Studio
Six F

Brand Guidelines

Welcome to a little place we like to call the Studio Six F visual identity guidelines.

Please keep your hands within the document at all time as we guide you through the basic elements of our identity system and explain how we use them to build our brand. Understanding and adhering to these guidelines will be essential for maintaining a consistent, unforgettable and meaningful experience of Studio Six F.

An overview of Studio Six F

Studio Six F is a design studio dedicated to transforming FMCG brands into market leaders through strategic brand identity and packaging design. Founded by Yashita Aggarwal, our studio combines creativity with strategy to help brands stand out in a crowded marketplace.

Our unique approach is centered around the Six Fs: Form, Feeling, Function, Flexibility, Finesse, and Focus. These guiding principles ensure that we not only create visually appealing designs but also enhance your brand's marketability and recognition across all platforms.

With extensive experience in design and a keen understanding of the FMCG sector, Studio Six F is committed to crafting memorable brand stories that resonate with consumers and drive success. If you seek to elevate your brand and create meaningful connections with your audience, Studio Six F is here to partner with you on that journey.



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01. The logos

01. The logos

Primary logo

Our primary logo features a distinctive logomark that creatively incorporates the hex codes for the color white, with each letter 'F' embedded in the design telling its own unique story. This is complemented by a modern and minimalist logotype.

Our primary logo is our studio's most important element. It's an instantly recognisable element and should be represented consistently throughout our website and marketing efforts. The logo should always try to exist in the same lockup & proportions. In no way should the logo be modified, distorted, or redrawn. The Primary logo should be used on...

- Website,
- Banners,
- Signage,
- Brand Documents,
- Social Media Images,
- Email Signatures,

Minimum Size:

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in anyway. The minimum recommended size of the primary logo is 1.5 inch wide for print and 235 pixels on screen.





Print: 1.5 inch (width)
Digital: 235 px (width)

01. The logos

Secondary logo

Our secondary logo is a minimized version, featuring only the logotype. This adaptation ensures consistent Studio representation in spaces where the primary logo cannot fit well.

Minimum Size:

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in anyway. The minimum recommended size of the secondary logo is 0.75 inch wide for print and 133 pixels on screen.

Studio
Six F

Studio
Six F

Print: 0.75 inch (width)
Digital: 133 px (width)

01. The logos

Logo Mark

This minimalist variation of our studio's logo showcases only the logomark. Designed to fit into the smallest of spaces, it provides a solution when the primary and secondary logos are too large or when space is limited. Simply use this version to ensure our brand is represented, no matter the size constraints.



Minimum Size:

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in anyway. The minimum recommended size of the secondary logo is 0.8 inch wide for print and 147 pixels on screen.



Print: 0.8 inch (width)
Digital: 147 px (width)

01. The logos

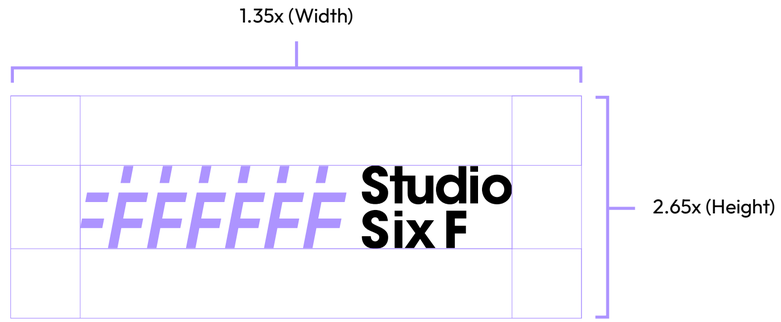
Clear spacing

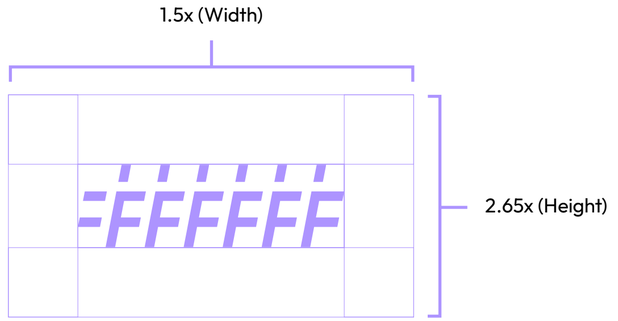
To look their best, our logos need space to stand out. We have defined parameters to make sure no other elements encroach on this clear space. To ensure the right amount of breathing space around Studio Six F logos the following process should be applied:

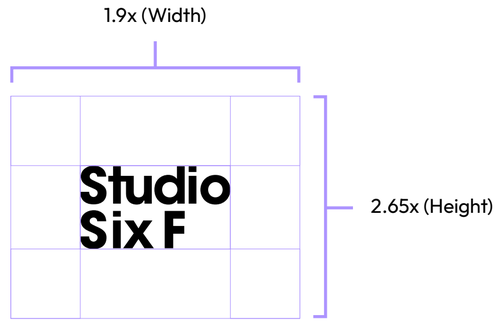
Step 1
Draw a box right around the logo,

Step 2
Multiply the width of the box by the given numbers,

Step 3
Multiply the height of the box by the given numbers,







01. The logos

Usage color combinations

The default version of the Studio Six F logo uses our 2 primary brand colors that are Six F White & Finesse Indigo on a black background. However, the logo can live with different colors. Here, you will find an overview of possible color combinations.









01. The logos

Usage successful logo examples

Here are some recommended examples of how the Studio Six F logos should be integrated.

1. Use the preferred color logo.
Our primary logo consists of two primary brand colors Six F White & Finesse Indigo. Always prefer this color variation to use. In some cases, you may want to use other colors from the brand's color palette to add some variety to your brand's marketing efforts. Then you can use the combinations we showed you on the page 10.

2. Use the clear spacing effectively.
Always use clear space to ensure the right amount of breathing space around Studio Six F logos.

3. Use appropriate version on different touch points.
Always choose the right variation of the logo at specific touch points. Logos shouldn't be compromised across different touchpoints, so choose a variation that sits well on the real estate available on it.

4. Use the Studio Six F logos on the top of key visuals.
Only place the logos on-top of key visuals when the space allows it and when it’s legible enough.

1

Studio Six F

2

Studio Six F

3



4



01. The logos

Usage unsuccessful logo examples

Here are some common mistakes that can be made when using the logos, always avoid the examples below.

1. Don’t angle the logos

2. Don’t apply gradients on the logos

3. Don’t stretch the logos

4. Don’t go out from your brand colors

5. Don’t apply drop shadow and stylized effects on the logos.

6. Do not place the logos on images that do not create enough contrast with the colors of the logo.

1



2



3



4



5



6



02. Brand Colors

02. Brand colors

Brand colors

Color is an integral part of our brand, making communications instantly recognizable. A brand's color palette connects marketing communications to enhance familiarity and visual identity. Our brand color palette is based on 3 primary colors, 1 Gradient & 1 Secondary color weighted in order of importance.

Six F White

Primary

#ffffff
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

Six 0 Black

Primary

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

Finesse Indigo

Primary

#ad94ff
CMYK: 38, 42, 0, 0
RGB: 173, 148, 255

Flexible Indigo

Secondary

#bab0ff
CMYK: 27, 30, 0, 0
RGB: 186, 176, 255

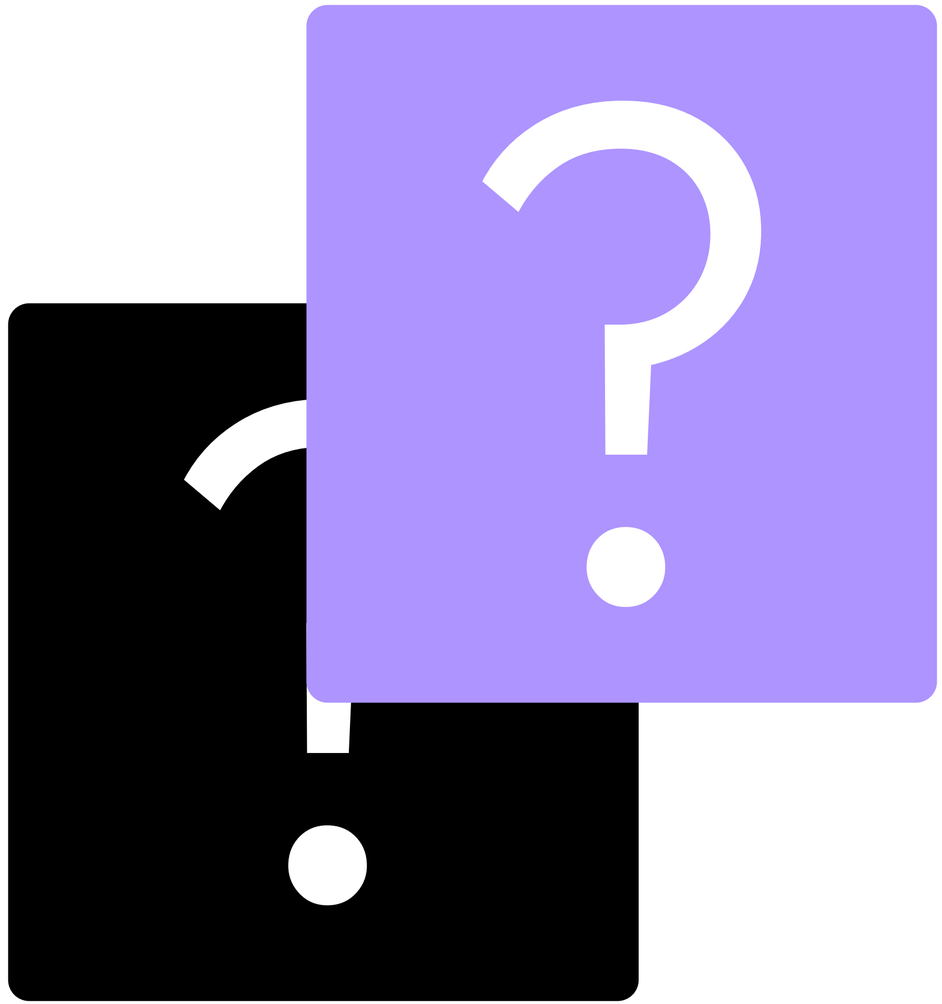
Finesse Gradient

Primary / #ffffff - #bab0ff

02. Brand colors

Usage applying colors

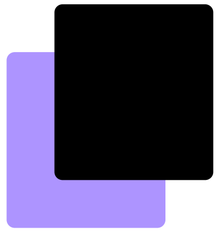
Pairing colors is a tricky task, and there are colors that work better together than others.



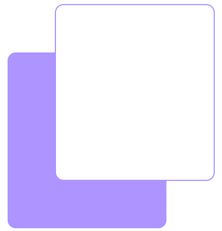
02. Brand colors

Usage suggested color pairings

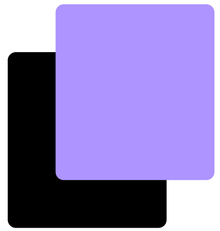
Here is a collection of suggested color pairings. These colors work well on-top of each other and provide enough contrast for the reader.



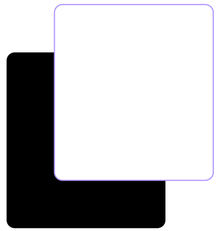
Back: Finesse Indigo
Front: Six 0 Black



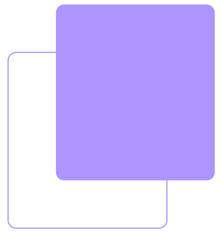
Back: Finesse Indigo
Front: Six F White



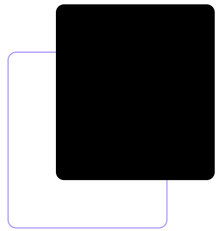
Back: Six 0 Black
Front: Finesse Indigo



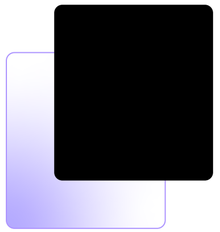
Back: Six 0 Black
Front: Six F White



Back: Six F White
Front: Finesse Indigo



Back: Six F White
Front: Six 0 Black



Back: Finesse Gradient
Front: Six 0 Black

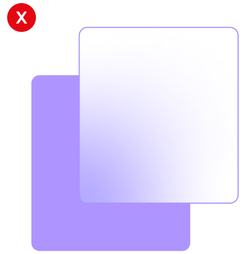


Back: Six 0 Black
Front: Finesse Gradient

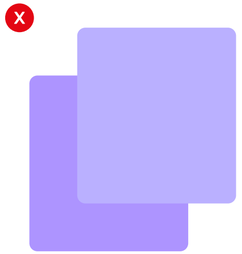
02. Brand colors

Usage color pairings to avoid

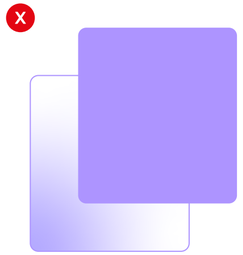
Here are color pairings to avoid when creating layouts. These combinations don’t work well or don’t stay on the brand when pulled togethar.



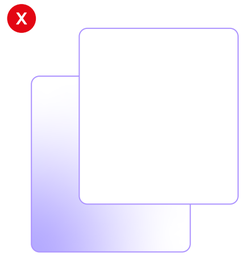
Back: Finesse Indigo
Front: Finesse Gradient



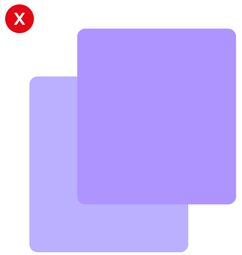
Back: Finesse Indigo
Front: Flexible Indigo



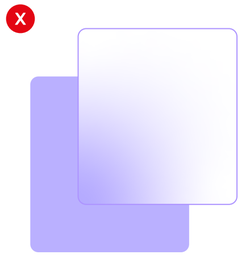
Back: Finesse Gradient
Front: Finesse Indigo



Back: Finesse Gradient
Front: Six F White



Back: Flexible Indigo
Front: Finesse Indigo



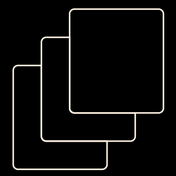
Back: Flexible Indigo
Front: Six F White

02. Brand colors

Usage suggested color schemes

Here are the color schemes that successfully work well with the brand palette.

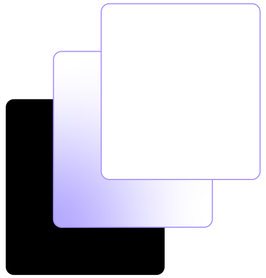
Please note that the order of these layers matters and cannot be shuffled around.



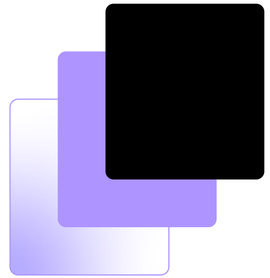
Text Color

Decorative Color

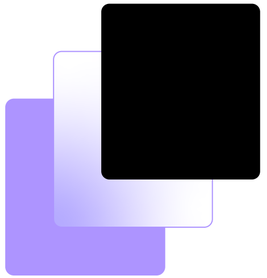
Background Color



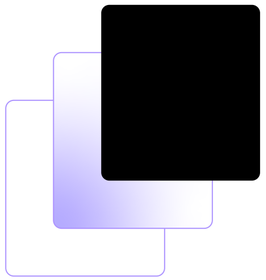
Text: Six F White
Decorative: Finesse Gradient
Background: Six 0 Black



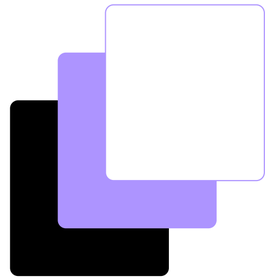
Text: Six 0 Black
Decorative: Six F White
Background: Finesse Gradient



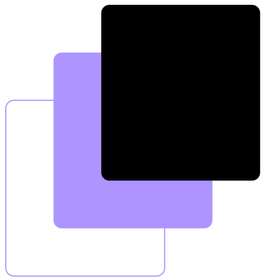
Text: Six 0 Black
Decorative: Finesse Gradient
Background: Finess Indigo



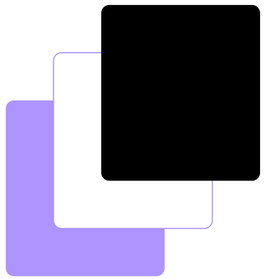
Text: Six 0 Black
Decorative: Finesse Gradient
Background: SixF White



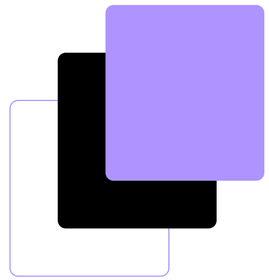
Text: Six F White
Decorative: Finesse Indigo
Background: Six 0 Black



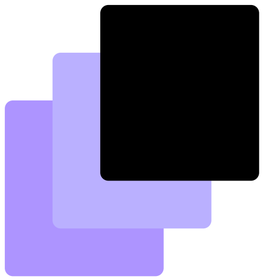
Text: Six 0 Black
Decorative: Finesse Indigo
Background: Six F White



Text: Six 0 Black
Decorative: Six F White
Background: Finesse Indigo



Text: Finesse Indigo
Decorative: Six 0 Black
Background: Six F White



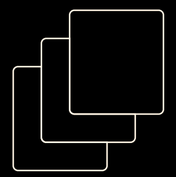
Text: Six 0 Black
Decorative: Flexible Indigo
Background: Finesse Indigo

02. Brand colors

Usage color schemes to avoid

Here are color pairings to avoid when creating layouts. These colors don't work well or don't present the brand as planned.

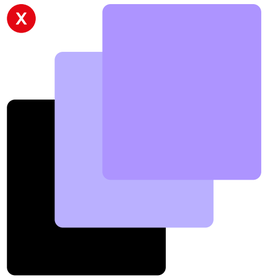
Please note that the order of these layers matters and cannot be shuffled around.



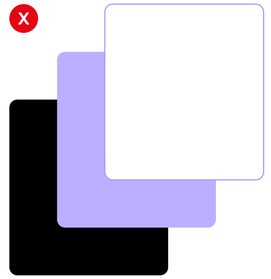
Text Color

Decorative Color

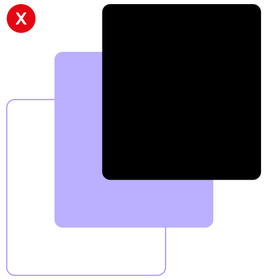
Background Color



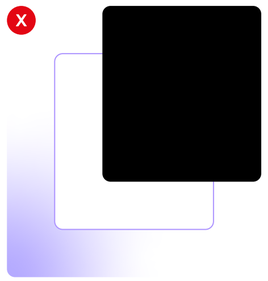
Text: Finesse Indigo
Decorative: Flexible Indigo
Background: Six 0 Black



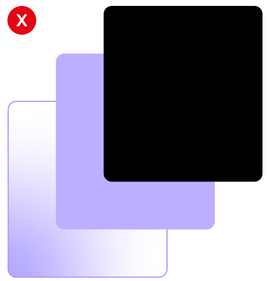
Text: Six F White
Decorative: Flexible Indigo
Background: Six 0 Black



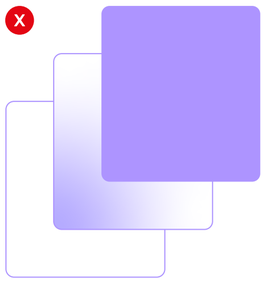
Text: Six 0 Black
Decorative: Flexible Indigo
Background: Six F White



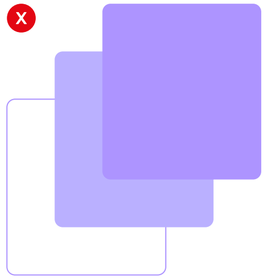
Text: Six 0 Black
Decorative: Six F White
Background: Finesse Gradient



Text: Six 0 Black
Decorative: Flexible Indigo
Background: Finesse Gradient



Text: Finesse Indigo
Decorative: Finesse Gradient
Background: Six F White



Text: Finesse Indigo
Decorative: Flexible Indigo
Background: Six F White

03. Typography

03. Typography

Typefaces

Typography is vital to how we communicate as a Studio. The studio's typography consists of 2 font families Ooutfit & Behind the Nineties.

Primary Typeface: Outfit
Ooutfit is the primary typeface of our brand and should be used for all the headings, copy & buttons.

Secondary Typeface: Behind the Nineties
Behind the Ninties is our brand's complimantory font. It should be used only for decorating the headlines i.e. highlighting the keywords.

Outfit
Medium

Primary Typeface: Outfit

Behind The Nineties italic

Complimantory Typeface: Behind the Nineties

03. Typography

Type hierarchy

Our type hierarchy consists of headline styles, paragraph styles & a button style.

We always use the primary typeface Outfit for our headlines, body copy & CTA. Headlines are always written in Sentence Case. Headlines can be applied as Primary and Secondary titles. Behind the Nineties is used to highlight specific keywords in the primary headlines. when writing the call to action or button highlight it by placing it in a rectangle with rounded corners.

- **Primary Headline**

  Typeface: Outfit
  Font-Weight: Medium
  Case: Sentence Case
  Styling typeface: Behind the nineties
  Font-Weight: Variable Italic with 430pt width

- **Subheadings**

  Typeface: Outfit
  Font-Weight: Medium
  Case: Sentence Case

- **Body Copy**

  Typeface: Outfit
  Font-Weight: Regular
  Case: Sentence Case

- **Buttons**

  Typeface: Outfit
  Font-Weight: Medium
  Case: Sentence Case
  Styling: Rectangle with round corners / Finesse Gradient applied

I'm the *primary* headline

Primary Headline | Example: Outfit 93pt / Line-height 97pt / Letter-spacing 0 + Behind the Ninties with 25 letter spacing

I'm subheadings!

Subheadings | Example: 57pt / Line-height 68pt / Letter-spacing 0

I'm the body text & dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam. Adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

Body Copy | Example: 22pt / Line-height 26pt / Leter-spacing 0

Button

The Button | Example:28pt / Line-height 34pt / Leter-spacing 0

04. Brand Assets

04. Brand assets

Patterns

Our brand pattern features a striking, repetitive arrangement of our logomark. This design embodies modernity, minimalism, and aesthetic appeal, creating a visually pleasing and cohesive look for our touch points.

Want to add depth and elements that enhance brand identity? Our Brand pattern will fill this need. We have established this pattern to add variety and depth to our layouts and make them more interesting and attractive. The potential use of this pattern can be on...

- Printed material
- Digital presence
- Physical locations/gestures.
- Merchandise

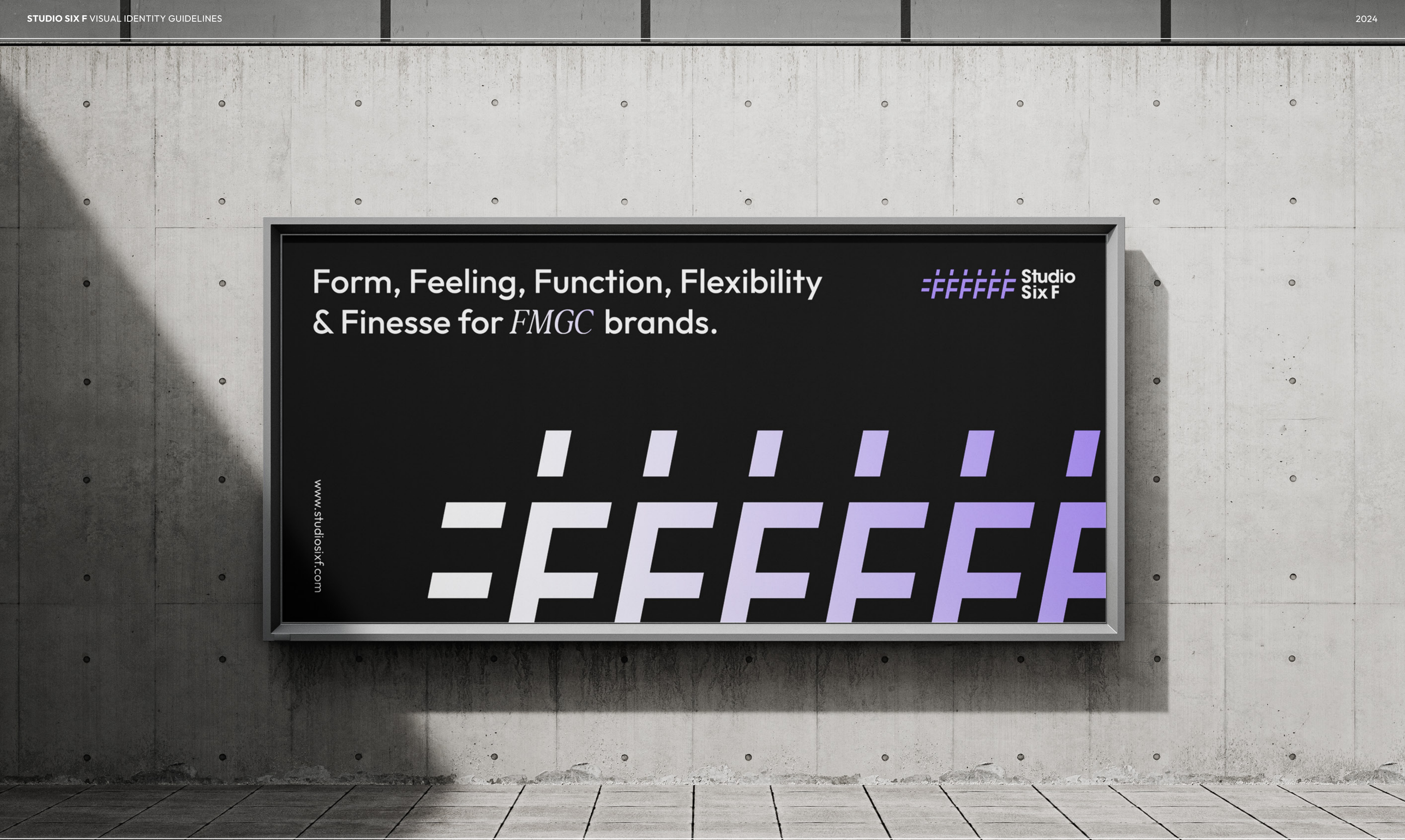
Pattern 01



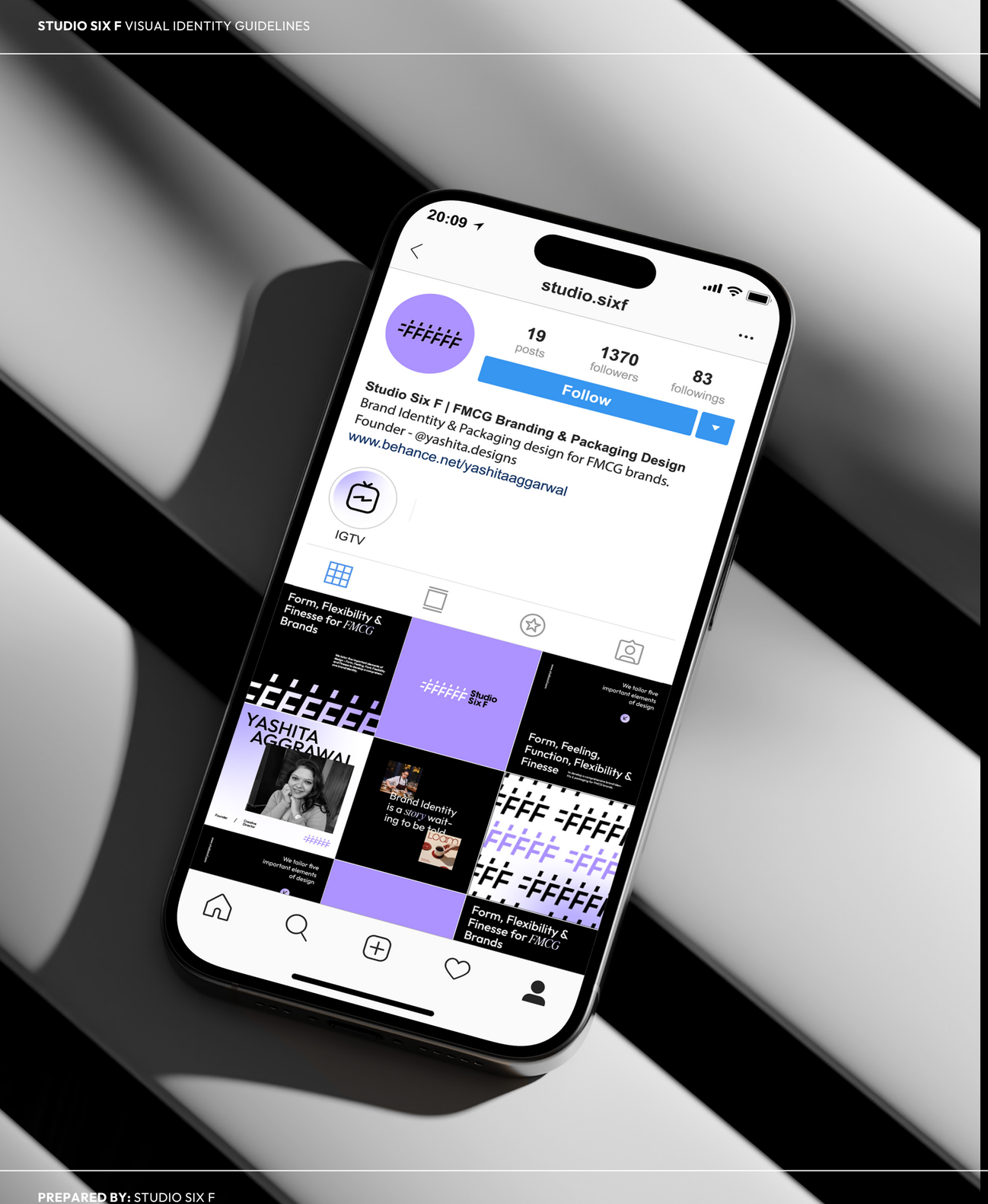
05. Brand In Action



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Brand Identity is a story wait-ing to be told.
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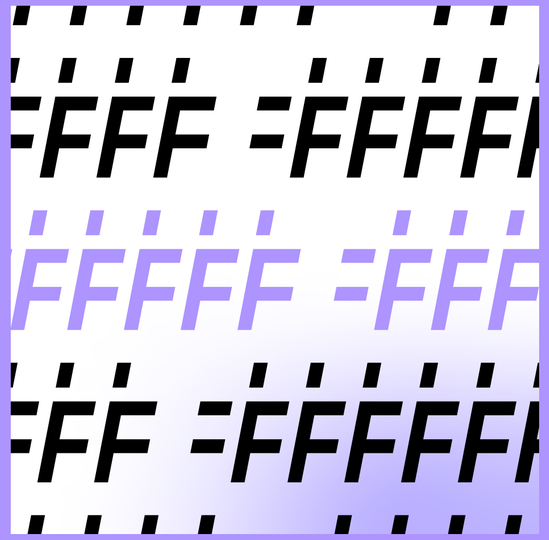

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We tailor five important elements of design - Form, Feeling, Font, Flexibility and Finesse to develop a comprehensive brand identity.


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YASHITA AGGRAWAL
Founder / Creative Director


Brand Identity is a *story* wait-ing to be told
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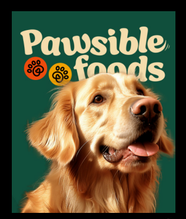




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