Obliq

fashion brand guide

Mission

Obliq stands to break monotony in fashion by crafting statement pieces from deadstock material in an effort to be bold and retain sustainability in a resource reliant industry.
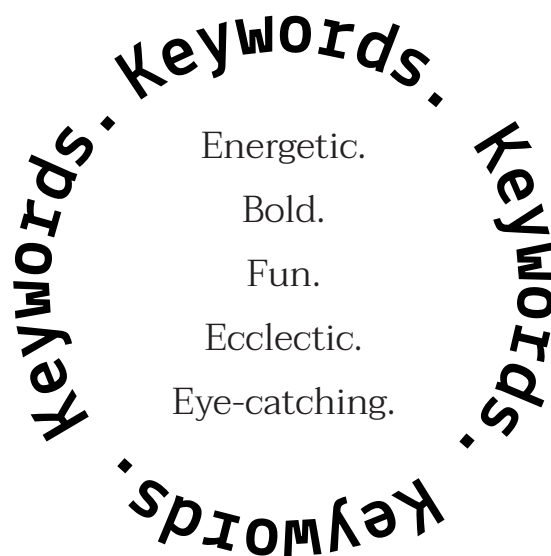
Keywords. Keywords. Keywords. Keywords. Keywords.

Energetic.
Bold.
Fun.
Ecclectic.
Eye-catching.

Table of Contents

A company's logo expresses its identity, personality, and values. This identity is accentuated by the detail put into the deconstructed logo's typeface.

To ensure consistency in Obliq's brand identity, it's use must be managed through standards set out in this guide.
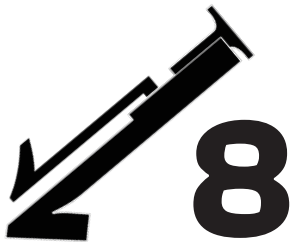
Color - Positive Version

Obliq

Black - Positive Version

Obliq

Negative Version

Obliq

*Note *Note *Note *Note *Note *Note *Note *Note *Notes *Note *Note*

The Color version includes a checkerboard background to ensure maximum readability, refer to pg. 10 for more info.

The Black version must be used only when production does not allow the use of color.

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Buffer Zone

To ensure the logo is never obstructed and is always visible, the logo must include a buffer zone i.e., a minimum area of padding free from external graphic or textual elements.

The size of this area is based on the relative measurement of the "O" in *Obliq*

0.5 X

0.5 X

1 X

Obliq
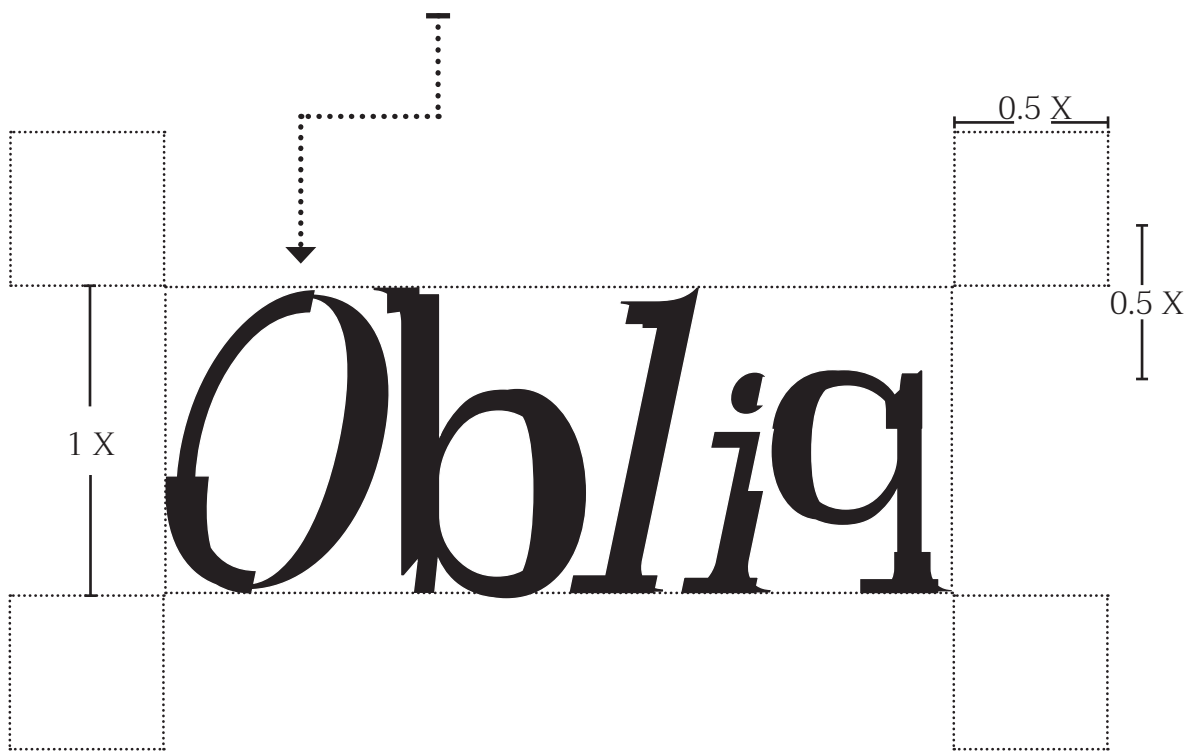
Application

Divide the X height of the "O" by 2, and use the following measurements to ensure space around the perimeter of the logo.

Obliq Brand Guide

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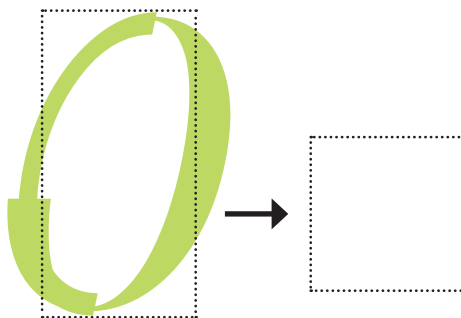
Minimum Size

In circumstances where the logo must be as small as possible, the logo must measure at least 2 inches or 5.08 cm in width.

Obliq

2 inches

5.08 cm

Obliq

2 inches

5.08 cm

Obliq

2 inches

5.08 cm

Obliq Brand Guide

Typography

Athiti – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÆOE
abcdefghijklmnopqrstuvwxyzæoefifl
0123456789!?#€$¢£¥&§%@
{[(\<-+=—>/]}*™®ao""'''"«‹›»::;….,

These are the official typefaces to be used for all corporate, marketing and social media communications. Athiti, Lekton, and Taviraj are all available through Google Fonts.

Lekton - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÆOE
abcdefghijklmnopqrstuvwxyzæoefifl
0123456789!?#€$¢£¥&§%@
{(\<-+=—>/)}*™®ao""'''"«‹›»:;….,

Taviraj - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZÆOE
abcdefghijklmnopqrstuvwxyzæoefifl
0123456789!?#€$¢£¥&§%@
{(\<-+=—>/)}*™®ao""'''"«‹›»:;….,

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Color Palette

The color palette of Obliq for all graphic elements in support of the logo are any of the following colors displayed below.

Primary Colors

HEX #BEEE62	CMYK 29, 0, 78, 0	RGB 190, 217, 99

HEX #31393C	CMYK 75, 62, 59, 52	RGB 50, 57, 60

Secondary Colors

HEX #C090C1	CMYK 24, 48, 0, 0	RGB 192, 144, 193

|		
HEX #F7901E	CMYK 0, 52, 100, 0	RGB 247, 144, 30

|		
HEX #F9EEEA	CMYK 0, 2, 7, 0	RGB 255, 249, 235

Graphic Elements

Shapes

To illustrate Obliq's identity of patchwork fashion and upcycling, shapes can be made in an ad-hoc manner.

The few requirements are to avoid any curves and only adhere to sharp angles. Shapes can used to give text a background to further increase readability in any given ad, post, or illustration.
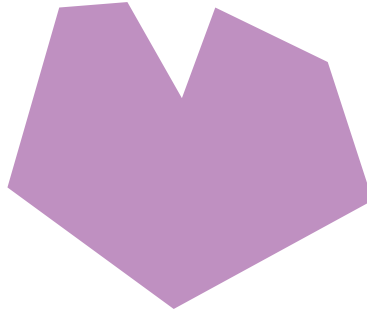
*Note *Note *Note *Note *Note *Note *Note *Note *Note *Note

When creating familiar shapes such as stars or hearts, it is best practice to avoid symmetry and unity.

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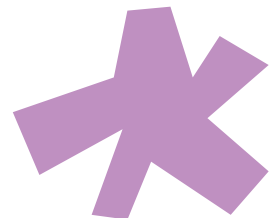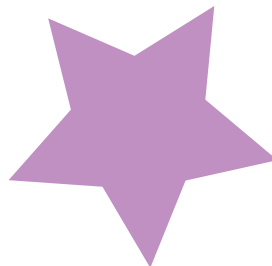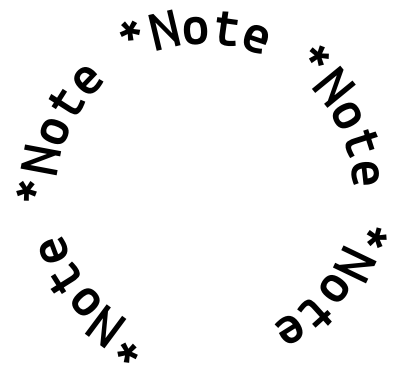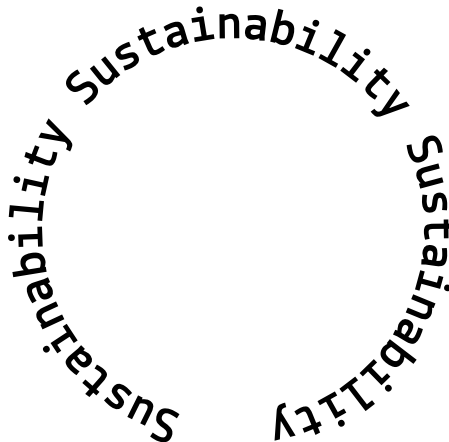
Graphic Elements

Checkerboard

As mentioned in page 4, a black and white checkerboard pattern is available for use with the Color version of the Obliq logo. There are subtle distortions in the black and white version to simulate that the logo is sitting on a malleable surface.

Variations of the checkboard background can be used with the respective colors provided in pg. 8. This element can be applied anywhere so long as it does not reduce readability.
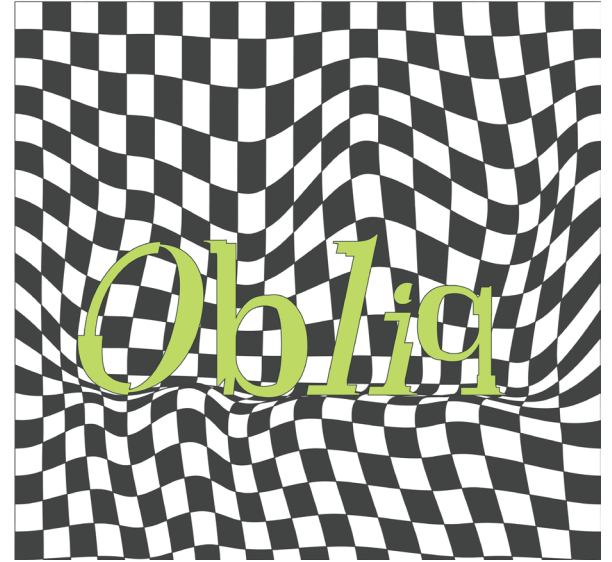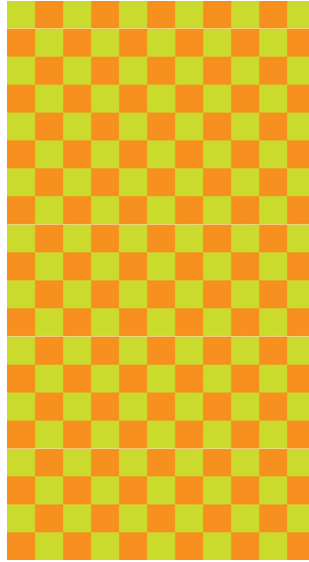
Circular Text

This element should be used for pointing out important details in how to handle a garment and as a seal to indicate whether a garment was made sustainably and/or if it has been upcycled.

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Graphic Elements

Checkerboard on Models

As part of Obliq's brand identity, we strive on standing out based on our garments and not the features of chosen models.

When creating any poster, ad, or portrait, please create a layer above any visible skin. The background can either be black or white with corresponding contrasting colors for the grid itself. The thickness of the grid must be no larger than 3pts.

Obliq

fashion *off kilter*

sustainability sustai

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Graphic Elements

Garment ID System

Obliq prides itself on the varying ways our garments are made and they are broken down into three catgeories.
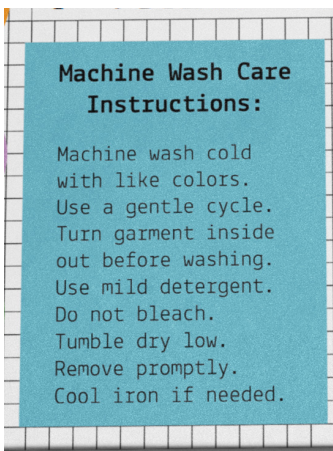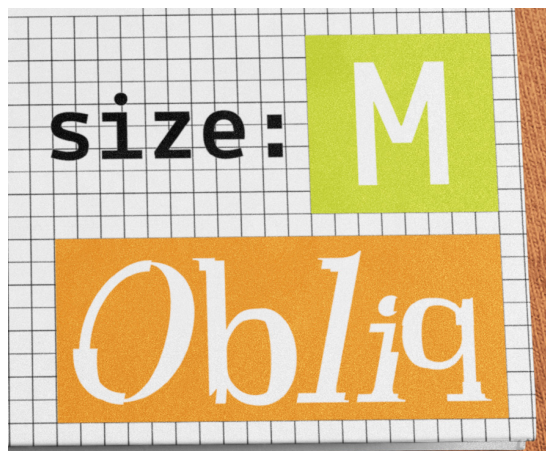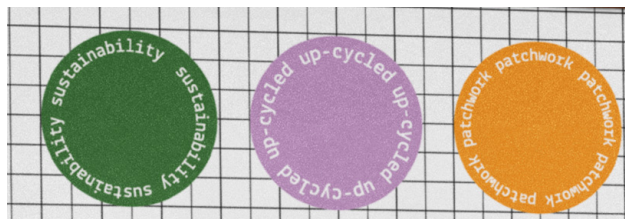
Sustainability - This is typically a basic garment made from fair trade high quality cotton. To the customer, it indicates that this product is brand-new and eco-friendly from sourcing, creation, and delivery.

Up-Cycled - This means a piece like a cardigan, jacket, button up, etc. that has been tailored and mended in a manner that preserves the initial form and feel of the garment. This is done by a team of fashion archivists and tailors who share a goal of sustainability within the fashion market.

Patchwork - This is a statement piece that is intentionally made with contrasting fabrics, patterns, and colors. The patchwork garments are sourced from deadstock, unrepairable garments with great fabrics and the like. For certain fabrics that can only be patched as opposed to securely mended, there is full transparency on damage that may wear over time. Our team of tailors and designsers do our best to mend these garments with a longterm goal in mind.

Mock Ups

size: M

Obliq

Machine Wash Care Instructions:

Machine wash cold with like colors. Use a gentle cycle. Turn garment inside out before washing. Use mild detergent. Do not bleach. Tumble dry low. Remove promptly. Cool iron if needed.

9 780201 379624

Machine Wash Care Instructions:

Machine wash cold with like colors. Use a gentle cycle. Turn garment inside out before washing. Use mild detergent. Do not bleach. Tumble dry low. Remove promptly. Cool iron if needed.

size: M

Obliq

Horizontal Clothing Tag

size: M

Obliq

Machine Wash Care Instructions:

9 780201 379624

Vertical Clothing Tag

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Mock Ups

Delivery Packaging

Inner Packaging

Outer Packaging

Mock Ups

Grid Style Tote

Bubbles Style Tote

Reusable Large Tote

Mock Ups

Reusable Large Tote

Novelty Tote

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Mock Ups

Vertical Sign

Store Front

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Images