

CONFETÈ SOIRÉE

■ ▲ ●
• & PLAY •

Brand Guidelines

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INTRODUCTION

What is Confête Soirée & Play?

Confetē Soirée & Play is a destination where children can explore a modern indoor playground, while parents can socialize in an upscale environment. Families can find this one-of-a-kind space down south in Huntersville, North Carolina.

This location can also cater to custom parties for both children and adults. Whether it be a babyshower, birthday party, or bridal shower, Confetē can make any Soirée a special one.

CONFETÈ SOIRÉE
• & PLAY •

OUR LOGO

LOGO OVERVIEW

We strive to provide a fun and creative environment for children and a unique social oasis for parents, all within an elegant and upscale space. We promise to provide unforgettable experiences for kids and parents alike. We want our logo to reflect these values, therefore we combined playful colors and a sophisticated typeface.

Inspired by upscale minimalism and education, this logo is sophisticated with pops of color. The three basic shapes create a learning perspective representing the building blocks that young children use to help identify shapes and letters of the alphabet. The color yellow conveys happiness and energy, blush pink represents friendship and harmony, and turquoise expresses sophistication and creativity. Confetè Soirée & Play is a one-of-a kind play space that enhances a child's and parent's unique experience.

OUR LOGO

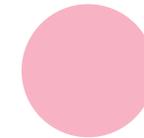


PRIMARY USAGE

This design is Confetē Soirée & Play's primary logo. The typeface is black. Our color scheme is represented in the three shapes. The square is Sunny Yellow (PANTONE 106 C), triangle is Poppin' Pink (PANTONE 707 C), and the circle is Baby Blue (PANTONE 628 C).



PANTONE 106 C
#F9E346
CMYK 4, 5, 84, 0
RGB 249, 227, 70



PANTONE 707 C
#F8B4C3
CMYK 0, 36, 8, 0
RGB 248, 180, 195



PANTONE 628 C
#B7DDE2
CMYK 27, 2, 10, 0
RGB 183, 221, 226

LOGO VISIBILITY



DARK BACKGROUND

There may be instances where documents will be printed in black and white only. These logos may be printed and used over black clothing.

SPACING



SPACING

Spacing around the logo allows for the logo to breathe, as well as maintain the balance between text, graphic elements, and photos. Use the letter C from the logo as a reference to help maintain space.

RESPONSIVE LOGO



SIZING

For legibility, the logo should be no smaller than 2 inches / 144px.

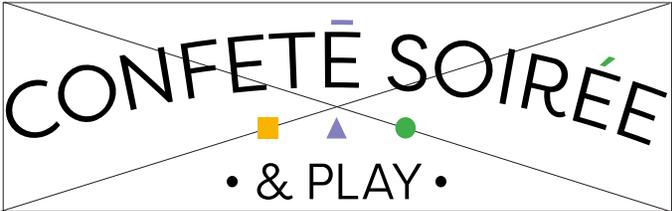
NOTE

Although there is no maximum for sizing, be mindful of the space around it and ensure that the logo is viewed clearly, but also comfortably.

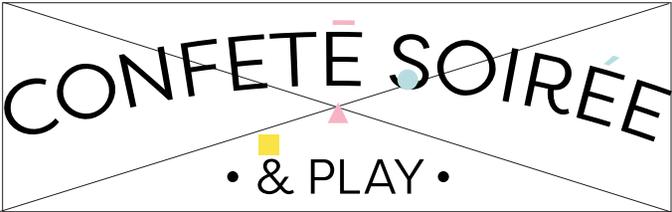
LOGO MISUSE



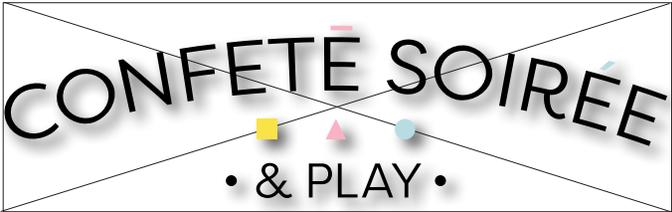
Do not stretch or distort logo.



Do not change colors of logo.



Do not move parts of the logo.



Do not apply drop shadow or effects.



Do not alter size relation or placement of shapes and logotype.



Do not outline logo.

TYPOGRAPHY

Manda
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Manda is primarily used as an accent typeface for flyers, signs and advertisements.

Filson Bold
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Filson Bold is used for headlines or in print.

Filson Regular
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Filson Book is used as a secondary typeface for body copy.

GRAPHIC ELEMENTS

ELEMENTS CONSIST OF:

SQUARE

CIRCLE

TRIANGLE

ACCENT MARKS

ICONOGRAPHY

GRAPHICAL ELEMENTS



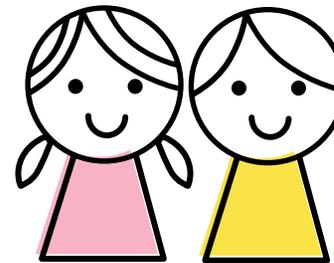
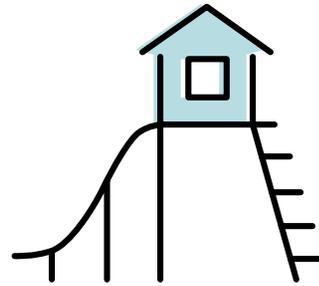
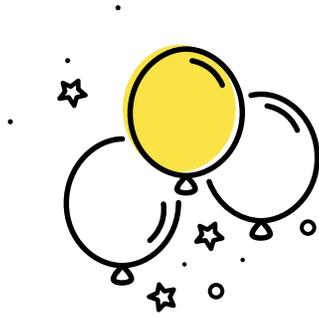
On dark background



On light background

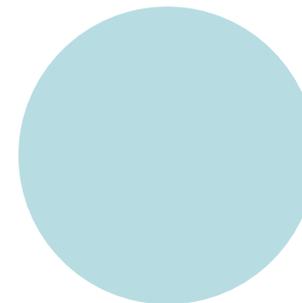
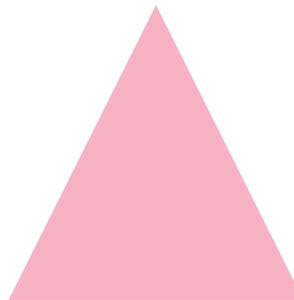
CONSTRUCTION OF ELEMENTS

ICONS

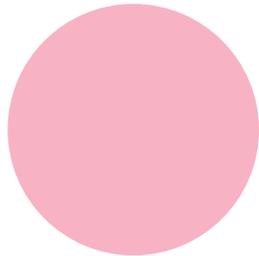


Maintain the same line weight throughout the icons.

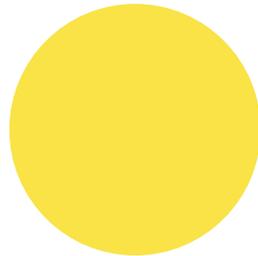
SHAPES



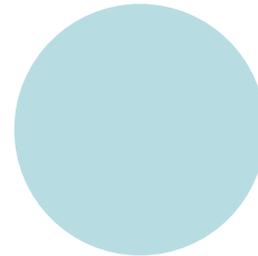
COLOR PALLETE



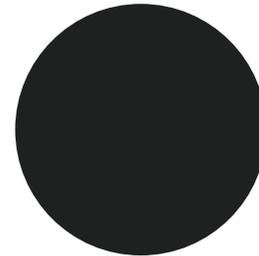
PANTONE
707 C



PANTONE
106 C

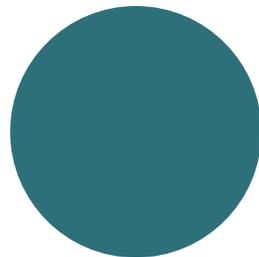


PANTONE
628 C



PANTONE
NEUTRAL
BLACK C

PRIMARY



PANTONE
2214 C

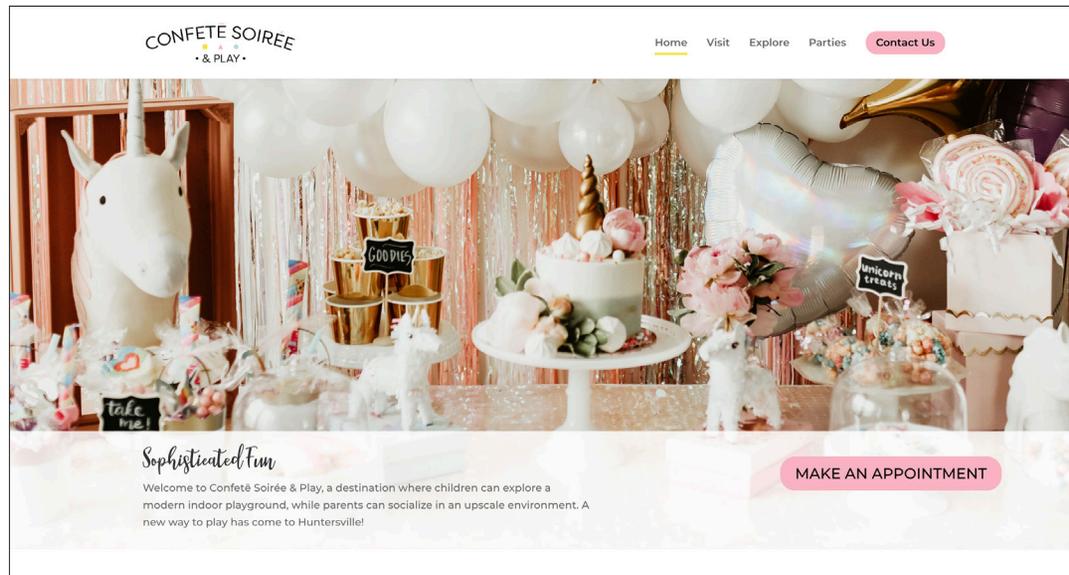
SECONDARY

APPLICATION

APPLICATION SAMPLES | DELIVERABLES

Confetē's designs are applied to a variety of deliverables, ranging from packaging to t-shirts. Deliverables are an effective way of creating brand awareness within the target market. Through these designs, we not only create a sense of fun and sophistication among our clients and employees, but we are also promoting our message to stakeholders and potential partners.

INTERNAL APPLICATION



EXTERNAL APPLICATION



CONFETE SOIREE
• & PLAY •
Sophisticated Fun

Hi there, we are please to have you as one of our first customers.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Verum, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

With warmest welcome,
Andrea Edwards
Executive Director

CONFETE SOIREE
• & PLAY •

Confetè with me!

We'd love to hear from you!
Help us improve by sharing your feedback in this short survey.

f t i



CELEBRATE OUR
Grand Opening
SEPTEMBER 7 AT 11 AM



Cue the confetè, a new way to play is coming to Huntersville!
Keep up with Confetè for exclusive updates, news & events.

@confetewithme
confetewithme.com

andrea@confetewithme.com
10110 Northcross Center Ct. Ste. 150, Huntersville

BRAND VOICE

CONFÈTE SOIRÉE & PLAY'S
BRAND IDENTITY & LANGUAGE

KEYWORDS

Social

Upscale

Sophisticated

Sanctuary

Experience

Customizable Experiences

BRAND VOICE

APPLICABLE QUOTES/TEXT

Sophisticated Fun

A New Way To Play

A Kid's Treat & A Parent's Retreat

LANGUAGE

Always include an ampersand (&) instead of “and” in the brand's name.

When using “Confetē” and “Soirée” in text, always capitalize them.

When using “Confetē” and “Soirée” in text, always include the proper accent marks.