gobanjara

Go Banjara — lifestyle fashion and e-commerce store.

brand positioning   brand guidelines   style guide   identity

/ CONCEPT

Go Banjara is a lifestyle fashion and e-commerce store aimed at creating a community for travel enthusiasts. The brand is positioned primarily as an online store, selling travel pieces and apparel that move effortlessly with you wherever you go.

The aim of the brand is to be a one-stop shop for all travel needs, from accessories and apparel to travel guides and inspiration.

go banjara

/ BRAND PHILOSOPHY

MISSION

Creation of a community of travel enthusiasts and fashion brand reflecting consistent interest to life-style and casual segment

MAIN DIRECTION / DNA

Casual lifestyle - trendy travel pieces and apparel

PRODUCT

(P1) Stickers, Badges/Pins, Bookmarks

(P2) Fridge Magnets, Keychains, Luggage Tags

(P3) Journals, Slippers, Shotglasses

(P4) Passport Covers, Wallets, Totebags

(P5) Tshirts

(P6) Backpacks

(P7) Travel Pillows

CONSUMER

Young professionals
22-30 + (widening to 35)
45% man / 55% woman

go banjara

/ MARKETING TARGET AUDIENCE

AGE: 22-30 + (widening up to 35)

GENDER: MEN 45% WOMEN 55%

INCOME: MIDDLE

GEOGRAPHY: INDIA, URBAN CITIZENS

+ Puchasing and experiencing fashion / lifestyle brands. Prefers trendy brands with young/ friendly tone of voice

+ Travelling in India or abroad, atleast 1 time per time

+ Active people who live in urban centers but outdoor is their mindset

+ Senior students of Universities / Young professionals / Office workers / Business owners / Freelancers

1. FASHION AND STREET INSPIRED

Values their individuality, wide variety of interests: music, sports, fashion. Follows influencers and trends through social media. Identifies themselves as part of a community or group.

2. CITY LIFESTYLER

Active and balanced lifestyle. Devotes time and attention to personal interests. Likes to share information with friends and influence others to take part in their interests.

3. OUTDOOR SEEKER

Spends leisure time outdoors (countryside, parks, recreation). Creates travel inspiration moodboards. Has a keen interests in other cultures, cuisines and sites.

FASHION AND STREET INSPIRED   CITY LIFESTYLER   OUTDOOR SEEKER

BRAND PLATFORM   go banjara

go banjara

/ BRAND GUIDELINES

/ SECTIONS

CORPORATE BLOCK

Logo & character

Logo grid

Security zone

Logo Colors

Monochrome

Unacceptable use

Brand colors

Typography

Style-forming elements

Style guide

Brand identity

BRAND GUIDELINES

go banjara

Bonjo, the llama is the Go Banjara brand mascot. He is the embodiment of free spirit and wanderlust. He inspires fellow dreamers and travel enthusiasts to showcase their inner Banjara through his set of curios. He wishes for his tribe to keep exploring and free their travelling spirit.

01
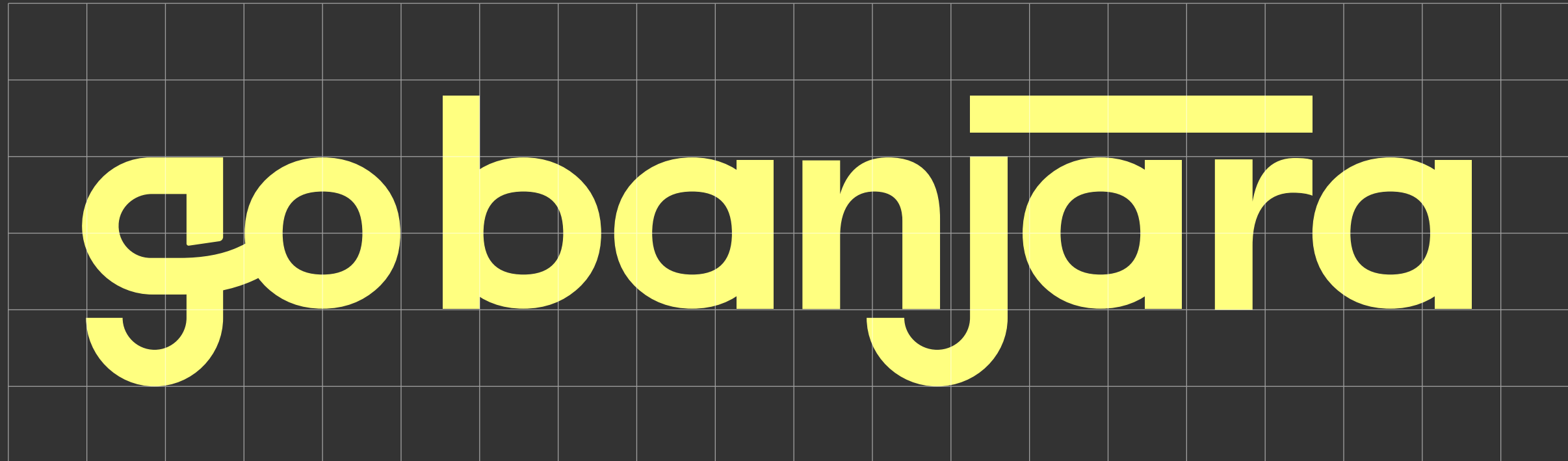Connecting element of letters G and O shows the freestyle life and movement of a travel enthusiast.

02
Use of small case and rounded lettering shows the lighthearted and friendly nature of the brand.

03
The upper line, inspired by Devanagari script, is a reference to the brands Indian roots. The line serves to gather all the letters of one word together.

/ LOGO GRID

The logo design is built in accordance with the example shown. The measurement is based on a single module. It is forbidden to violate the proportions of the logo, so as not to disrupt the holistic perception

gobanjara

/ SECURITY ZONE

Minimum allowable space around as a basis for measuring the free space of the logo, free from other elements or text blocks. The measurement is based on the B letter from the logo.

/ LOGO COLORS

The full-color version of the logo is shown on uniform background of corporate colors. The full-color version is used in all cases, except when it is necessary to use a monochrome version of the logo.

/ LOGO & CHARACTER COLORS

The full-color version of the logo with the brand character is shown on uniform background of corporate colors. The brand character is shown in the color matching the type or on the corporate white shade.

/ MONOCHROME VERSION

The monochrome version of the logo is recommended for use in printing black and white documents and/or if the color version of the logo is not justified by the use in the layout.

/ UNACCEPTABLE USE

The logo is an integral graphic element of the corporate identity of the company. Any changes are strictly prohibited. Common examples of incorrect use of the logo are given. In order for the corporate identity not to lose its uniqueness and look holistic, it is necessary to follow these recommendations

/ BRAND COLORS

The main color scheme includes 2 corporate colors. A palette of additional analog color solutions is presented. It is not recommended to change this color scheme at your discretion, so as not to disrupt the holistic perception of the identity.

go banjara

PRIMARY COLORS

DARK GREEN

HEX #1D493E
RGB 29/73/62
CMYK 84/48/70/45

LEMON YELLOW

HEX #FFFF80
RGB 255/255/128
CMYK 4/0/60/0

TANGERINE ORANGE

HEX #E05434
RGB 224/84/52
CMYK 7/82/89/1

CLOUD BLUE

HEX #80E7ED
RGB 128/231/237
CMYK 42/0/12/0

MINT GREEN

HEX #D3FFBF
RGB 211/255/191
CMYK 17/0/34/0

SECONDARY COLORS

SEAWEED GREEN

HEX #01B99F
RGB 1/185/159
CMYK 75/0/49/0

LAVENDER

HEX #AE99FF
RGB 174/153/255
CMYK 36/40/0/0

BRIGHT ORANGE

HEX #FF623E
RGB 255/98/62
CMYK 0/76/79/0

EARTHY BEIGE

HEX #F3FFEF
RGB 243/255/239
CMYK 4/0/7/0

NEON GREEN

HEX #A7FF6E
RGB 167/255/110
CMYK 35/0/79/0

/ TYPOGRAPHY

ABC
fonts

The set of typefaces include Faktum sans-serif and Fraunces serif font.

go banjara

/ TYPOGRAPHY

FAKTUM

/ Regular / Medium / Semi-Bold / Bold

A modern sans font family. Geometric in nature, the rounded shapes and organic curves make the font lively and approachable.

FRAUNCES

/ Regular / SemiBold / Bold

A display, "Old Style" soft-serif type-face. The pairing with the geometric sans, makes the brand playful and elegant.

go banjara

/ STYLE FORMING ELEMENTS AND PATTERNS

Style–forming elements are graphic solutions based on visual techniques to maintain the uniformity of corporate identity. Corporate pattern for branching into advertising media and in the web space.

BRAND GUIDELINES

/ STYLE FORMING ELEMENTS AND PATTERNS

Handwritten first letters with fraunces font.

Curved line pattern signifying journers, used in corporate colors, scaled and rotated.
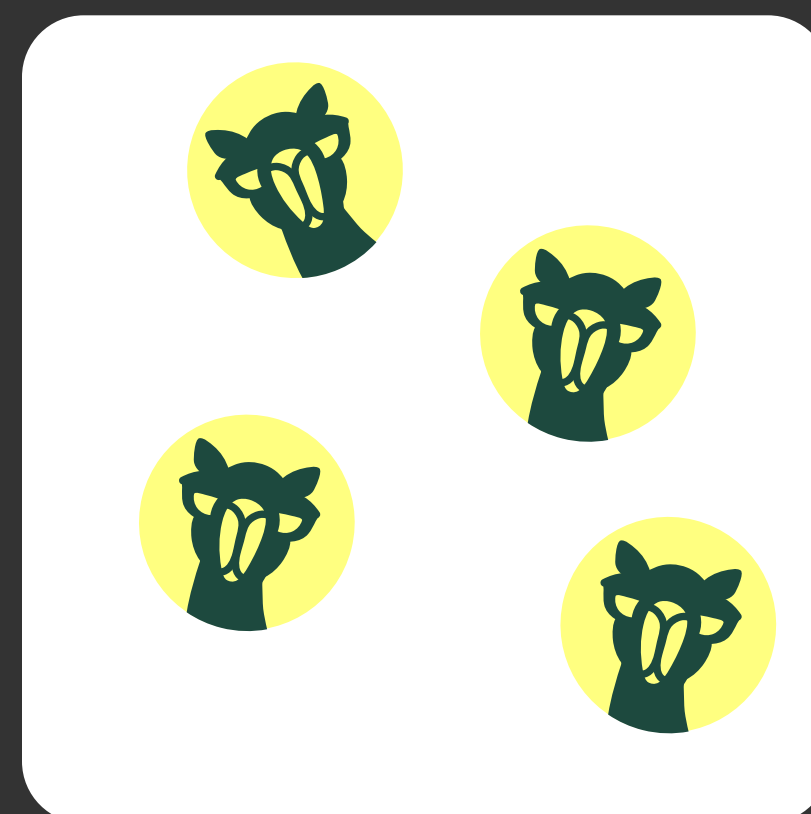

Use of brand character with goggles and hat, as required, in corporate colors.


Use of brand character rotated.
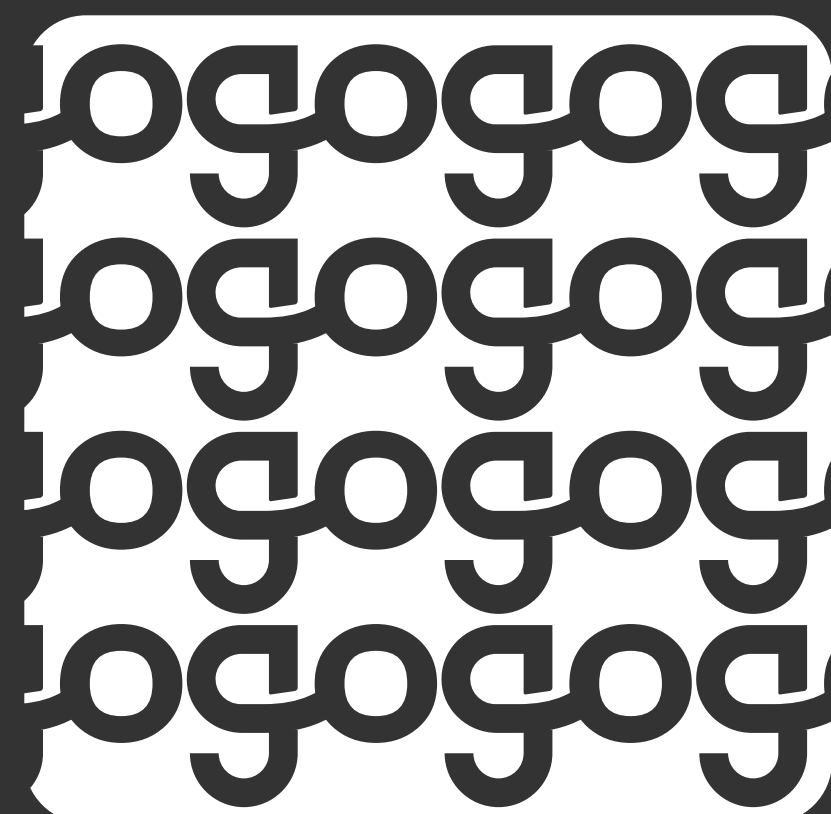
Pattern formed from "go" brand design, in corporate colors.

Pattern formed from brand character in circle, in corporate colors.

go banjara

/ BRAND IDENTITY

Branching of corporate identity and its elements into various
advertising media. Examples of visual design of design layouts
are presented: posters, tshirts, bags, pillowcase, keychains,
slippers, gift box.
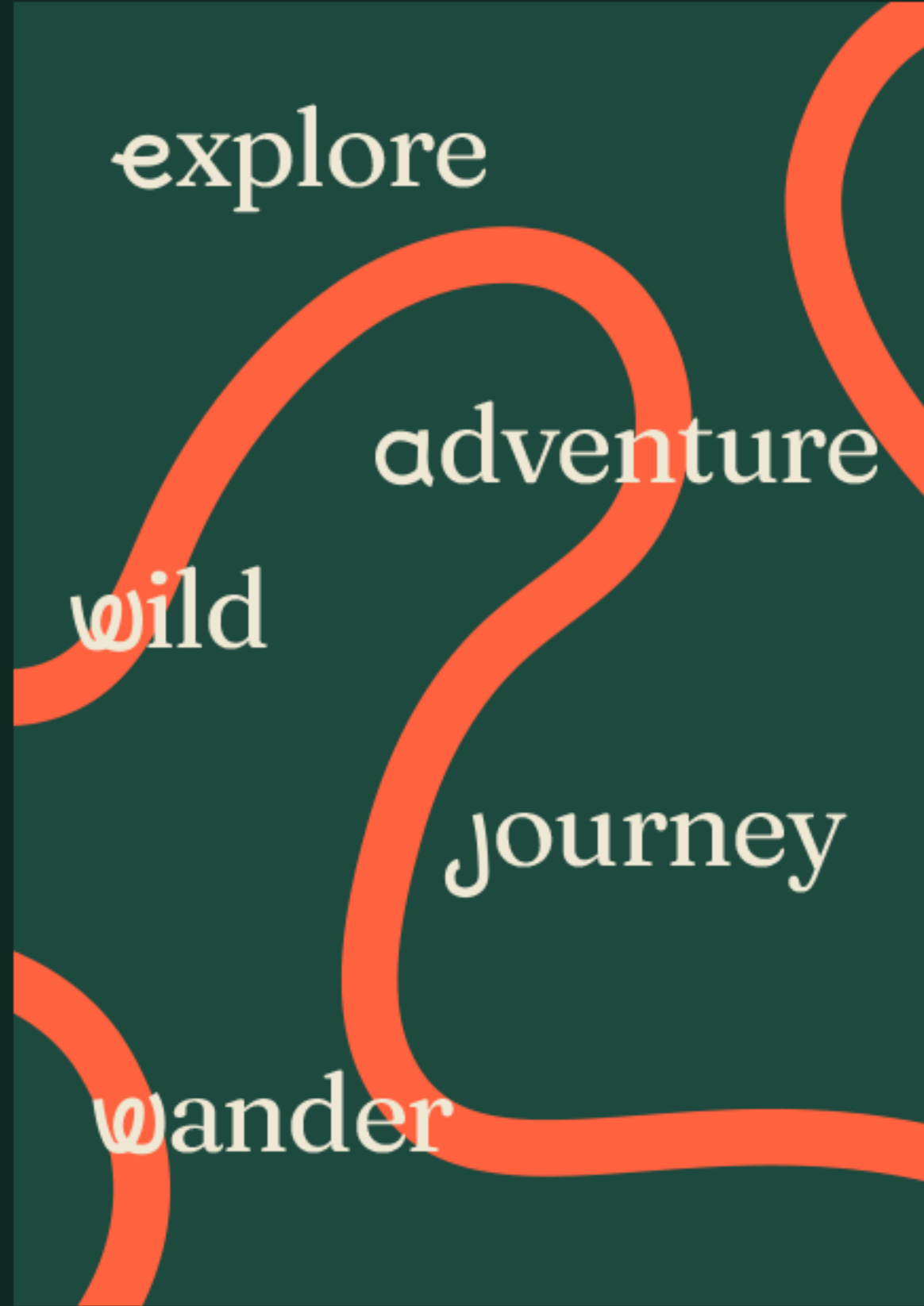
/ BRAND IDENTITY

/ BRAND IDENTITY

gobanjara

BRANDBOOK 2023