

TEN  4

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BRAND MANUAL

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we Are \_\_\_\_\_

STRONG

ENERGETIC

BOLD

POWERFUL

THRILL  
seekers



# THE Main OBJECTIVE

TEN4 is a company dedicated to providing our customers with protective and rejuvenating skin care products. We also focus on educating our users about the dangers of UV ray exposure.

We hope that customers feel confident enough in our products and, with our guidance, their understanding of UV radiation to continue with their outdoor activities carefree and healthily.

# voice

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Although our products are dermatologist approved, we are not doctors. We are here as an extra source of support and comradery. We keep our tone of voice casual to help make our customers feel at ease. Such a tone helps build familiarity between us and our users and it creates a sense of trust.

The most important thing for us as a brand is to let our users know is that we have their best

interests in mind and at heart. We're not a money hungry power grabbing company so the last thing we would want to do is trick people with false advertising and review censorship. Our products aren't going to be for everyone and that's okay. As long as we do our best to educate them and they take home some new information about proper skin care we've made good progress.

# Audience

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## Primary

Our brand is marketed towards men ages 24-32 who are athletic and enjoy spending their time outdoors. They are either aware of the dangers of skin cancer and are seeking guidance/help or they are unaware of the potential harm sun can cause and we are here to educate them.



## Secondary

Males who are below the targeted audience, so ages 18-23 years of age. They are also interested in outdoor sports but they may not be as concerned about skin care routines or changes in the skin that are sun related.



## Tertiary

We created our packaging and labels to be neutral which opens up the possibility of women ages 22-32 using our products. These women also enjoy outdoor activities.

# LOGO & Brand- mark

# LOGO

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## Horizontal

Horizontal versions are the primary versions we use mostly on our digital platforms, packaging, and videos.



## Horizontal - With Tagline



# variations

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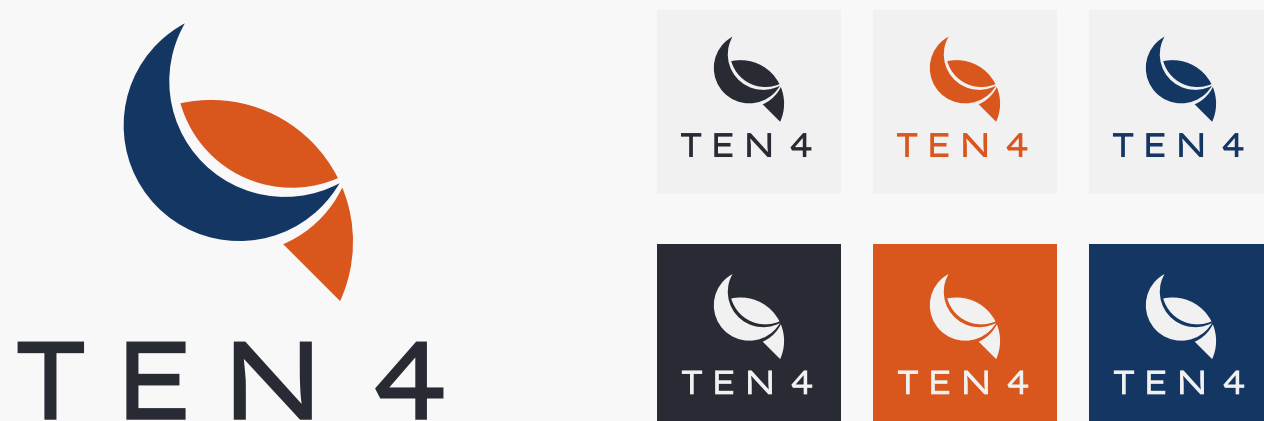
## Horizontal - Submain

Color versions are used for the other assets in our brand, adding more tune in our brand.



## Vertical

The vertical logo format is preferred in TEN4 product gears. Color versions are used for other assets with different color style from the primary one.



# Tagline & Scale

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## Tagline

Always use our tagline with our mark. The tagline should be used only in our brand dark grey, Ironclad.



## Scale

Establishing standard scale to ensure the legibility of our logo



### Digital

The height of the logo should be never smaller than 24px in digital.  
**170 x 35 pixels** is preferred for web  
and **140 x 30 pixels** for mobile.

Favicon  
36 x 36 pixels



### Merch & Print

T-shirt: 3 x 4 inches to 14 x 15 inches  
Bottle & Mug: 8.5 X 3 inches  
Hat: 3 x 1.75 inches

Billboard: 27 x 40 inches  
Card: 3.5 X 2 inches

# construction

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## Construction - Without tagline

The minimum clear space of the logo is the height of the logo's 4.



## Construction - With tagline

The baseline of the tagline is even with the baseline of half the size of the N within the logo.





# Brandmark

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## TEN4 Mark

Ten4 logo combines the shape of moon and sun, to represent how we are protecting our users with day & night products.

MOON



SUN

## Color Variations

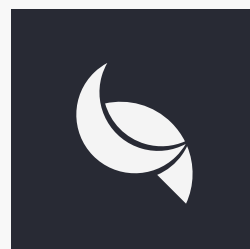
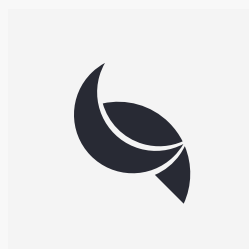
The color brandmark can only be used with our brand grey color, Silver Fox.

To use on our color backgrounds, the brandmark must be our colors Midnight Tide and Sun Blaze.



## Black & White

When the brandmark is in black and white it must use the brand grey and white, Ironclad and Silver Fox.

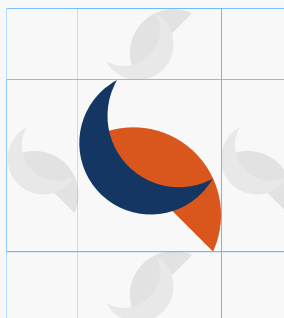


## Clearspace

The clearspace of the brandmark is equal to the half of the width of the main brandmark.

It's important to make sure that our brandmark has enough clearspace so that it stands out in the logo and is not crowded by other material when it is displayed alone.

This



Not This



# Brand Offense

# VIOLATIONS.1

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## Logo Misuse

It is important to keep our logo the way it is.

**NO**  
moving the brandmark before  
the logotype



**NO**  
moving or duplicating the  
tagline above the logo



**NO**  
rotation of the logo



**NO**  
placing the logo within a box  
or other container



**NO**  
adding a dropshadow



**NO**  
adding a gradient fill or effect



**NO**  
no fill other than black while  
paired with the brandmark



**NO**  
distorting or stretching



**NO**  
removing and displaying the  
logotype with no brandmark



# VIOLATIONS.2

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## Logo Misuse

It is important to keep our logo the way it is.

**NO**  
adding an outline or stroke



**NO**  
changing of the typeface



**NO**  
colors that are brighter or darker



**NO**  
filling with imagery



**NO**  
placing on unrelated imagery



**NO**  
placing on an under or over-exposed imagery



**NO**  
mirroring horizontally



**NO**  
mirroring vertically



**NO**  
overlapping with duplicate



# VIOLATIONS.3

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## Brandmark Misuse

It is important to keep our brandmark the way it is.

**NO**  
changing the brandmark to  
colors unspecified by us



**NO**  
changing the background color



**NO**  
flipping, rotating or mirroring  
the brandmark



**NO**  
giving the brandmark a stroke  
or outline



**NO**  
Seperating the moon and sun



**NO**  
Adding a fill to the brandmark



**NO**  
Rounding of the edges



**NO**  
inverting colors



**NO**  
stretching or squashing



# considerations

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## Considerations

We offer sports bottles and apparel because they relate to your skin's health, but there are some products that we simply cannot have our logo on due to the disconnect it would create with our brand's message, customers, and our future plans.



Not on a wall for sketching or doodling because it does not match our brand voice



Not printed or stitched onto a rug for our logo to be stepped on and dirtied



Not on any food packaging because we don't want our products to be eaten and we do not plan on branching out into the health food industry at this point in time.



Not placed on packaging that relates to drug, alcohol, or tobacco products.

# visual identity

# color

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## Brand Colors

These are the colors that define our brand. They cannot be adjusted in any way, shape or form unless specified otherwise.

### Sun Blaze

Hexcode - #DA561E | Pantone - 7579C | CMYK - C 0% M 52% Y 74% K 15%

### Midnight Tide

Hexcode - #133763 | Pantone - 534C | CMYK - C 31% M 17% Y 0% K 61%

### Ironclad

Hexcode - #292A35 | Pantone - 4280C | CMYK - C 5% M 4% Y 0% K 79%

### Silver Fox

Hexcode - #F4F4F5 | Pantone - 663C | CMYK - C 0% M 0% Y 0% K 4%



# TYPOGRAPHY

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## Typeface for logo

We have a font for our logo specifically

### 01 LEXEND MEGA REGULAR

Lexend Mega is a font that was formed to significantly improve reading-proficiency.

Desktop

**45PX**

Mobile

**30PX**

## Typeface for web & mobile

We have a type system and hierarchy for our web and mobile.

### 02 SYCOPATE BOLD

Primary headline font

Desktop

H1 **48PX**

H2 **36PX**

H3 **24PX**

Button **16PX**

Mobile

H1 **36PX**

H2 **24PX**

H3 **20PX**

Button **12PX**

# 03

## RALEWAY BOLD

Secondary headline font

### Desktop

H1 **28PX**

H2 **24PX**

H3 **20PX**

### Mobile

H1 **16PX**

H2 **13PX**

Button **11PX**

## RALEWAY MEDIUM

Primary body text

### Desktop

P1 **28PX**

Button **16PX**

### Mobile

P1 **13PX**

Button **11PX**

## RALEWAY REGULAR

Secondary body text

### Desktop

P1 **20PX**

P2 **18PX**

### Mobile

P1 **12PX**

Button **12PX**

# PHOTOGRAPHY

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## Our Photos Need to Tell a Story

Photography plays a major role in our desktop site. Since our targeted demographic are men on the move, our lifestyle imagery must mimic that. What that means is photos showing our models or customers in mid action whether it is playing a sport or applying product. It is also important to keep the background of every photo clear of other skincare brands or

products. We do not want to promote brands that we are not affiliated or partnered with. Our product is geared towards athletic people but we don't want to discriminate or alienate. It is important that the models we cast have bodies in a variety of shapes and sizes. We have specified more photography requirements on the next page.



### Emotion

From happy to exuberant and focused to determination.



### Scenario

Energetic in mid action to create a sense of excitement and/or triumph.



### Casting

Diverse individuals who are positive, athletic and outgoing.



### Setting

Clean and inviting, whether outdoors or inside. Minimal distractions from the product and/or subject.



### Lighting

Bright and natural. The lighting should be well balanced; not too warm and not too cool.



### Product

Get up close and personal. The subject should be using the product with a positive energy.



# TEXT on imagery

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## we're ALL ABOUT THE LEGIBILITY

Having an amazing message and wild offers means nothing if our customers can't read any of it so of course, we have a sound solution.



### **Text Box Overlay**

Color: Ironclad  
80% Transparency

### **Header Text**

Syncopate, Bold - 36 pt  
Color: Silver Fox

### **Body Copy**

Raleway, Medium - 16 pt  
Color: Silver Fox

## **Logo On Imagery**

Descriptions of new products are not the only form of text that will appear on photos, our logo will too and it needs to be legible. When our logo is placed on imagery, the following criteria must be met:

- 1 The logo must be our Silver Fox grey
- 2 The photo should only have one focal point
- 3 The image overlay must be our Ironclad grey at 70% transparency



## **Logo On Illustrations**

The only time our logo can be used on an illustration is when it is placed on our branded water ripple design at 40% transparency. The logo must be our branded Ironclad grey.





# signage

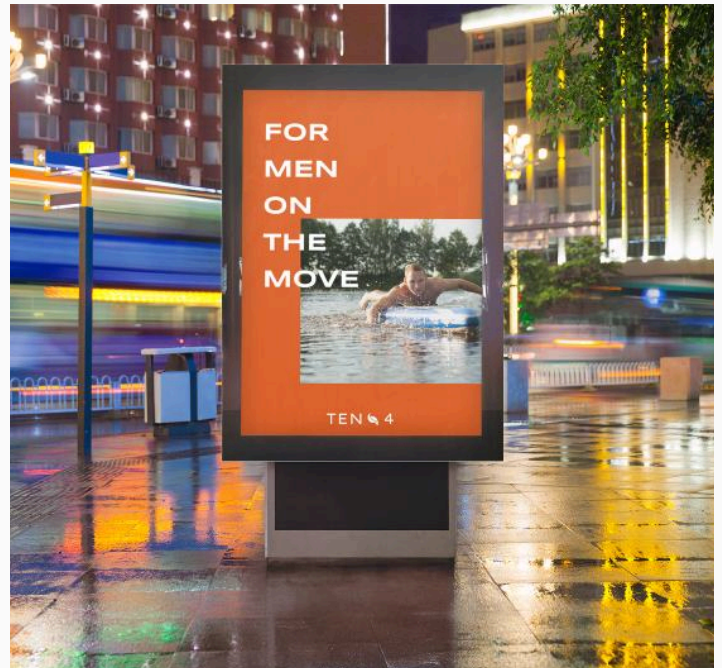
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Highway Billboard

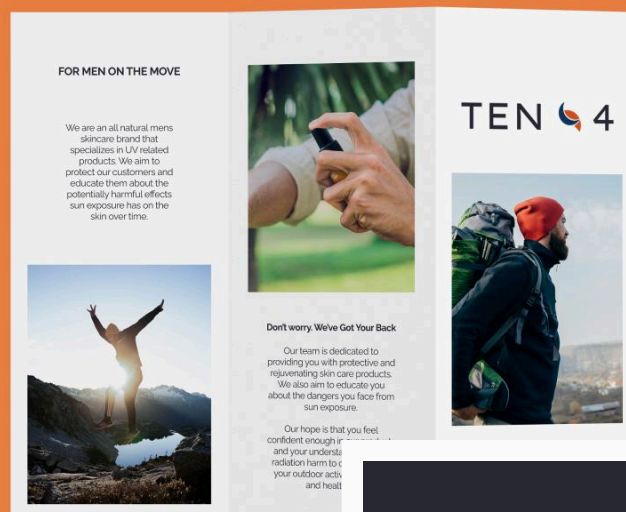


Park Billboard



City Billboard

# Print



Brochure



Personalized QR Code Card



# Packaging

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## Sleek and Sophisticated

Our packaging is designed to be easy to scan, distinguishable from our competitors, and sustainable! We use amber glass bottles for our brand instead of plastic.

Products that are a part of a skincare routine are numbered in order to help guide customers through the process. Numbers are Syncopate Bold to be the main focal point of the design.

On desktop and mobile, our products are either paired with nature or sports photography when not on the product page. The bottle is placed in front of the photography in an asymmetrical pattern to create a dynamic visual. Within our products page, the bottle overlaps imagery related to the consistency of the product within. New arrivals are highlighted with a bold color.

Bottles



Implementation



NEW



SPF Body Spray - 5 fl. oz. \$21.99

★★★★★ 4.6

Designed to be quick and easy to apply, our full body body SPF spray is perfect for on the go. It keeps your skin protected from UV rays without the sticky feeling of cream sunscreen.

Scent: 30 50 80 100 Quantity: - 1 +

ADD TO CART DETAILS



# Merch

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## TEN4 Skincare & Apparel Combo

Healthy happy skin goes beyond a skincare routine and we want to provide that for our customers in the future. Staying hydrated is an important factor in the health of your skin so we want to provide users with reusable bottles for their water intake needs.

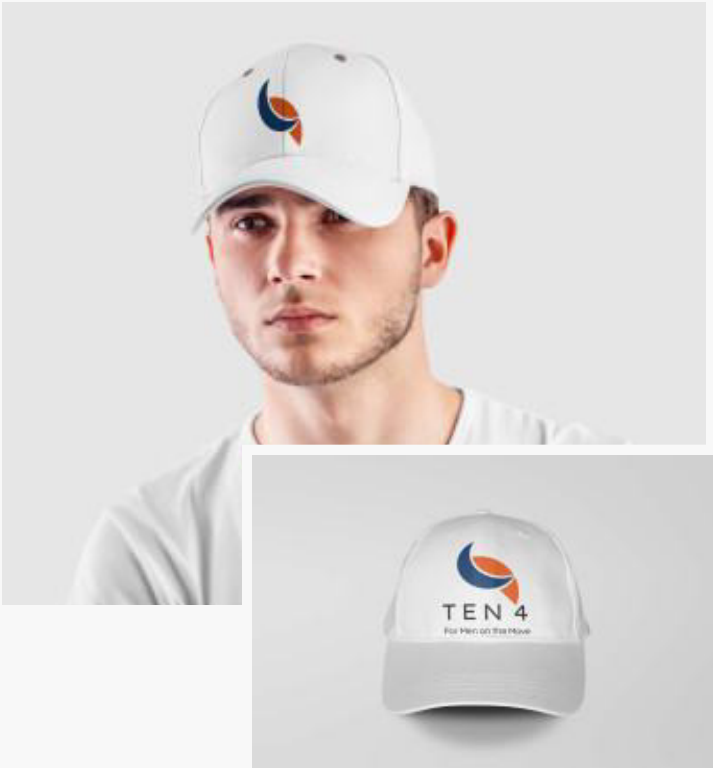
Apparel is also important in protecting your skin from harmful UV rays. Our ultraviolet blocking

products paired with custom clothing will be the best defense for our customers. Clothing will be designed for athletic ventures which means the material will be a cotton blend for breathability or a polyester blend because it is lightweight and moisture-wicking. Our logo will be front and center on most designs or sized down and made into a dynamic pattern.

## T-Shirts



## Hats



## Bottles



# Icons

# DESKTOP

## Buttons

### Color

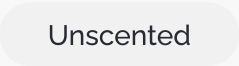
#### Inactive



#### Active

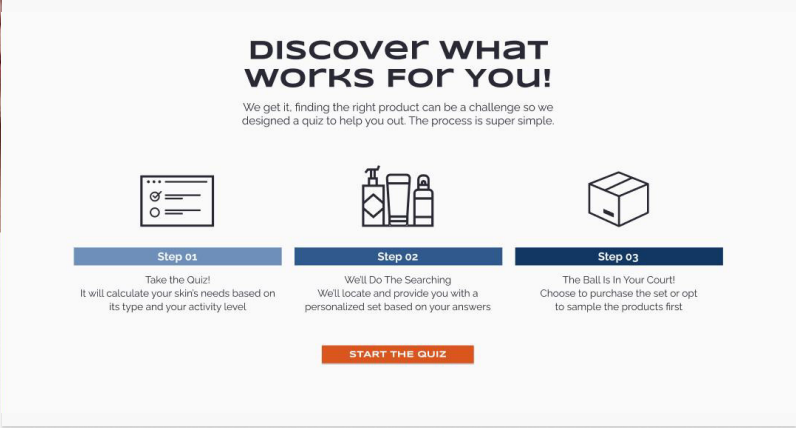


### Black & White



## Implementation in UI

### FEATURED PRODUCTS



# MOBILE

## Buttons

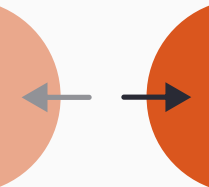


ADD TO CART

VIEW PRODUCT

ADD TO CART

ADD TO CART



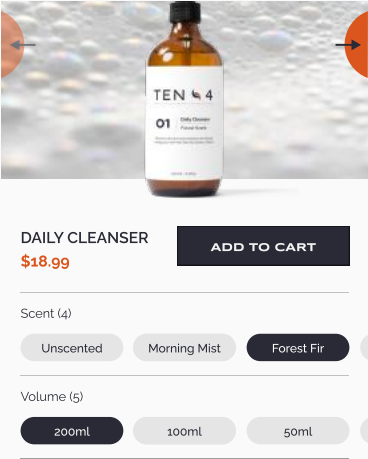
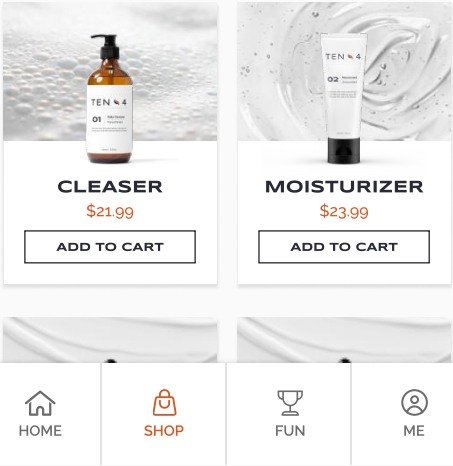
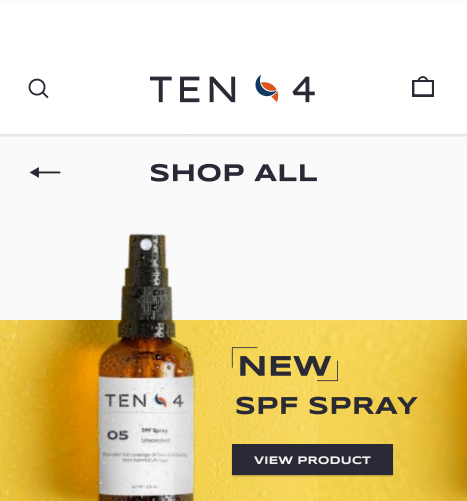
Unscented

INDIVIDUAL

Unscented

TEAM

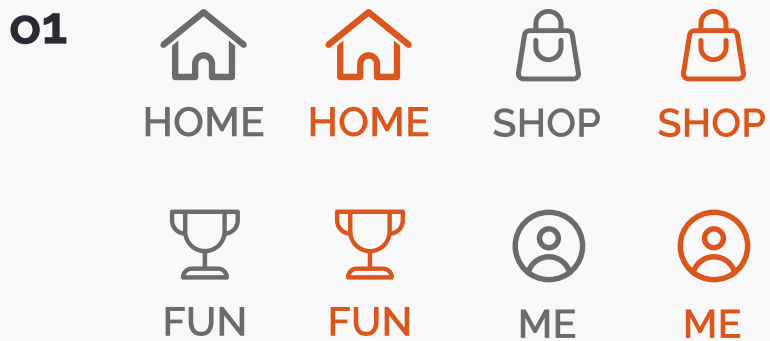
## Implementation in UI



# Iconography

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## Mobile



## Desktop





TEN  4