

THE

LONG

HAUL

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## **Page 3-Who are we**

A brief overview of who we are and what we do

## **Page 6-Logo**

This section goes into detail about how to use the logo correctly and different ways of usage. It is important to use your logo correctly to add value and create a cohesive brand identity.

## **Page 11-Typography**

Typography is a crucial component in The Long Haul, by following the typography guide you will be able to build the foundations for the illustration style.

## **Page 13- Colour**

The bold purple, green blue and yellow are our brand colours and here you will learn how to use them properly.

## **Page 15- Illustration Style**

The Illustration style is a key component in the Long Haul, you can use this for different campaigns, advertisements, visual identities etc. The Illustration style is the heart of our brand.

## **Page-18 Application**

Learn here how to apply our brand to different means, e.g. posters, packaging, tags etc.

**WHO**

**ARE**

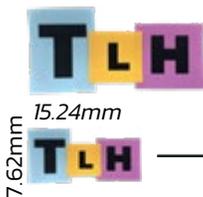
**WE?**

The Long Haul is a clothing brand which buys old clothes from consumers and then repurposes them into new items ready to be resold. The user has 3 options of buying 'new', selling old or requesting old items to be remade into something else.

The concept is to make old new again and keeping beloved memories in clothing a long lasting memory.

**Are you in it for the long haul?**

**LOGO**



This is the smallest size, don't go any smaller than this or visibility will be hindered

## HOW TO USE

### Primary Logo Way

The logo will be the face of your brand. It is important it is used correctly. It can be used in two ways, the primary colour logo way and the black and white logo way. Depending on what you are applying the brands to you will use either or.



7.62mm  
15.24mm



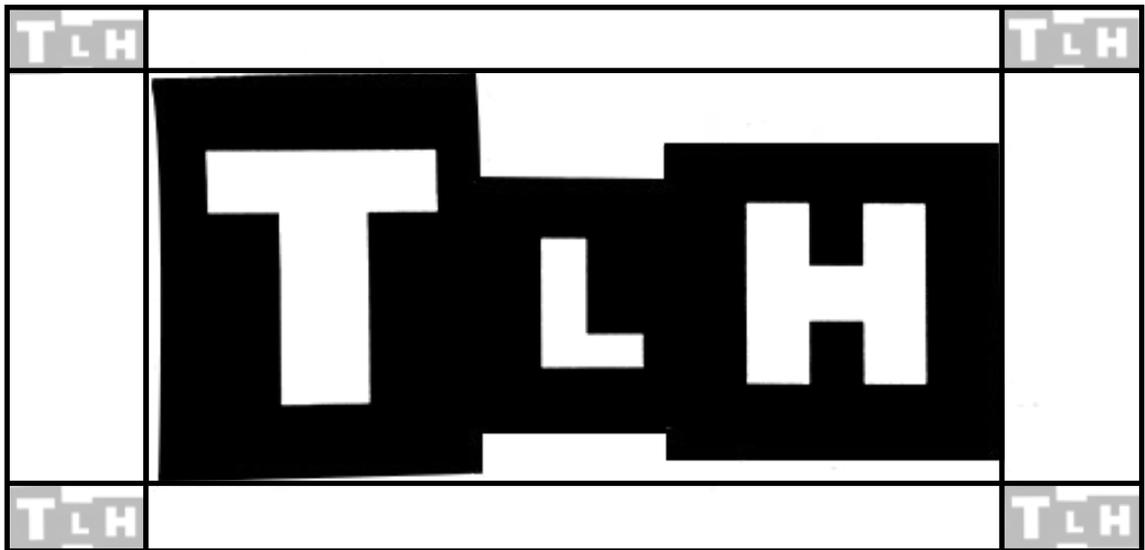
This is the smallest size, don't go any smaller than this or visibility will be hindered

## HOW TO USE

### Secondary Logo Way

This logo is the secondary logo way, this logo will be mainly used for embroidery in the tags.

## Exclusion Zone



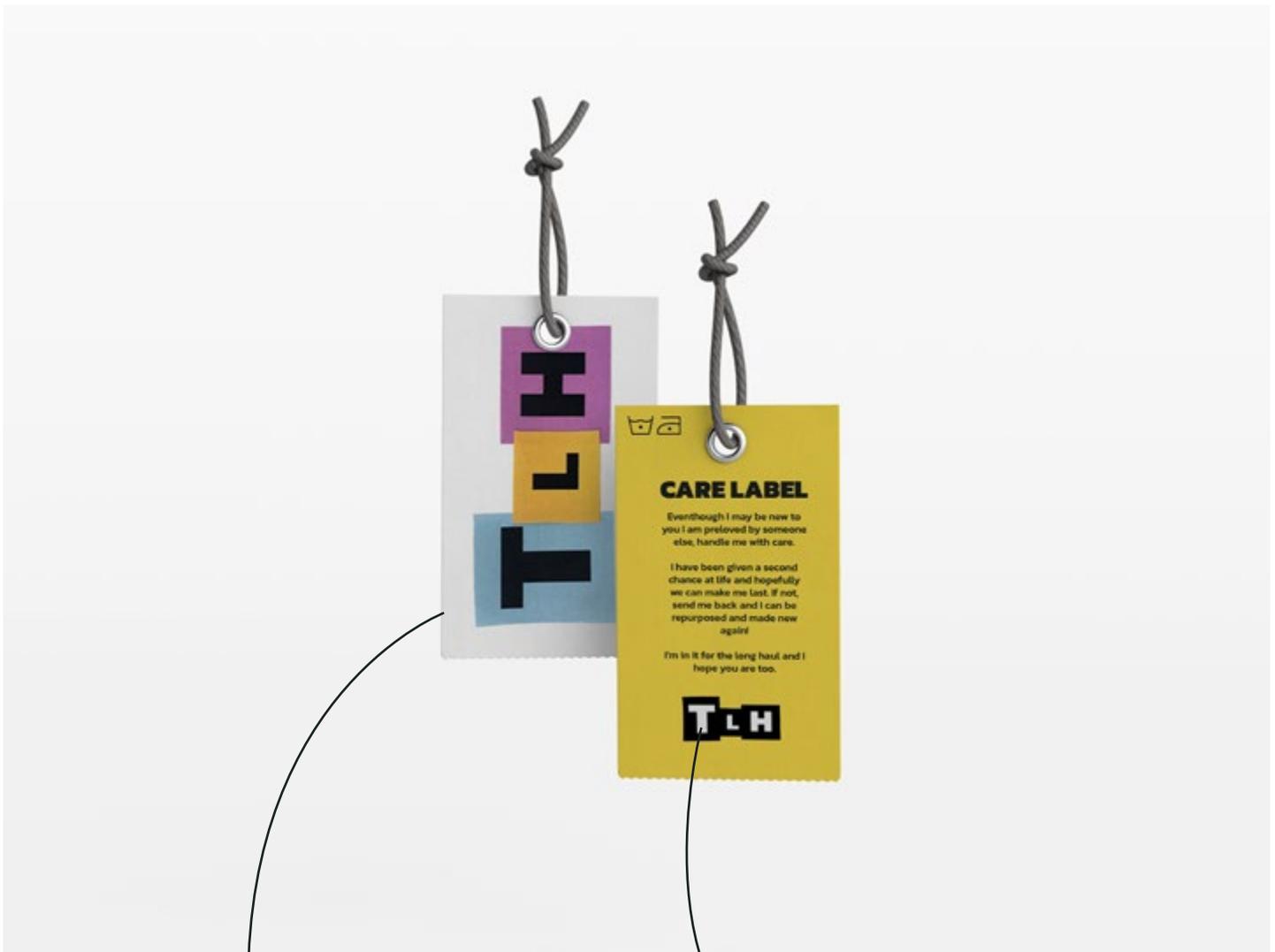
The exclusion Zone is 1/8 the size of the logo, do not put any text or imagery in the exclusion zone as it will hinder the legibility of the logo.

# Example

Here is an example of how to use the different logo variation.

The coloured logo will be generally used for campaigns, press adds.

The black and white logo will be used when embroidering into clothing and anything that needs a coloured background.



Coloured logo on a white background

Black and white logo on a yellow background

# The Don'ts

## Low Resolution



Too small



Fill the gaps with text



## Stretch the logo



Alter Opacity



## Upside Down



**T** **R**  
**Y** **A**  
**P** **P**  
*O* **H**  
**Y** **G**

# How To Use

The Long Haul aims to keep typography playful and inconsistent with sizing and weights.

The idea of having different qualities in each letter ties back into the idea of utilising materials from different backgrounds uniting them as one, giving them a new lease of life.

## Font Variation

### KANIT- BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ-

VWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?!/

### KANIT- EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ-

VWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?!/

### KANIT- BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ-

VWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?!/

### KANIT- MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ-

VWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?!/

### KANIT- LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ-

YZ

abcdefghijklmnopqrstuvwxyz

1234567890!?!/

### KANIT- EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ-

YZ

abcdefghijklmnopqrstuvwxyz

1234567890!?!/

Smallest font size 7.5pt

# COLOUR

# Colour

These colours are the primary colours for the brand, it is important that these colours are stuck to in order to create a cohesive and reliable brand identity.

<b>Yellow</b> #ffe04b R255 G224 B75 C2 M9 Y78 KO	<b>Green</b> #c2d68a R194 G214 B138 C31 M2 Y57 KO	<b>Purple</b> #d7a8ce R215 G168 B206 C16 M42 Y0 KO	<b>Blue</b> #9dd4d5 R157 G212 B213 C43 M0 Y20 KO	<b>Black</b> #182121 R24 G33 B33 C82 M63 Y61 K68

# ILLUSTRATION STYLE

# ILLUSTRATION STYLE

Material 1



Material 2



Material 3



Material 4



Material 5



Material 6



Material 7



Material 8



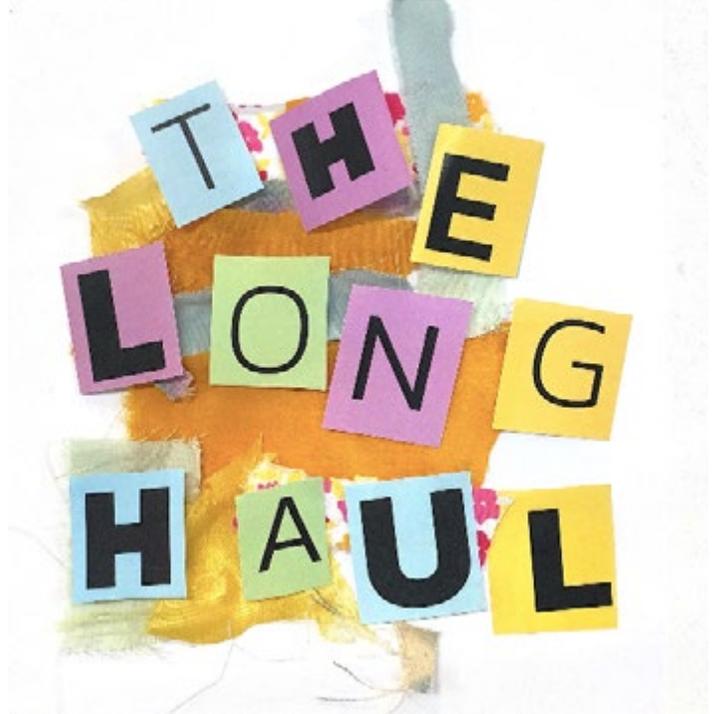
Material 9

## **HOW TO USE**

The illustration style is a guide on how to stick to the theme of the brand. The style is all about focussing on offcuts and “unwanted” / reused pieces of material. It uses a collaging approach to generate a makeshift/ handmade feel.

Here is a quick guide on how to utilise this style correctly:

# APPLICATION



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The idea of having different qualities in each letter ties back into the idea of utilising materials from different backgrounds uniting them as one, giving them a new lease of life.



