PRESENTATION BOOK

1 - Brand Voice
2 - Logo
3 - Logo Rules
4 - Typography
5 - Color Palette
6 - Photography Style
7 - Web Pages
8 - Applications
9 - What Not To Do
10 - Contact Info

BIG

AND IN YOUR FACE

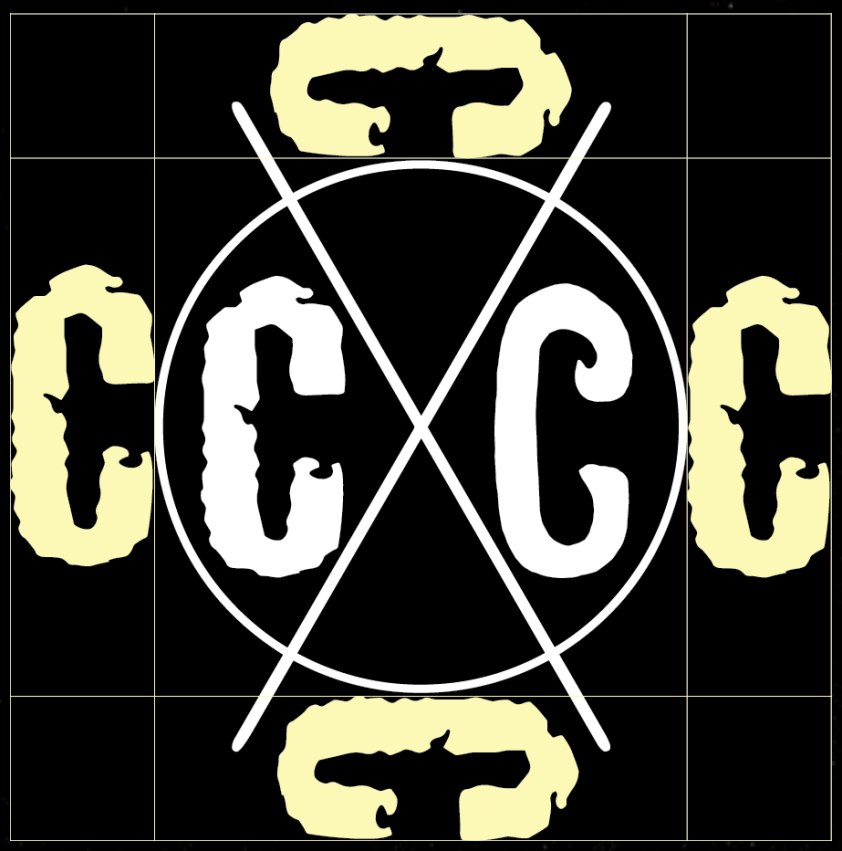
CULTURE CULT Is all about being larger than life, and being yourself to a level that's borderline aggressive. As such, all of the brands imagery **MUST** be very heavy, bold, and striking.

The double Cs Icon acts as the brands primary logo, and as such, should see much more use than either of the following two designs.

(1) CULTURECULT

(2) CULTURECULT

The logo type (1) and logo mark (2) are not as visually imposing as the double Cs icon due to their need to clearly state the brands name, and as such should only be used in applications where the target audience may not already be familiar with the brand.



The double Cs are a critical part of CULTURE CULTs branding, and as such should be used for spacing. NO content should EVER be placed closer that one rough C (to scale of the logo in question) away from any form of the CULTURE CULT logo.

ROBOTO (BLACK)

should be used for all headers due to its strong visual presence. These headers should always appear in ALL CAPS

ROBOTO (THIN)

should be used for any sub-headers. While the font on its own is very small and lacks the typical CULTURE CULT presence, its use alongside Roboto (black) makes for an intense contrast, and is therefor still visually striking. These headers should always appear in ALL CAPS

ROBOTO (LIGHT)

should be used for all body copy. This is the one time we can put the typical CULTURE CULT visuals aside, as body copy MUST be easily legible for the reader, and thus form follows function. (as can be seen by how much easier to read this paragraph is than the previous two). Body copy should follow standard English guidelines to capitalization.

COLOR

Most text will appear over dark backgrounds, and as such must be light colors (with the rare exceptions where the background is light) **White** should be the go to color for most typography, but other on brand colors are also acceptable in specific applications, as will be detailed on the next page when we discuss the brands color palette.

RGB: 240/193/74
HEX: #F0C14A

RGB: 214/64/219
HEX: #D640DB

RGB: 100/100/100
HEX: #646464

RGB: 191/155/143
HEX: BF9B8F

RGB: 126/38/173
HEX: #7E26AD

RGB: 54/54/54
HEX: #363636

CHECK OUT OUR NEWEST DROPS

COLOR USAGE

The majority of CULTURE CULTs visuals should be white on black, both to maintain as much contrast as possible, and to put an emphasis on content. However, there will be times when non content will need to have more visual impact than white on black has to offer. Some examples of this would be text announcing sales or new drops (such as the banner above grabbing the viewers attention to let them know to scroll down). Even here however, the text remains white, and the pink accent color is applied to the arrows. This should be followed as a general guideline, but text may receive a color other than white if the situation requires colored text in order to create a cohesive design. When in doubt, refer back to the core tenant of CULTURE CULTs brand identity, and make sure that the visuals are striking and heavy.

PHOTOGRAPHY STYLE

A refreshing change from the relative strictness of CULTURE CULTs typography, the photography has much more free range when it comes to color. Because the typography color is so restricted, the photos can use most any color palette. There are only two rules that must be followed when creating photo media for CULTURE CULT:

1- High Contrast
2- Some form of grit

Mirroring the high contrast of the typography, the photos much maintain high contrast, and therefore typically some form of harsh lighting. And in order to stay on brand with CULTURE CULTs edge, photos can never feel too clean. there MUST be some form of urban grime to every photo.

PUNK SAD BOI GRUNGE HYBRID

CHECK OUT OUR NEWEST DROPS

BLACK STRAP TOP

FALL CAMO JACKET

SOFT PINK SWEATER

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PUNK SAD BOI GRUNGE HYBRID

Green Beanie
$35

Thrasher Hoodie
$60

Camo Jacket
$80

Khaki Shirt
$40

Beige Pants
$45

Black Bomber Jacket
$120

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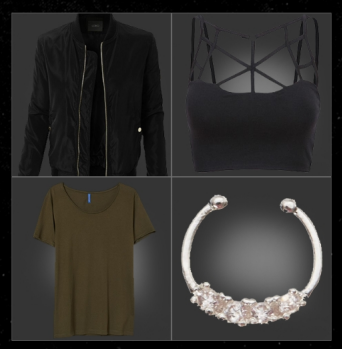
PUNK SAD BOI GRUNGE HYBRID



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7 - Web Pages

ULTURE CULT

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NEVER COVER THE LOGO!

NEVER CROUD THE LOGO

NEVER USE TEXT THAT IS BOTH THIN AND SMALL !

NEVER USE A FONT THAT ISNT IN THE ROBOTO FAMILY!

NEVER MISALLIGN TEXT!

NEVER GET TOO COLORFULL!

NEVER TILT THE LOGO!

NEVER USE A DARK COLOR ON A DARK BACKGROUND!

NEVER STOP BEING LARGER THAN LIFE!

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EIN