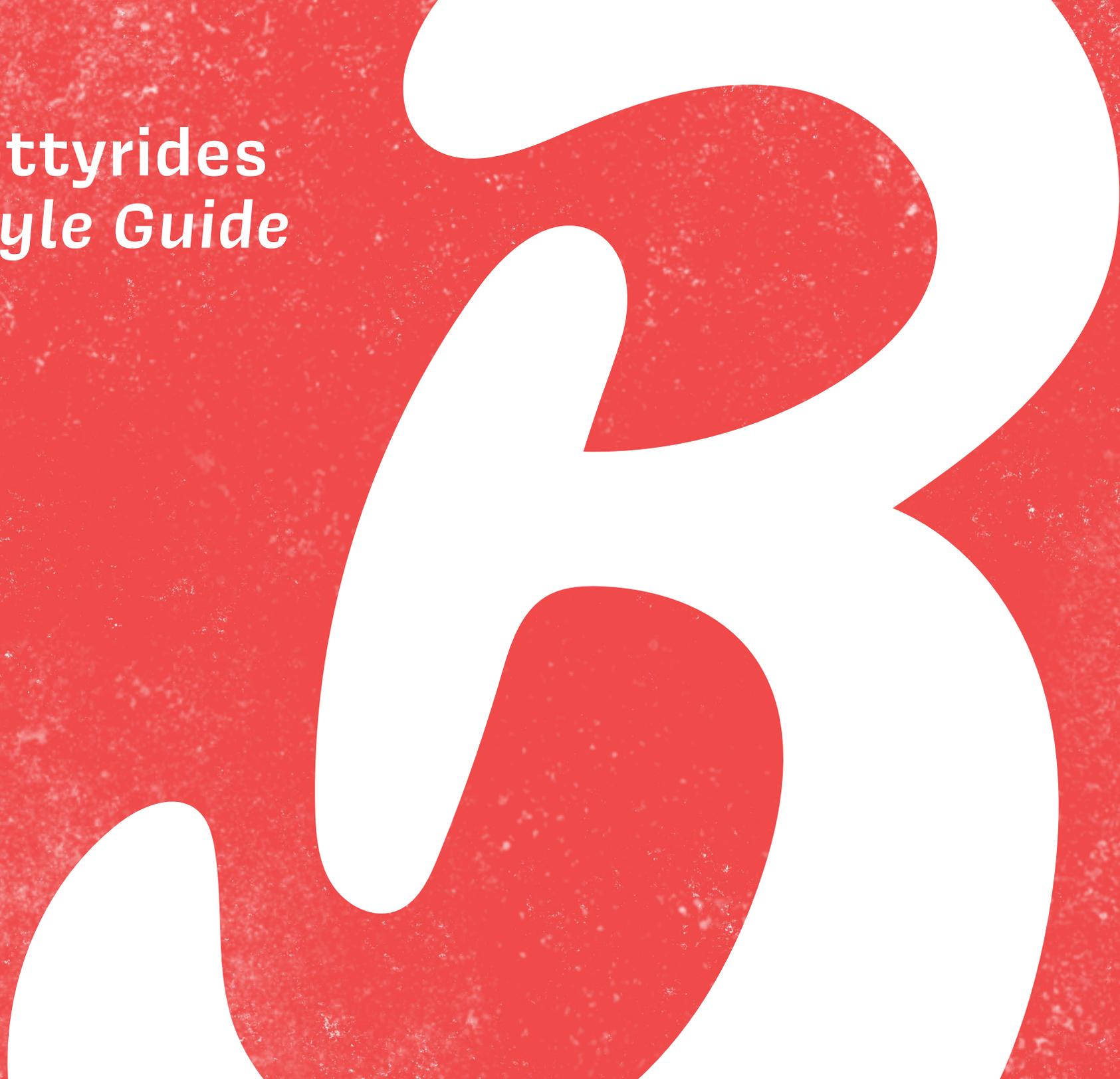


Bettyrides
Style Guide



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The Brand

Bettyrides is: Fearless, Bold, & Badass

Brand Statement:

"A love to "surf the earth" launched Janet Freeman on a visionary path. Her sister asked for snowboard clothes to make her 'look like a girl' and she created one the of the first women's snowboard apparel brands in 1993" (Bettyrides.com) The name Bettyrides was inspired by a fellow surfer and snowboarder friend of Janet's, whom she met in Southern California.

Brand Values:

"Bettyrides has a strong commitment to sustainability, made in the USA, and high quality. All products are designed and tested outdoors in the Pacific Northwest. Headquarters are in Portland, Oregon... the epicenter of the new wave of outdoor play and lifestyle" (Bettyrides.com). Inclusivity is also at the core of Bettyrides' mission. Historically, the gear has been marketed towards women because of the feminine silhouettes. The brand will continue to target boarders seeking feminine snow wear and snowboards, however with an effort to remove gender specific targeting. Gender performance and feminine presentation goes beyond binary, "bettys" don't have to be women.

Project Scope:

Bettyrides' rebrand will increase brand awareness and seek to differentiate the company from competitors. The transition will modernize and reinvigorate the brand as they re-enter the outdoor marketplace. Deliverables will include a new logo, stationary system, psd mock-ups of deliverables, a stylescape/styleguide, and process book.

Target Audience:

With this new branding campaign Bettyrides is hoping to reach women and femme snowboarders looking for snow gear that is modern, stylish, and flattering. The target age demographic is fairly broad, ages 16-35. Because the gear is manufactured in the USA, and is made with quality materials, the brand is targeting riders who are environmentally conscious and willing to invest in items that will last.

Positioning & Competition:

The goal is to position Bettyrides as a company with an established legacy and high end products that can withstand the test of time while still maintaining a fashionable appeal. Directly in competition are other women's specific snow apparel/gear companies such as Nikita (also based in Portland), and Roxy, as well as larger brands such as Burton, 686 and Dakine that have a wide selection of women's sized goods.

Visual Tone:

The tone of designs used in Bettyrides branding will be youthful and feminine but not overly frilly or juvenile.

Personality:

Snowboarding is very much a male dominated sport, in fact in 2019 70% of snowboarders were reportedly male (snowboardingprofiles.com). Bettyrides seeks to empower women and femmes to get out there and shred. The company will use fun, light hearted messaging while establishing an element of badass appeal.

Primary Logo

Wordmark

The script, custom hand lettered type creates motion and feels friendly and human.

Icon

The crown, carried on from established iconography. Hidden lightning bolt element evokes feeling of speed.



Both the icon and wordmark can be used in the lockup or as separate logo elements.

Clearspace



The amount of clearspace around the logo must be no smaller than the width of the "B" in the wordmark.

Secondary Logos

Stacked

To be used in place of the primary logo when appropriate for the dimensions of the application.



"Big B"

Used primarily on merchandise and as a background element to create dynamic compositions.



Color Variations



Logo Dont's



Don't stretch the logo vertically.



Don't stretch the logo horizontally.



Don't make the crown a different color than the wordmark.



Don't place the logo on top of a complex or high contrast pattern.



Don't pair the icon with a different wordmark/typeface.



Don't remove the bolt or change it's color to the same color as the crown.



Don't place a dark version of the logo on a dark background.



Don't use any color other than "Flash" or a cut-out for the bolt.



Don't change the orientation of either element in the lockup.

Color

Betty

PANTONE P 52-7 C
CMYK 0 / 89 / 65 / 0
RGB 239 / 67 / 81
#ef4351

Flash

PANTONE P 166-8 C
CMYK 11 / 0 / 100 / 0
RGB 235 / 231 / 14
#ebe70e

First Place

PANTONE P 104-8 C
CMYK 97 / 81 / 0 / 0
RGB 28 / 67 / 161
#1c4da1

Free Refils

PANTONE N/A
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
#ffffff

Eat My Dust

PANTONE P 174-16 C
CMYK 65 / 38 / 37 / 60
RGB 51 / 62 / 72
#333e48

Icicle

PANTONE P 133-3 C
CMYK 32 / 0 / 22 / 0
RGB 173 / 220 / 207
#addccf

Typefaces

Aa

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
0 1 2 3 4 5 6 7 8 9
(& @ # ! ? }

Covik Sans

Covik Sans is Bettyrides primary typeface. Covik's uniquely playful letterforms make it ideal for headers and larger pieces of text. Use sparingly for body copy.

Aa

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
0 1 2 3 4 5 6 7 8 9
(& @ # ! ? }

Runda

is Bettyrides secondary typeface and may be used for applications where Covik Sans does not read easily. Runda should be used primarily for body copy

Additional Elements

The Curve

Curve elements are used to add interest/create bolder compositions.

Grunge Texture

The texture can be used as an overlay on large blocks of color or on top of photos.



The grunge texture and the curve are often used together, as pictured in Bettyrides' branded letterhead.

Photography



Photography should feel effortlessly cool. This is emphasized by the option to use Polaroid frames for a more collaged look. Photos should showcase the apparel in action and the active lifestyle that Bettyrides wearers lead.

Color transparencies between 30% and 60%, using brand colors, are permitted as an overlay on photos.



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