

VOLUME 1.0

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THEORY MEN

BRAND GUIDELINES

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INTRODUCTION

01

FOUNDER'S
VISION

Ebatici sedica maximponsum non popubis cotabemurei et in denius ina, tem intiuss oludeperica menatum il vivaturei iam nosti, se ommor unu scesse, vir adeo cone tudem sa tus, ut L. Simurav erfesse nessimuntion dessend acerce quo C. Piemum hinequons sendienam nihilin pl. Sat, quitrei intellabus telarbi et nit? Mis, mo eris. Irmis consum pubisum loc-toredea red crem ina issilis untercerum inteliqua resignatili iuscit, eo esimaxime i igil hos vero Cupient.

Otiam inat. Ocri, quod stisquo ndestreo vilie et videtemnit, conclere consulviris apectam pora ocrem, ut opos cultum tam mo cusci cludac mus con dem intris poportem et L. Halicas troximihi, pro tatus; nostre iam issuler ivere, obus clegere potilne mportius, C. Git perevid contem quium atus perendac forum prionsit, tre consum eo es? Labem nonsulicies condis,

BRAND VALUES

02

BRAND
VALUES

Ebatici sedica maximponsum non popubis cotabemurei et in denius ina, tem intiuss oludeperica menatum il vivaturei iam nosti, se ommor unu scesse, vir adeo cone tudem sa tus, ut L. Simurav erfesse nessimuntion dessend acerce quo C. Piemum hinequons sendienam nihilin pl. Sat, quitrei intellabus telarbi et nit? Mis, mo eris. Irmis consum pubisum loc-toredea red crem ina issilis untercerum inteliqua resignatili iuscit, eo esimaxime i igil hos vero Cupient.

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LOGOTYPE

03

THEORY MEN
LOGOTYPE

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cotabemurei et in denius ina, tem intiuss olude
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ocrem, ut opos cultum tam mo cusci cludac mus
con dem intris poportem et L. Halicas troximihi,
tatus; nostre iam issuler ivere, obus clegere
potilne mportius, C. Git perevid contem quium
perendac forum prionsit, tre consum eo.

LOGO DARK VERSION



LOGO LIGHT VERSION

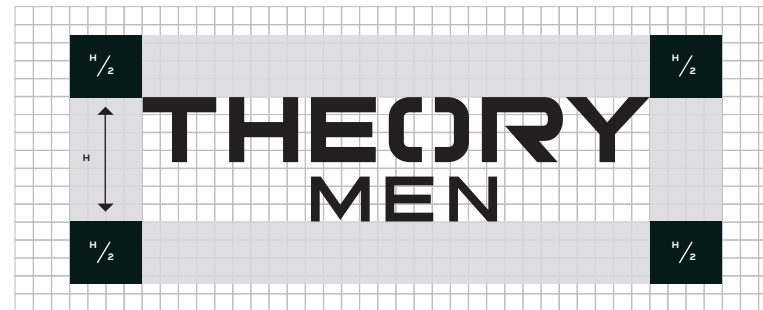


LOGO PLACEMENT

04

LOGO
PLACEMENT

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. To work out the space, take the height of the logo and divide it in half. Clear space = Height/2.



TYPOGRAPHY

05

BRAND
TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*

SINKIN SANS

Sinkin Sans is a free typeface
and can be downloaded here:
[https://www.fontsquirrel.com/
fonts/sinkin-sans](https://www.fontsquirrel.com/fonts/sinkin-sans)

200X Light

200X Light Italic

400 Regular

400 Regular Italic

500 Medium

500 Medium Italic

700 Bold

700 Bold Italic

COLORS

06

BRAND
COLORS

Color Palettes associated with the brand and it's products. Theory Men follows a natural, remedial and impactful color palette.

#04222 3	BACKGROUND
#00504D	SQUARE
#0F4845	PATTERN
#94CEB4	PRODUCT NAME

DHT BLOCKER SHAMPOO

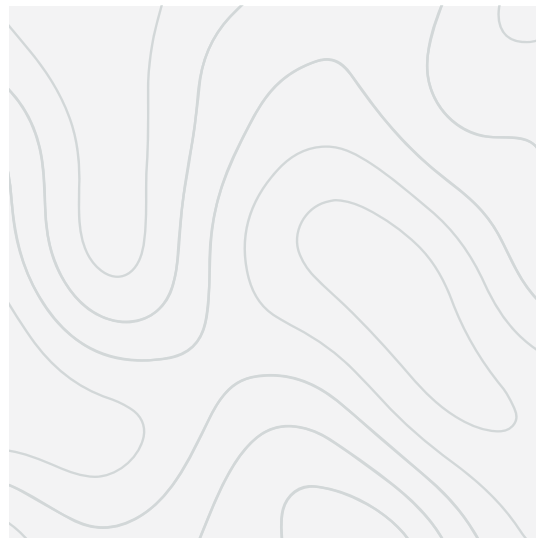
#2E131 4	BACKGROUND
#53 2424	SQUARE
#68323 3	PATTERN
#DFAF8 8	PRODUCT NAME

CHOCO MINT LIP BALM

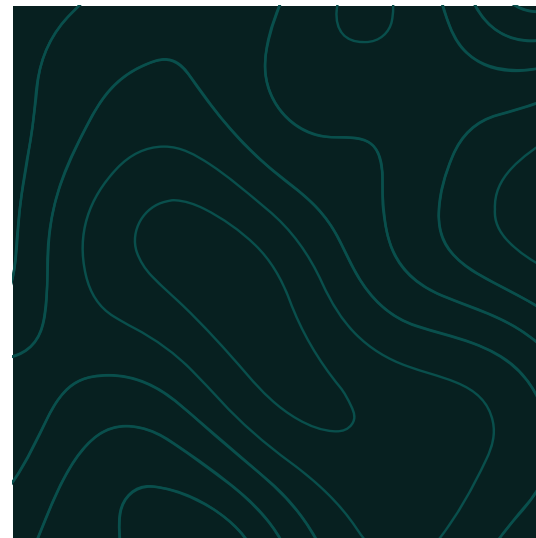
PATTERN

07

BRAND PATTERN



PATTERN LIGHT VERSION



PATTERN DARK VERSION

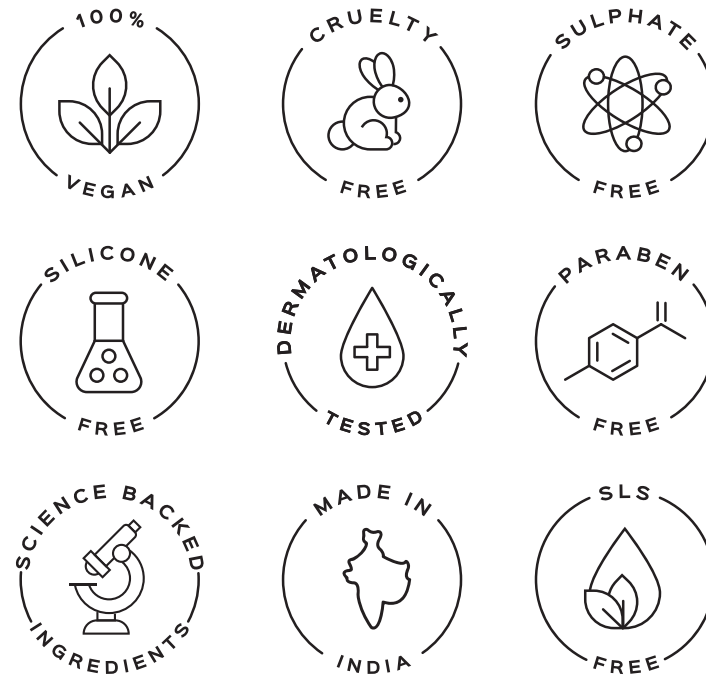
ICON LIBRARY

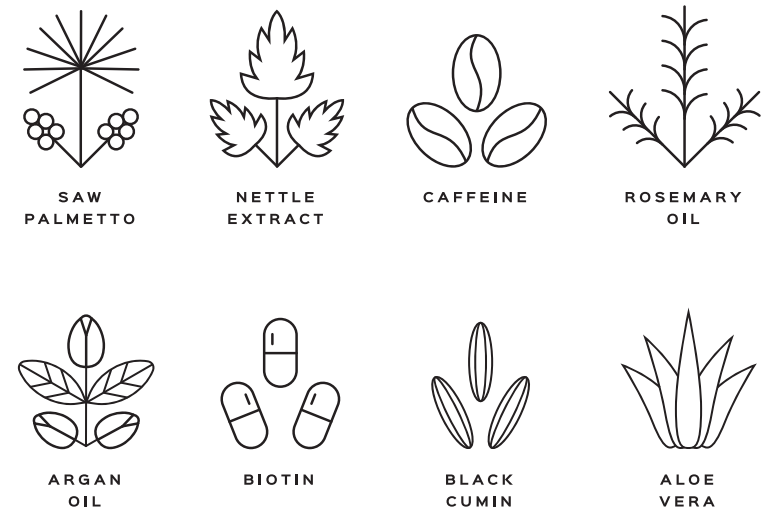
08

ICON
LIBRARY

The following iconography consists of:

- 1) Brand Iconography
- 2) DHT Shampoo Product Ingredients
- 3) Choco Mint Lip Balm Product Ingredients
- 4) Shampoo + Lip Balm Product Benefits







PRACAXI
OIL



SHEA
BUTTER



KOKUM
BUTTER



COCOA
BUTTER



ARGAN
OIL



JOJOBA
OIL



OLIVE
OIL



MANGO
BUTTER



PRACAXI
OIL



SHEA
BUTTER



KOKUM
BUTTER



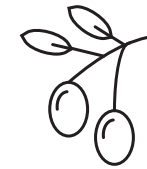
COCOA
BUTTER



ARGAN
OIL



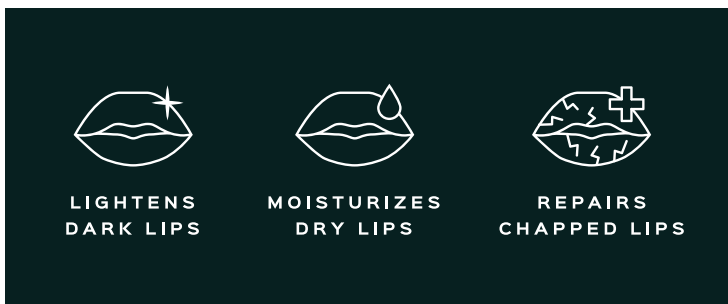
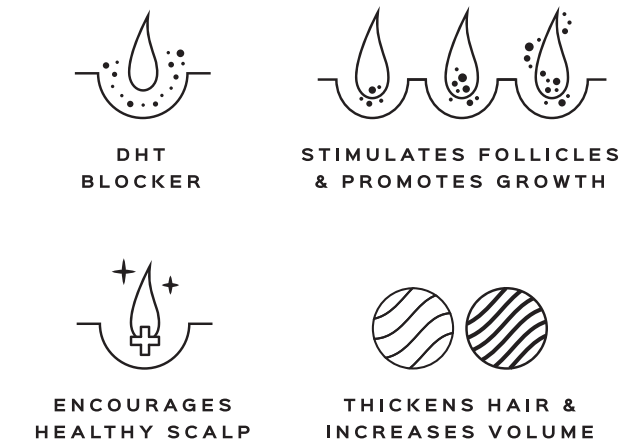
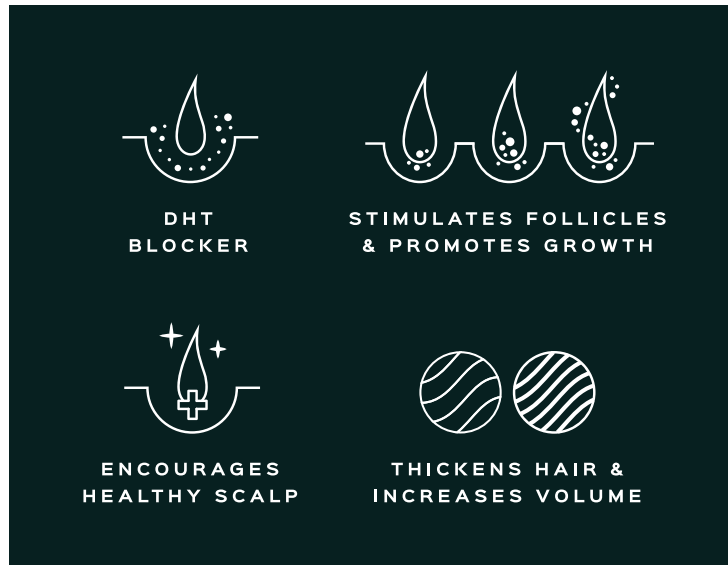
JOJOBA
OIL



OLIVE
OIL



MANGO
BUTTER



SOCIAL MEDIA GUIDELINES

09

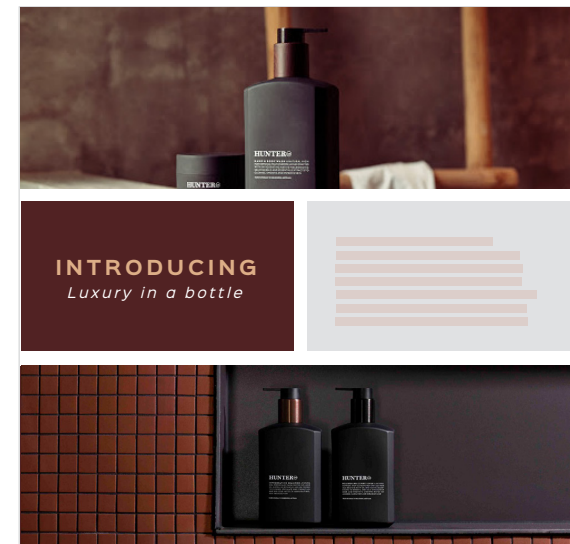
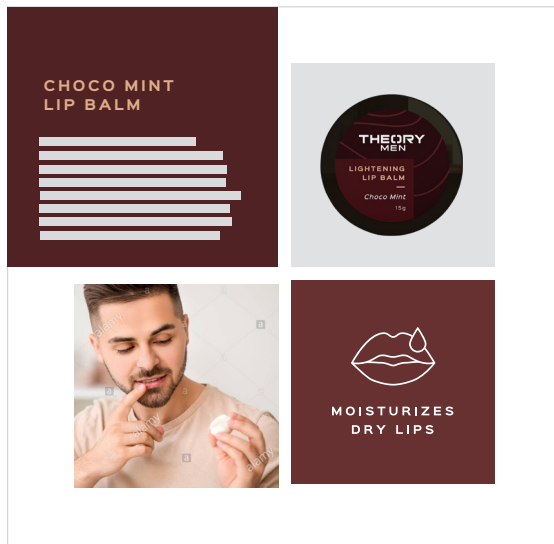
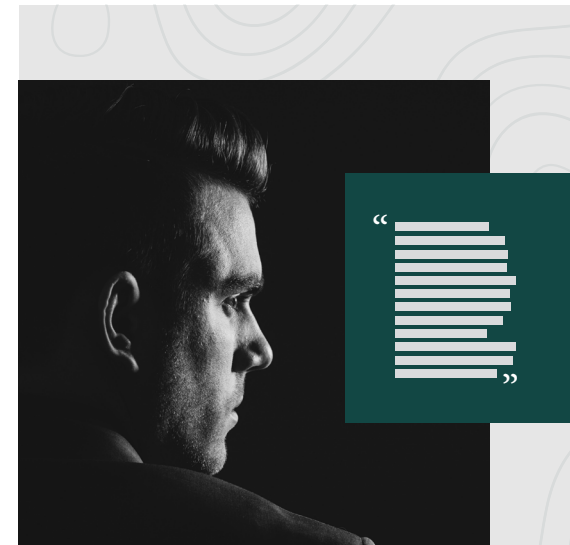
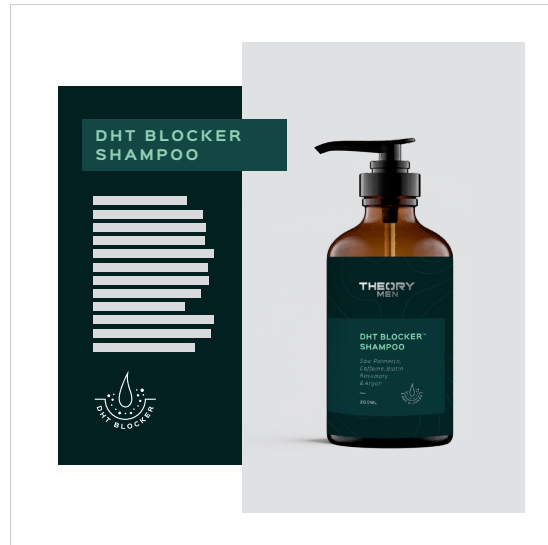
SOCIAL MEDIA
GUIDELINES

Minimal. Dynamic. Focused.

The basic social media guidelines for Theory Men are:

- 1) A 1:1 ratio post should be of the dimension 1080 x 1080 pixels.
- 2) A 4:5 ratio post should be of the dimension 1080 x 1350 pixels
- 3) A 9:16 ratio story should be of the dimension 1080px by 1920px.
- 4) If logo is place on any corner there should be a distance of 60 pixels from the edges.
- 5) Only brand fonts to be used unless required otherwise.
- 6) Not more than 3 different fonts to be used in a post.
- 7) Posts should be engaging, memorable, emotive, appealing and effective.

MINIMAL. DYNAMIC. FOCUSED.



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Facebook: [@theorymen.in](https://www.facebook.com/theorymen.in)