

Flossy and Jim[®]

the style guide



hello

...and thank you for checking out our style guide!

We hope you find the guide useful but if you need any further help please do not hesitate to get in touch with us. We are happy to help as much or as little as you want.

If you require any further designs, patterns or phrases, please do shout as we are design led and are constantly updating this guide according to the latest relatable trends.

Best wishes, Lynette and James (Creators)



Logo

1. standard black logo

Flossy and Jim®

2. standard white logo

Flossy and Jim®

3. flossy and jim intro logo

welcome to the fun and colourful
world of flossy and jim...

4. flossy and jim visual logo



Logo

FLOSSY and Jim®

FLOSSY and Jim®

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FLOSSY and Jim®

FLOSSY and Jim®

Logo guidelines

1. Please do not stretch or alter the logo.
2. You can change the colour and size of the logo so it can be seen most clearly (see logo below.)
3. Please keep stroke the same size as shown.
4. You can rotate the logo.
5. The logo cannot bleed off the page.
6. If you have any queries regarding logo use, please get in touch.

FLOSSY and Jim®

*Example of how the registered trademark text might look on a coloured background. Adjust colour several shades darker than the background, using font 'soft marshmallow.' (Please see font guidelines.)

fonts

Header Font:

“Soft MarShmallow”
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 10

‘Soft MarShmallow’ Can be used in any of the colour palette colours.

Body Text:

‘Soft MarShmallow’
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 10

Where possible, please always use black.

Please note: Flossy and Jim property rights DO NOT include typeface rights.

legal and copyright

Copyright

Whenever Flossy and Jim characters or artwork are depicted on a product, advertising or packaging material (including but not limited to labels, hang tags, sell sheets, and web pages) a copyright line must be permanently printed on the piece as follows: Flossy and Jim Ltd. All rights reserved © XXXX

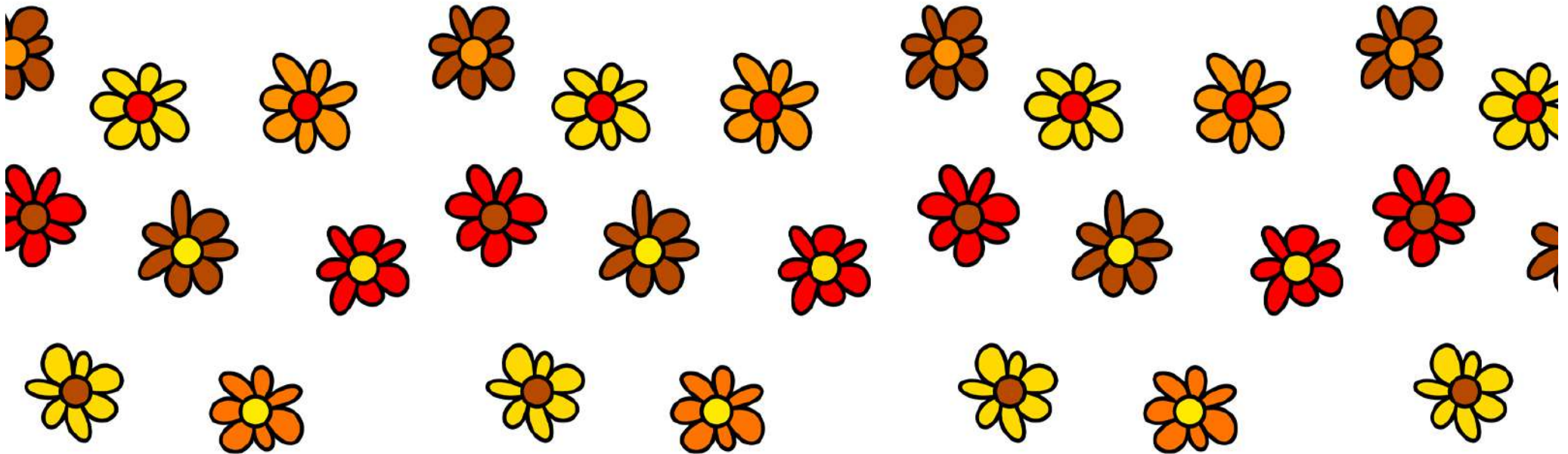
Legal

The Flossy and Jim brand and all elements related to this branding guide are for use by authorised Flossy and Jim licensing partners only. All artwork depicted within is the sole property of Flossy and Jim Limited and is provided for the sole purpose of directing licensing partners in the development of merchandise in compliance with terms of the License Agreement with Flossy and Jim Limited and XXXXXXXXXXXX.

Be sure to follow the information presented in this guide to ensure a high-quality product consistent with the Flossy and Jim visual style and guidelines. All corresponding product and packaging designs must be submitted for approval in writing before manufacturing can begin. No part of this guide, or any reproduction thereof, may be publicly displayed or transferred to any other party or any purpose whatsoever without the consent of Flossy and Jim Limited. Unauthorised use may subject the user to civil or criminal liability under applicable law.

design guidelines

- * Please do not stretch any of the characters, or images.
- * Please do not change the colours of any of the characters or images.
 - * You can flip the illustrations.
 - * You can rotate the illustrations.
 - * The illustration can bleed off the page.
- * Additional illustrations and pattern designs can be commissioned on request.



flossy and jim island



flossy and jim tribes

'Sunny Days' is where you will find designs for babies and toddlers!

Flossy and Jim'
babies



Created with a cute and happy aesthetic, with bold, contrasting colours, this range has been developed to welcome the youngest of children into the Flossy and Jim brand.

Within the first year of life there are limitations in babies' vision so our designs have been created so they can respond well to the simple, bold patterns with high contrast. Our strong black and white patterns will also help babies to develop their ability to focus their attention and levels of concentration.

Our designs include a range of positive affirmations to encourage confidence building throughout the vital early years.

On the north side of 'Flossy and Jim island' you will find all of the designs for children from school age up to pre-teen.

All of the designs here are bold, full of colour and bang-on-trend to appeal to a younger audience.

Our creations include a range of phrases to encourage young people to reach their full potential whilst also reminding them how important it is to look after yourself. We are exploring a balance of trends in mental health, talking about our emotions and darker narratives such as 'it's ok to be sad'. We uplift children with our designs with wholesomeness, community, simplicity, bloom, colour, floral, growth mindset.

Flossy and Jim'
kids



COSMIC ADVENTURES (science/imagination), BIG BRAVE MOUNTAIN (mental health/growth-mindset), OVER THE RAINBOW (princess, soft trends), WHOOPS-A-DAISY WOODLAND (70's vintage colours to appeal to millennial parent) developmental and resilience), THE CAVE (gamer fun), JUMP JUMP JUNGLE (skaters/active/dance crazes), SILLY SEASIDE (mini vcso/environmental)

flossy and jim tribes

On the south side of the island you will find all of the designs for teenagers.

Flossy and Jim
teens



All of the designs here are created for Gen Z who are living their lives in a digital world with emerging online tribes and millennial subcultures. Our illustrations have been created to uplift and motivate whilst also being relatable.

Everything's Peachy: Designs for the **'soft girl/boi'**, which is a fashion style, popular among some young people on social media, based on a deliberately cutesy, feminine look. Our designs feature pink and yellow colours, floral and heart patterns.

Turtle Beach: Creations for the **'VSCO girl/boy'** which is a youth subculture that emerged among teenagers around the summer of 2019. The term refers to the photography app of the same name. Replacing the 'basic' and 'preppy' kids. All about the aesthetic. "and I oop, sksksksk", summer vibes, save the world, eco warriors (or like to be seen that way), "save the turtles" hydroflasks, metal straws, beach, eco, banana, fruit designs.

Black Forest: Designs for **'e-girls and e-boys'** which is a youth subculture that emerged in the late 2010s and is almost exclusively seen on social media. The look is inspired by 90s grunge and skater culture, 1990s–2000s fashion, anime, hip hop, TikTok, goth, and rave. Replacing emo/goth with a spat out by the internet look.

Dark Academia Study Group: Creations for **'Dark Academia'** which is an aesthetic that revolves around classic literature, the pursuit of self-discovery, and a general passion for knowledge and learning. Writing poetry in notebooks, reading the classics, going to local coffee shops, bookstores, libraries, and museums also fuel this aesthetic.

The Rainbow Lighthouse: Designs for the **'LGBT'** culture, which is a culture shared by lesbian, gay, bisexual, transgender, and queer individuals. Our designs have been created so that young people can feel proud of who they are. This is also a category for campaign illustrations such as the recent #BLM movement. This is a place where young people can feel proud and be heard.

assets - babies



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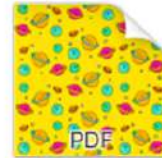
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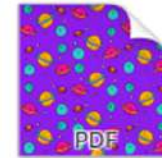
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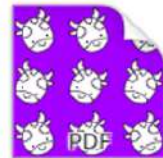
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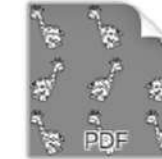
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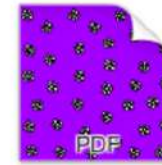
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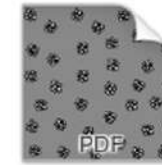
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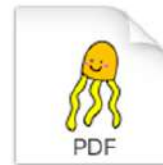
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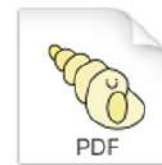
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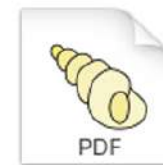
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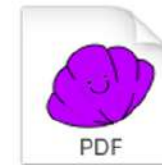
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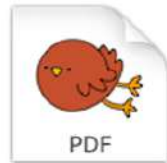
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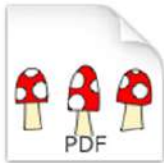


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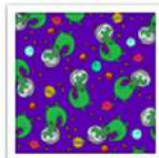
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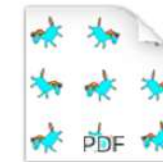
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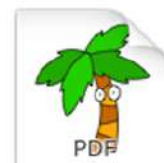
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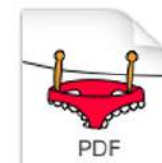
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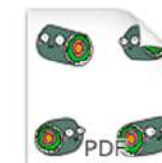
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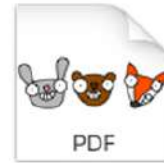
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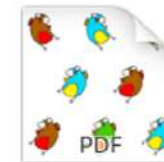
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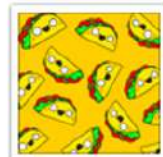
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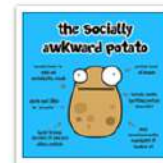
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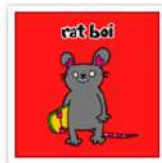
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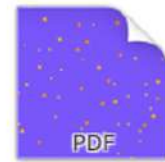
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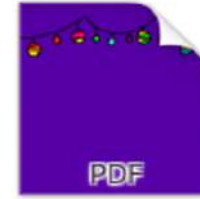
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FJ_LOGO_ORANGE.pdf

A logo icon showing the text 'Flossy and Jim' in a grey, sans-serif font on a white background.

FJ_LOGO_WHITE.pdf

A logo icon showing the text 'Flossy and Jim' in a pink, sans-serif font on a white background.

FJ_LOGO_PINK.pdf

A logo icon showing a red oval with a white border containing the text 'welcome to the fun and colourful world of flossy and jim...' in a white, sans-serif font.

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contact

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