

CHIA PET® MINI STYLE GUIDE

2023

Chia Pet®
Mini Style Guide

Prepared by
Struck for Chia.com

Version: 1.0
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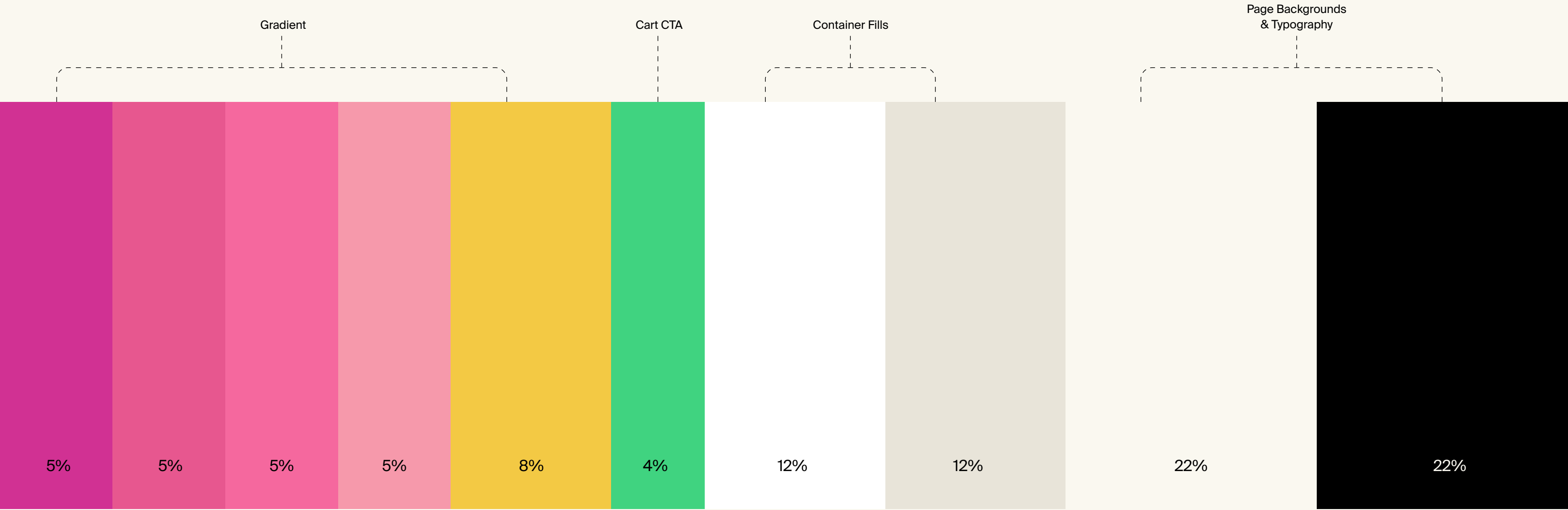
Color Palette					
White	Gray 2	Gray 1		Black	
Card Box Background / Background	Card Box Background	Background / Body Copy / Headlines		Background / Body Copy / Headlines	
#FFFFFF	#FAF8F0	#E8E4D9		#000000	
R 255 G 255 B 255	R 250 G 248 B 240	R 232 G 228 B 217		R 0 G 0 B 0	
Pink 4	Pink 3	Pink 2	Pink 1	Yellow	Green
Gradient	Gradient	Gradient	Gradient	Headlines / BTN select / Gradient	Cart
#D13193	#E7578F	#F5689E	#F699AB	#F3C944	#40D380
R 209 G 49 B 147	R 231 G 87 B 143	R 245 G 104 B 158	R 246 G 153 B 171	R 243 G 201 B 68	R 64 G 211 B 128

COLOR HIERARCHY

Web Color Hierarchy

To maintain the integrity of our website, it's critical to keep the color palette consistent across all materials.

To ensure brand recognition, do not stray from the following hierarchy.



Usage

Display
Headlines

Herbus is a display typeface designed by Elliott Grunewald in 2019. Display typefaces are designed to be used for headlines and titles.

Herbus contains all capital letters, and its look follows the forms of the 1970’s typefaces ITC Busorama and TC Avant Garde Gothic.

Purchase Font

[https://elliottgrunewald.xyz/
herbus-bold](https://elliottgrunewald.xyz/herbus-bold)

HERBUS

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
WXYZ

1234567890

Usage

Sub Header
Body Copy

Suisse Int'l is a sans-serif typeface released in 2011. It closely follows the design of other Swiss typefaces like Univers and Helvetica.

Suisse Int'l is available in eight weights with roman, bold, and italic styles.

Purchase Font

[https://www.swisstypefaces.com/
fonts/suisse/](https://www.swisstypefaces.com/fonts/suisse/)

Suisse Int'l

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

1234567890

Usage

Price
Numbers

Chalet is a type family released by House Industries in 1996. Chalet is available as four different weights (named Paris, London, New York and Tokyo).

The first three weights are available in different years: 1960, 1970, and 1980. Chalet New York 1970 (shown below) is used on our website exclusively for pricing information.

Purchase Font

<https://housefonts.com/hi/chalet>

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

Chalet

Web Typography

Herbus
Suisse Int'l
Chalet

The Chia Pet® primary typefaces are Herbus and Suisse Int'l. We use Herbus Bold for our most important information (such as headings and titles). We use Suisse Int'l for all paragraph copy, subheadings, and buttons.

Chalet is a secondary typeface and should be used exclusively for pricing.

H1 CHIA

Herbus Bold
160 pt.

H2 CHIA

Herbus Bold
120 pt.

H3 CHIA

Herbus Bold
80 pt.

H4 CHIA

Herbus Bold
70 pt.

H5 CHIA

Herbus Bold
45 pt.

H6 Chia

Suisse Int'l
Semi Bold
40 pt.

Web Typography

Herbus
Suisse Int'l
Chalet

The Chia Pet® primary typefaces are Herbus and Suisse Int'l. We use Herbus Bold for our most important information (such as headings and titles). We use Suisse Int'l for all paragraph copy, subheadings, and buttons.

Chalet is a secondary typeface and should be used exclusively for pricing.

Price 1 \$19.95

Chalet
New York 1970
80 pt.

Price 2 \$19.95

Chalet
New York 1970
50 pt.

Price 3 \$19.95

Chalet
New York 1970
35 pt.

Price 4 \$19.95

Chalet
New York 1970
20 pt.

Paragraph 1 / Button 2 Everything you need in one

Suisse Int'l
Regular
20 pt.

Paragraph 1 Blog Everything you need in one

Suisse Int'l
Regular
20 pt.

Paragraph 2 Everything you need in one

Suisse Int'l
Regular
18 pt.

Paragraph 3 Everything you need in one

Suisse Int'l
Regular
16 pt.

Sub Header SMASHING SUCCESS

Suisse Int'l
Semi Bold
24 pt.

Button 1 View Cart

Suisse Int'l
Semi Bold
23 pt.

ILLUSTRATION

Purpose

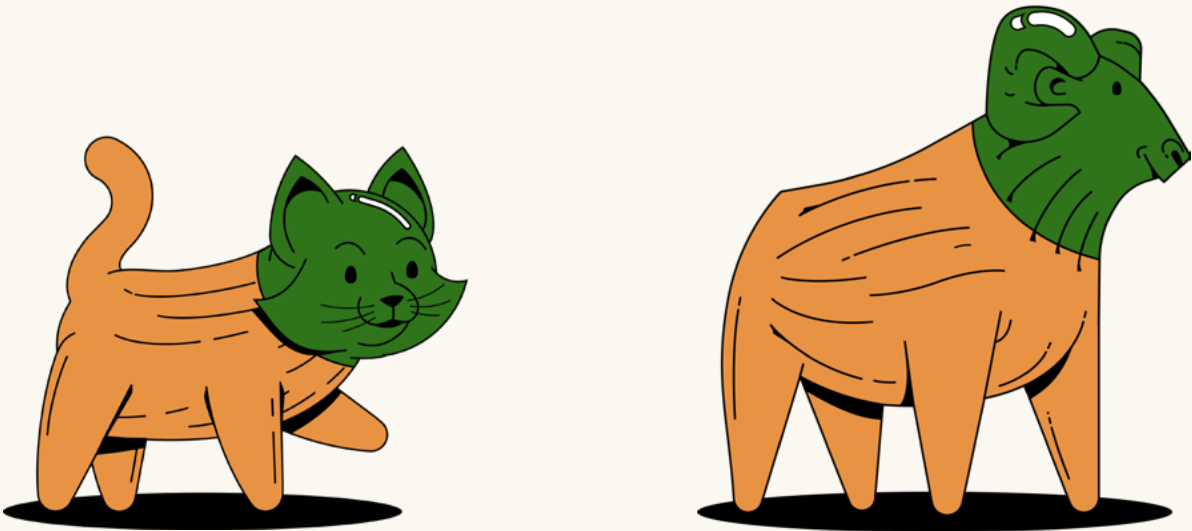
Playful
Fun

Our illustrations are used to emphasize our brand’s playful personality.

These unique visuals help our brand stand out.

To download SVG and PNG assets please contact brand manager at:

Julie Arnold
julie.arnold@radicalshareww.com



“Steve”
The Cat

“Remy”
The Ram

Terracotta	Plant Green 1	Plant Green 2	Plant Green 3	Black
#E89344	#31BD6E	#40D380	#2F741B	#000000
Chia Pet®	Mini Style Guide			

WEB ELEMENTS

Desktop Menu

The Chia Pet® website uses two different menus, light and dark. Follow the same guidelines for each. When we want to feature a new product, we can switch out the logo pill container to read “Chia Pet® Presents”.

Dark Menu	Collections Clappers Chia Pet Cart 3
Light Menu	Collections Clappers Chia Pet Cart 3
Featured Header Menu	Collections Clappers Chia Pet Presents \$19.75 Add+ Cart 3

BUTTON STYLING

Purpose

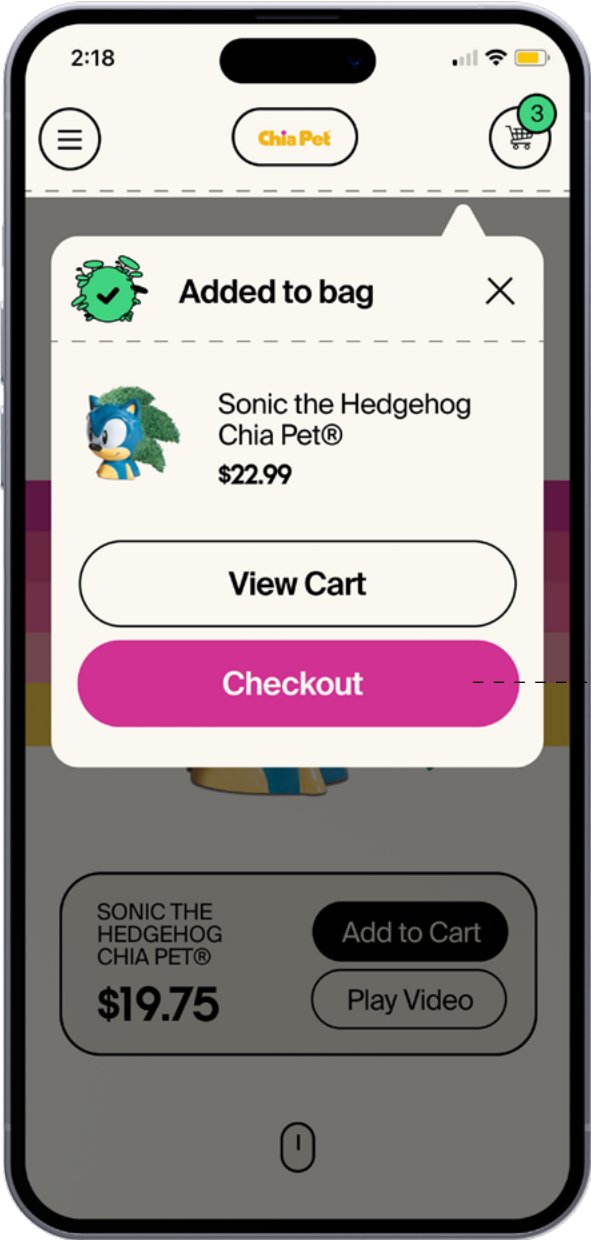
Functional

The Chia Pet® website uses two different sizes of button. These sizes are 42px tall and 62px tall. Where buttons can contain different color fills or have outlines, they will always appear as one of these two sizes.

42px



62px



SOCIAL ASSETS

Instagram feed

Here are a few examples of how our brand can be represented in social media.



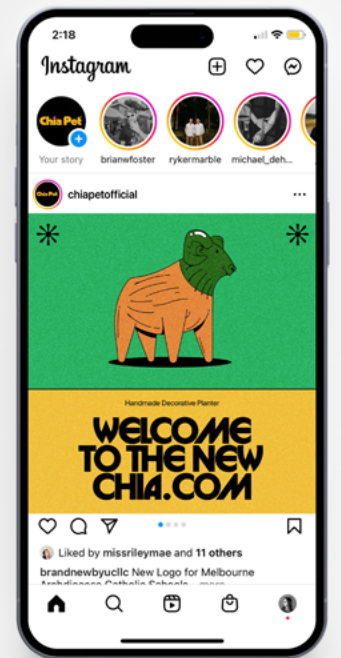
Use of pink and yellow gradient to establish consistency with website.



Typography and image working together to establish visual connection to website



Typography and image working together to establish visual connection to website



Color blocking helping our brand express its unique personality.

CONTACT

For additional information, questions,
and approvals concerning the Chia Pet®
website, please contact:

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CHIA PET® MINI STYLE GUIDE THANK YOU



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