



Coastline Charms
Company Branding



Company Branding Contents

- Company Logo, Color Palette, & Fonts Page 1**
- Company Letterhead Page 2**
- Company Business Card Page 3**
- Company Web Presence Page 4**
- Company Packaging Page 5**



** washed up....never looked so good*

Company Logo, Colors, & Fonts

Logo Story



Coastline Charms

Coastline Charms is a company that makes unique jewelry out of upcycled plastic that has been washed up from the ocean. The diamond in the center represents the jewelry our company creates. The sparkles represent that our jewelry shines differently from other jewelry companies. The leaf-like figures holding up the diamond represent our environment. Our company Coastline Charms decided to create this unique logo with three different shapes to show that our jewelry is specially made from helping our environment. The font was chosen for its casual artistic style and readability.

Company Color Palette



Coast Cyan Blue

HEX - #0099ff
RGB - 0, 153, 255
CMYK - C:100% M:40% Y:0% K:0%



Coast Cornflower Blue

HEX - #1c4587
RGB - 28, 69, 135
CMYK - C:42% M:26% Y:0% K:47%



Coast Seaweed Green

HEX - #34a853
RGB - 52, 168, 83
CMYK - C:69% M:0% Y:51% K:34%



Coast Fog Gray

HEX - #cccccc
RGB - 204, 204, 204
CMYK - C:0% M:0% Y:0% K:20%

Company Fonts

Euphoria Script - Headings

It has very fast curves, thanks to the slight slant angle, but it remains highly legible. It will be perfect for titles and short phrases in branding, magazines, content about food, fashion, music - anything which is as lively as the font itself. Designer: Sabrina Mariela Lopez

Baloo Chettan 2 - Subheadings

Baloo 2 is an extension of the earlier Baloo project. The new Baloo 2 includes additional glyphs, engineering improvements, and has been extended to five weights, ranging from the light footed Regular to the affable ExtraBold. Carefree yet confident, sprightly yet versatile, the renewed family of Baloo promises to bring warmth to every project.

Open Sans - Body text

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Company Letterhead



To whom it may concern,

Coastline Charms is a company that up-cycles plastic that has been washed up onto beach shores creating beautiful jewelry. Coastline Charms is all about keeping our oceans clean and marine life protected. Our mission is to help our environment by collecting washed up plastics and glass turning it into stylish jewelry. From our company, people will be able to purchase unique pieces of art to wear and be in style!

Sincerely,

Coastline Charms Team

coastlinecharms.com | 1401 S. Grand Avenue, Santa Ana, CA 92705

Company Business Card



Company Web Presence

Company Website



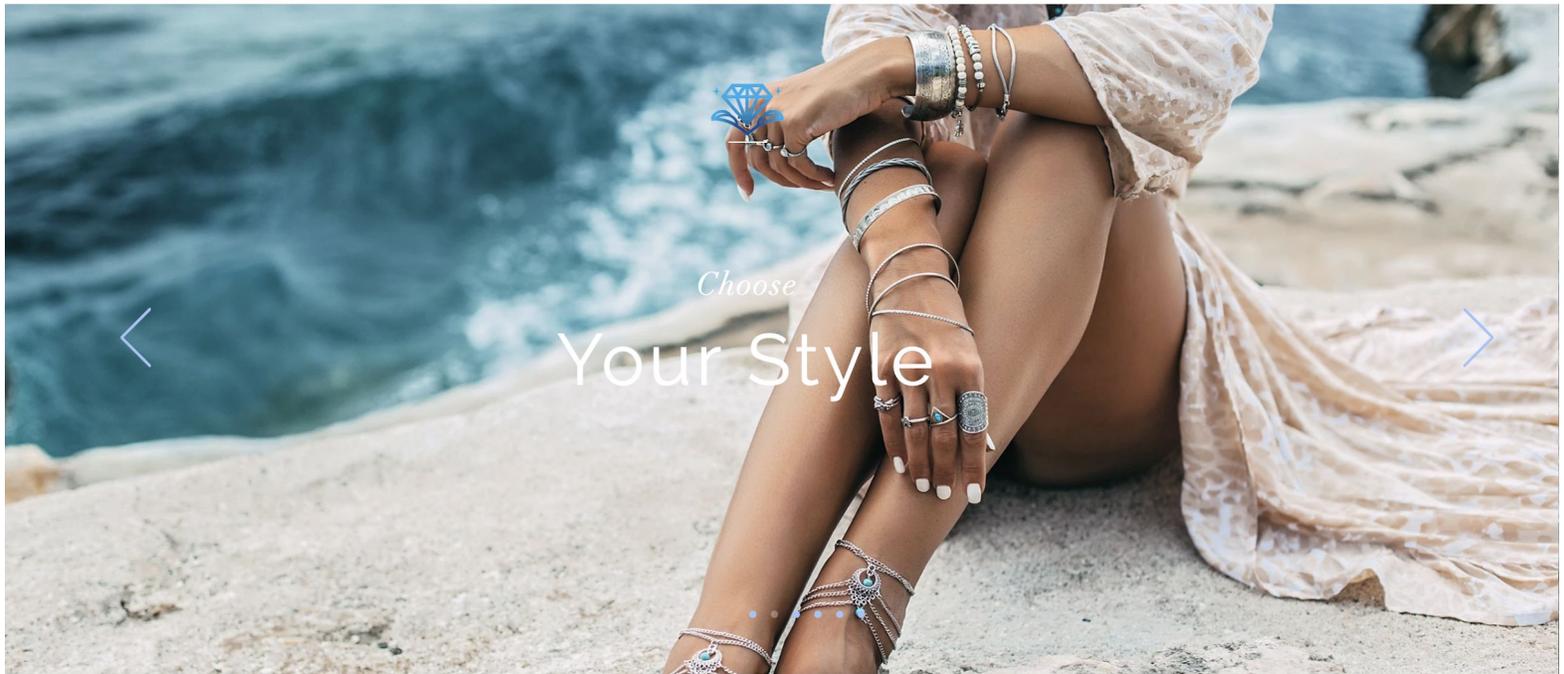
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Company Packaging

