Hygge Graphic
Standards Guidelines

Corporate Identity 372–01
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Introduction

Hygge is more than a boutique, it's a way of life, an oasis for the mind, and a reminder to look inward. Inspired by the Scandinavian phrase, pronounced 'hyoo-guh', we exist to bring joy, comfort, and peace to our customers.

Founded in 2019 by SCAD alumni Cristina Drumm, Hygge is a place of community and serenity in Savannah. A one-of-a-kind business in a one-of-a-kind city. Offering home goods, furniture, aromatherapy, workshops, and more, Hygge embodies the grounded lifestyle across Scandinavia.

We have strong values: to bring joy and care to others, to support artisans, to be transparent in our practices, and to do good to our Earth along the way.

With these graphic standards guidelines, you will find a toolkit for reaching customers and spreading our purpose. The new brand exemplifies our approach to business as well as our approach to life itself.

Our Brand's
History

As a young business, our original identity was designed by our founder, Cristina Drumm. Its simplicity spoke to the store experience. Before too long, the business expanded to workshops, events, branded goods, and more.

As with all growth, there were growing pains. Across our various channels, we began losing our voice and a clear picture of who we were.

To faithfully rebrand Hygge, we began by creating a catalog of the past.

To help us grow, we wanted to revamp our image across channels. A consistent system would grow with us and strengthen our recognition.

While the old identity worked well in some applications, it lacked a presence in others. Despite some weaknesses, we wanted to maintain the spirit and roots of our brand as we move forward into our next stage.

Logo
System

No Room
to Grow

Our original logo was sound in legibility and simplicity. However, it lacked a clear point of view and had literal problems with scaling. We want to bring joy and comfort into everyone's life, so we needed an identity to allow us room to grow.
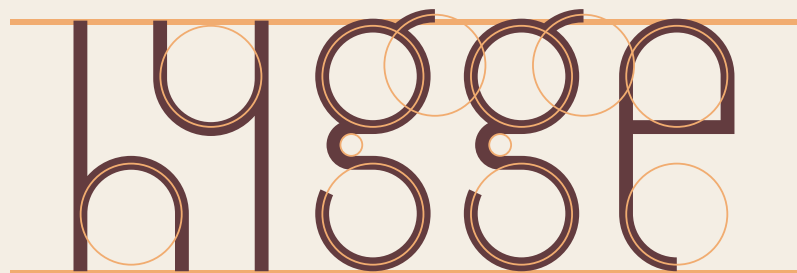

Before

Rooted in
our values

Our original logo was based off a circle, representing wholeness and transparency. These have guided our path forward.

Our new identity stays true to these guiding principles while giving us a clear voice in our community.

After

Wholeness   Transparency   Comfort   Modern   Joy

Built on Principle

Our distinct wordmark is constructed from our core symbol, a circle. The symmetrical 'h' and 'y' show balance and harmony, ideas that are central to our products.

The open lower bowl of the double 'g' represents tranparency. All of this combined creates a mark that is as

unique as our shop. The unmistakable mark will turn Hygge into Savannah's favorite Danish word.

There are several lockups to allow for flexibility in usage. Our primary mark is the standalone wordmark. Alternate marks include the phonetic pronunciation for added character, and a 'home, body, mind' byline. For abbreviations and small displays, the 'hy' knocked out of a circle abbreviates our visual identity.

Primary Mark

hygge

Secondary Mark

hygge
(hyoo-guh)

Secondary Mark

hygge
home • body • mind

Badge

Clear
Space

Clear space guidelines around the logo are necessary to ensure legibility and visual clarity. No type, intrusive graphic elements, images, or page borders can enter the clear space shown here.

The wordmarks must maintain a clear space equal to the height of the 'h' on all sides.

The icon must maintain a clear space equal to 1/2 of its height on all sides.

For exceptions or questions, contact the brand team.

hygge

hygge
(hyoo-guh)

hygge
home • body • mind

Logo
Scaling

In print, the wordmark should appear no smaller than 1/4" tall. On screen, it should appear no smaller than 75px tall.

In print, the icon should appear no smaller than 1/8" tall. On screen, it should appear no smaller than 50px wide.

The primary mark and icon scale well and hold up at very small sizes. When printed in knockout, be mindful of ink trapping and adjust accordingly.

hygge

hygge

Primary Logo Color:
Red Earth
C: 47 M: 72 Y: 60 K: 41
R: 99 G: 61 B: 38
#633d3f

Logo Color:
Off-White
C: 04 M: 05 Y: 09 K: 00
R: 242 G: 237 B: 228
#f2ede4

Logo Color:
White
C: 00 M: 00 Y: 00 K: 00
R: 255 G: 255 B: 255
#ffffff

Logo
Colors

The logo should be displayed in the signature Red Earth color whenever contrast and display methods allow. When displaying on black, use knockout or Hygge Off-White.

On dark backgrounds, display the logo in Hygge Off-White or knockout. In all applications, ensure that legibility is a top priority. We avoid displaying the logo in alternate colors to maintain a consistent, recognizable brand.

Don't use a gradient fill.

Don't use both marks together.

Don't skew the proportions in any way.

Don't use two colors in the mark.

Don't use multiple bylines.

Don't display on an angle or inverted.

Don't display in illegible colors.

Don't display without contrast

Incorrect
Usage

To maintain brand consistency and ensure brand value, we have outlined several potential misuses of the logo. Avoid any of these mistakes and abide by the guidelines on previous pages.

As a rule of thumb, the logo should not be altered in any way outside of the artwork delivered. Additionally, only display the logo in ways that are shown in these guidelines.

If you have any questions about logo usage, contact the brand team.
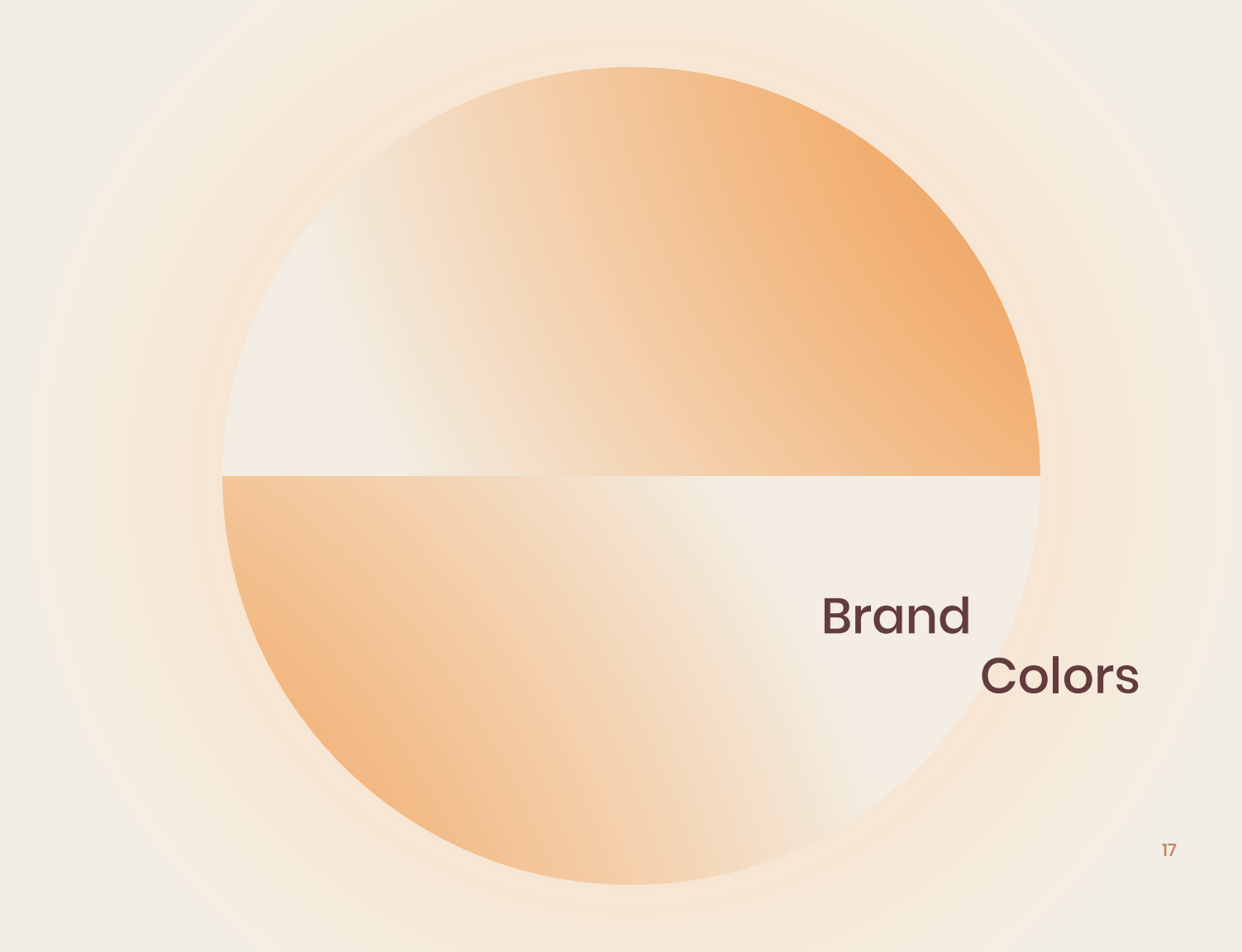
Brand
Colors

|			
Off-White	C: 04 M: 05 Y: 09 K: 00	R: 242 G: 237 B: 228	#f2ede4
Clear Sky	C: 20 M: 03 Y: 00 K: 00	R: 199 G: 226 B: 246	#c7e2f6
Cream	C: 0 M: 17 Y: 29 K: 00	R: 254 G: 215 B: 179	#fed7b3
Birch	C: 15 M: 31 Y: 37 K: 00	R: 217 G: 178 B: 156	#d9b29c
Candle Light	C: 4 M: 36 Y: 61 K: 00	R: 241 G: 174 B: 114	#f1ae72
Terracotta	C: 23 M: 52 Y: 67 K: 04	R: 191 G: 131 B: 96	#bf8360
Red Earth	C: 47 M: 72 Y: 60 K: 41	R: 99 G: 61 B: 38	#633d3f
Charcoal	C: 70 M: 67 Y: 64 K: 74	R: 35 G: 31 B: 32	#231f20
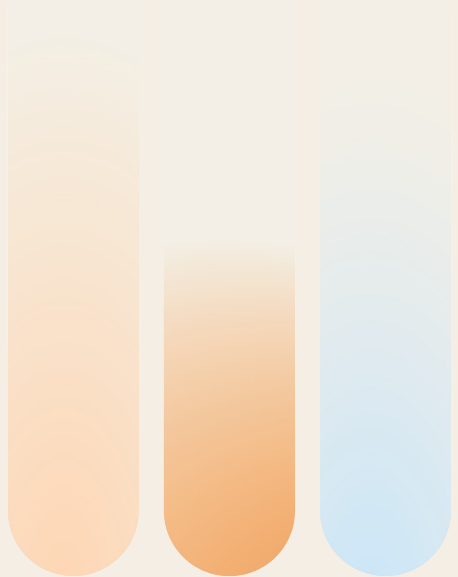
Brand Colors and Gradients

Our brand colors are selected to reflect our values and products. The brand should feel airy and warm, with light colors at the forefront.

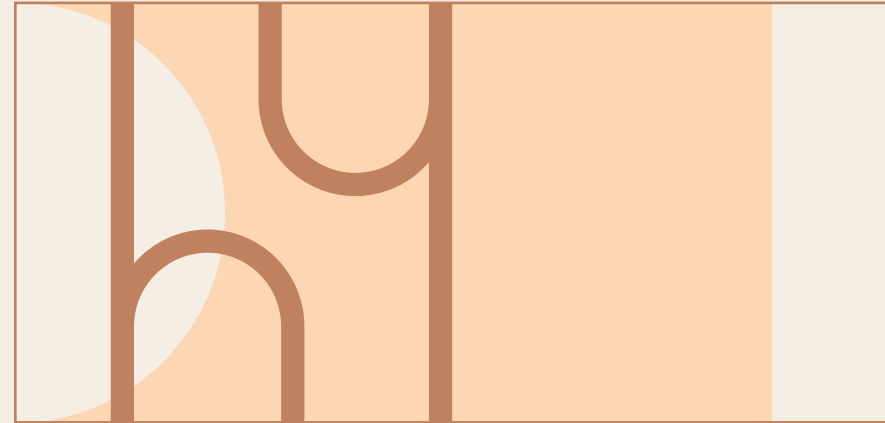Red Earth should be used for the logo and text only.

Gradients should utilize the brand colors and fade from a light color, typically Off-White, to a single color. Gradients should never be applied to our typography.
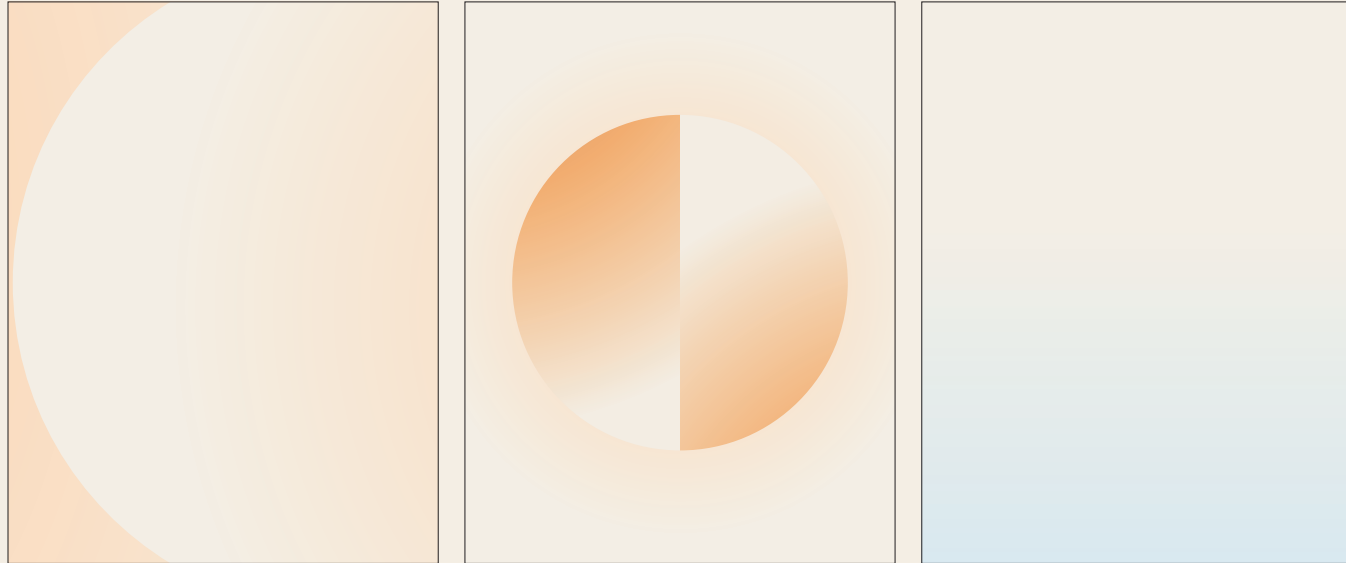
Graphic Elements

Flat Graphics Example

Our primary graphic element consists of gradients and circular shapes. However, in some applications like screenprinting, gradients are not practical in production.

When gradients are not practical or possible, we rely on flat circular shapes and crops of the logo to create on-brand visuals. When using the logo as a graphic element, it's acceptable to display in various colors.

Graphic elements are the most flexible of all of the contents in these guidelines. As our brand continues to grow, we will need to vary color, shapes, and techniques. However, maintain these guides as a reference point.

Typography and Copy

Typography System

Our typeface is the Poppins family, a free typeface available through Google Fonts. It combines circular construction and quirkiness in a way that speaks our language.

Our typography is not bold, or aggressive. Our typesetting is inspired by poetry and the calmness it brings. In headlines and appropriate subheads, shift the second line to create rhythm and movement.

Poppins Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

0123456789
!@#$%^&*-+()

Poppins Medium / 0trk / 1.16x leading

Modern Wares
for a Happy Home

Our type system relies on contrasting scale to establish hierarchy. The example to the right provides a reference for setting and scaling type.

Poppins Medium / 0trk / 1.2x leading

Shop our selection of handmade goods

Poppins Medium / 0trk / 1.5x leading

Hygge carries a wide range of goods for the home, body, and mind. From aromatherapy to furniture, find products that will bring joy into your life.

The headline uses the staggered alignment, the subhead is aligned to the offset headline, and the body copy follows suit.

The example to the right shows the header at 36pt, the subhead at 18pt, and the body copy at 12pt.

Setting
Headlines

There are several factors to consider when setting our headlines. While the staggered setting is important, it must be done with care. This page provides several examples of varying lengths. In general, break the lines at logical points that aid the rhythm of the reader. The 2nd line should extend beyond the first line. The offset should be tabbed in from flush left text.

Example 01

Relax,
Unwind.

With a short, 2-word headline you should drop and stagger the 2nd word.

Example 02

Stop In,
Say Hello

Visit us at 500 E Broughton St.

Break the text at natural pauses. Aligning subheads or body text to the second line creates clarity and structure.w

Example 03

Sustainable Goods
Made to Bring You Joy

Home, body, and mind. See what products you'll find.

Longer headlines can be challenging in a narrow applications. Consider a single tab offset to show movement without extending the width too much.

Example 04: What Not to Do

Stop In, Say
Hello

What NOT to do: the lines break at an awkward place, the first line is tabbed creating right-to-left reading, and the second line is shorter.

Oils and candles
calm the mind.

Find your way
to slow down time.

Explore a wide range of aromatherapy products to transform your spaces into an oasis. Use our selection of soy-candles, oils, and more to calm your senses.

Our Values

Transparency
Sustainability
Community
Peace
Comfort
Joy

Writing
Joyful Copy

Hygge is all about comfort, transparency, and joy. Much like our typesetting, our copy is inspired by poetry. Our copy should speak to these guiding values.

The copy should not be 'fluffy' or too cryptic. Instead, you should use poetic devices to write distinct copy. Headlines are the best opportunity for poetic copy, body text should remain more straightforward.

Brand
Photography

Lighting
Photos

Hygge is all about lightness. Photos should appear airy and atmospheric. As a guide, photos should either take advantage of bright, diffused daylight or warm evening/morning light. Shadows should be lifted to avoid harsh darkness.

Photos should never be lit with a bare flash, unless being directed by a contracted photographer.

Documentation photography, i.e. posting live updates to an Instagram story, are exempt from these restrictions. However, this photography should still attempt to adhere to guidelines, if possible.

Staging
Photos

We value simplicity, our photos should reflect that. Our photography falls in to 2 distinct categories: product description photography (PDP) and lifestyle photography.

PDP should emphasize simplicity and clarity. They should utilize diffused, bright light and be staged on a white or neutral backdrop. The majority of PDP should feature a single product group.

Lifestyle is much more expressive. Lighting is more flexible, and propping is encouraged. Consider adding elements to create a cozy scene, but be mindful of clutter or distractions.
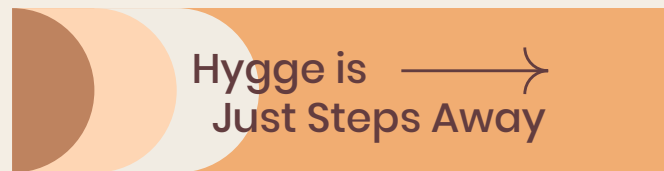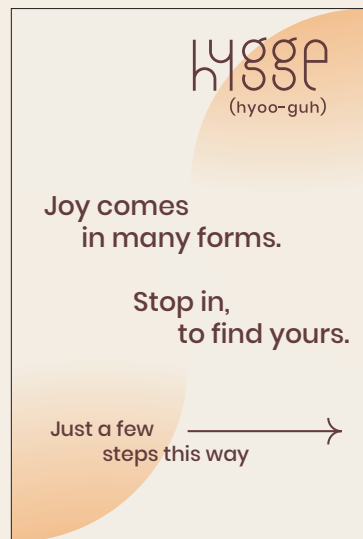
Photography
Moodboard

Brand
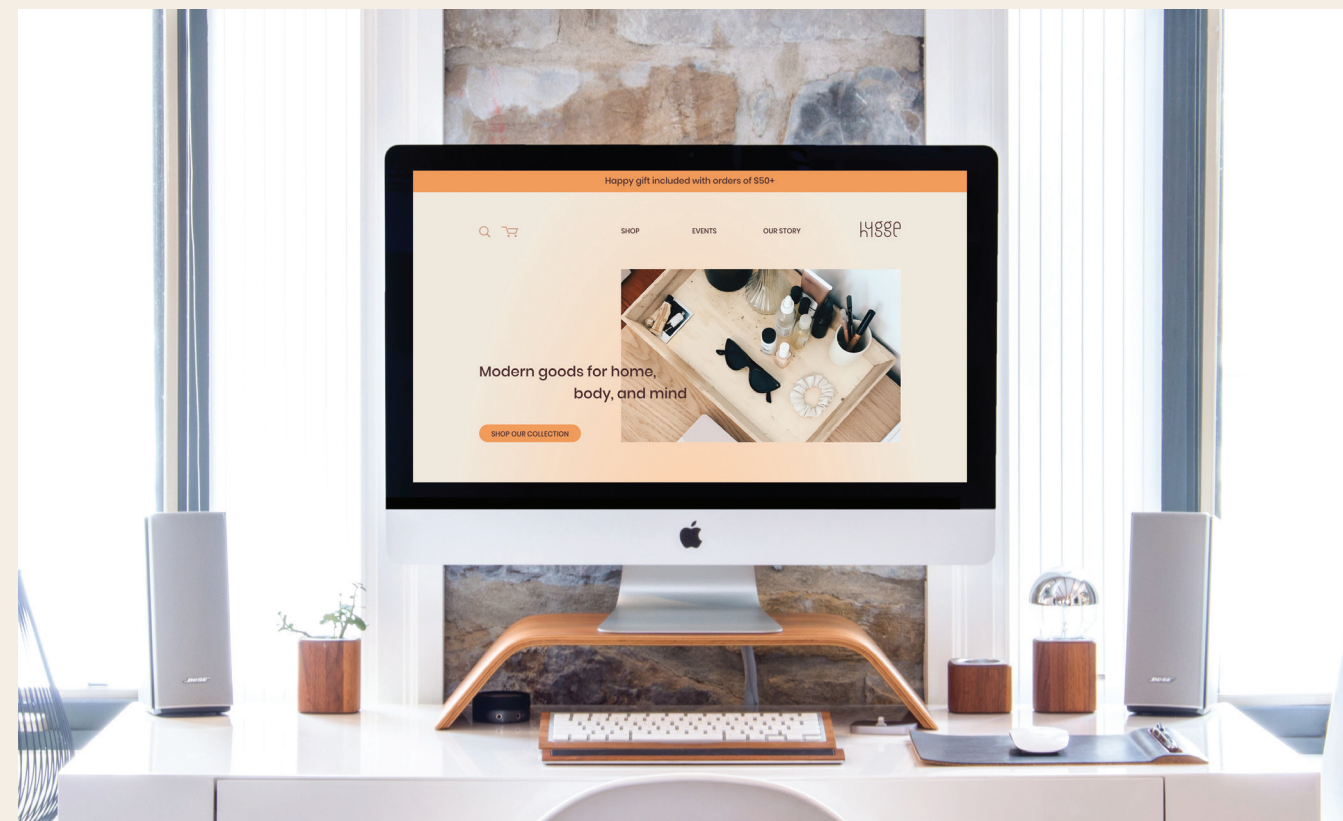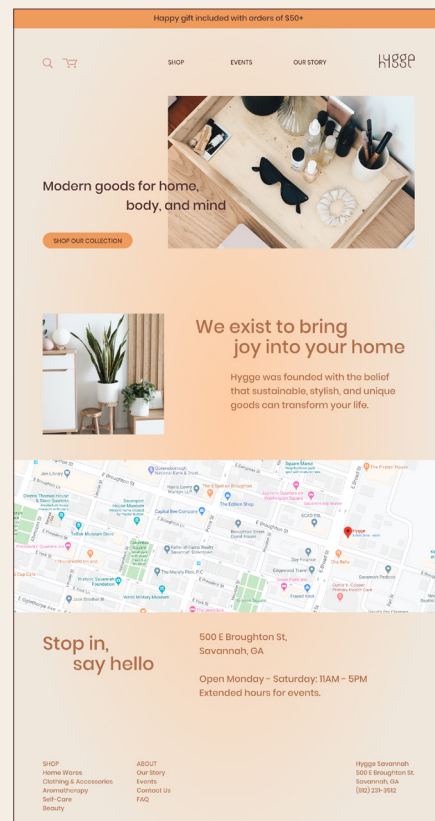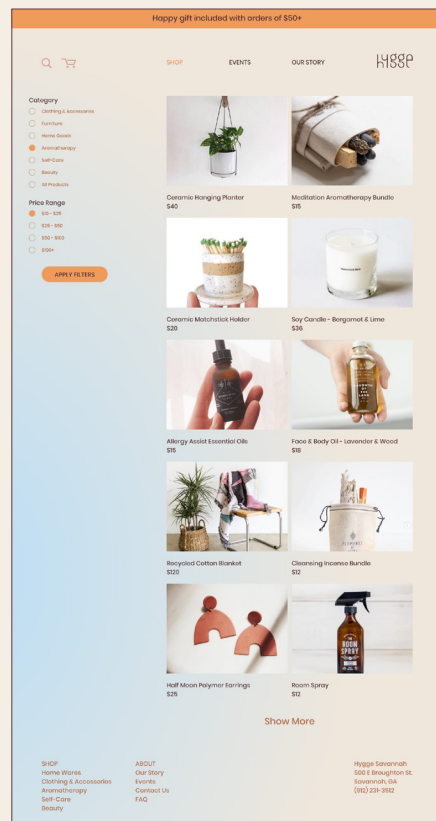## Applications

Business
Cards

Branded
Stationery

Wayfinding
& Signage

In-Store
  Materials

Online Store

hygge