brand guide

outfits

our brand

outfits at its core is really all about playful and trendy vibes, that said, while we encourage fun design, we also value style. if you're gonna use our brand in any way, please follow our brand guide and keep it stylish!

our logo

like we said earlier, we really value style; and the logo is the face of our brand. please pay careful attention to the use cases for our logos and how to use it!

variation 1

this is the symbol logo paired with the typography wordmark. in most cases, this is the best option; so if you're in doubt of which logo to use, use this one.

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variation 2

this is just the symbol logo on its own. it should only be used if the brand is well established already and needs to be used in tight spaces, ex. favicons, social media and that kinda stuff.

variation 3

this is the combination logo. it combines both the symbol and wordmark into one unified logo. use this logo sparingly for when the logo is not in a tight space and on its own, ex. back of a business card.

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variation 4

this is the extended version of the first variant now including the tld ".bio". this can be changed if a new main tld is acquired but more the most part this should only be used on marketing material.

outfits.bio

logo dos and don'ts

don't
distort the logo by stretching it horizontally or vertically.

instead
keep the width and height of the logo always correctly proportionate to each other.

don't
stack the symbol and wordmark on top of each other.

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instead
use the combination logo or symbol logo when in tight spaces.

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don't
add effects to the logo or use colours outside the official palette.

instead
always use the official palette and keep the logo flat as it is.

don't
alter the font of the wordmark or combination logo.

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instead
keep the wordmark and combination logo font as it is using clash display.

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don't
rotate the logo past 9.91° and -9.91°.

instead
keep the logo at 0° rotation at all times.

our colours

main colours

outfits orange
#FF6C00 255, 96, 00

off-white
#FFDCB 255, 206, 200

brown
#7F3000 127, 48, 00

marketing

hot pink
#F70A0D 255, 10, 13

light pink
#FFBAC1 255, 186, 193

typography

the text is another half to the face of our brand. we want to make sure you get this right. please always use lowercase caps at all times when using our fonts.

heading
clash display
-3.2% letter spacing.
75% line height.
bold style

body
satoshi
-3.2% letter spacing.
135% line height.
medium style

rotated text

in some occurrences, you might want to make the heading text big and rotated we'll show you how to get this effect.

step 1: write in your text
lorem ipsum

step 2: remove spaces and copy paste 5x
loremipsumloremipsumloremipsum

step 3: copy paste the lines to how many words there are (ex. lorem ipsum has 2 words, so use 2 lines.) and set the rotation to 9.91.

loremipsumloremipsumloremipsum
loremipsumloremipsumloremipsum

step 4: clip the text into a frame that only shows the middle.

loremipsum
loremipsum

step 5: make sure all the text except the words in the middle have a stroke and your effect is complete.

lorem
ipsum

clearspace

our logo was designed in a way that it looks good from wherever it is, and sometimes a good logo needs room to breathe.

for the wordmark logo, use the 'o' split in half from the top and bottom as clearspace. for the symbol and combination logo, use the o split into a corner as clearspace.

x/2 x/2 x/2 x/2 x/2 x/2

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this brand identity was brought to you by

muatex studio

check me out at muatex.uk :)