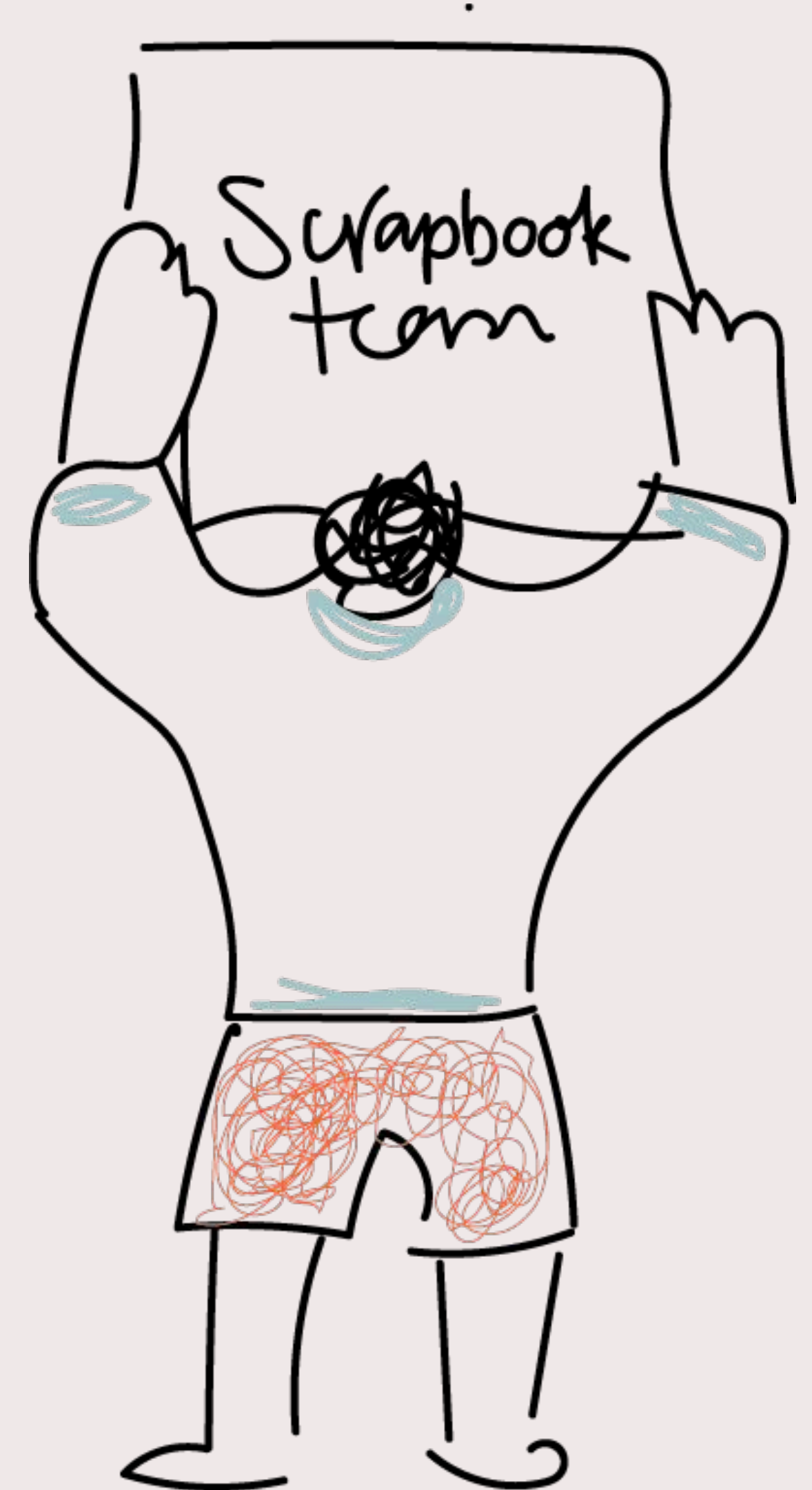


Adea Sahiti Andrew Handrea Celia Lopez-Rua Mariela Tapai Peral
Isabella Nunez Haragobinda Sahoo Natalia Ennis

Brand Guidelines

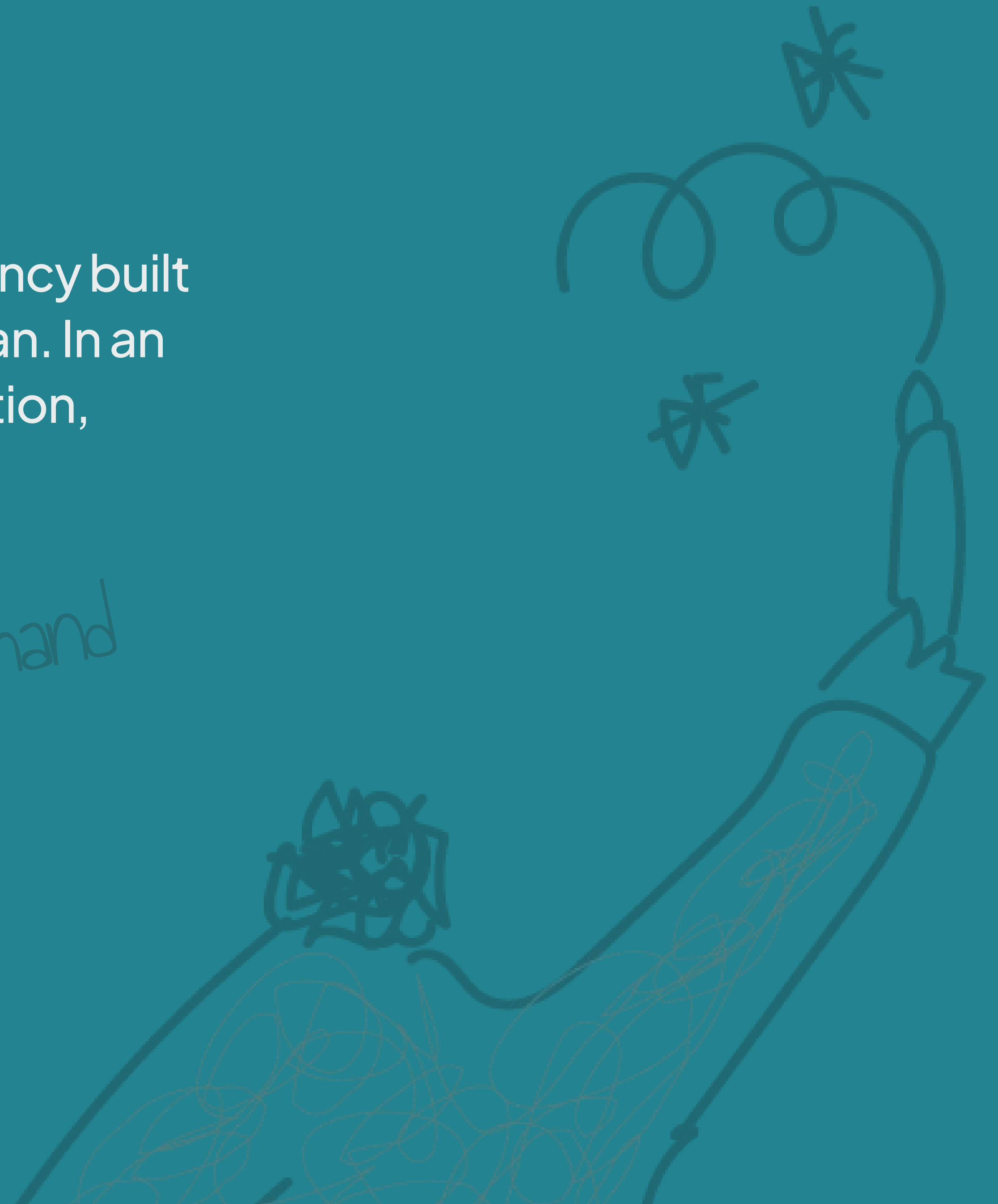
SCRAPBOOK



ABOUT US

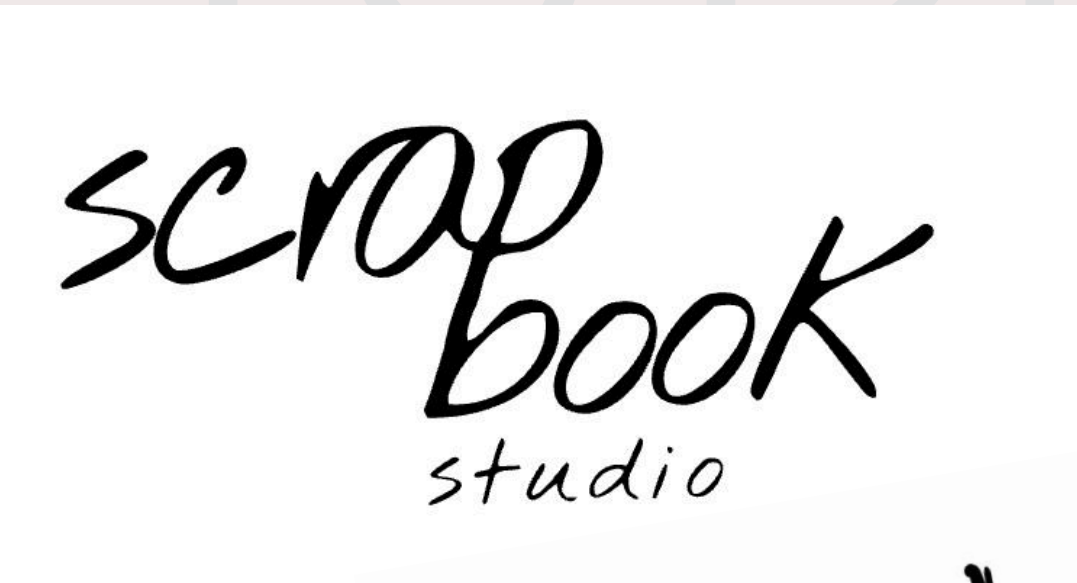
Scrapbook is a handcrafted branding agency built on the idea that creativity should feel human. In an industry (& world) leaning toward automation, we choose to start offline and by hand.

yes, by hand



SCRAPBOOK

DESIGN JOURNEY



SCRAPBOOK

FINAL CONCEPT

Logo
Color Palette
Typography

Logo

Our logo is designed to be clean, expressive, and instantly recognizable. The logo represents the creative, handcrafted nature of the brand while maintaining clarity and balance across all applications.

A distinctive feature of the logo is the “paper” treatment used to form the oo. We chose this element to emphasise the brand’s scrapbook-inspired identity — it brings a tactile, handmade feeling that connects directly to our visual world.



scrapbook

scrapbook

Logomark

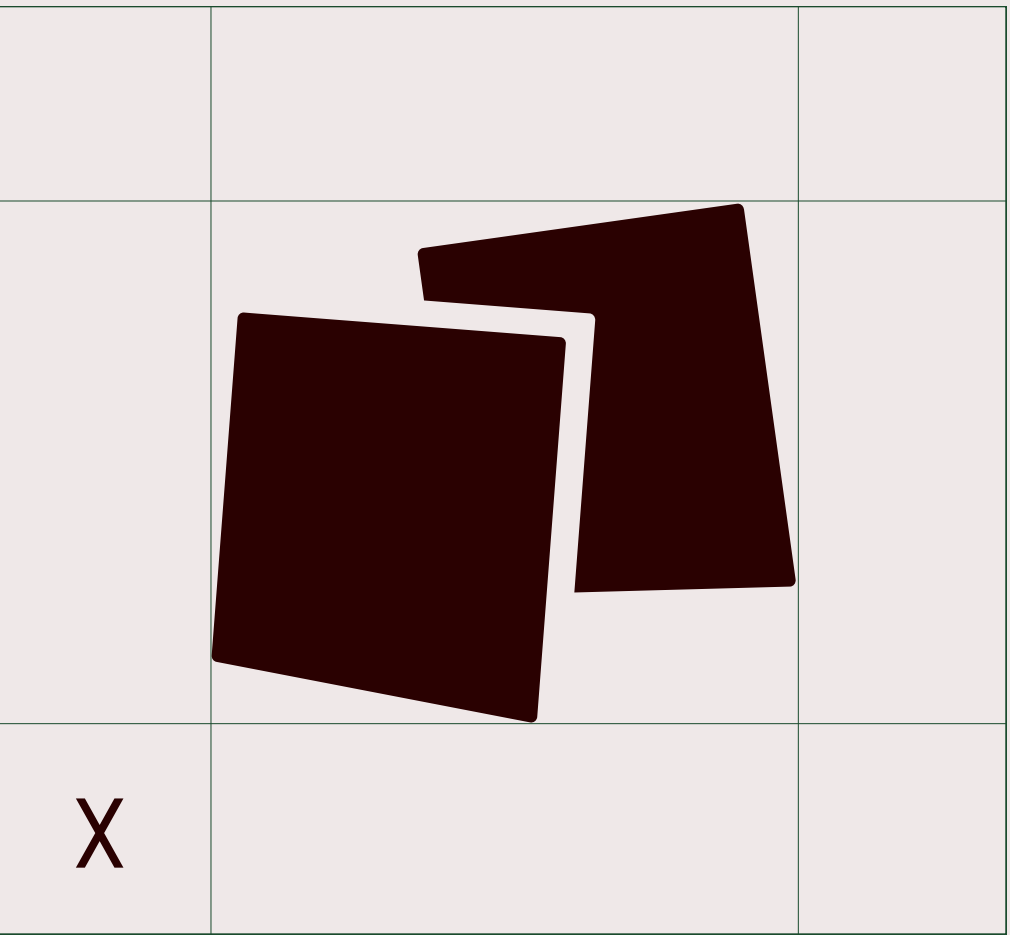


Minimum Size and Security Area

To preserve the integrity and visibility of the Scrapbook logo, a defined security area must be maintained around it at all times.

The required clear space is represented by “X”, where X equals the height of the smallest module in the grid system used in the logo construction. This clear space must surround the logo on all four sides. No text, imagery, icons, or layout elements should enter this protected zone.

Maintaining this buffer ensures the personality of the logo — including its playful shapes and irregular forms — remains legible and visually strong in every application.



Positioning Rules

01 Landscape

Our default option would be to place our logo on top of layout. Preferably on the left.

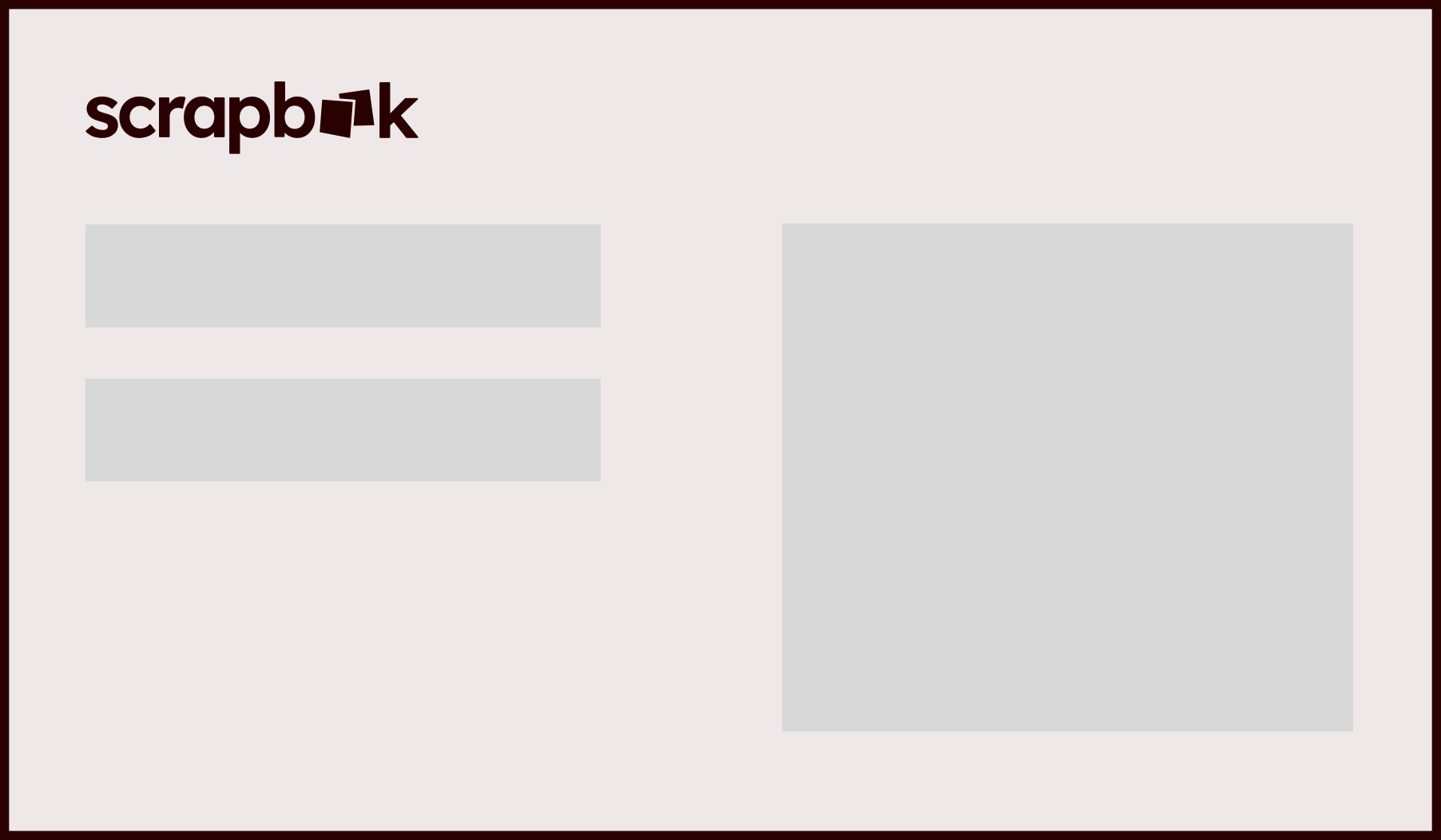
02 Landscape Wide

Our default option would be to place to the right, horizontally centered. Preferably on the left.

03 Portrait

If your content is vertically centered in a portrait frame, we prefer our logo to also be vertically centered at the top.

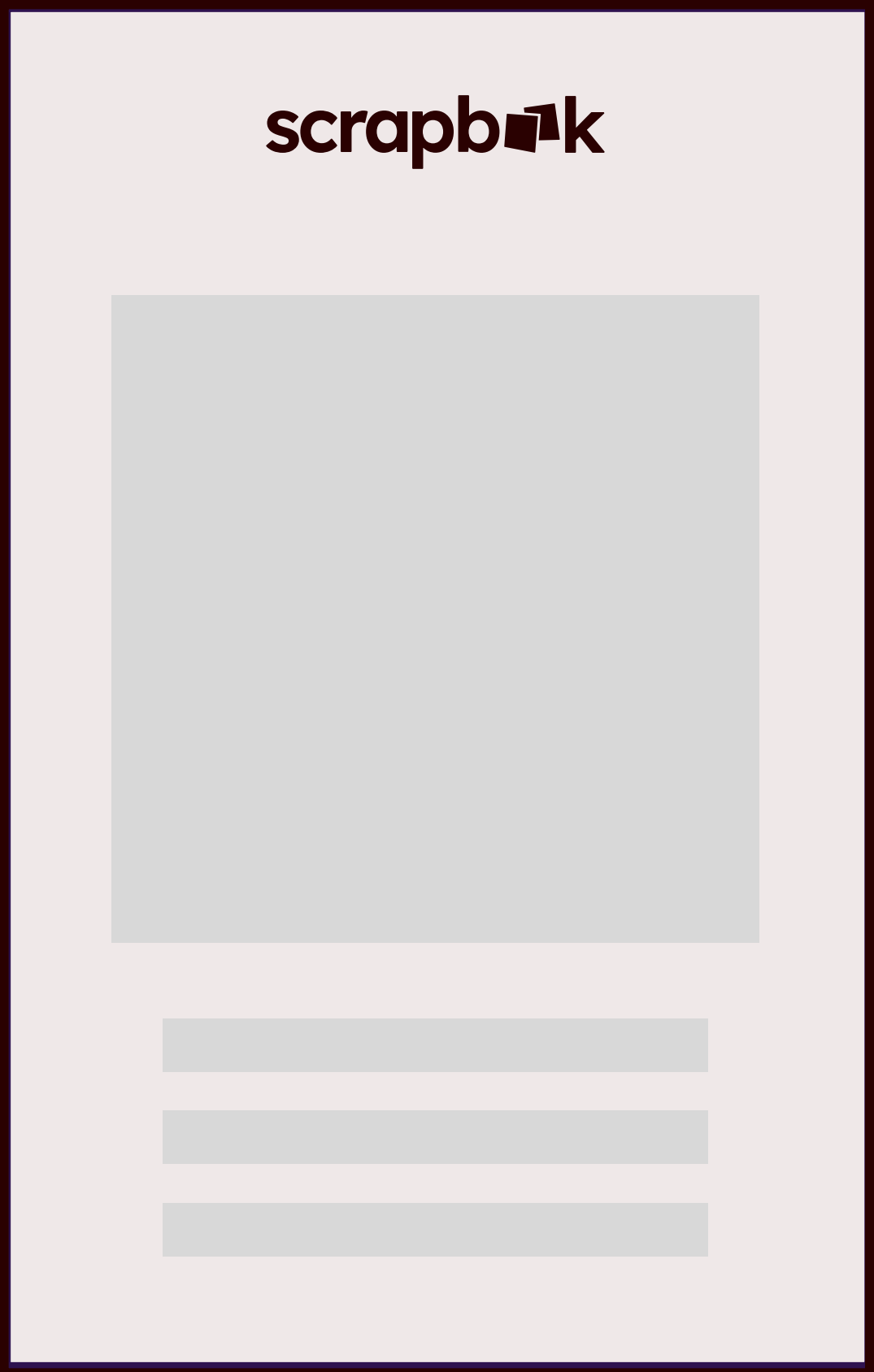
1



2



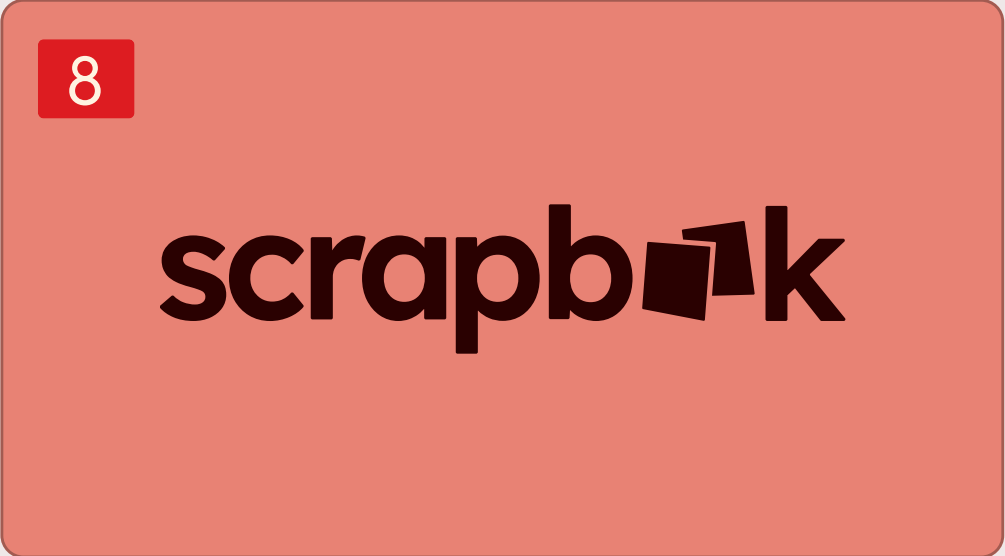
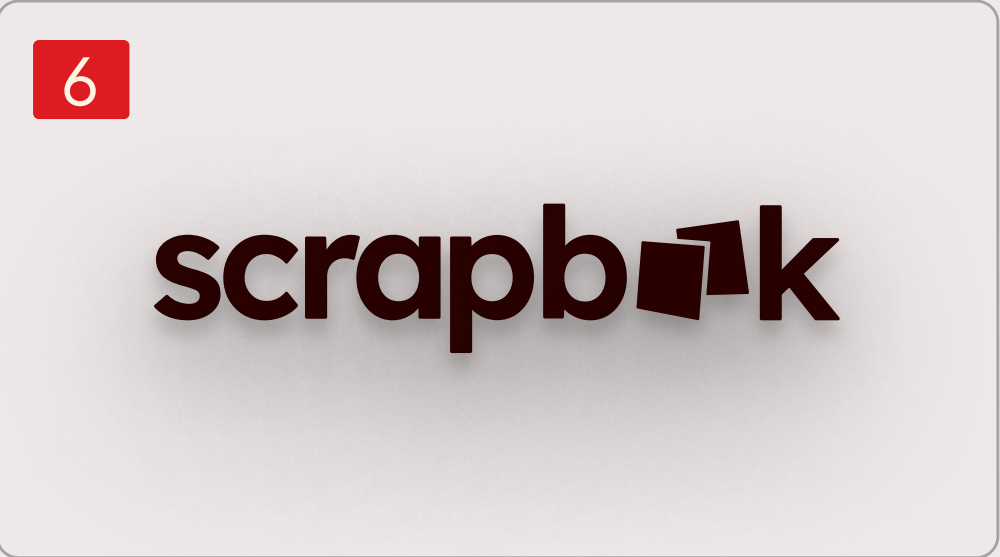
3



Placement Misuse

Avoid the examples mentioned below at all times:

- 1. Avoid distorting our logo
- 2. Avoid changing brand colors
- 3. Avoid rotating our logo
- 4. Avoid rearranging our logo
- 5. Don't tamper with the logo spacing
- 6. Never apply shadow effect to our logo
- 7. Avoid boxing in our logo
- 8. Avoid background with poor contrast
- 9. Don't choke our logo



Color Palette

Our color palette reflects the warm, creative, and approachable personality of the brand.

The primary colors should be used for backgrounds, text, and foundational brand elements. Secondary colors support accents, illustrations, and highlights.

#248490

#2A0202

#BB3C2B

#91B9C1

#EFE8E8

Primary Typography

Our primary typeface is used for all main communication, including headlines, subheadings, and body text. It provides a clean, modern, and highly legible foundation for our visual identity.

Consistent use of this font ensures a cohesive look across all touchpoints and reinforces our brand's professional tone. It should always be the dominant typeface and serve as the core of our typographic system.

PLUS JACKARTA
SANS

Aa Aa Aa Aa Aa

Secondary Typography

Used only for small accents and labels. Adds a human touch but should never replace primary typography.

ANNIE USE YOUR
TELESCOPE

Aa

Headlines

HEADLINE 1
PLUS JAKARTA SANS
SIZE: 56PT / 64PT. TRACKING: -4%

We don't just design brands,
we build experiences that stick.

HEADLINE 2
PLUS JAKARTA SANS
SIZE: 40PT / 48PT. TRACKING: -4%

Crafting a memorable brand is a complex process
that blends strategy, storytelling and design.

HEADLINE 3
PLUS JAKARTA SANS MEDIUM
SIZE: 36PT / 42PT. TRACKING: -4%

Not sure where to start?
Let's figure it out together.

HEADLINE 4
PLUS JAKARTA SANS BOLD
SIZE: 28PT / 36PT. TRACKING: -2%

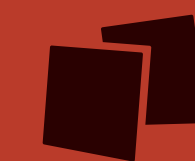
What you can expect from us:

SUBHEADLINE
PLUS JAKARTA SANS REGULAR
SIZE: 24PT / 32PT. TRACKING: -4%

We collaborate closely with your team, translate ideas into clear
visuals and ship work that's ready to launch on time, on brand and
built to grow with your business.

From first sketch to final
launch, we **explore**, **test**
and **tweak** until your
brand feels just right.

Strategy - Story - Design



Character Illustrations

Our character illustrations express the playful and handcrafted spirit of the brand. They should always feel organic, friendly, and slightly imperfect mirroring the scrapbook aesthetic.

hand drawn by
Celia & Cuca <3



SCRAPBOOK

Stationary Implementation

Business Card



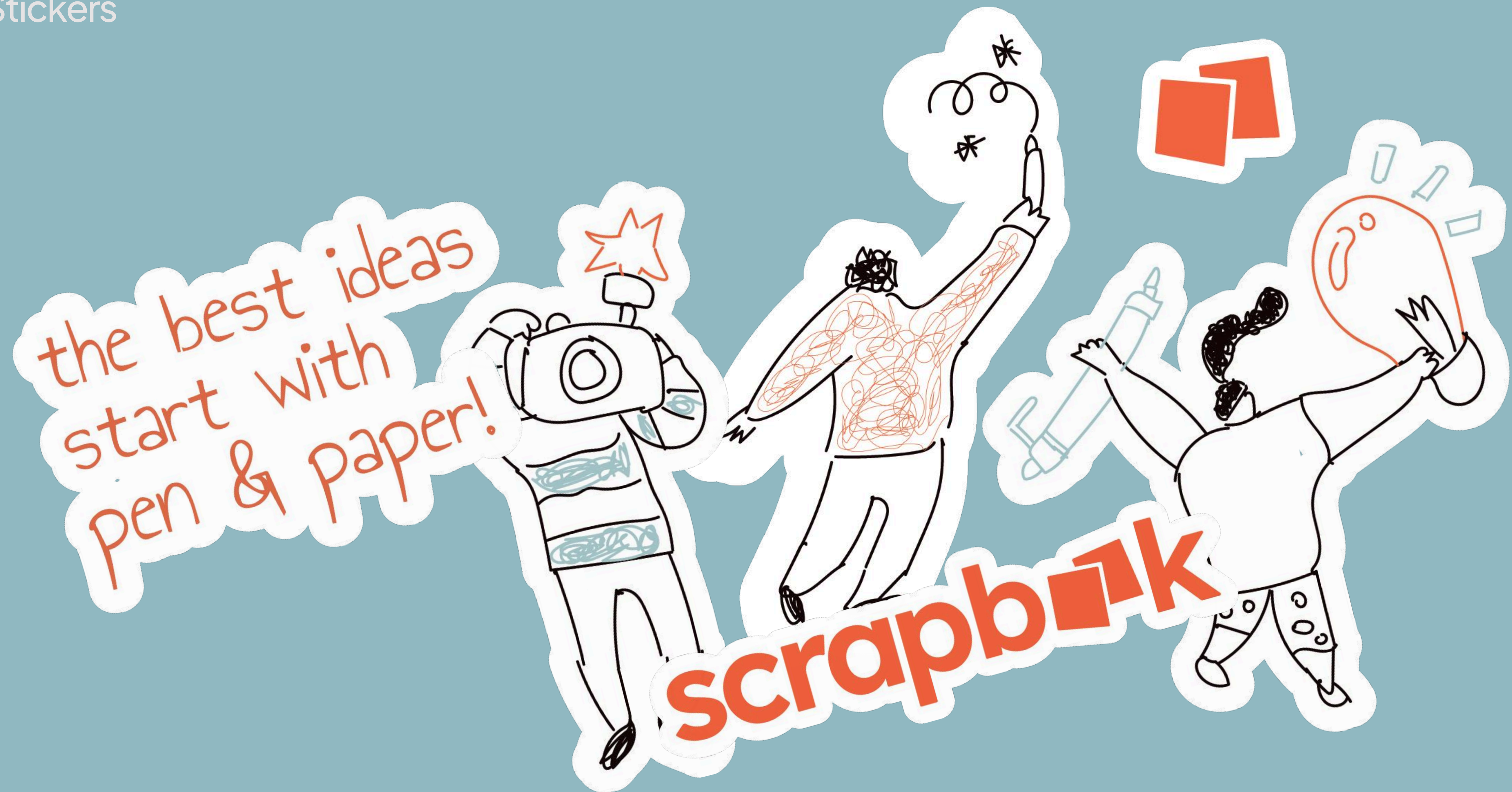
Letterhead and Envelope



Notebook



Stickers



SCRAPBOOK

Merchandasing

Lanyard



Hat



SCRAPBOOK

GROUP 5

Tote Bag



Matchbook



Outdoor Ad

scrapbook

the best ideas
start with
pen & paper!

Looking to start sketching yours?
You're in the right place.

scrapbookstudio.com

scrapbook

ready
for real
creativity?

Drop us a hello and
we'll take it
from there.

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scrapbook

let's
bring your
ideas to life!!

From messy sketches to magic —
we'll help every step of the way.

scrapbookstudio.com

Mug

TO DO:

-
- make art
 - sleep

Our Studio

scrapbuk

We are a
creative agency!!

CAUTION
CREATIVE ZONE!!!



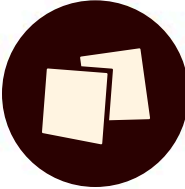
Notebook



SCRAPBOOK

Social Media

Instagram Post



scrapbookstudio
Madrid, Spain

Meet our creatives!



NATALIA
ENNIS
HOLTZ

SENIOR
CREATIVE DIRECTOR

the brilliant mind who turns scraps, sketches, and wild ideas into the magic you see from Scrapbook Studio.

With an eye for story, a love for beautiful chaos, and a talent for guiding creativity with purpose, she's the spark behind so many of the projects we're proud of.

natalia@scrapbook.com

scrapbook







Meet our creatives!



Haragobinda
SAHOO

SOCIAL MEDIA
MANAGER

the brain behind every caption, story, reel, and "should we post this or is it too chaotic?" moment.

He keeps Scrapbook's online world playful, purposeful, and always on-brand. From strategy to storytelling to making sure our ideas hit in the algorithm, he turns creativity into connection.

sahoo@scrapbook.com

scrapbook

follow us
@scrapbookstudio

Instagram Story

Case study:

clara

DEAR CANDIDATE,
ALL YOU NEED IS
A RESPONSE.



scrapbook

Case study:

clara

Ghosting isn't just a dating thing — it's a hiring problem.

Most candidates get silence after interviews. It leaves them insecure, invisible, and frustrated.

Clara was created to fix that.

Our Goal

Create a campaign that turns every interaction into clarity: status updates, feedback, decisions, next steps.

Fast, human, transparent.

scrapbook

Case study:

clara

The Execution

Billboards, social ads, public installations — all showing one truth:

With Clara, nobody gets ghosted.



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Case study:

clara



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SCRAPBOOK BRAND GUIDELINES 2025