BRAND GUIDELINES

港女，係又點啫？

Hong Kong girl. Yeah, and?

Funia Universe is a Hong Kong lifestyle label. We make everyday things for people who know what they like and can laugh at themselves.



Funo as Funia · Launch campaign

THE BRAND

What 港女 means here

People call her 港女 when she dresses up, chooses the restaurant or says exactly what she wants. Funia hears that word and owns it.

Who it's for

Anyone who's been called "too much" for having a preference. Someone meeting Funia for the first time should get the joke too.

What we make

Things you can carry, use or give. A bag catches your eye across the street. A card says what you'd actually say to a friend.

Funo plays Funia. The character gives the label its point of view. A person can enjoy the object before they know her name.

IDENTITY

Our signature

Start with the supplied artwork. Keep the lettering together and preserve its proportions, including the small “universe” underneath.



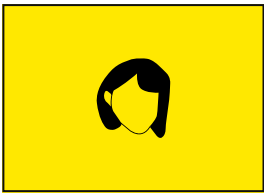
Horizontal mark

Use on a header, label or packaging. Minimum width 112 px.



Stacked mark

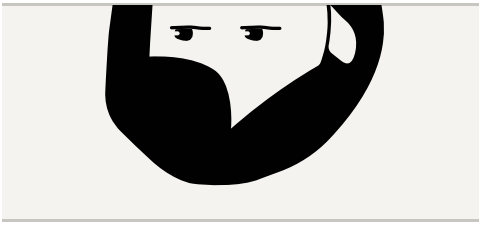
For a square space, tote panel or poster. Minimum width 64 px.



Small symbol

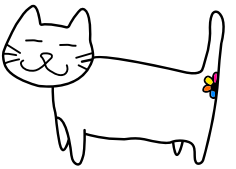
For an avatar or favicon. Minimum width 24 px on screen.

Leave clear space on every side equal to a quarter of the mark’s height. A 40 px-high mark needs 10 px of breathing room. Choose the black or white master that reads clearly on the background.



Funia’s upside-down face

Let the top edge finish the crop, like the original tote. Keep both eyes and the curve of the bob. One look is enough.



Peter the cat

Give Peter a scene of his own. Keep the loose black line and the four little flashes of colour from the original drawing.

COLOUR & TYPE

Black ink. A flash of colour.

Use black and white for the name and most text. Pick one of Peter's four colours for a background or a detail. Set black text on the bright colours. Tap a swatch to copy its screen value.

Black #000000	**White** #FFFFFF	**Pink** #FF0092
Yellow #FFE800	**Orange** #FF6800	**Blue** #0088FF

For print, check a physical proof on the actual paper or fabric.

HEADLINES

Figtree.

Figtree Black · 900

READING TEXT

Montserrat

Medium 500 · Bold 700

These are the English faces on our shop. For Cantonese, use Traditional Chinese in PingFang HK or Noto Sans HK. Allow the Chinese line room to breathe. Keep English translations on their own line.

VOICE

Say it like Funia.

Give her something specific to react to. Write what she'd say out loud to a friend. She can tease herself. When a stranger calls her demanding, the joke lands on the expectation that she should keep quiet.

A street-photo caption

「著到咁靚去邊？買餸囉。」

"Where am I going all dressed up? Grocery shopping."

One outfit and one ordinary errand carry the idea.

A notebook cover or caption

「我話唔緊要，冇話唔記得喎。」

"I said it was fine. I didn't say I'd forgotten."

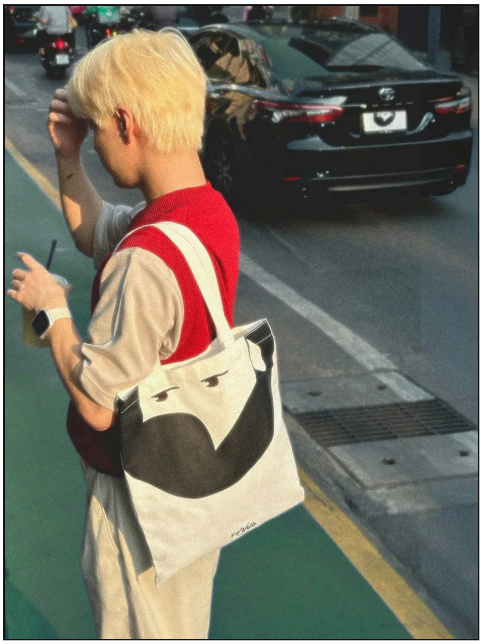
The second sentence changes how you hear the first.

For a product label or customer reply, give the useful fact first. Save the punchline for the part where it helps. Write 港女 in Chinese the first time it appears in English and explain it through the scene.

PHOTOGRAPHY

On the street. In her head.

Start with a scene you recognise. Let one detail feel strange. The real street, fabric and expression give the odd detail somewhere to land.



Street photograph

Step back far enough to see the shoulder, the bag and some pavement. Keep the daylight and grain. The eyes on the tote should still read at phone size.



Staged campaign photograph

An ordinary sofa makes the double take work. Keep the room recognisable, the face deadpan and the product in someone's hand.