



BRAND GUIDELINES

Welcome to Petit Pep! This guide is your companion on a journey through our world, dedicated to nurturing a better planet and supporting parents every step of the way. Let's grow together!

CONTENT

DEFINING OUR BRAND

04

- a. Brand Story
- b. Purpose
- c. Vision
- d. Mission
- e. Brand Values
- f. Brand Personality
- g. Tone of Voice

LOGO

13

- a. Primary Logo
- b. Logo Variations
- c. Logo Safe Grid
- d. Logo Misuse

COLORS

18

- a. Primary Colors
- b. Secondary Colors

TYPOGRAPHY

21

- a. Primary Typeface
- b. Secondary Typeface
- c. Hierarchy

PHOTOGRAPHY

25

BRAND ASSETS

28

- a. Brand Elements
- b. Illustration
- c. Icons

APPLICATION

31

DEFINING OUR BRAND

BRAND STORY

Our brand was born from a deep understanding of the challenges parents face as their children grow and change rapidly. We recognize that navigating these transitions can be both exciting and overwhelming. That's why we've created a solution that supports parents every step of the way.

Our journey began with a commitment to sustainability and a desire to make parenting simpler and more enjoyable. We offer eco-friendly skincare with compostable packaging, tailored to your baby's evolving needs, and a unique clothing program that allows you to return worn items for discounts on new purchases.

By combining our passion for the environment with practical, customizable products, we aim to ease the stresses of parenting and ensure that your investment in your child's care is both rewarding and responsible. We're here to partner with you, making sure that every step of your parenting journey is as smooth and fulfilling as possible.

**Our Purpose is to partner with parents
through every stage of their child's growth,
that makes life easier and more enjoyable.**

Our Vision is to be a trusted partner for parents, offering eco-friendly, sustainable, and personalized products that adapt to their child's growth and make parenting easier and more enjoyable.

Our Mission is to offer eco-friendly skincare and customizable products, and a clothing program that provides discounts for returns of used clothes, ensuring parents can be stress-free and sustainable.

BRAND VALUES

Supportive

We stand by parents with empathy and understanding, adapting to each family's unique journey with respect and genuine support.

Liveliness

We celebrate every moment of parenting with vibrant energy, making the journey as dynamic and enjoyable as possible.

Thoughtfull

We approach every interaction with genuine care, considering the needs and perspectives of families to provide meaningful and respectful support.

Safety

We ensure the highest safety standards in every product, providing peace of mind and confidence in the well-being of your family.

Trust

We build confidence through transparency and reliability, ensuring that every product and interaction fosters a sense of security and dependability.

BRAND PERSONALITY

Our brand embodies the essence of who we are and what we stand for in the world of parenting and sustainability. It reflects our commitment to being supportive, thoughtful, and lively.

We strive to be the ideal partner: one who respects and values every interaction, communicates with empathy and clarity, and supports parents with dedication and insight. We prioritize understanding our customers' needs and place their experiences at the heart of everything we do, ensuring our brand truly represents the best of our values and mission.

tone of voice

Honesty

We openly share our triumphs and challenges with the same transparency and integrity we bring to every aspect of our brand.

Optimistic

We maintain a positive outlook in all our communications, celebrating every milestone and possibility while inspiring confidence and hope in the parenting journey.

Playful

We bring a joyful spirit to our communication, making every interaction enjoyable and engaging, while celebrating the lively moments of parenting.

Emotional

We connect deeply with our audience by expressing genuine feelings and empathy, ensuring our communication resonates on a personal level and reflects our true understanding of their experiences.

tone of voice

Empathetic (never intrusive)

We approach every interaction with genuine understanding, offering support and sensitivity without overstepping boundaries.

Engaging (yet respectful & professional)

We strive to create engaging and interactive content that is both respectful and professional, fostering meaningful connections.

Straightforward, thoughtful & genuine

Our messaging is clear, considerate, and authentic, reflecting our true commitment to helping and connecting with our audience.

Playful (but never frivolous)

We infuse our communications with a light-hearted spirit, ensuring that our tone is enjoyable but remains focused and purposeful.

Warm (without being overly familiar)

Our communication is friendly and welcoming, offering a sense of warmth while maintaining appropriate boundaries.

Supportive (without being pushy)

We offer practical and encouraging support, ensuring our assistance is helpful without being overwhelming.

LOGO

PRIMARY LOGO

Petit Pep logo is composed of a custom typeface design by Guang Yu at Black Cover Design and three lines on the opposite side of the typeface represent the vibrant energy and playfulness of a child.



LOGO VARIATIONS

These are the variations of the main Petit Pep logo, designed to suit different backgrounds and contexts. The first variation features a combination of yellow and white, ensuring a vibrant presence. The second variation uses a single blue color for a clean, unified look. The third variation, in white, is optimized for use against photographic backgrounds or dark surfaces, maintaining visibility and impact.



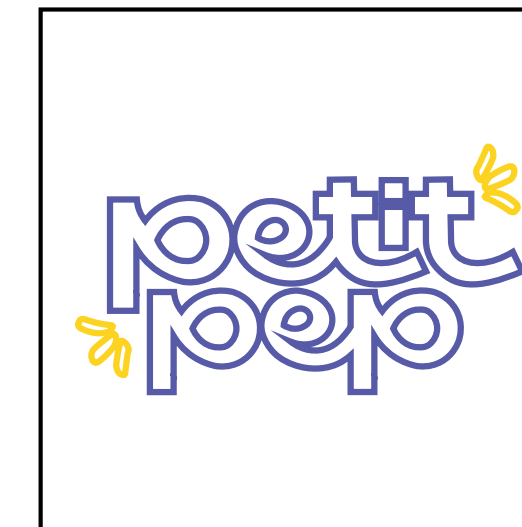
LOGO SAFE GRID

The minimum space to be left between the contents of the logo and surrounding artwork should be equal to the size of the “dot of I” letterform extending out of the logo form in each direction.



LOGO MISUSE

- a. Do not set the logo in colors outside of our core color palette.
- b. Do not scale the elements.
- c. Do not create an outlined version of the logo.
- d. Do not skew the logo.
- e. Do not create a reversed version of the logo.
- f. Do not scale the logo, where it's not recognized.
- g. Do not overlap or place elements in front of logo.
- h. Do not apply the logo diagonally.



COLORS

PRIMARY COLORS

Our core color palette combines a dust blue that conveys trust and stability with a vibrant yellow that adds a burst of playful energy and warmth. It is complemented by a soft, clean white, the palette creates a fresh and inviting look, reflecting both the joy of parenting and our commitment to simplicity and clarity.

Dust Blue

#585AA6

RGB:
R88 G90 B166

CMYK:
C76 M72 Y1 K0

Yellow

#FFD225

RGB:
R255 G210 B37

CMYK:
C1 M16 Y93 K0

White

#F2F2F2

RGB:
R255 G255 B255

CMYK:
C0 M0 Y0 K0

SECONDARY COLORS

Our secondary color palette adds depth and vibrancy to the brand’s identity. A soft blush pink brings warmth and nurturing care, while lilac mist evokes a sense of comfort and serenity. The addition of black introduces a grounding sophistication, enhancing contrast and lending a timeless quality to the overall palette.

Blush Pink
#FF6AC8

RGB:
R255 G106 B200

CMYK:
C4 M70 Y0 K0

Ice Blue
#A4DCEC

RGB:
R164 G220 B236

CMYK:
C33 M0 Y5 K0

Black
#151614

RGB:
R21 G22 B20

CMYK:
C73 M66 Y67 K81

TYPOGRAPHY

PRIMARY TYPEFACE

Open Sans is a clean, modern sans-serif font known for its excellent readability and neutral, approachable design. Created by Steve Matteson, this versatile typeface is widely used across both digital and print media. Its balanced letterforms and open structure make it highly legible at any size, making it an ideal choice for brands seeking a professional, yet friendly look.

AaBbCc

Open Sans Extra Bold

Open Sans Bold
abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&

Open Sans Regular
abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&

SECONDARY TYPEFACE

Roca is a modern, rounded sans-serif font that combines soft curves with clean lines, giving it a friendly yet professional appearance. It’s approachable design makes it a great fit for our brand, aligning with the brand’s focus on nurturing care and simplicity.

AaBbCc

Roca Black

Roca Bold

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%&

Roca Regular

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%&

Roca Italics

*abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%&*

HIERARCHY

Roca Black

This is a Headline

Open
Sans Bold

This is a sub-headline

Open Sans
Regular

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Praesent tristique massa eu
turpis aliquet, vel vestibulum odio efficitur. Sed
ut magna vel mi pharetra varius. Nulla facilisi.
Nam eget orci nulla.

Roca Italics

“*This is a quote*”

PHOTOGRAPHY





BRAND ASSETS

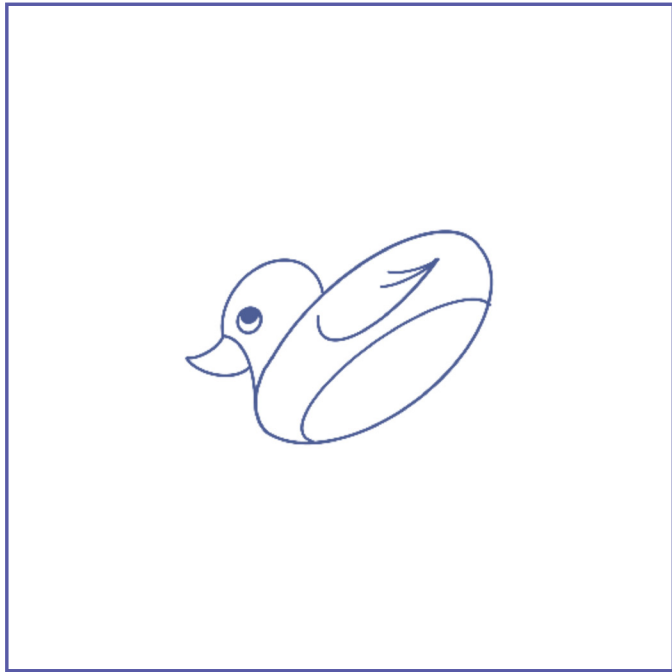
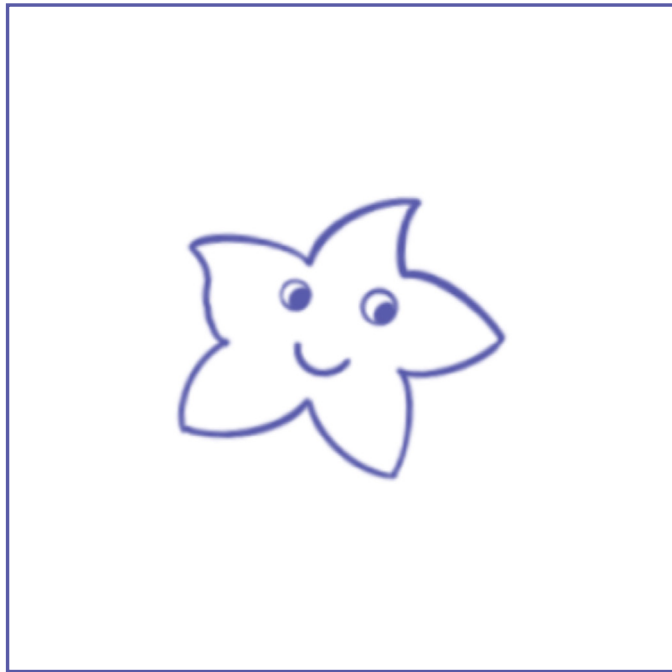
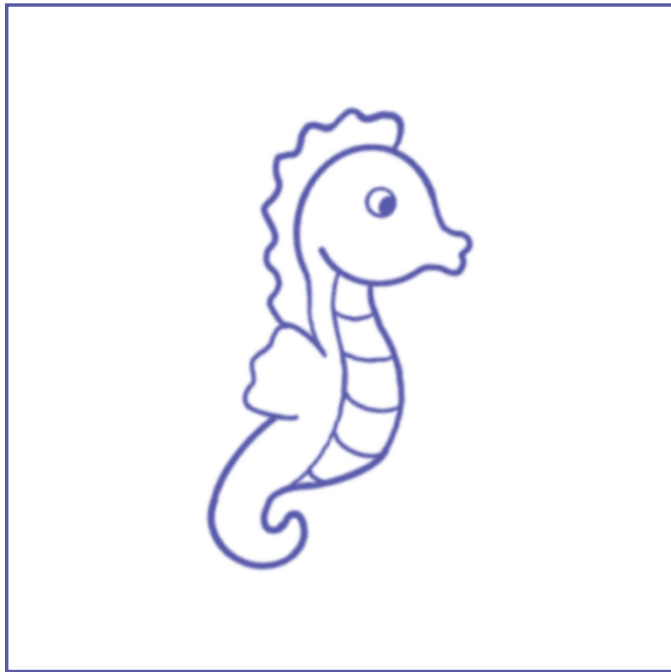
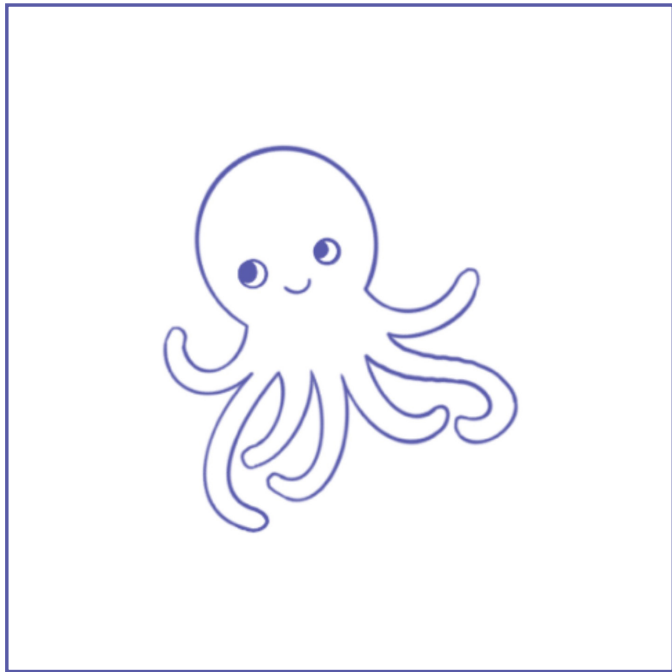
BRAND ELEMENTS

Our brand elements are designed to capture the essence of Petit Pep—playful, vibrant, and full of life. Each shape is carefully chosen to evoke a sense of joy, curiosity, and wonder that resonates with the imagination of both parents and children. The colorful and abstract forms, such as the soft clouds, lively stars, and playful hearts, represent the diversity and dynamism of childhood. These elements bring an organic and cheerful touch to our brand identity, embodying the warm, nurturing experience we strive to create for every family.



LINE ART

Petit Pep’s illustration style is characterized by minimalist line art, conveying simplicity, elegance, and modernity. The clean outlines create a warm, approachable feel, which perfectly aligns with the brand’s nurturing and playful identity.

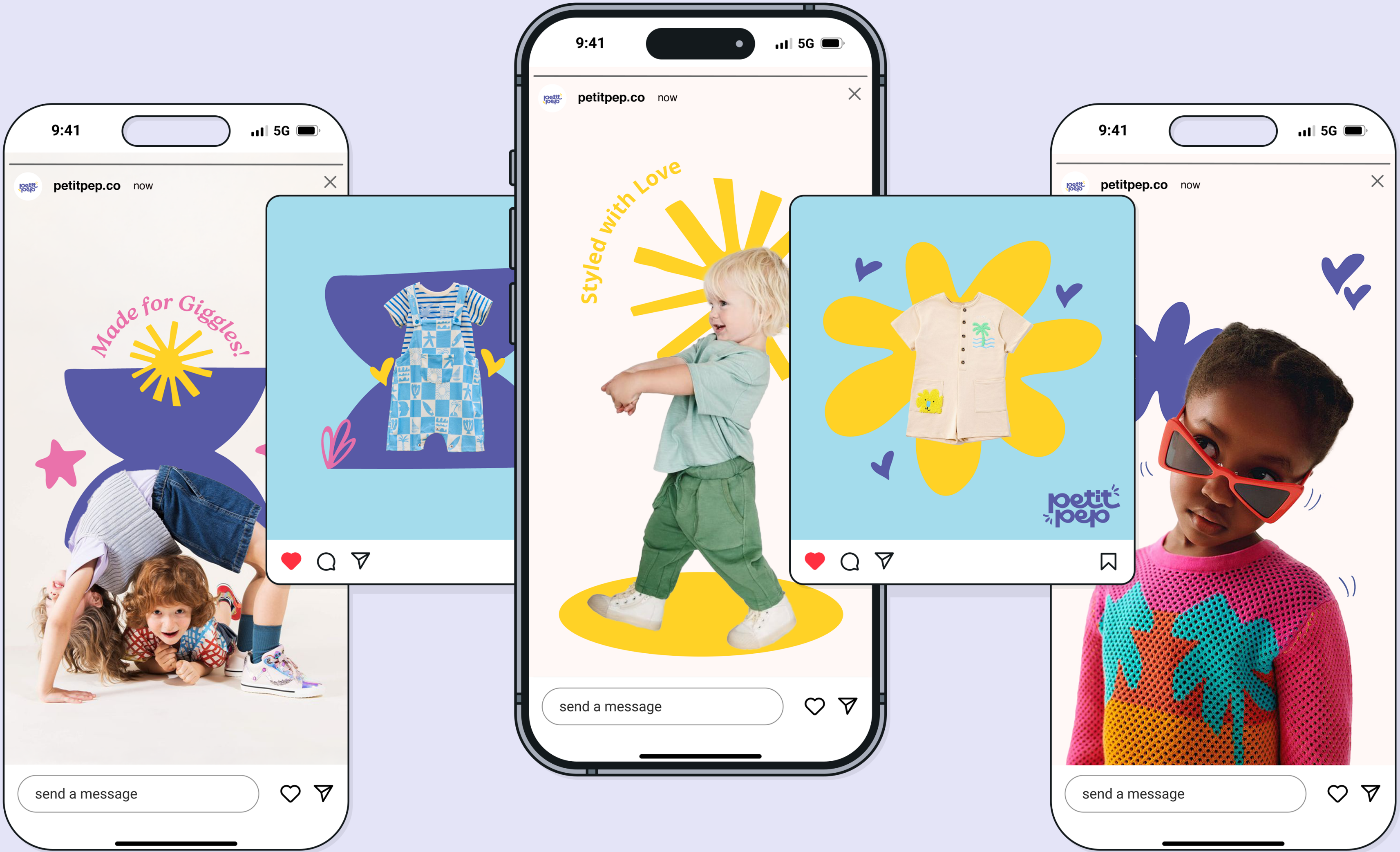


ICONS

Our brands iconography features lined icons paired with text, offering a clean and intuitive visual language. The simple, outlined icons provide clarity and ease of understanding, while the accompanying text ensures that key information is communicated effectively.



APPLICATION











Made for Giggles!
Made for you!



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FIN.

Written and Designed by Arya Jain

Petit Pep 2024