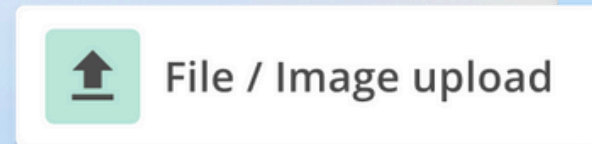
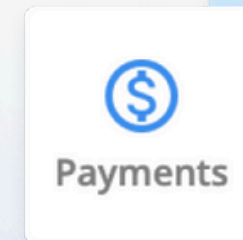
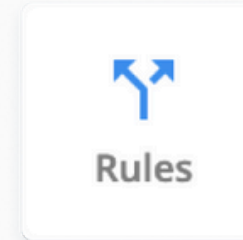


BRAND KIT

FOR CREATIVITY AND CONSISTENCY




The Hoodie Store

[Products](#) [Payment Details](#)


What would you like to buy?

Hoodies T-shirts Pants



Fleece Hoodie
Regular Fit, Medium-heavy fabric (8.2 oz /yd² (280 g/m²))
\$25.00

Quantity: 0
[Add to cart](#)



Tech Fleece Hoodie
True to Size, Heavy fabric (10.3 oz /yd² (350 g/m²))
\$32.00

Quantity: 0
[Add to cart](#)

Total: \$ 0.00

[Next](#)

NAVIGATION PAGE

Tip: Use links to go to a different page inside the presentation.

How: Select a tile on the table. Click on the link symbol on the toolbar, and select the page in your presentation you want to connect.

CONTENT	PAGE
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Color	5
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LOGO

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MAIN LOGO FEATURES



THE LOGO

Our logo mark is a visual representation of our brand's identity, designed to be simple, memorable, and versatile, ensuring consistency across all platforms while embodying our core values and aesthetic.

LOGO VARIATION



RULES OF APPLICATION

Do's and Dont's

Versions of our logo can be used to match a variety of materials and applications. Make sure to apply them appropriately.

RULES OF APPLICATION

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DO'S AND DON'TS



DO NOT change the color.
Use colors in the palette.



DO NOT crop the logo.

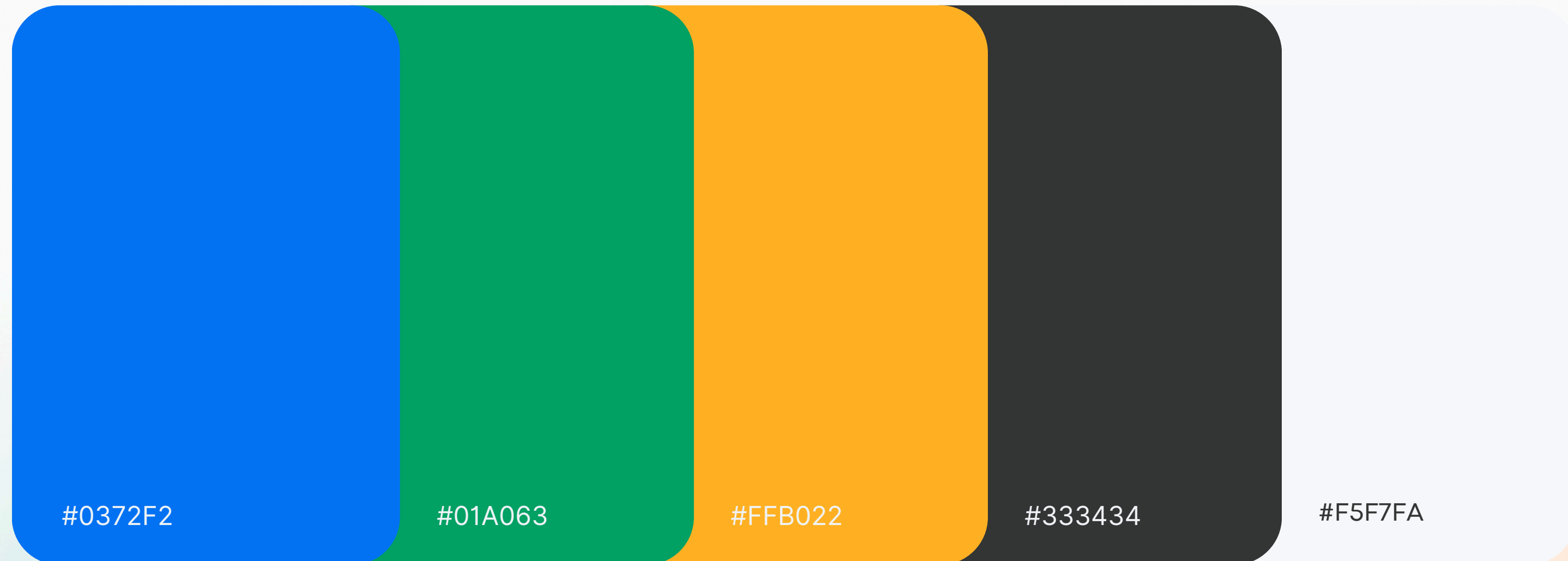


DO NOT rotate the logo.

COLOR PALETTE

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THESE COLORS REFLECT OUR BRAND'S IDENTITY AND PERSONALITY



BRAND TYPOGRAPHY

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MAIN FONT

FOR HEADERS

Our brand uses Inter Bold for headlines, emphasizing key messages, while Inter Regular in all caps is used for subtitles, providing clarity and distinction. Body text is set in Inter Regular, ensuring readability and consistency across all brand communications.

Aa

Inter

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

BRAND TYPOGRAPHY

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FONT HIERARCHY

Pairing To Use

SUBTITLE

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.



Inter Bold



Inter Medium (all caps)



Inter Regular

Aa

Inter

ICONOGRAPHY

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WEBSITE



GOOGLE FEATHER

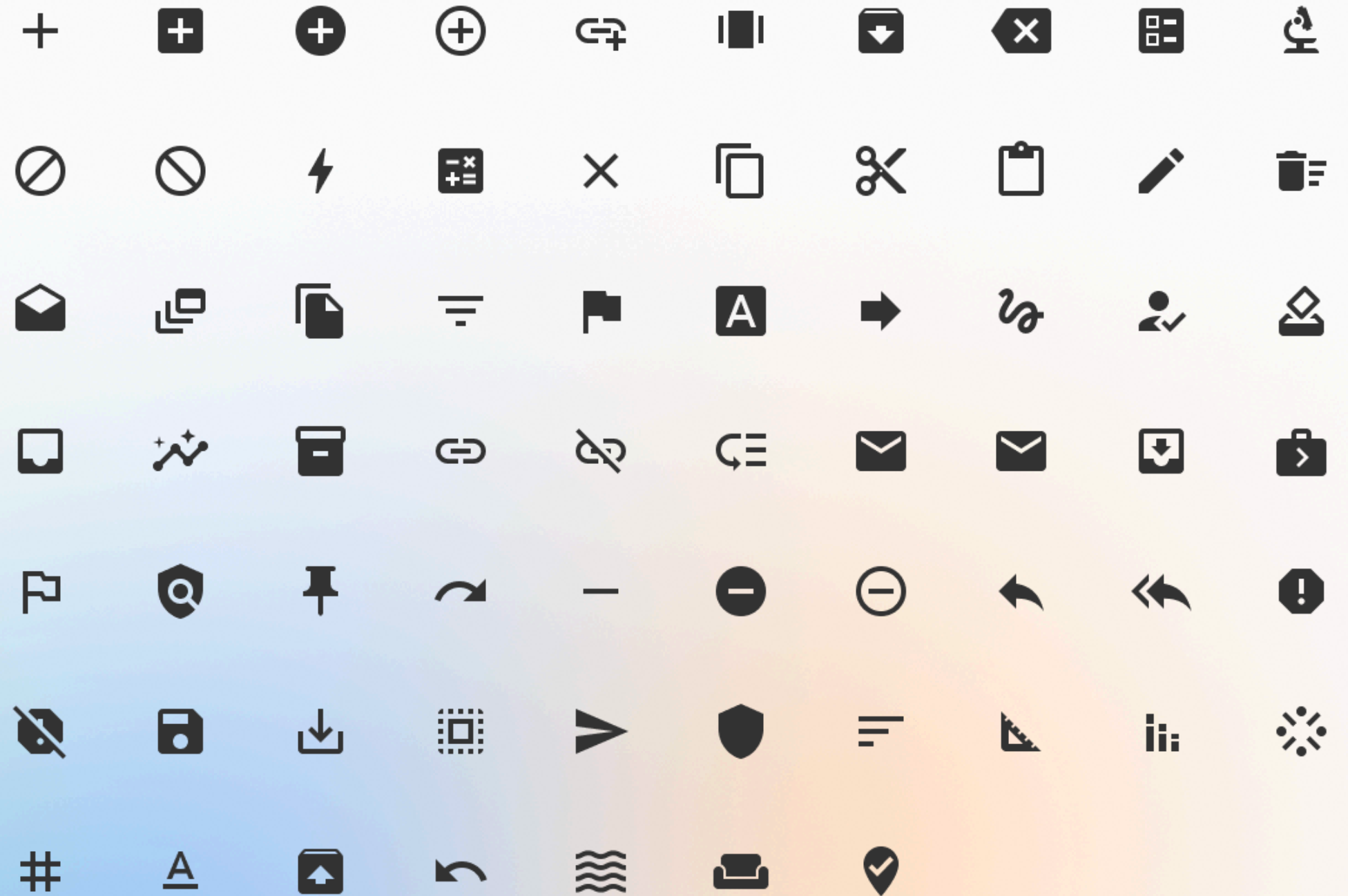
We use Google Feather icons on our website to maintain a clean, minimalist aesthetic that aligns with our brand's modern and approachable design.

These icons are lightweight, open-source, and highly customizable, ensuring visual consistency across all digital touchpoints while enhancing user experience with clear, intuitive navigation.

ICONOGRAPHY

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PRODUCT



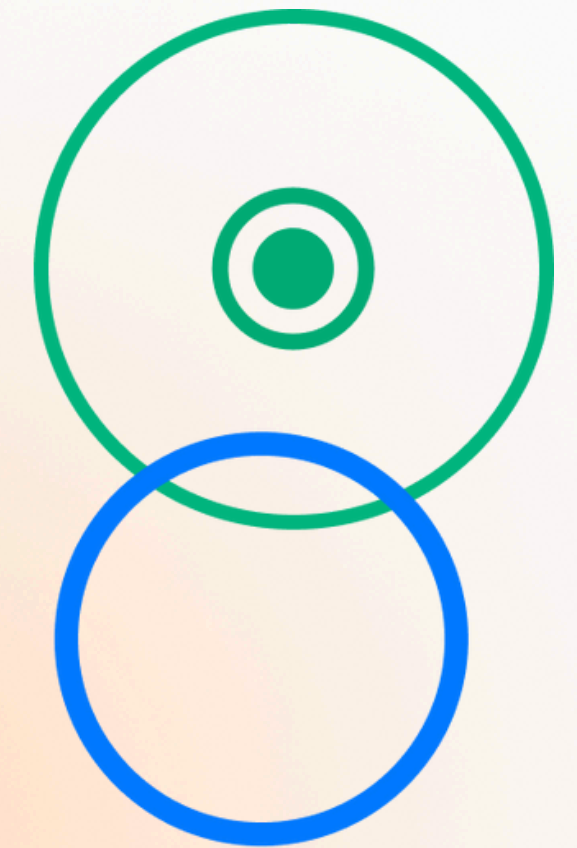
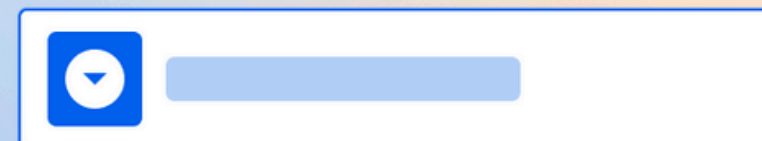
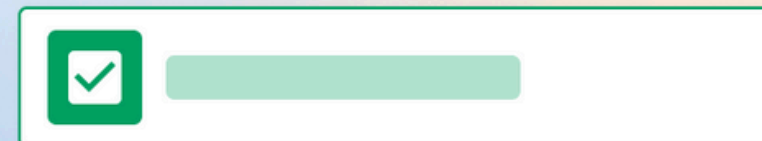
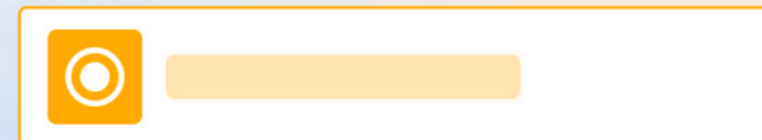
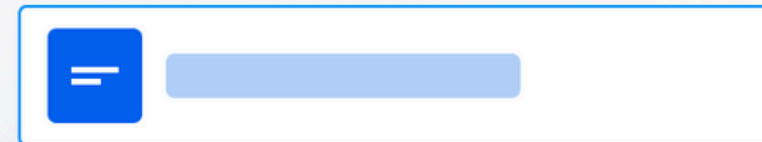
GOOGLE MATERIAL

We use Google Material icons on our website to achieve a clean, modern aesthetic that complements our brand's design. These icons are versatile, open-source, and designed for clarity, ensuring visual consistency across all digital platforms while enhancing user navigation and experience.

ELEMENTS, SHAPES, & ILLUSTRATIONS

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OUR PATTERNS AND GRAPHICS, INSPIRED BY THE RADIO AND CHECK BUTTONS IN OUR PRODUCT, CREATE A COHESIVE LINK BETWEEN OUR INTERFACE AND BRAND DESIGN.



PRODUCT IMAGES

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OUR PRODUCT IMAGES ARE DESIGNED TO HIGHLIGHT KEY FEATURES AND ALIGN WITH OUR BRAND'S VISUAL IDENTITY, ENHANCING USER UNDERSTANDING.

Product / Service

Payments

Rules

Dropdown

File / Image upload

Signature

The Hoodie Store

[Products](#) [Payment Details](#)

- Cotton Hoodie**
Regular Fit, Medium-heavy fabric (8.0 oz/yd² (271 g/m²))
\$19.00
Quantity: 0
[Add to cart](#)
- Fleece Hoodie**
Regular Fit, Medium-heavy fabric (8.2 oz /yd² (280 g/m²))
\$25.00
Quantity: 0
[Add to cart](#)
- Tech Fleece Hoodie**
True to Size, Heavy fabric (10.3 oz /yd² (350 g/m²))
\$32.00
Stock control:
Add stock ⓘ: eg. 30
Currently available in stock: 0

Total: \$ 0.00

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CONTACT INFORMATION

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GET IN TOUCH WITH US



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