



**Chill Pill**



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# GUIDES & MANUAL




## ABOUT THE BRAND

Formed in 2021, the goal of Chill Pill is to offer the digital world, the aspects of music that audiophiles wish for.

Unparalleled Quality and its vast audio library with master quality audio.

For us music is an emotion and its meant to hear in Quality sound. Considering the quality and diverse cultural music across the globe, and to cater artists and producers , we formed Chill Pill to music lovers , all around the world.





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## INTRODUCTION

### BRAND


A brand is a business concept that helps people identify a company, product or individual

### IMPORTANCE OF BRAND

A brand allows you to build relationships with your audience, which can eventually be your loyal customers. A brand promotes recognition. Your brand helps set you apart from competition

### LOGO

A logo identifies a business. A good logo shows what the company does and also its brand value  
A logo is a Visual brand mask of a company






## IMPORTANCE OF LOGO

A logo gets you recognized, and also a logo is also an effective tool for developing brand loyalty. A logo is also the proof of building trust with consumers and also

## BRAND MANUAL

A brand manual is to keep your brand as it is. Even if new ideas or new designers wants to work in your brand, a brand manual will help to realize the importance of a brand. It is a complete manual regarding the brand and its components. Having a brand manual avoids confusions and also helps in saving time and efforts



# THOUGHTS ABOUT CHILL PILL

Chill Pill is a music streaming service, which provides high quality master audio to its consumers. The idea behind this brand is to provide high quality audio via streaming or offline to its consumers.

Majority of the music streaming services stream music in smaller bitrates which eventually compresses the audio, thus making it loss in details and less immersive. Chill Pill is there to solve the cluster by providing Master Quality music to its consumers.

“Chill Pill” the idea came behind the slang “take a chill pill” means to calm yourself.




# HOW LOGO CAN PUSH YOUR BUSINESS

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A logo builds trust among consumers by validating your professionalism. A good logo tells potential clients who you are, what you do, and how it benefits them

A good logo communicates to people with no prior knowledge or experience with your business that you do great work. It also makes a strong first impression among consumers. A logo is also the foundation of your brand identity. It's memorable and also it separates you from competition and also fosters brand loyalty






# BAISIC STANDARDS




**Chill Pill**

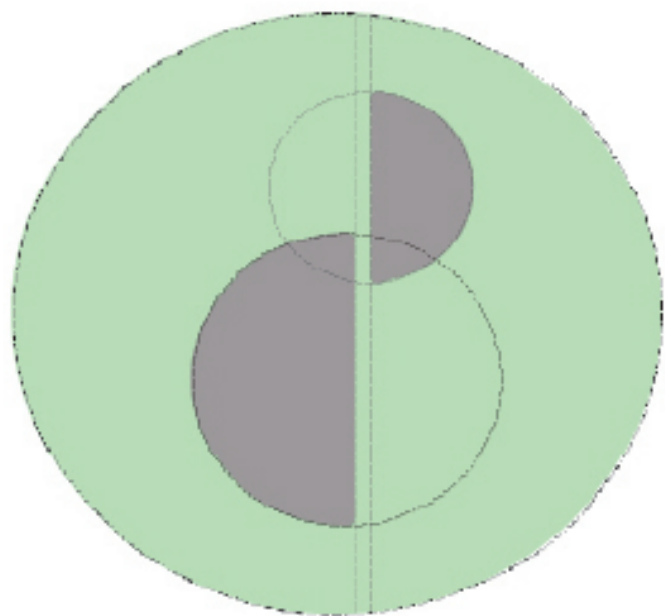


The logo includes the wordmark “Chill Pill” with both ‘C’ and ‘P’ showcased in Upper characters, along with its logo which is a green circle with minimally designed ‘C’ and ‘P’ stacked in order to visually represent ‘Chill Pill’ with that ‘C’ and ‘P’.

The logo uses the font ‘fredoka one’ regular.

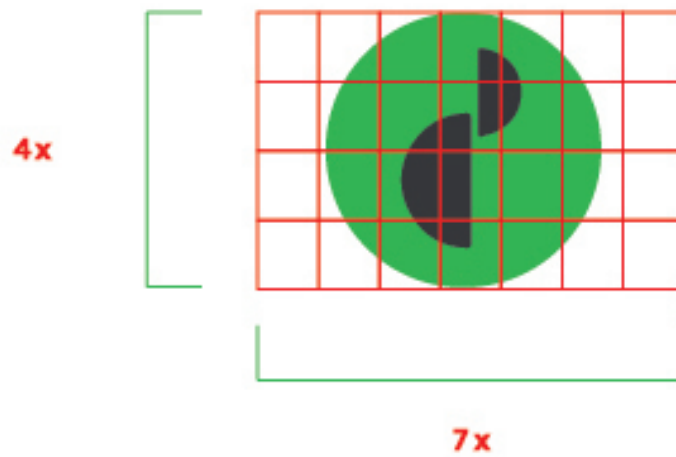
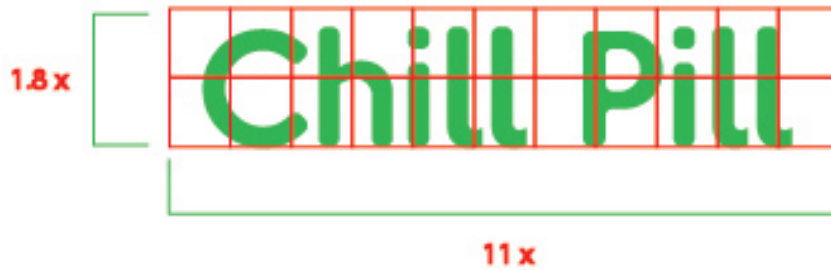


# GEOMETRY



C 1x

# PROPORTIONS



# ACCEPTABLE DESIGNS



# UNACCEPTABLE DESIGNS



Dont stretch the logo



Dont tilt the logo



Dont make the logo big



Do not add stroke

# TYPOGRAPHY

LOGO TYPEFACE- FREDOKA ONE  
(REGULAR)

A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o  
p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

~`!@#\$%^&\*()\_+={}\|~:~".,?/

# COLOURS



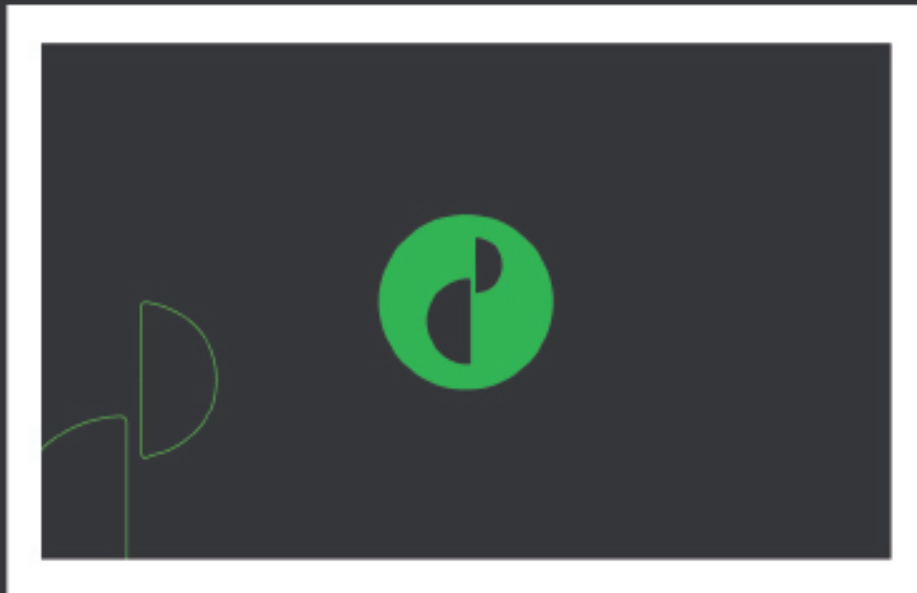
C - 76    R - 47  
M - 0    G - 180  
Y - 84    B - 84  
K - 0



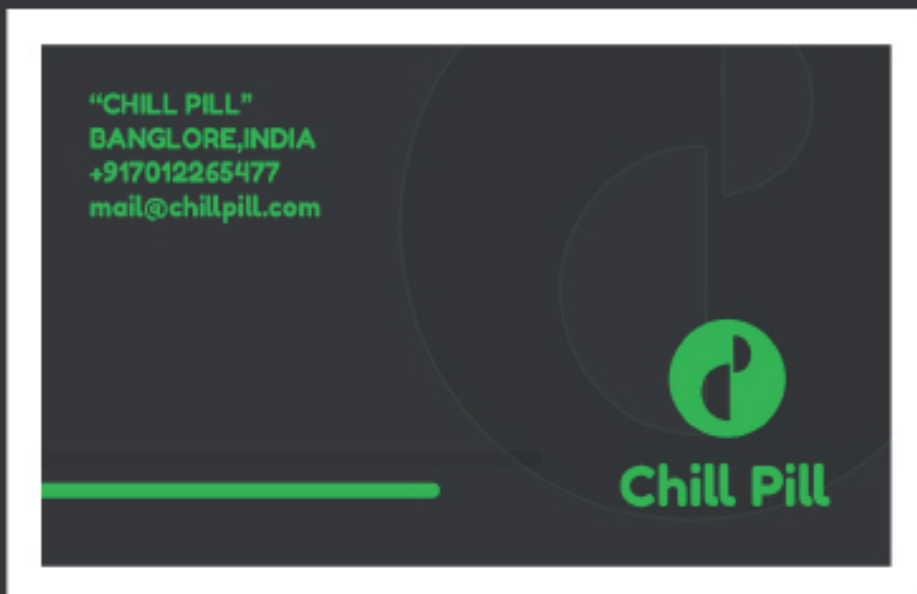
C - 71    R - 54  
M - 64    G - 55  
Y - 58    B - 58  
K - 53



# STATIONARY SYSTEMS



BUSINESS CARD FRONT 54 x 89mm



BUSINESS CARD BACK 54 x 89mm

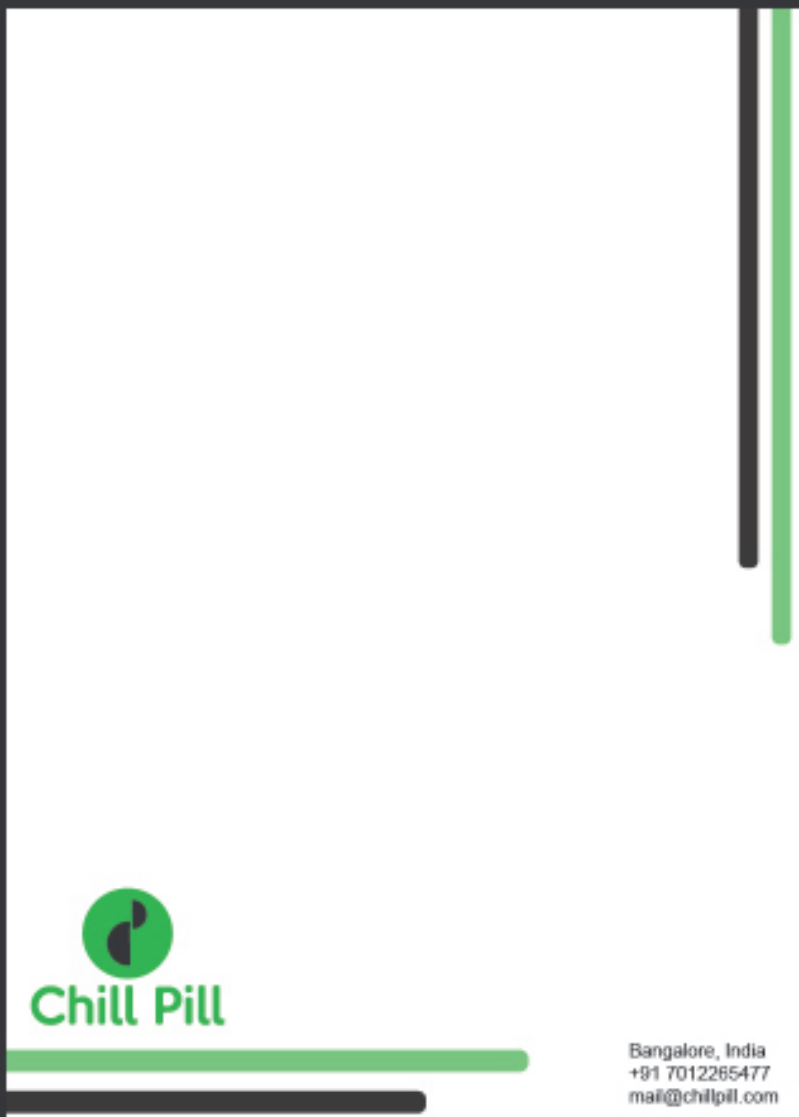
# BUSINESS CARD MOCKUP





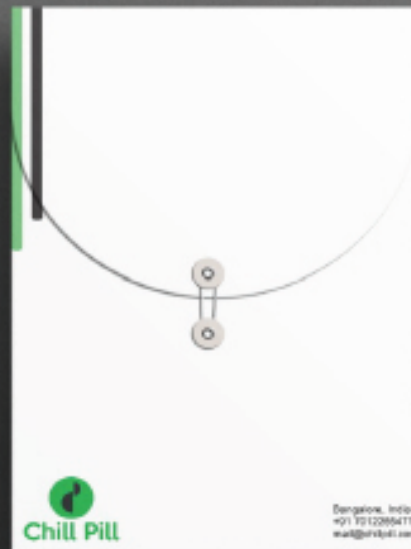
9.5 x 4.5 inches

## SMALL ENVELOPE



12.25 x 8.75 inches

## BIG ENVELOPE





March 5, 2020

Oscar Lee

Managing Editor

Chill pill,  
Bangalore, India.

Dear Ms. Lee,

I would like to invite you to attend our upcoming Liberal Arts department job networking event. The event will be held on the afternoon of May 1, 2020. We wish to provide our graduating seniors with an opportunity to meet business leaders in the area who may be looking for new hires who hold degrees in the Liberal Arts.

The event will be held at the Cox Student Center at Northern State University, and will last about 2 to 3 hours. If you have an interest in attending or sending a company representative to meet with our students, please let me know at your earliest convenience and I can reserve a table for you.

Thank for your time and I hope to hear from you soon.

Respectfully,

Linda Lau (signature hard copy letter)

Linda Lau Liberal Arts Department Chair

Bangalore, India

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mail@chillpill.com

LETTER HEAD      SIZE- 8.25 x 12 inches

**THANK YOU**

