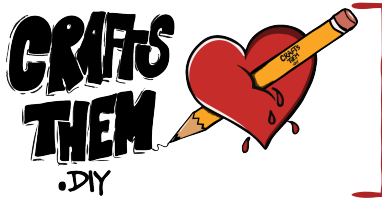


Minimum Logo Size

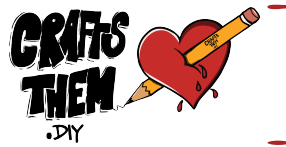
Below are the suggested minimum logo sizes, intended to preserve **readability** and the **quality** of the logo. Since the logo is **vector-based**, you can scale it as large as needed without losing details.

Horizontal Primary

We suggest the minimum size should be no less than 100 pixels wide and 55 pixels tall for both digital and print purposes.



Width: 175 px, Height: 95 px



Width: 125 px, Height 70 px



Width: 100 px, Height: 55 px

Vertical Primary

We suggest the minimum size should be no less than 100 pixels wide and 150 pixels tall for both digital and print purposes.



Width: 175px, Height: 265px



Width: 125px, Height: 195px



Width: 100px, Height: 150px

Secondary & Submark

We suggest the minimum size should be no less than 125 pixels wide and 125 pixels tall for both digital and print purposes. The sizing suggestions are the same for both the secondary logo and submarks; below are both for reference.



Width: 165px, Height: 165px



Width: 150px, Height: 150px

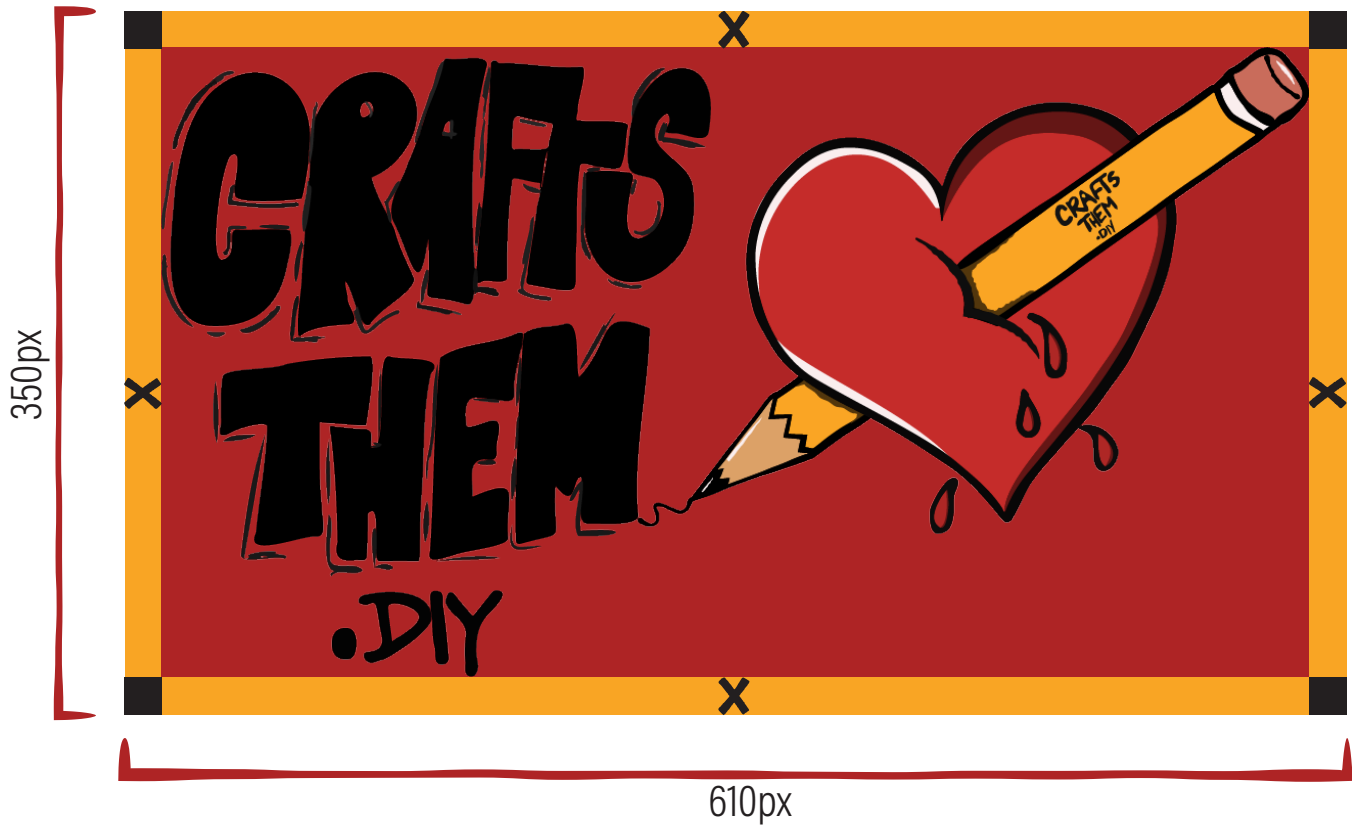


Width: 125px, Height: 125px

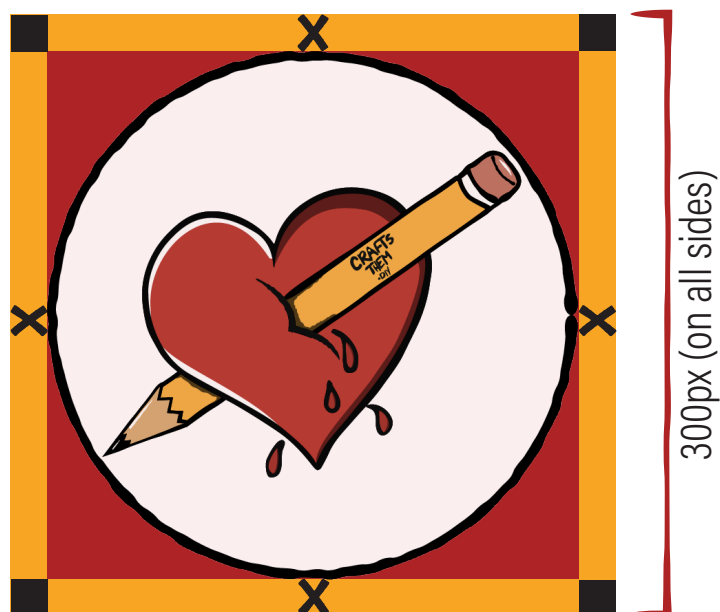
Minimum Clear Space

To avoid overcrowding the logo, we suggest leaving 0.25 inches (24 px) of space around the entire logo. This way, the logo will remain the main focus, provide consistent design layouts, and serve its purpose.

Primary Logo



Secondary Logo



The 'X' is used to determine the unit for spacing, resulting in 24px in width and 30px in height. Additionally, a black box is used for corner spacing, measuring 20px by 20px.

03

Color Palette



Primary Colors

These colors have been chosen as the **primary color palette** to evoke **emotion**, spark **conversation**, and draw **attention** to our bold color choices. Deep red, being our main color, symbolizes **strength**; tangerine represents CraftsThem.DIY's **creativity and warm personality**, while black and off-white provide a **bold and timeless contrast** to this palette.

Deep Red

RGB: 182 58 51
CMYK: 16 96 96 5
Hex Code: #b63a33

Tangerine

RGB: 239 168 68
CMYK: 0 40 97 0
Hex Code: #efa844

Black

RGB: 0 0 0
CMYK: 75 68 67 90
Hex Code: #000000

Pale Pink

RGB: 252 239 238
CMYK: 0 7 3 0
Hex Code: #fcefee

Secondary Colors

Our secondary color palette—featuring burnt sienna, terra cotta, dusty rose, and mahogany—adds depth and sophistication to our brand's visual identity. These earthy tones evoke warmth, elegance, and natural beauty, enriching our designs with timeless charm and versatility.

Burnt Sienna

RGB: 222 123 65
CMYK: 3 66 93 0
Hex Code: #de7b41

Terra Cotta

RGB: 220 94 61
CMYK: 2 82 93 0
Hex Code: #dc5e3d

Dusty Rose

RGB: 225 152 131
CMYK: 4 50 46 0
Hex Code: #e19883

Mahogany

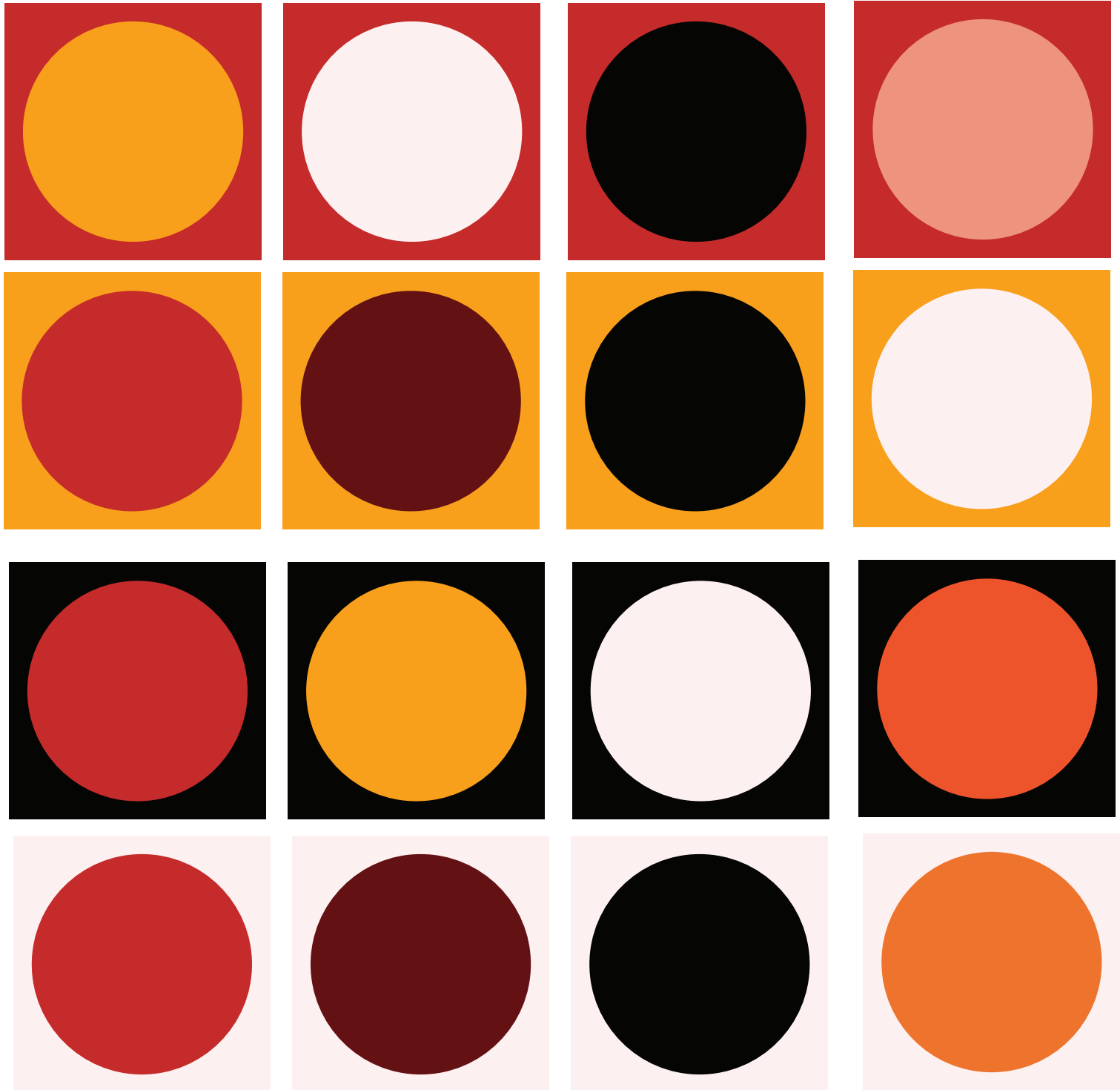
RGB: 92 28 25
CMYK: 34 98 88 52
Hex Code: #5c1c19

Logo Colors



Do's and Don'ts

Do: Pair dark and light colors with each other. The primary colors are great for **backgrounds**, **text headers**, and the main source of your designed content.

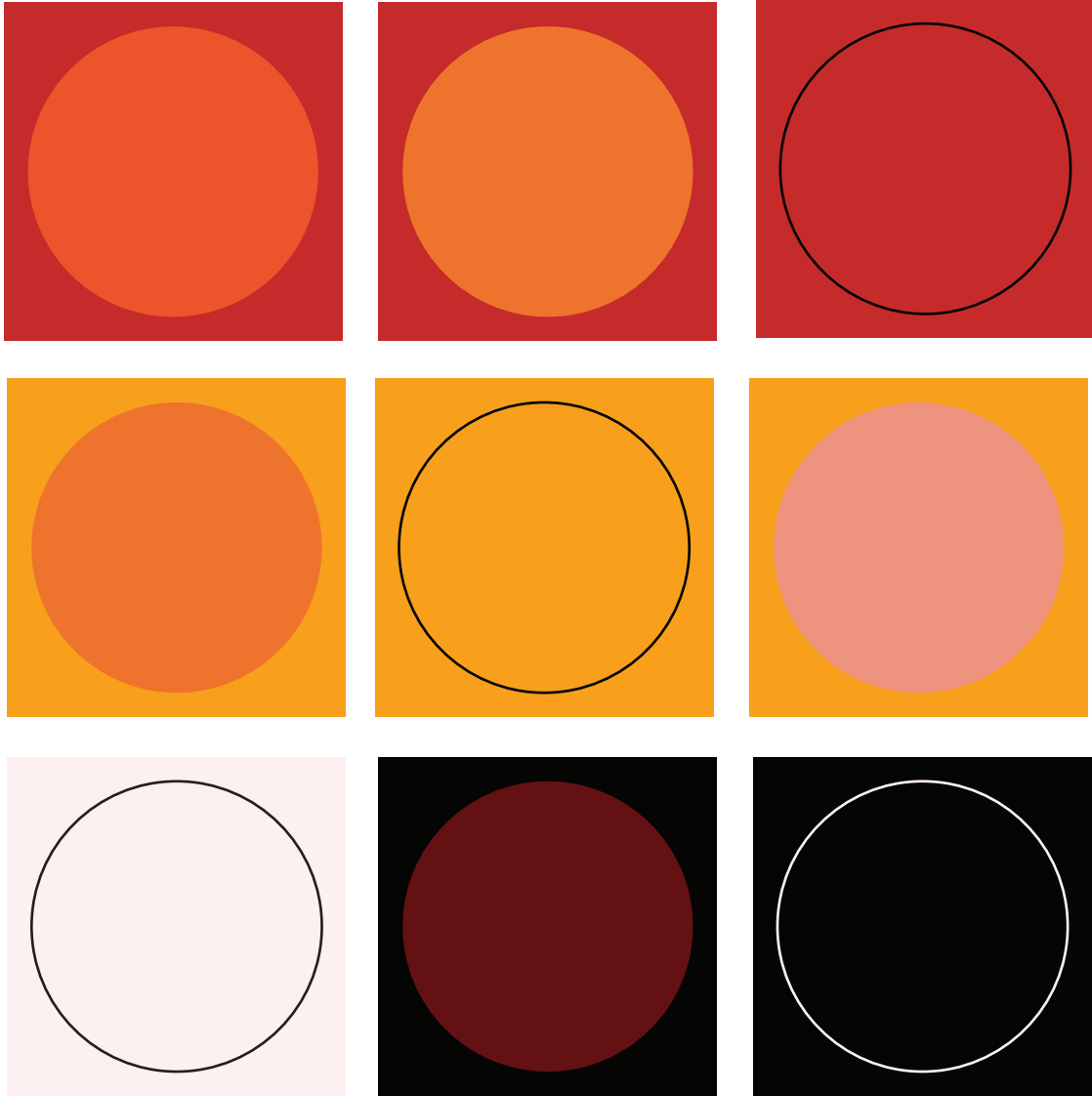


If you choose a black background, any of the colors from the color palette, both primary and secondary, will work.

All the logo variations will look good on any of the primary colors set as a background, but if you choose to use black as the background, use the all-white version.

Do's and Don'ts

Don't: Layer light colors on top of light colors, and dark colors on top of dark. This will impact legibility and could cause viewers to miss important information because of the design.



Example:



All black logo on a black background does not work

04

Typography

A B C

Primary Font

A primary font is the **main font** used to draw attention, such as **headers** and **important information** in the design hierarchy.

“Granstander Clean”

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890

Secondary Font

A secondary font is a paired font used to **complement the primary font**. It is used for **body text** and **details**, rather than for headers. It draws attention to the smaller elements in the design hierarchy.

“Acumin Variable Concept - Light”

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Logo Wordmark

CraftsThem.DIY's wordmark is handcrafted to fit the **aesthetic** of the brand's **core values** and function as a crafting business. 'Granstander Clean' is a close fit for the wordmark.

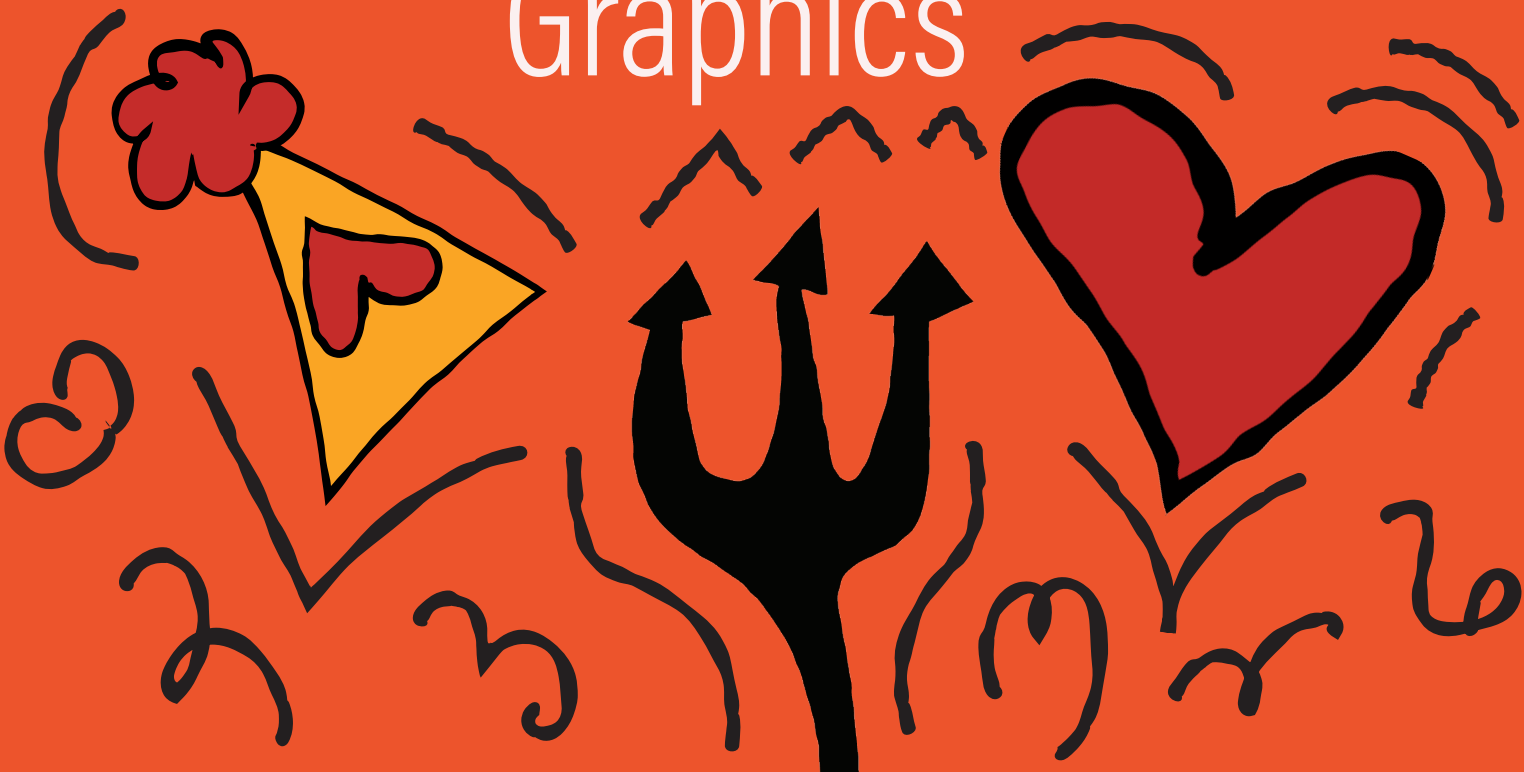


As you can see by the unit of 'x' (approximately 25px each), the **spacing** differs for each letter. This is to capture the essence of the **hand-lettering** and DIY aspect of the brand. It's important to only use this typeface for the wordmark within the logo to ensure the logo stands out and for legibility purposes.

An interesting fact about the typeface for CraftsThem.DIY is that the top of the 'T' in 'CRAFTS' acts as the negative space in the letter 'F'. This draws attention and showcases the creativity and unique products we have to offer.

05

Graphics



Crafty The Clown



Meet Crafty, the heart and soul of CraftsThem.DIY! A non-binary clown who loves to create and is thrilled to be our main mascot



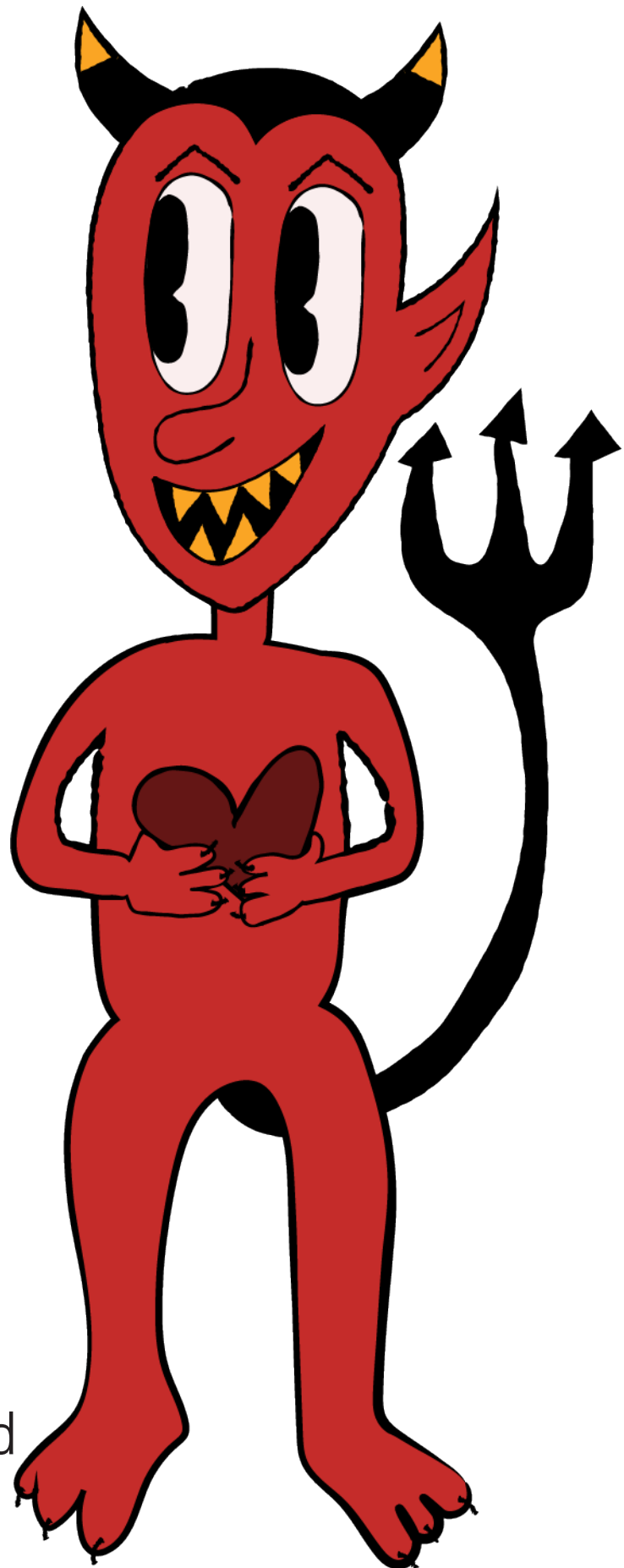
Crafty is meant to make some appearances on social media for announcements and on our website homepage.

Doodle The Devil

Meet Doodle, Crafty's handy sidekick. He's devilishly sneaky and will steal the hearts of CraftsThem.DIY's customers.



Similar to Crafty, Doodle likes to make an appearance on social media, be hidden throughout our website, and even appear on stickers!



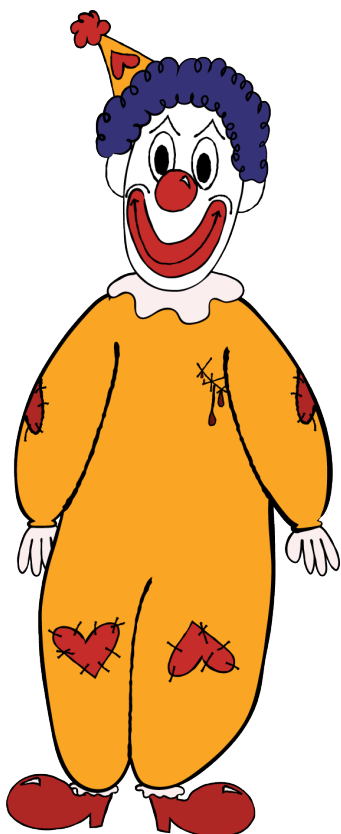
About Crafty & Doodle



These two together make an iconic dynamic duo. Both mischievous and clever characters embodying the personality and spirit of CraftsThem.DIY. One fateful day, these two bumped into each other at a craft fair, and the rest is history. Together, they embark on a journey of creativity, whimsy, and try their best to stay out of trouble (but no promises).

See next page for additional illustrated character poses designed for all media platforms

Character Designs



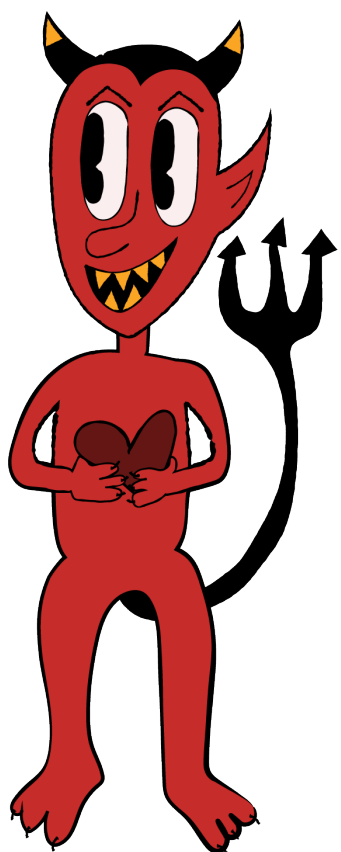
Original Pose



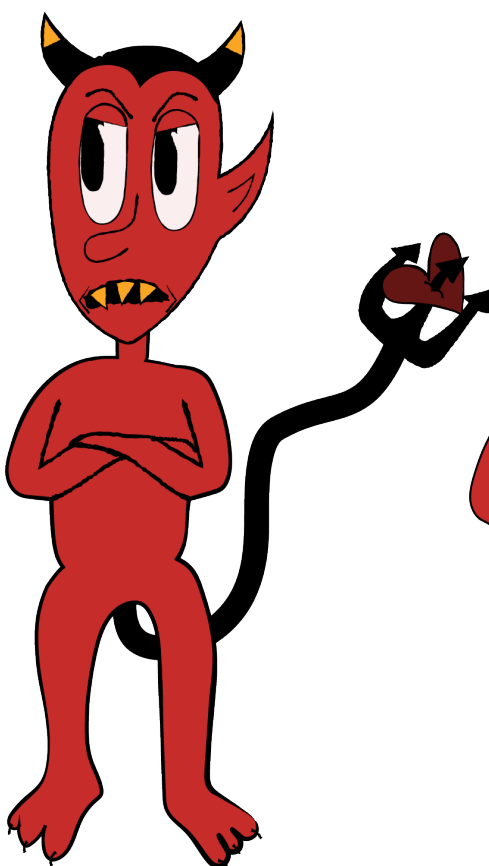
Pose 2



Pose 3



Original Pose



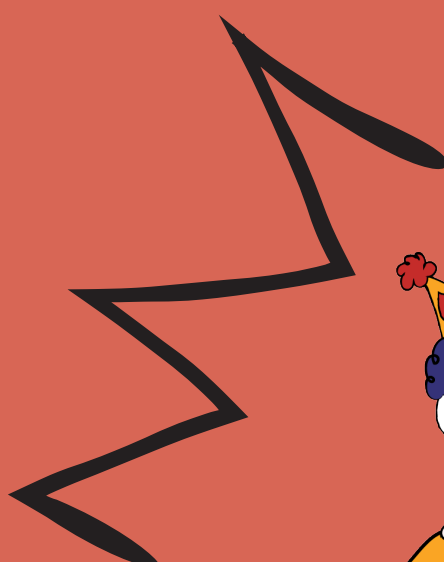
Pose 2



Pose 3

06

Imagery



Product Photography

Keep it casual! At CraftsThem.DIY, we make our products by hand and aim for a homey feel in our photographs on our social media and online shops.

Examples

Photographed by Tamara Fernandez-Sosa



1. Make the product THE MAIN FOCUS.
2. Simple yet interesting blurred background. You can also add other products in the background, as long as they don't distract from the main focus.



3. Keeping the same background for each product, include close-up detailed shots. Show off those creative designs!



Social Media Presence

It's important to maintain a consistent online presence. Refer to the previous page (30) for social media and online photography style.

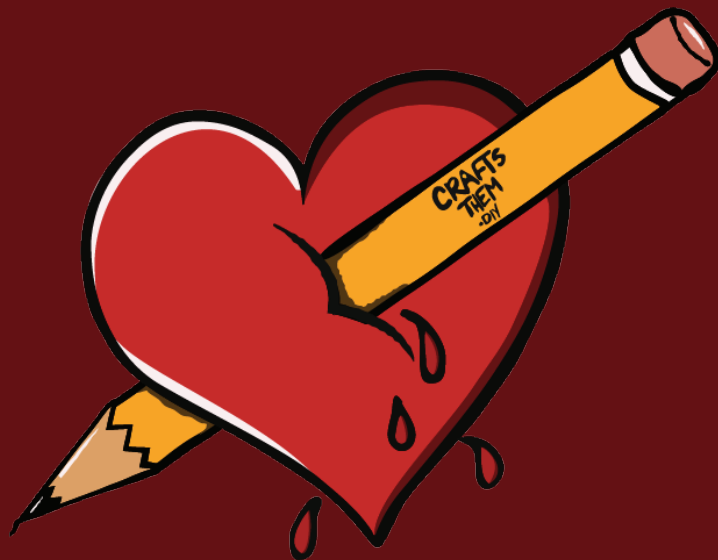
The image shows two screenshots side-by-side. On the left is an Etsy shop page for 'craftsthemDIY' located in Roselle Park, New Jersey. It features two items: a mug with a red interior and 'SO TIRED' text, and a mug with a black interior and 'SANGUINE ADDICTION' text. On the right is a social media profile for 'craftsthem.diy' with 2 posts, 49 followers, and 25 following. The profile bio mentions 'Crafty Clown New Jersey!' and 'Custom mugs, totes, stickers and more!'. Red arrows point from the social media profile's image grid to the mug images on the Etsy page, illustrating the need for consistent branding across digital platforms.

Choose any variation of the logo (primary, secondary, submark, or wordmark) and make it your profile picture. Do not mix and match variations of the logos, as it will confuse customers and harm the visual branding consistency.

This screenshot shows the social media profile for 'craftsthem.diy' again. Red arrows point from the text on the left to the profile picture (a circular logo) and the shop logo (a square logo), indicating that the same logo should be used for both to maintain consistency.

07

Conclusion



Key Points

1. Mission: Create unique art that fosters community and uplifts each other to be our authentic selves.
2. Be consistent with everything, from logo choices and color palettes to profile pictures. Visual consistency is key and is connected to our core values and aesthetics.
3. Have fun with designing, photographing, and posting online. It's time to meet new people and spread the word about CraftsThem.DIY's entrance into the crafting world.

Thank you!

We would like to thank Tamara Fernandez-Sosa for all of her hard work and the time she has put into this business. It has been a great pleasure working with Tamara and the designer, Nat Ocello, to bring everything to life. We are excited to see the products and designs created by CraftsThem.DIY.

Socials

CraftsThem.DIY

Instagram: <https://www.instagram.com/craftsthem.diy/>

Etsy: www.craftsthemdiy.etsy.com

Nat Ocello

Instagram: https://www.instagram.com/golden.graphics___/

Website: <https://www.Natocello.com>