



# INTRODUCTION

It's hard find a brand on the market that's mainly focused on creating affordable belts but still ensuring high-quality materials, providing custom made option to perfectly fit you and your style. That is where Betty Belts comes in; a brand that specializes in creating elegant, adjustable, and custom made belts made out of Italian vegan leather with fashionable buckles. This brand is customer focused, creating belts according to customer's style and preferences. Our mission is to create environmentally friendly, cruelty-free, and long-lasting belts. Betty Belts is here to prove that belts are the type of accessory that tend to go unnoticed and have the power to put a whole new spin to an outfit.



# BRAND VOICE

Elegant

Classic

Sophisticated

Timeless



# BRAND VALUES

## RELIABLE

We work closely with our customers and creating belts according to their needs and style. We offer any adjustments and repairs on the spot.

## AUTHENTIC

Creating high-quality products is our priority. We are always honest and transparent with the customers about our products, materials we use, and services.

## CRAFTSMANSHIP

One of a kind, group of professionals creating leather belts by hand with creative and stylish buckles.

## DEDICATION

We are dedicated and driven to achieve success, putting hard work into creating belts and providing excellent customers experience.

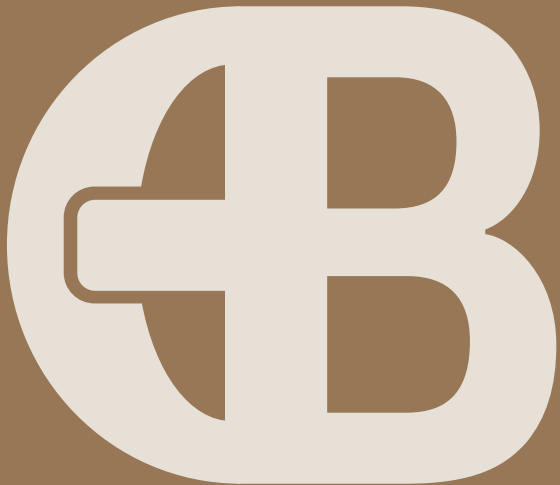
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01

LOGO USAGE

The Betty Belts logo is a combination of a simple and modern wordmark with an icon. The logo comes in different variations such as horizontal and vertical logo mark, icon, and wordmark. The icon represent a belt buckle connected to a letter B that stands for name Betty.



## THE PRIMARY LOGO

The Betty Belts primary brand logo is a simple classic. Our sans serif font is bold condensed weight uppercase font that feels strong and timeless. The icon contains a letter from the wordmark attached to an element that looks like a belt buckle.

FOR COLOUR USAGE  
please refer to the colours on page 14 & 15.

### PRIMARY LOGO COLOURS



The primary logo colour should be used in all design applications of the Betty Belts brand. It is the foundation of the brand's identity and symbol of commitment. The logo should be used as is and never altered in any way.

It may be placed on black, white and brand-coloured backgrounds as long as legibility is ensured.

These logos and colour combinations achieve the highest level of contrast and visual interest for the brand.

### SECONDARY LOGO COLOURS



The secondary logo colour is used to bring visual interest to designs that lack imagery or other visuals. The secondary coloured version is to be placed on lighter or darker shade within the colour palette. This achieves a more subdued tone on tone effect.



# LOGO CLEAR SPACE & MINIMUM SIZE

To maintain a consistent presentation of each Betty Belts logo, it is important to keep equal clear space around it. Crowding the logo loses its legibility and impact. Maintaining proper clear space will ensure the maximum impact of our key brand elements in communications. Another way to maintain maximum legibility and brand recognition is to stick to minimum logo size specifications.

## LOGO CLEAR SPACE



To work out the clear space, use the letter B in the icon of the Betty Belts primary mark as an equal marker around the logo.

## MINIMUM LOGO SIZE

### Print Minimum size - Master Logo



### Digital Minimum size - Master Logo



It is very important to use the Betty Belts logo at the recommended size for most collateral and design applications. The recommended size is two inches wide for print and 150 pixels wide for digital.

# INCORRECT USAGE

Along with clear direction for how and when to use each logo application, it is equally important to know what can and cannot be done when applying the logo in practice.

We present some examples of ways in which the logo and elements of the logo cannot be altered. For consistency, it is best to only use the logos as they have been provided to you in the logo suite.



a. Do not stretch the logo.



d. Do not add effects to the elements.



b. Do not rotate the logo.



e. Do not change the proportion of the logo.



c. Do not crop the logo.



f. Do not add gradients to the logo.

02

BRAND COLOURS

The Betty Belts colours are approachable and create sense of elegance and comfort. The colour scheme represents both femininity and masculinity. The secondary colours create a pleasing visual combination with the primary ones.



# COLOUR PALETTE

The colour palette consists of two primary colours (Brown Leather and Timberwolf) and three secondary colours (Pale Brown, Dark Charcoal, and Isabelline). These colours are present in communications through graphic elements and applications.

**BROWN LEATHER**

CMYK 49/66/73/51  
RGB 84/59/46  
HEX #543B2E

PANTONE: 476 C

**TIMBERWOLF**

CMYK 9/9/13/0  
RGB 230/224/215  
HEX #E6E0D7

PANTONE: 7604 C

**PALE BROWN**

CMYK 37/49/69/13  
RGB 152/119/87  
HEX #987757

PANTONE: 7504 C

**DARK CHARCOAL**

CMYK 68/64/66/68  
RGB 43/41/38  
HEX #2B2926

PANTONE: BLACK C

**ISABELLINE**

CMYK 3/3/6/0  
RGB 245/241/235  
HEX #F5F1EB

PANTONE: 9285 C

# PRIMARY COLOUR USAGE

The palette consists of 2 primary colours (Brown Leather and Timberwolf). These colours are present in communications through graphic elements and applications.

In order to maintain a strong and consistent brand, the primary colours are to be used in this colour combination wherever applicable.

## PRIMARY LOGO



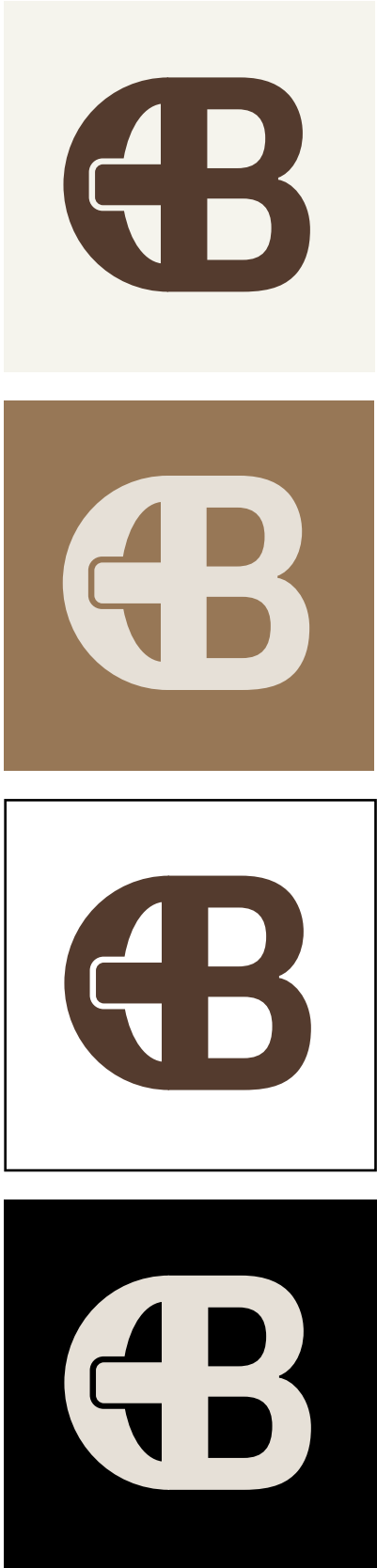
## SECONDARY LOGO



## WORDMARK



## ICON



## SECONDARY COLOUR USAGE

Betty Belts colours are chic, sophisticated, and create sense of warmth and reliability. The palette consists of 3 secondary colours (Pale Brown, Dark Charcoal, and Isabelline). These colours are present in communications through graphic elements and applications.

In order to maintain a strong and consistent brand, the secondary colours are to be used in this colour combination wherever applicable.

### PRIMARY LOGO



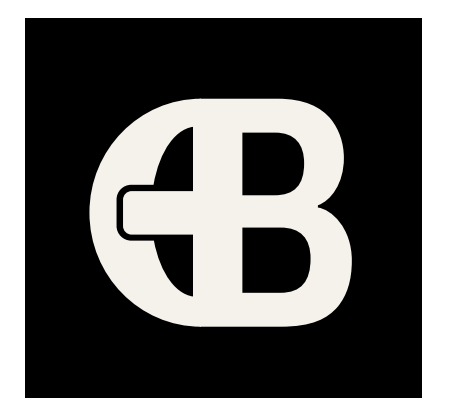
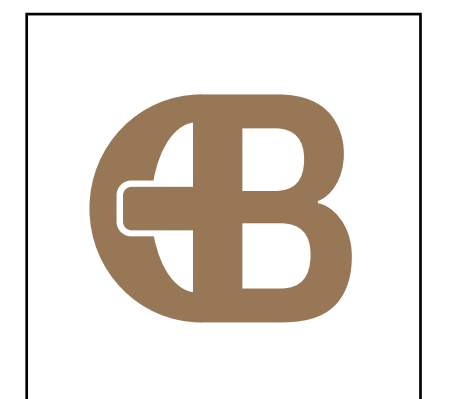
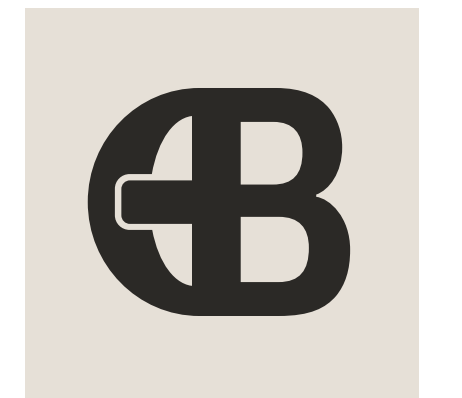
### SECONDARY LOGO



### WORDMARK



### ICON



03

TYPOGRAPHY



Typography is essential for Betty Belts to express our tone and personality as well as establishing a hierarchy of information in layout.

**Our primary headline** typeface is Embarcadero MVB Pro Bold. It has strong structure and a bold, elegant personality.

**Our secondary** typeface is Forma DJR Micro Regular. It is a simple but stylish sans serif that goes well with the brand's identity and acts as an alternative font too.

# THIS IS A BETTY BELTS HEADLINE.

These are the subheads.

This is body copy.

Idellore henectur si idis es res di doluptatecte dolupie nimagnia sum ipienim inctemquid que que labo. Ur? Qui omnihietae et, que pernam commodi dolupti doluptia voluptatur si conet qui Ehendaepro doluptatat et od quia quat laut officiatem et alique optatur, commolut volorpossus qui debit fugitius errore, illab is dolorunt hillabor magnimolore nos sum re recum nit rem eatur aspeligendis nis expel experro volupta.

## PRIMARY FONT

Embarcadero MVB Pro is a font in a space between grotesque sans serifs and the vernacular signage lettering. This font has a simple, square form which looks professional and elegant. It is very versatile which allows to deliver any kind of message.

While Bold and Regular versions are our priority styles, Embarcadero MVB Pro provides a great range of weight options from Regular to Black Italic.

We use heavier weight for headlines in our advertisements and on the website. It helps us in creating visual interest. We also use this font on our printed collaterals.

# Embarcadero MVB Pro

## Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()

---

BOLD

## Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()

---

REGULAR

Regular

*Italic*

Medium

*Medium Italic*

**Bold**

***Bold Italic***

**Extra Bold**

***Extra Bold Italic***

**Black**

***Black Italic***

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WEIGHT OPTIONS

## SECONDARY FONT

Forma DJR Micro was originally released in 1968 and it is a revival of Aldo Novarese’s late mid-century neo-grotesque for the Italian Nebiolo foundry. This font has that midcentury modernist precision look, still providing that chic feeling.

Forma DJR Micro font provides a wide range of weight options from Extra Light to Black Italic, which allows us to have more flexibility when working with text.

We use Regular weight for body copy in our advertisements and on the website.

# Forma DJR Micro

## Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**  
**!@#\$%^&\*()**

---

BOLD

## Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()

---

REGULAR

Extra Light  
*Extra Light Italic*  
Light  
*Light Italic*  
Regular  
*Italic*  
Medium  
*Medium Italic*  
Bold  
*Bold Italic*  
Extra Bold  
*Extra Bold Italic*  
Black  
*Black Italic*

---

WEIGHT OPTIONS

04

PHOTOGRAPHY

Betty Belts photography is an essential tool for all brand applications, as images are combined to bring life to the brand and evoke a space that is elegant, minimalistic, and business casual.

**IMAGE CONCEPTS**

- 1) Miscellaneous images give people a taste of what Betty Belts has to offer.
- 2) Lifestyle images tell stories about people's lives and capture moments of real-life events.
- 3) Conceptual images give people a first-hand look inside the beautiful atmospheric space.



## LIFESTYLE IMAGERY

Betty Belts showcases chic and monochromatic aesthetic. Our lifestyle imagery takes a journey through our audience approach. Focusing on sophisticated images of timeless fashion trends, chic style, women and men in business casual attire, and a minimalistic and clean inspired environment.

These lifestyle images always need to capture elegance, warm tones of browns, black and beige colours, and editorial in nature. The overall look is classic and business casual.

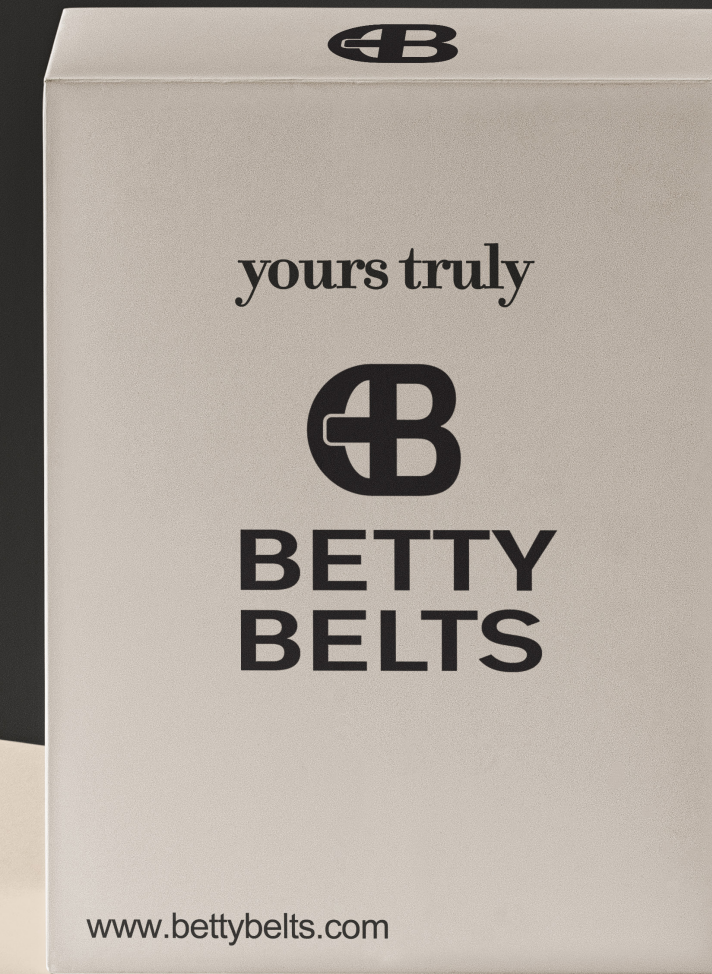
The pieces of leather, which the brand focuses on, evokes luxuries and sophisticated feeling.

### IMAGES FOR REFERENCE ONLY

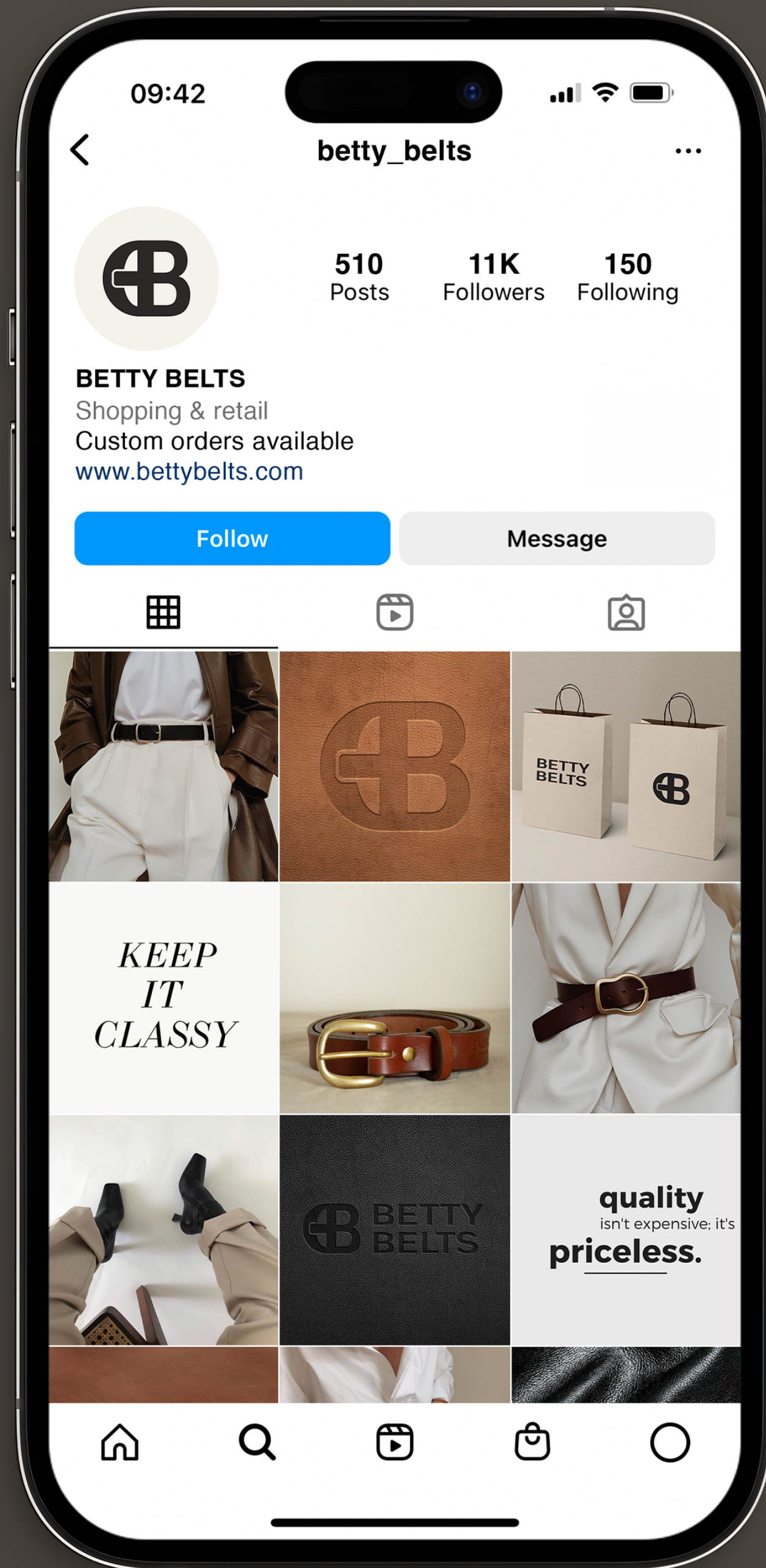


05

# APPLICATIONS









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