

ROSSI

M O V E S M A R T ■ L O O K S H A R P



BRAND GUIDELINES

BROUGHT TO YOU BY MOOD CREATIVE AGENCY

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01 / 08

I N T R O D U C T I O N



Purpose of the guidelines

This document defines the brand identity for ROSSI, a laptop bag brand built to move with you. Designed at the intersection of utility and style, our bags are made for daily commutes, travel, and everything in between. Clean design, smart details, no excess.

These guidelines set the tone for how the brand shows up—visually, verbally, and culturally. They ensure that whether someone encounters ROSSI online, on the street, or in their workspace, the experience feels consistent, intentional, and unmistakably ours.

This guide is for anyone creating with the brand: designers, marketers, partners, and collaborators. It's not about playing it safe or following rigid rules. It's about protecting the attitude, the clarity, and the edge that make the brand what it is.

Use these guidelines as a framework, not a fence.

Stay sharp. Stay considered.
Keep the brand moving forward.

02 / 08

BRAND FOUNDATION



Brand Purpose

Mission

Our mission is to create laptop backpacks that balance form, fashion and function—well-made, thoughtfully engineered, and accessible to everyone who carries their work with them. We believe great design should work hard, look good, and fit real life. We focus on smart details, everyday durability, and timeless design—so more people can carry what matters comfortably and confidently.

Vision

Our vision is to become South Africa’s leading utility bag brand—designed for movement, built for real life, and rooted in the rhythm of your life.

ROSSI envisions a future where form and function evolve together. What starts with laptop bags expands into a full ecosystem of carry—totes, backpacks, travel pieces, and everyday essentials—each designed with the same sharp eye, practical intelligence, and unmistakable point of view.

We aim to set the standard for modern utility: bags that adapt to changing routines, shifting environments, and fast-moving lives without sacrificing style. As the brand grows, it will stay grounded in South African culture and urban experience, drawing inspiration from our cities, the people, and the pace that defines how we move.

Our vision is not to chase trends, but to build a trusted, go-to brand—one that is stylish, and that people reach for daily because it works, it lasts, and it feels right. From first commute to long journey, ROSSI is built to carry what matters. We aim to be the go-to carry brand for a generation that values authenticity, creativity, and gear that keeps up with real life.

Brand Positioning

Target audience

ROSSI is built for urban, style-aware individuals who move through life with intention. They care about how things look, how they work, and what they say about them—without overthinking it.

Core Audience

Age: 20–35
Location: Major South African cities (Johannesburg, Cape Town, Durban, Pretoria)
Life Stage: Students, young professionals, creatives, entrepreneurs
Income: Entry to mid-level, with discretionary spend for design-led products

Mindset & Attitudes

- Design-conscious but not flashy
- Drawn to brands with a strong point of view
- Values authenticity, nostalgia, and cultural relevance
- Chooses quality pieces they can use every day
- Wants products that feel considered, not mass-produced

They see bags as part of their outfit, not just a tool. A bag should work hard, look good, and fit into different parts of their day—from commuting and studying to co-working spaces, cafés, and after-hours plans.

Behaviors

- Discovers brands through Instagram, TikTok, and word-of-mouth
- Engages with brands that feel human, self-aware, and culturally plugged-in
- Will invest in fewer, better items rather than disposable fashion
- Loyal to brands that consistently deliver on both function and aesthetic

Secondary Audience

- Older millennials (30–40) who want elevated utility
- Professionals who value clean design and durability
- Parents or commuters looking for practical bags that don’t look boring or cost the world

**Audience Summary
(One Line)**

Urban, trend-conscious millennials and Gen Z who want well-designed utility bags that feel current, functional, and culturally relevant—without trying too hard.

Market Context

The bag market in South Africa sits at the intersection of function, fashion, and lifestyle. Urban consumers—particularly millennials and Gen Z—are moving away from purely practical or corporate-looking bags and toward products that reflect personal style, cultural awareness, and versatility.

Several shifts shape this market

Urbanisation & hybrid lifestyles

Daily life blends work, study, commuting, socialising, and travel. Consumers want one bag that can move through all of it without looking out of place.

Design as a differentiator

Function is expected. Design is what wins. Clean silhouettes, subtle branding, and nostalgic references increasingly influence purchase decisions.

Local pride with global taste

South African consumers are open to international brands but show growing support for local labels that feel culturally relevant and well-designed.

Fewer, better purchases

There is a move away from disposable fashion toward versatile, durable items that justify their price through quality and longevity.

This creates space for ROSSI: a brand that blends global design sensibilities with local urban culture, offering utility bags that feel current, intentional, and wearable.

Competitive Landscape

Local Competitors (South Africa)

These brands compete on craftsmanship, lifestyle appeal, or functional carry—but often lean heavily in one direction.



Sealand Gear

- Strong sustainability and outdoor credibility
- Utility-focused, less fashion-forward
- Appeals to eco-conscious consumers more than trend-led urban buyers



Freedom of Movement

- Premium leather and lifestyle positioning
- More aspirational and luxury-leaning
- Less accessible for everyday, all-weather urban use
-



Cape Union Mart (Private Label Bags)

- Mass-market reach and affordability
- Strong function, weak cultural identity
- Not design- or community-led
-



Volkano

- Affordable laptop backpacks, shoulder bags, and utility backpacks with functional features like padded laptop compartments, USB charging ports, and organizational pockets, often at lower price points.
- Value-for-money mainstream option with broad distribution
- Strengths: Price accessibility, everyday utility, general mass appeal
- Trade-offs: Functional but not strongly design-led; limited cultural/street appeal compared with trend-focused brands

Competitive Landscape

International Competitors

These brands shape expectations around quality, aesthetics, and pricing for trend-conscious consumers.



Herschel Supply Co.

- Strong lifestyle branding and nostalgia
- Mass adoption has softened its edge
- Less focused on premium utility today



Bellroy

- Clean, minimalist, function-first design
- Strong in tech and everyday carry
- Less expressive, more refined



Rains

- Fashion-forward, urban, weather-ready
- Strong visual identity
- Limited warmth or nostalgia



Fjällräven

- Iconic, heritage-driven
- Strong nostalgia
- More outdoor than urban utility

Brand Differentiation Summary

In South Africa, the bag market is divided between:

- Affordable utility brands like Volkano, which offer functional, mass-market backpacks at low price points but lack style, cultural relevance, and trend-forward design.
- Premium lifestyle brands (local leather labels, Freedom of Movement) that focus on craftsmanship and luxury appeal, often at the expense of urban versatility and accessibility.
- International brands like Herschel, Bellroy, and Rains, admired for design and innovation but often inaccessible in price or cultural resonance for South African urban millennials and Gen Z.

ROSSI sits in a unique position between these extremes:

- 1. Urban, trend-conscious design:** Bags feel stylish, culturally relevant, and nostalgic without being gimmicky—something Volkano lacks locally.
- 2. Everyday utility:** Functional compartments and versatile designs that work across work, study, commuting, and social life, unlike premium brands that skew formal or lifestyle-specific.
- 3. Accessible premium quality:** Durable, well-designed bags at a price point that is aspirational yet attainable, bridging the gap between mass-market and imported global brands.
- 4. Scalable ecosystem:** The brand is built to expand beyond laptop bags into totes, backpacks, and other utility pieces, aiming to own the urban carry category.
- 5. Authentic voice and lifestyle appeal:** Every touchpoint communicates an urban, confident, millennial/Gen Z-friendly personality that competitors do not fully capture.

Brand Personality

Brand Values

1. Urban Utility

We design bags that work as hard as the people who carry them. Every compartment, every detail, every silhouette serves a purpose for life.

2. Style with Substance

Our bags are thoughtfully designed to look good and feel right. Functionality alone isn't enough—design matters, and every bag reflects personality, taste, and confidence.

3. Cultural Relevance

We draw inspiration from our cities, and the people who live in it. Our products resonate with local urban life while nodding to global style and subtle nostalgia.

4. Authenticity

What we make, we make honestly. No gimmicks, no fake trends—just considered design, quality materials, and integrity in every interaction with our customers.

5. Adaptability

Life is dynamic, and our bags adapt. Whether it's work, travel, or play, our products are versatile companions for everyday life.

6. Accessible Quality

Premium design shouldn't be out of reach. We deliver durability, craftsmanship, and thoughtful details at a price point that feels aspirational but attainable.

7. Future-Focused

We think beyond laptop bags. Our brand is built to evolve into totes, backpacks, and carry essentials, aiming to become South Africa's go-to utility bag brand.

Brand Personality

What ROSSI Is Not

1. Not a Mass-Market, Generic Bag Brand

We are not cheap, disposable, or purely functional. Unlike mass-market brands like Volcano, we care about design, cultural relevance, and urban style.

2. Not a Luxury or Overly Formal Brand

We are not a high-end leather label or corporate accessory brand. Our focus is everyday versatility and street-smart style, not premium exclusivity or formal office aesthetics.

3. Not Trend-Obsessed or Gimmicky

We don't chase fleeting trends or loud logos. Our designs are intentional, timeless, and culturally informed rather than trying to be "viral" or gimmicky.

4. Not Limited to One Use or Audience

We're not a niche backpack for only students, commuters, or tech users. Our bags adapt to multiple lifestyles, environments, and personal expressions.

5. Not Impersonal or Soulless

We're not just a product label. Every bag, campaign, and touchpoint reflects a human, urban voice, not corporate monotony.

03 / 08

LOGO GUIDELINES



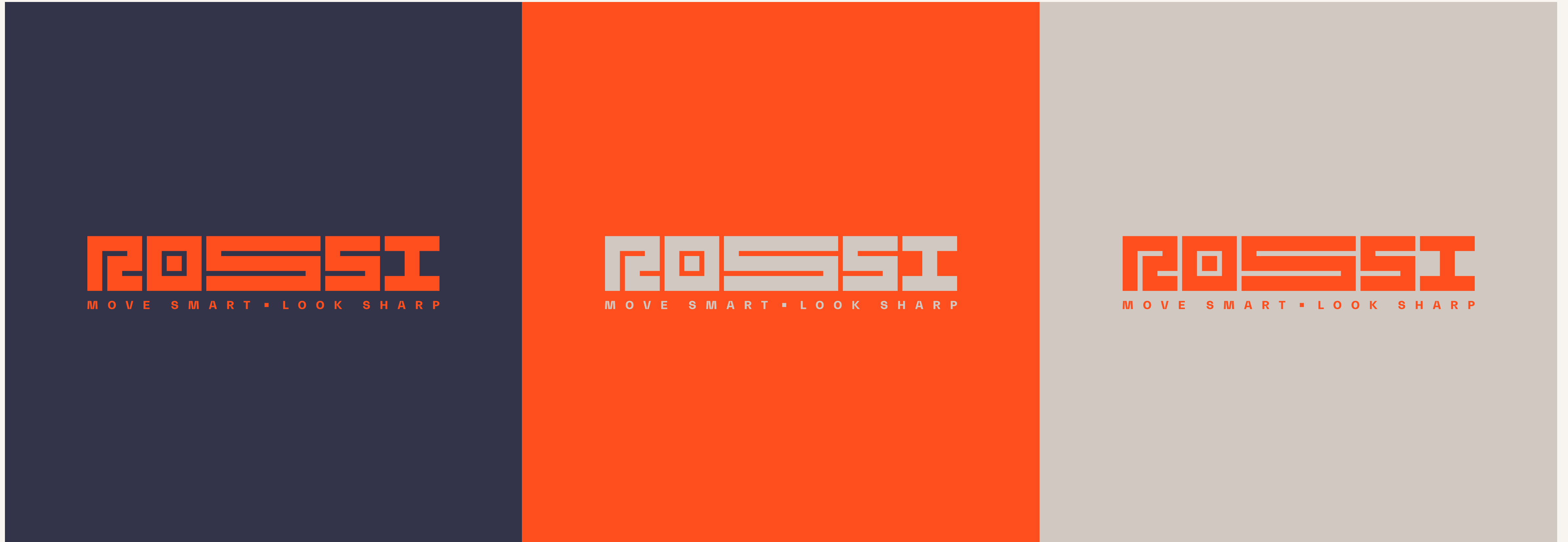
Primary Logo

Horizontal



Primary Logo

Horizontal



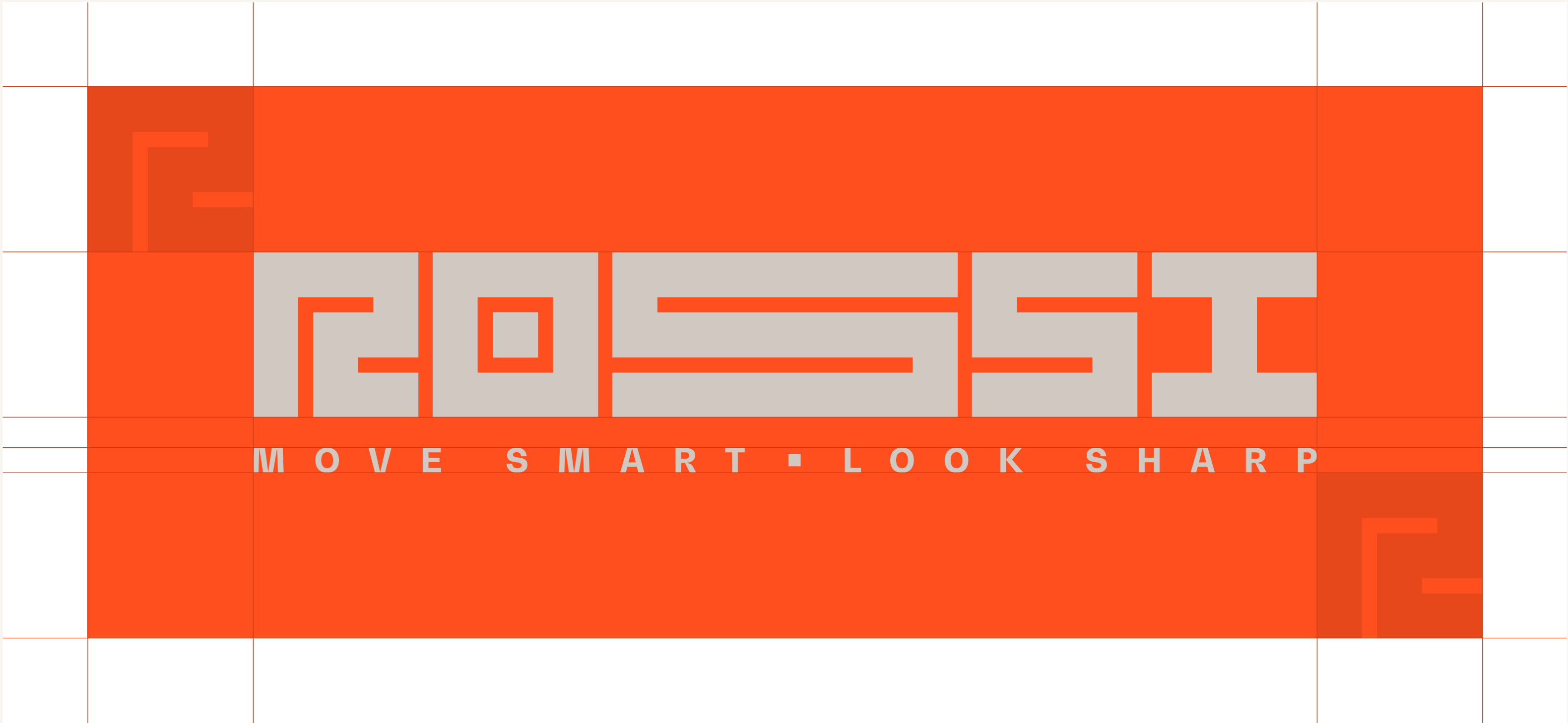
Primary Logo

Safe space

Provide proper clearspace for the logo.

The construction shows that the minimum safe space should be the size of the letter ‘R’ in the wordmark.

Follow these rules when placing the logo.



Primary Logo

Safe space

Provide proper clearspace for the logo.

The construction shows that the minimum safe space should be the size of the letter 'R' in the wordmark.

Follow these rules when placing the logo.



Secondary Logo

Vertical



Secondary Logo

Vertical



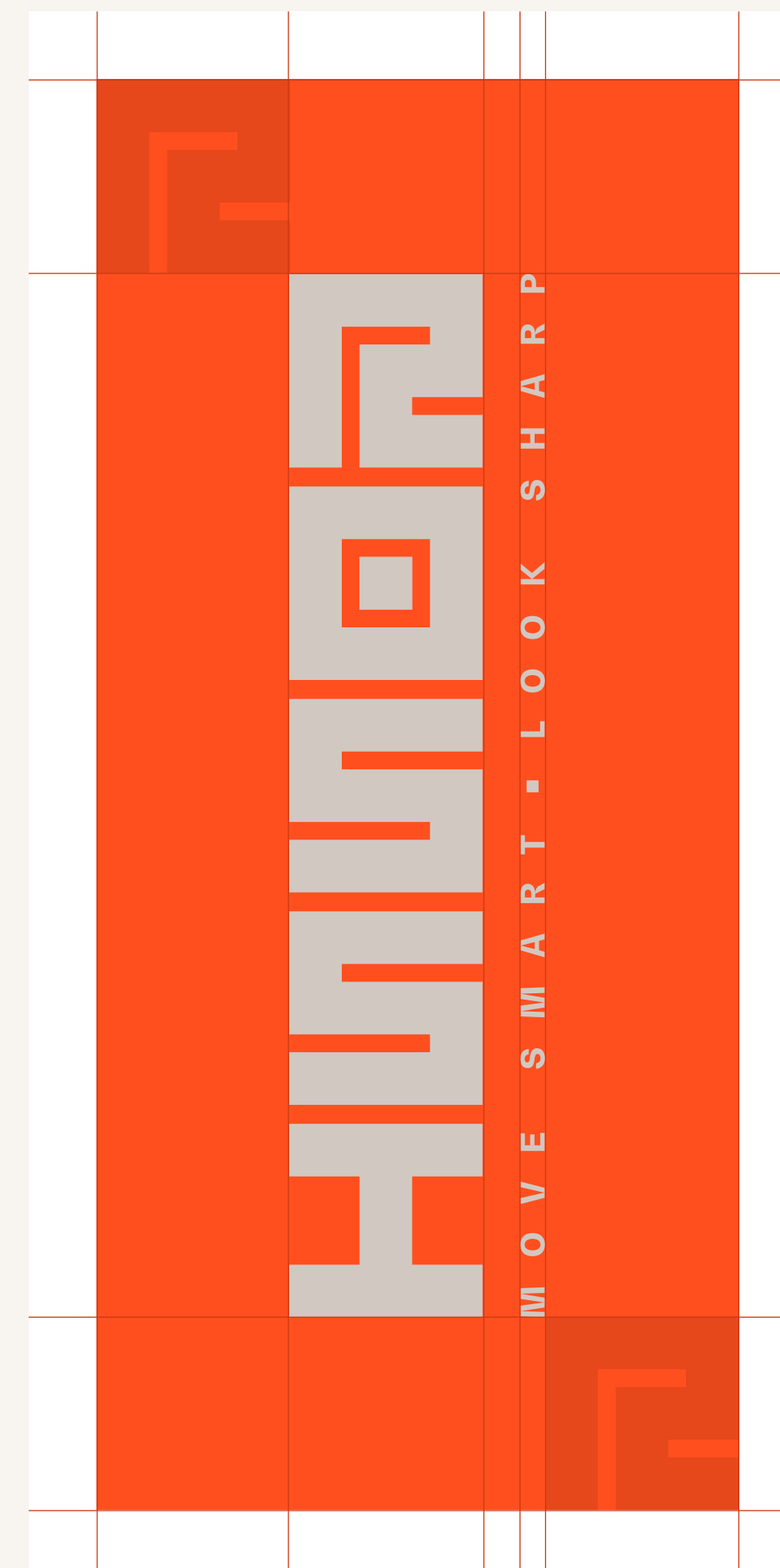
Secondary Logo

Safe space

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The construction shows that the minimum safe space should be the size of the letter 'R' in the wordmark.

Follow these rules when placing the logo.



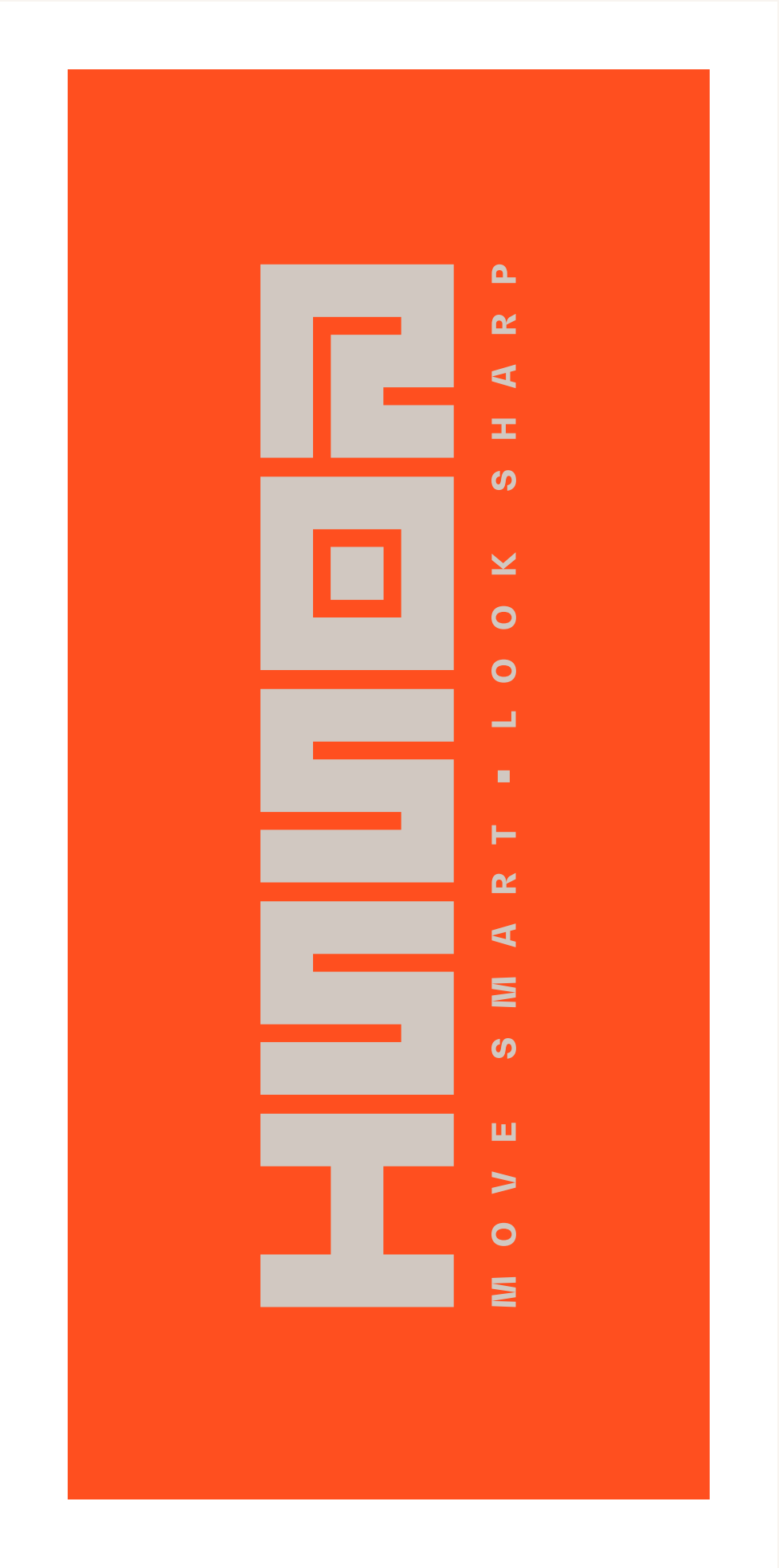
Secondary Logo

Safe space

Provide proper clearspace for the logo.

The construction shows that the minimum safe space should be the size of the letter ‘R’ in the wordmark.

Follow these rules when placing the logo.

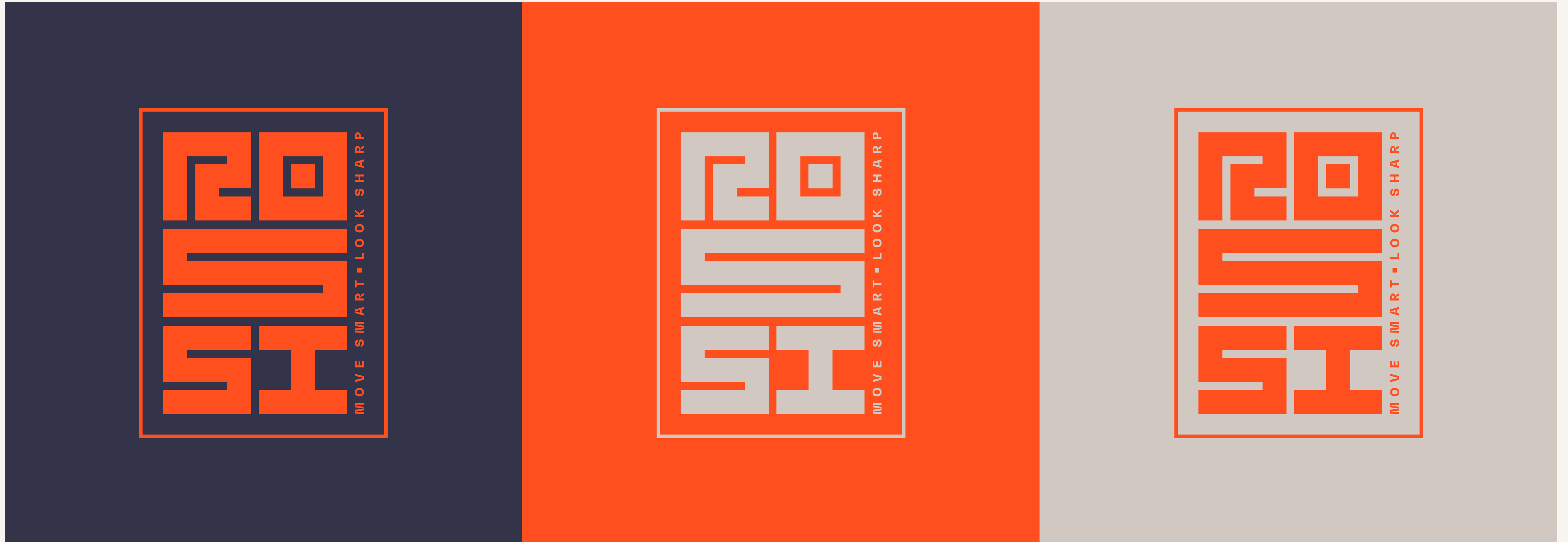


Graphic Logo



Graphic Logo

Vertical



Graphic Logo

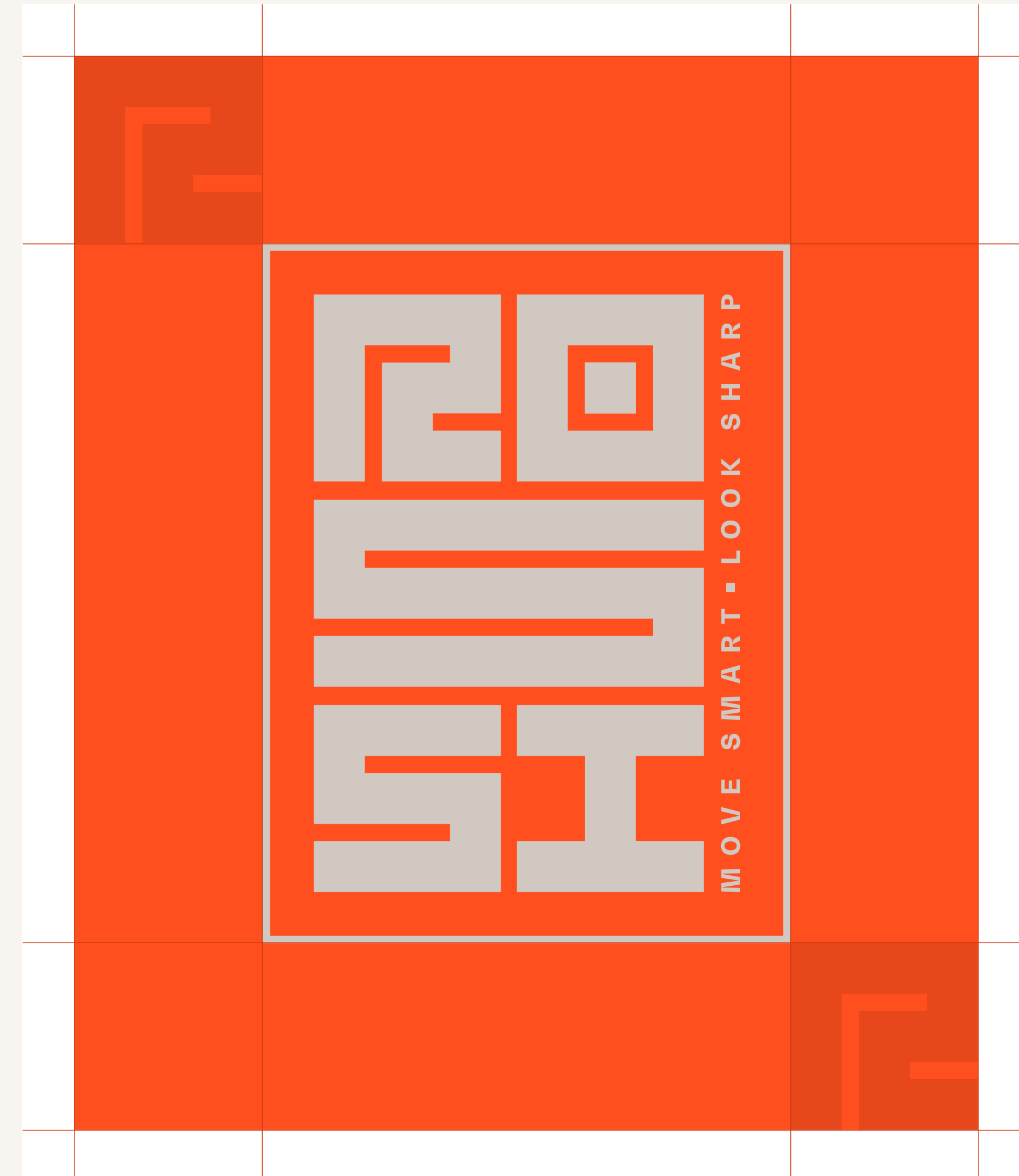
Safe space

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The construction shows that the minimum safe space should be the size of the letter 'R' in the wordmark.

Follow these rules when placing the logo.

This logo, should only be used as a graphic element, and not as the primary brand logo.



Graphic Logo

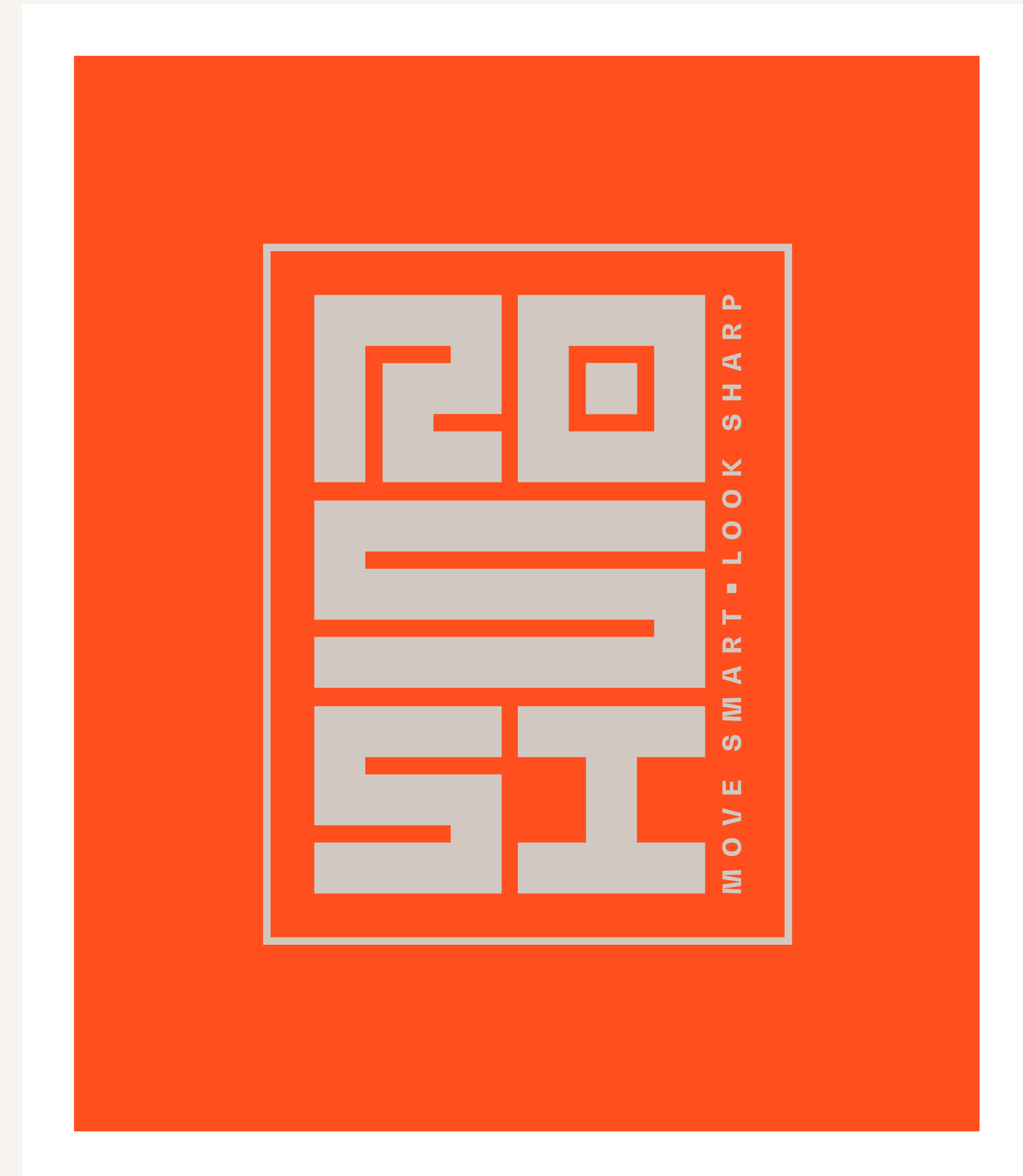
Safe space

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The construction shows that the minimum safe space should be the size of the letter 'R' in the wordmark.

Follow these rules when placing the logo.

This logo, should only be used as a graphic element, and not as the primary brand logo.



Co-branding

Safe space



Provide proper clearspace for the logo when used next to partner logos.

The construction shows that the minimum safe space should be the size of two letter 'Rs' in the wordmark.

A thin hairline should be place between the two logos.

Follow these rules when co-branding.

Co-branding

Safe space



SUPERBALIST

Provide proper clearspace for the logo when used next to partner logos.

The construction shows that the minimum safe space should be the size of two letter 'Rs' in the wordmark.

A thin hairline should be place between the two logos.

Follow these rules when co-branding.

Social media icon



0 4 / 0 8

C O L O U R P A L E T T E



Primary Palette

These colours are the primary colours of the brand appearance and must be used throughout the brand identity.

Urban Flame (Orange) is predominantly used as the highlight colour, while City Sand (beige) and After Dark (navy blue) are used mainly for background colours and accents.

CMYK = Print
RGB = Digital Application
Hex # = Web Colours

City Sand #D2C9C1 CMYK: 15, 15, 18, 02	Urban Flame #FF4F1F CMYK: 00, 85, 100, 00	After Dark #33334A CMYK: 80, 75, 40, 55
50%		
25%		

05 / 08

T Y P O G R A P H Y



Primary font

Base Neue is the brand’s primary font and should be used for all headlines on all collateral

Aa

Base Neue

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 ! @ # \$ % ^ & * () _ + = < >

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 ! @ # \$ % ^ & * () _ + = < >

Secondary font

Squared is the brand’s secondary font and should be used for intro copy, blurbs and body copy

Aa

Squared

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 ! @ # \$ % ^ & * () _ + = < >

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 ! @ # \$ % ^ & * () _ + = < >

06 / 08

V I S U A L D I R E C T I O N



Lifestyle

Our lifestyle images are developed using AI

Models should represent modern South Africa - stylish, authentic, and reflective of the country's culture and diversity.

ROSSI product must always be visible

Settings should look and feel South African



Lifestyle product shots

All lifestyle product shots are developed using AI.

The environment or setting should feel urban.

The setting should reflect and enhance the personality of the bag.



studio product shots

All studio product shots are developed using AI.

Bags should be placed on a grey, beige, or neutral-toned background.

Backgrounds should never appear as a flat solid colour.

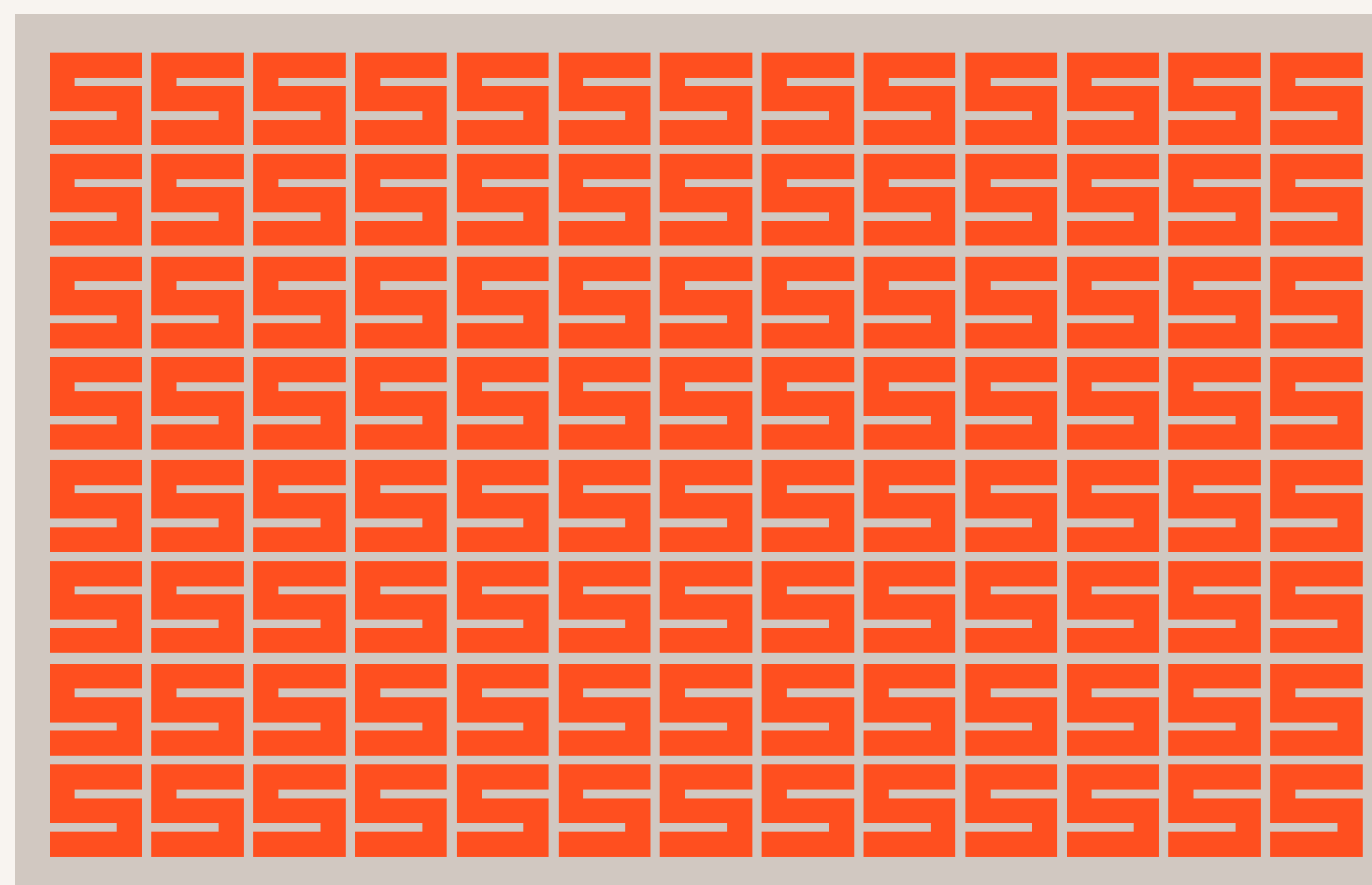
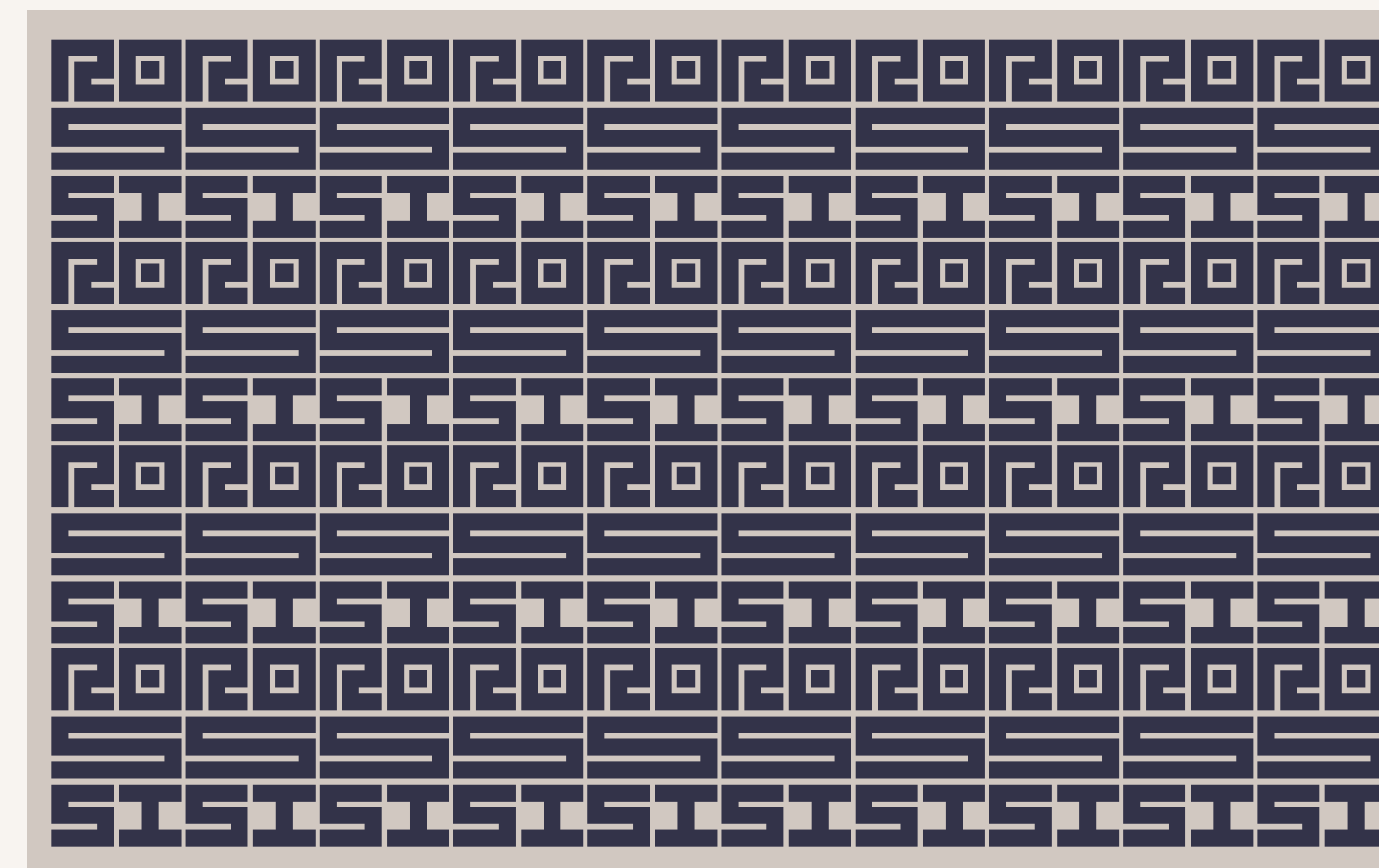
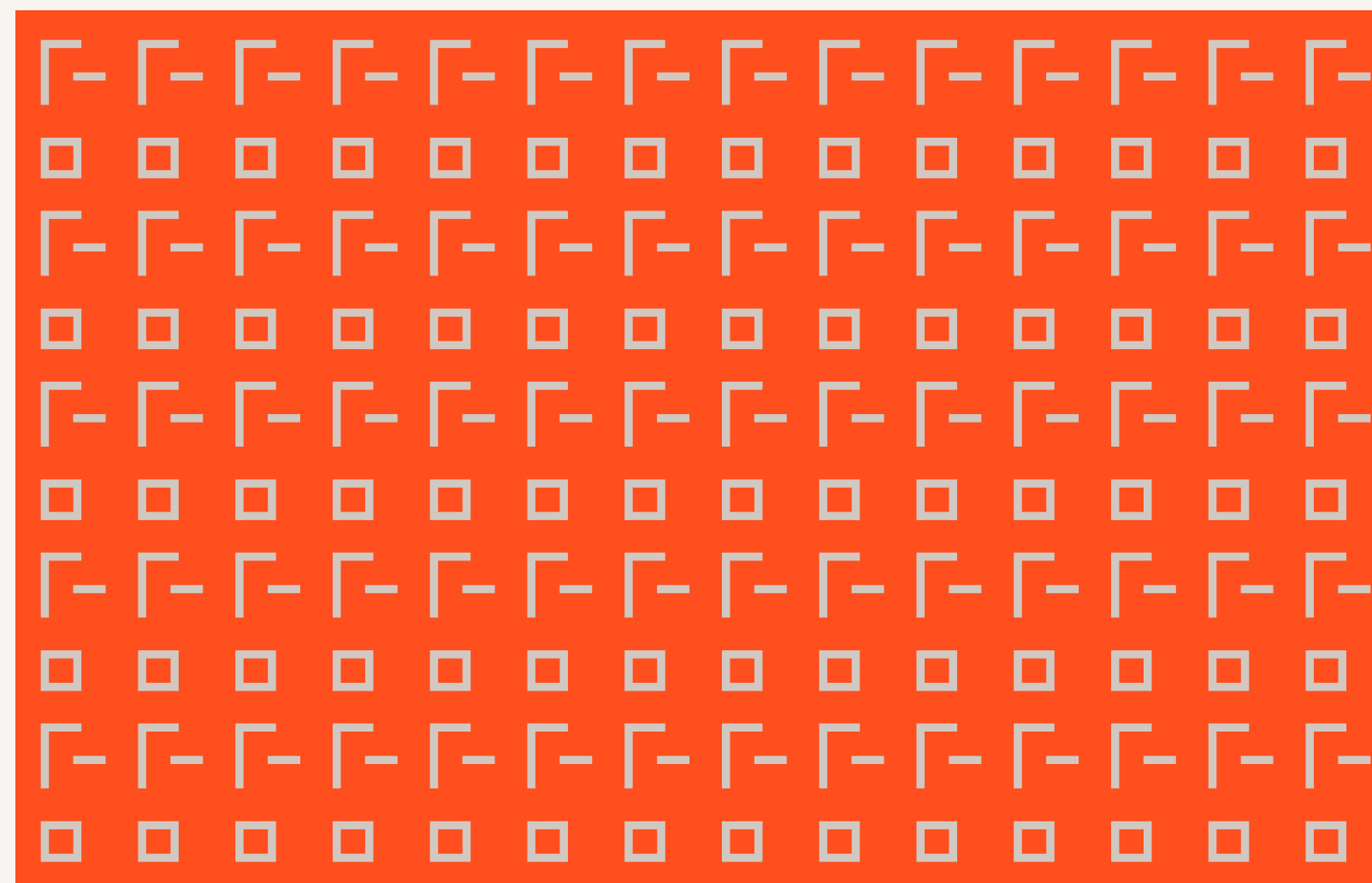
Lighting must create visible depth and natural shadows to give the background dimension.



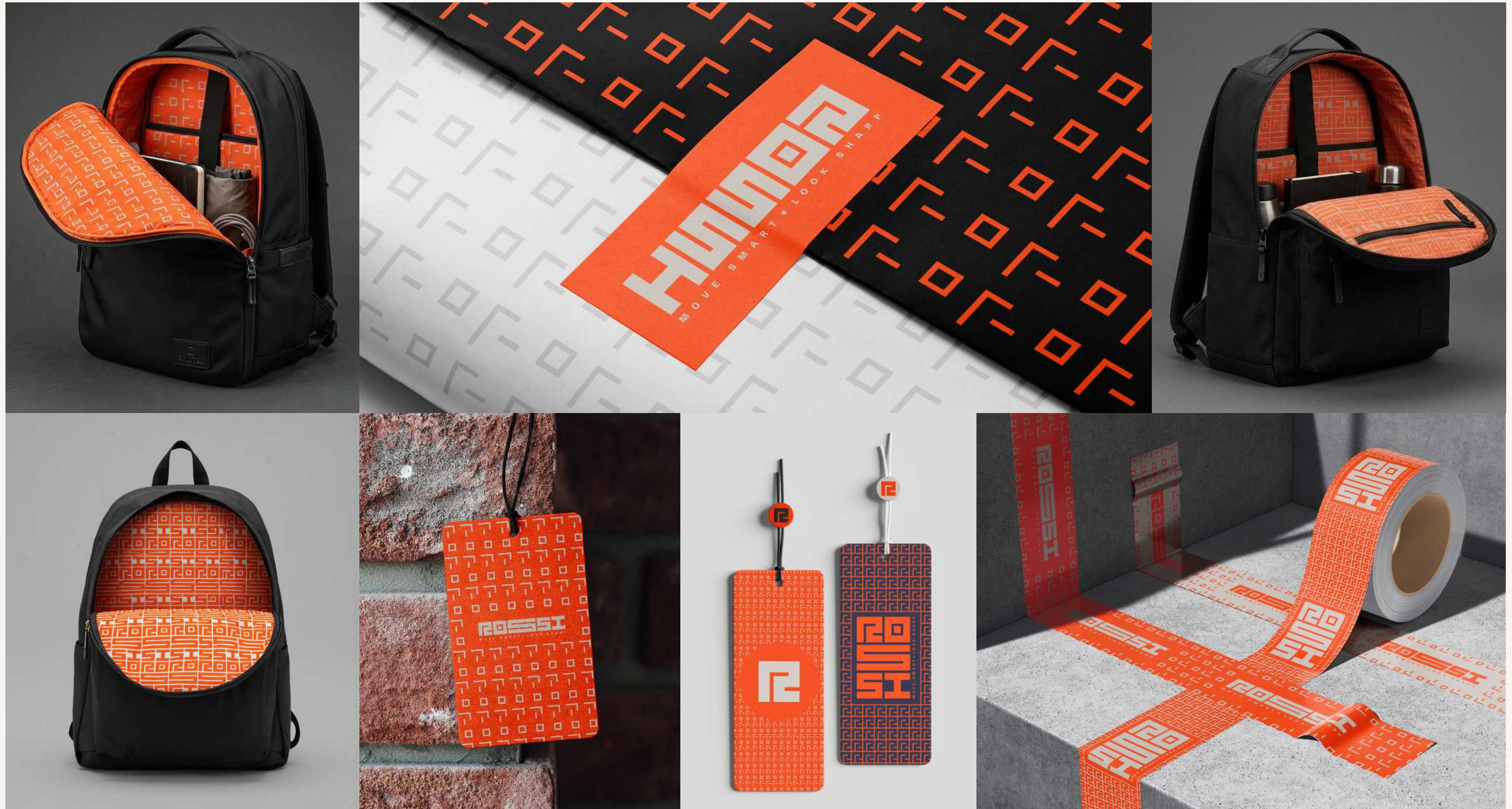
Patterns

These patterns have been created from the ROSSI logo as well as the negative space from the logo.

Use these patterns to add depth and vibrancy to your design.



Patterns Application



07 / 08

BRAND VOICE



Tone of Voice

ROSSI speaks directly: confident, effortless, and relatable. Our tone reflects the lifestyle of millennials and Gen Z who value style, authenticity, and practicality. Every message—whether in marketing, packaging, social media, or customer support—feels human, sharp, and urban.

Core Traits

Confident

We speak with certainty and clarity. No fluff, no overexplaining.

Example: “Built for life. Designed for you.”

Relatable & Approachable

Friendly, human, and conversational. We talk like a peer, not a corporation.

Example: “Your bag should keep up with your day, not slow you down.”

Cultural & Urban

We reflect city life and modern culture without being gimmicky or forced.

Subtle nods to nostalgia, street style, and local trends are encouraged.

Example: “Classic silhouettes. Throwback details. All-day carry, reimagined.”

Effortlessly Cool

Our words feel stylish without trying too hard. Confidence meets casual ease.

Example: “Do more, look good doing it.”

Purposeful & Direct

Every word has meaning; we avoid jargon, filler, or meaningless buzzwords.

Example: “Padded laptop compartment. Smart pockets. One bag, all your essentials.”

Tagline Options

“Move Smart. Look Sharp.”

“Everyday Bags. Made for You.”

“Carry Life Your Way.”

“Utility, Made for Mzansi.”

“Bags That Keep Up”

“Built for Mzansi Life”

Copy

Sample Copy Lines

“From Braamfontein to Bree Street, We’ve Got You.”

“Built for Joburg Commutes, Made for Cape Town Style.”

“No Bulk. All Move. South African Style.”

“Carry Smart. Look Sharp. Anywhere in Mzansi.”

Sample Social Copy

“Laptop, charger, notebook, and hustle—one bag, zero compromise.”

“Clean lines. Throwback details. Made for Mzansi life.”

“Lightweight and effortlessly cool—your bag, your life, your dreams”

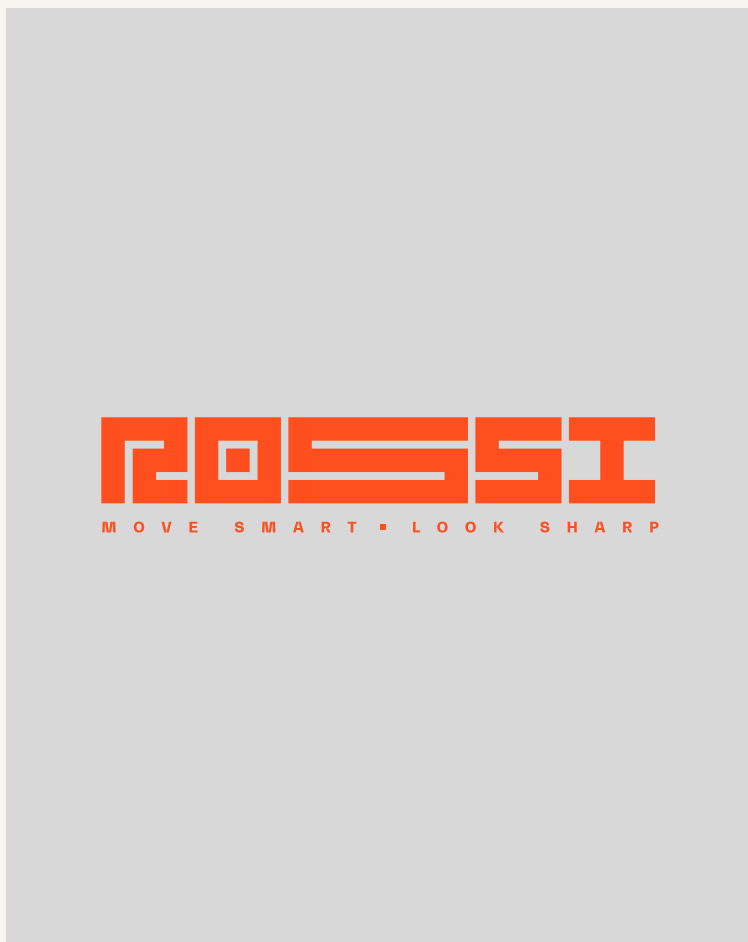
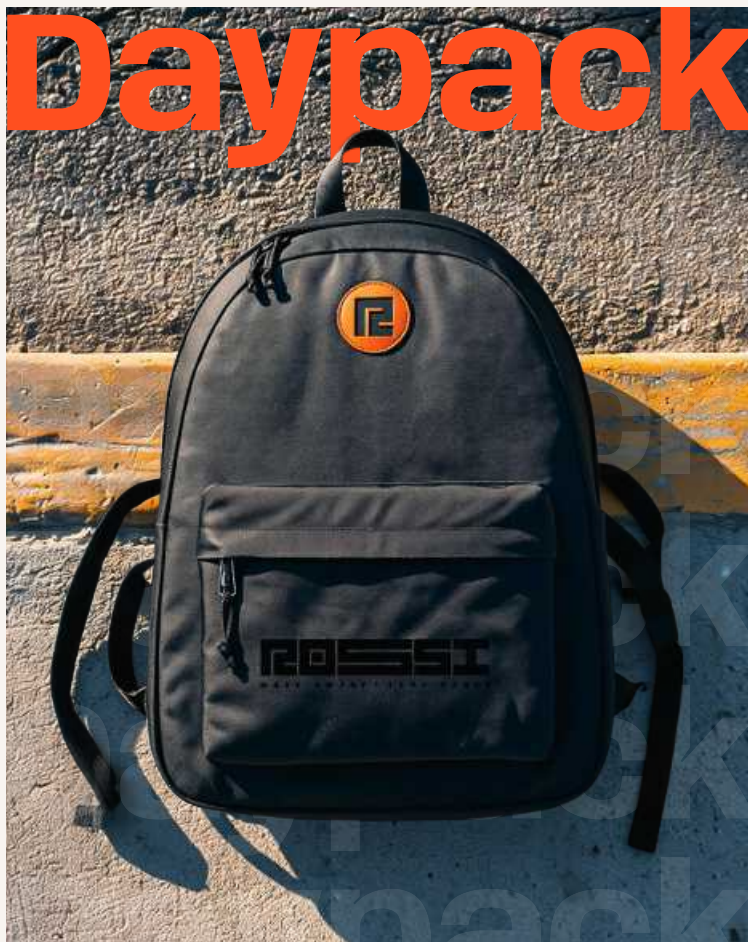
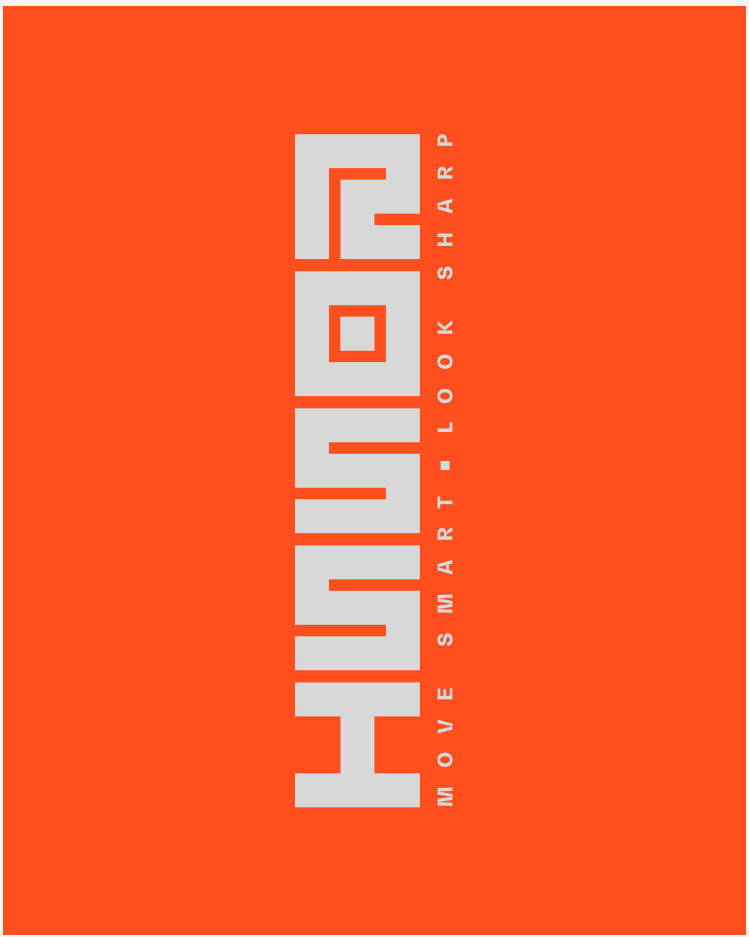
“Every detail designed to move with Joburg’s hustle, or Cape Town’s flex”

08 / 08

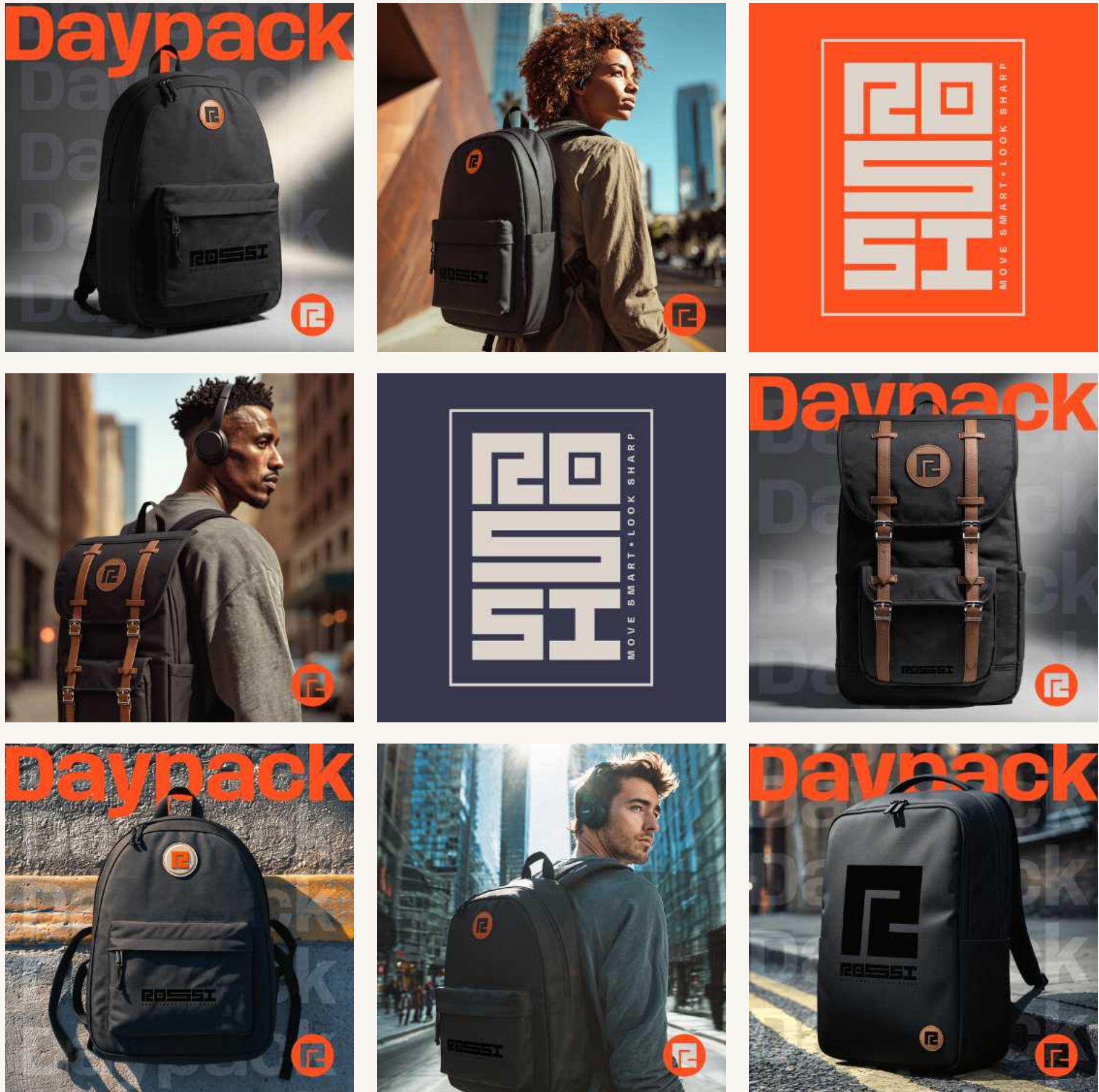
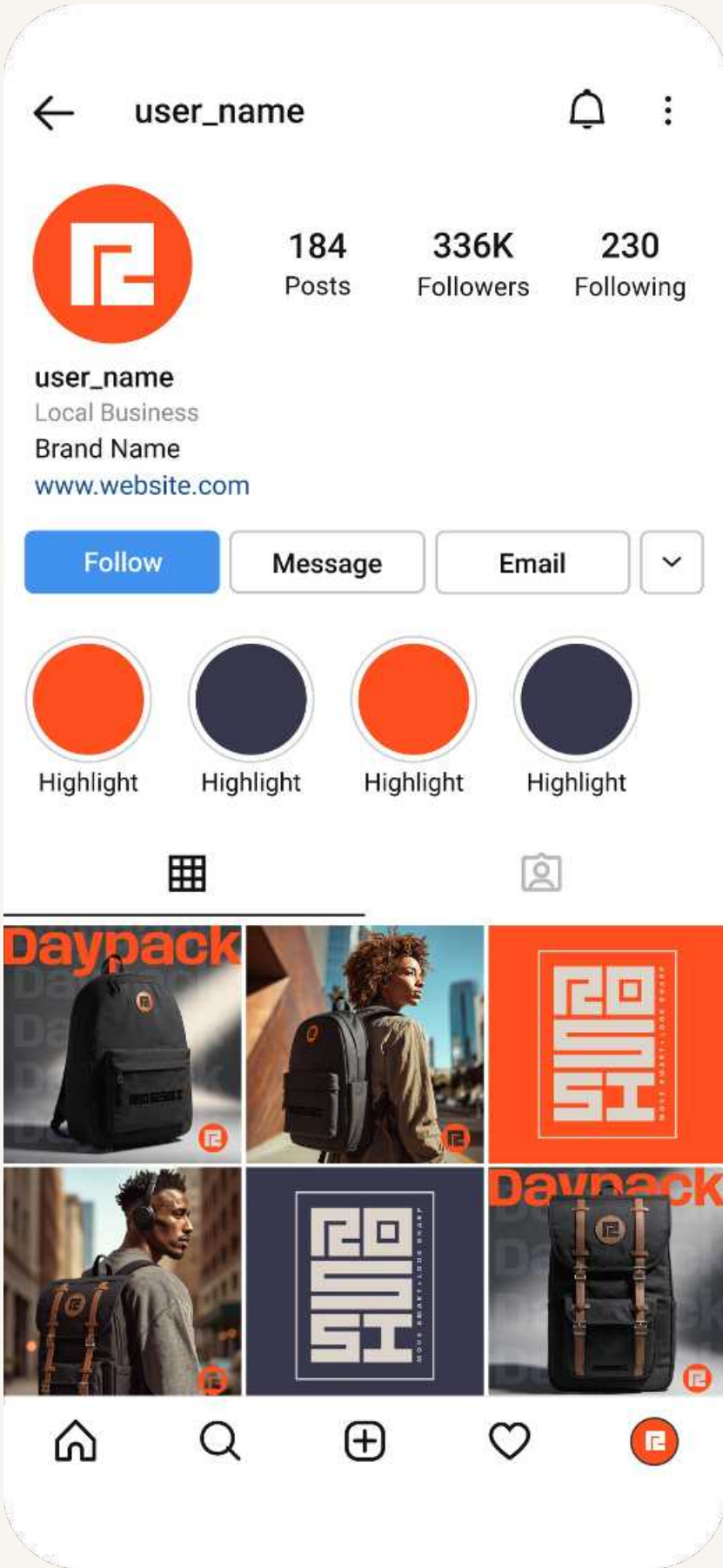
A P P L I C A T I O N



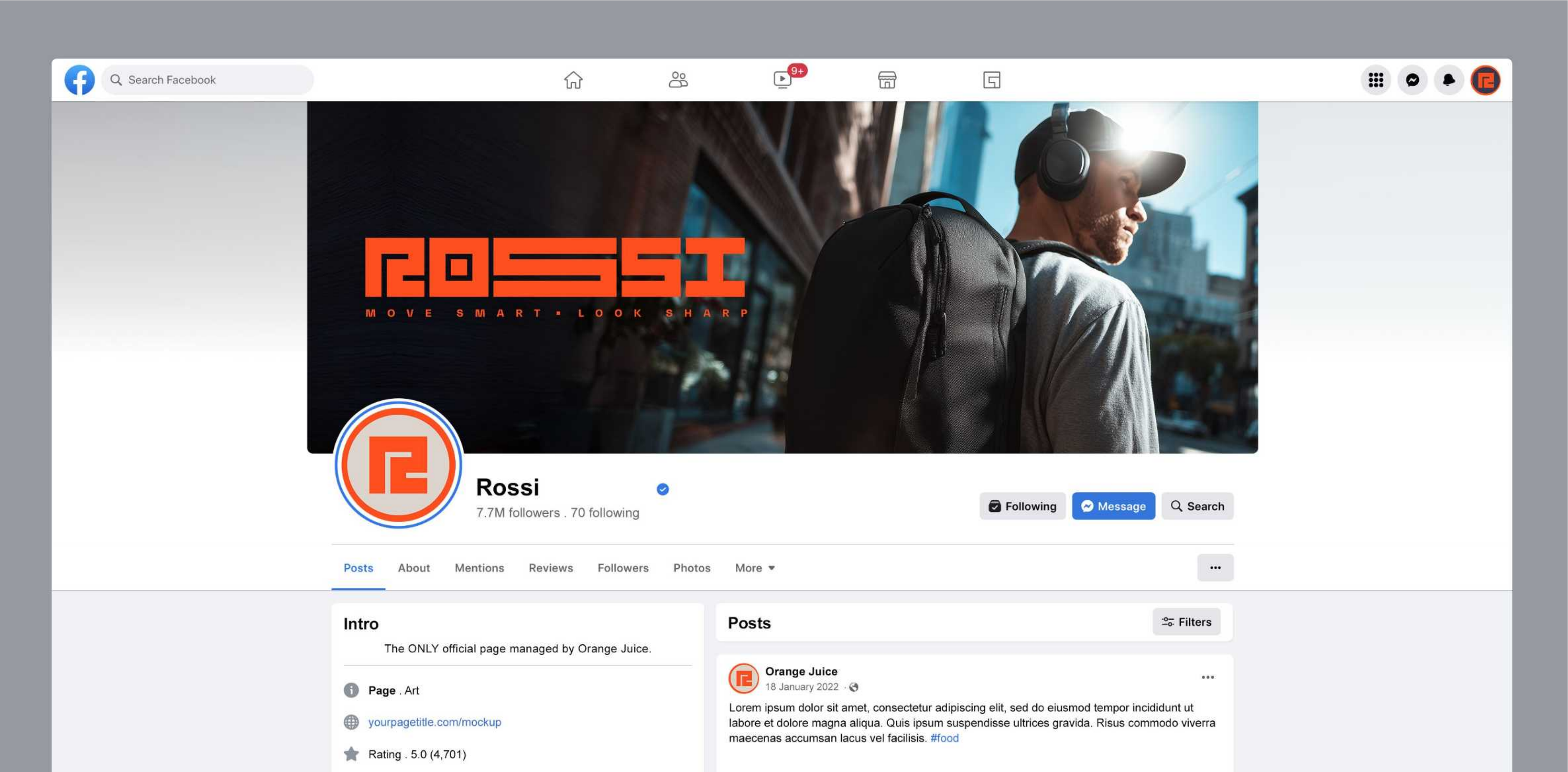
Social Media
Post examples



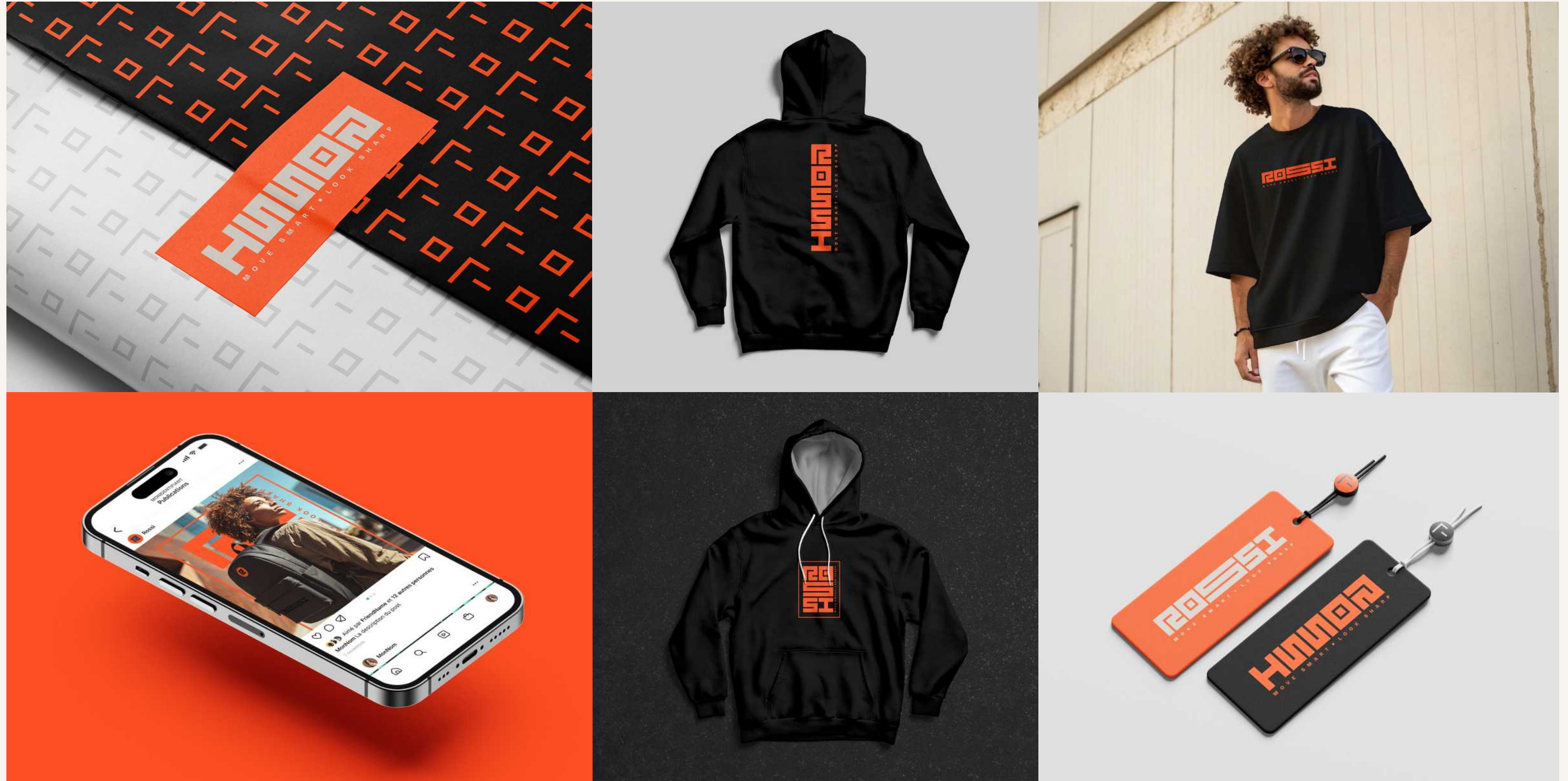
Social Media
Instagram Feed



Social Media
Facebook



Merchandise



OOH



Banner ads

Animation



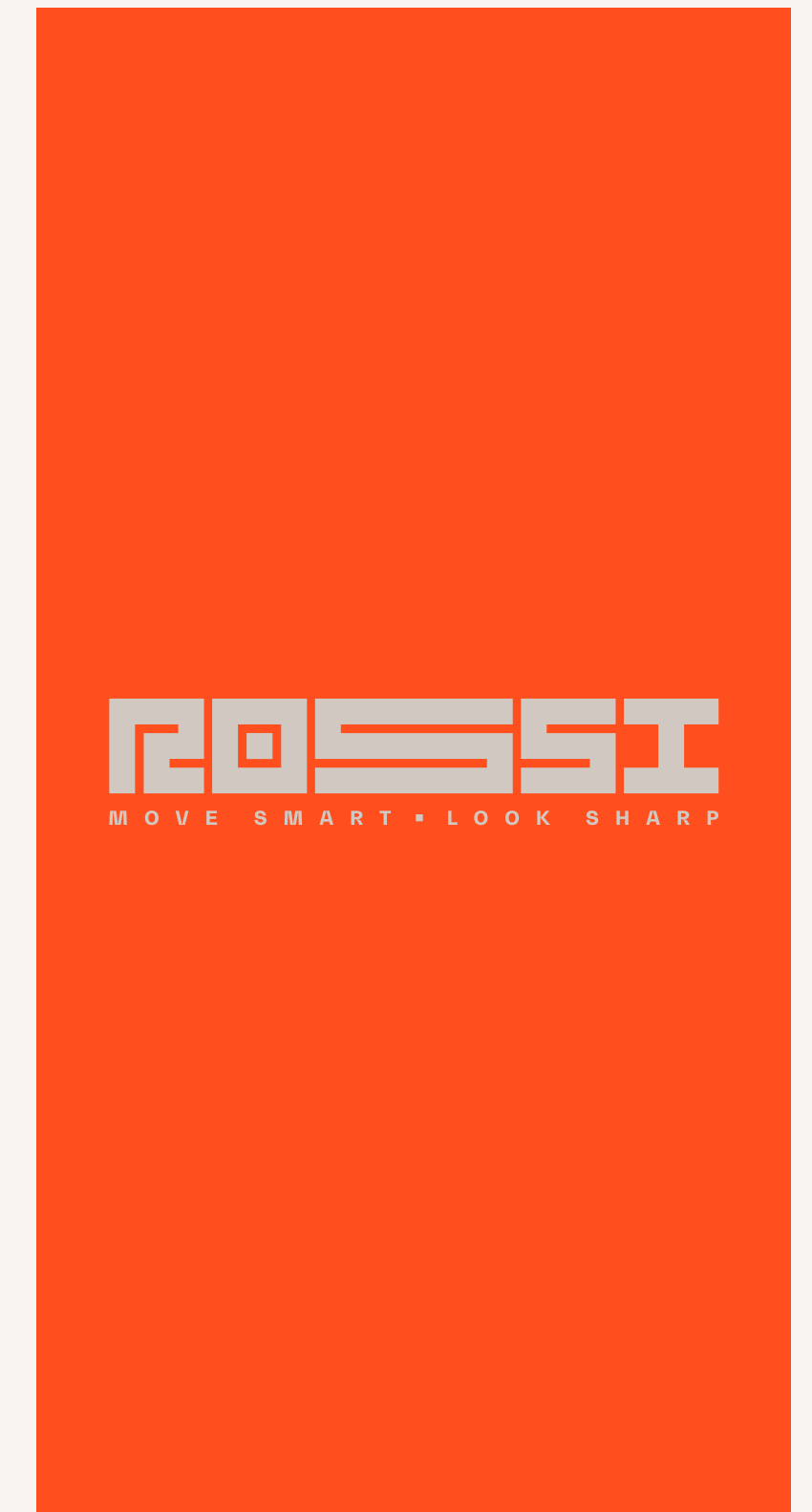
Frame 1



Frame 2

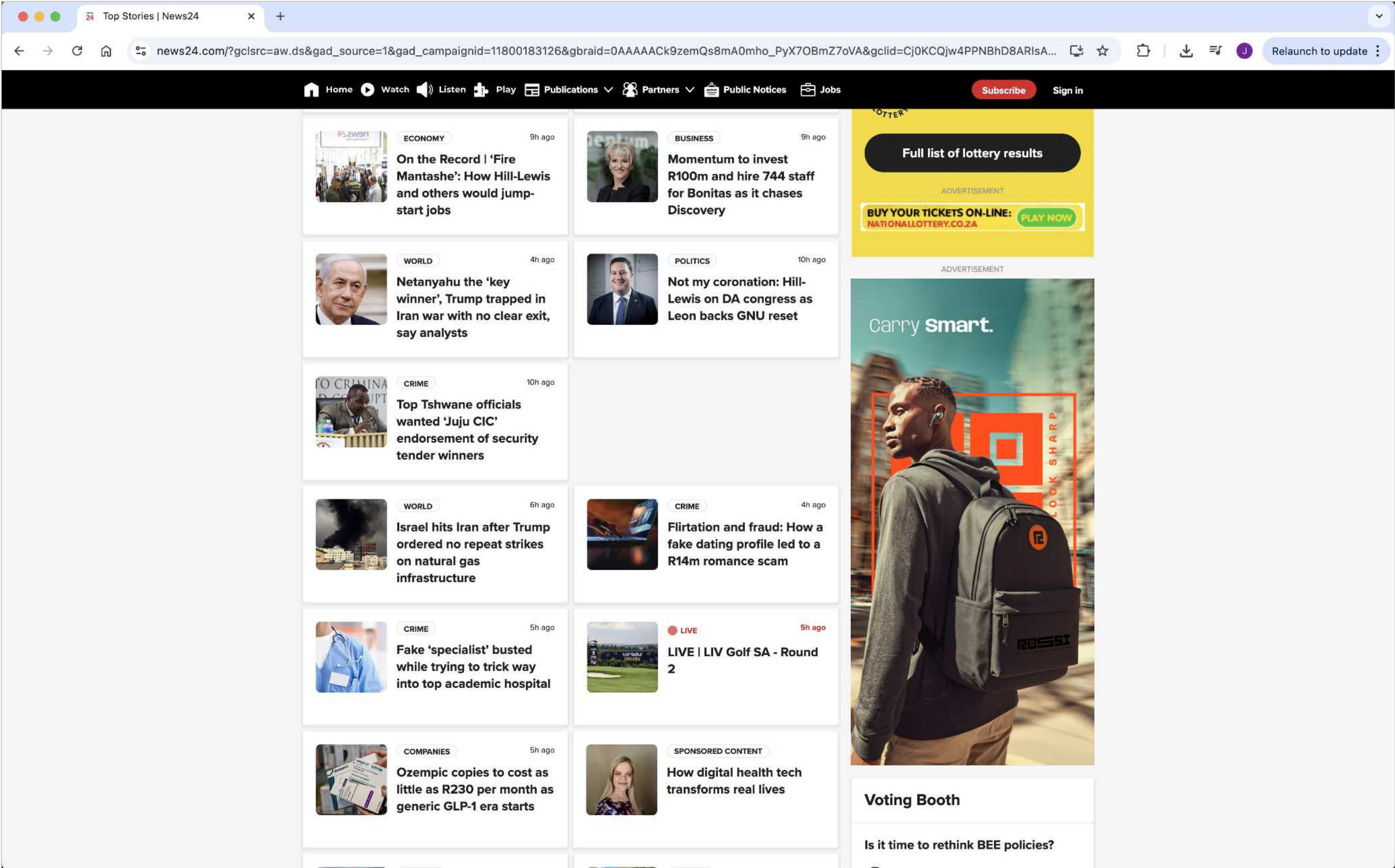


Frame 3



Frame 4

Banner ads





T H A N K Y O U

BROUGHT TO YOU BY MOOD CREATIVE AGENCY