



Brand Guidelines
2026, Jaya Rao

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Brand Identity

For women of all styles and shapes, Shells is the beachwear brand that makes finding your perfect 'shell' effortless because our pieces are designed with comfort, versatility, and confidence in mind.

Personality

The brand should feel soft, feminine, and playful while remaining mature and intentional. It promotes confidence, body positivity, and self-expression through a relaxed, effortless, beach-inspired aesthetic that feels clean, fresh, and approachable.

keywords; soft, effortless, inclusive, beachy, feminine, confident, playful

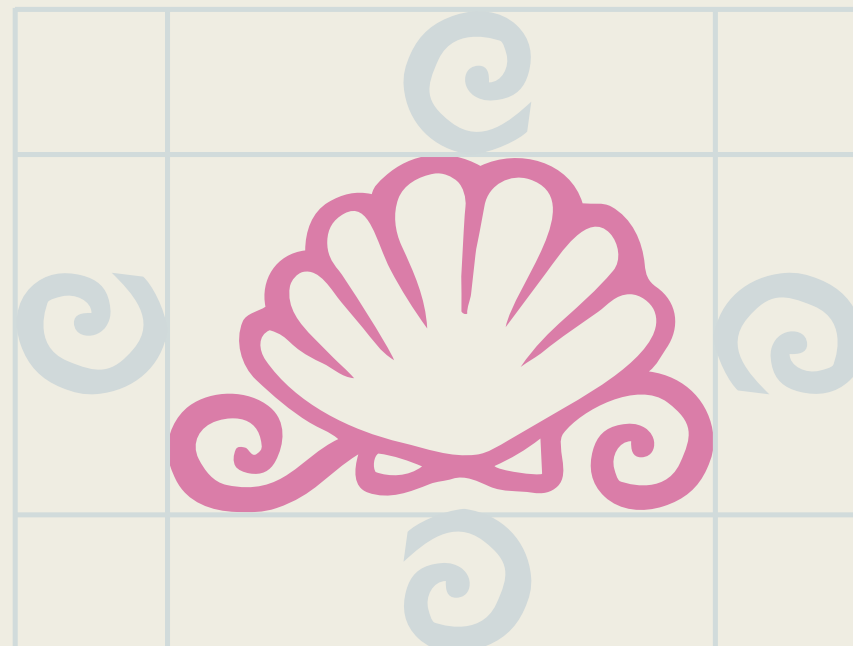




LOGO

systems

Logo Lockups



Primary Logo

The primary Shells logo is the main brand mark and should be used across most brand applications, including packaging, signage, and digital media.

Logo Icon

The Shells icon is a simplified brand mark used for small-scale applications such as social media, stickers, tags, and favicon use.

Secondary Logo

The secondary logo offers a more decorative and flexible variation for layouts where the primary logo may not fit or where a more playful visual is desired.

Primary Logo Color Variations

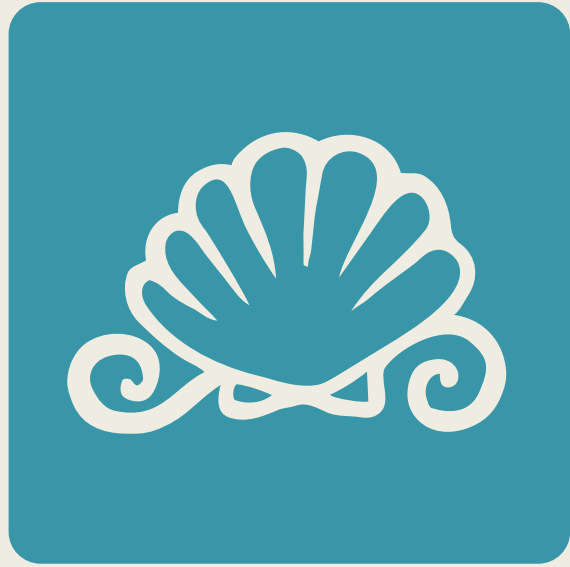
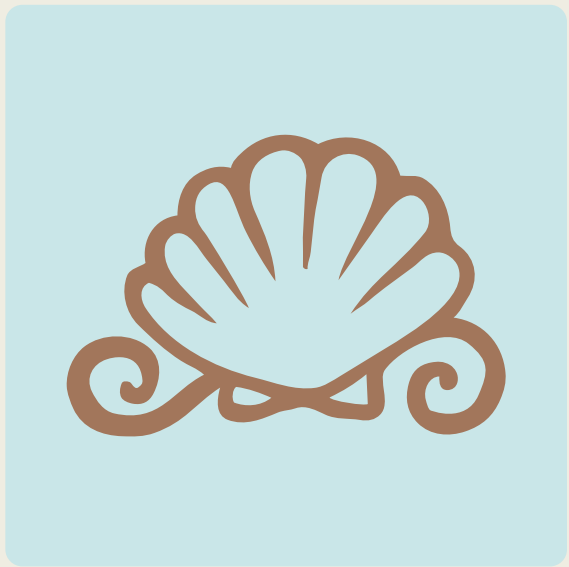
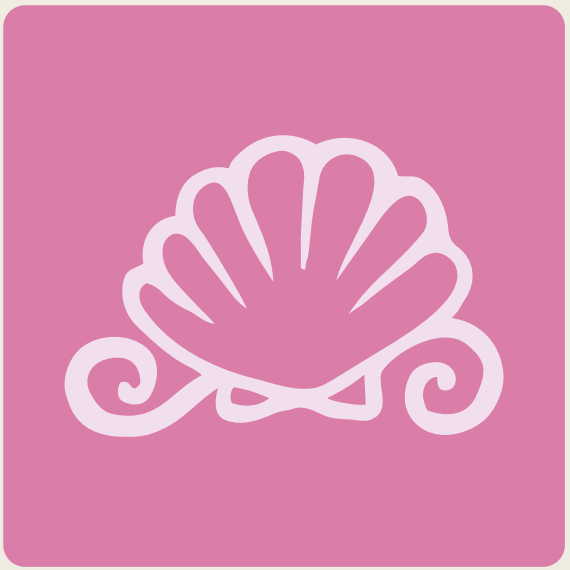
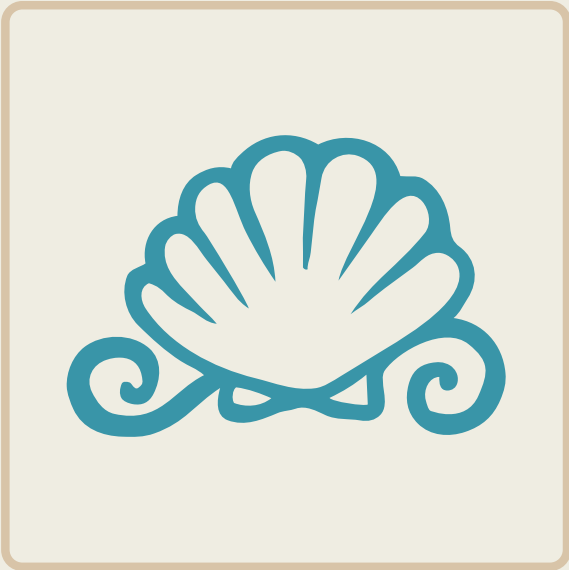
The primary Shells logo is displayed across approved brand color combinations to ensure flexibility and consistency across print, packaging, and digital applications. Soft pinks, ocean-inspired teals, warm browns, and sandy neutrals reflect the brand's playful, feminine, and beachy identity.





**Secondary Logo
Color Variations**

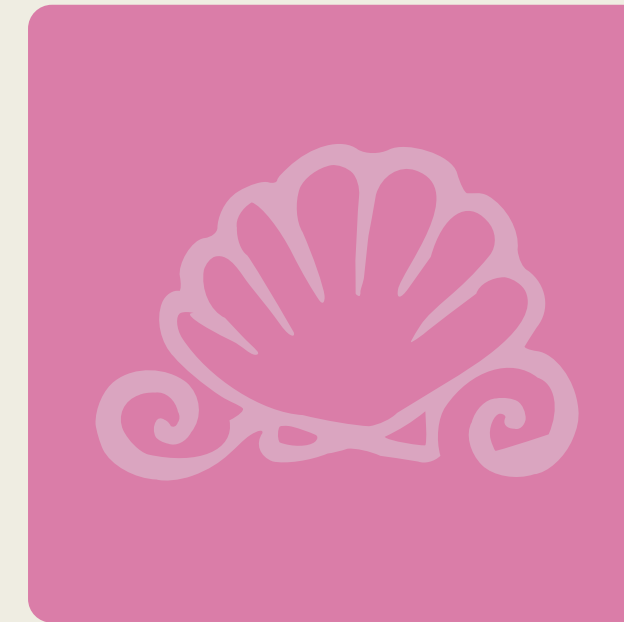
The secondary logo is available in approved brand colorways to ensure flexibility across a variety of backgrounds and layouts.



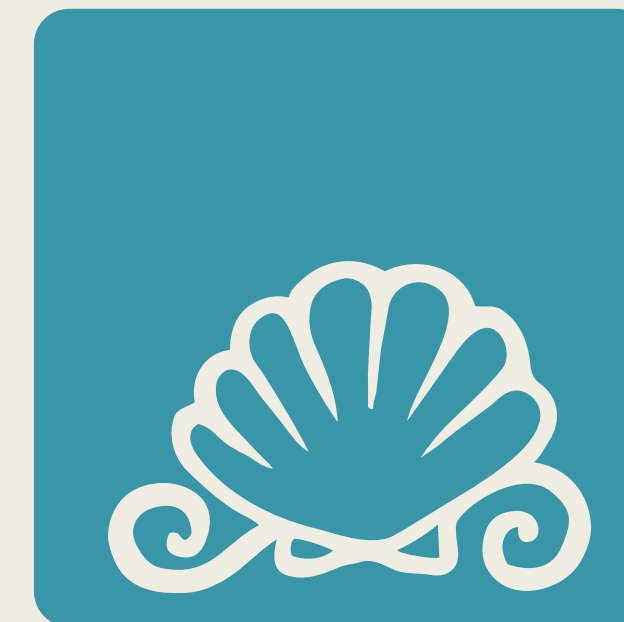
Logo Icon Color Variations

The Shells icon can be used in multiple approved color combinations while preserving a cohesive and recognizable brand identity.

Do Not



Don't place the logo on low-contrast backgrounds. Avoid overly saturated, muted, or non-brand palette colors.

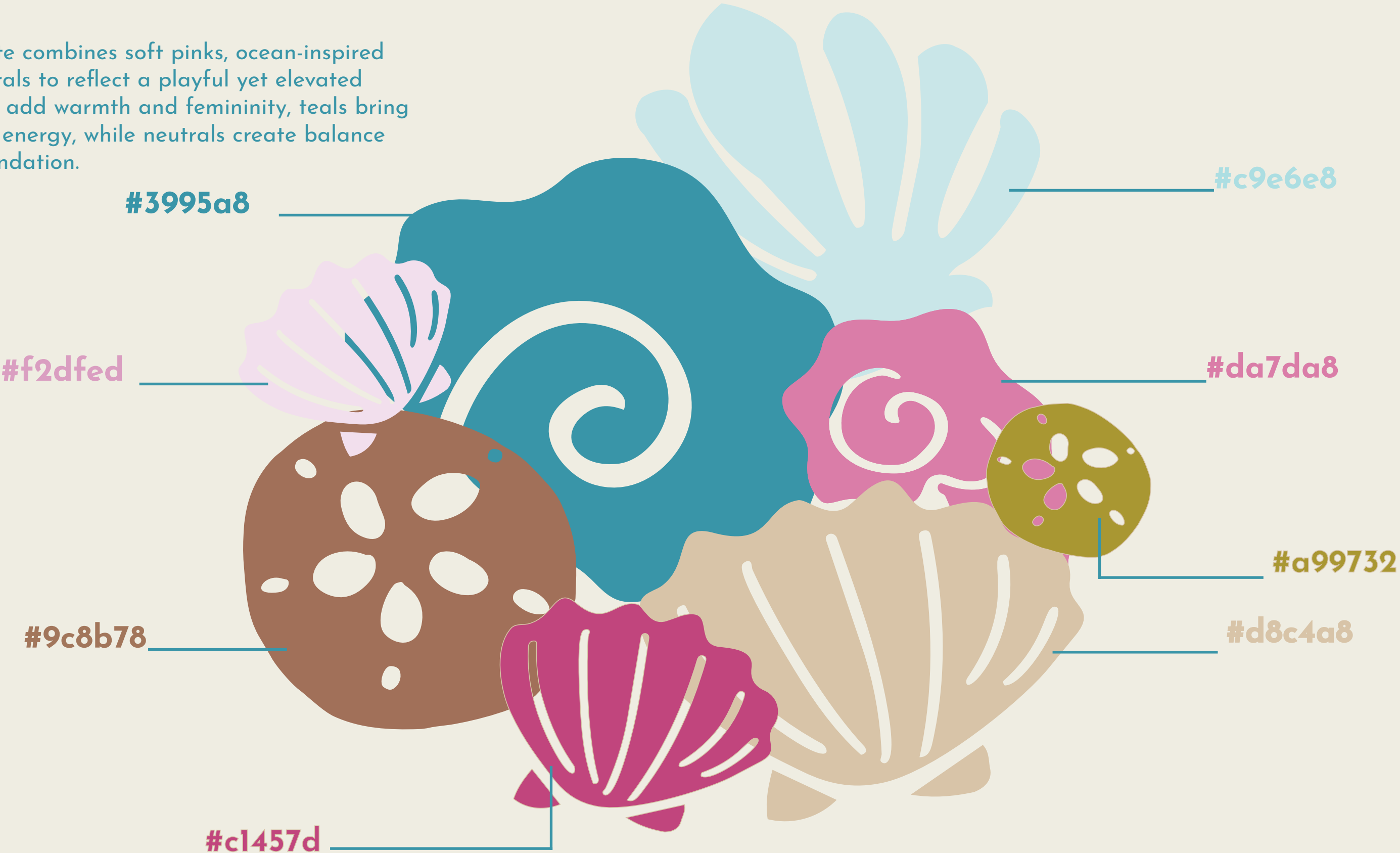


Don't rotate or distort the logo or icons. Avoid placing icons over the logo. Keep all elements centered, aligned, and visually balanced.

COLOR palatte

Color palatte

The Shells color palette combines soft pinks, ocean-inspired teals, and sandy neutrals to reflect a playful yet elevated beach aesthetic. Pinks add warmth and femininity, teals bring freshness and coastal energy, while neutrals create balance and a calm, clean foundation.



TYPOGRAPHY

Shells
BEACHWEAR

Primary Font

Custom handwritten type with playful swirls used for the main logo and brand-defining elements

Secondary Font

Joseph Sans Semibold is used for headings, subheadings, and supporting text to create structure and hierarchy.

(body text)

Body Text

Joseph Sans Regular is used for paragraphs, product information, and smaller text to ensure readability and consistency.

GRAPHIC elements

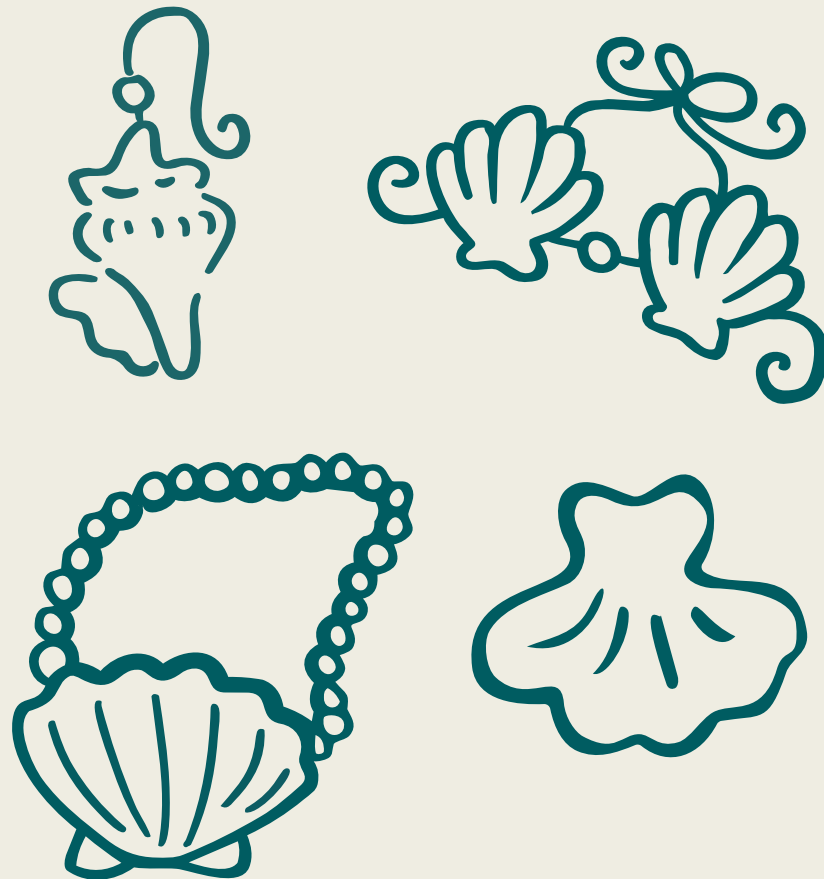


Illustration Style

Hand-drawn, soft, and playful illustrations with simple linework and rounded, flowing shapes inspired by waves and shells.

Consistency

Keep line weight consistent, shapes rounded, and designs minimal. Use only Shells brand colors. rounded, flowing shapes inspired by waves and shells.



Product Icons

These icons represent wearable items such as swim-suits, earrings, bags, and other Shells products. They are simple, minimal, and slightly more structured to clearly communicate function and product type.



Organic Icons

These icons are inspired by seashells, flowers, waves, and ocean textures. They are more decorative and fluid.

Brand Mascot

The Shells mascot is a friendly hermit crab who embodies confidence and self-expression. She wears a shell bikini and features soft, expressive details like lashes to give her personality and charm.



Main mascot image. Use clean and handdrawn outline with watercolor textured color.



The Shells mascot can appear in playful, exaggerated poses and expressive facial reactions. These variations add humor and personality.



The Shells mascot can also be used in a simple outlined style, focusing on clean lines and minimal detail.

APPLICATIONS

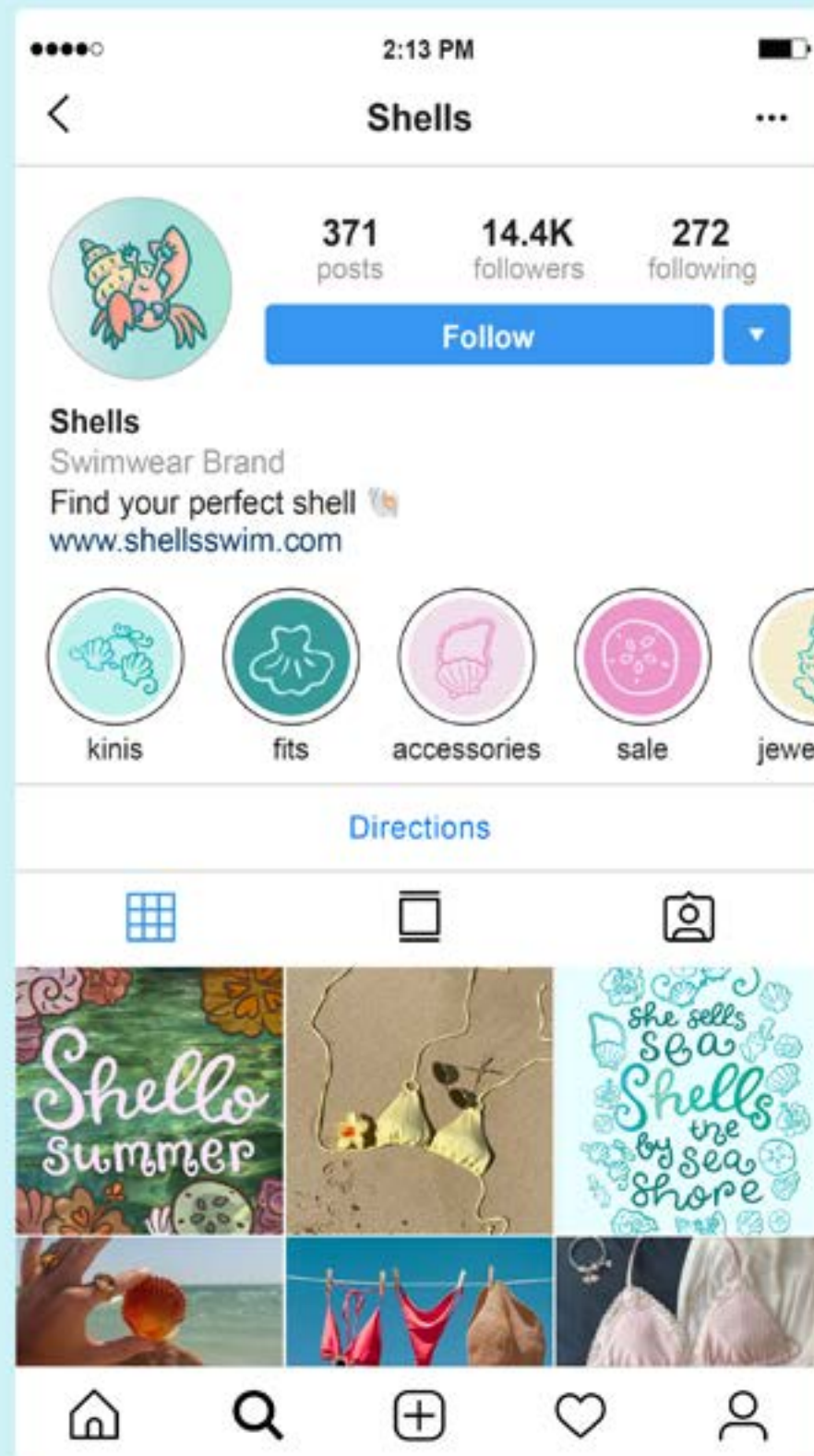
Social Media (instagram)

The graphic system is applied across Instagram posts and stories to create a cohesive and playful brand presence. Illustrations, icons, and the mascot are used to enhance storytelling, highlight products, and maintain a consistent Shells aesthetic.

App Icon

The Shells app icon uses the shell symbol as the main mark. It is minimal, simple, and highly recognizable, designed to stay clear at small sizes.





Instagram Page

The mascot is used as the profile picture to make the account feel friendly and recognizable. Story highlights use simple graphic icons to keep everything consistent. The feed mixes product and swim photos with posters and illustrated graphics, creating a colorful, playful look that feels varied but still on-brand.

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everyone!

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collection in store or
online!



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Poster Graphic Design

Posters reflect the Shells brand personality through playful, expressive layouts that combine typography, illustration, and graphic elements. They stay consistent with the brand's soft, coastal color palette and use hand-drawn visuals to create a light, approachable feel.

The background is a light blue color with a repeating pattern of teal line art. The patterns include stylized flowers with five petals, circular motifs with internal geometric designs, and fan-like shapes. The text is centered and reads:

designed by,
Jaya Rao