CRYPTIC ACE APPAREL

BRANDING GUIDELINES

This book is about the brand "Cryptic Ace Apparel" in which it offers guidance on maintaining consistency within our brand via our values, communication and our look. It contains all the tools and resources needed for its use.

CONTENT

1

About Cryptic Ace Apparel

Welcome to the world of CRYPTIC ACE APPAREL Founded in 2013, we are a upcoming contemporary urban mainstream brand which clothing is aimed towards menswear at present. Our clothing represents identity and desires through the background roots and culture from the past to present. We believe that people shouldn't be judged or stereotyped because of how they look or what they wear. The intended target audience is young student/adults from the age of 16 to 24 year olds.

2

Brand Personality

Brand personality is the way a brand speaks and behaves. It means assigning human personality characteristics to a brand so as to achieve differentiation. These characteristics signify brand behaviour through both individuals representing the brand as well as through advertising, packaging, etc.

Four words that would describe Cryptic and its products, is that it is:.

Authentic – original, true
Sophisticated – elegant, prestigious, pretentious
Excitement – carefree, youthful, spirted
Competence – successful, accomplished, influential

3

Tone of Voice

My target audience are young male student/adults from the age of 16 to 24 year old who have one for an innovative urban streetwear fashion.

"Cryptic" is a confident exuding character and charisma. It has an informal style that is contemporary, clean, youthful and fun to engage with. The brand's energy conveys

Looking to succeed and specialise upon a major platform being recognised for expressing fresh unique ideas as a freelancer offering a high creative quality service.

The brand's energy conveys its enthusiasm and its passion for genius can be seen in the constant search for more knowledge and insights.

Brand Values

Brand values determine the values that are authentic for your brand and mirror the values of its target
customers. The values that describe Cryptic is:

Trust
Quality
Freshness
Unique
Combination

Logo

Our logo is designed to reflect our brand. Our crest logo is our most representable and should used upon everything.

The crest logo offers a royal, memorable and strong appearance with great impact for the customers and potential clients of a company.

Positive Logotype

Positive versionshave been created in RGB,
Pantone colours and CMYK for print.

The logo is preferred to be used on a white background but if you on a black brackground, it should have a white outer stroke upon it.

Logo Type White Background

Logo Type Black Background
Size of the stroke
White | 6 px

It can used small.

The minimum size for the logotype is
70mm by 70mm

Or it can also be used big or on a background. Make sure
the logo is visible to the read .

DO NOT
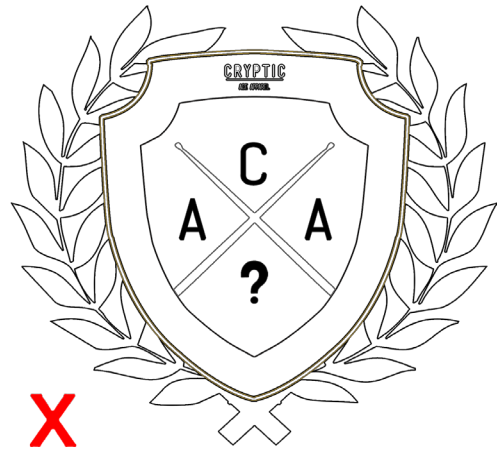distort the logo in any form

DO NOT
use the outline of the logo

DO NOT
use any form of effects
i.e: outer glow, shadow

X

DO NOT
recreate the logo iin any way

X

Type

"BASICL" is our typeface for designers. It is used for printed materials and signage. Specifically for the tag label and the words "Cryptic" "Cryptic Ace Apparel" & "Dress How You Feel"

Typeface for all prints

BASICL THIN CONDENSED

A 0065	B 0066	C 0067	D 0068	E 0069	F 0070	G 0071	H 0072	I 0073	J 0074	K 0075	L 0076	M 0077	N 0078
A	B	C	D	E	F	G	H	I	J	K	L	M	N

O 0079	P 0080	Q 0081	R 0082	S 0083	T 0084	U 0085	V 0086	W 0087	X 0088	Y 0089	Z 0090
O	P	Q	R	S	T	U	V	W	X	Y	Z

a 0097	b 0098	c 0099	d 0100	e 0101	f 0102	g 0103	h 0104	i 0105	j 0106	k 0107	l 0108	m 0109	n 0110
A	B	C	D	E	F	G	H	I	J	K	L	M	N

o 0111	p 0112	q 0113	r 0114	s 0115	t 0116	u 0117	v 0118	w 0119	x 0120	y 0121	z 0122
O	P	Q	R	S	T	U	V	W	X	Y	Z

0 0048	1 0049	2 0050	3 0051	4 0052	5 0053	6 0054	7 0055	8 0056	9 0057
0	1	2	3	4	5	6	7	8	9

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 .,'!? +-*/=

12 THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG 1234567890

18 THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG 1234567890

24 THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG. 1234567890

36 THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG. 1234567890

48 THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

60 THE QUICK BROWN FOX JUMPS OVER THE

72 THE QUICK BROWN FOX JUMPS OVE

Majourity of computers are not going to have the font "Bascl". To download the font, go to

http://www.dafont.com/basicl.font

The tracking of the characters shoud be at "100%"

CRYPTIC

DO NOT

alter it for any means necessary

CRYPT x

CRYPTIC x

CRYPTIC x

CRYPTIC

ACE APPAREL

DRESS HOW YOU FEEL

CRYPTIC ACE APPAREL LABEL

CRYPTIC Tracking : 100%
ACE APPAREL Tracking: -100&
DRESS HOW YOU FEEL Tracking: 200&

7

COLOUR

Brands and color are inextricably linked because color offers an instantaneous method for conveying meaning and message without words.

The 5 main colours that describe the brand are black, white, grey, ref & gold. This colour scheme will also be used within the interior of the office and our stationary suite.

DO NOT
change the colour shade #
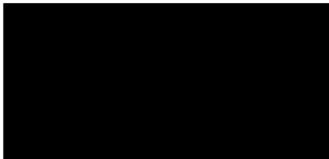
BLACK
#000000
Representing Bold

WHITE
#ffffff
Representing Truthfullness/Purity

GREY
#505050
Representing Respect

RED
#ff0000
Representing Passion

GOLD
#b19134
Representing Luxury/Triumph

The colour of the text "Cryptic" etc should always be black or white depending upon the background. But, gold may be used to make it more luxurious and standout.

i.e. the business card is black and the text is embroidered in gold.

TAG LINE

Sometimes we need to inform people of who we are and what we do. We can you our strapeline "Dress How You Feel". It shouldn't be over used as we don't want to lose the meaning and concept behind it.
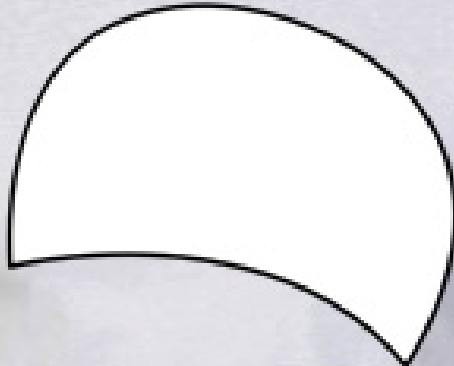
It should only be used to promote the brand though video advertiising, campaigns, in store and onferences

SIZE

The size should be used propitiate and not too small or not too big. It should be visible so that the audience can reminisce about it.

CRYPTIC

DRESS HOW YOU FEEL

NERD
CREW

This document has been created in the guidance of the use of the brand "CRYPTIC ACE APPAREL".

If you have any enquiries, please fill in the contact form that is found on the website.

www.crypticaceapparel.co.uk

CRYPTIC