



by **annie**.com<sup>TM</sup>

Brand Guidelines  
January 2024

ByAnnie.com | Brand guidelines | January 2024 | Copyright © 2024 ByAnnie.com LLC. All rights reserved.

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# Introduction

Welcome!

Allow us to introduce ourselves. ByAnnie.com was started in 2001 by quilter Annie Unrein. With a vision to pay for her fabric addiction and not knowing how things would take off, Annie started by publishing 3 patterns. It was such a thrill to see an order come in, and imagine the fat quarter she would buy.

Since then, it has grown to a collection of hundreds of patterns, hardware, zippers, notions, and her own creation, ByAnnie's Soft and Stable. She now has a staff of 14, and we all work together to bring you the quality you expect with a smile you'd expect.

We would love to have you join us around the web. To find more patterns, notions, hardware, zippers, and ByAnnie's Soft and Stable, you can find us at ByAnnie.com.

Have any questions for us? Please email us at [info@byannie.com](mailto:info@byannie.com) or give us a call 435-674-9816. We'd love to hear from you!

From one quilter to another, we look forward to getting acquainted.

Happy stitching,

The ByAnnie.com Team

## Logo Variations

Without Tagline

by **annie**.com™

by **annie**.com™

by **annie**.com™

by **annie**.com™

by **annie**.com™

Preferred Logo

Variations  
on Black

Variations  
on White

With Tagline

by **annie**.com™  
... what's in your bag?

by **annie**.com™  
... what's in your bag?

by **annie**.com™  
... what's in your bag?

by **annie**.com™  
... what's in your bag?

by **annie**.com™  
... what's in your bag?

## Logo Standards

Clear Space

Maintain clear space around the signature to protect the logo from distracting graphics or typography



## Usage

### Logo don'ts

The ByAnnie logo should not be altered. These logo standards apply for all content that is owned and controlled by ByAnnie.com.

1. Don't skew the logo.
2. Don't change the proportions of the logo.
3. Don't reverse the order of colors or change the colors.
4. Don't remove the TM from the logo.
5. Don't use perspective effects on the logo.
6. Don't add a shadow effect.
7. Don't distort the logo.
8. Don't tilt the logo.
9. Don't use the logo within a sentence.



## Sizing and Modification

### Minimum size

The signature reproduces well at almost any size. Going too small, however, can damage the logo's integrity and effectiveness. Never reproduce the signature:

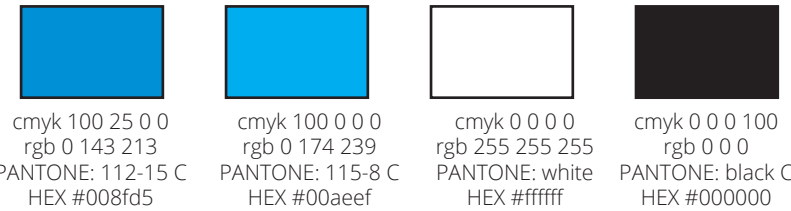
... smaller than 1" wide, measured from the "b" to the right side edge of the "com".



## Color Palette

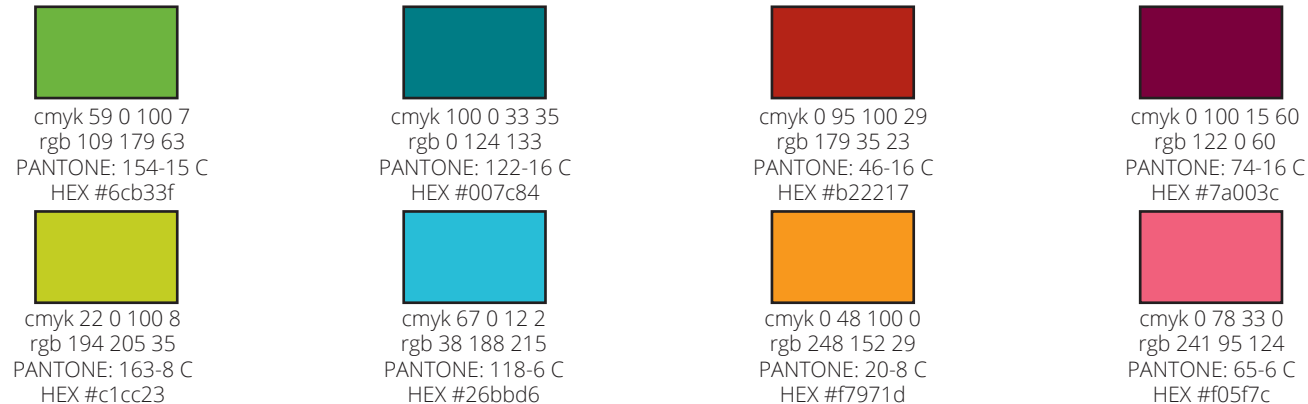
### Primary Palette

ByAnnie signature color is a gradient of the two blues below. These should always be considered as the primary colors. Black is to be used very sparingly.



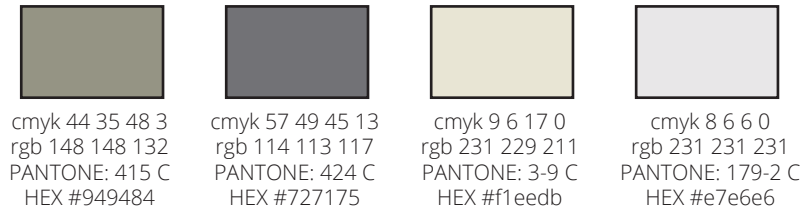
### Accent Palette

Use the accent palette to create visual interest and engagement. Please note the color pairings, the colors that appear next to one another are intended to be used together, DO NOT mix.



### Neutral Palette

The neutral palette is intended to be used sparingly to organize information and create functional environments.



## Typography

Open Sans Light is the preferred ByAnnie brand typeface. Its clean, contemporary style accentuates the streamlined experience we deliver to our customers. To reinforce clarity and consistency in our design, please follow these general guidelines:

**ALIGNMENT:** Left align is preferred. Right align and center align is okay when required by the design.

**HEADLINES AND SUBHEADS:** You can use sentence case (Lorem ipsum) or all-caps (LOREM IPSUM).

**INTRO COPY, BODY TEXT, AND LEGAL DISCLAIMERS:** Should always capitalize the By and Annie in the business name (ByAnnie.com).

**ITALICS:** Can only be used where required by style conventions, such as names, titles or quotes.

### LOGO TYPEFACES



### PREFERRED TYPEFACE

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz # @ &  
1234567890

### ALTERNATIVE TYPEFACE

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz # @ &  
1234567890

## Business Package

Business Cards

Front                      Back

<p>Casey Unrein Brand Manager</p> <p>by <b>annie.com</b> ... what's in your bag?</p>	<p>ByAnnie.com PO Box 1003   St. George, UT 84771 Office: 435.674.9816 casey@byannie.com   byannie.com</p> <p>Purse Parts™ by annie    patterns™ by annie    My <b>STABLE</b></p>
------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Envelope

<p>by <b>annie.com</b> PO Box 1003 St. George, UT 84771</p>	<p>Casey Unrein PO Box 1003 St. George, UT 84771</p>
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## Business Letter

by **annie.com**  
... what's in your bag?

December, 16, 2015

Casey Unrein  
Brand Manager  
ByAnnie.com  
PO Box 1003  
St. George, UT, 84771

Dear Mr Unrein:

Opening paragraph: State why you are writing; how you learned of the organization or position, and basic information about yourself.

2nd paragraph: Tell why you are interested in the employer or type of work the employer does (Simply stating that you are interested does not tell why, and can sound like a form letter). Demonstrate that you know enough about the employer or position to relate your background to the employer or position. Mention specific qualifications which make you a good fit for the employer's needs. This is an opportunity to elaborate on your resume. Refer to the fact that your resume is enclosed in these enclosures if such are required to apply for a position.

3rd paragraph: State that you would like the opportunity to interview for a position or to talk with the employer about their opportunities or hiring plans. State what you will do to follow up, such as to contact the employer within two weeks. If you will be in the employer's location and could offer to meet in person, state when. State that you would be glad to provide the employer with any additional information. Thank the employer for her/his consideration.

(Signature)

(Name and title, e.g., Casey Unrein, Brand Manager, ByAnnie.com, PO Box 1003, St. George, UT 84771)

(Address, phone, email, website, e.g., PO Box 1003 | St. George, UT 84771 | Office: 435.674.9816 | info@byannie.com | byannie.com)

## Billboard



Good example

Don't mess with the logo.



## Ads



Good examples



Don't place logo and  
complicated backgrounds.



## Other Brands

*Script MT Bold*

*Add-on*  
**Videos™**

**Open Sans Bold**

*Add-on*  
**Videos™**



cmyk 100 25 0 0  
rgb 0 143 213



cmyk 100 0 0 0  
rgb 0 174 239

*Add-on*  
**Videos™**



cmyk 0 0 0 0  
rgb 255 255 255



cmyk 0 0 0 100  
rgb 0 0 0

## Other Brands

**Franklin Gothic Heavy**  
**Fold-over**  
*Elastic*

**Fold-over**  
*Elastic*





*Edwardian Script ITC*

*Modified Great Vibes Font*

*... For Bags and Beyond!*

**byannie's**  
**Fold-over**  
*Elastic*  
*... For Bags and Beyond!*

**byannie's**  
**Fold-over**  
*Elastic*  
*... For Bags and Beyond!*

			
cmyk 100 25 0 0 rgb 0 143 213	cmyk 100 0 0 0 rgb 0 174 239	cmyk 0 0 0 0 rgb 255 255 255	cmyk 0 0 0 100 rgb 0 0 0

## Other Brands

*Edwardian Script ITC*

*Lightweight*  
**MESH FABRIC**

**Franklin Gothic Heavy**

*... For Bags and Beyond!*

*Palatino Linotype Italic*

**byannie's**  
*Lightweight*  
**MESH FABRIC**  
*... For Bags and Beyond!*

**byannie's**  
*Lightweight*  
**MESH FABRIC**  
*... For Bags and Beyond!*

			
cmyk 100 25 0 0 rgb 0 143 213	cmyk 100 0 0 0 rgb 0 174 239	cmyk 0 0 0 0 rgb 255 255 255	cmyk 0 0 0 100 rgb 0 0 0



Other Brands

Myriad Pro Regular


Times New Roman (trademark symbol)

patterns<sup>TM</sup>  
by annie

Myriad Pro Regular

patterns<sup>TM</sup>  
by annie

patterns<sup>TM</sup>  
by annie


  
 cmyk 83 0 52 42    cmyk 31 0 61 23    cmyk 0 0 0 0    cmyk 0 0 0 100  
 rgb 25 148 71    rgb 136 197 76    rgb 255 255 255    rgb 0 0 0

Other Brands

ITC Benguiat Std Book

Times New Roman (trademark symbol)

Purse Parts<sup>TM</sup>  
Handbag Zippers and Hardware

Helvetica Regular

Purse Parts<sup>TM</sup>  
Handbag Zippers and Hardware

Purse Parts<sup>TM</sup>  
Handbag Zippers and Hardware


  
 cmyk 100 25 0 0    cmyk 100 0 0 0    cmyk 0 0 0 0    cmyk 0 0 0 100  
 rgb 0 143 213    rgb 0 174 239    rgb 255 255 255    rgb 0 0 0

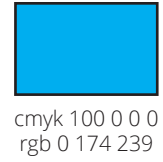
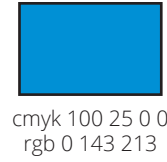
## Other Brands



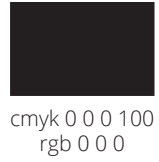
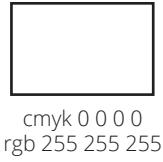
*... For Bags and Beyond!*

*Palatino Linotype Italic*

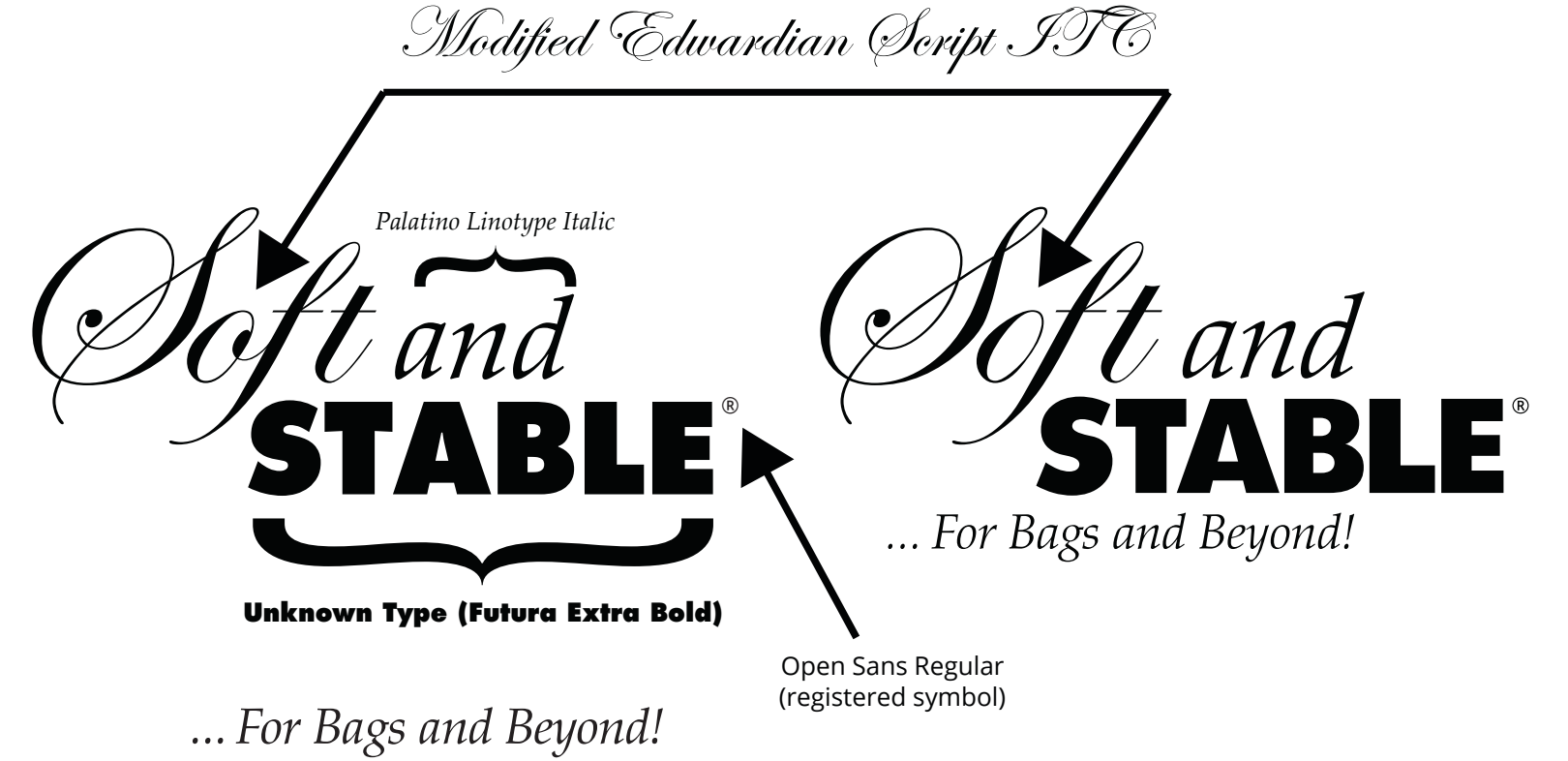
**byannie's**  
*Premium*  
**Clear Vinyl**  
*... For Bags and Beyond!*



**byannie's**  
*Premium*  
**Clear Vinyl**  
*... For Bags and Beyond!*

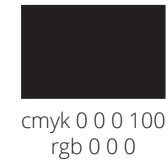
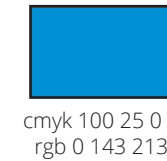


## Other Brands



**byannie's**  
*Soft and*  
**STABLE**  
*... For Bags and Beyond!*

**byannie's**  
*Soft and*  
**STABLE**  
*... For Bags and Beyond!*



# Brandbars

## Version 1

Used on the bottom of publications such as;  
Flyers, Catalogs, Show Banners, etc.



## Version 2

Used on the bottom of publications such as;  
Name Tags, Business Cards, etc.

