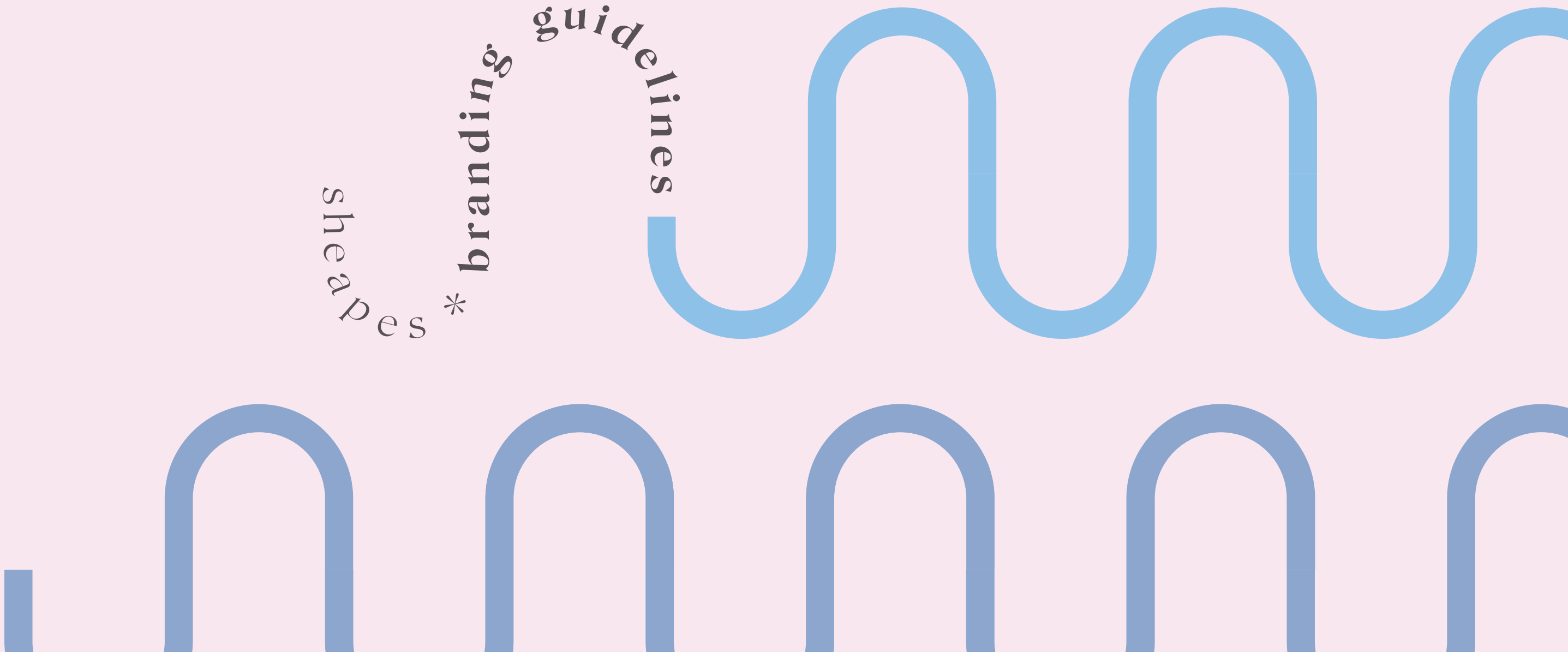


shear
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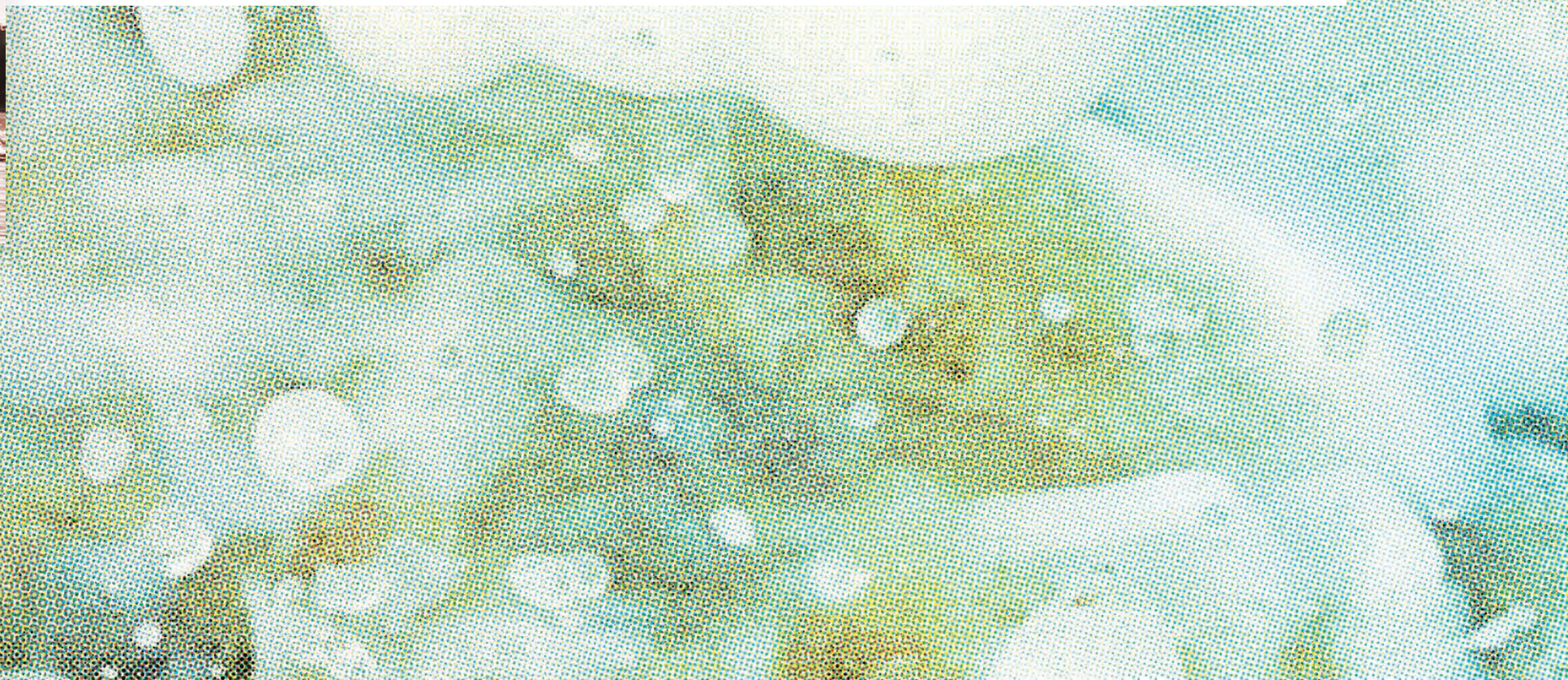




creative brief

Sheapes is an up-and-coming surfboard brand started by Brianna Shea. The objective of this branding project was to create a brand that invoked the feeling of surfing in a California beach on a warm summer day. The target demographic are young folks with a passion for surfing and a beach-side lifestyle.

Sheapes is not unique in being a surfboard brand that feels at home in the Santa Cruz boardwalk, but it brings the personality and love for the ocean of its founder and expresses it in its own way. The boards, the colors, and the patterns all have a sense of whimsy and looseness, while also showing some restraint and the craftsmanship only handmade goods can show.

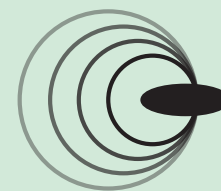


iterations & inspiration

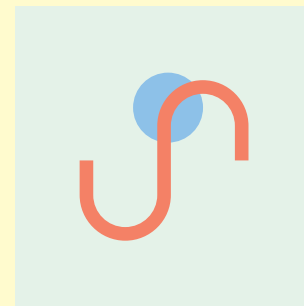
Before arriving at the final logo, we explored several possible directions we could go with. The client produced a moodboard of illustrations that would inspire the feeling she wanted the brand to evoke. There was an emphasis on minimalism and versatility, as we wanted a logo that could grow into an effective brand. A contrast between geometric and organic shapes was also desired, as well as something that could work in different colors.



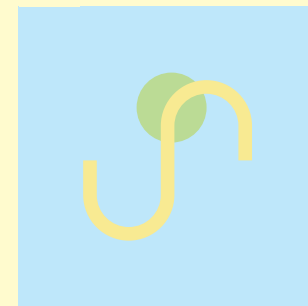
sheapes



lockup



mark



brand

The logo for Sheapes represents the sun shining through the ocean waves, and also resembles an "S". It can be used in the default washed out blue and orange, or any of the other colors within the brand's color palette. The logo can also be broken up into its basic elements, the wave and sun, to be used as a pattern or to create illustrations for promotional materials or products. When the logo is used in a single color, the part of the wave that overlaps the sun is cut out so as to maintain legibility.

Q

C

a

d

type

When it came down to choosing a type family for the brand, we searched for an elegant serif that is both elegant and minimalist, able to be a part of the landscape when it accompanies brand graphics or photography, but also a font that could stand on its own. Roslindale Variable V2 does this while also allowing the flexibility of adjusting the weight and width of the letterforms to better suit each possible application.

surf & sun

200 weight

surf & sun

300 weight

surf & sun

400 weight

surf & sun

500 weight

surf & sun

600 weight

surf & sun

700 weight

surf & sun

800 weight

surf & sun

900 weight

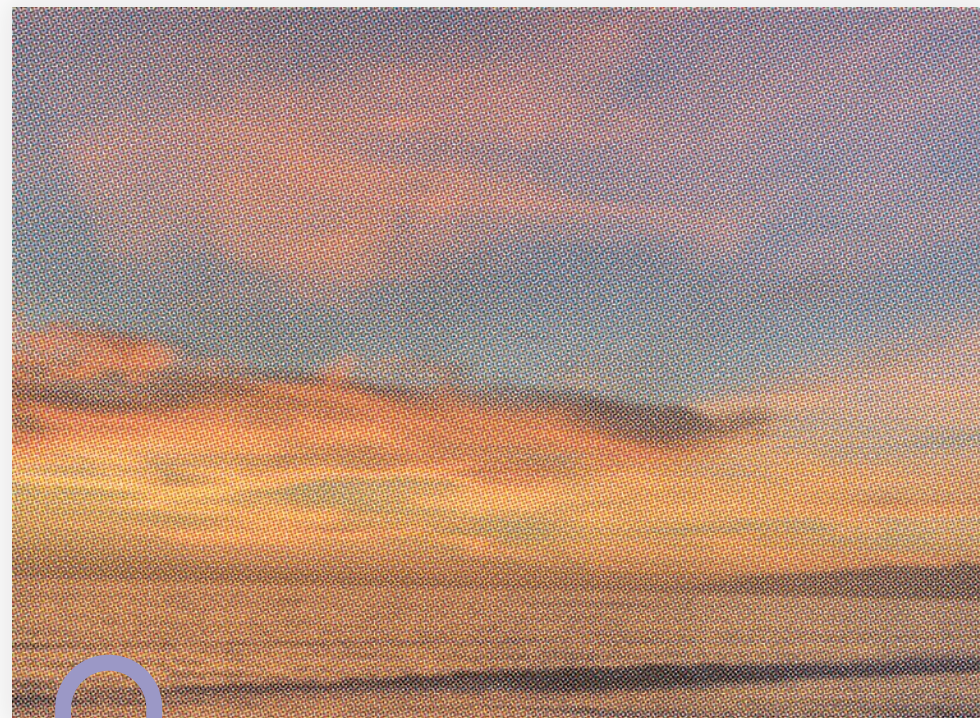
R

W

S

colors

The colors of the brand come from the client's five favorite colors, with these particular shades of those colors resemble the horizons of a Santa Cruz beach throughout a warm summer day. The different shades allow for a broader set of colors to choose from, depending on the use-case.



	E7C3DC	DDB5D4	CC9EC7	B47DB4
	ABE0F2	9DDAED	81D2E7	4FC5DC
	E4F2E8	D3EAD9	B6DCCI	87C99E
	FFF1BF	FEEBB2	FCE49F	F9D781
	F5A68F	F49D85	F18E75	EC755D

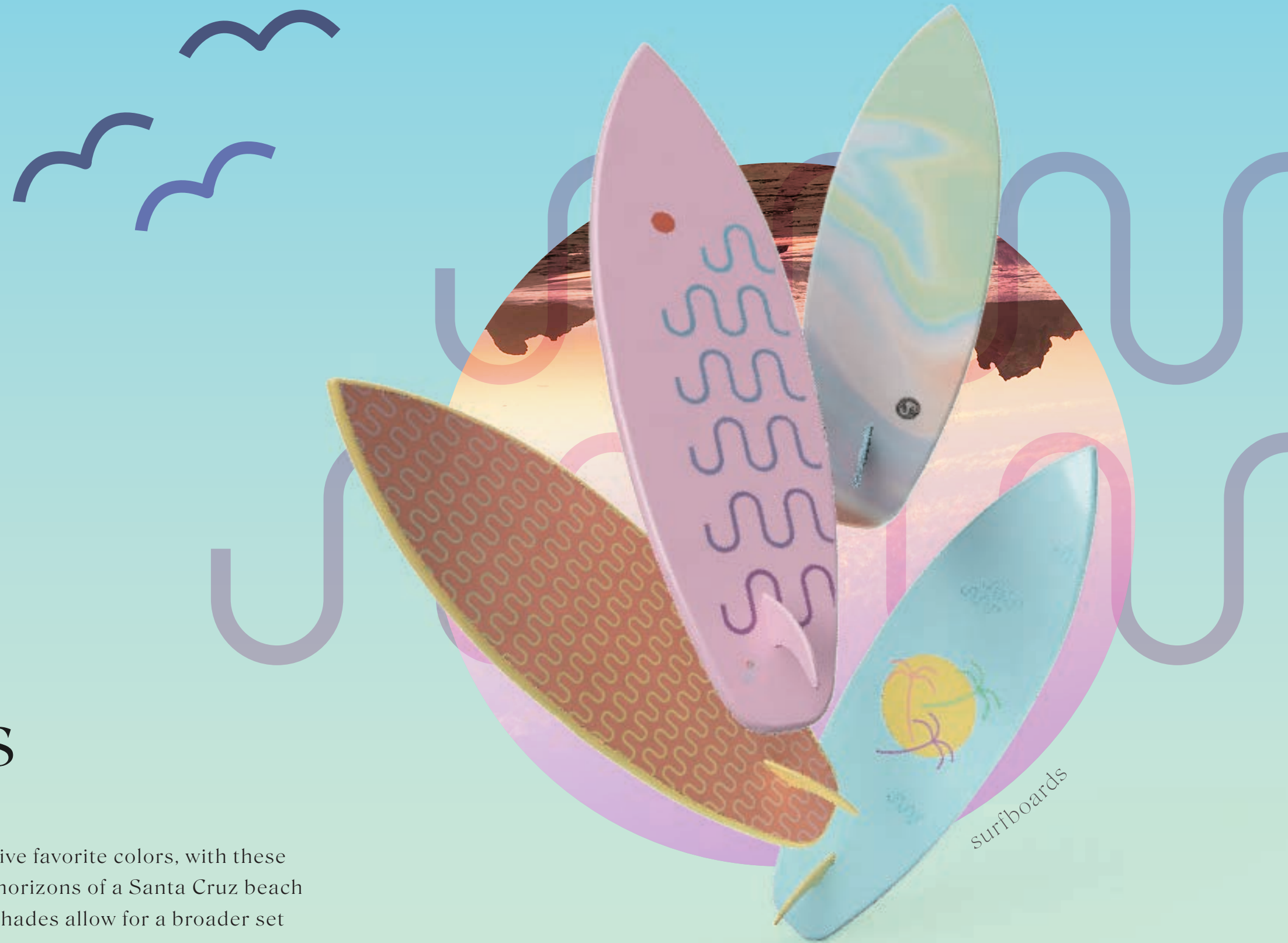


Sheapes founder Brianna Shea



applications

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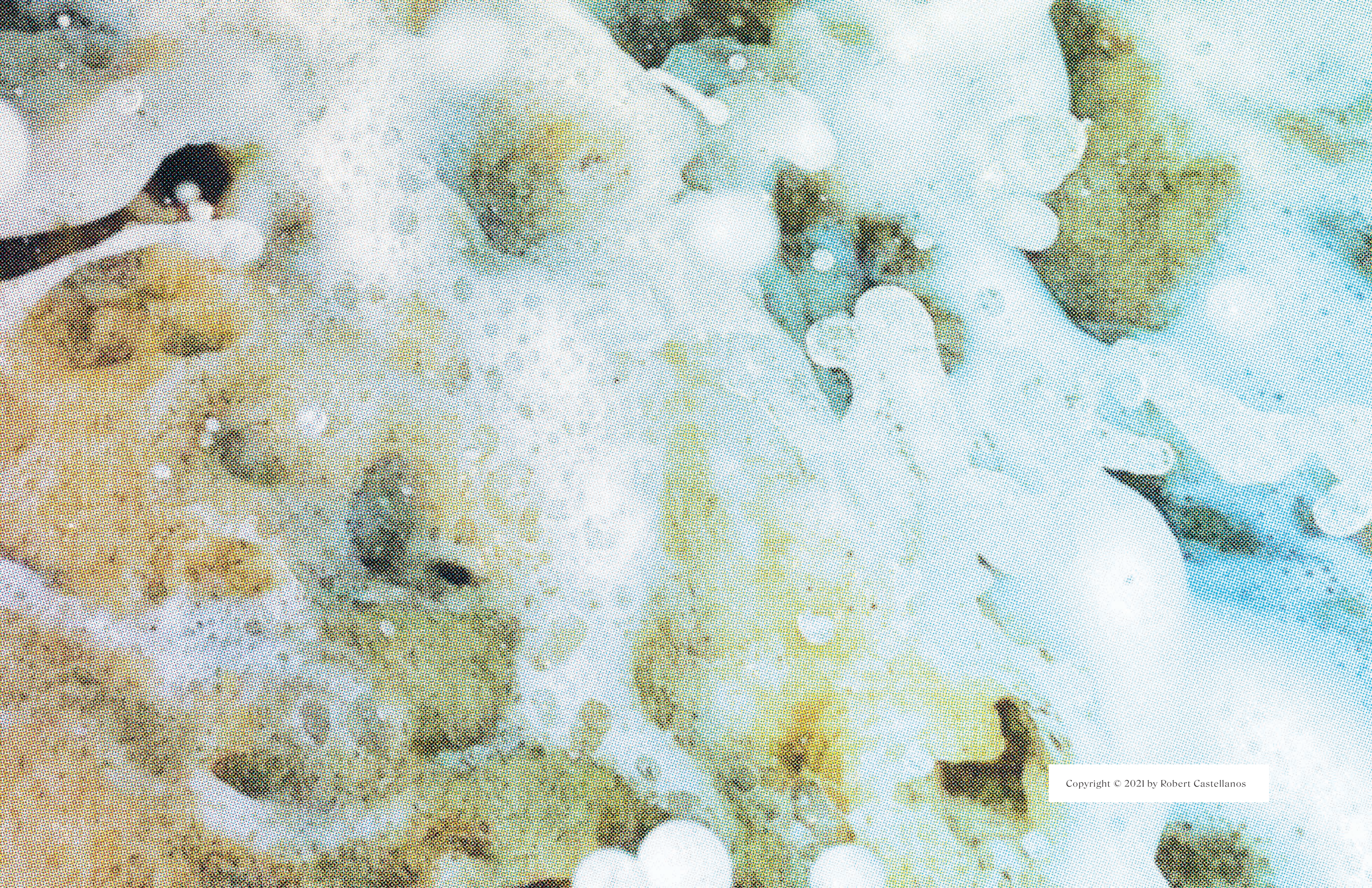


business cards



shirts





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