

SAN DIEGO

enrt&true.

CALIFORNIA

| Style Guide |

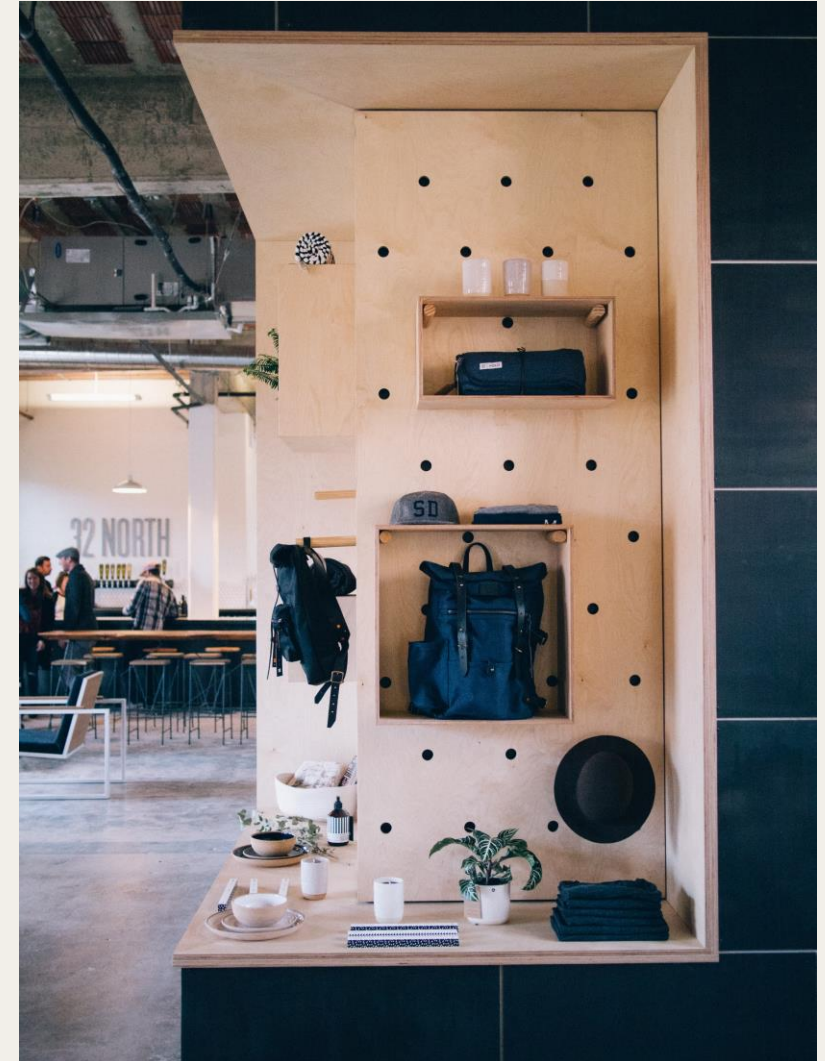
2020

Our Purpose

“

As consumers, we have so much power to change the world by just being careful in what we buy. — Emma Watson

Fake & True is a minimalist, sustainable brand specializing in clothing, goods, and other paraphernalia. Our mission is to provide garments and goods that last a lifetime and function in every season and trend. These branding guidelines are designed to ensure a consistent look and consistent tone in all its communications.



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Product Principles

The Fake & True brand communicates minimalism and quality, and should serve as the first impression of Fake & True with any audience - in person or online.

We developed these guidelines to promote the clear and consistent use of Fake & True's identity as a company pushing for a more sustainable and fashionable world.

1 Quality over Quantity

2 Less is More

3 All Inclusive

4 Honesty and Transparency

5 The Earth Needs Love Too

Voice & Naming Conventions

Voice

All communications should be elegantly yet uncomplicated with a fashion and industry standard jargon.

Fake & True is:

- Minimalist
- Utilitarian
- Ethical
- Durable

Naming Conventions

Fake & True

Fake&True

THE LOGO

Logo

ekst&true.

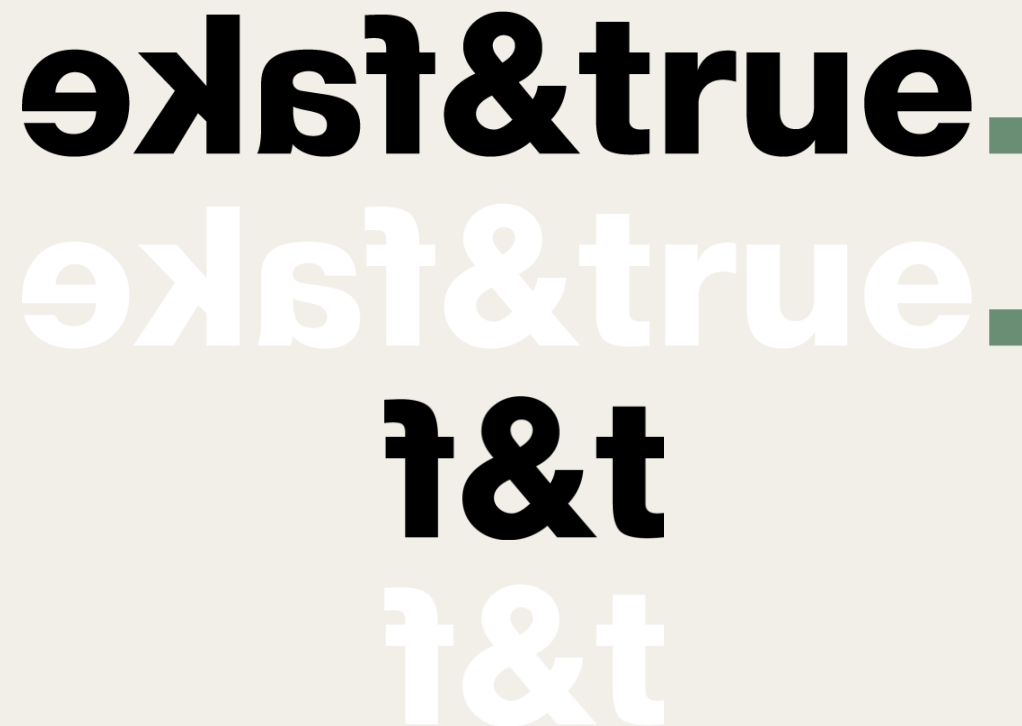
MODERN | REFLECTIVE | TIMELESS | DYNAMIC | EFFICIENT

Logo Characteristics

The Fake & True logo is made up of type, utilizing Helvetica Neue, chosen for its boldness, modern yet classic feel, and simplicity. The green period symbolizes sustainability.

The main logo should be used on all customer facing materials (homepage of the website, advertisements, etc.) The alternate logo is acceptable for more subtle branding, and audiences already familiar with the brand or for internal documents.

If the logo is used against a dark background, the logo is white rather than black.



Don't

Please respect the Fake & True logo, which is essential to the Fake & True brand. The logo should never be altered in any way. Though not an exhaustive list, here are some things NOT to do:

- ✗ Redesign, redraw, animate, modify, distort or alter the proportions of the logo
- ✗ Surround the logo with or place over a pattern or design
- ✗ Rotate or render the logo 3D
- ✗ Add words, images, or any other new elements to the logo
- ✗ Replace the typeface with any other typeface

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Resources

Files with an .ai extension should be used for printed materials

Files with a .png extension should be used for screen viewing

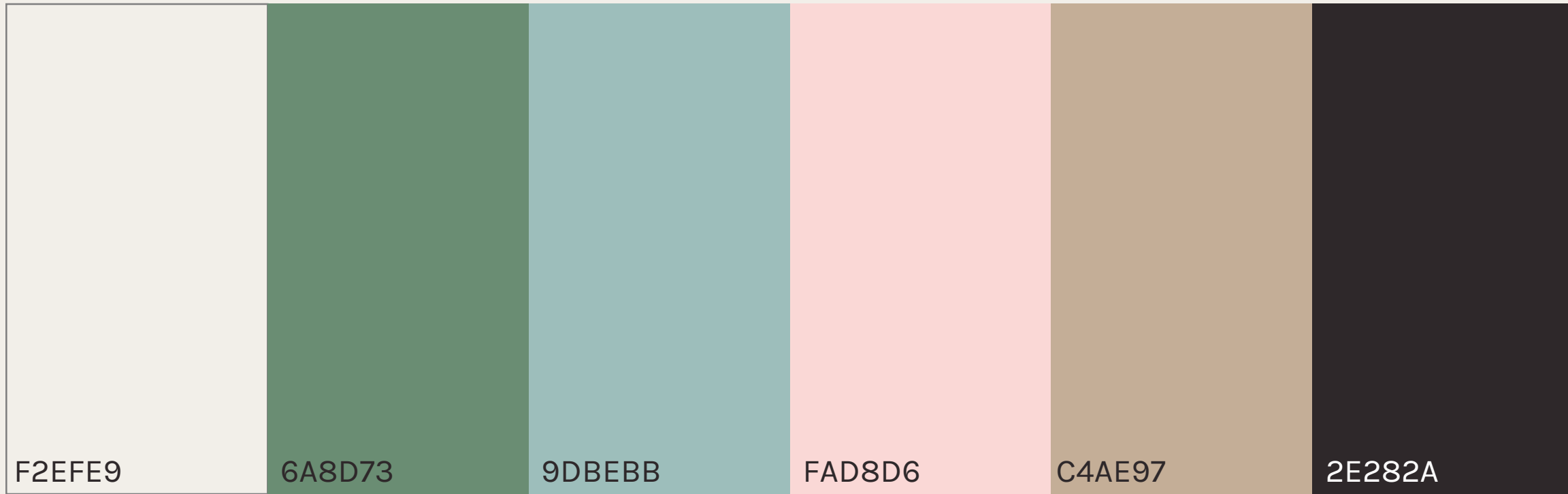
A zip file containing all versions of the logo can be downloaded [here](#)

Brand Colors

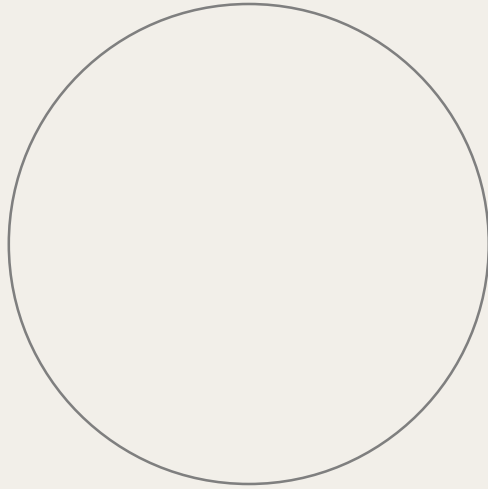
The Fake & True color palette allows the brand to be communicated clearly and appropriately.

The primary colors are meant to evoke clarity, naturalness, and minimalism. These primary colors are the main color scheme for the website.

The secondary colors are meant to evoke brightness, optimism, and dependability. These secondary colors will be used for accents and illustrations on the website.



Primary Palette



Pantone	RGB	HEX
Cool Gray	242	F2EFE9
1	239	
	233	

This color will serve primarily as the background, providing a clean, and organized spaciousness of the website.



Pantone	RGB	HEX
5625	106	6A8D73
	141	
	115	

This color will serve as the main accent color, to help evoke the balanced, natural, and calm emotions



Pantone	RGB	HEX
426	46	2E282A
	40	
	42	

This color will serve as the main text color and other accents needed for organization.

Secondary Palette



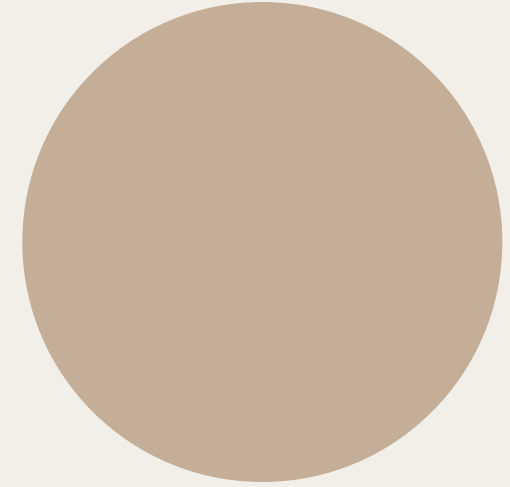
Pantone	RGB	HEX
705	250	FAD8D6
	216	
	214	

This color will serve as a secondary accent color used for any call outs and illustrations.



Pantone	RGB	HEX
564	157	9DBEBB
	190	
	187	

This color will serve as a secondary accent color used for any layout accents and illustrations.



Pantone	RGB	HEX
452	196	C4AE97
	174	
	151	

This color will serve as the secondary accent color used for any layout accents and illustrations.

Typefaces

The type we use helps to convey the personality of our brand.

Aa

Karla is a grotesque sans serif typeface family that supports languages that use the Latin script and the Tamil script. It combines the elegance and readability with a modern look.

Aa

Where a serif / fixed width font is required in combination with Karla, use **Anonymous Pro**. This will usually be used for captions and accent use.

Aa

Helvetica Neue, also a sans-serif typeface, has been chosen for its bold and clean lettering, as well as being common in the industry. This is mainly used for headers and large text.

All 3 fonts may be used for web or print.

Body

Aa

Aa

Aa

Karla

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()_

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.

Accent / Secondary

Aa

Aa

Aa

Anonymous Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()_

Lorem ipsum dolor sit amet,
 consectetur adipiscing elit, sed do
 eiusmod tempor incididunt ut labore et
 dolore magna aliqua.

Headers & Displays

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()_

Aa

Aa

Aa

**Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna
aliqua.**

Use of Imagery

Photography is powerful. Our values and ethos are reflected in the images we use, as well as the fine details and construction of our garments.

The images should communicate focus, quality, and timelessness.

The products should shine more than the design of the website. The photos should attract eyes and place emphasis on the fine details and craftsmanship of the products.

Our images show products being the main focus and subjects, to convey minimalism and simplicity.

Avoid placing too much emphasis on the models.

Images must also reflect the brand colors. Light and white toned images are preferred.



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