WE ARE DENIMKIND™

Welcome to our
Brand identity
Manual.

SOORTY

Logo Lock

We respect the logo by giving it some space. To preserve the integrity and visual impact of the logo, always maintain minimum clear space around it.

NOTE
The minimum clear space that must surround the logo is 0.5 x, where O = X.

The Loop

The minimum clear space that must surround the Loop is 0.5 x, where O = X.

0.5x	X	0.5x
0.5x		0.5x
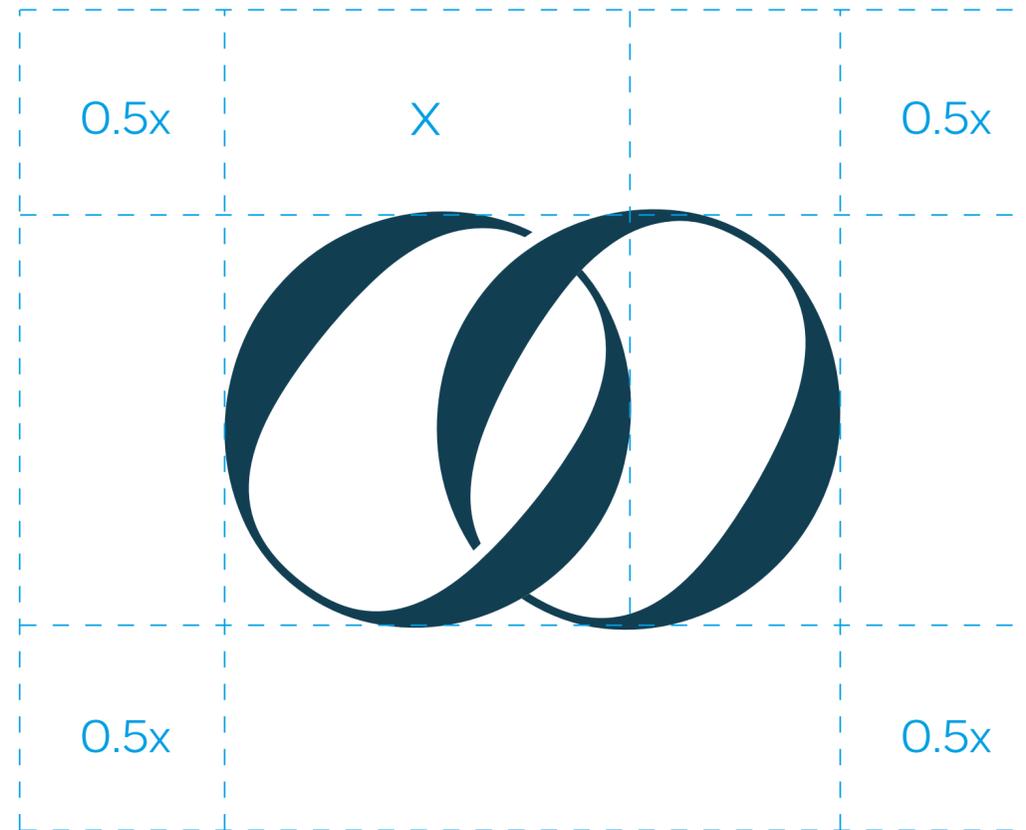
Logo Lock

Sizes are to be used as a guide whenever the identity is applied on various applications.

The key message of individual applications must be taken into account and designer discretion may be used to override these sizing guidelines.

35mm : 100px

SOORTY
DENIMKIND™

NOTE
For Print: The logo should never be reproduced in a width smaller than 35mm.

For Digital: The logo should never be reproduced in a width smaller than 100px at 72dpi.

Loop Icon

Sizes are to be used as a guide whenever the identity is applied on various applications.

The key message of individual applications must be taken into account and designer discretion may be used to override these sizing guidelines.

10mm : 30px
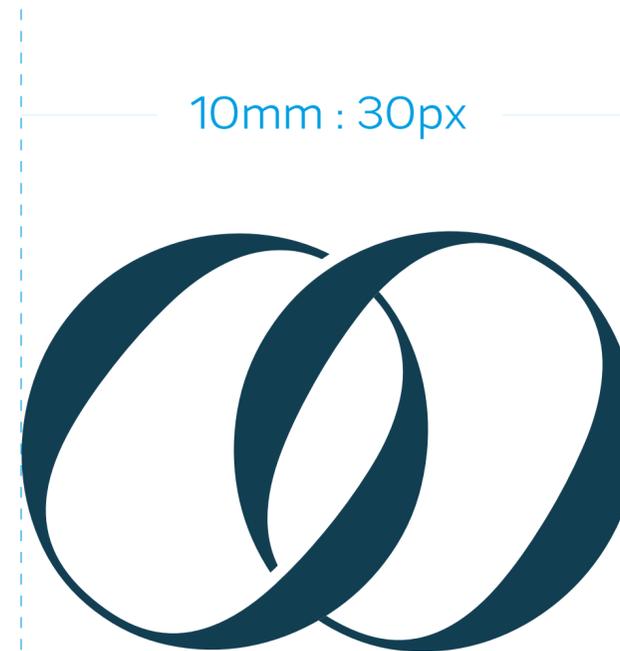
NOTE
For Print: The loop should never be reproduced in a width smaller than 10mm.

For Digital: The loop should never be reproduced in a width smaller than 30px at 72dpi.

Color Applications

Our logo is equally adaptive to a variety of backgrounds with either positive or reverse applications.

NOTE
The one-color logo should be used only on photographs.

Logo Dont's

To protect the integrity of our logo, the variations presented here must never be attempted. These examples represent some but not all the ways in which our logo should never be used.

1. Don't add effects (glows, shadows, etc.) to the logo.
2. Don't create an outline around the logo.
3. Don't skew the logo.
4. Don't rearrange the components of the logo.
5. Don't rotate the logo.
6. Don't alter the logo colors.
7. Don't stretch or squeeze the logo.
8. Don't fill in gradients.
9. Don't experiment with the logo.

COLOR PALETTE/25

03

Primary Colors

The color palette consists of two primary colors, Rustic Yellow and Denim Blue. The consistent use of these colors will create recognition and strengthen the brand.

CMYK
00/50/95/00
RGB
243/148/22
HEX
F39416

PANTONE
144C

CMYK
95/65/45/40
RGB
18/62/82
HEX
123E52

PANTONE
7546C

NOTE
The strongest impression of our brand comes from our primary color palette. Gold Yellow and Denim Blue are the hero colors and lead our visual communication.

Secondary Colors

Secondary brand colors act as a complimentary color pallet to the primary brand colors. The secondary brand colors can be used throughout your brand's digital assets; website, presentations and social media platforms.

CMYK
65/28/00/00
RGB
92/157/213
HEX
5C9DD5
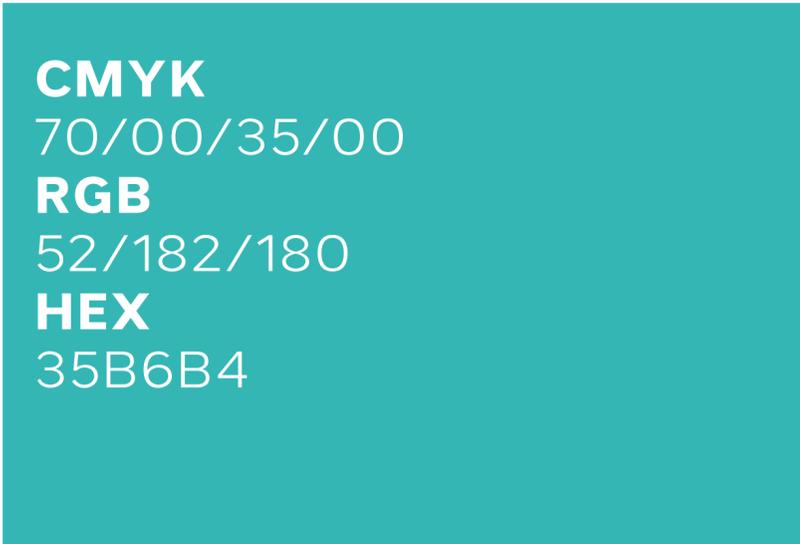
CMYK
70/00/35/00
RGB
52/182/180
HEX
35B6B4
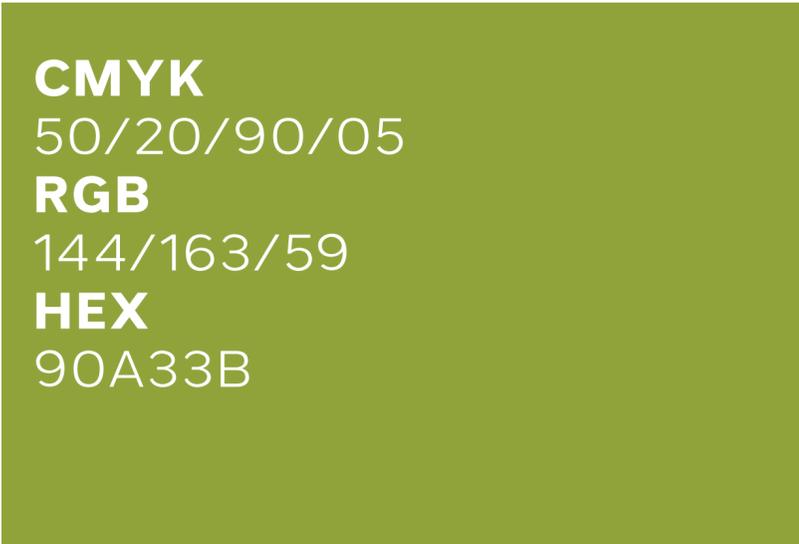
CMYK
50/20/90/05
RGB
144/163/59
HEX
90A33B

CMYK
15/100/80/05
RGB
198/21/47
HEX
C6152F

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