



LOTS OF LOVE,
Josh & Matt





SEROTO

BRAND GUIDELINES

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● INTRODUCTION



ABOUT Josh & Matt

Meet Josh and Matt, the creative powerhouses behind Seroto - where every design is a vibrant adventure that reflects their fun-loving spirit. Hailing from Melbourne, this dynamic duo has taken the internet by storm with their wildly popular Instagram page, @joshandmattdesign, boasting a massive following of over 200k and a TikTok account that's earned a staggering 8 million likes. Their internet fame was born during the 2020 lockdown in Sydney when they found themselves confined to their homes, yearning for something extraordinary. Driven by a shared love for art and design, they embarked on a journey of self-discovery, teaching themselves to paint, sculpt, and master the art of interior design. What sets them apart is their unique maximalist approach - a riot of colors and bold, playful patterns that somehow create a welcoming ambiance. Their tagline "lots of love, josh & matt" is a way of showing that they appreciate the support they have received from their followers and fans, and now intend to give the positivity back their way!

THE BRAND

With Sereto, Josh & Matt bring their maximalist, outgoing, yet exclusive and poised vibe to life, inviting people to join a world where creativity knows no bounds – a brand that feels as reliable, warm, and welcoming as a trusty capybara friend. Sereto will redefine what Dopamine Dressing really means.

Sereto finds its roots in “serotonin,” the happiness molecule. Just like how serotonin elevates moods, Sereto elevates style, welcoming ALL with open arms. It’s the epitome of coolness, where happiness is the dress code, infusing life with color, & creating occasions filled with positivity.



BRAND PHILOSOPHY

Seroto means embracing the exuberance of life, celebrating individuality, and finding comfort in bold, creative expressions. Seroto is a blissful concoction of art and apparel, where clothing becomes a canvas for happiness. It's an emotional celebration of individuality and expression, signifying they have no limits. Ethically sourced, with limited editions, it's the antidote to mass production. Seroto celebrates the extraordinary in ordinary living where every piece speaks the language of love and joy

BRAND HEART

OUR PURPOSE

At Seroto, we exist to be your confidant in every adventure, helping you seize every experience with boundless self-assurance. Our belief is simple yet profound: Clothing transcends mere fabric—it's the emotional brushstroke that paints your life's canvas. With every Seroto piece, we empower you to own your journey confidently.

*To help people own
every experience
confidently.*

BRAND VALUES

Inclusivity & Community Building

Seroto is a diverse and inclusive family that celebrates individuality. We create a warm and welcoming community where everyone belongs, fostering a sense of belongingness.

Open-Minded

We embrace the open-mindedness of a child, infusing every design with a fun vision of life and fashion. The childlike wonder & creativity at Seroto encourages creativity, experimentation, and the joy of self-expression, making conformity a thing of the past.

Caring & Conscious

Seroto is committed to ethical and sustainable practices throughout our production and supply chain, ensuring our clothing is not only stylish but also environmentally responsible.

Daring

Our designs embody boldness tempered with grace, radiating positivity and vibrancy. Seroto is as reliable and safe as your dearest capybara friend, ensuring you feel confident and supported in your unique style.

OUR MISSION

The mission is simple, to be your daily source of cheer, encouraging you to relish each moment without hesitation. Seroto is here to remind you that your attire is more than a garment; it's a beacon of your vibrant spirit. Let's make every day a reason to be confidently smile together.

OUR VISION

Imagine a world where every day feels like a celebration, where life's ordinary moments burst into extraordinary joy. Seroto's vision is to infuse every occasion with this infectious spirit, turning them from events into unforgettable experiences. Our aspiration is to unveil the profound emotional connection between clothing and happiness.

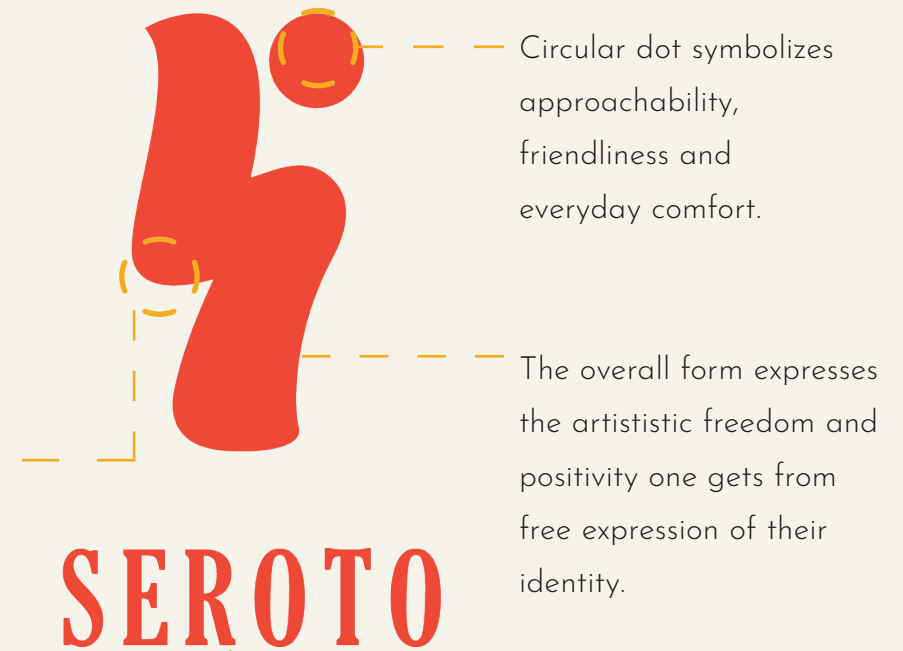
To cheer you on to celebrate everyday.

● VISUAL IDENTITY

LOGO PHILOSOPHY

Seroto's logo is a masterful triad. First, a friendly circular dot symbolizes approachability and everyday comfort. Next, an S-inspired stroke, influenced by the iconic Pantone chair, conveys the brand's start—our immediate surroundings—our homes, showing a future crafted from the world around us. Beneath, "Seroto" written in vintage typography weaves a timeless narrative, conjuring nostalgia and the brand's signature touch of creativity and original style. Together, they compose a visual story where everyday fashion becomes a masterpiece of emotions.

Rounded form gives the brand a fun, welcoming and friendly image



Circular dot symbolizes approachability, friendliness and everyday comfort.

The overall form expresses the artistic freedom and positivity one gets from free expression of their identity.

The chosen font is unique and artistic giving the same vintage look and feel of the creator's decor that inspires them.

LOGO CONSTRUCTION



COLOR SPECIFICATIONS

COLOR PALETTE

Seroto's carefully selected color palette isn't just a visual choice; it's a strategic and technical masterpiece that harmonizes with the brand's essence while offering distinct advantages. The branding of Seroto consists of colors in two categories: Primary Colors & Secondary colors.

Together, these colors demonstrate Seroto's technical prowess in crafting a palette that not only aligns with its brand tone but also strategically enhances its visual identity. Each color serves a purpose beyond aesthetics, contributing to the brand's mission, vision, and values, while ensuring Seroto's designs are both eye-catching and emotionally resonant.

PRIMARY COLORS



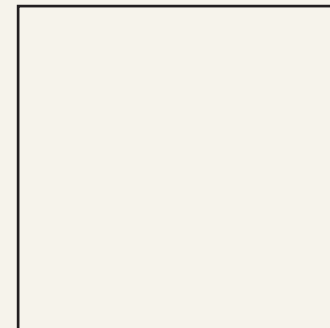
VERMILION

#EE4837

CO M87 Y85 KO

R238 G72 B55

Opacity: 100%



ISABELLINE

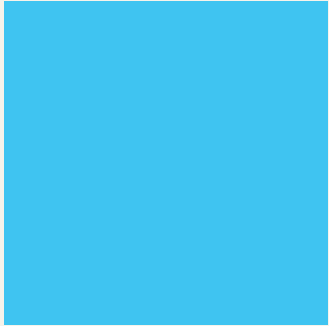
#F4F0E9

C3 M3 Y7 KO

R244 G240 B233

Opacity: 100%

SECONDARY COLORS



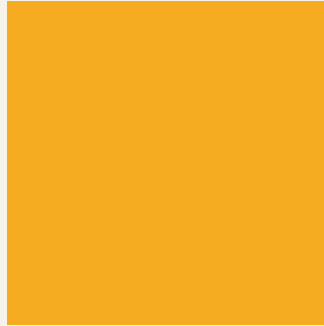
VIVID SKY BLUE

#40C3F1

C62 M2 YO KO

R64 G195 B241

Opacity: 100%



CITRUS ZEST

#F6AB22

C2 M36 Y97 KO

R246 G171 B34

Opacity: 100%

FOR TEXT



RAISIN BLACK

#231F20

CO MO YO K100

R35 G31 B32

Opacity: 100%



Creative, Bold & Confident, Exciting & Motivating



Versatile



Reliability, Dependability & Trust



Happiness, Positivity, Optimism

TYPEFACE DETAILS

In the artful world of Seroto, fonts play a pivotal role in conveying its distinctive personality. Three carefully chosen typefaces breathe life into the brand's visual identity, aligning seamlessly with its tone.

LOGO TYPEFACE

GIUCESTER MT EXTRA CONDENSED REGULAR

Only to be used for the logo in uppercase. Gloucester MT Extra Condensed infuses exclusivity and a hint of retro charm. This font evokes a sense of sophistication, echoing Seroto's commitment to individuality and uniqueness.

TRACKING: 120

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

PRIMARY TYPEFACE

TW CEN MT CONDENSED BOLD

In the realm of print and digital media, the dynamic duo of fonts takes center stage. “Tw Cen MT Condensed BOLD” steps up for headings and section headers, commanding attention with its bold presence. It embodies the brand’s outgoing and poised vibe, leaving a lasting impression. Has to be used in uppercase only.

TRACKING: 200

A B C D E F G

H I J K L M N

O P Q R S T V

W X Y Z

1 2 3 4 5 6 7 8 9 0

SECONDARY TYPEFACE

JOSEFIN SANS

Complementing this bold companion is “Josefin Sans light,” the font of choice for the body of text. With its inviting, curvy letters, it ensures readability while radiating friendliness and happiness. This harmonious pairing creates a visual symphony that embodies Seroto’s creative, supportive, and warm-hearted essence.

TRACKING: 5

Font weight can be adjusted according to the use.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

LOGO VARIATIONS

PRIMARY LOGO



SEROTO

LOGO COLOR VARIATIONS



SEROTO



SEROTO

SIMPLIFIED EMBLEM

The logo can be used without the logotype.

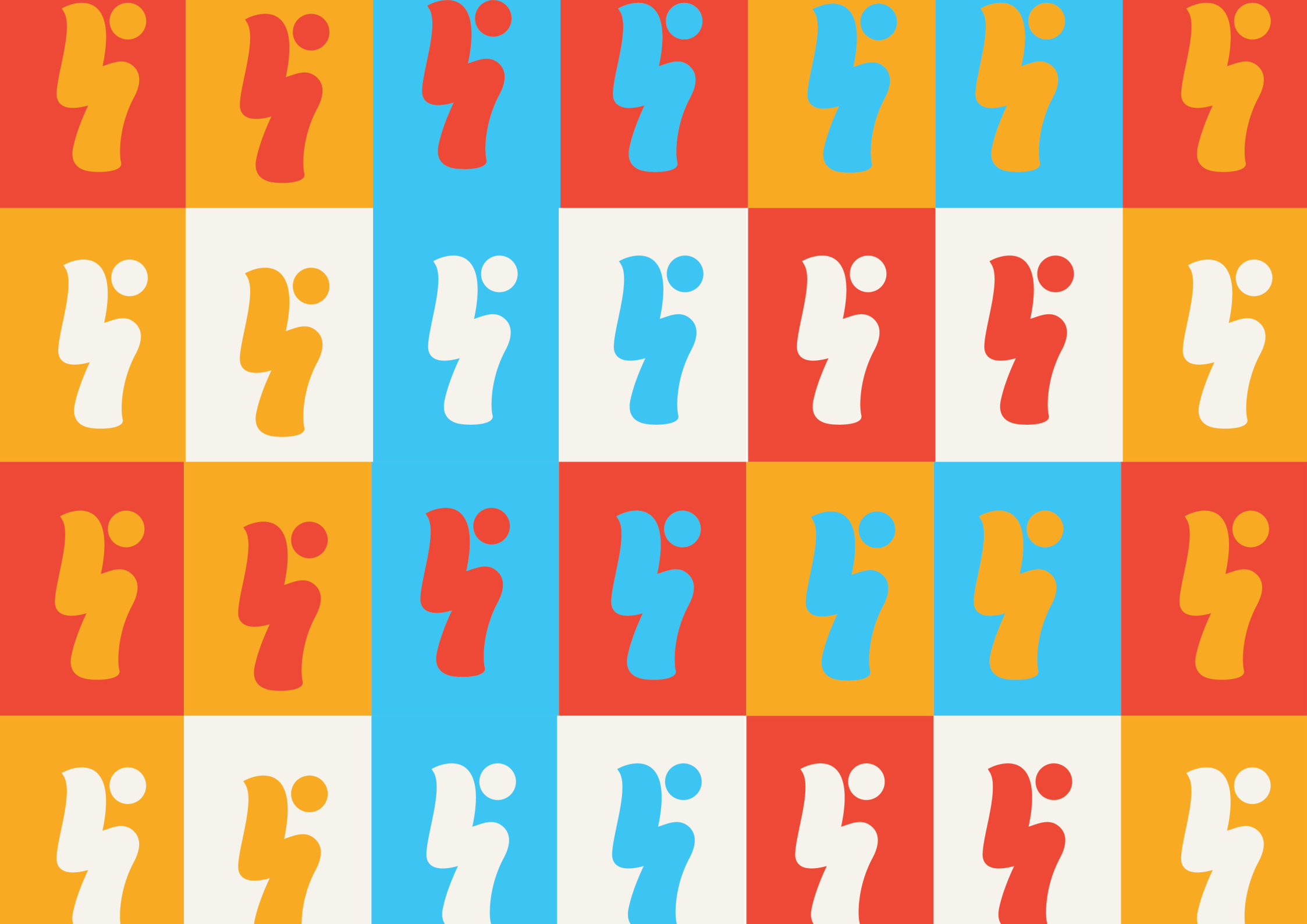
The logomark in itself will serve as the alternate logo



SOCIAL MEDIA ICON

Only the logomark is necessary to represent the brand on social media.





BLACK & WHITE LOGO



GRAYSCALE LOGO



INVERTED COLORS



LOGO SPECIFICATIONS

LOGO RATIO



The logo mark has to be 4.5X of the logotype

MINIMUM CLEAR SPACE



Taking the space between logo-mark and the logotype to be X, the clear space around logo has to be kept 1.5X. Keeping the area around the logo clean and uncluttered, the gray area must be kept free of all other graphical and visual elements.

LOGO REPRODUCTION SIZE

This logo can be scaled up indefinitely for large applications. To maintain legibility, never reproduce the logo smaller than 1/2" wide. The alternate logo, can be scaled down to 1/4" wide.



1/4 Inch



SEROTO

1/2 Inch



SEROTO

1 Inch



SEROTO

1.5 Inch



BRAND PATTERN

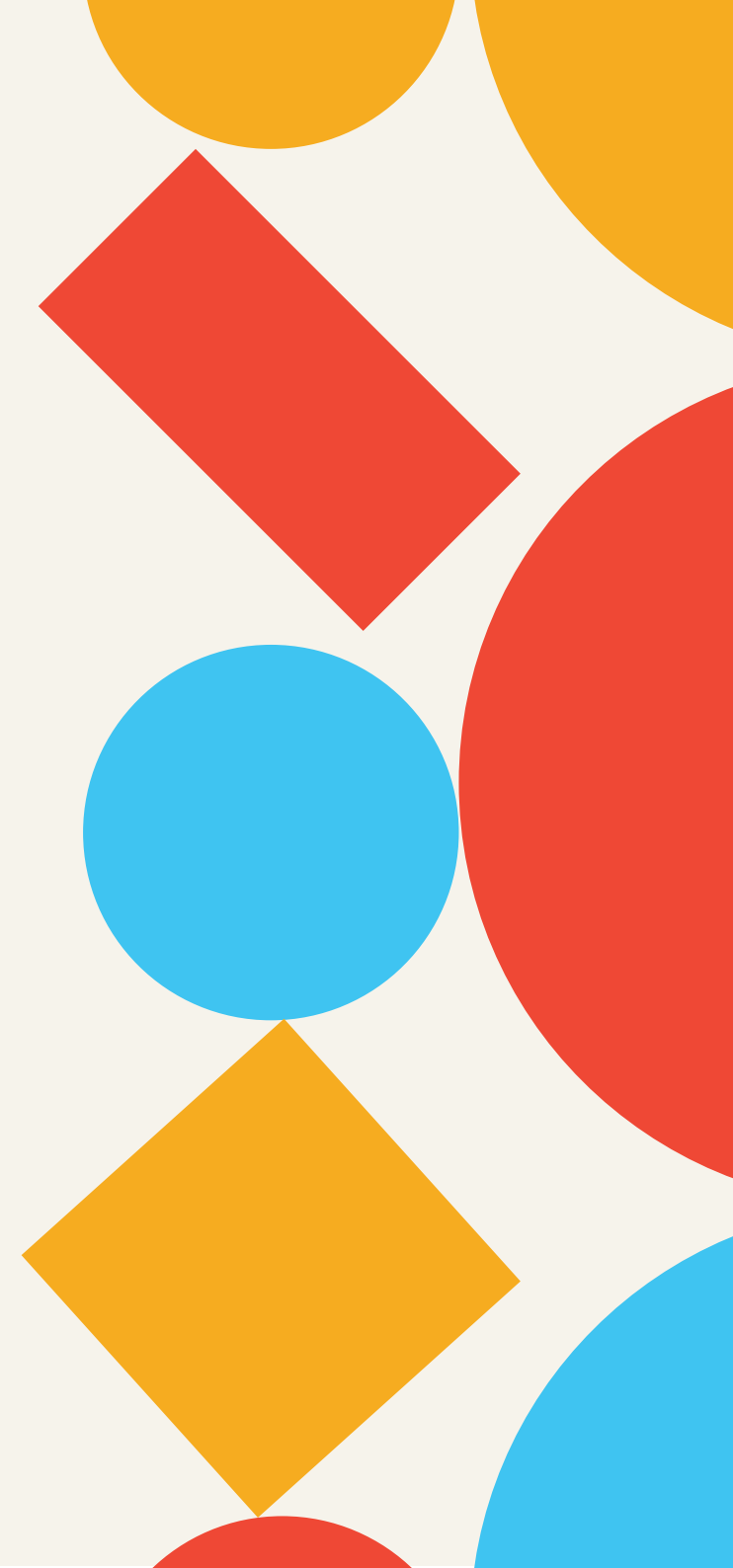
The brand pattern is made from the alternate logo in grid format.

H spacing: 1 mm

V spacing: 1 mm

GRAPHIC ELEMENTS

The circle, square and rectangle graphic element adds onto the branding for Seroto, which can be used throughout marketing and editorial materials.



LOGO DON'TS

1. Do not outline the logomark.
2. Do not change the color of the logotype.
When used in color, the logotype has to be in Vermilion always.
3. Do not resolve the logotype and logomark in the same color when using the secondary color palette.
4. Do not apply gradient to the logomark.
5. Do not rotate the logomark or the logo.
6. Do not change the logotype.
7. Do not use the wordmark alone in place of logo.
8. Do not use colors that are not in the color palette. When used in color, the background has to be Isabelline.

1.



2.



3.



4.



5.



6.



7.



8.a



8.b



9. Do not change the layout of the logomark and the logotype.
10. Do not distort or wrap the logo.
11. Do not render the logomark in different colors.
12. Do not manipulate the logomark.
13. Do not change the tracking of the logo.
14. Do not stylize the logomark.
15. Do not use lowercase for the logotype. Don't use the wrong font weight for the logotype.

9.

SEROTO



10.



SEROTO

11.



SEROTO

12.



SEROTO

13.



S E R O T O

14.



S E R O T O

15.



Seroto

● VERBAL IDENTITY



BRAND VALUE PROPOSITION

At Seroto, we offer sustainable clothing that empowers individuals of all sizes to confidently celebrate their unique flair every day. We're here to help you express your vibrant self and make a bold presence in the world, all while coloring outside the lines. Seroto is your reliable and supportive companion on this colorful journey of self-expression.

Wear That Dopamine!

Wear That Dopamine!

Wear That Dopamine!

Wear That Dopamine!

Wear That Dopamine!

Wear That Dopamine!

Wear That Dopamine!

Wear That Dopamine!

BRAND TAGLINE

Wear That Dopamine!

Our tagline, “WEAR THAT DOPAMINE,” encapsulates the very essence of Seroto. It’s an invitation to embrace the joy of self-expression through fashion. With creativity at its core, this tagline exudes a sense of excitement and positivity, resonating with our lively and warm-hearted brand persona. It’s as if your best friend is saying this to you as, a reminder that every Seroto piece is designed to uplift your spirits and celebrate the happiness of being you. We encourage you to wear your dopamine proudly because, at Seroto, happiness is the ultimate accessory.



KEY MESSAGING

Aware

Seroto is aware of the impact on environment. It is dedicated to ethically producing sustainable fashion crafted from naturally sourced fabrics. We are mindful & intentional with what we produce. To minimize the waste we produce in small quantities. If the collection sells out we will remake it if there is a demand. This makes all the pieces unique.

Caring

Seroto celebrates individuality and forges meaningful connections with customers, creating a welcoming and supportive community. To maintain its connections with customers, Seroto believes in transparency.

Accepting

Seroto's designs are size-inclusive, gender-neutral, and versatile, making them suitable for all occasions and styles. We want to be open to all who resonates with our message and wants to express their creative selves freely.



**We are the only
clothing label that
tailors your artistic
expression to everyday**

VOICE, TONE & PERSONALITY

Seroto is your all time reliable best friend. It gives its customers a way to express themselves the same way a best friend becomes a safe space for you and is kind and supportive. Like a hug from your bestfriend, Seroto aims to have a connect with its customers that is warm and welcoming. As a person, the brand would be creative, fun, outgoing yet poised and that can be sensed from the brand's voice in communications.

Kind & Friendly

Seroto's voice is your warm and supportive buddy. We speak with kindness, embracing our community with open arms.

Positive like a Best Friend

Seroto's tone is always positive and uplifting, just like your best friend. We radiate positivity, making every interaction a joyous one.

Honest & Inspiring

We communicate with honesty and transparency, inspiring our customers to express themselves confidently.

Creative & Fun

Creativity and fun are at the heart of our voice. We infuse life and vibrancy into everything we say, embodying the spirit of adventure and playfulness.



● APPLICATION

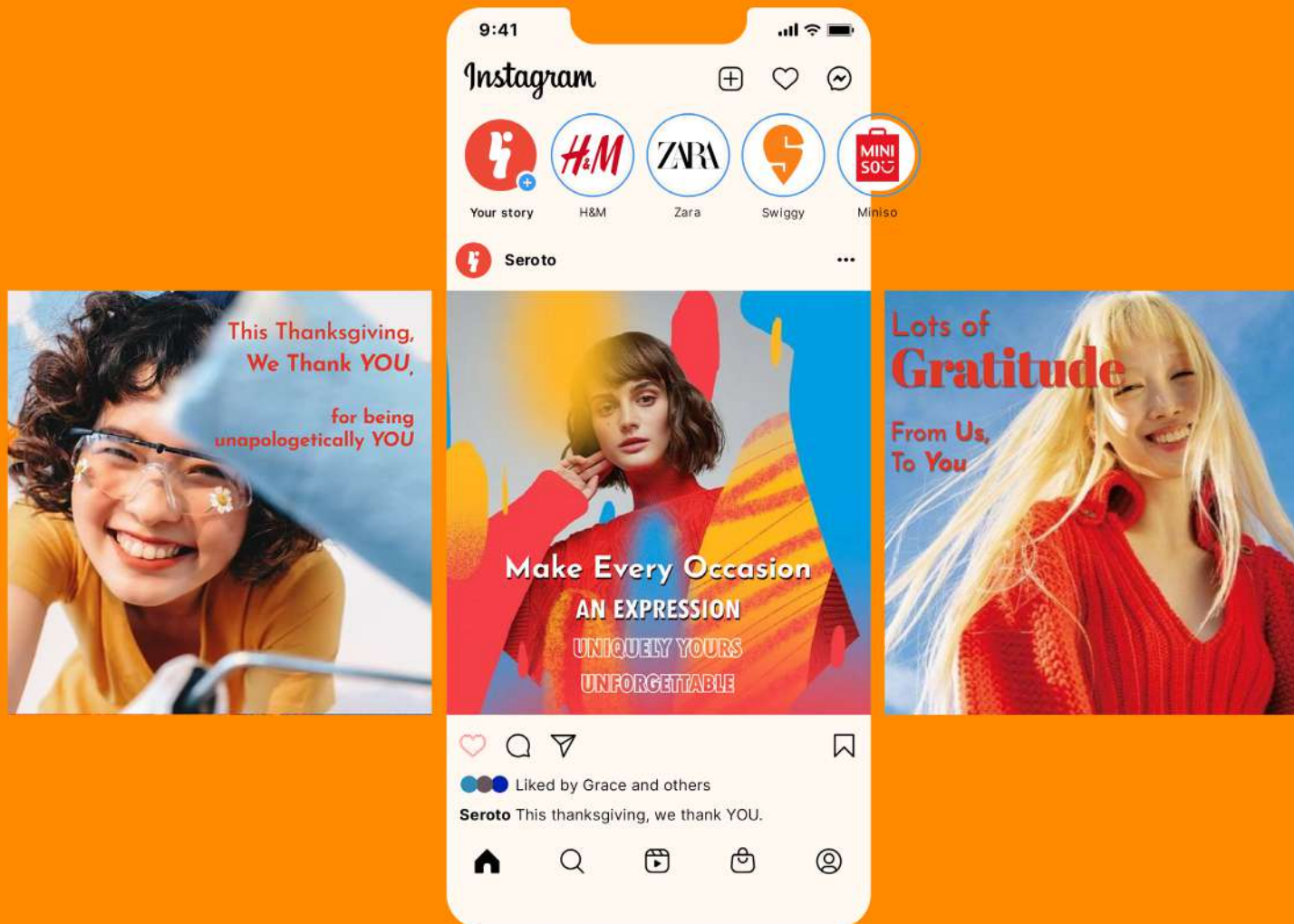
MARKETING ADS

When it comes to advertising, it becomes extremely vital to make sure that the brand ads are consistent with the brand voice, and its quirky and bold visual language. For that reason, Seroto's ads rely on realistic photography as backgrounds, that match the aesthetic of the brand. The intention is to form a bond of positive emotions with the viewer and emphasize the creative expression of oneself. It goes to show that life is a playground of color itself.



DIGITAL ADS

Seroto's digital ads are a visual symphony of creativity and style. Bringing out eye-catching visuals of Seroto's outfits, they reflect the brand's vibrant personality, they bring fashion to life on screens. From bold color palettes to sleek layouts, Seroto's digital presence is a testament to the artistry of clothing as emotion.



BILLBOARD ADS

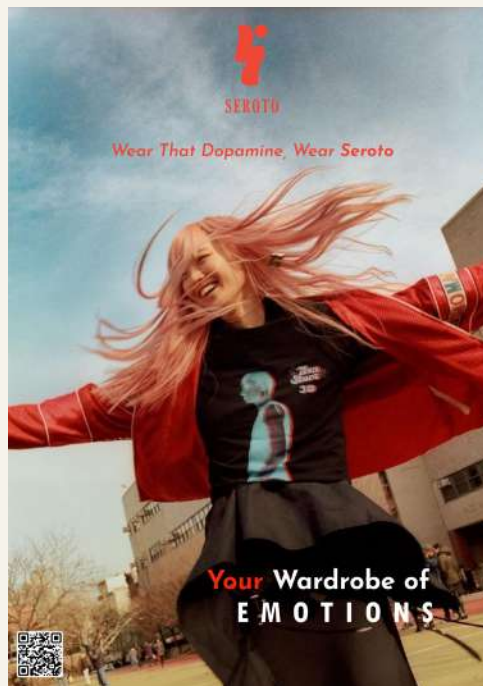


PRINT MEDIA ADS

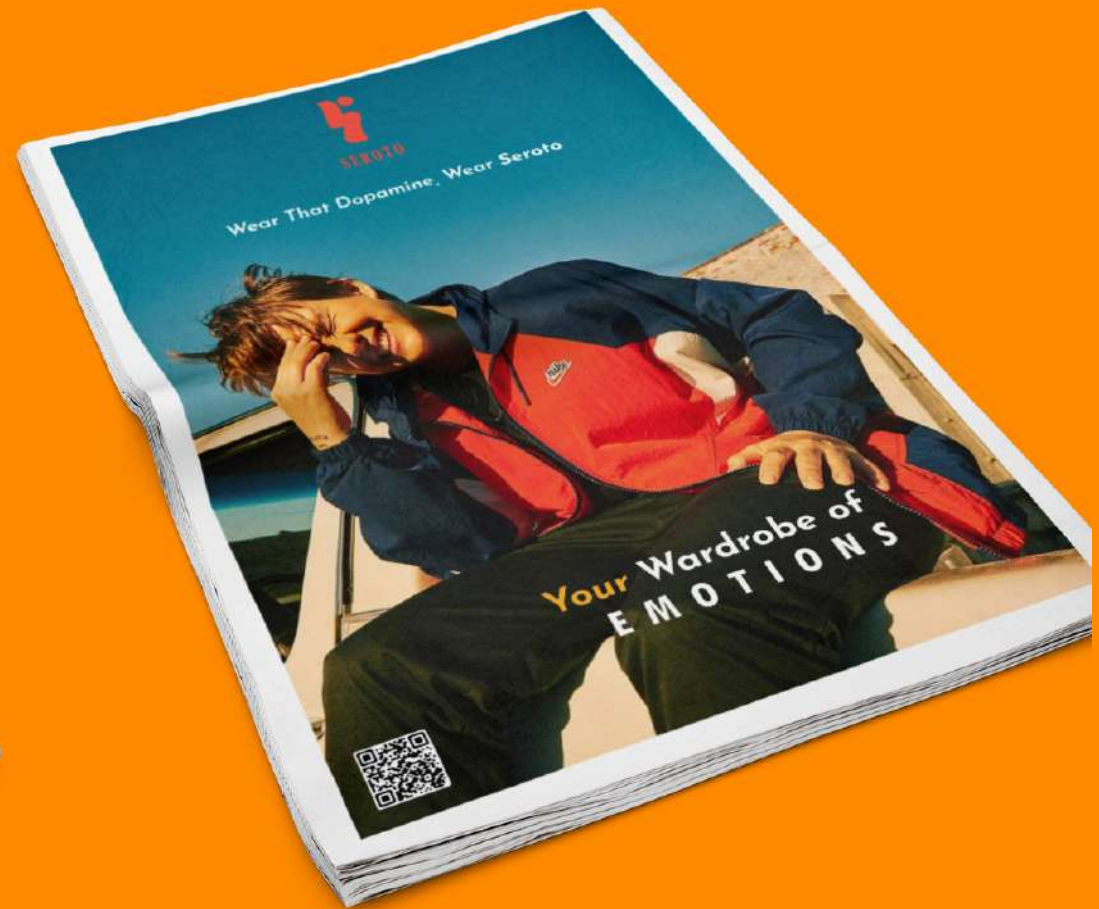
Seroto's print ads are a gallery of fashion, emotion, and realism. Each ad tells a unique story, a relatable tale blended with images that exhibit positivity and grace. From newspapers to billboards, Seroto's print ads intend to make people understand, that clothing is not just fashion, but an emotion.

Wearable Emotions: Campaign

The "Wearable Emotions" campaign by Seroto is a vibrant fusion of fashion and feelings. With each print ad, we celebrate the emotional connection Seroto brings to your wardrobe. From the exuberance of joy to the confidence you wear, it's a collection that transforms clothing into a canvas of emotions.



Full Bleed Print Ad of Seroto as a centrefold of a newspaper
Size: 2685 x 3796 px



VISUAL APPLICATION





NAME: Anandi Singh
CREATOR ID: PD3740