






# April Apparel.


**AP**

# INTRODUCTION



# Target Audience

**BRANDS OF CHOICE**  
  
  


  
**HUNTER**  
USER 2

**SUMMARY**  
Age: 27  
Gender: Male  
Work: Software engineer  
Location: Coquitlam, BC.  
\$: 100-120k/year

**INTERESTS**  
Tech  
Fashion  
Politics

**MEDIA OF CHOICE**  
TikTok  
Instagram  
Youtube

**TAKE NOTE**  
Eco Friendly ★★★★★  
tech savvy ★★★★★





**BIO**  
Hunter is a software engineer who enjoys online shopping a lot. He has a great sense of fashion and he always keeps looking for convenient websites that have features that help users to buy goods stress-free, knowing that they got the right size and the same material as demonstrated on the website.


**GOALS**

- Being able to match tops and bottoms
- Find multiple brands and compare them
- See the products on models

**FRUSTRATIONS**

- Slow websites
- Not being able to purchase a right size
- Not being able to know the exact material used in the product
- Not knowing the models height, size, and weight

**BRANDS OF CHOICE**  
  
  
  


  
**DANIKA**  
USER 1

**SUMMARY**  
Age: 20  
Gender: Female  
Work: Student  
Location: Delta, BC.  
\$: Budget

**INTERESTS**  
Fashion  
Going Out  
Psychology  
Painting

**MEDIA OF CHOICE**  
TikTok  
Instagram  
Pinterest

**TAKE NOTE**  
Eco Friendly ★★★★★  
Tech Savvy ★★★

**BIO**  
Danika is a 20-year-old UBC student who works part time at a local coffee shop in her hometown, Delta, B.C. Ever since joining the app TikTok, she has been exposed to the world of fashion in a way like never before. She is inspired by the people she sees on her feed and their personal style they have curated. Danika is a student, so she is on a budget. She owns a lot of fun pieces in her wardrobe but is looking to add some budget friendly staple pieces and accessories.

**GOALS**

- Grow her wardrobe
- To be able to purchase multiple pieces without going over budget
- Find multiple sizes
- Watch try on videos before purchasing a product

**FRUSTRATIONS**

- Purchasing from unreliable brands with false advertising
- Not being able to find reviews of brand
- only has an iPhone - needs a mobile friendly website

# Content Value

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**01** Increased brand awareness

**02** Improved brand image

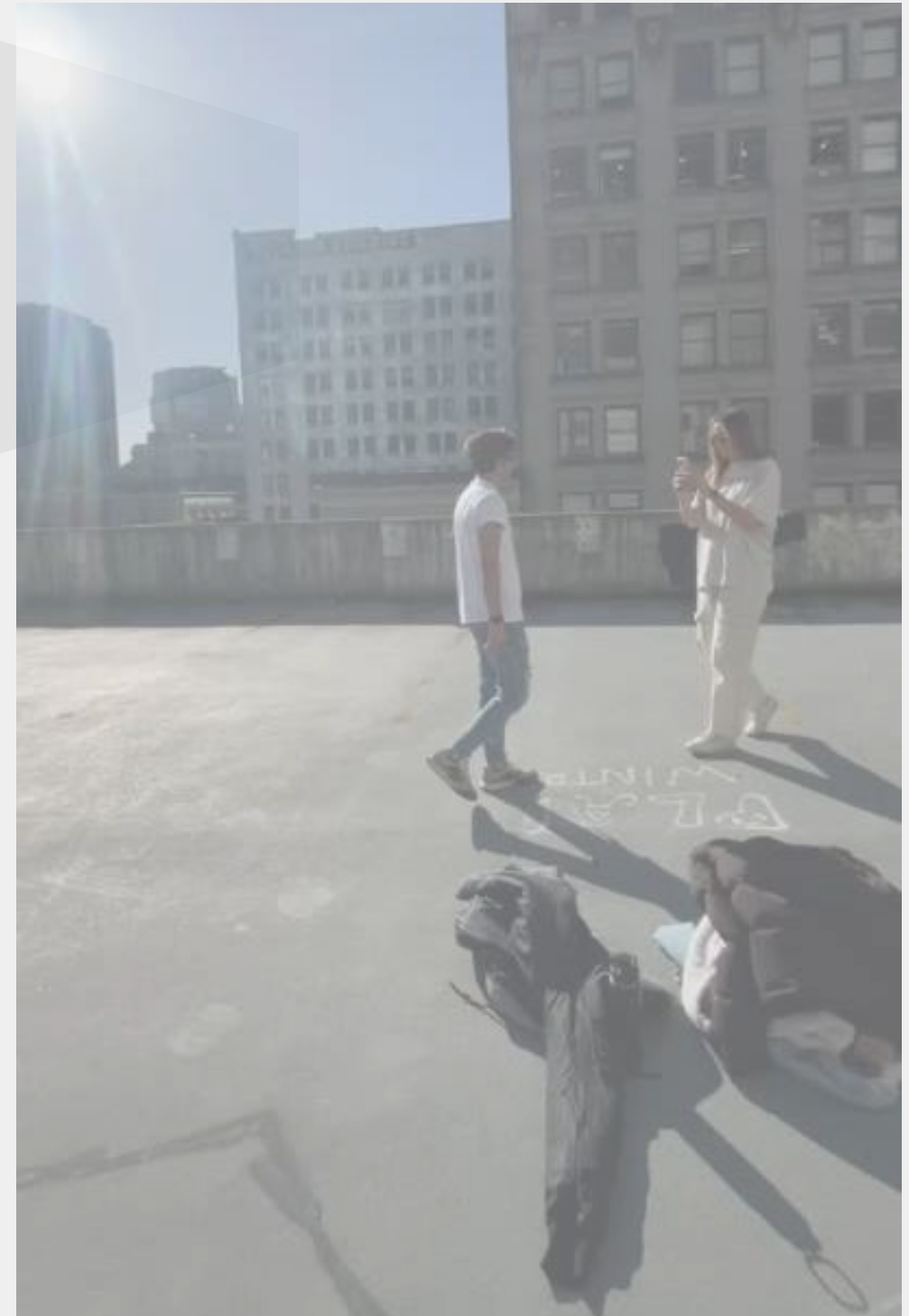
**03** Increased engagement

**04** Showcase products



# Content Creation

- Photo/Video shoot
- Trends
- Blogs





# Content Calendar

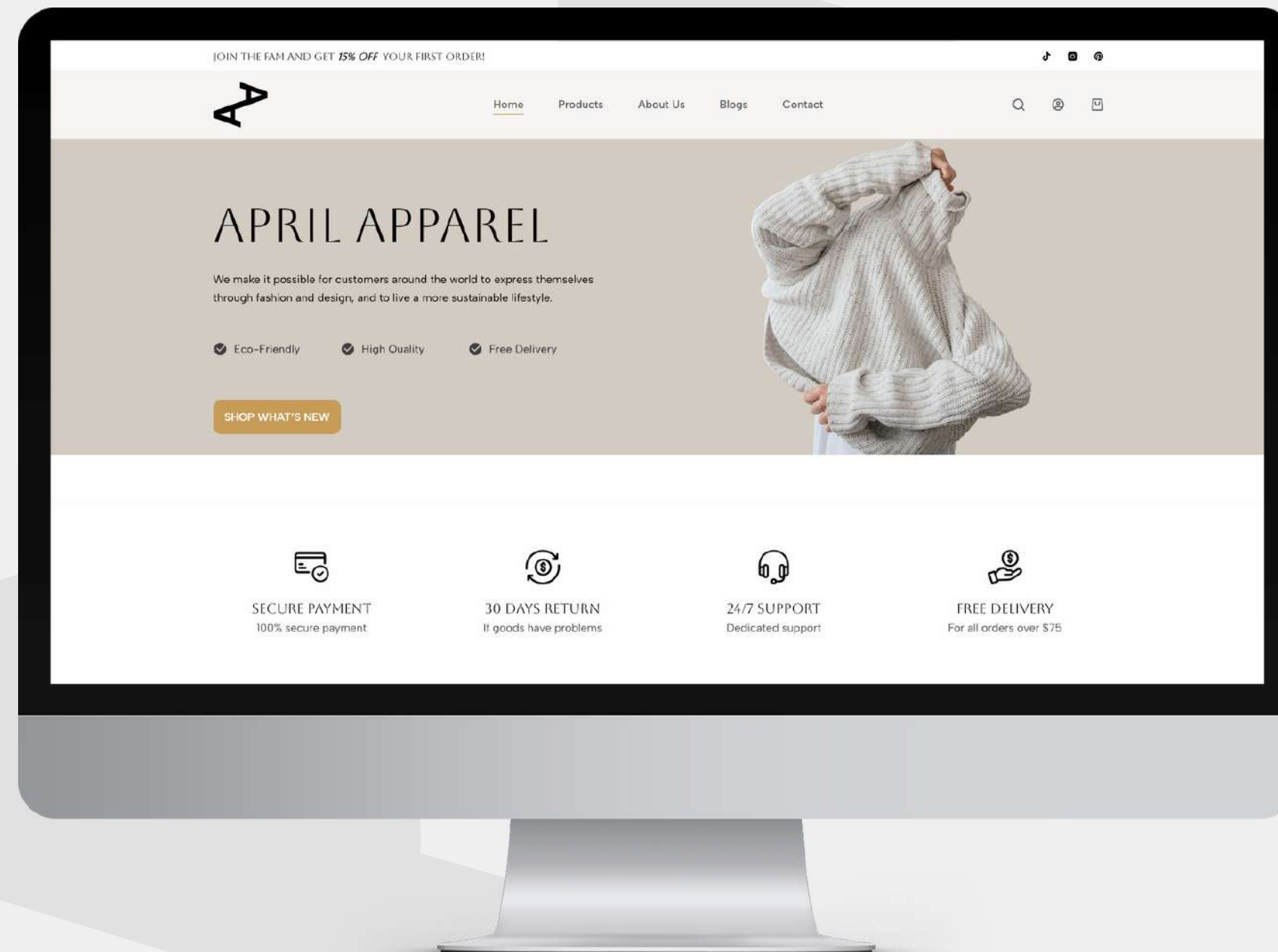
What is the Purpose of Content Calendar?

- Objectives
- Themes
- Channels
- Frequency
- Easier for the team to have an overview of what is coming next.

	Date	Time	TeamMember	Platform	Status	Tasks
Feb 16	Thursday	7:30 PM	Kevin	Instagram	Complete	First introduction post
Feb 16	Thursday	8:30 PM	Chelsea	Pinterest	Complete	First introduction post (repost from instagram)
Feb 16	Thursday	9:30 PM	Rebecca	Tik Tok	Complete	First introduction story
Feb 16	Thursday	9:40 PM	Rebecca	Instagram	Complete	First story (reposted from TikTok)
Feb 17	Friday	8:30 AM	Rebecca	Tik Tok	Complete	First post: Short video shots of our team (introduction)
Feb 17	Friday	11:30 AM	Naz	Tik Tok	Complete	Second post: grwm outfit inspo
Feb 18	Saturday	11:50 AM	Kevin	Instagram	Complete	Post one/a few of our pictures we took on Tuesday
Feb 18	Saturday	12:30 AM	Chelsea	Pinterest	Complete	Repost insta picture
Feb 20	Monday	11:00 AM	Chelsea	Instagram	Complete	Stories - Polls
Feb 21	Thursday	12:15 PM	Naz	Tik Tok	Complete	Outfit of the day
Feb 22	Wednesday	7:00 PM	Chelsea	Pinterest	Complete	Post New collection to "Put it On Me" board
Feb 23	Thursday	10:20 AM	Rebecca	Instagram	Complete	New post that we took on the roof(baggy clothes)
Feb 23	Thursday	10:25 AM	Rebecca	Instagram	Complete	Story of our new post
Feb 23	Thursday	10:30 AM	Rebecca	Instagram	Complete	Stories polls(what's your fit check today?)
Feb 23	Thursday	1:20 PM	Rebecca	Tik Tok	Complete	Funny capcut video(shein vs april)
Feb 24	Friday	10:15 AM	Naz	Instagram	Complete	All balck outfit inspo(video)
Feb 24	Friday	11:00 AM	Rebecca	Instagram	Complete	Stories polls
Feb 24	Friday	12:00 AM	Rebecca	Instagram	Complete	Stories polls
Feb 24	Friday	11:00 AM	Chelsea	Pinterest	Complete	Make "The Silk Slip" collection board
Feb 25	Saturday	9:30 AM	Jappan	Instagram	Complete	New Post(video of style with us)
Feb 28	Tuesday	12:40 PM	Naz	Tik Tok	Complete	Video of all balck outfit inspo (repost the same insta)
March 2	Thursday	10:00 AM	Jappan	Instagram	Complete	New Post
March 3	Friday	10:00 AM	Rebecca	Instagram	Complete	Story of new post
March 3	Friday	10:00 AM	Rebecca	Instagram	Complete	Play List Vibe (story)
March 6	Monday	1:20 PM	Naz	Instagram	Complete	New post of our new collection
March 7	Tuesday	1:00 PM	Rebecca	Instagram	Complete	New post of our new collection
March 8	Wednesday	9:00 AM	Rebecca	Instagram	Complete	Stories (this or that)
March 9	Thursday	2:00 PM	Naz	Tik Tok	Complete	Outfit of the day
March 10	Friday	11:00 AM	Rebecca	Instagram	Complete	Carosel Post
March 11	Saturday	11:00 AM	Jappan	Instagram	Complete	Post

# Website

Made with WordPress  
[aprilapparel.ca](https://aprilapparel.ca)



- 01** Easy integration of plug-ins and the blogging platform
- 02** Preset plug-ins such as woo-commerce, WPForms and Yoast SEO
- 03** Limited in some aspects of the website design



# Plug-ins

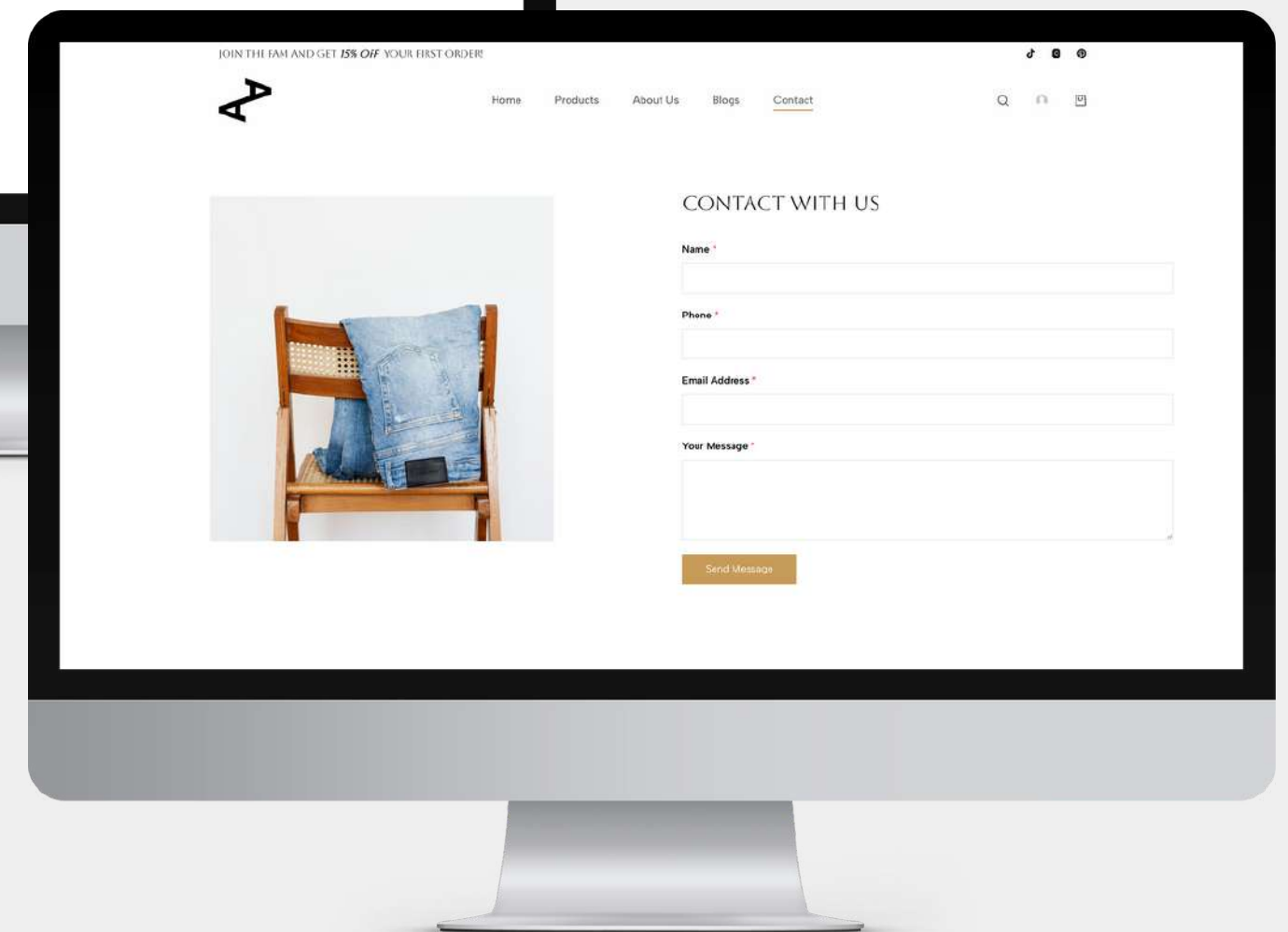
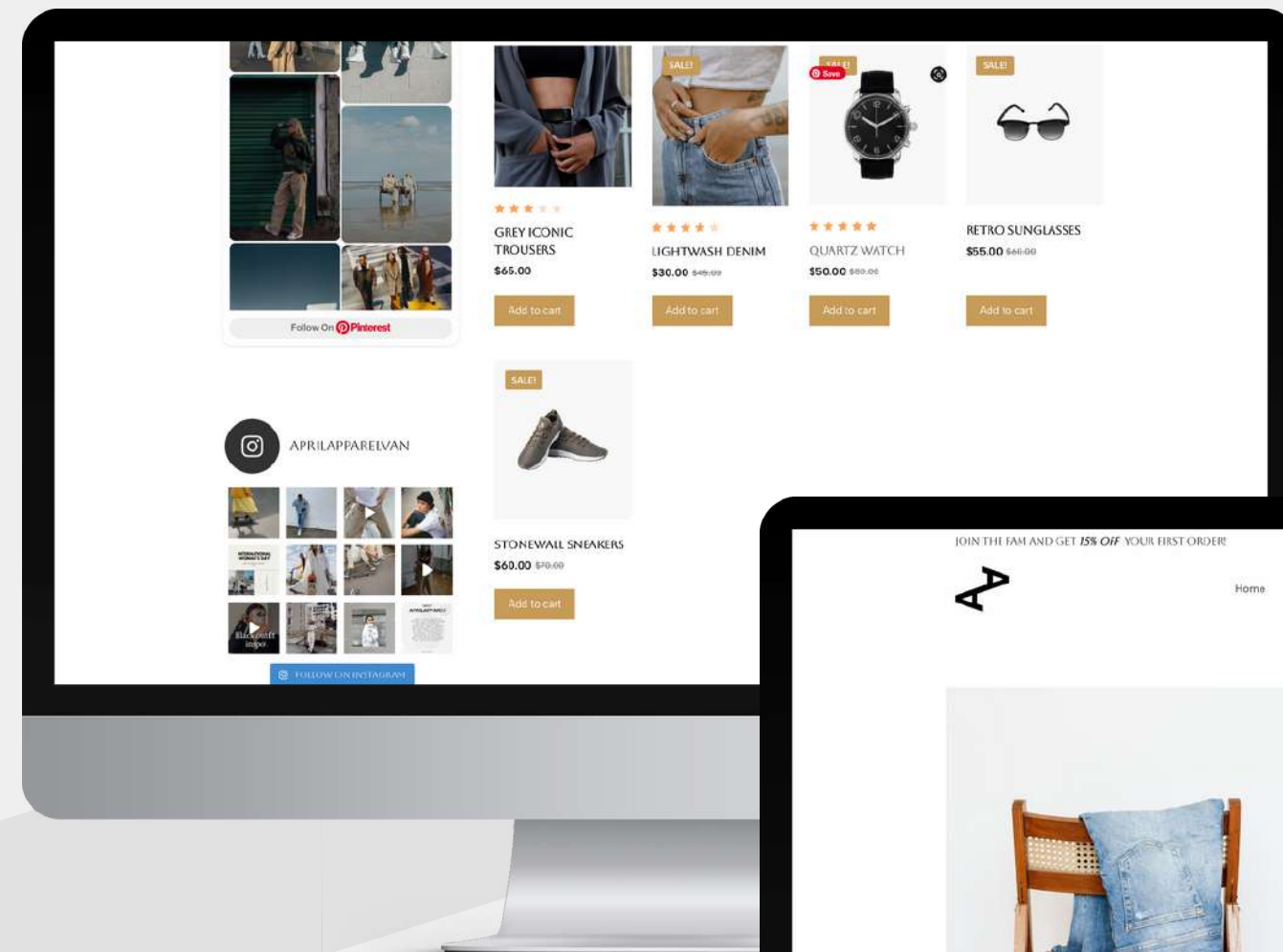
WOO-Commerce

WPFFroms

Yoast SEO

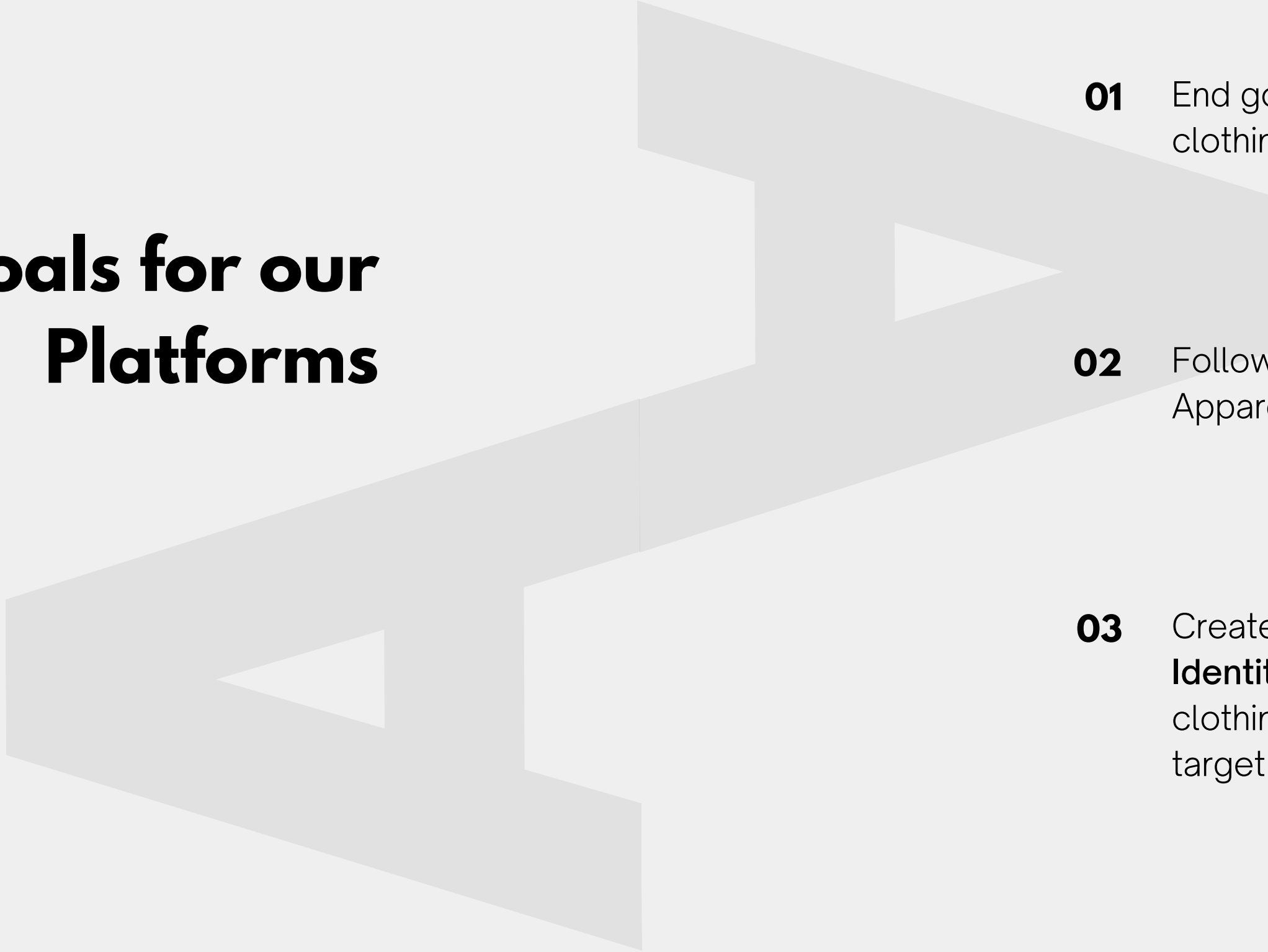
Social Feed Gallery

TikTok Feed





# Goals for our Platforms

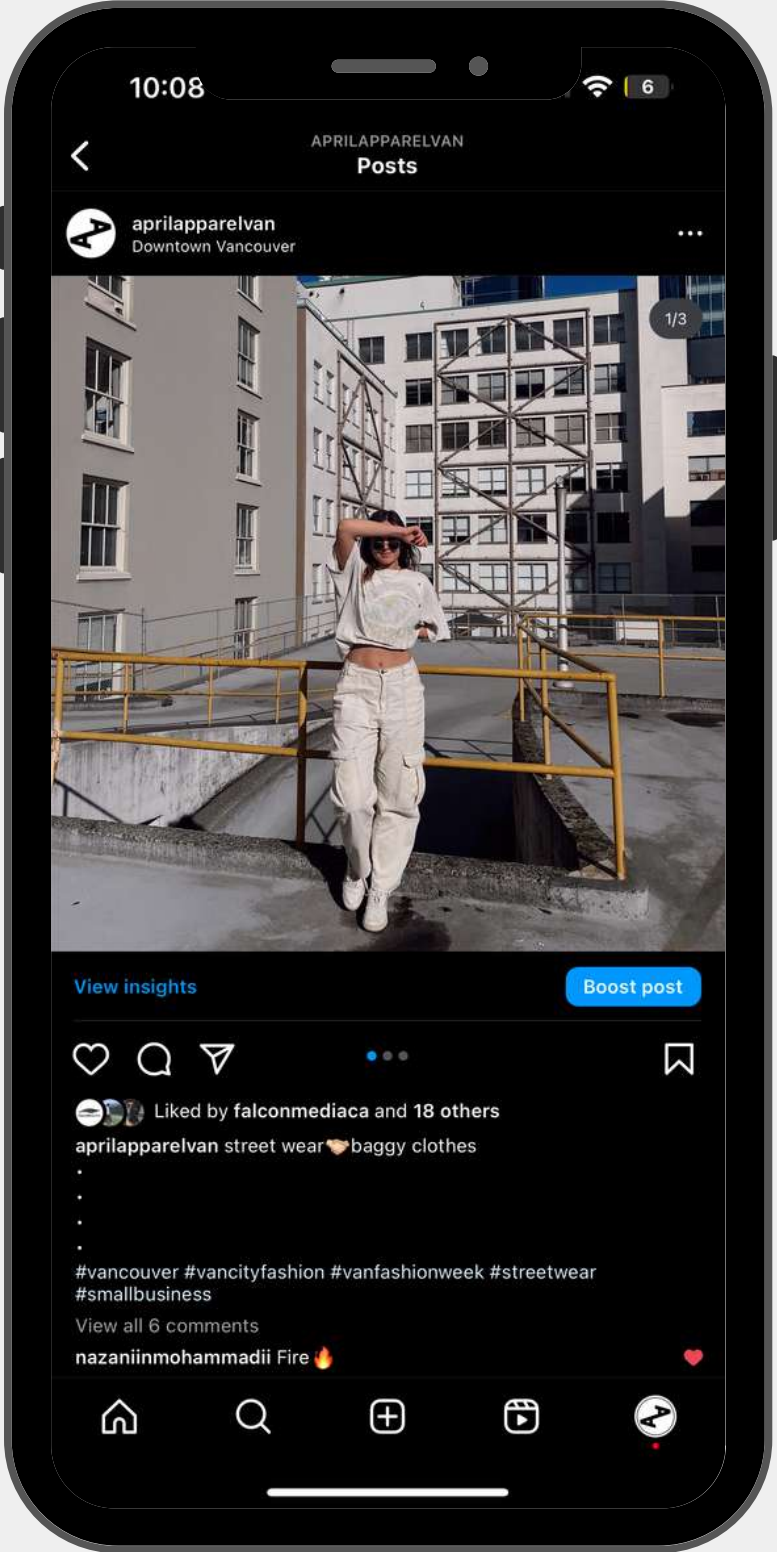
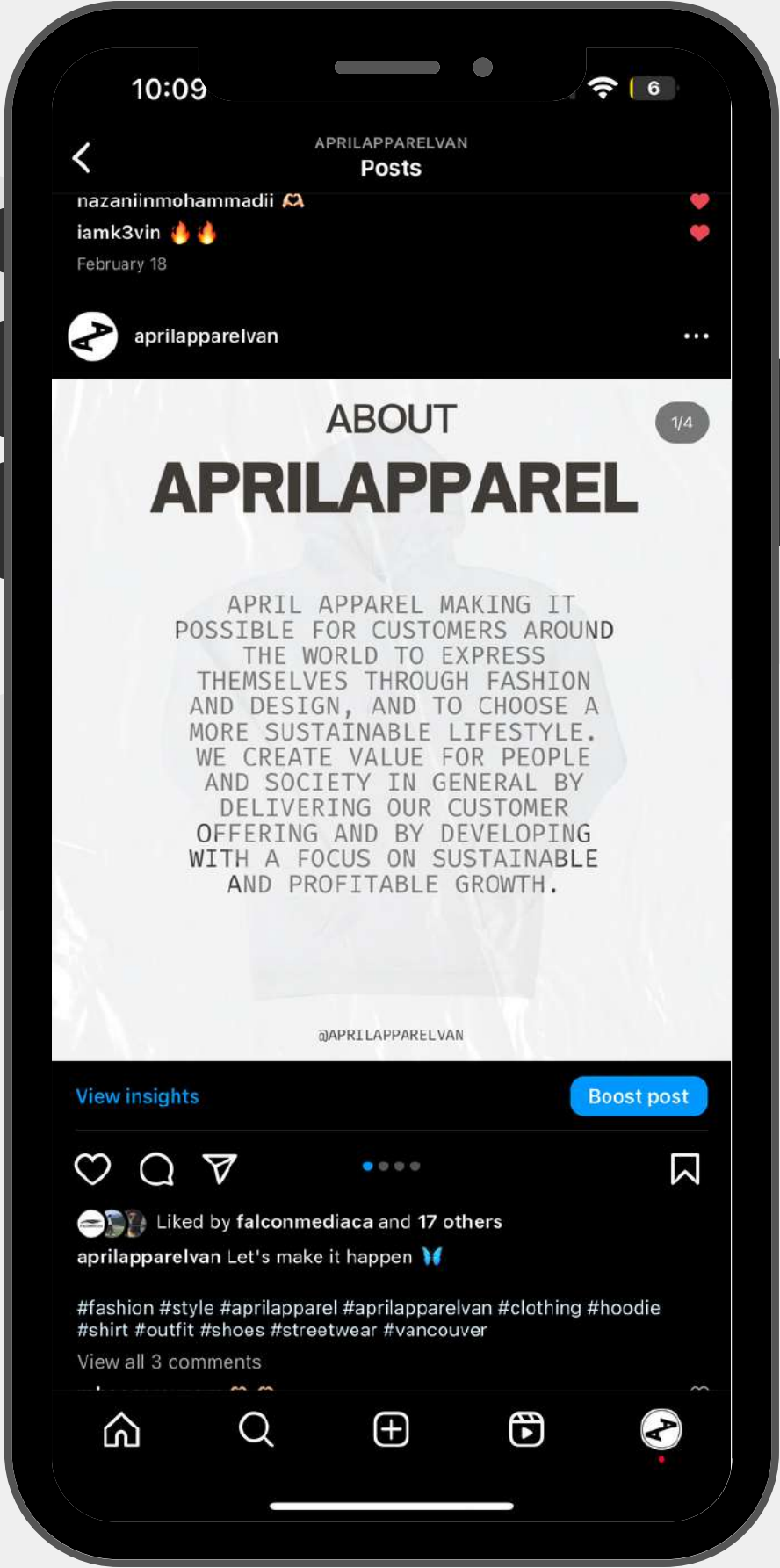
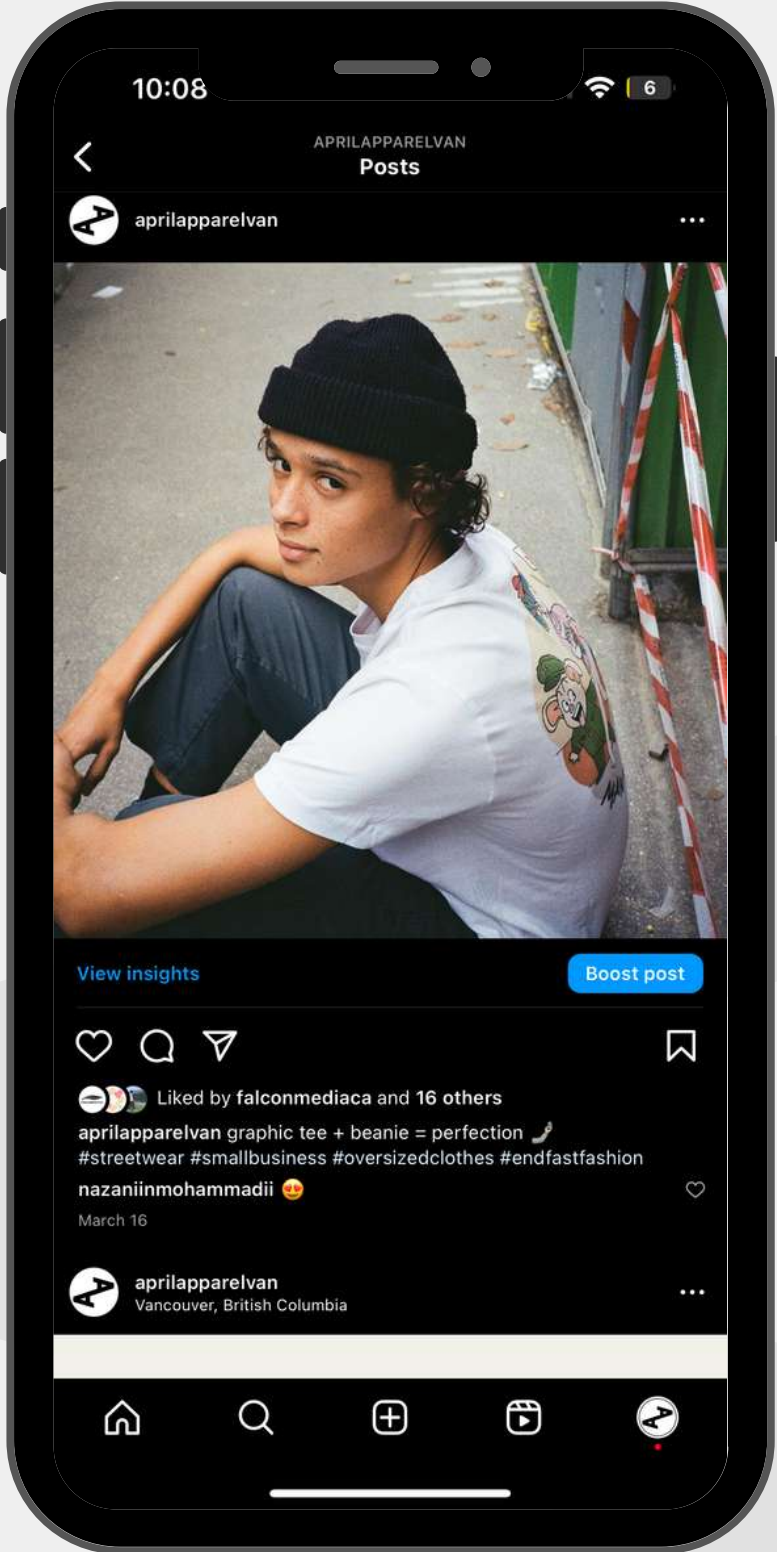


**01** End goal is for users to purchase clothing from our website

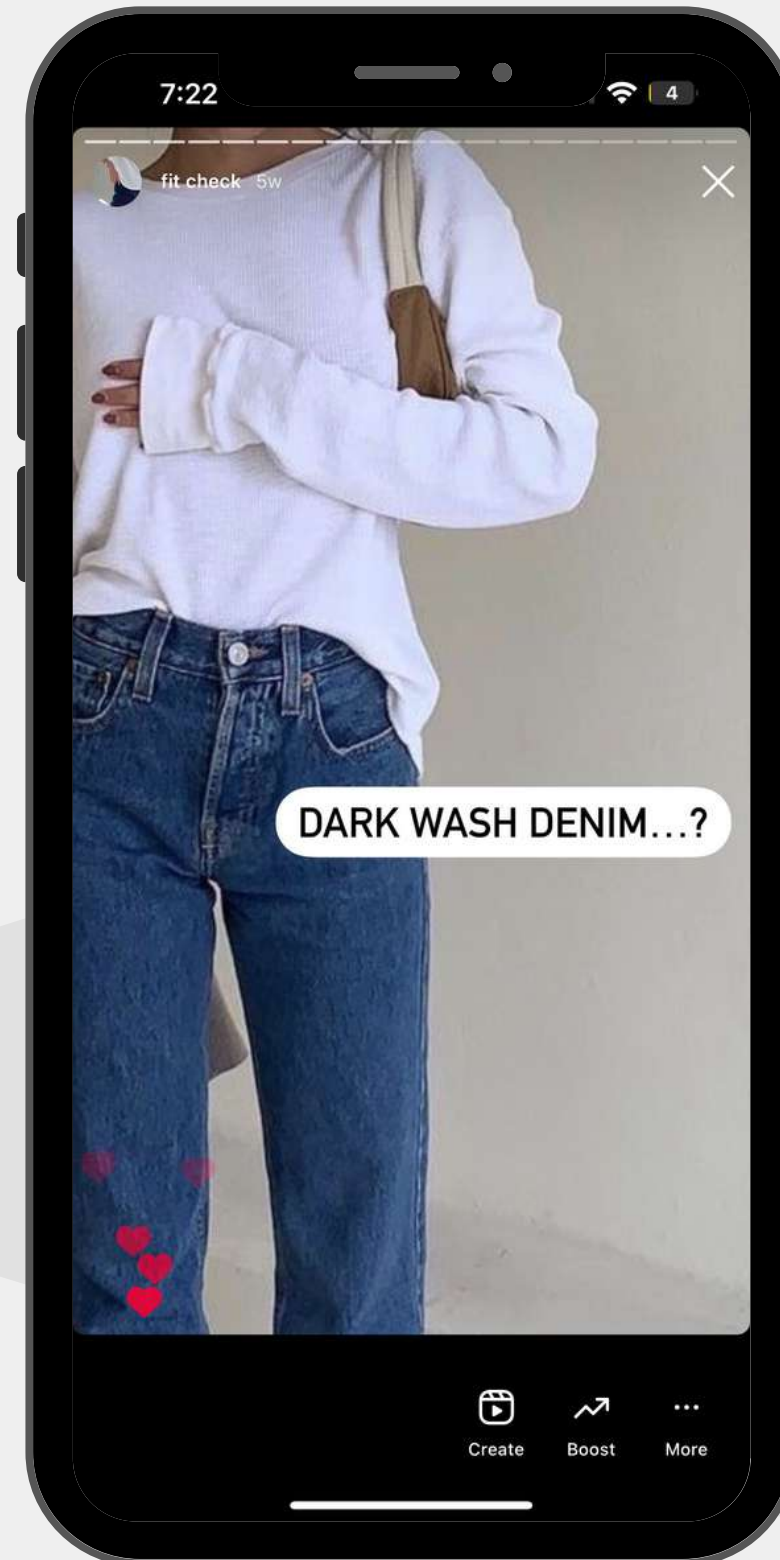
**02** Follow & Engage with April Apparel to build trust and loyalty

**03** Create a halo of our **Brand Identity** not just by only showing clothing but the "lifestyle" of our target audience

# Instagram



# Instagram Stories



Stories show an authentic version of the brand

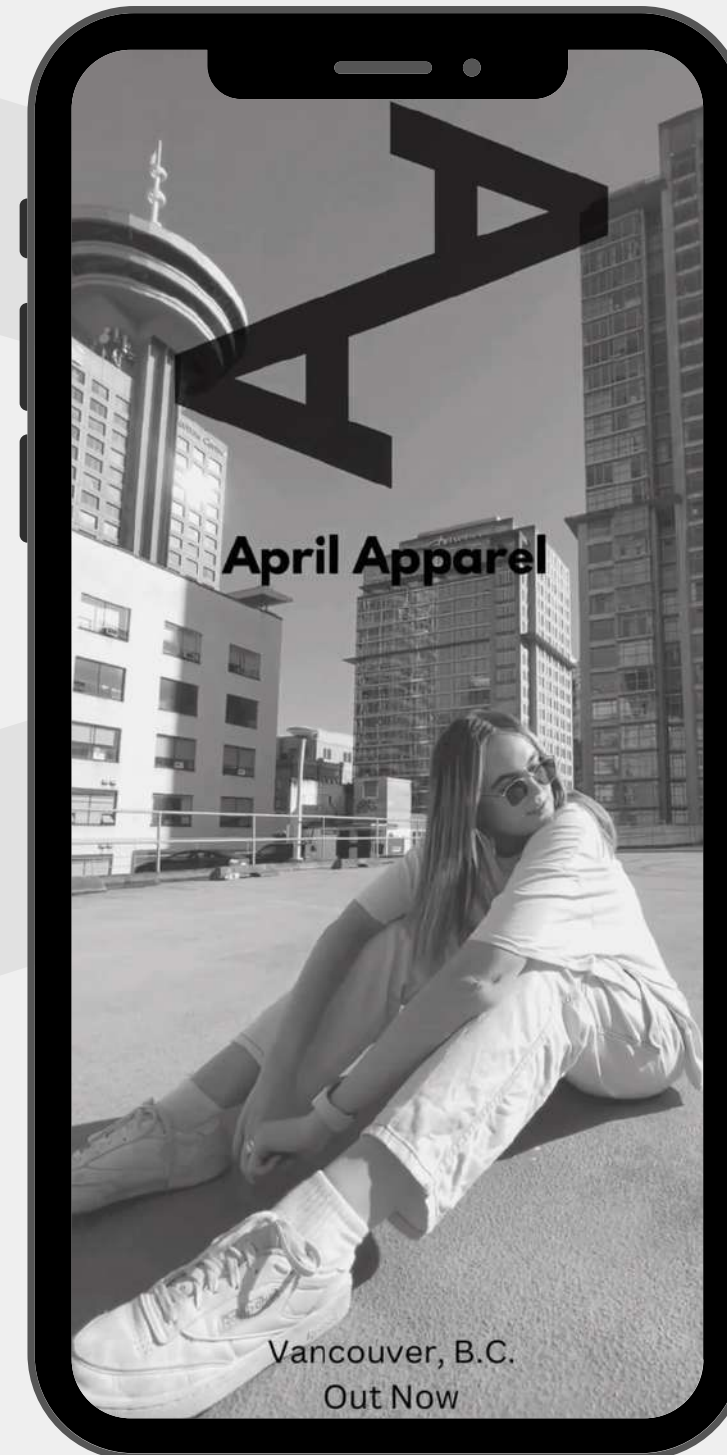
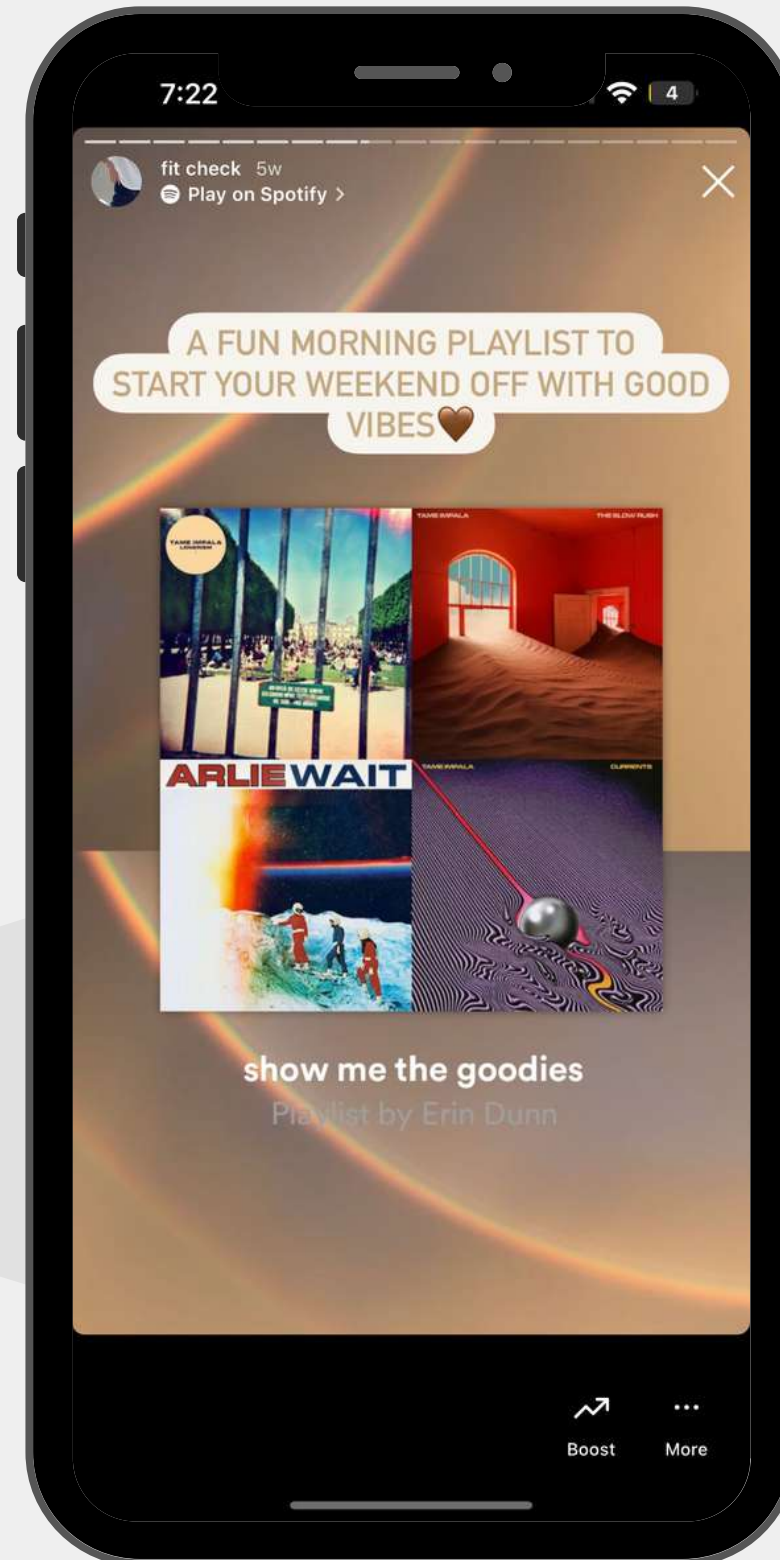
- Posting in "real" time can aid the trust between the viewer and company

**Posting polls** related to our brand helps to increase engagement and can provide valuable feedback to our company.

Stories create a sense of urgency as they only appear for 24 hours!



# Instagram Stories



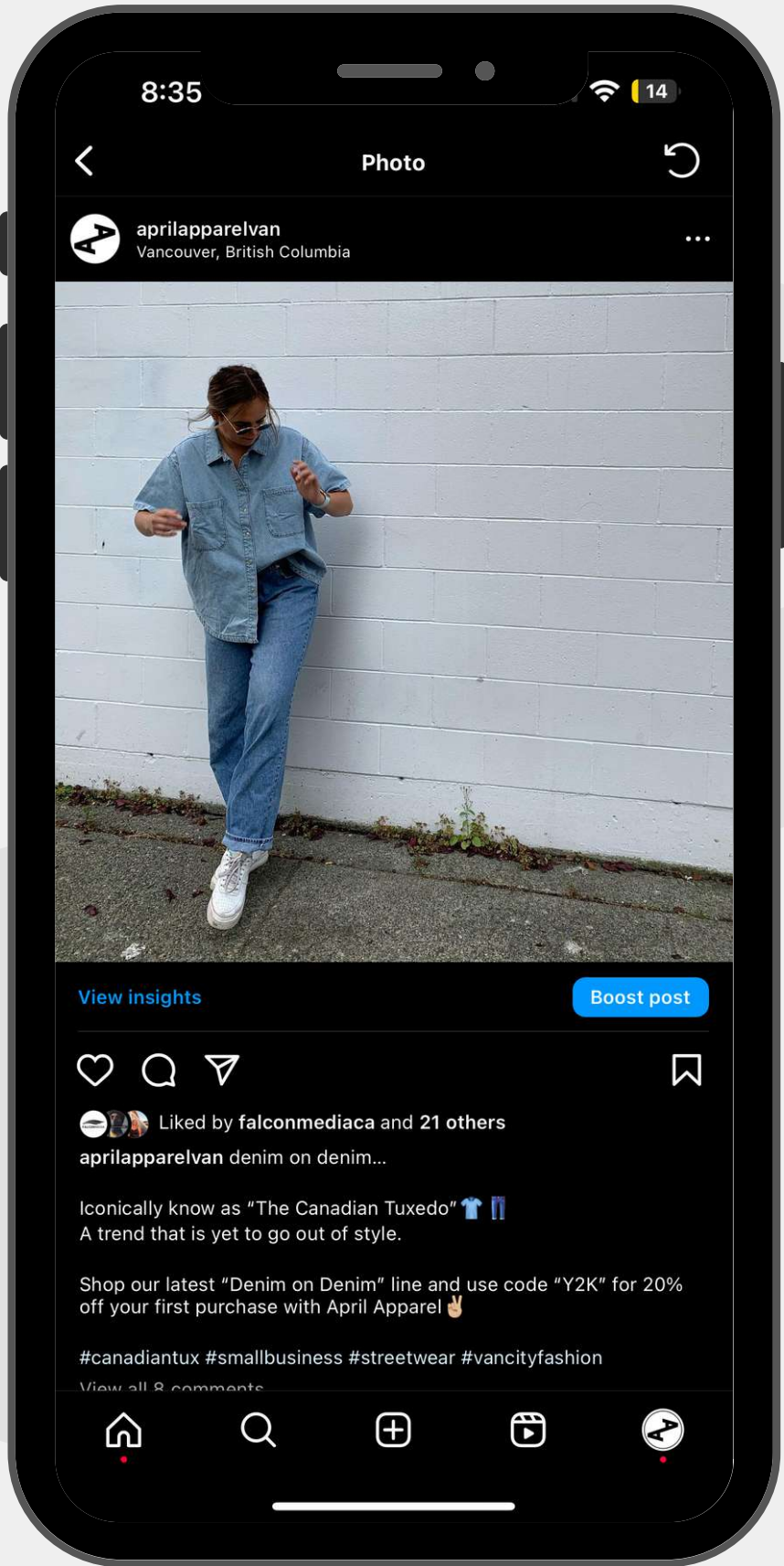
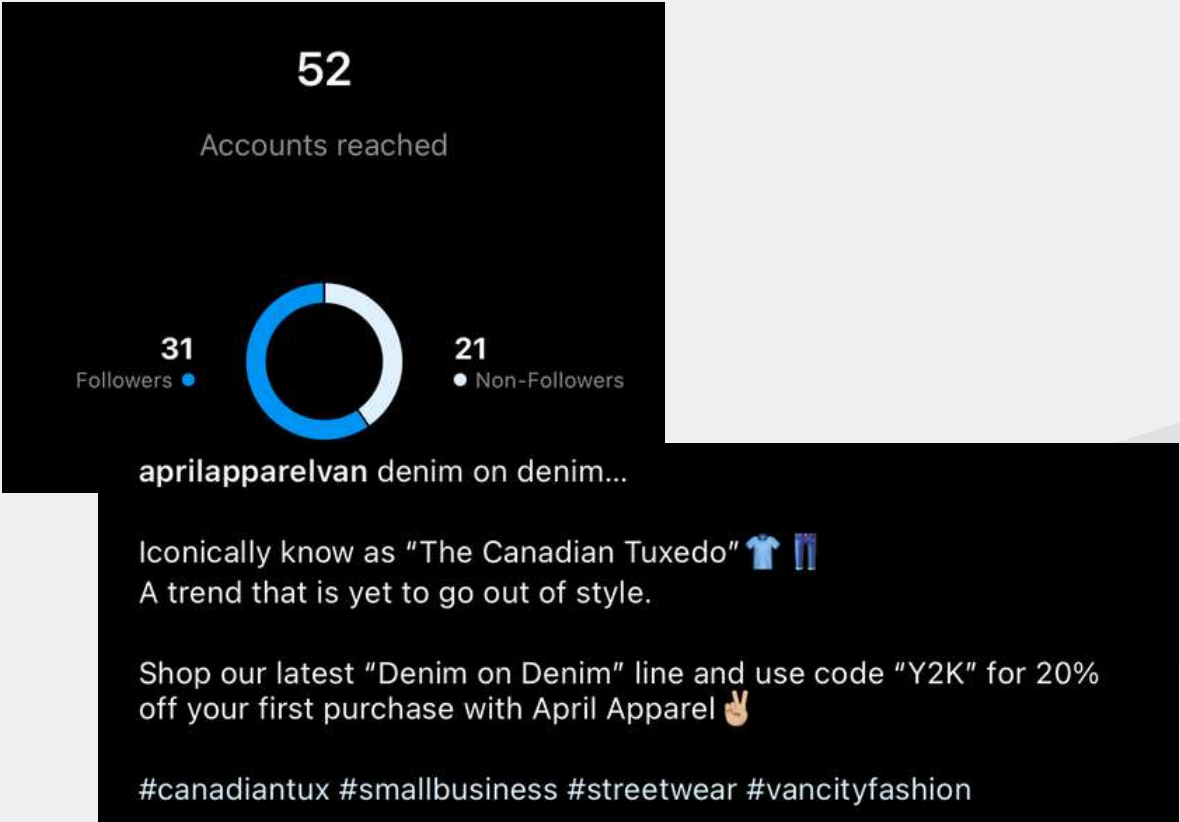
Examples of content posted:

- Current Vibe Playlists
- Launch Updates
- Fit Checks
- Polls
- Latest Posts

## Fun Fact

Posting on Stories regularly keeps your brand on the mind of your followers as the logo will always stay on top of your followers feeds.

# Instagram Insights



## Most Engaged with Feed Post (Image)

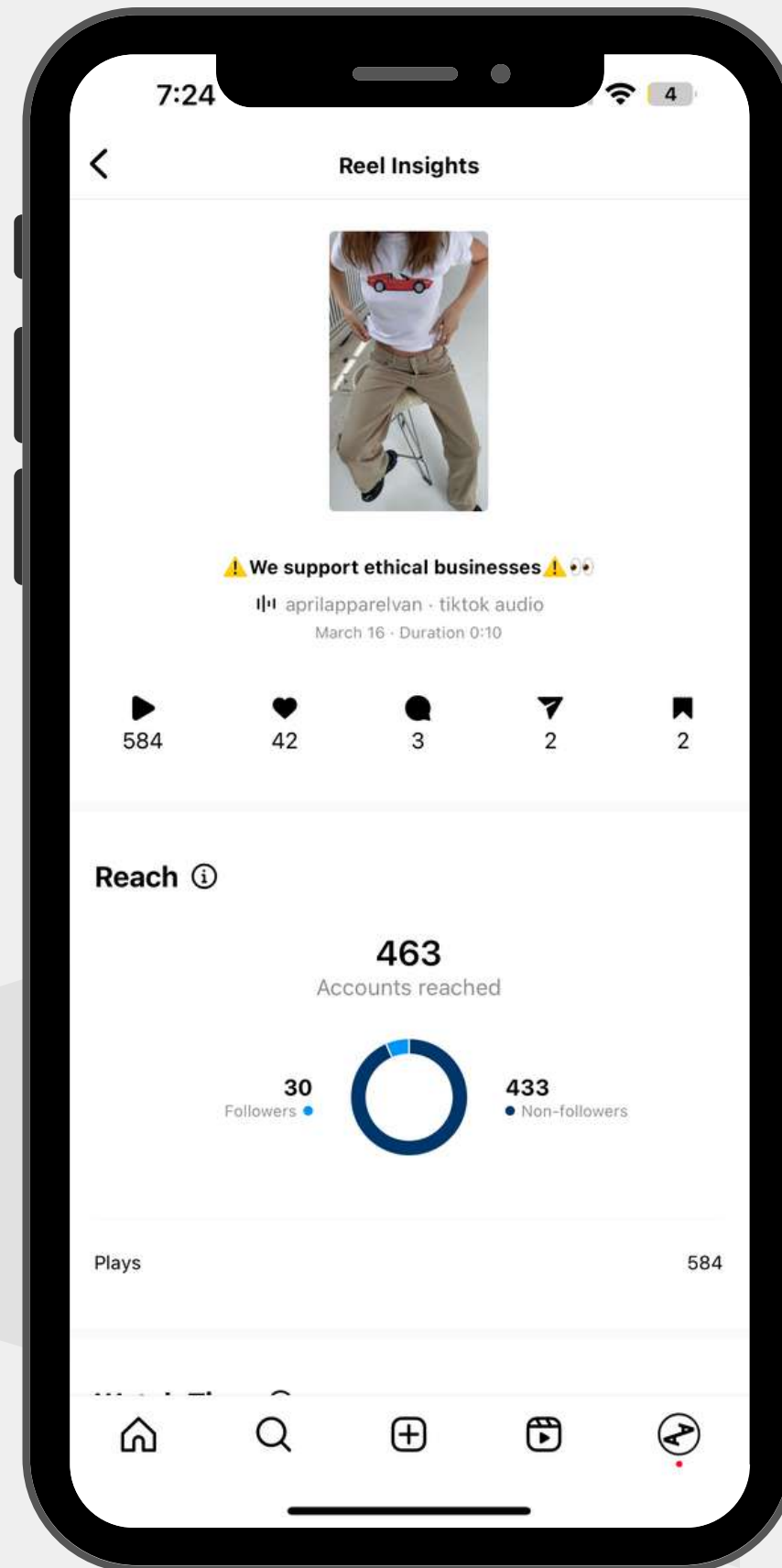
40% of likes were by non-followers  
(by use of hashtags)

Small yet informative caption based  
on the outfit

The Canadian Tuxedo is a style that  
is always being worn by someone or  
talked about

Giving incentive for viewers to visit  
our website

# Instagram Insights



#endfastfashion #vancity #vancouverfashion

## Most Engaged with Feed Post (Reel)

Instagram Reel using a trending sound (Bombastic Side eye) ⚠️

Used content/brand related hashtags

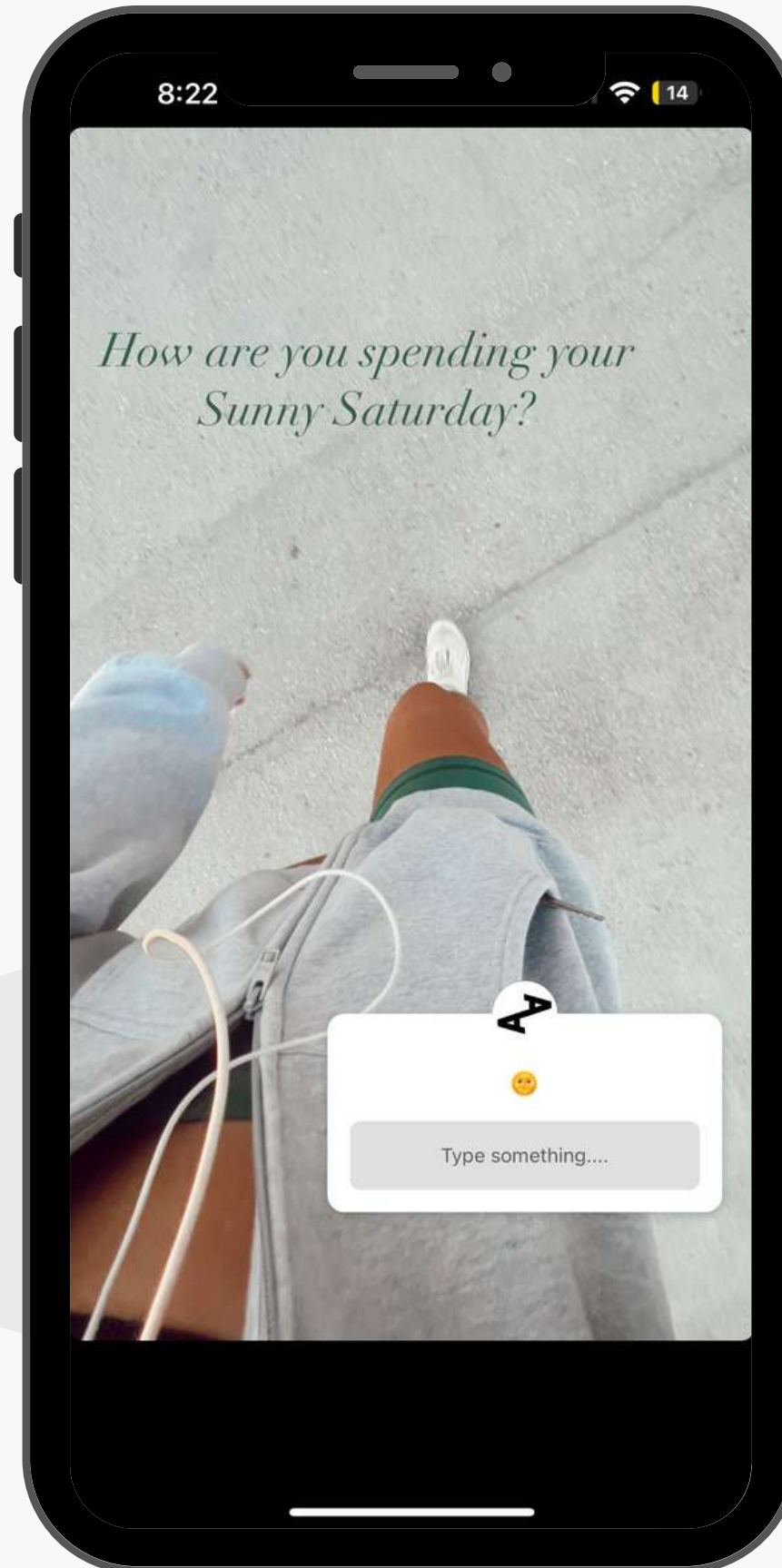
Played by 584 accounts

Seen by 433 Non-Followers

Liked by 42 accounts



## Instagram Insights



# Most Engaged with Stories

Having a conversation with our followers!

Giving users to share something can help build **trust and loyalty** with a brand. Especially if the brand responds to their comment.

7 of our followers told us what they were up to!☀️

## Instagram Insights



# Most Engaged with Stories

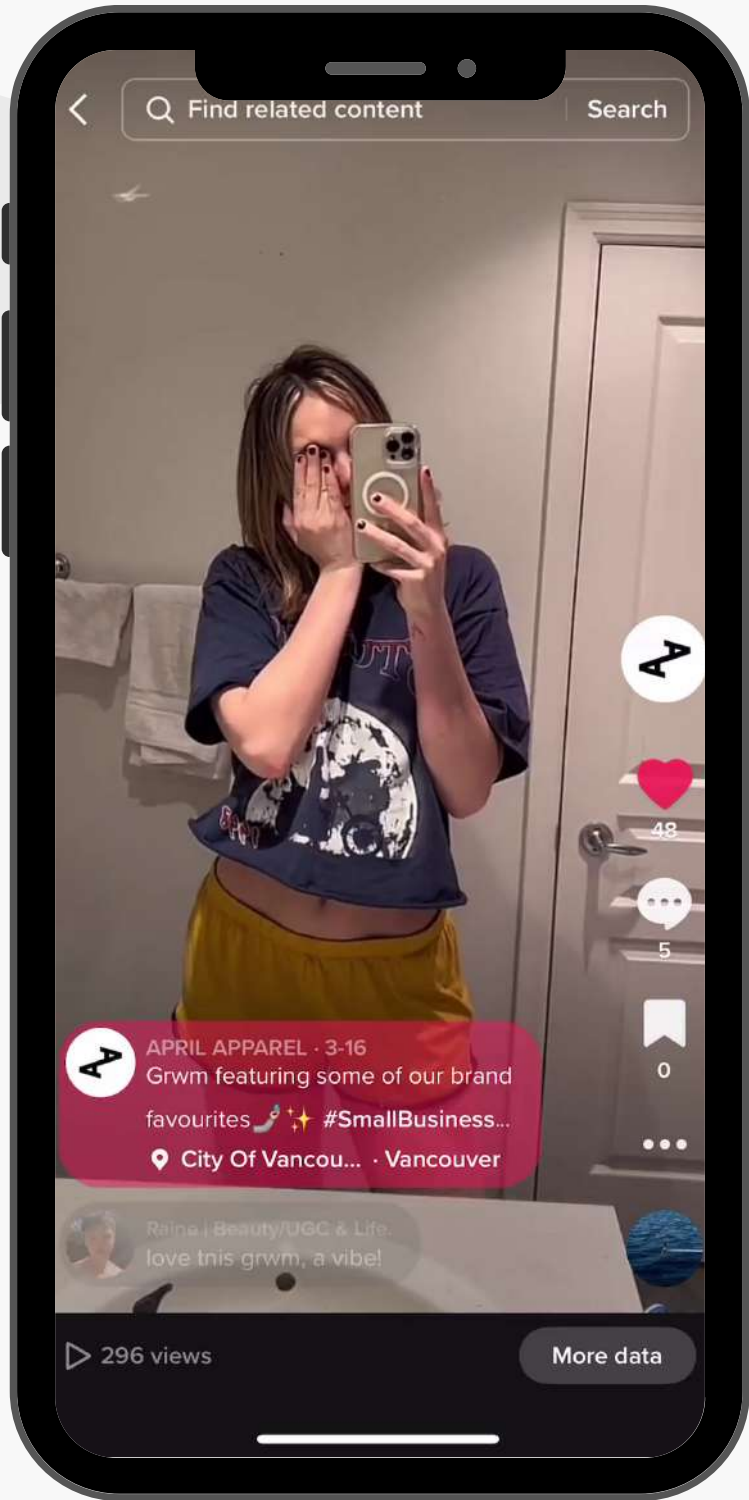
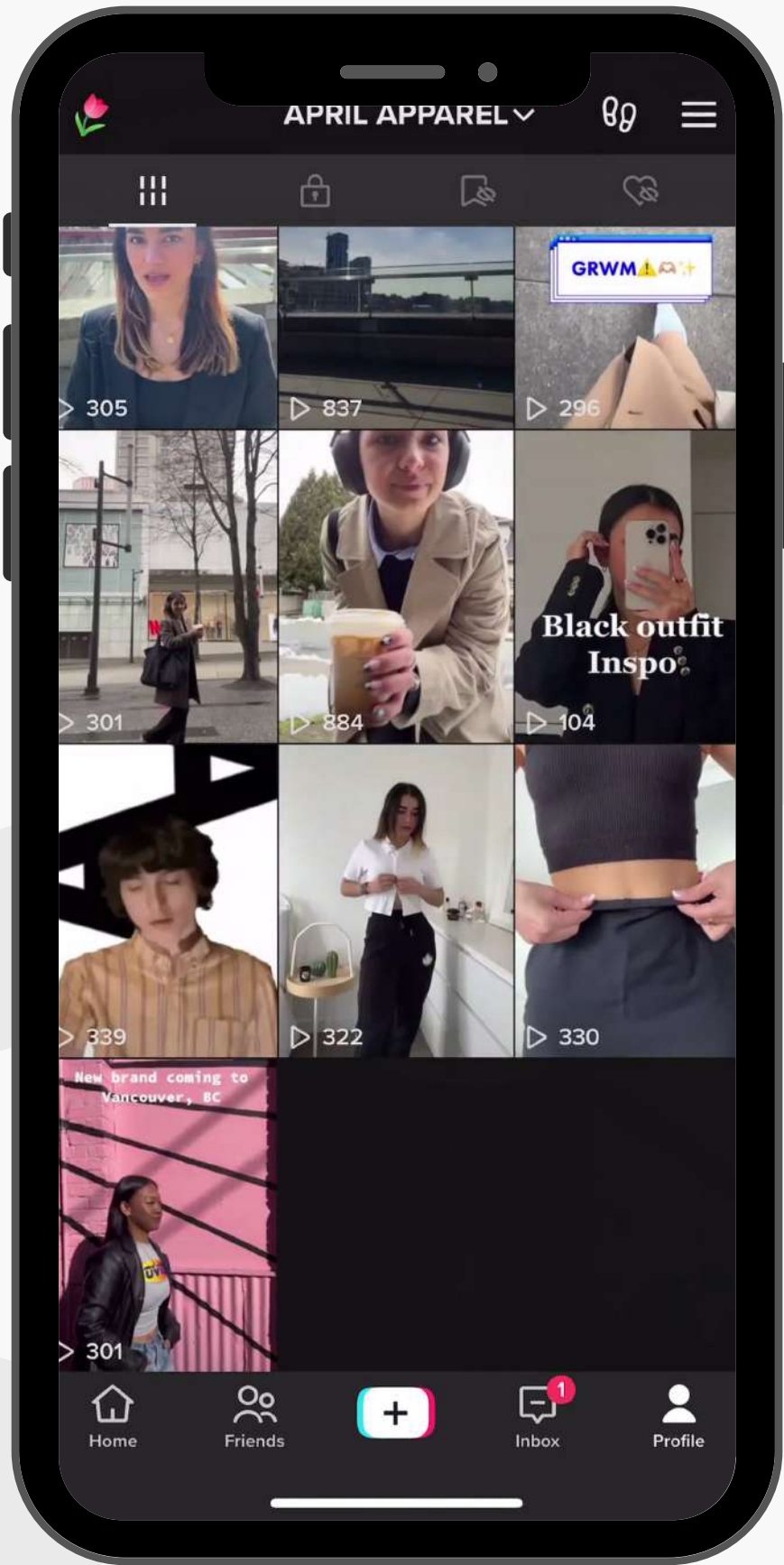
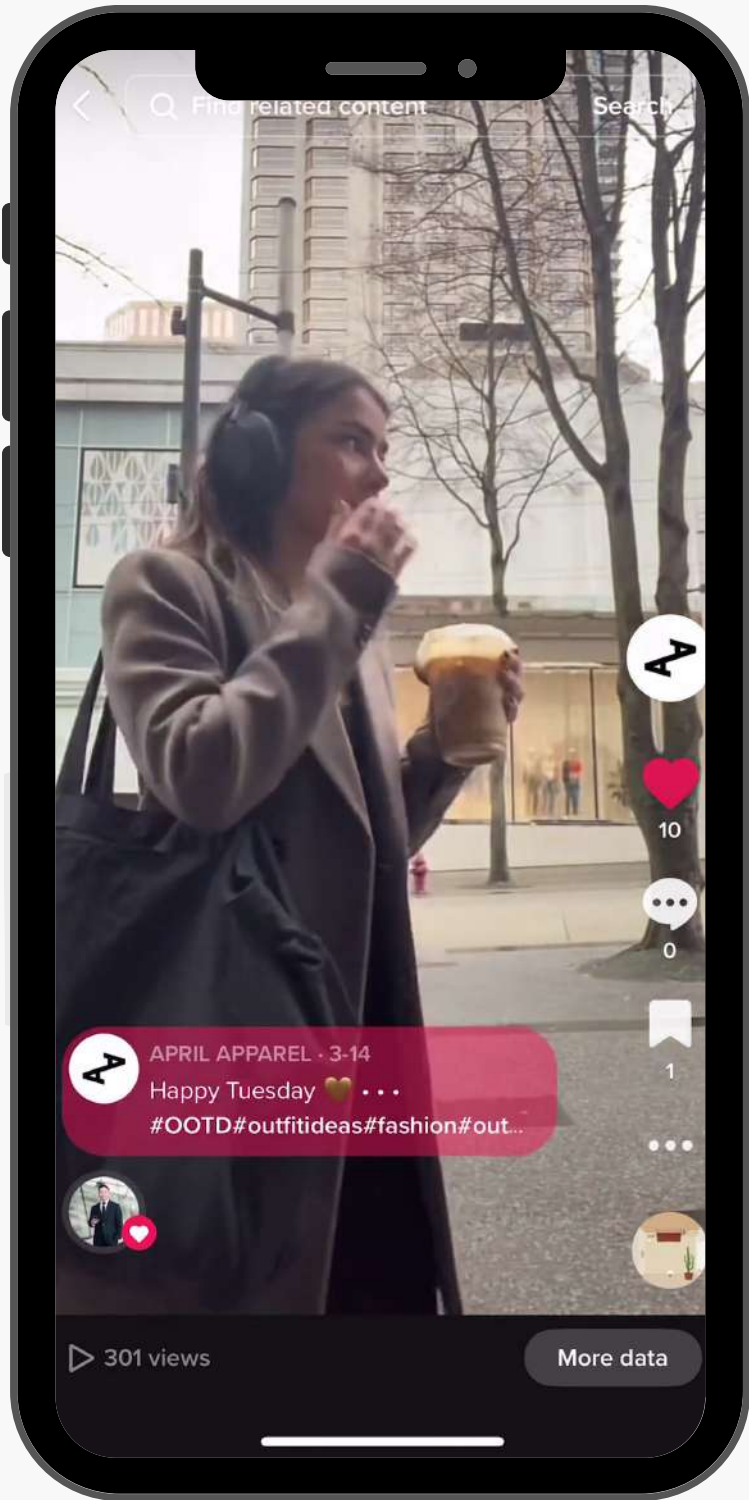
Reposting our feed post with a **poll**,  
as opposed to a "**new post**"  
motivates the user to take into  
consideration the actual content in  
the image/video

Engagement on the post was  
heighten after the story was posted

- A total of 32 followers voted  
84% engagement rate

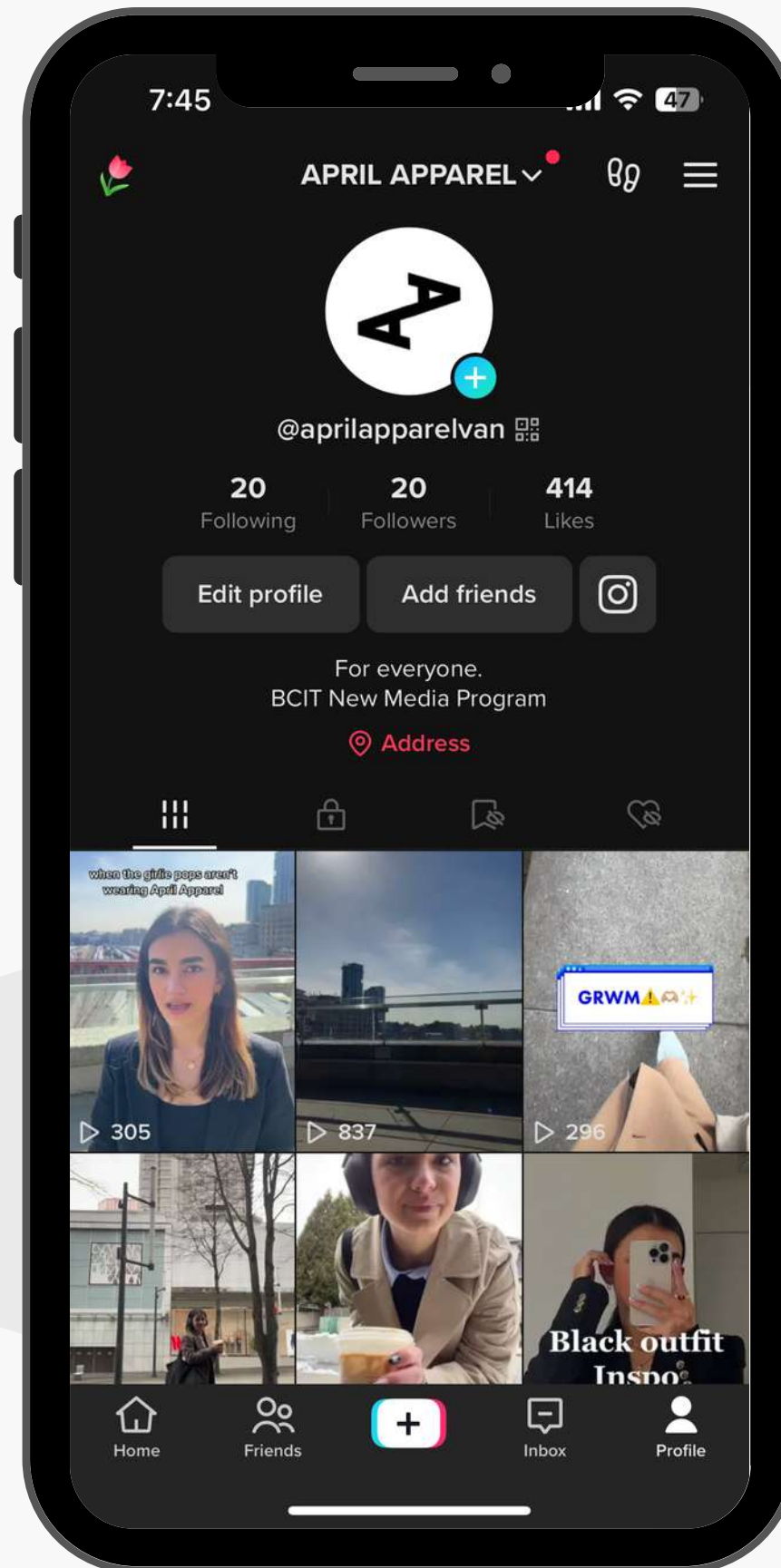


# Tik Tok





# Tik Tok Posts

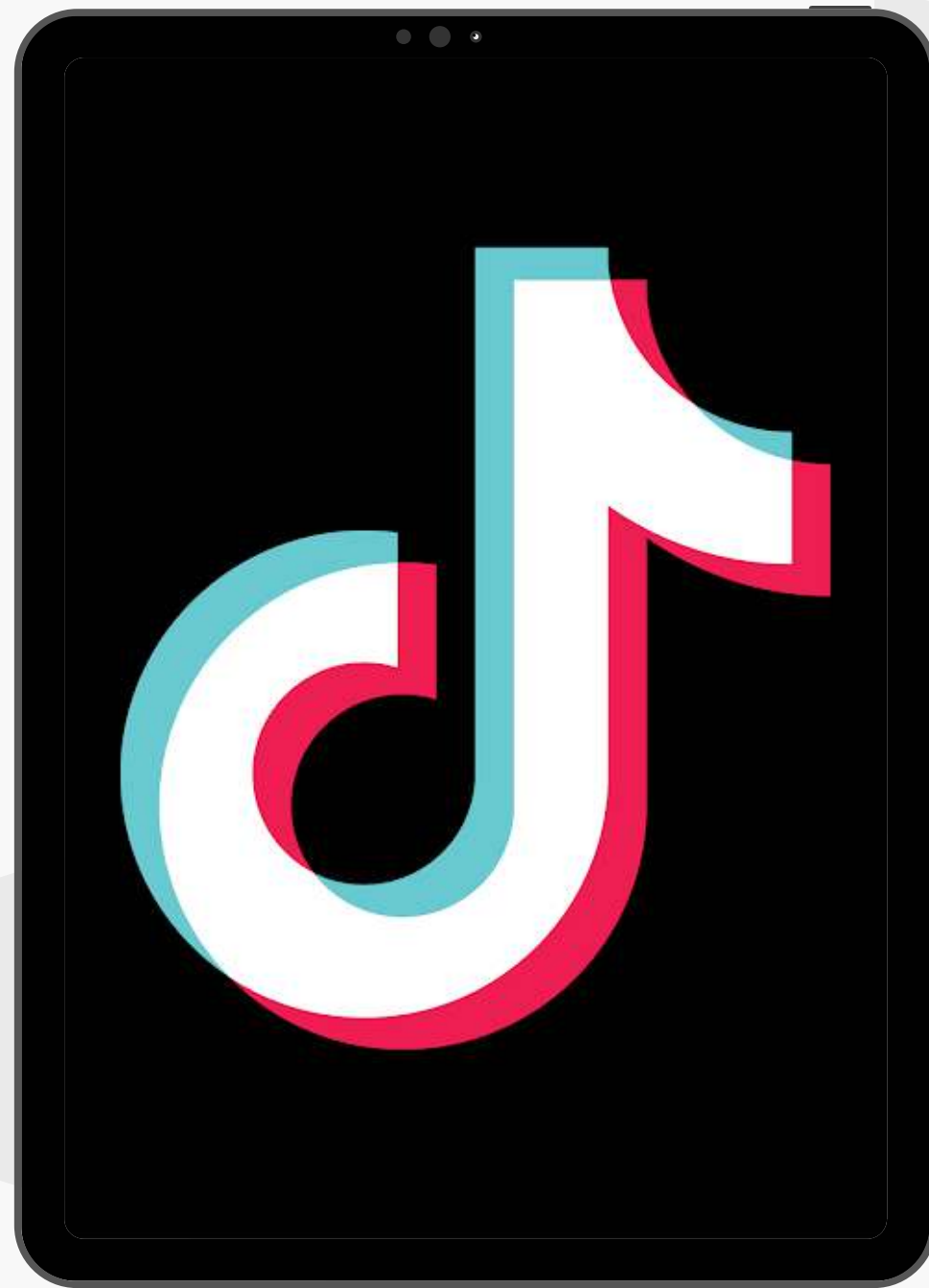


## Leveraging TikTok to boost April Apparel

- Introduction
- Features and Benefits
- Example of some of our successful videos
- Best Practices
- Metrics

# Tik Tok

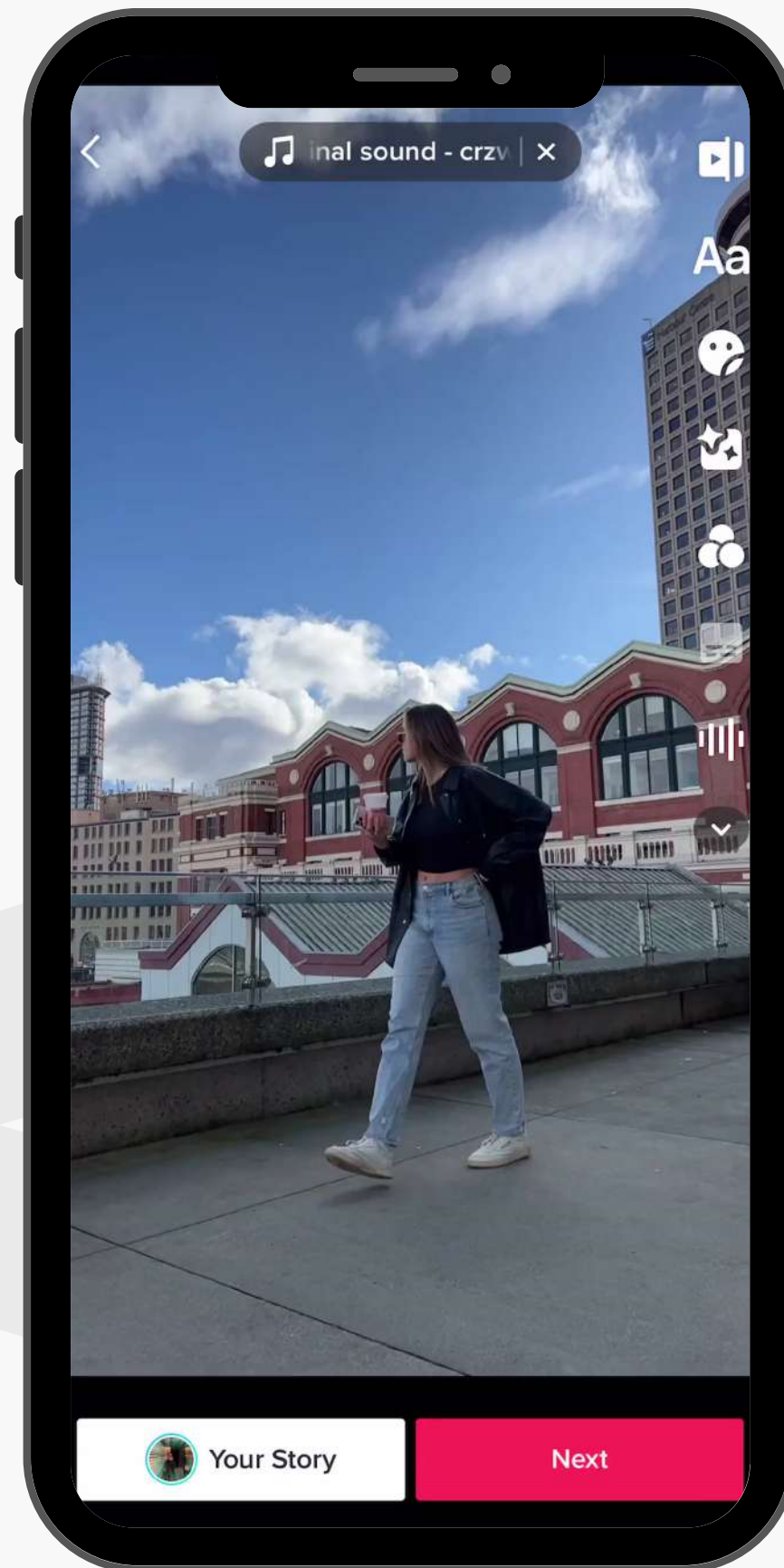
## Introduction



- TikTok as a short-form video platform.
- Has over 1 billion active users worldwide.
- Very popular among younger generation, with 62% of users under age of 29.

# Tik Tok

## Features and Benefits



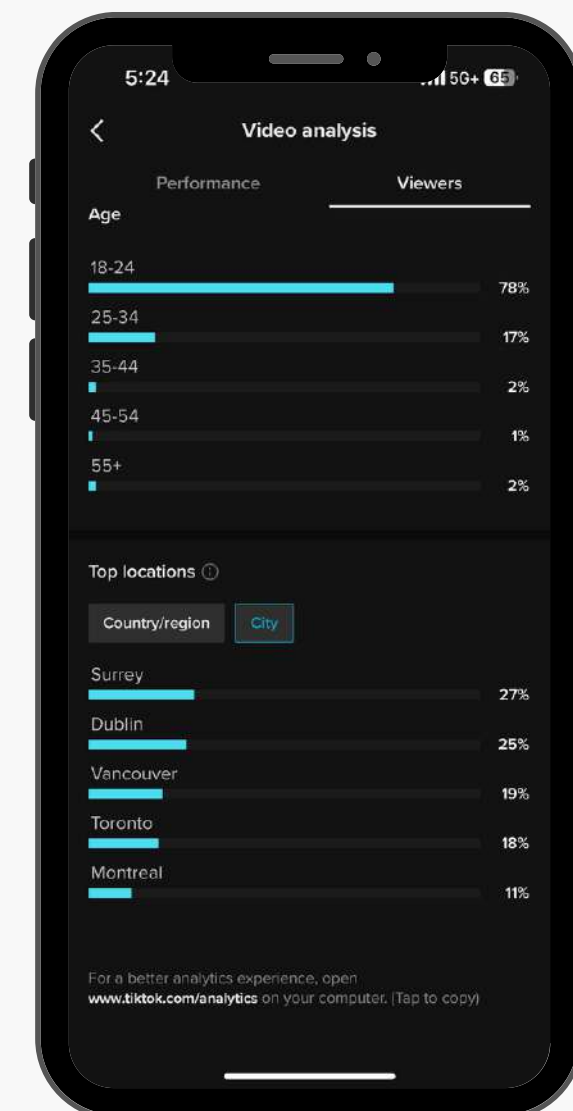
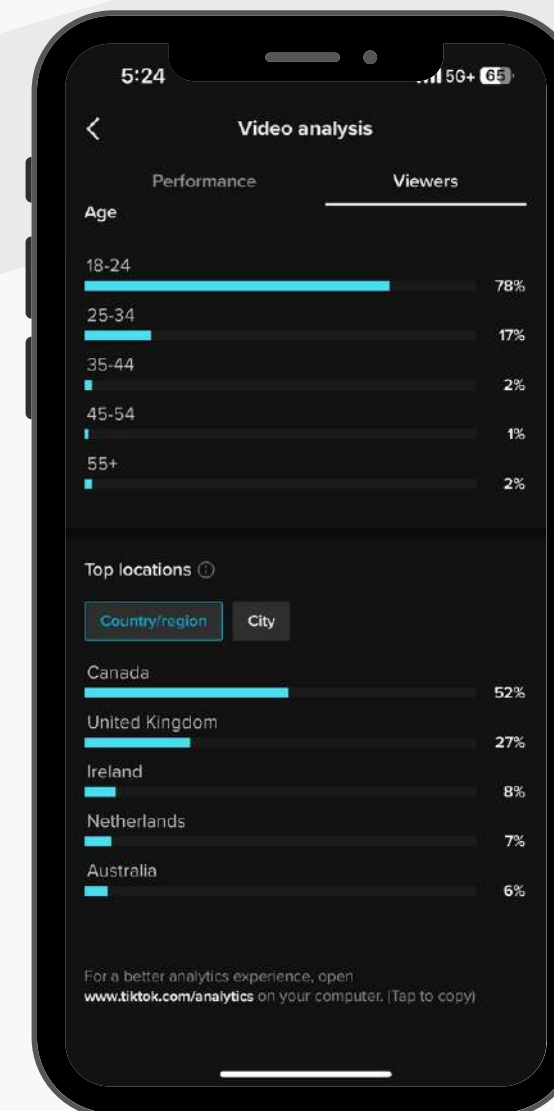
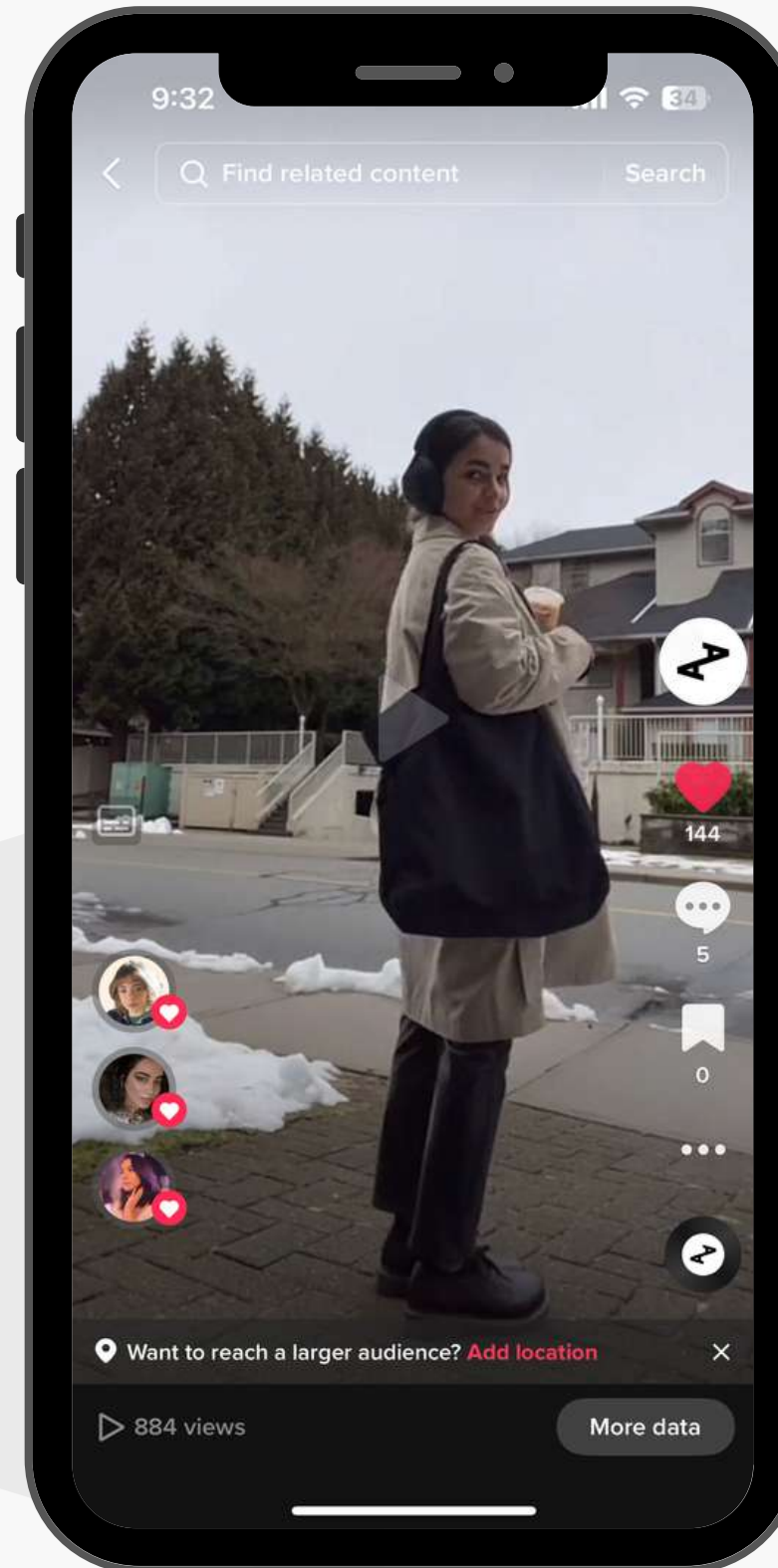
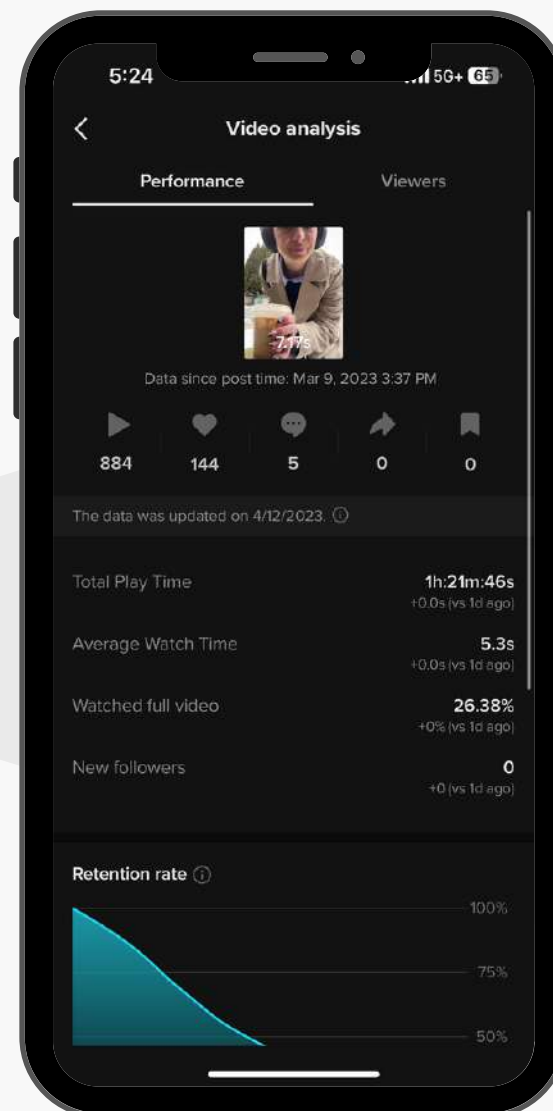
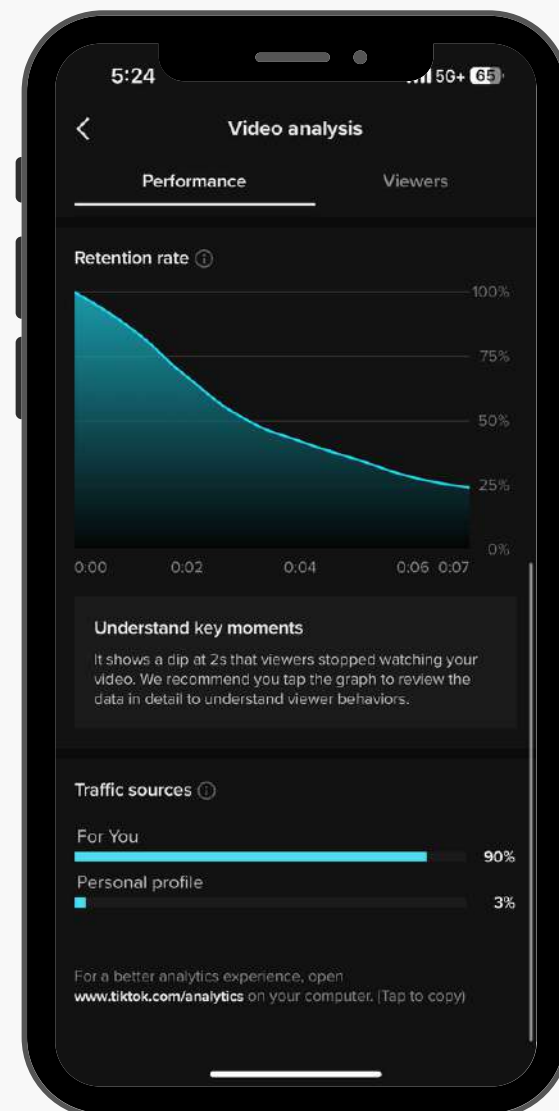
- What are TikTok's unique features?
- What are its good benefits for social media marketing?



# Tik Tok

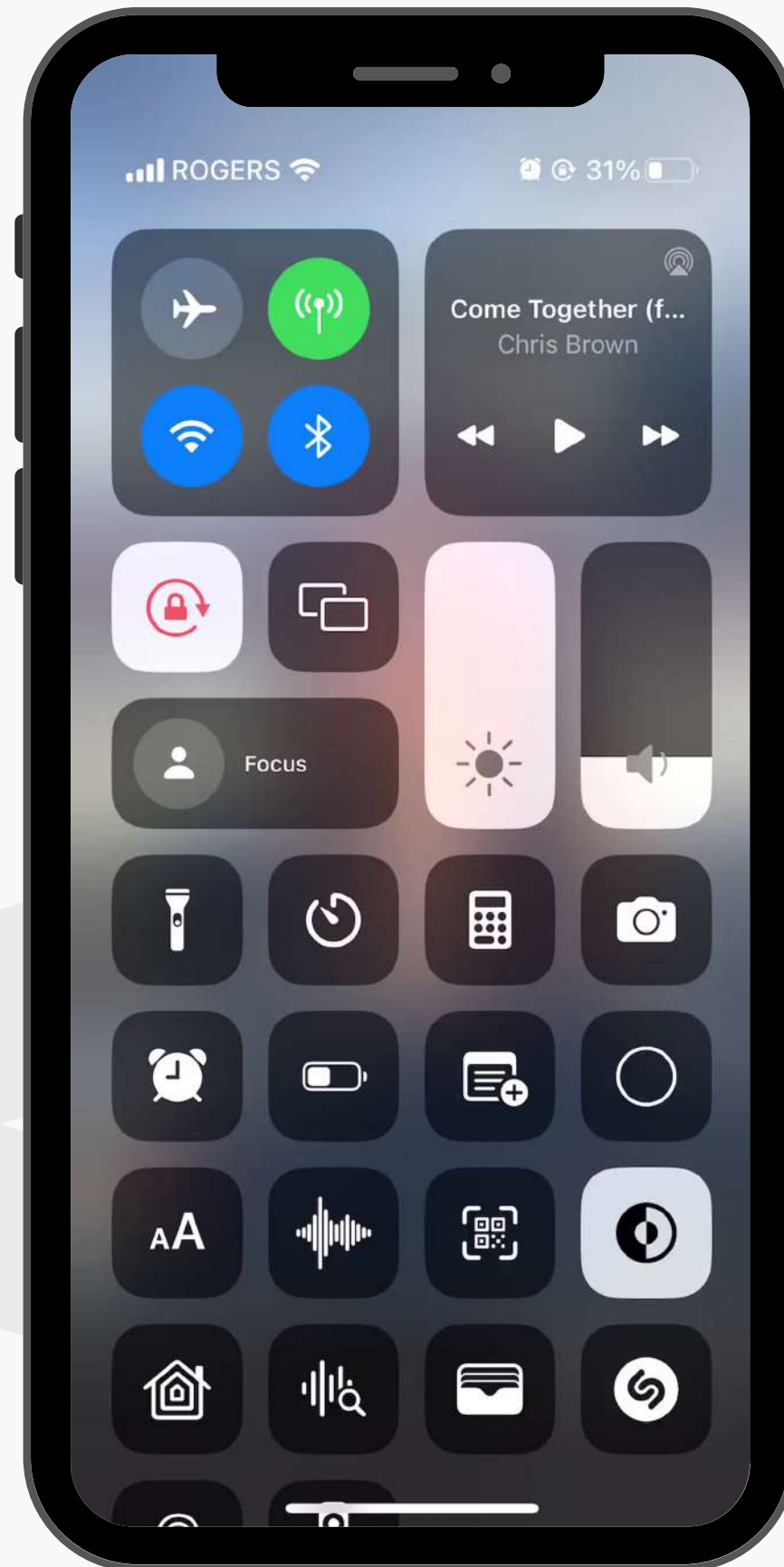
## Successful video

- What made it to have more view compare to other videos?
- What did we do differently?
- How they resonated with TikTok audience?



# Tik Tok

## Best Practices

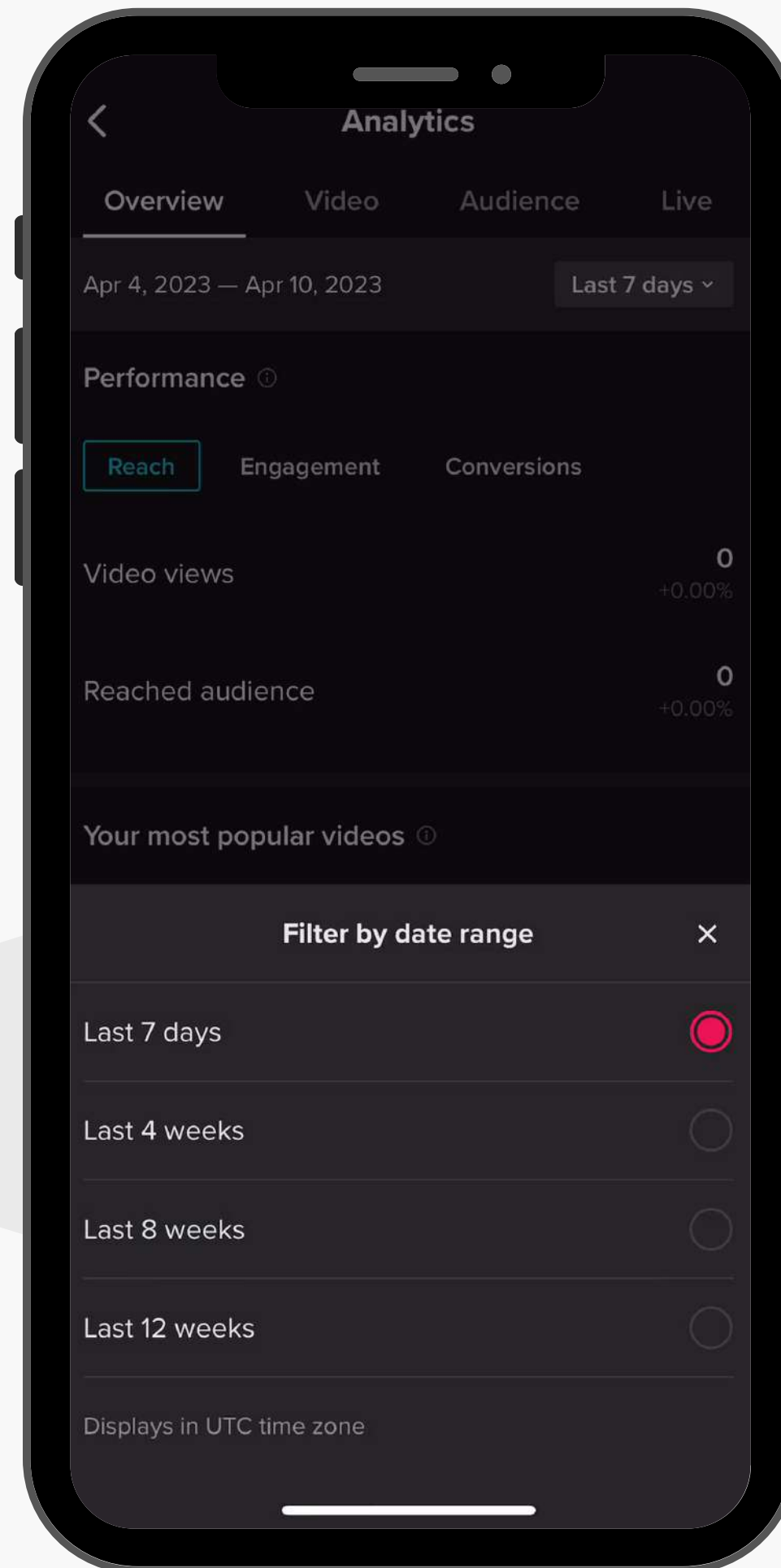


What are our best Practices for creating successful TikTok content?

1. Hashtags
2. Trending musics
3. Humor & personality
4. Content that is authentic and relatable

# Tik Tok

## Metrics



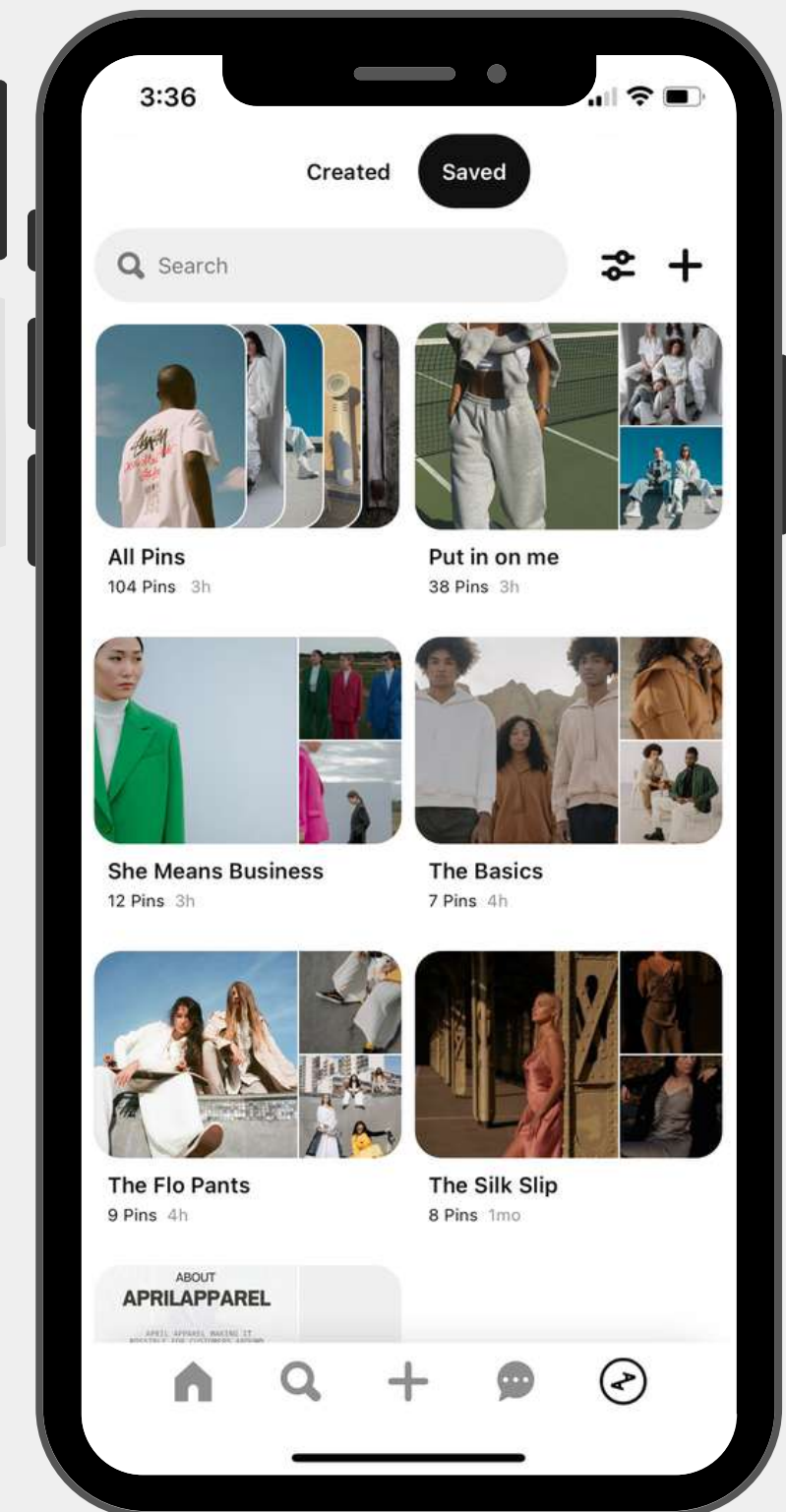
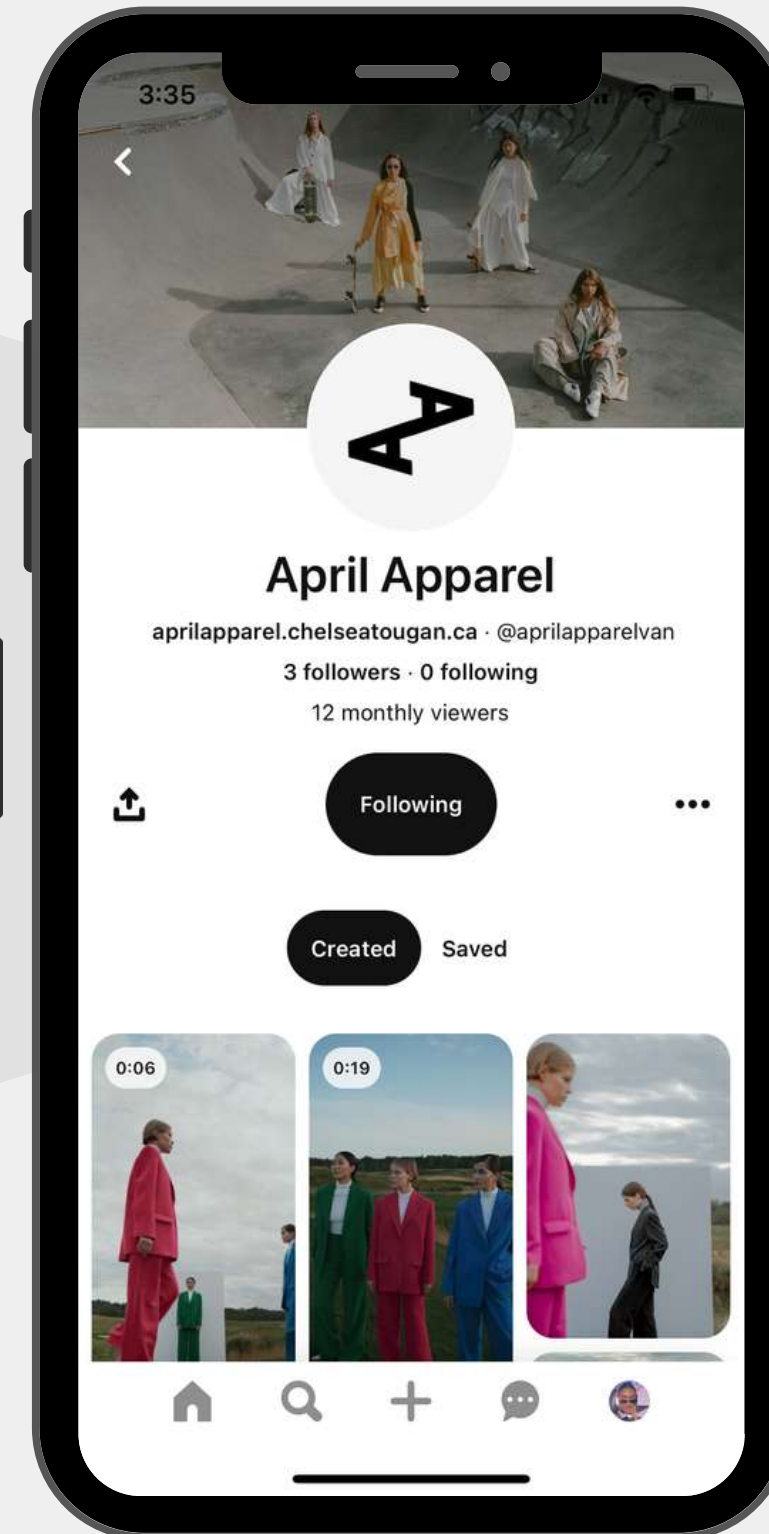
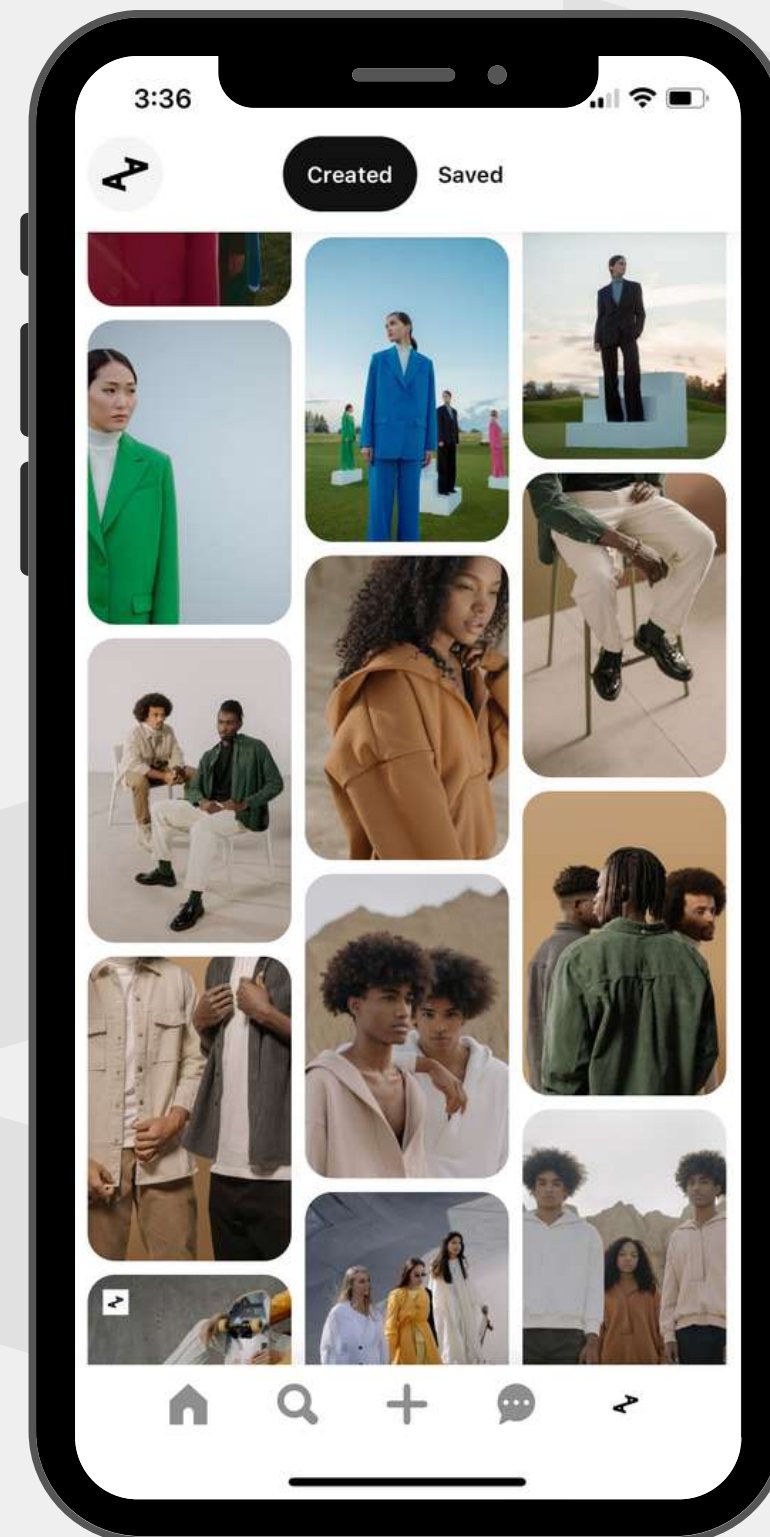
- How did we measure the success of our TikTok videos?

1. Engagement rate
2. Followers growth
3. Target audience
4. Gender
5. Location



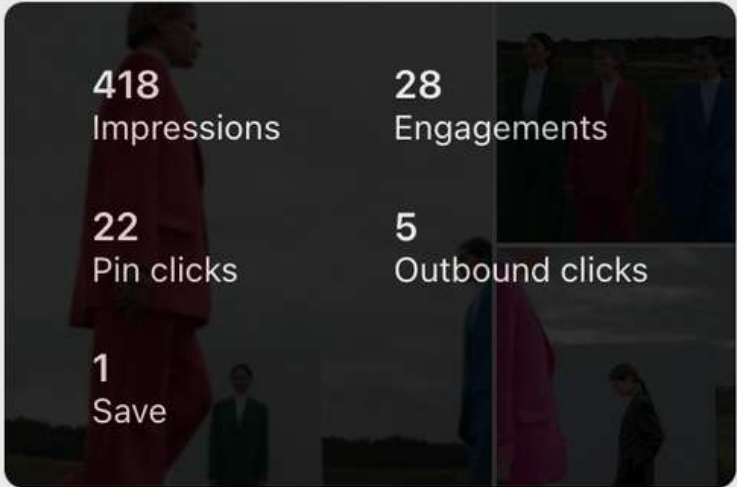
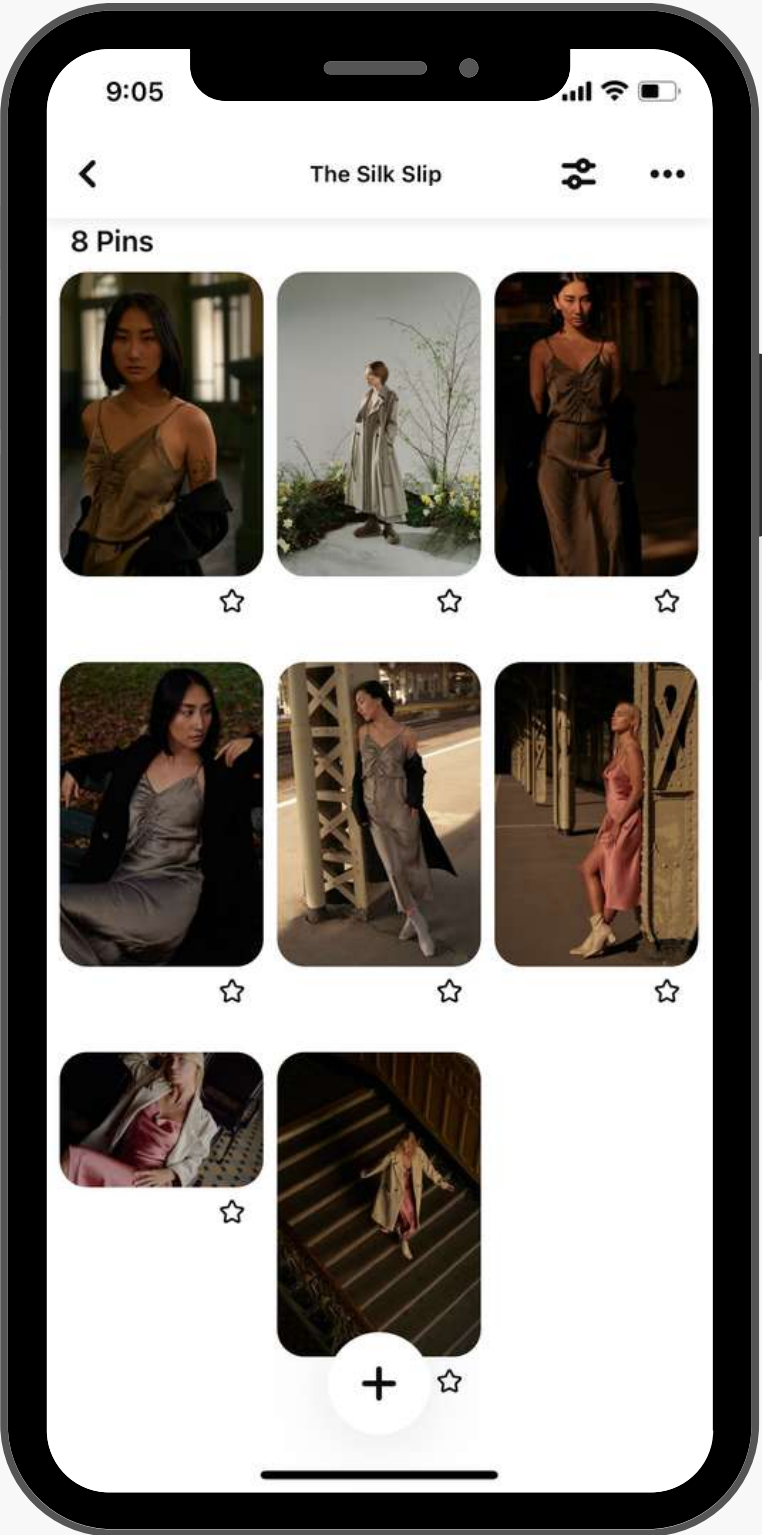
# Pinterest

450 million active users  
Lifestyle, Fashion and Design



# Insights

Most viewed boards

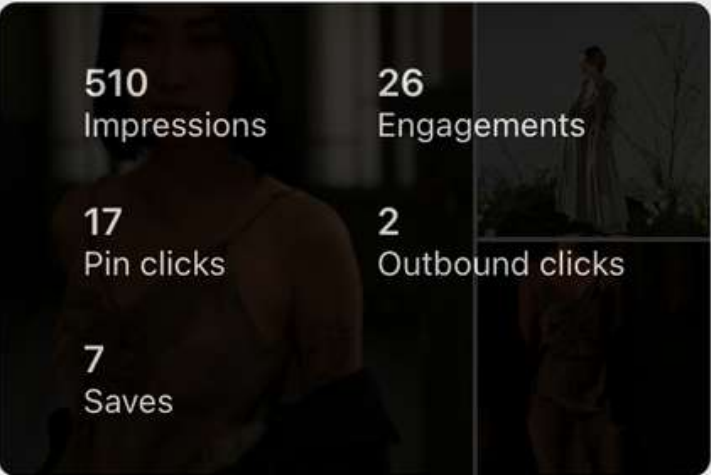


**She Means Business**

12 Pins

**418**

Impressions



**The Silk Slip**

8 Pins

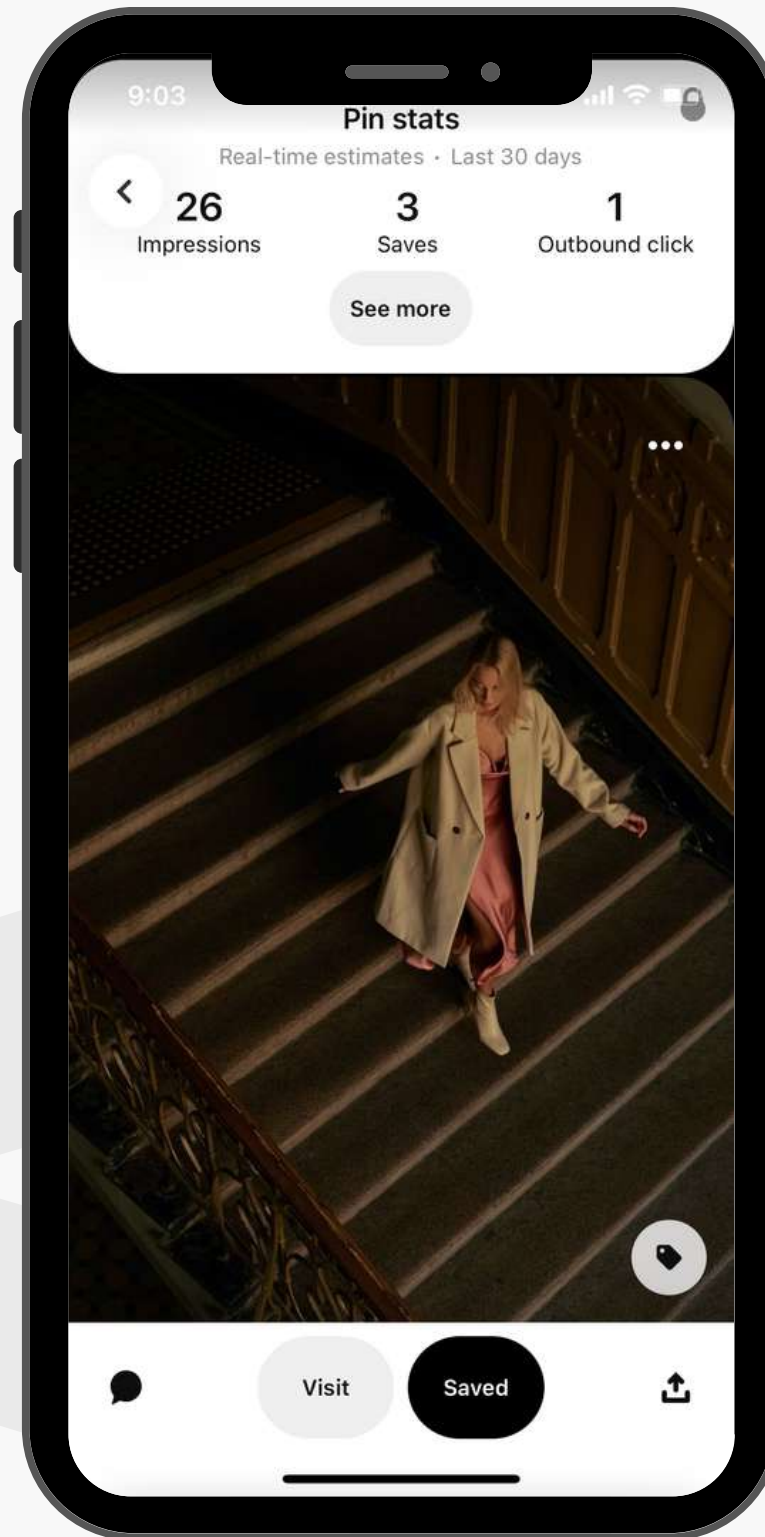
**510**

Impressions



# Insights

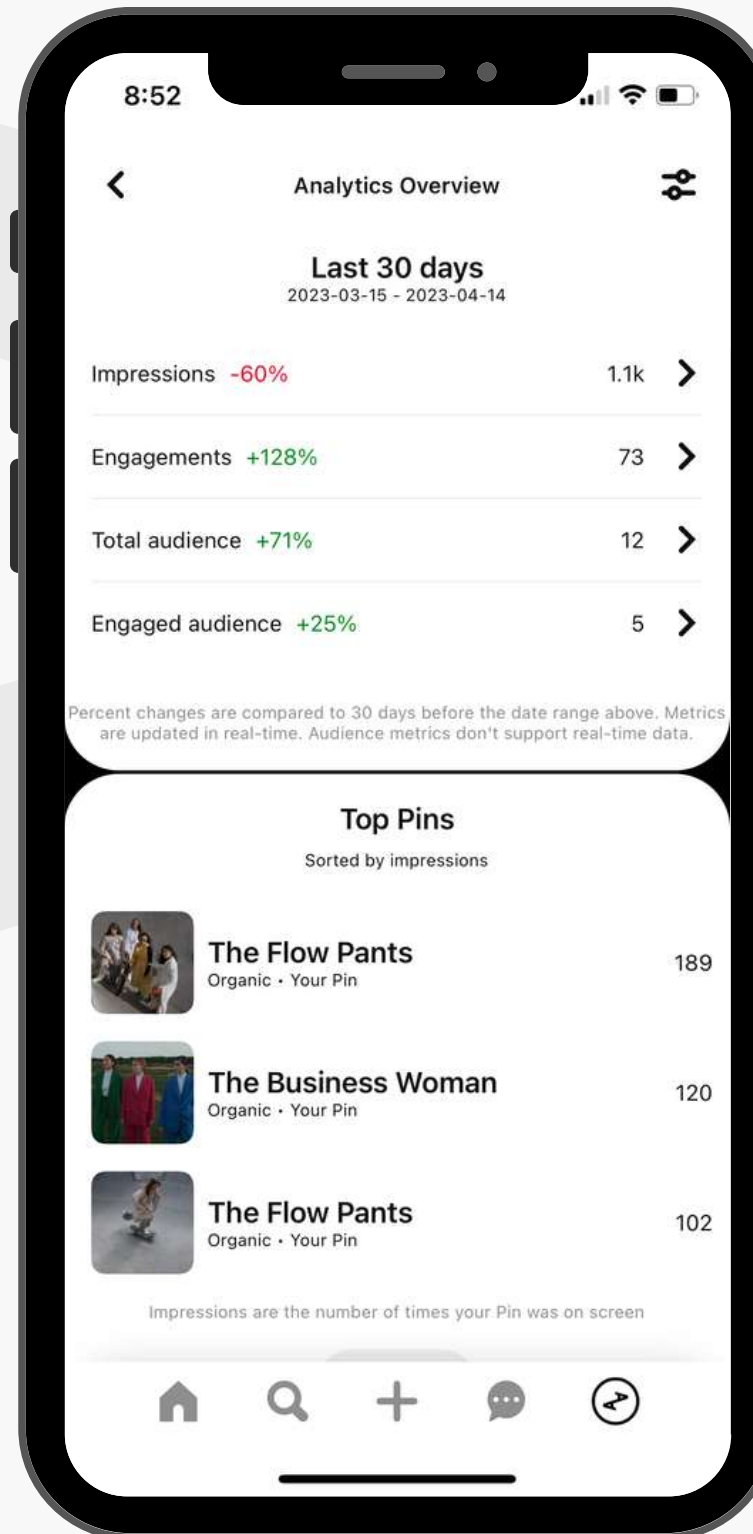
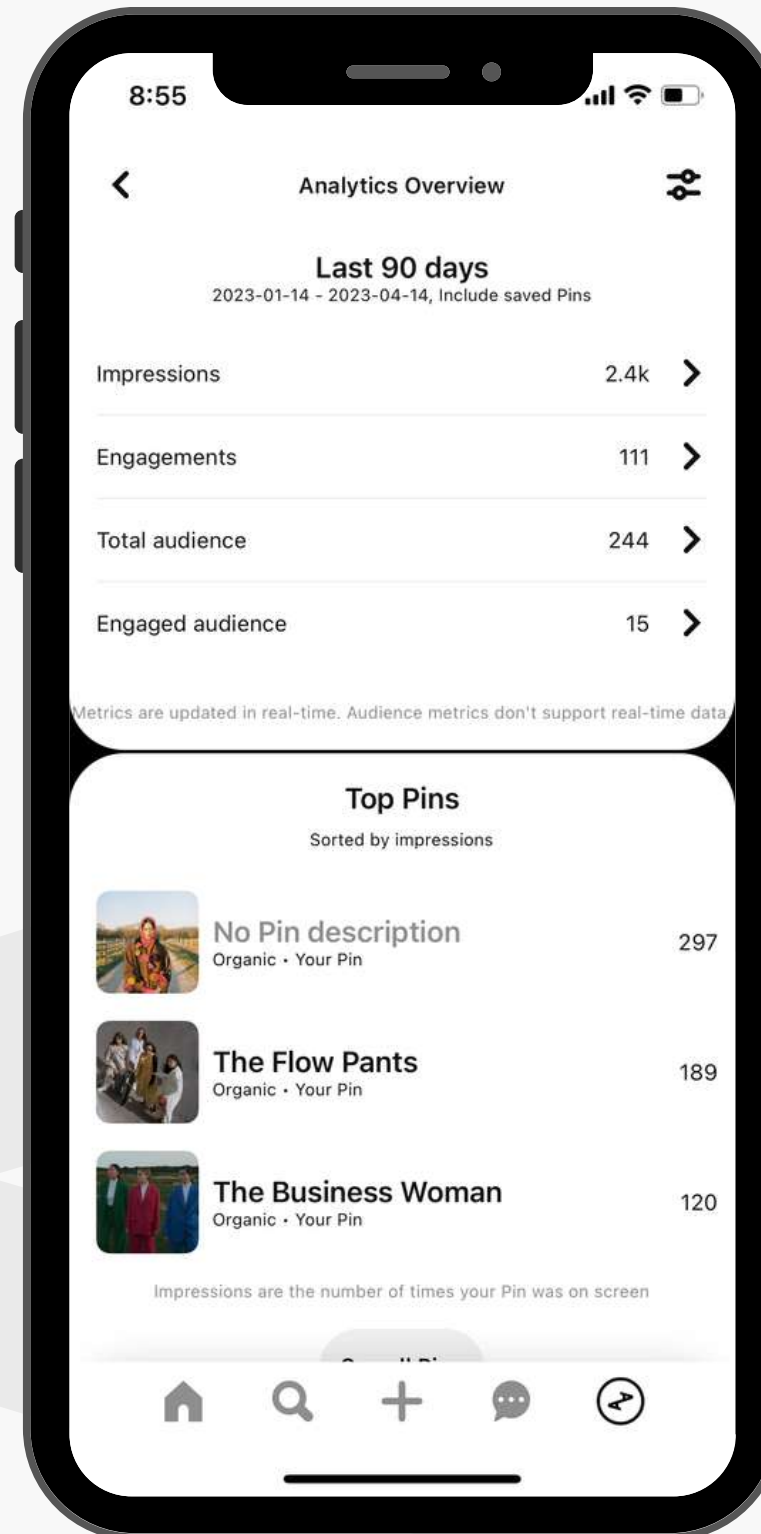
Most engaged pins





# Insights

Overall impressions

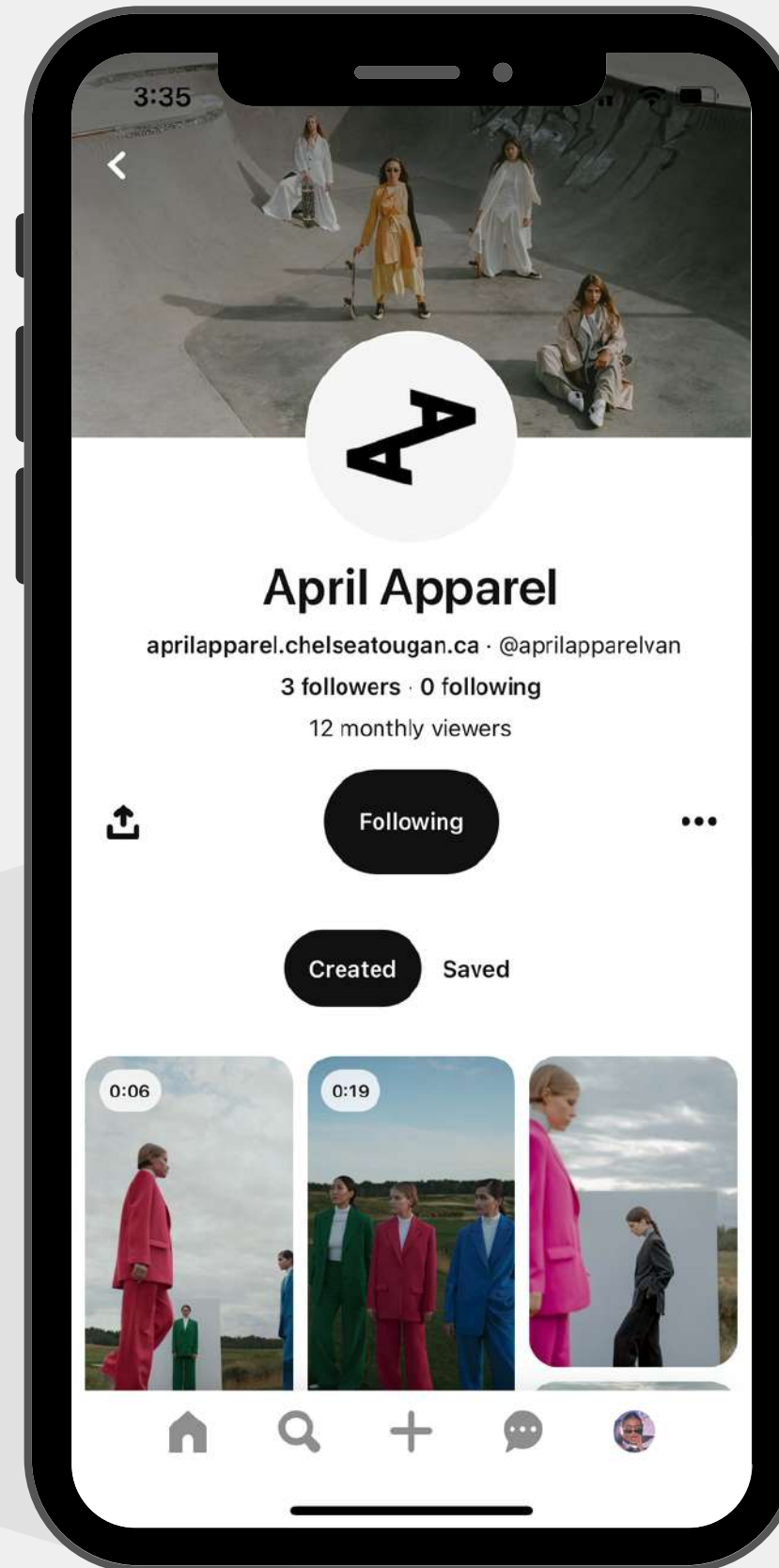


**01** 90-day evaluation: Data from the whole duration of the project

**02** 30-day evaluation: Data from a more recent timeframe

# Best Practices

Simplicity and Effectiveness



- 01** Always making sure to use a relaxed and personable tone in post descriptions
- 02** Utilize relevant hashtags and keywords when applicable
- 03** Engaging with the home feed, liking and pinning relatable posts

# Executive Summary

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- 01** Introduce yourself and the point of the product presentation. This is where you want to hook your audience and tell them what is in it for them.
- 02** An agenda is optional, but provides you with an your opportunity to tell your audience what you are going to cover in your presentation.
- 03** Establish credibility to make the audience feel comfortable with your company, but don't spend too much time on this. You don't want them falling asleep.



# Success Assessment

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- This project has been a major focus for our team in the past few months, and we have invested significant time into its development.
- Our website is optimized to provide a good user experience.
- loyal customer base.
- Increase our brand's visibility through effective marketing strategies on social media platforms like Instagram, TikTok and Pinterest.
- Our clothes have been well-received by our target audience.
- Unique designs and high-quality products.
- Advertising opportunities to further increase our brand's visibility. We could also work on building a more engaged community around our brand, perhaps through events or influencer marketing.
- Overall, I believe that our project has been a success. We have achieved our primary objectives of generating revenue, establishing a strong brand identity, and increasing our brand's visibility.
- More repeat customers which tells you about our quality and price of our products and user experience of the website.
- Focus on influencer marketing to be able to reach wider audience.
- Google Ads and Facebook Ads, to further increase our brand's visibility.
- Our team is committed to continuously improving our brand and delivering high-quality products that our customers love.



**Thank You**

# Superior Tile



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- 009. Personality

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# Intent of this Guide

The intent of the guide for Superior Tiles appears to be to provide comprehensive information and guidance on the company's products, services, and offerings. By creating this guide, Superior Tiles aims to showcase their range of tile products, including their features, designs, and applications. The guide likely serves as a resource for potential customers, architects, designers, and contractors who are interested in learning more about Superior Tiles and how their products can be utilized in various projects. Additionally, the guide may also provide technical specifications, installation instructions, and maintenance

guidelines to ensure that customers have all the necessary information to make informed decisions and effectively use Superior Tiles in their projects. Overall, the guide serves as a promotional and educational tool to highlight the capabilities and offerings of Superior Tiles.

# Using our brand materials

For legal, copyright, or usage questions relating to our brand visuals, please reach out at [info@superiortile.com](mailto:info@superiortile.com)

## Overview

Welcome to the Superior Tiles guide, your ultimate resource for discovering top-tier tile solutions designed to elevate any space. Our collection boasts an extensive array of meticulously crafted tiles, ranging from porcelain and ceramic to natural stone and glass. With an emphasis on quality and innovation, each tile is imbued with unique characteristics, colors, patterns, and textures to suit diverse design preferences. Whether you're envisioning a contemporary kitchen makeover, a tranquil bathroom oasis, or a commercial project requiring both durability and sophistication, Superior Tiles offers the perfect blend of style

and functionality.

Beyond mere product offerings, Superior Tiles is dedicated to providing a seamless experience from concept to completion. Throughout this guide, you'll find expert insights, practical tips, and installation recommendations to streamline your decision-making process and ensure the successful realization of your vision. Whether you're a homeowner, architect, designer, or contractor, trust Superior Tiles to be your partner in transforming spaces with unparalleled craftsmanship and design excellence. Welcome to a world where superior quality meets limitless possibilities. Welcome to Superior Tiles.



At Superior Tile Contracting Inc, our brand vision is to redefine the landscape of tile installation by embodying the pinnacle of excellence and innovation. We envision ourselves as pioneers in the industry, setting new benchmarks for quality and craftsmanship that inspire admiration and trust.

Our brand vision encompasses a relentless pursuit of perfection, driven by a commitment to continuous improvement and the relentless pursuit of excellence. We aspire to be more than just a service provider; we aim to be trusted partners, renowned for our integrity, reliability, and unwavering dedication to exceeding client expectations.

With a focus on client-centricity and a passion for excellence, our brand vision is to be the preferred choice for discerning clients seeking superior tile solutions that elevate spaces and leave a lasting legacy of innovation and craftsmanship.



# About Us



Superior Tile Contracting Inc, backed by 20+ years of experience, specializes in planning, organizing, and executing flawless installations of floor, wall, and ceiling coverings. By prioritizing client needs, advanced technology, and attention to detail, we ensure project efficiency, cost-effectiveness, and client confidence. With extensive showroom partnerships for material discounts and advanced technical capabilities, we excel in complex architectural tasks across commercial and residential

projects in urban and industrial construction sectors. Our commitment to excellence and customer satisfaction drives us to continuously innovate and deliver exceptional results, making us the preferred choice for discerning clients seeking unparalleled quality and reliability.

# Mission



Our mission at Superior Tile Contracting Inc is to redefine excellence in floor, wall, and ceiling covering installations, leveraging over two decades of expertise to meticulously plan, organize, and implement projects with unwavering attention to detail. Through clear communication, comprehensive project preparation, and innovative technology, we streamline processes, minimize errors, and maximize value for our clients, ensuring outcomes that surpass expectations while safeguarding investments. By understanding and meeting client needs and utilizing our extensive network of partner showrooms for material discounts, we deliver exceptional results, driven by a passion for quality craftsmanship and continuous improvement. Committed to remaining at the forefront of industry advancements and embracing complex architectural challenges, our mission is to inspire confidence, foster lasting partnerships, and elevate standards in urban and industrial construction.

# Core Values

## Excellence

We are committed to delivering top-tier quality in every project, driven by meticulous attention to detail and an unwavering pursuit of perfection.

## Innovation

Embracing innovation, we leverage cutting-edge technologies and creative thinking to stay ahead of industry trends and deliver forward-thinking solutions of the highest quality.

## Quality

Committed to ongoing learning and growth, we actively seek feedback and embrace change to constantly enhance our performance, ensuring the highest quality standards.

## Collaboration

Valuing teamwork and diverse perspectives, we foster a culture of open communication and mutual support to drive quality outcomes.

## Client-Centric

Placing our clients' needs at the forefront, we surpass expectations by delivering tailored solutions with exceptional service and quality craftsmanship.

## Integrity

Upholding honesty, transparency, and ethical conduct in all interactions, we build trust and credibility with our clients and partners.

# Personality

Superior Tile Contracting Inc embodies a personality characterized by professionalism, reliability, and a passion for excellence. Our team exudes confidence and expertise, instilling trust and assurance in our clients at every interaction. With a meticulous attention to detail and a commitment to delivering exceptional quality, we approach every project with enthusiasm and dedication, striving to surpass expectations and create lasting impressions.

We are responsive, adaptable, and proactive, always ready to address challenges with a positive attitude and innovative solutions. Our personality is defined by integrity, transparency, and a genuine desire to cultivate strong, long-lasting relationships with our clients, partners, and communities. At Superior Tile Contracting Inc, our personality reflects our core values of excellence, integrity, and client-centricity, making us the trusted choice for superior tile solutions.





# Brand Logo

## Superior Tile

Name, company logo, colours, typeface: these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company on the market. The graphic of the definitive logo is very clean, linear, essential, strong and emphasizes the values of the brand. The logo is a graphic

comprised of the wordmark (logotype) and figurative mark (symbol). The only time you should use the symbol alone is on the website or social media channels where there are other elements to help the user recognise the brand.

Superior Tile

Superior Tile

Primary Logo

Superior Tile







Safe Area

Superior Tile

Superior Tile

70mm | A2

Superior Tile

45mm | A3

Superior Tile

30mm | A4/A5

Minimum Size

Superior Tile

20mm | 60px

App Icon / Favicon



32 x 32px

Legibility

Superior Tile



DO NOT change the logo's orientation or rotation



DO NOT disproportionately scale the logo



DO NOT change the logo's colors



DO NOT display the logo in a different configuration



DO NOT attempt to recreate the logo



DO NOT add special effects to the logo



DO NOT display the low transparency logo



DO NOT display the logo with limited legibility

## Common Errors

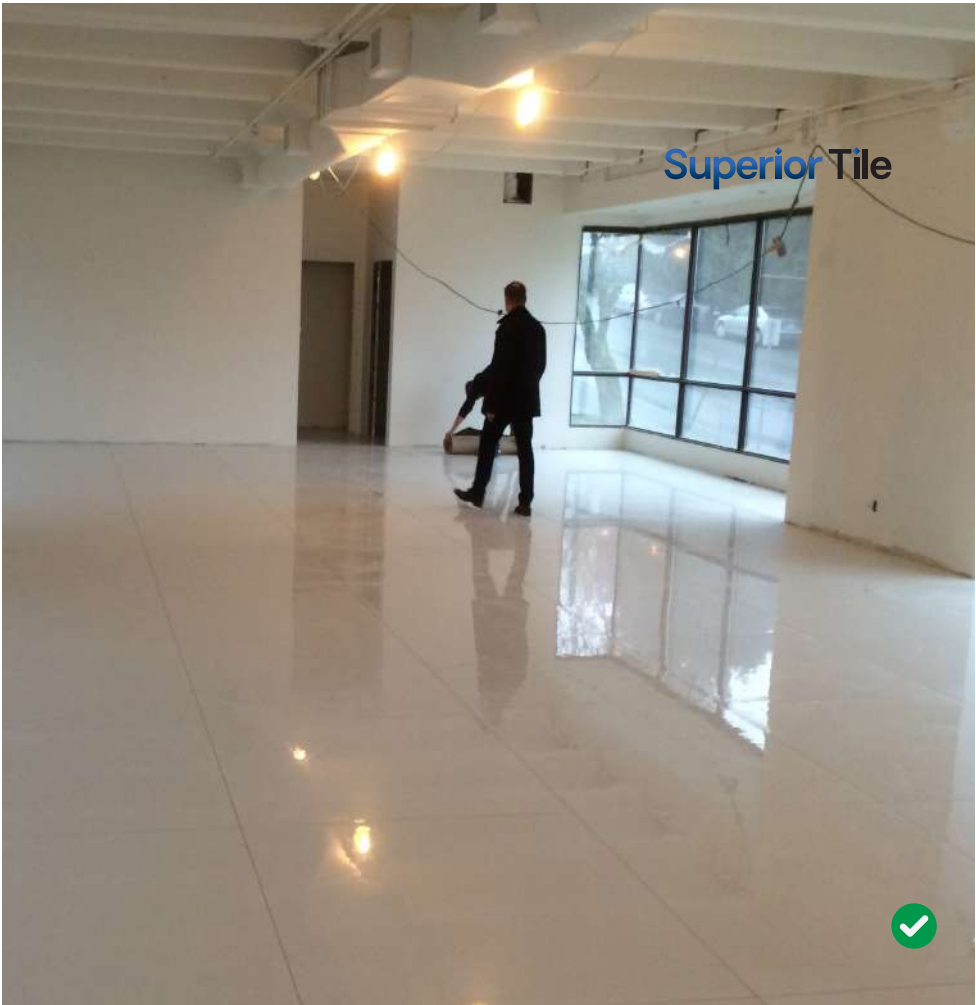
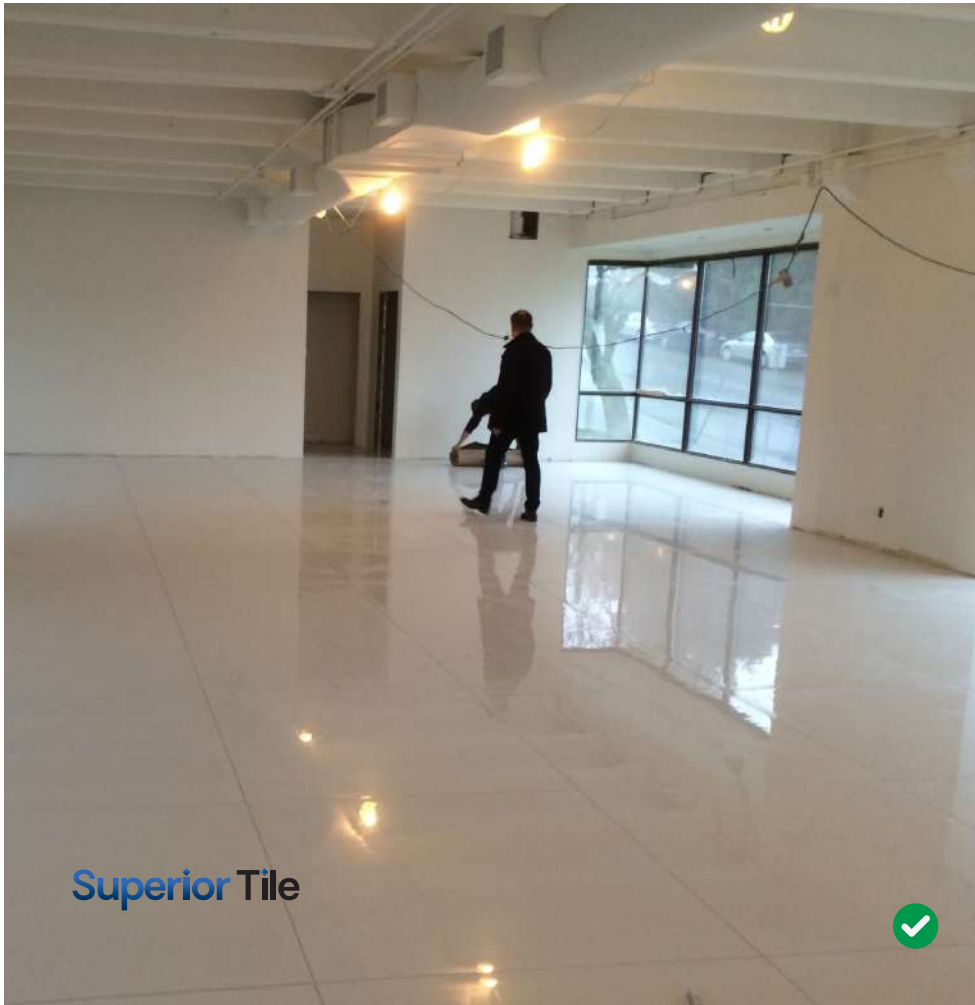
**Note:** This is not a comprehensive list of errors. These are simply the most common or egregious errors.



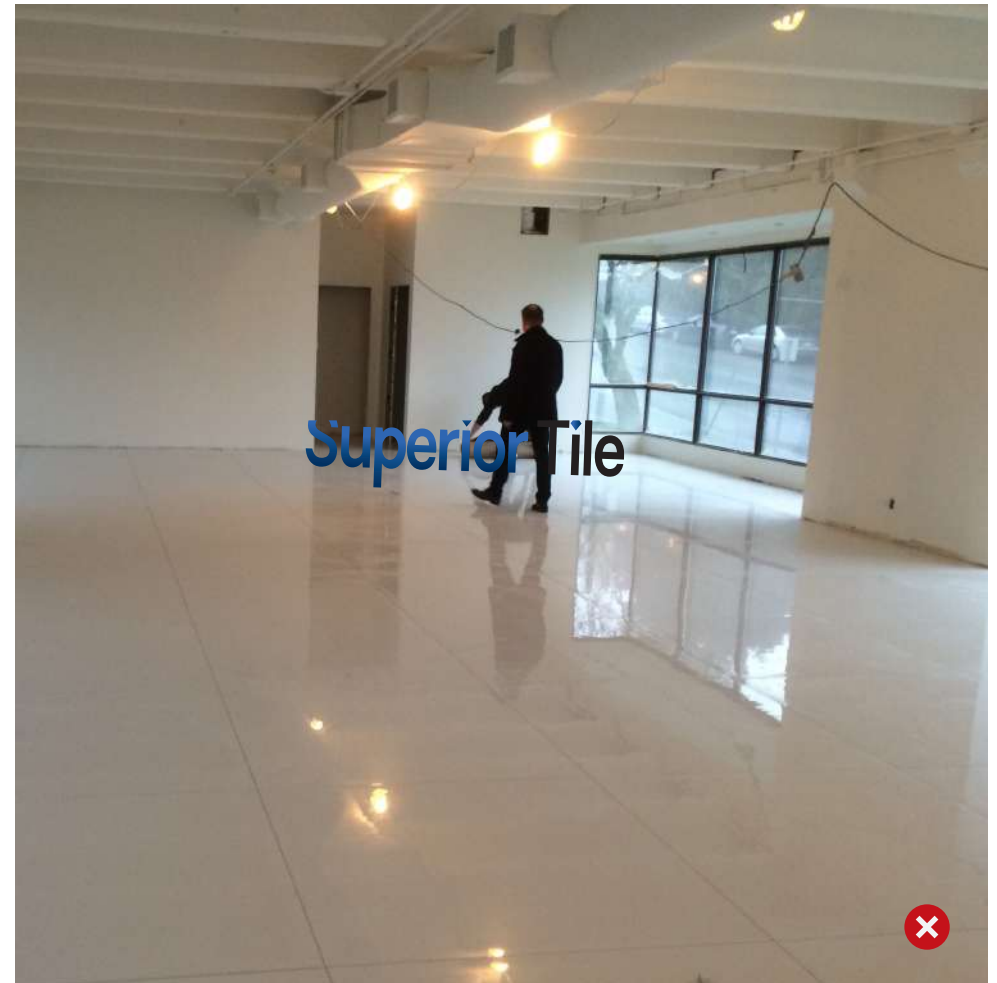
# Logo on Images



Care must be taken to create well balanced and considered compositions: photography is a key part of the identity and the use of color should always feel complimentary to the image. When placing the logo over photography please choose a pale area of the image to maintain sufficient stand out. In the following pages are shown some examples and common mistakes.



Logo on Images



Wrong Applications


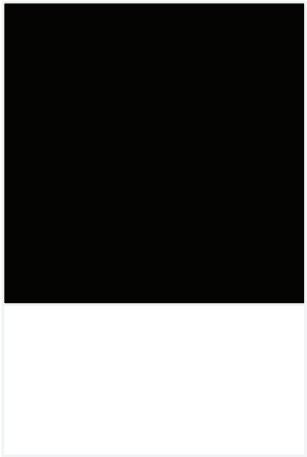
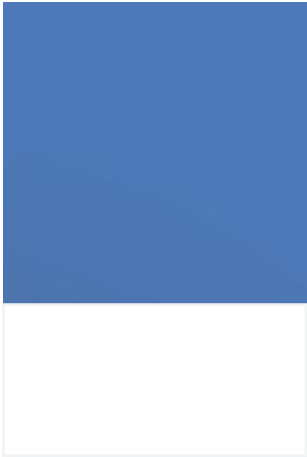
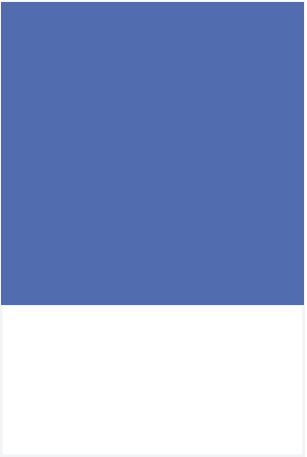
Superior Tile

# Brand Colors

Havelock Blue, Waikava Grey, Black, and White converge in a captivating palette. Each hue imbuing its own unique essence into the visual landscape. Havelock Blue, reminiscent of tranquil waters, evokes a sense of serenity and depth, drawing one into its calming embrace. Waikava Grey, with its subtle yet profound presence, offers a gentle contrast, akin to the misty veils of dawn over distant horizons. Black, bold and commanding, adds depth and drama, grounding the composition with its inherent strength. Finally, white, pristine and pure, brings clarity and light, illuminating the scene with its luminous touch.

Together, these colors form a harmonious symphony, blending seamlessly to create a tapestry of contrasts and harmony, evoking a myriad of emotions and impressions.



White	Black	Havelock Blue	Waikava Grey
			
HEX #FFFFFF	HEX #000000	HEX #4e98d3	HEX #536dad



Superior Tile

Black & White

Superior Tile

# Typography



Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible.

A

# Oakes Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

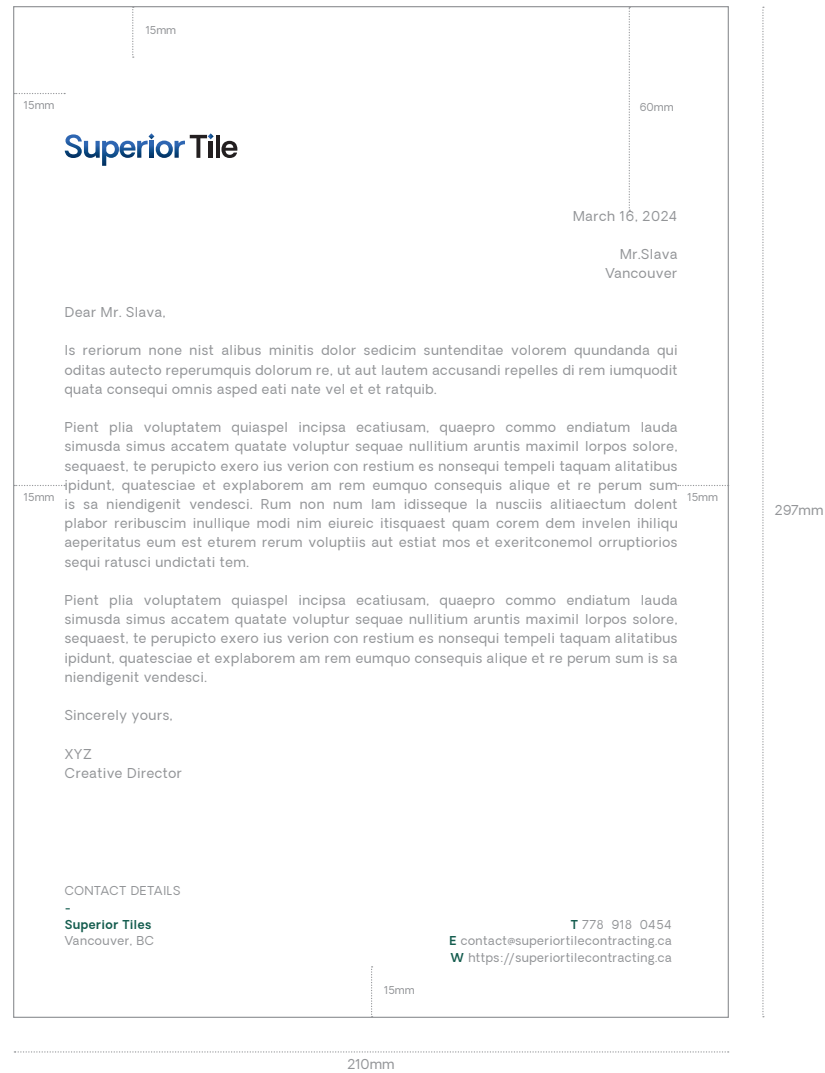


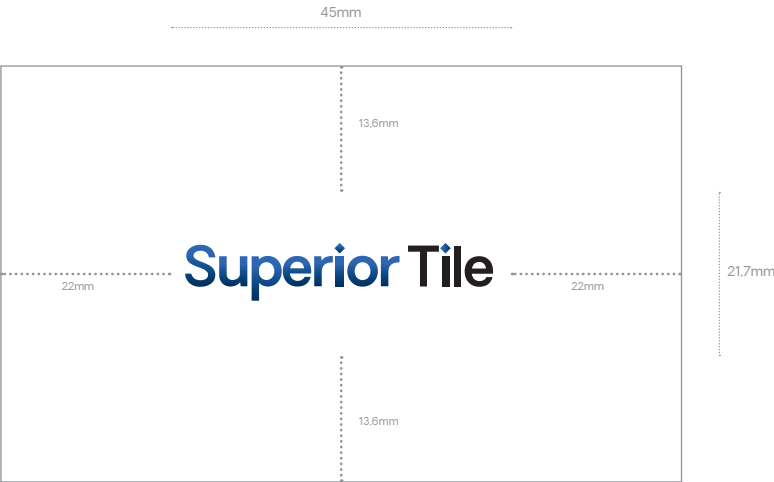
# Visual Style



**Every brand needs a visual style guide.**

A brand's visual style is a set of design principles and rules that work to create consistent visual messaging. It applies to everything the brand distributes, from the website design to print collateral to advertising and even social media. A visual style guide sets the visual tone of a brand, so that anyone with access to it can jump in and design something that matches what customers are accustomed to.









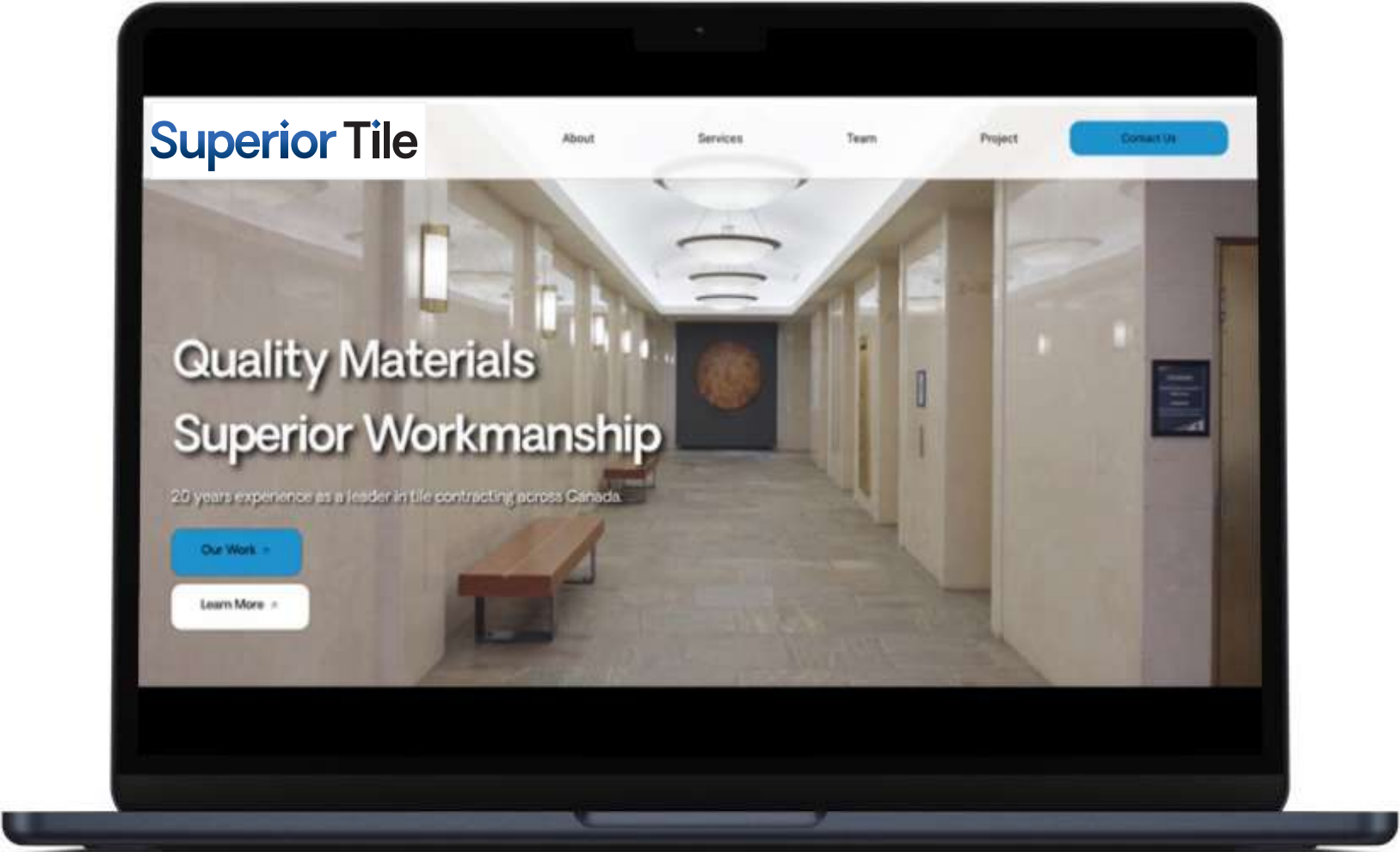


Van



Apparel

Superior Tile




Website


Superior Tile

# Contacts




Should you need any further information,  
please do not hesitate to contact us.

Vancouver, BC 

(778) 918-0454 

contact@superiortilecontracting.ca 

<https://superiortilecontracting.ca> 



# Superior Tile

# War Ready®

Brand  
Guidelines



## Our Mission

To prepare and support the rising of men as transcendent visionaries, fathers, husbands and leaders through online and in person training regimens. These regimens include striking, resistance training, overall physical fitness and endurance. It is combined with workshops that teaches high Level strategies, philosophies and tactics utilised by elite warrior cultures.

## Our Purpose

To stand tall as a beacon of masculine strength and resilience in a world that challenges traditional notions of manhood. Aim to cultivate discipline, instill confidence, and through our rigorous programs.

## Target Market

Men who are already high achievers, or are on the path to become one.





## Brand Vision

At War Ready, our vision is to forge a new paradigm of masculinity, where men rise as transcendent leaders and pillars of strength in an ever-changing world. Through our comprehensive training regimens and strategic workshops inspired by elite warrior cultures, we empower men to embody discipline, confidence, and resilience. Our mission extends beyond physical fitness, fostering a brotherhood of like-minded individuals who support and challenge each other on the path to greatness. Together, we stand as beacons of inspiration, ready to conquer life's battlefield with unwavering determination.

## Core Values

War Ready's core conducts embody integrity, courage, community, and excellence. Integrity guides us to uphold honesty and ethics. Courage propels us to confront challenges boldly.







## Personality

The personality of War Ready embodies strength, resilience, and determination. It exudes a sense of unwavering confidence and steadfast commitment to excellence. Much like a warrior preparing for battle, War Ready's personality is bold, assertive, and unyielding in the face of adversity. It carries an aura of discipline and focus, inspiring those around it to push beyond their limits and strive for greatness.

Overall, War Ready's personality is a harmonious blend of strength and compassion, empowering individuals to become the best versions of themselves while standing united as a formidable force against life's challenges.





## Visual Style

War Ready's visual style is a harmonious blend of rugged strength and modern sophistication, capturing the essence of our brand's ethos with bold colours, strong typography, and dynamic imagery. Inspired by elite warrior cultures, our color palette features deep earthy tones alongside vibrant accents, conveying resilience and vitality. Typography is assertive and clean, exuding confidence and authority, while imagery depicts scenes of strength, action, and inspiring individuals to join our community and embark on their own journey of personal growth and transformation.

# Symbol Construction

1.1

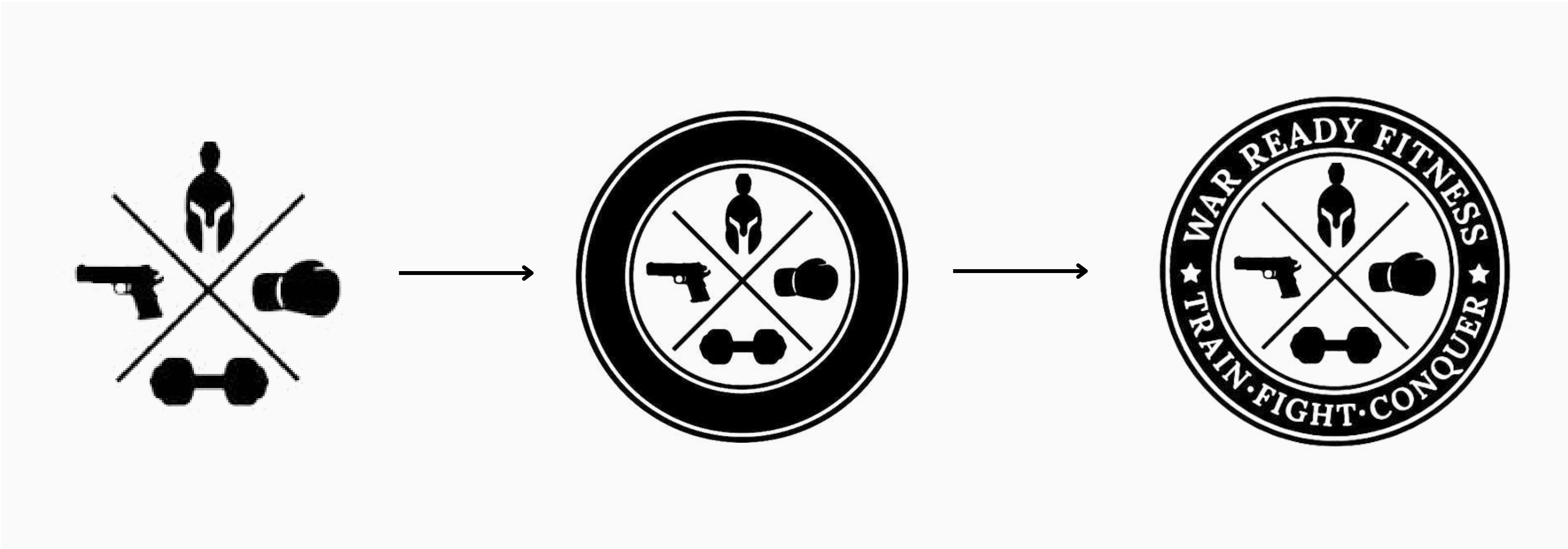
Logo uses symbols to define elements a “War Ready” individual should have. The symbols have two meanings, one is metaphoric and one is literal.

1.The dumbbell metaphorically represents strength and literally represents resistance training.

2. The boxing glove metaphorically represents endurance and tenacity, and literally represents martial art/striking.

3. The warrior head metaphorically represents courage and literally having a warrior like attitude in life.

4. The gun metaphorically represents danger, because bearing these qualities turns someone into a force. In a literal sense, the platform will offer online weapon competency modules.

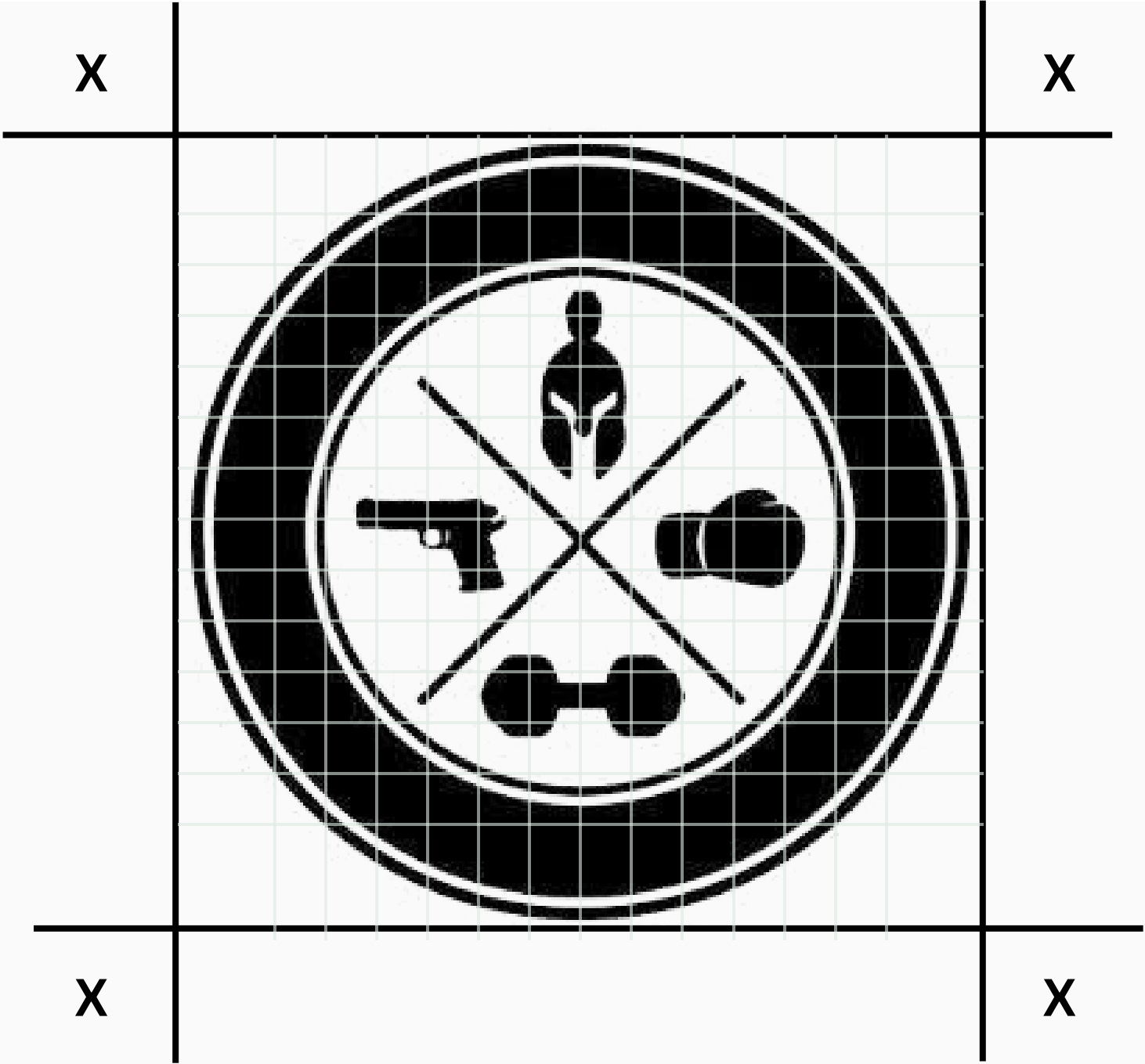


# Logo Symbol

1.2

**Spacing:** To ensure the clarity of the War Ready symbol, always make sure to keep the minimum space as specified. No other element should ever appear within the measurement areas.

**Clearspace:** In order to preserve the integrity of the Symbol it is important that no other logos, type or other elements infringe on its space. The minimum clearspace around the Symbol is equivalent to the “x-height” of the logotype.



# Symbol Approach

1.3

The logo itself defines the tools we offer to help build men into better men, gain confidence, and possess ultimate power. It indicates that after mastering all four categories the status of “War ready” is earned.

The symbol automatically gives a sense of power, masculinity and drive to be the best self.





# Symbol Variations

1.4

The logo mark can be used in different variations. Different usages are encouraged to stimulate variety and choice when promoting products and storefront to the public.

We recommend utilizing 01 as the primary usage and the following variants as secondary applications.

01



02



03



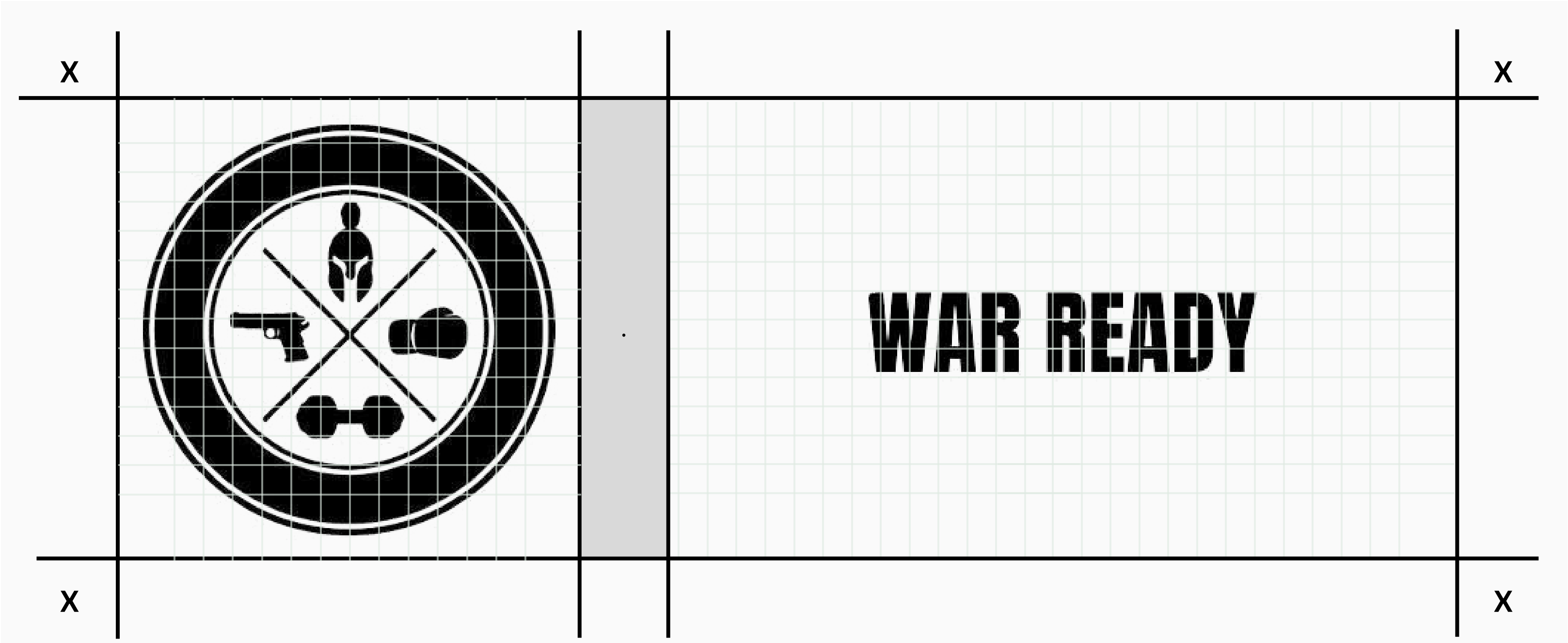


# Logo

2.1

Our primary logo is the War Ready wordmark. The War Ready wordmark is one of the key components of our corporate identity. As such, it needs to be used appropriately and consistently across all printed and on-screen applications. Misuse of the logo will weaken the messaging of the brand in order to preserve consistency with our identity, never attempt to recreate the logo. The proportion and position of the letters in the logotype should never be altered.

**Clearspace:** In order to preserve the integrity of the logo it is important that no other logos, type or other elements infringe on its space. The minimum clearspace around the logo is equivalent to the “x-height” of the logotype.



# Logo Variations

2.2

The vertical variation of the logo was carefully designed with weight, balance and placement in conjunction with the typeface. It must be in place at all times when used vertically.

The horizontal usage was also carefully counter-balanced with the typeface to create a visual masterpiece, when used in digital applications.

Vertical



**WAR READY**

Horizontal



# Prohibited use of the logo

2.3 We recommend not misusing logo, it will affect your brand identity.

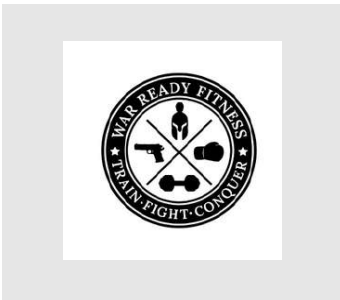
## Do not rotate the logo



## Do not apply filters



## No similar background colors



## Do not skew or warp the logo



## Do not change or alter the colors



Fonts

2.4 We used Montserrat Regular font for War Ready’s Typography.

Aa

Montserrat Bold

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx

YyZz

Aa

Montserrat Regular

Aa Bb Cc Dd Ee

Gg Hh Ii Jj Kk

Mm Nn Oo Pp Qq

Ss Tt Uu Vv Ww

YyZz

Typographic Scale

Our typographic scale is built on the Major third ratio, which has a scale factor of 1.250. It ensures our text will look harmonious and avoids scenarios where it's hard to tell.

h1 3.05em (48.828px)

War Ready

h2 2.44em (39.063px)

War Ready

h3 1.95em (31.25px)

War Ready

h4 1.56em (25px)

War Ready

h5 1.25em (20px)

War Ready

Body text 1em (16px)

War Ready

Caption text 0.8em (12.8px)

War Ready

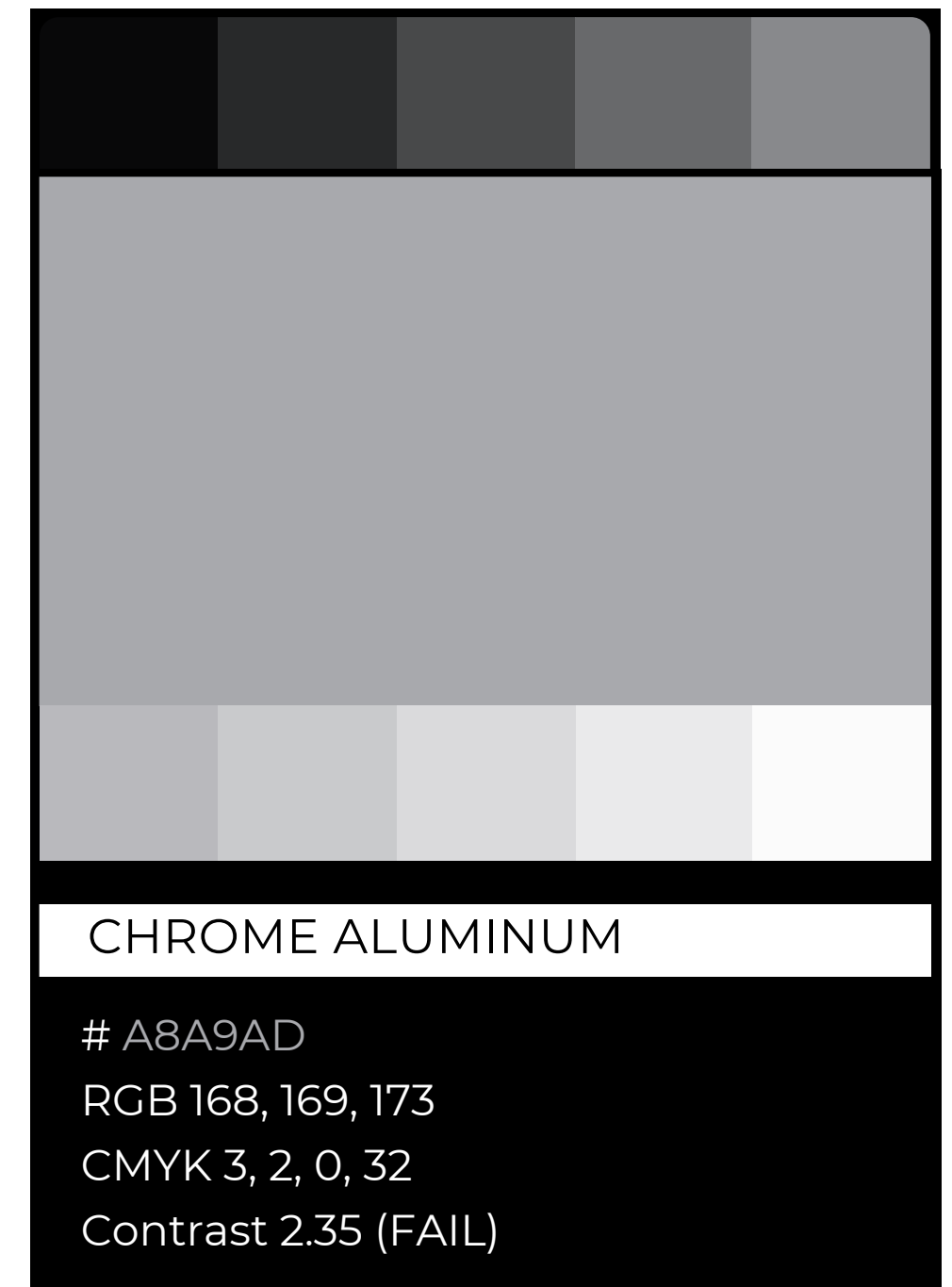
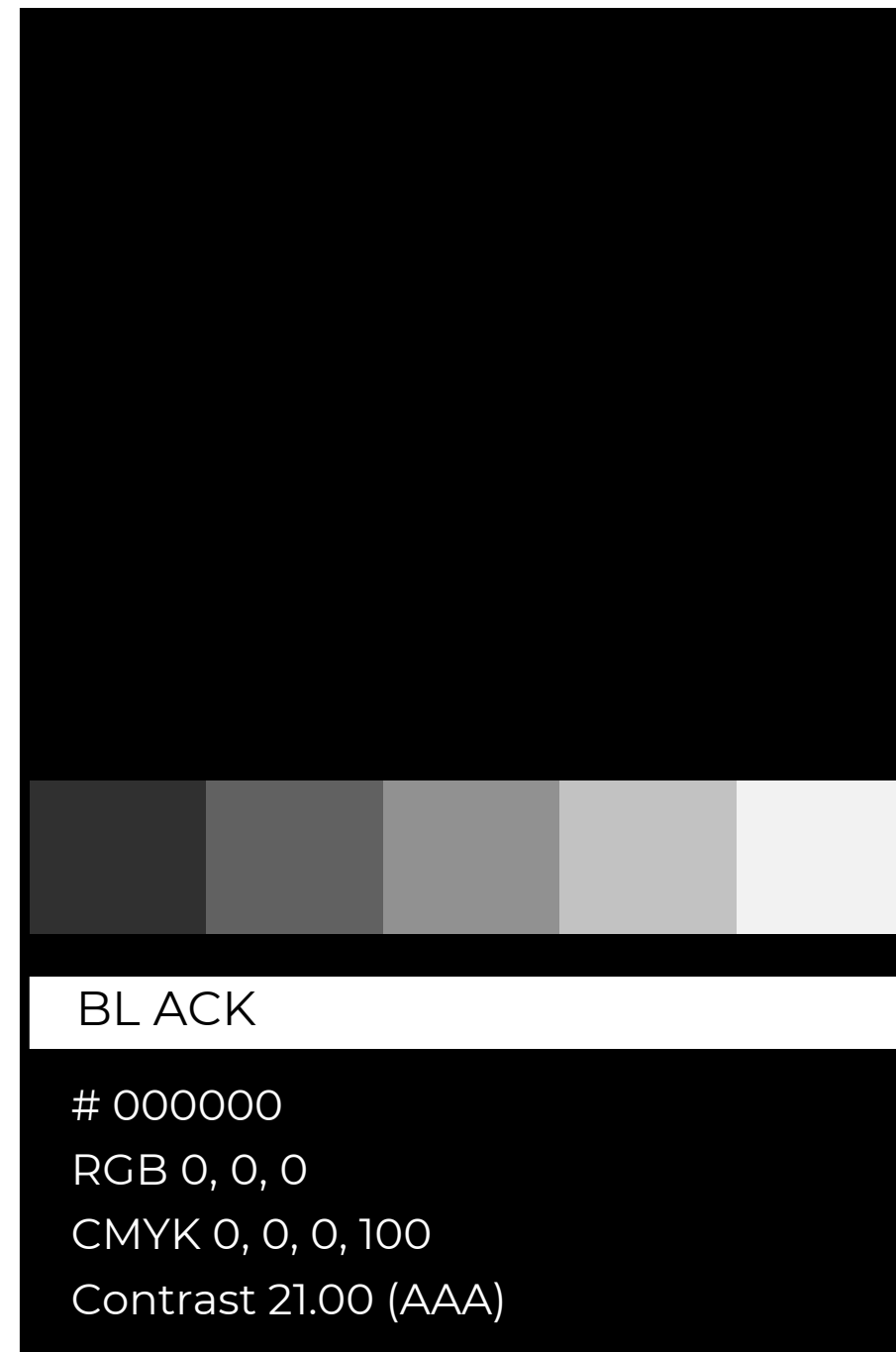
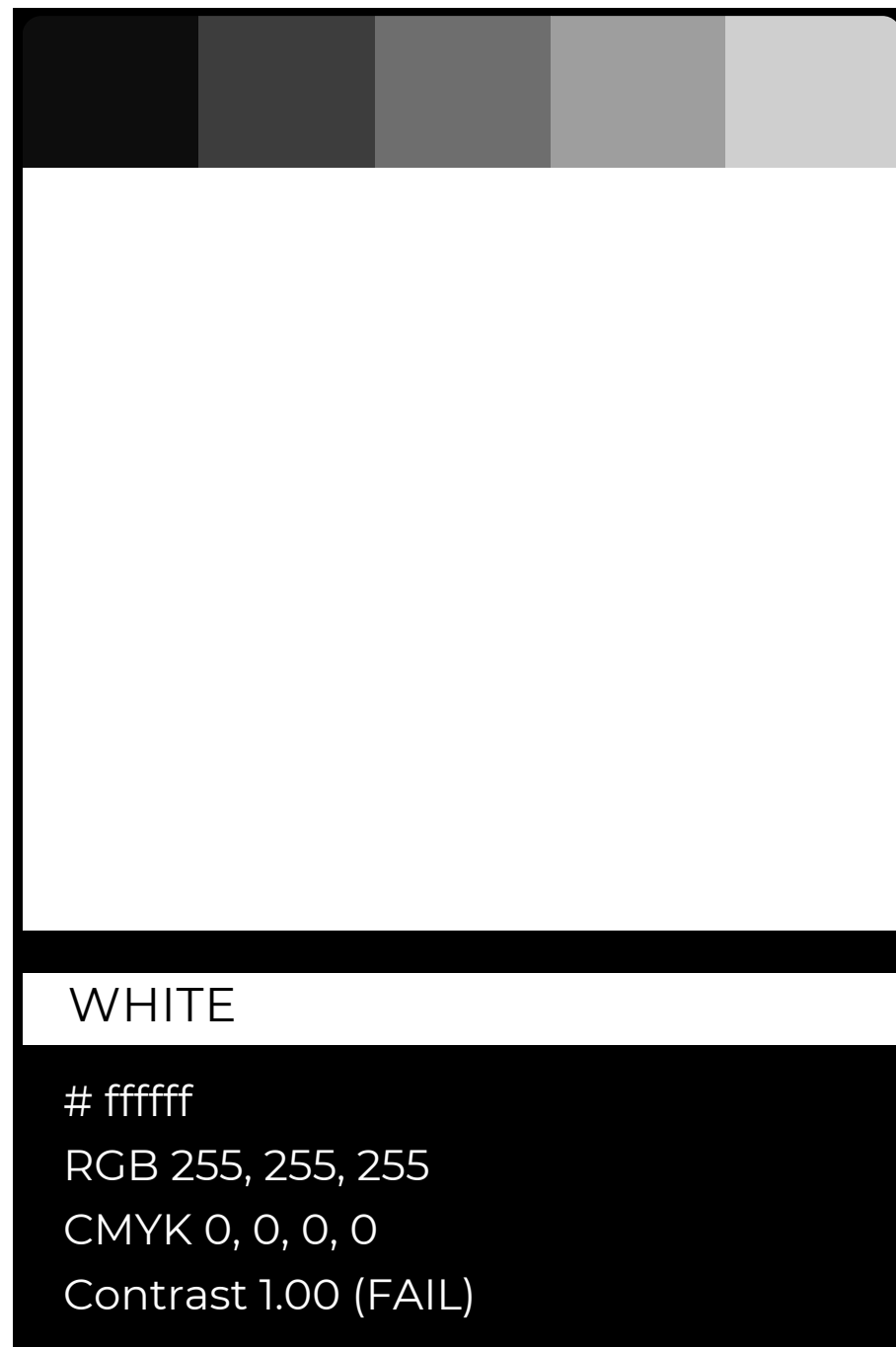
Small print 0.64em (10.24px)

War Ready

## Colour Palette (1st choice)

### 3.1

We recommend using white as the primary corporate colour. It is Motivation, Approach and Focus The very sight of the colour generates enthusiasm.

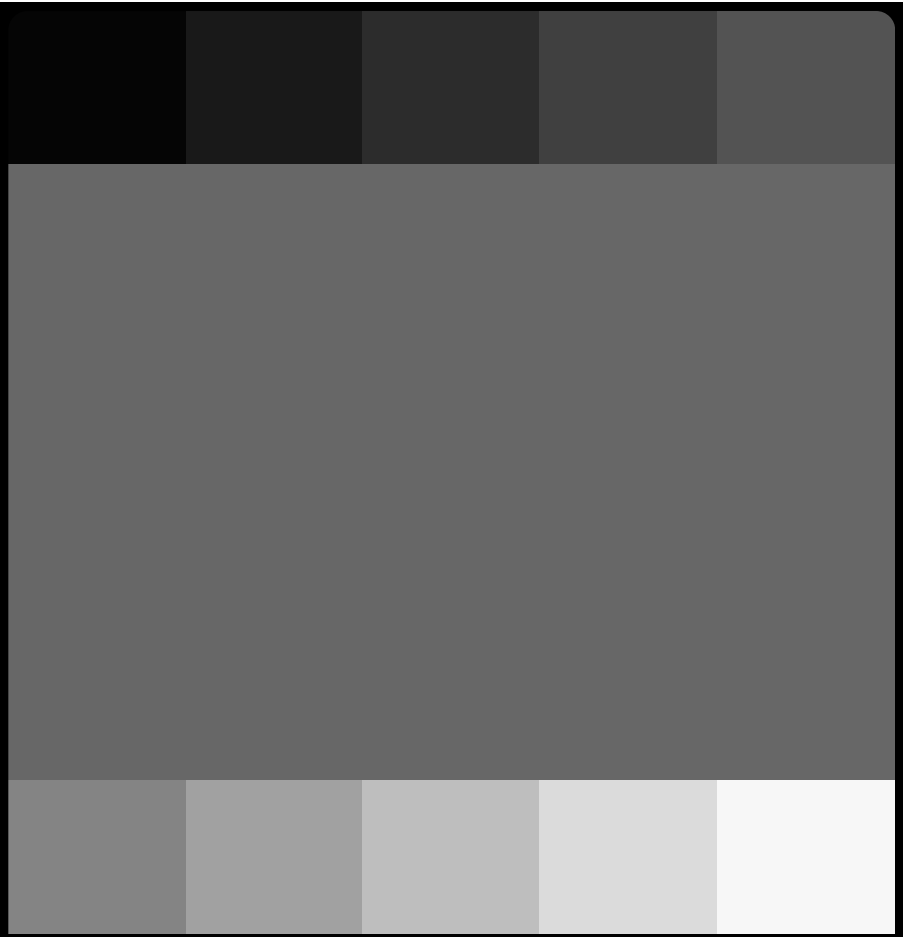




# Colour Palette (2nd choice)

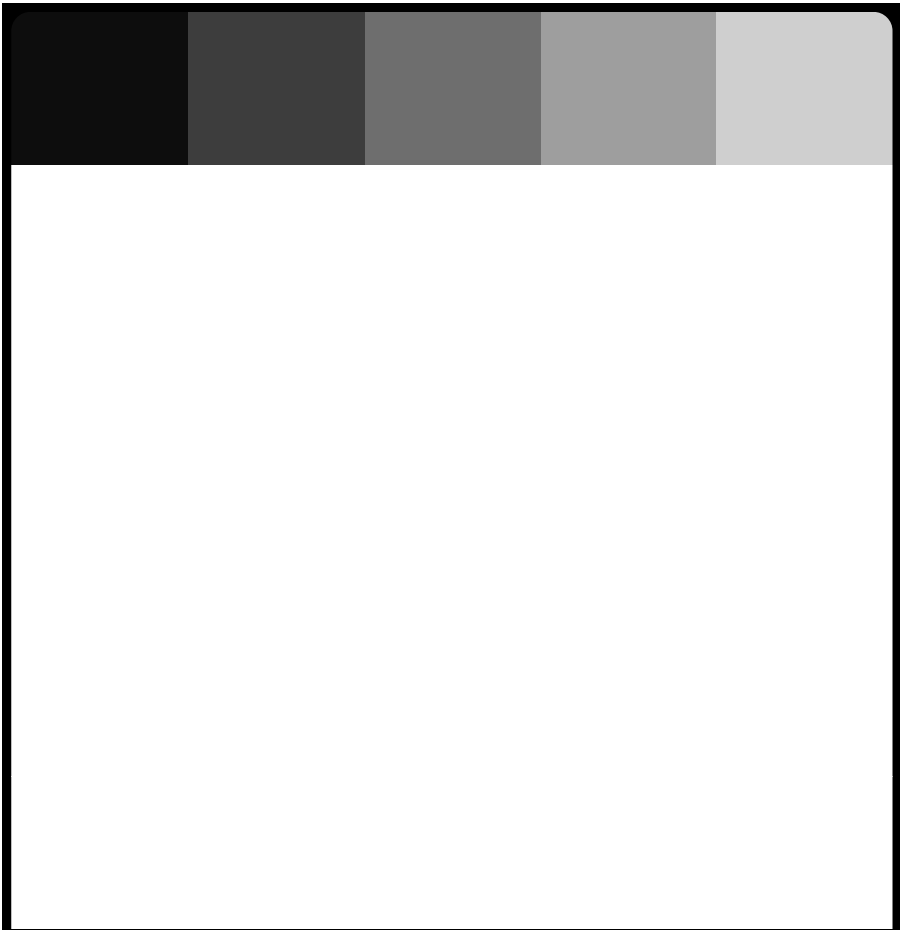
3.1

This exact Shadow Gargoyle was carefully designed to create a soothing effect that is universally appealing.

A color palette for 'Shadow Gargoyle' featuring a large central square of medium gray. Above it is a horizontal row of five squares in varying shades of gray, from dark to light. Below the central square is another horizontal row of five squares in varying shades of gray, from dark to light.

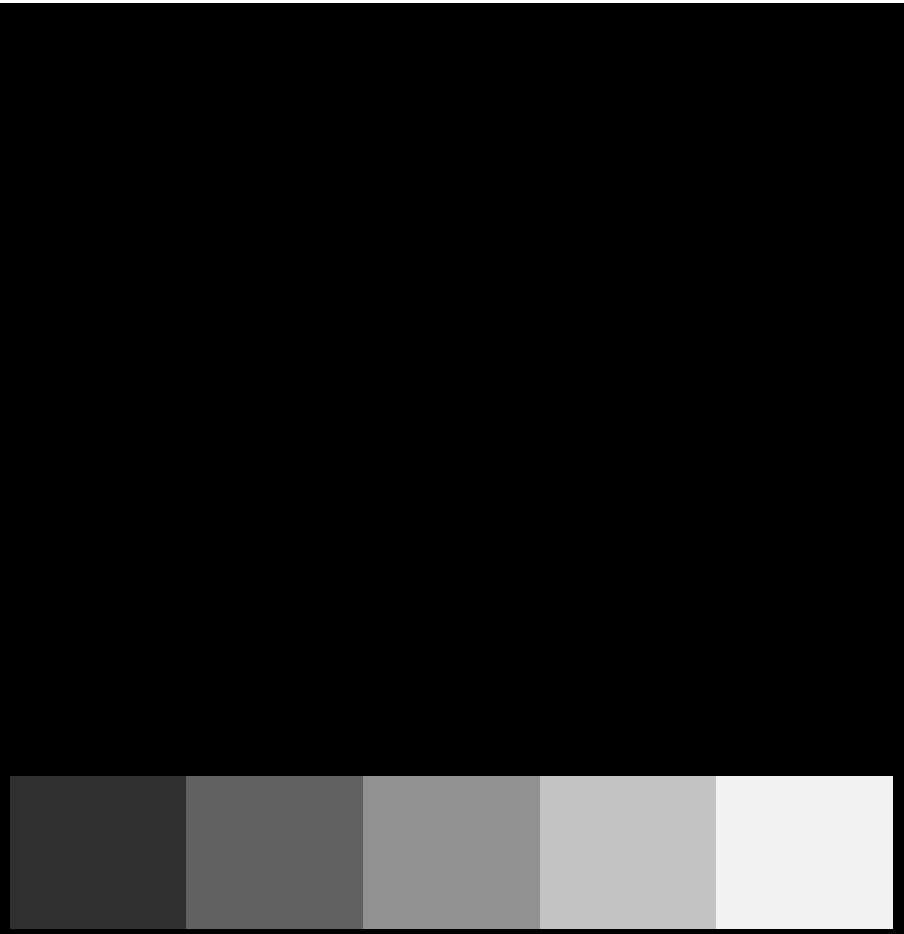
SHADOW GARGOYLE

# 676767  
RGB 103, 103, 103  
CMYK 0, 0, 0, 60  
Contrast 5.66 (AA)

A color palette for 'White' featuring a large central square of white. Above it is a horizontal row of five squares in varying shades of gray, from dark to light. Below the central square is another horizontal row of five squares in varying shades of gray, from dark to light.

WHITE

# ffffff  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0  
Contrast 1.00 (FAIL)

A color palette for 'Black' featuring a large central square of black. Above it is a horizontal row of five squares in varying shades of gray, from dark to light. Below the central square is another horizontal row of five squares in varying shades of gray, from dark to light.

BLACK

# 000000  
RGB 0, 0, 0  
CMYK 0, 0, 0, 100  
Contrast 21.00 (AAA)

## Band Identity

### 4.1

To ensure that our logo is always recognizable, it must be used consistently with discipline and with precision. The power of a logo is easily weakened by misuse. We can avoid this problem by guarding against poor or incorrect usage.





