The Sassy Peacock LLC

Men's & Women's Consignment Boutique

BRANDING STANDARD MANUAL

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Table of Contents

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1 : : LOGO AND SIGNATURE

A : : Black & White 1
A : : 1 Color (primary color of the corp) 1
B : : 4-Color 1
C : : Reversed on a black or dark background 1

2 : : DO'S AND DONT'S

A : : Spacing around Logo 1
B : : Approved Logo Usage 1
C : : What Not to do to the Logotype 1

3 : : COLOR PALETTE

A : : Establish the palette and it's Hierarchy 1
B : : Color Models: CMYK, RGB, Hexidecimal code, color codes 1

4 : : TYPE STYLES

A : : Primary Family 1
B : : Secondary Family 1

Section 1: Logo Options



The Sassy Peacock logo

Logo Configuration

The Sassy Peacock logo is the most visible component of the overall brand identity.

The logo art should not be altered in any way, but used always as supplied.

The following copyright notice must be included on all materials (website, advertising, etc.). Place it at the end of documents or at the bottom of the web page. Update the year as necessary.

©2026 The Sassy Peacock. All rights reserved.

When using the name in text always write it in the following way:
The Sassy Peacock

When describing the brand always use the following language:

The Sassy Peacock is a creative brand focused on style, expression, and modern visual identity.

Logo and Signature



BLACK AND WHITE



4-COLOR



TWO COLOR LOGO



TWO COLOR LOGO



ONE COLOR



ONE COLOR

About the Mark

The Sassy Peacock logo consists of the logotype and the mark. The mark represents what Sassy Peacock is about. Sassy Peacock's symbol represents the essence of creativity and expression that defines the brand. This logo has been developed to promote high visibility of the mark balanced with clear legibility of the name. The relationship (size, positioning, etc.) of these elements should never be altered in any way.

Whenever possible, the logo should appear in its full color horizontal version pictured to the left.

When the 4-color version cannot be used, a solid color version is available.

BLACK AND WHITE

For black and white publications, or when color is not an option, there is a one-color version of the logo available for use in black.

4-COLOR LOGO

The horizontal logo, pictured above, is the preferred version. It may only be reproduced in the colors listed in this manual for all color conversions including PANTONE, four-color process, video, and web.

TWO COLOR LOGO

For use when only two colors are available for print.

ONE COLOR LOGO

For use when only one color is available for print.



Sassy Peacock logo proportions



Clear space

Logo Proportions

The Sassy Peacock logo has been developed as a balanced whole. At no time may the shape, configuration, or proportions be altered. The correct proportions are shown here. Consistent use of the logo helps maintain the integrity of the brand and ensures greater brand recognition.

Clear Space

To preserve the integrity of the logo and ensure maximum impact in environments where it appears with other elements, clear space must be maintained on all sides of the logo. The minimum clear space required is relative to the size of the logo. It is equal to once the X-height of the logotype as indicated.

Minimum Size

When the logo is reduced, there is a point at which it becomes ineffective. By establishing a minimum size for the logo it is ensured the logo is always prominent and readable. The Sassy Peacock logo should never be reproduced smaller than 1.3 inches across.



1.3 in
Minimum size

Section 2 : Approved Logo usage (Do's)

The Sassy Peacock primary logo palette



Black and White primary logo palette





Color Hierarchy

The adjacent diagram illustrates the color hierarchy of the Sassy Peacock brand.

The primary color palette consists of deep navy, soft blush, and complementary accent tones, and is preferred for use across all brand applications including print and digital materials.

The color system also includes a range of secondary colors that support and enhance the primary palette while maintaining overall visual harmony.

Black and white variations are available for one-color applications where full color reproduction is not possible.

Section 2 : Approved Logo usage (Do's)

The Sassy Peacock secondary logo palette







Alternate variations







Section 2 : Usage Restrictions (Don’ts)





Background color must always provide sufficient contrast with the the colors





Photographic or patterned backgrounds must not be overly complex.





The logo must reverse to white on dark backgrounds.

Logo Application on Color Background

Although the full-color Sassy Peacock logo on a white background is the preferred usage, there will be situations where the logo must appear on a colored background. To maintain legibility and brand consistency, there must always be sufficient contrast between the logo and the background.

When placing the logo on dark or deep-colored backgrounds, use an approved color variation or reverse the logo to white to ensure maximum visibility and clarity.

Background Control

The Sassy Peacock logo may be applied to solid colors, patterns, or photographic backgrounds only when there is clear contrast between the logo and its surroundings.

Backgrounds must not overpower or distract from the logo
Avoid overly complex or busy patterns behind the logo
Ensure the logo remains clearly visible at all times

These guidelines also apply to black and white logo versions. Proper contrast must always be maintained regardless of color variation.

Key Rules

- Background colors must provide strong contrast with the logo
- The logo should switch to a white (reversed) version on dark
- backgrounds
- Avoid placing the logo on visually cluttered or highly detailed images
- Always prioritize readability and brand clarity

Logo Usage Restrictions (Don’ts)

A



A



B



C



D



E



F



A : Do not stretch or distort the logo
Always maintain the original proportions and scale.

B : Do not add shadows, glows, or effects
Avoid drop shadows, gradients, or any visual effects.

C : Do not rotate or tilt the logo
The logo must always remain upright.

D : Do not crop or partially display the logo
Always use the complete and intact logo.

E : Do not outline or add strokes to the logo

F : Do not combine with other graphic elements

Section 3 : Color Palette

PRIMARY COLORS

Deep Navy Blue
HEX: #1F3A5F
RGB: 31, 58, 95
CMYK: 67, 39, 0, 63

Soft Pink
HEX: #E7BAC6
RGB: 231, 186, 198
CMYK: 7, 30, 10, 0

SECONDARY COLORS

Teal Blue
HEX: #23A9E1
RGB: 35, 169, 225
CMYK: 71, 16, 0, 0

Olive Green
HEX: #8A8F45
RGB: 138, 143, 69
CMYK: 3, 0, 52, 44

Dusty Plum
HEX: #6E4A5A
RGB: 110, 74, 90
CMYK: 0, 33, 18, 57

SUPPORTING COLORS

Rich Forest Green
HEX: #0B5D2A
RGB: 11, 93, 42
CMYK: 88, 0, 55, 64

Fresh Lime Green
HEX: #8CC63E
RGB: 140, 198, 62
CMYK: 29, 0, 69, 22

Using Color

Color is a fundamental and expressive element of The Sassy Peacock brand identity. It plays a key role in communicating the brand's personality elegant, confident, and distinctive. The selected palette is designed to create a visually cohesive and memorable experience across all brand applications.

The primary color palette is inspired by peacock tones, featuring rich emerald green and soft blush pink as the core brand colors. These are supported by navy blue, which functions as a secondary color, providing depth, contrast, and versatility across layouts.

Additional supporting tones may include lighter variations of pink and green, as well as neutral shades, allowing flexibility while maintaining a harmonious and balanced visual system.

When applied consistently, the color palette strengthens brand recognition and ensures visual consistency across both print and digital media. Proper use of color enhances legibility, supports hierarchy, and reinforces the overall aesthetic of The Sassy Peacock brand.

All color applications should follow approved combinations to maintain clarity, contrast, and brand integrity at all times.

Section 3 : Type Styles

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
1234567890
(COCHIN BOLD)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
1234567890
(COCHIN REGULAR)

Print Usage

The approved typography for The Sassy Peacock brand combines a serif and serif type system to maintain both elegance and readability.

Cochin is used as the primary display typeface for headings and subheadings across print and digital materials. It should be used for titles, headlines, and short supporting text to convey a refined and sophisticated tone.

A complementary serif typeface should be used for body copy to ensure clarity and legibility, especially in longer text passages.

All typefaces must be used as designed. Do not stretch, compress, or distort the fonts. Consistent typography usage is essential to maintaining brand integrity and visual hierarchy.

Section 3 : Type Styles

PRIMARY WEB & DIGITAL USAGE

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
1234567890
(Skia Black)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
1234567890
(Cochin Bold)

SECONDARY ON-AIR & WEB USAGE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
1234567890
(Cochin Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
1234567890
(**Didot Bold**)

SECONDARY ON-AIR & WEB USAGE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
1234567890
(Didot Regular)

Web & Digital Usage

The approved typography for The Sassy Peacock across web and digital platforms is designed to ensure a balance of elegance, clarity, and modern visual appeal.

Skia is the primary display typeface and should be used for all headlines and subheadings across digital applications. It is ideal for hero text, section titles, and short highlighted content. Skia should not be used for extended body copy to maintain readability.

A complementary serif typeface (such as Didot and cochin) should be used for all body text. This ensures optimal legibility across devices and screen sizes, especially for longer paragraphs and detailed information.

The sans-serif typeface may also be used for captions, navigation text, buttons, and other small-scale elements where clarity is essential.

All typography must be used as designed. Do not stretch, compress, or distort the fonts. Consistent application of typography is essential to maintaining a cohesive and professional brand identity across all digital platforms.