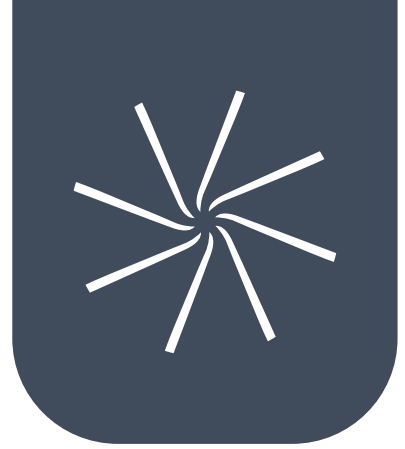




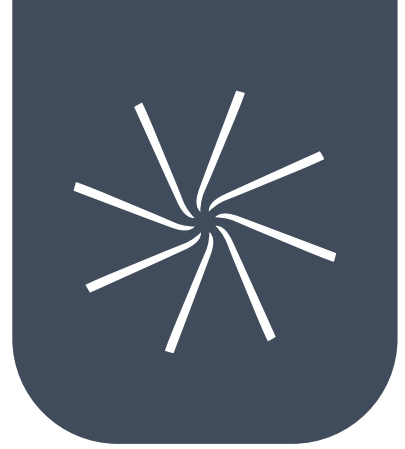
Brand Guideline





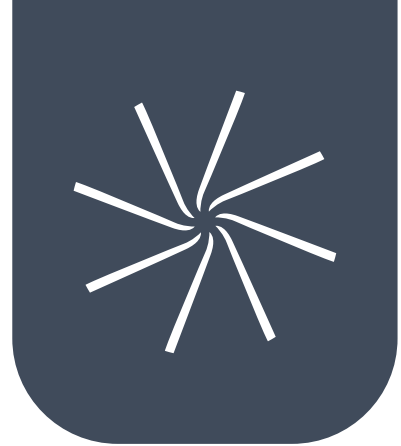
About

Introducing Summer Breeze, a plastic chair brand designed for ultimate comfort and style. Inspired by the lightness and ease of a summer day, Summer Breeze chairs combine sleek design with durable materials, making them perfect for both outdoor and indoor spaces.



Story

For the logo and colour palette inspired from the “Breeze” chair shapes and angles. The color palette is inspired by the warmth and tranquility of a perfect summer day. It blends soft, refreshing tones with vibrant accents to create a sense of ease and relaxation



Icon create from the side angle of the breeze chair model, rotate 45 degree like a square of the phoenix logo rotate endlessly and created the icon for the endless summer it's featuring sun of summer

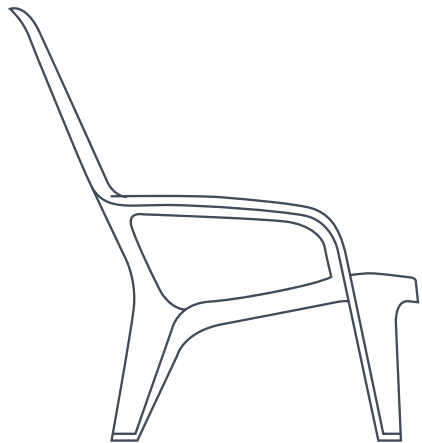
Icon

P H O E N I X

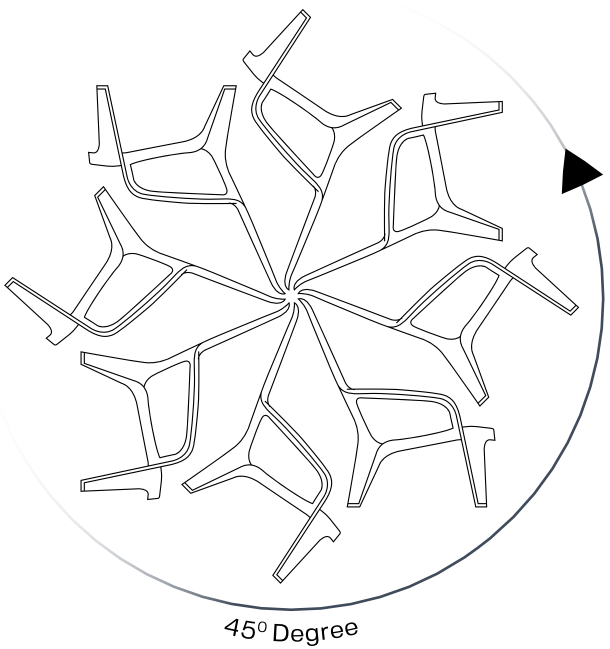
Inspired from 45°
rotated square of
phoenix logo



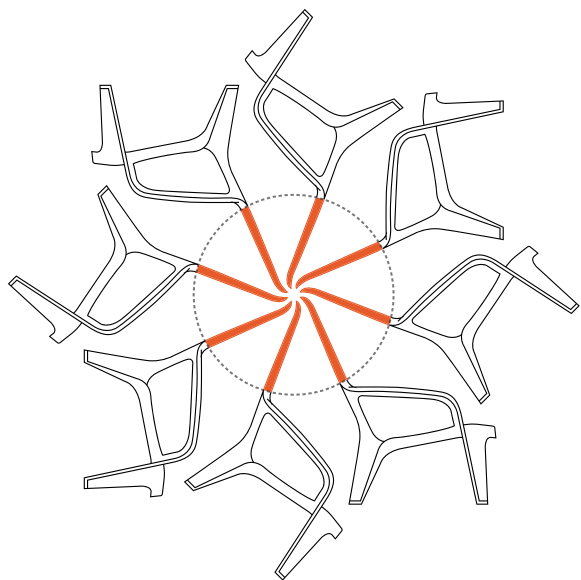
Breeze Chair
silhouette side
view



Endlessly rotated
final output

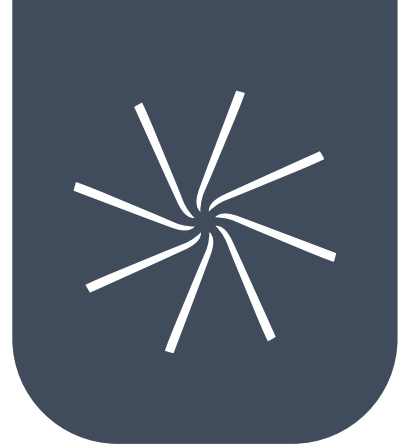


Final shape from the
rotated output





Endless Summer



Logo Colours

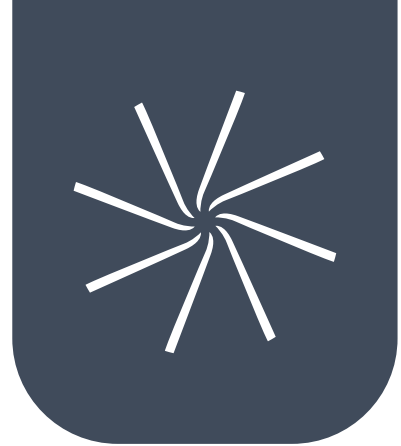
Our logo may be used in sunset color. The choice of logo color based on the elements in your communication to ensure maximum contrast and clarity. If the background is light, use a dark logo. If the background is dark, opt for the logo in Sunset colour. When used over photography, the logo may be in white or orange, but it must remain clear and legible. Never use the logo in any of the secondary colors.



Endless
Summer



Endless
Summer



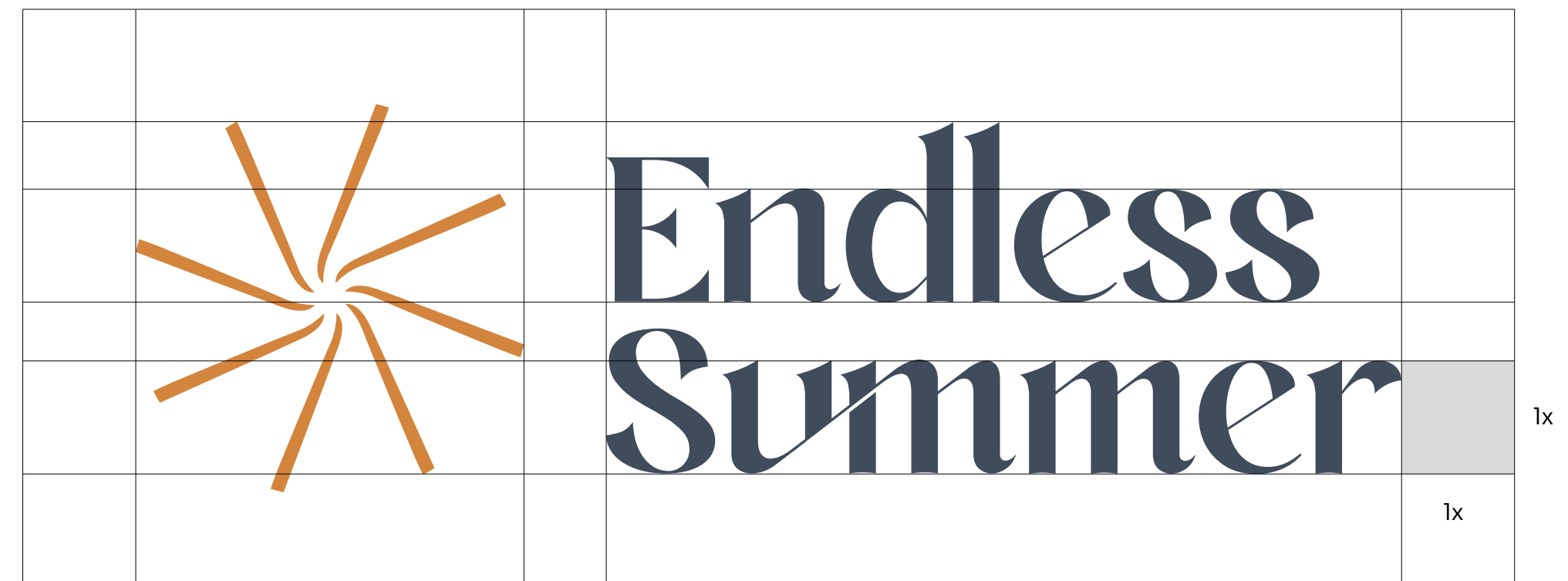
Clear Space

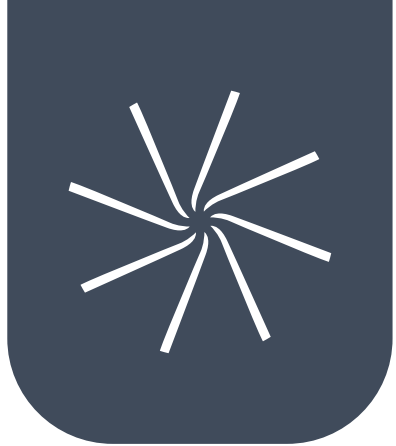
Minimum Size

To ensure clarity across both digital and print applications, our logo should never be reproduced at any size below the specified minimum guidelines.

Clear Space

To maintain its visual impact, our logo requires sufficient clear space around it. This ensures that no other elements encroach on the logo, allowing it to stand out as intended.





Our logo is our most sacred asset. Please treat it with the utmost respect.

Misuse



Don't Rotate



Don't add odd gradient



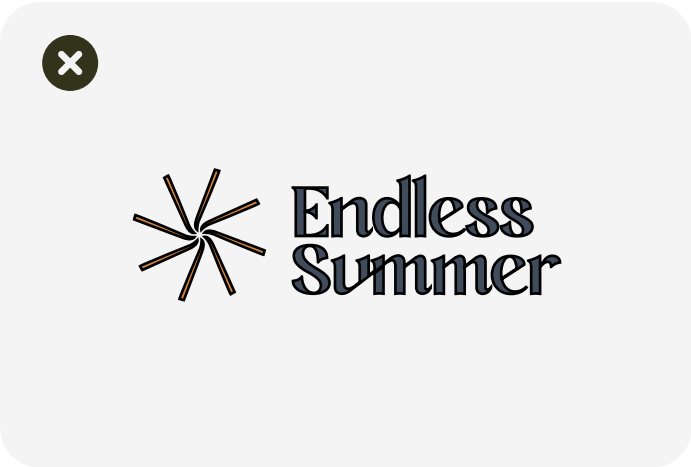
Don't add shadows



Don't stretch



Don't use multiple colors



Don't add strokes



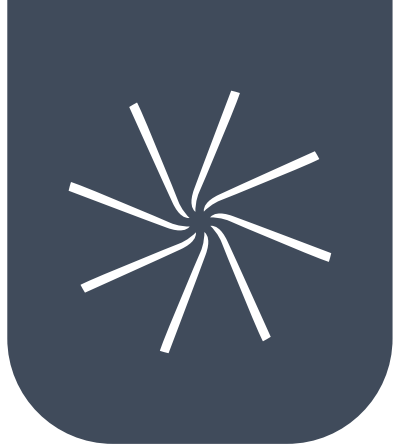
Don't Mirror



Don't change logo mark position



Don't Rotate logo mark



Colours

Color is an essential component of our brand and is what makes communication immediately recognizable as Endless Summer. Our palette is elegant with a touch of distinctiveness in the form of our vibrant accent colors. Our main set of colors consists of a sophisticated blend that reflects the unique character of Endless Summer. These colors are used consistently across all communications, ensuring a cohesive and recognizable brand presence. All are inspired from summer elements

Primary Colours	<div><div></div><div>RGB 211 132 61 CMYK 15 54 88 01 HEX #d3843d</div></div>	<div><div></div><div>RGB 225 199 174 CMYK 11 21 31 00 HEX #e1c7ae</div></div>	<div><div></div><div>RGB 153 96 68 CMYK 31 64 76 18 HEX #996044</div></div>	<div><div></div><div>RGB 0 0 0 CMYK 75 68 67 90 HEX #000000</div></div>
	<div><div></div><div>RGB 64 75 91 CMYK 77 64 46 30 HEX #404b5b</div></div>	<div>Secondary Colours<div><div></div><div>RGB 211 132 61 CMYK 75 34 67 17 HEX #447760</div></div></div>	<div>Secondary Colours<div><div></div><div>RGB 245 179 80 CMYK 02 33 79 00 HEX #f5b350</div></div></div>	<div><div></div><div>RGB 255 255 255 CMYK 00 00 00 00 HEX #ffffff</div></div>



We have one typeface we use for all of our headlines: New York. With its fine details, moderate contrast, and slightly unusual anatomy, this typeface can take center stage as a bold and proud hero or serve as a subtle supporting actor in a wide range of designs.

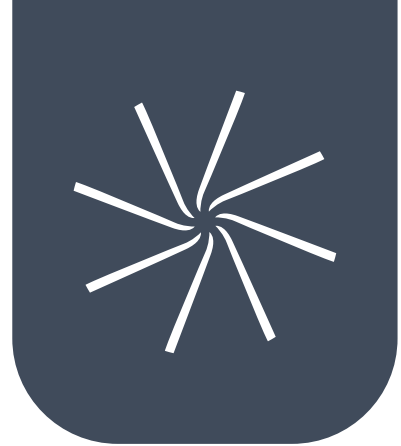
New York

Type

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%

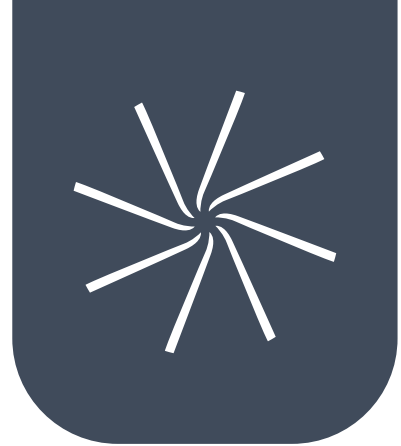


Secondary Type

Our secondary typeface is Helvetica. It's used across all body copy when we need to prioritize clarity and readability over expressiveness. We primarily use Helvetica Regular, with Helvetica Semi Bold occasionally highlighting key words or phrases.

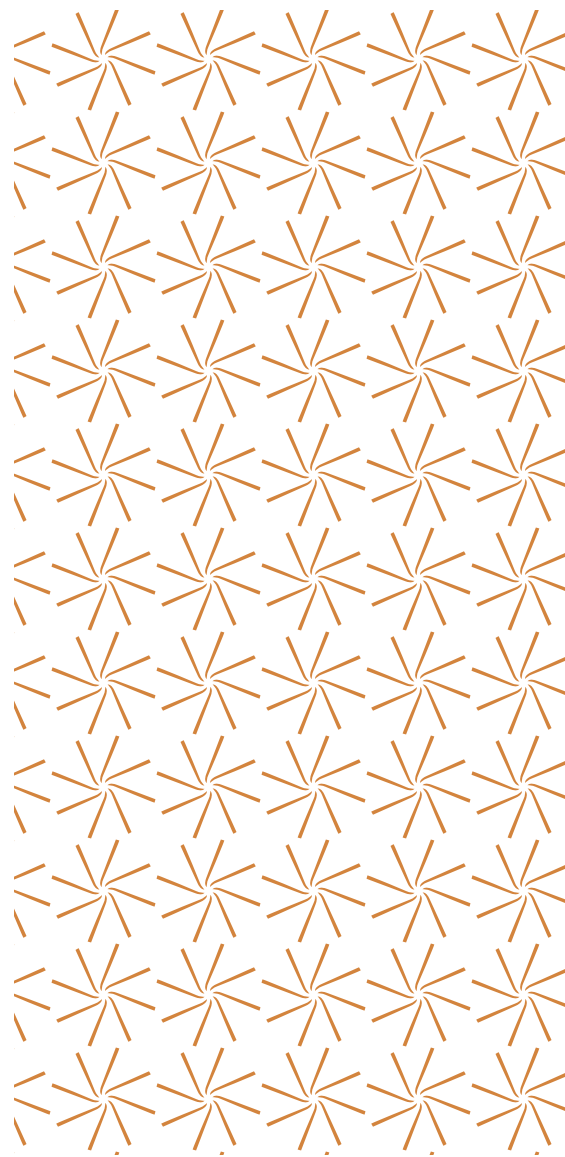
Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%\$

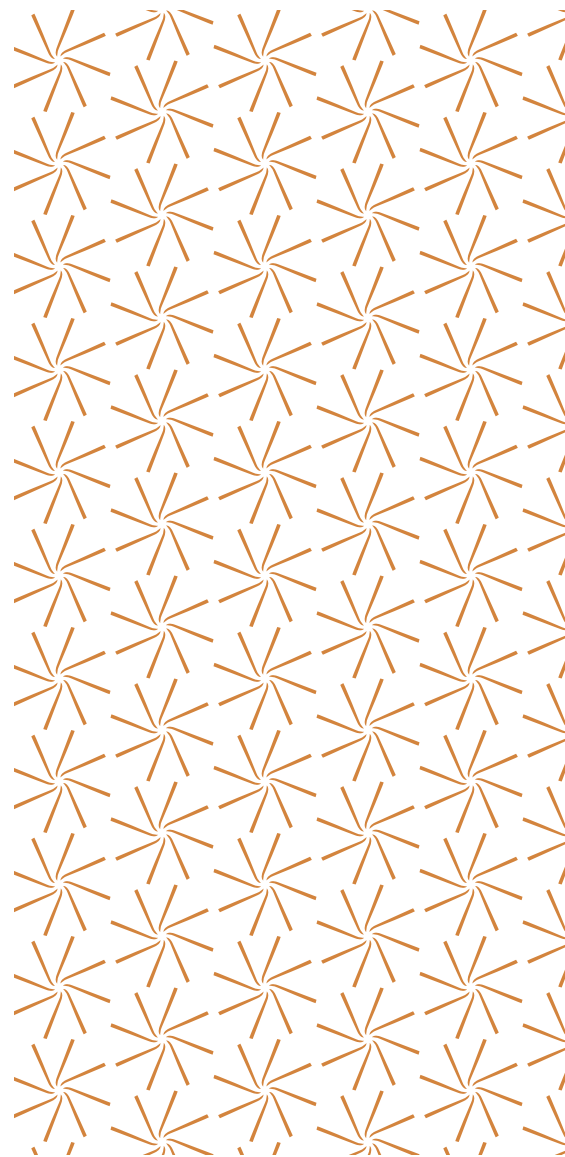


Another component of the visual identity is the pattern. This pattern has been developed from the graphic forms found within the logomark. The modular repeating pattern reflects the natural flow of Endless Summer, creating an instantly recognizable identity that is unique to the brand.

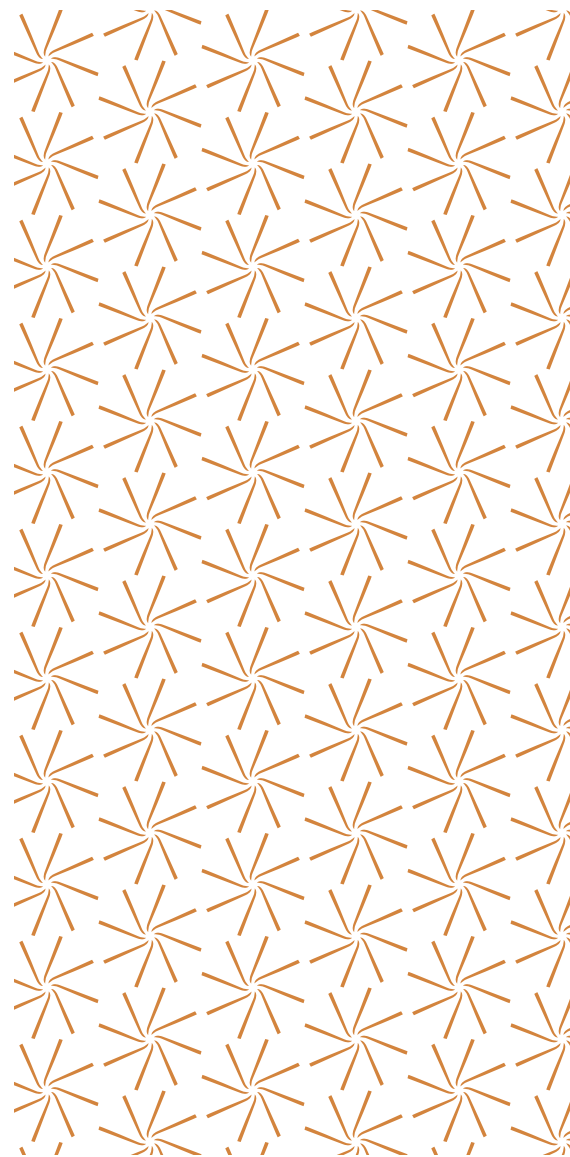
Patterns



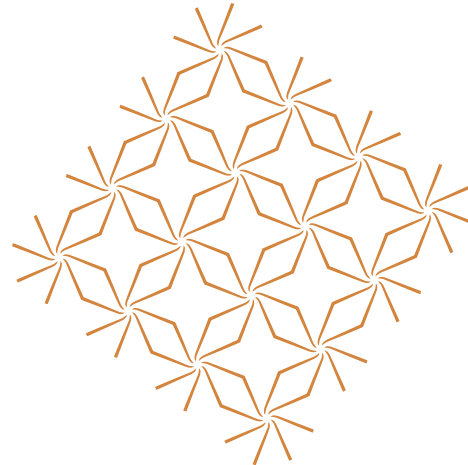
Pattern 01



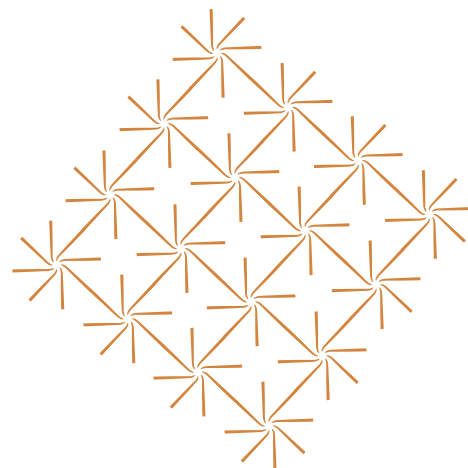
Pattern 02



Pattern 03



Pattern 04



Pattern 05



Logo in Action









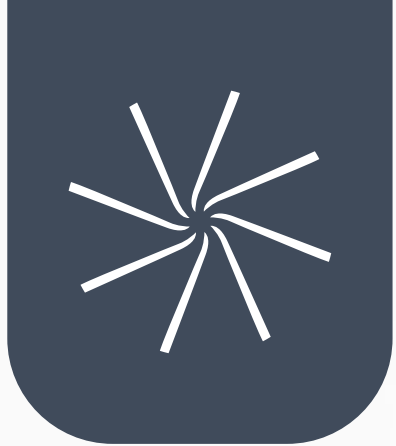


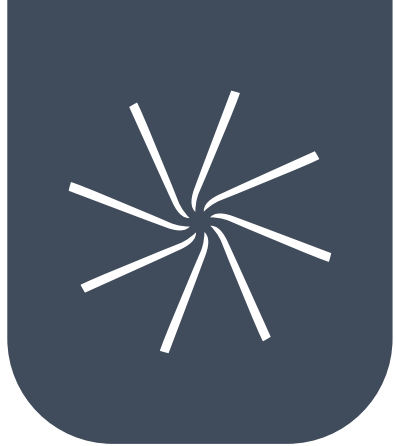
 Endless
Summer

PHOENIX

















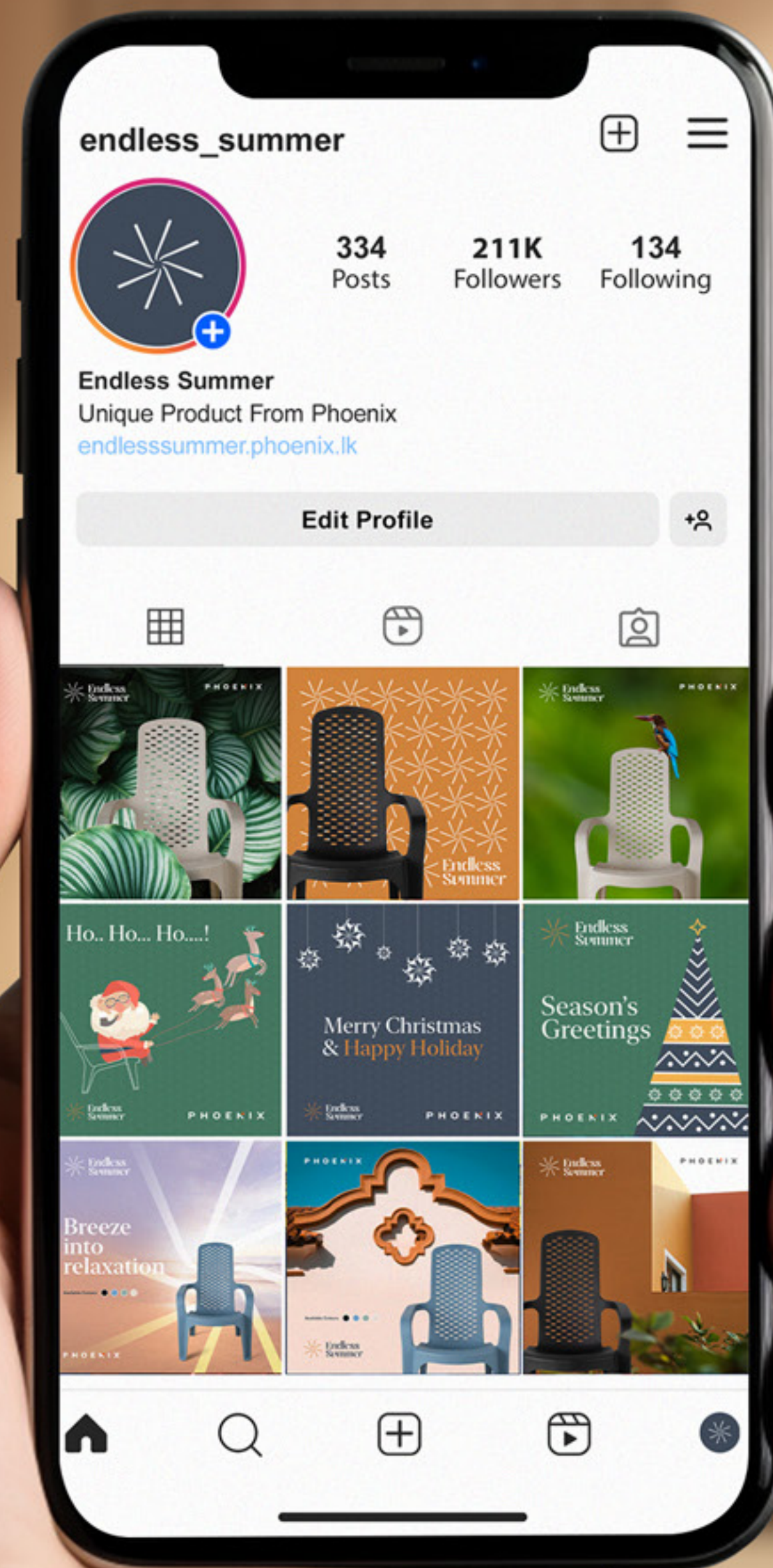
Kick Back
& Relax

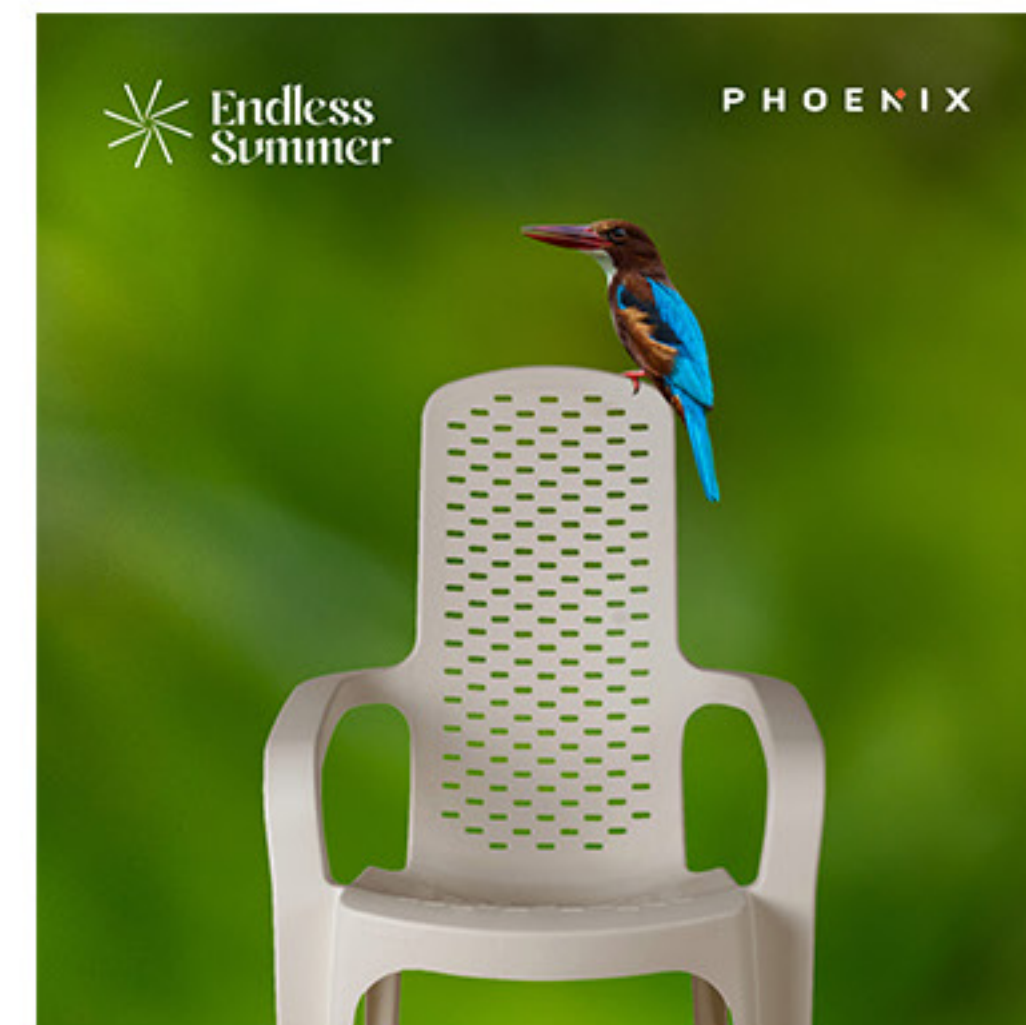
PHOENIX





Social Media Presence







Ho.. Ho... Ho....!



Endless
Summer

P H O E N I X



Merry Christmas
& Happy Holiday

Endless
Summer

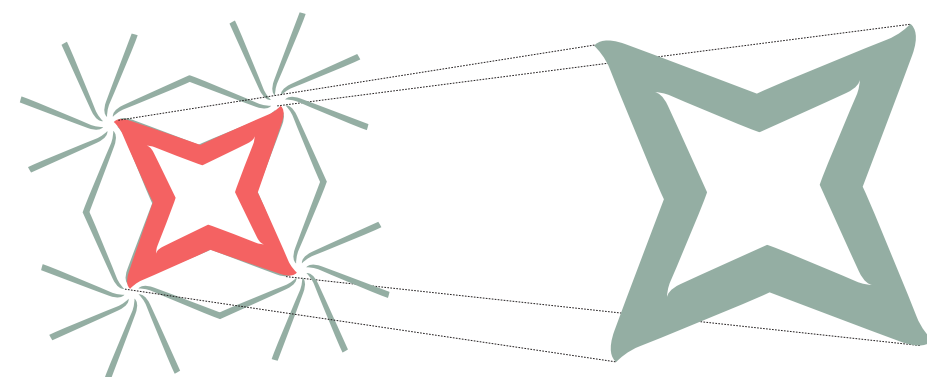
P H O E N I X

Endless
Summer

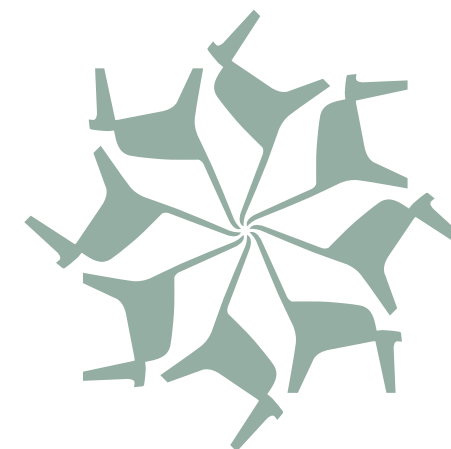
Season's
Greetings



P H O E N I X



Chrirtmas star from
logo repeated pattern



Snowflake from
chair silhouette

*Pasindu
Dhananjaya*

© Pasindu Dhananjaya