



Branding
Guide

BASKIT CO



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Logo

We have created a simple, memorable logo that embodies the message of our business. The basket, which is the main icon of our company, is represented at the center of our logo, surrounded by an elegant, circular design, leading up to the bow--reiterating our unique feature of wrapping up the basket for convenience.



Color Palette

#000000 (0, 0, 0)	#FFE4E6 (255, 228, 230)	#D9EAF9 (217, 234, 249)
#D39F99 (211, 159, 153)	#CDD399 (205, 211, 153)	

Baskit Co's color palette establishes a neutral tone that accurately reflects our message of simplicity and convenience. The purpose of using lighter tones also assists in printing, making it more efficient in cost and time.

Fonts

Doisis We will be using Doisis for titles in our plan.

Calibri We will be using Calibri for the bodies in our plan. We decided to choose a simple, clean font that does not distract readers from the content.

Text Me One We will be using Text Me One for text on our advertisements.

Raleway-Thin We will be using Raleway-Thin for text on our advertisements.

AMATIC SC We will be using Amatic SC for our logo, as it is a memorable, unique font.

Letterhead



BASKIT

LYNBROOK HIGH SCHOOL
SAN JOSE, CA
BASKIT.COM

(408) 669 - 9628
INFO@BASKIT.COM

Dear Clientele,

Baskit Co. is a student run-organization dedicated to bringing you top quality gifts at affordable prices that are sure to bring a smile to the face of whoever you are celebrating. Whether it's a birthday or a special holiday occasion, we cater to all celebrations of all sizes, no matter what budget you are on. To order a kit today find us in store or online at basket.com.

Need a gift? Get a kit.

Regards,

Zoe Ko



Business Card



BASKIT CO

Zoe Ko
CEO

baskit.co@gmail.com

need a gift? get a kit

Poster

need a gift? get a kit

BASKIT CO



basket.co@gmail.com

Thank you Card

THANK YOU FOR CHOOSING BASKIT CO. TO
FULFILL YOUR GIFTING NEEDS!

Your purchase will help us further our success in spreading joy through Baskits. We hope you are more than satisfied with your experience, and we look forward to providing you with more gifts in the future.

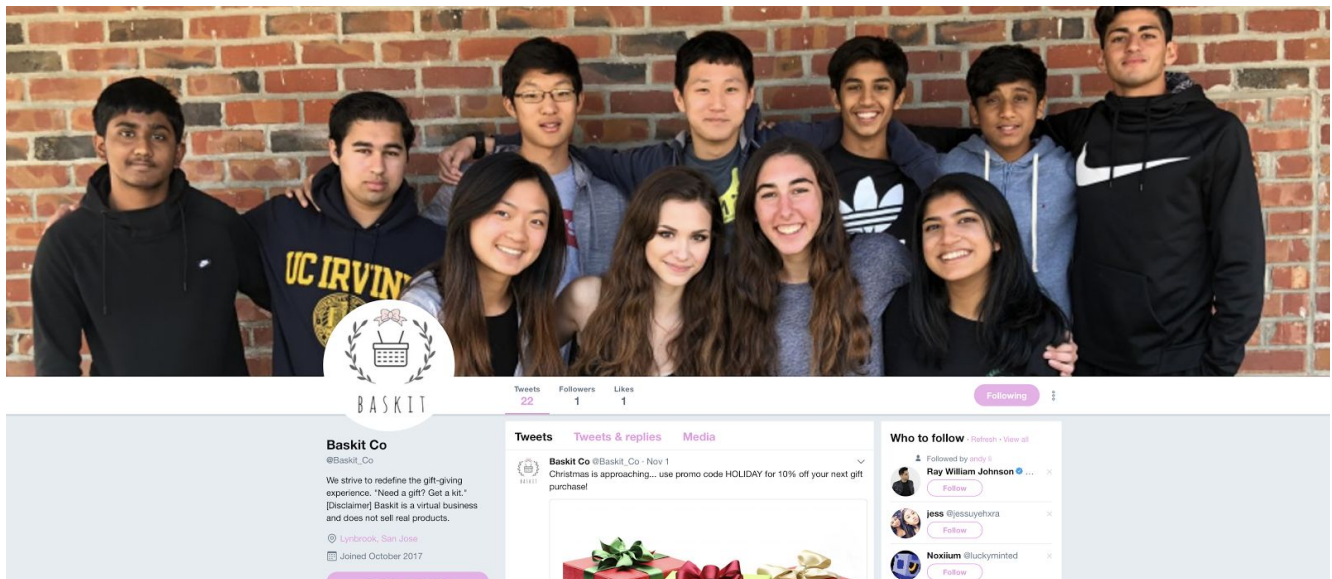
Have a great day!
- Baskit Co.



B A S K I T

Branding Application

Twitter Handle



Using a branding application like Twitter gives our company a “face”, making it possible to promote our product and company culture online. The handle can be used for answering questions, broadcasting promotions, or other aspects of product marketing/customer care. This application is crucial for creating both a friendly company-to-customer relationship, and for acting as a reliable facet for our marketing needs.