BaggageClaim

Baggage Claim

YOUR BAG, MADAME.

★★★★★

Baggage Claim

Baggage Claim

Baggage Claim is the first and only in-airport clothing rental service that provides travelers with a curated vacation wardrobe that can be picked up and dropped off at arrivals & departures.

★★★★★

Baggage Claim

ONE. **BRAND**

STYLE GUIDE

TWO.

THREE. IMPLEMENTATION

BAGGAGE CLAIM BRAND GUIDELINES
FOR THOSE DESTINED FOR SOMEWHERE ELSE
CREATED BY ARCHAEOLOGY D. STUDIO

LOGO

MAIN LOGO FACE

The main logo is the core of our brand identity and must always be used consistently. Keep it in its original form without changes to color, size, or design.

Never distort or place the logo on distracting backgrounds. Consistent use strengthens our brand recognition.
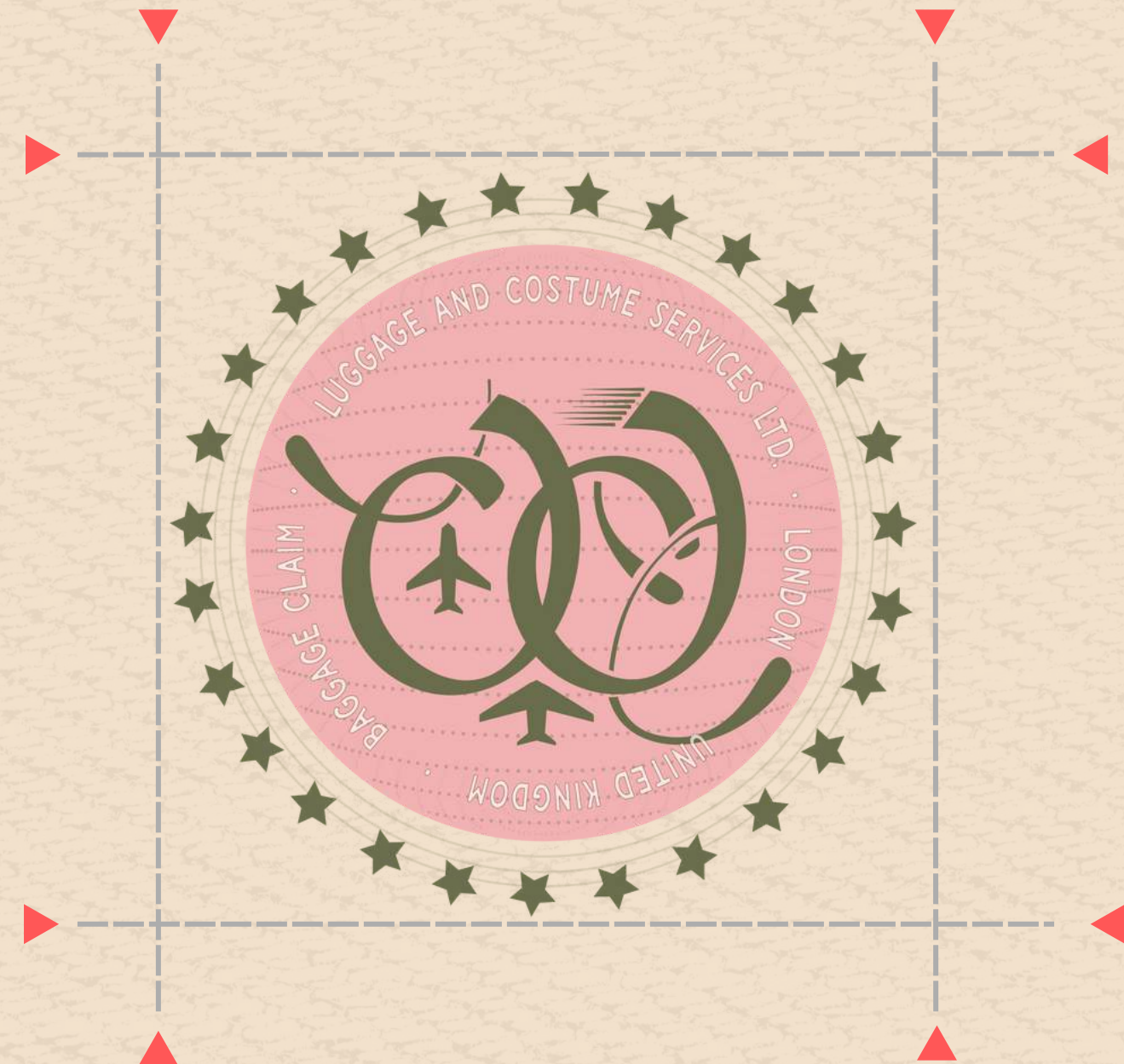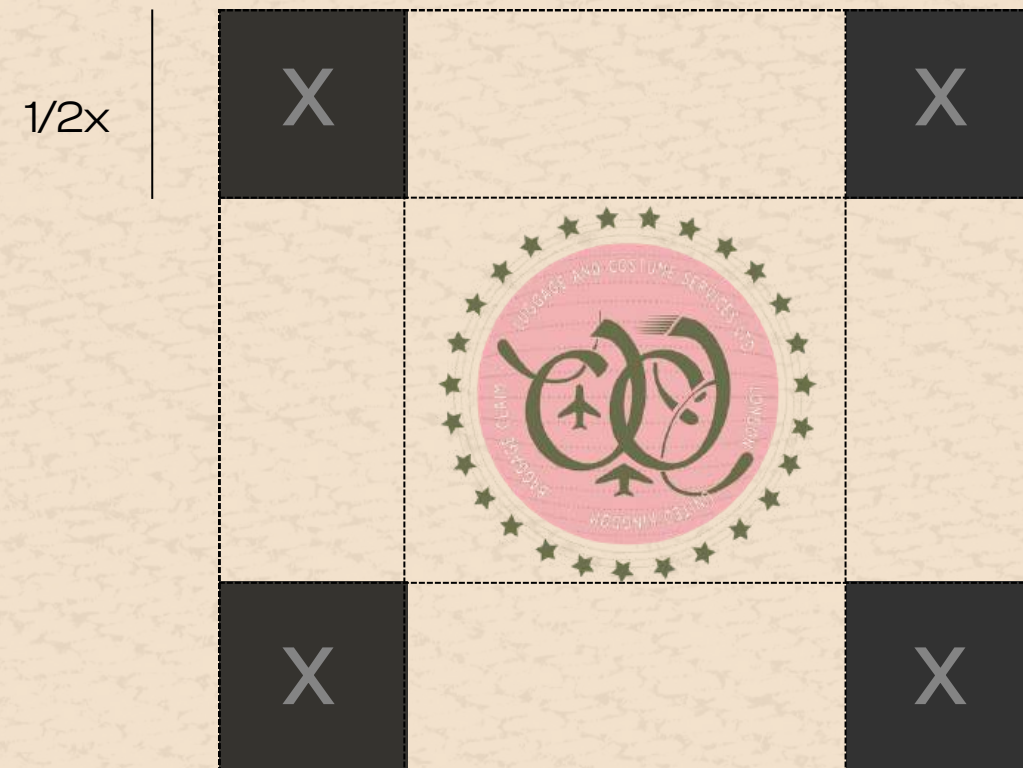
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LOGO MARK

LOGO DECAL

A logo mark, also known as a symbol or emblem, is a graphic icon or symbol that represents a brand. Unlike a logotype, which consists only of typography or lettering, a logo mark is a visual representation arranged in such a way that it conveys the company's values.

SAFE SPACE

LOGO SPECS

1/2x

X X

X X

Clear space for the logogram is half
the height of the logogram itself

×

×

×

The minimum clear space around the logo should be equal to the
height of the "logogram" in the logo. This ensures that the logo is
legible and does not compete with other design elements.

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COLOR REPRODUCTION

LOGO SPECS

Color reproduction refers to the process of reproducing a logo's colors accurately in various contexts and media.

This involves ensuring that the colors of the logo are consistent and recognizable across all platforms, including print, digital, and other media types.

COLOR

Used when the application is too small to see from a distance, or to obtain visibility, and where exposure time is short:

- Social Profile Picture
- Small Media

DARK

For specific use for maximum legibility against dark backgrounds:

- PACE/Website Designs
- Digital Display Banners
- Sponsorship

LIGHT

For specific use for maximum legibility against light backgrounds:

- PACE/Website Designs
- Digital Display Banners

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APP ICON

LOGO SPECS

Our app icon serves as the quintessential representation of our brand's identity and values. It encapsulates our commitment to innovation, simplicity, and user-centric design.

The app icon features a clean and captivating design that instantly grabs attention. The harmonious combination of colors reflects our brand's personality, while the sleek lines and contours exude a sense of modernity and ensures that it remains an iconic symbol of our brand's essence and mission.

LOGO ON IMAGE

LOGO SPECS

A key component of our brand guidelines is the strategic use of the logo on images. By placing our iconic logo on carefully selected visuals, we create a powerful association between our brand identity and captivating imagery.

Whether it's social media posts, marketing materials, or product shots, incorporating the logo on images reinforces our brand's visual impact and fosters a consistent and memorable brand presence.

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ONE. BRAND

STYLE GUIDE TWO.

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TYPOGRAPHY

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TYPE

TEXT HIERARCHY

Our typography reflects the brand's personality and ensures clarity and consistency across all communications. Hierarchy, spacing, and alignment are key to a polished and professional look.

When applied correctly, our typography strengthens brand recognition and enhances the overall visual identity.

HI.

FLAPJACK • CAPITAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

H2.

DM SANS • CAPITAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

P.

ROBOTO SLAB

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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TYPE

TEXT HIERARCHY SAMPLE

WOULD YOU PLEASE

PACK MY BOX WITH FIVE DOZEN LIQUOR JUGS

Baggage claim is the first and only in-airport clothing rental service that provides travelers with a curated vacation wardrobe that can be picked up and dropped off at arrivals & departures.

Baggage Claim est le premier et le seul service de location de vêtements à l'aéroport qui offre aux voyageurs une garde-robe de vacances organisée qui peut être récupérée et déposée aux arrivées et aux départs.

A retirada de bagagem é o primeiro e único serviço de aluguel de roupas no aeroporto que oferece aos viajantes um guarda-roupa de férias personalizado que pode ser retirado e deixado nos desembarques e embarques.

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TYPE

TEXT HIERARCHY

Typography hierarchy organizes text elements based on importance. It uses size, weight, and style to guide readers through content.

Headings are prominent, subheadings are secondary, and body text provides the main content. Consistency and white space are crucial for clarity and readability.

FLAPJACK

HEADLINES

FLAPJACK

HEADLINES AND SHORT MESSAGES

FLAPJACK

BUTTON

DM SANS

SUBHEADERS

ROBOTO SLAB

Paragraph. Vestibulum dignissim, lorem vitae consequat ultrices.

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COLORS

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COLOR

PALETTE FAMILY

Black	Paulo	Sahara	Billiard	Martini	NYC	Cosmo	Flamingo	Lipstick	Blush	Glass	Dune	White
#000000	#4c2211	#a85e0f	#393f13	#66661d	#ffcb39	#f30330	#ff444f	#e14455	#f3b3b5	#85877c	#f5dbc0	#000000

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COLOR

UTILIZATION METRICS

Martini

Billiard

NYC

Sahara

Flamingo

Blush

Dune

Paulo

Cosmo

White

Black

Lipstick

Glass

#000000

#4c2211

#a85e0f

#393f13

#66661d

#ffcb39

#f30330

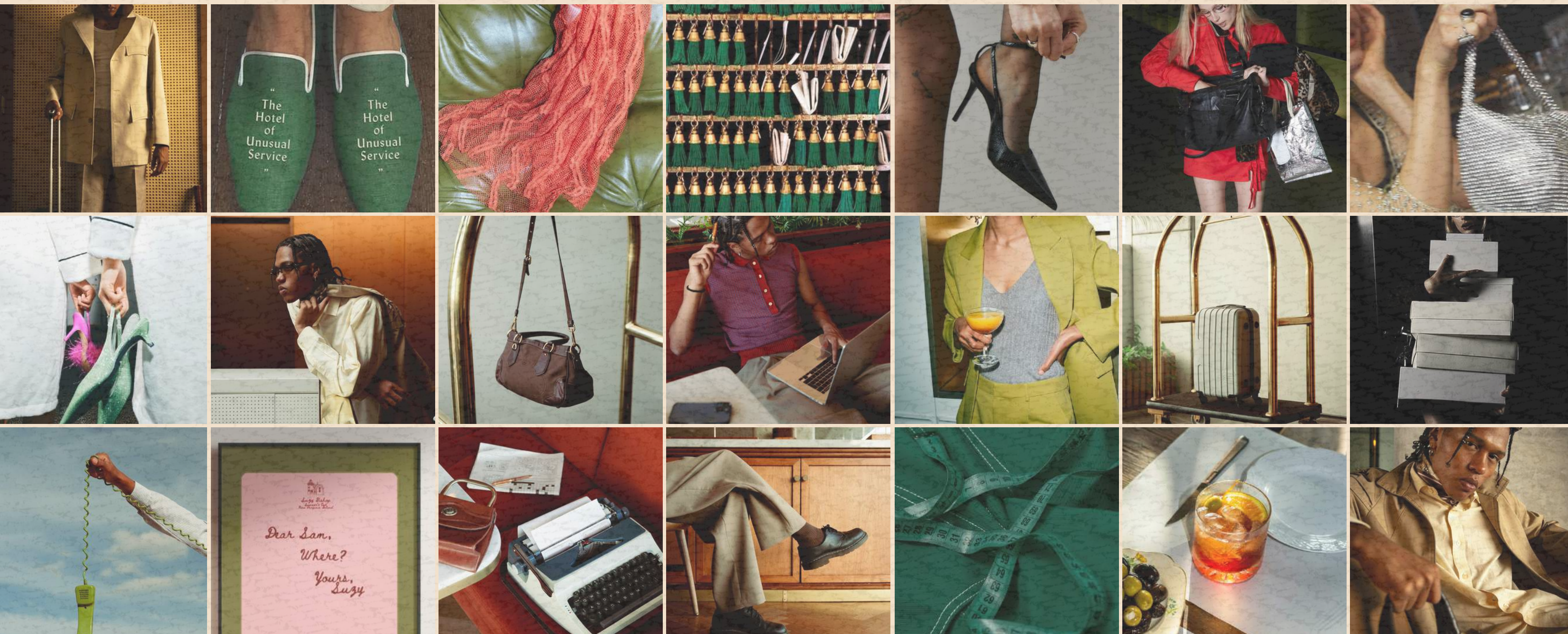#ff444f

#e14455

#f3b3b5

#85877c

#f5dbc0

#000000

IMAGERY

Baggage Claim

MOOD

IMAGERY COMPOSITION

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ONE.   BRAND
STYLE GUIDE

THREE.   IMPLEMENTATION

PACKAGING

PACKAGING

SOCIAL

SOCIAL

A collection of social media templates showcasing various designs for posts, cover images, and profile pictures.

The templates align with brand guidelines, featuring the brand's logotype, color palette, and typography.

The focus is on creating a cohesive brand identity across different social media platforms.
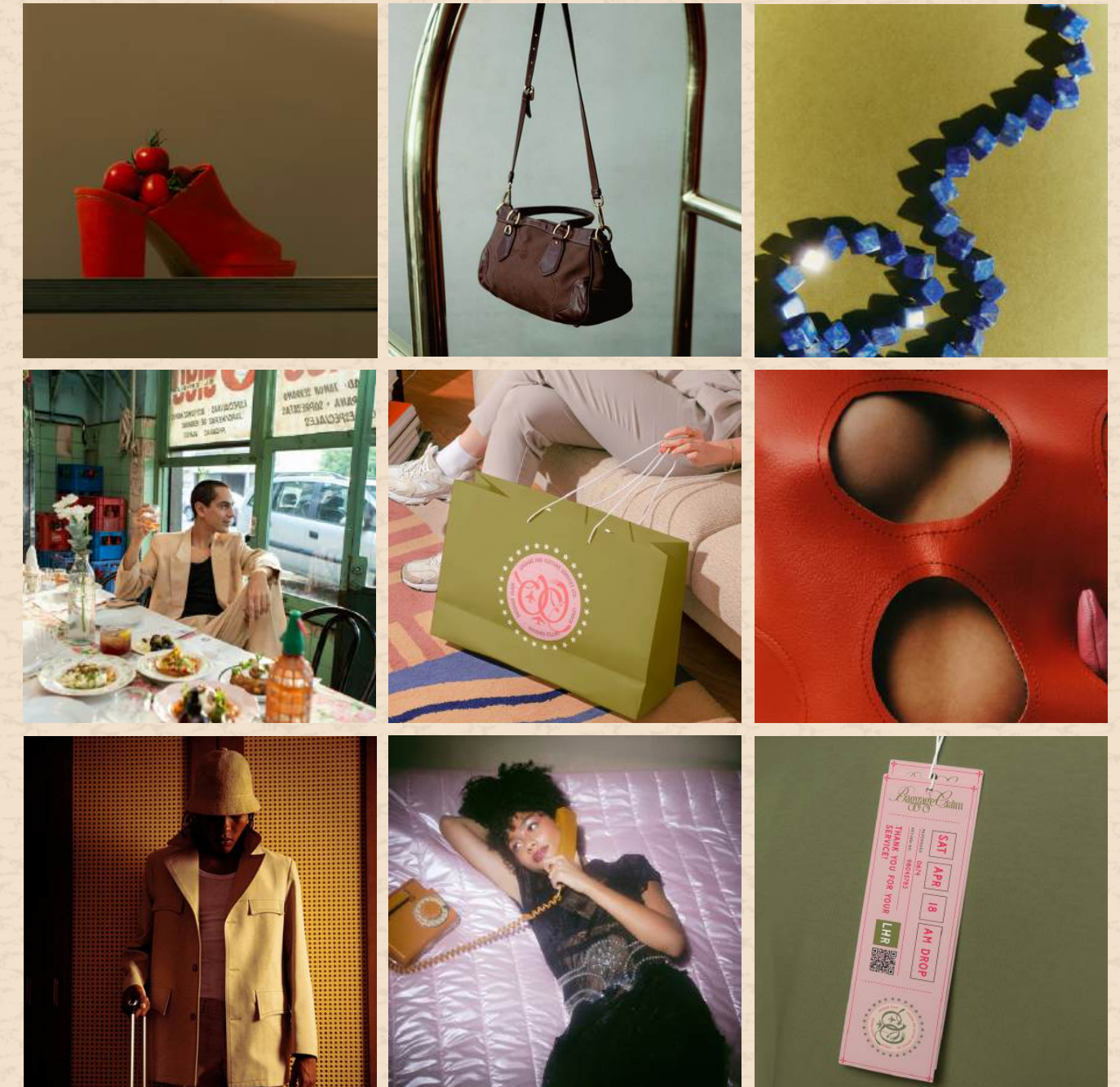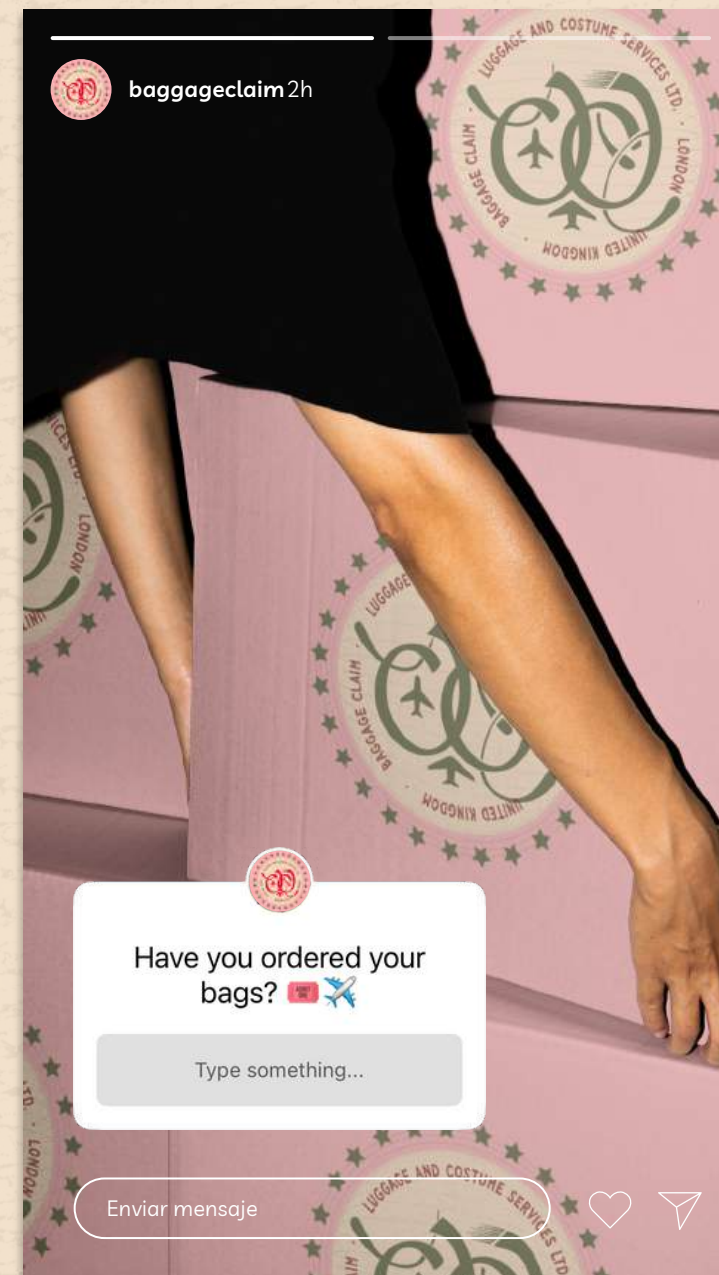
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WHERE LUXURY LANDS

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