cherry
CONSIGNMENT
Brand Style Guide
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About Cherry Consignment

A West Seattle consignment store that offers hard-to-find gently used fashions for everyone, including plus sizes, maternity and men.

Cherry Consignment's focus is to offer affordable fashions to everyone, whether you're a size 2, eating for two, or just plain proud of your curves. Our goal is to provide affordable gently used clothing to men and women of every shape, size and lifestyle.

Logo Usage

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The logo employs a contrastive two-tone approach with rounded corners and curves for a fun, upbeat feel. A cartoonish image of a cherry is suggested by negative space to draw the viewer's focus and their attention to the brand name. Red and pink are also obviously employed to evoke the cherry theme.

Color Palette

Cherry Red

RGB: 186, 39, 45
CMYK: 19, 98, 91, 9
HEX: #BA272D

Milkshake Pink

RGB: 254, 160, 174
CMYK: 0, 47, 15, 0
HEX: #FEA0AE

Charcoal Black

RGB: 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: #000000

Slate Gray

RGB: 142, 142, 142
CMYK: 47, 39, 39, 3
HEX: #8E8E8E

Font Styles

Header Copy Text
Average Size
Pt 38–40

Cooper Std
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890{(!@#$%^&*)[]}

Body Copy Text
Average Size
Pt 16–18

Levenim MT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890{(!@#$%^&*)[]}

Logo Sizes

This is the minimum allowable size for the logo before the text becomes unreadable. 122 pixels wide, or approximately 1.75 inches.
Uses: Mobile site, business card, etc.

122 pixels / 1.75 inch

This is the medium scale logo. 162 pixels wide, or approximately 2.25 inches.
Uses: Website, stationery, brochures, etc.

162 pixels / 2.25 inch

This is the largest scale logo. 200 pixels wide, or approximately 3.75 inches.
Uses: Flyers, advertisements, etc.

200 pixels / 3.75 inch

Appropriate Logo Usage

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Use Cherry Red and Milkshake Pink for most instances of the logo.

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Use Charcoal Black and Slate Gray only for print material with B&W constraints.

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Any other colors are off-limit.

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Do not make the logo monochromatic. Contrast is the desired effect.

Logo Clear Space

The clear space that must be maintained around the logo at all times is the x–height, measured here by the letter r taken from the word 'cherry' in the logo.

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Logo Use on Stationery
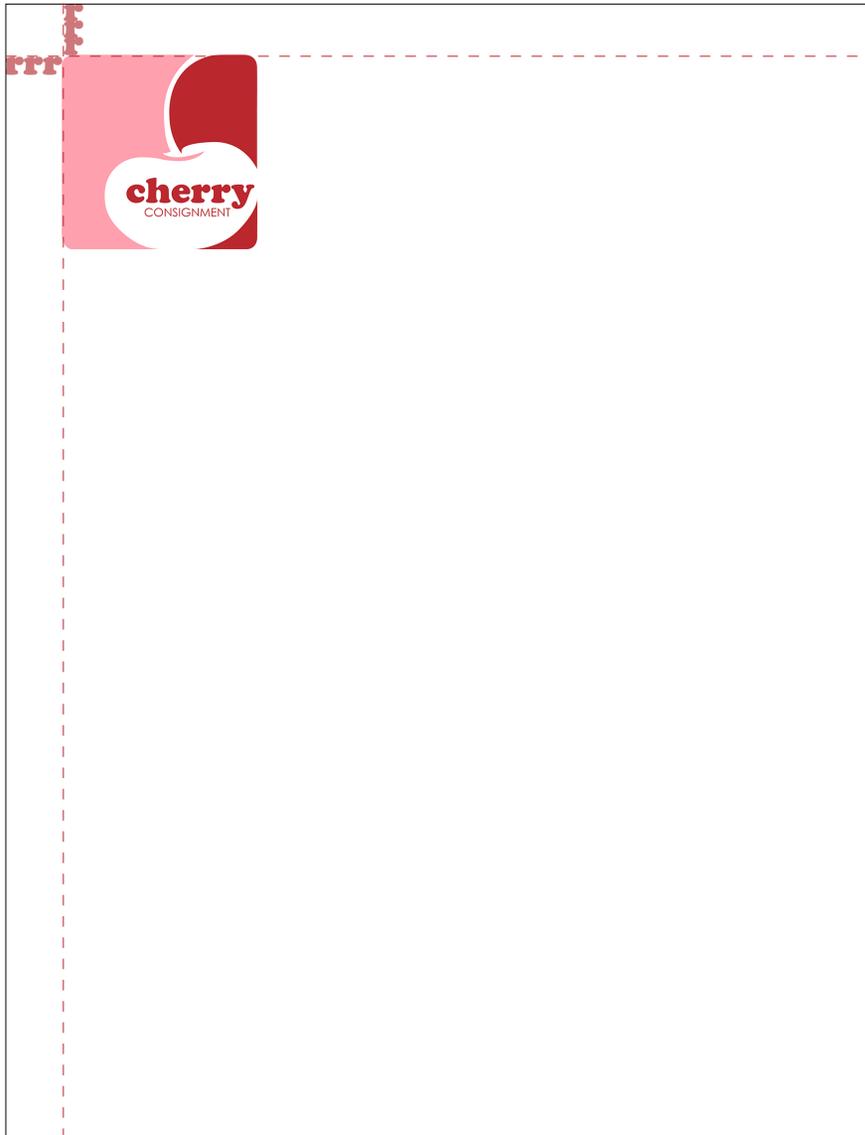
The logo should always be positioned in the top left corner of stationery, in full color on a white background. This helps to create a clear, consistent voice for the brand.
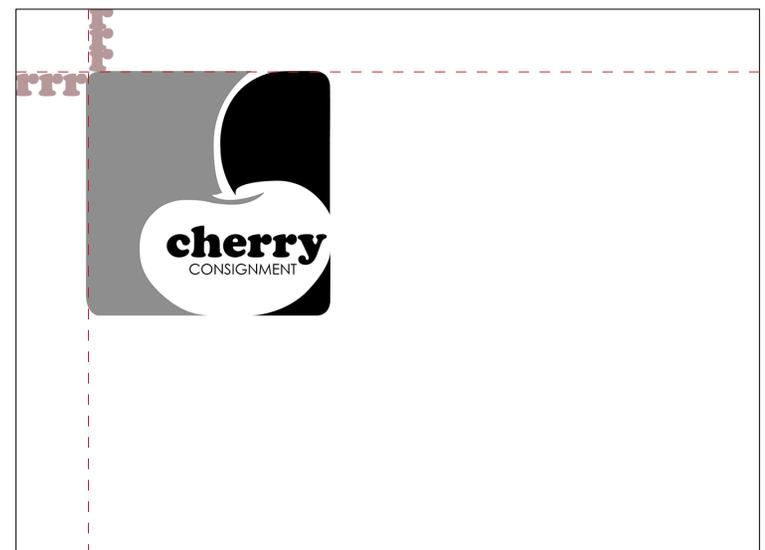
Space the logo out from the sides using the width and height of three consecutive r's taken from the logo as a guide.
The black and white logo can be used in the case of printing constraints.

Logo Use on Website

home – how to consign – fans – specials – contact

Welcome!

A West Seattle consignment store that offers hard-to-find gently used fashions for everyone, including plus sizes, maternity and men.

Cherry Consignment's focus is to offer affordable fashions to everyone, whether you're a size 2, eating for two, or just plain proud of your curves. Our goal is to provide affordable gently used clothing to men and women of every shape, size and lifestyle. Cherry's Six Rules for Successful Consigning

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The logo is to be positioned at the top left of the website for maximum visibility, in full color on a white background. Spacing is to be at least two logo-sized r's out from the top and the left.

Cherry Consignment West ✕

The favicon is the Cherry Consignment logo without the text.
It is sized at 32x32 pixels and is in png format.

Contact

Thank you for taking the time to read through these guideline standards,
and if you have any remaining questions about the branding style guides for
Cherry Consignment, please feel free to contact us at:

design@cherryconsign.com