BRAND GUIDELINES

CONTENTS

BRAND STRATEGY

01

✦✦

Who are we?

Aries is an exclusive independent Y2K streetwear brand based in the UK that prides itself on being sustainable, ethical and genderless.

Aries has no boundaries for its customers you buy what feels right for you. I mean, who are we to tell you what you can and can't wear? We are passionate and celebrate being free to be who you are! We will keep you looking fresh and feeling confident with our high-quality minimalist designs guaranteed to fit snug in your wardrobe

Our sustainable and ethical promise means that all garments are created from small fabric runs to limit the amount that ends up in landfill.

Brand Personality

We would describe our brands personality as inclusive and bold we are actively breaking gender norms of clothing. Our brand is a reflection of our feelings, thoughts and creativity which is delivered in an excluisve but also inclusive manner.
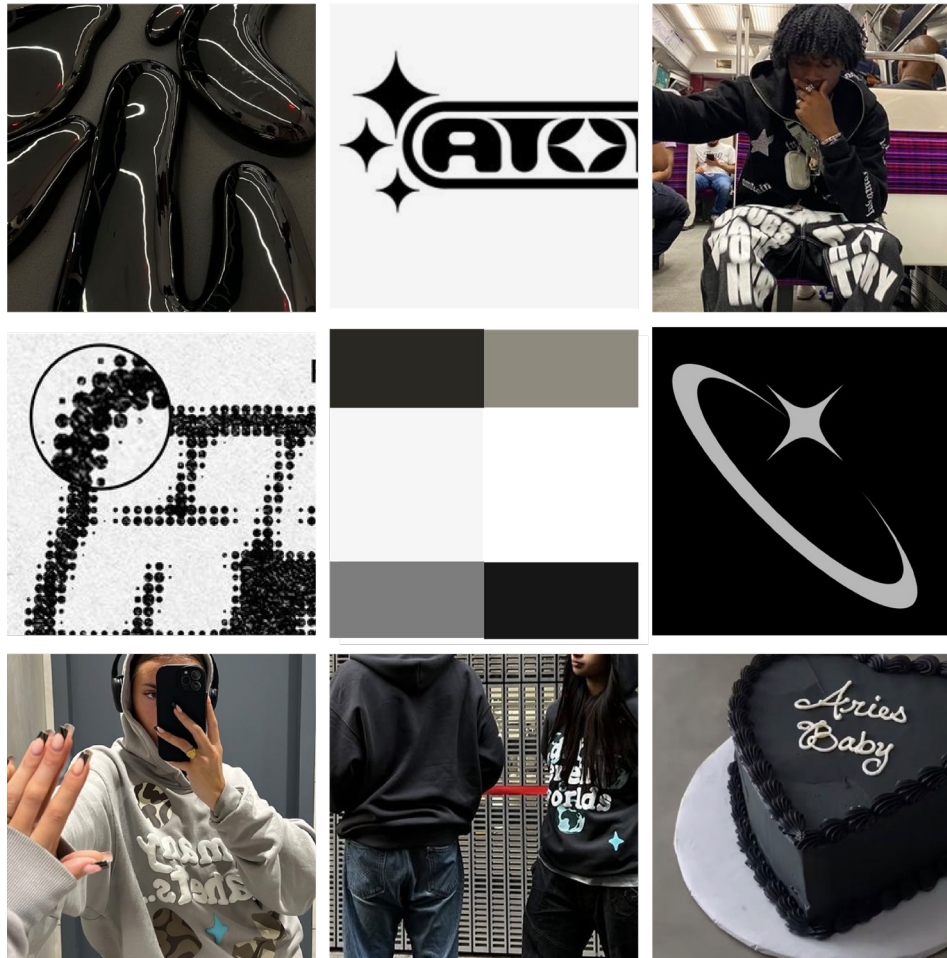
Brand keywords

✦ BOLD ✦ INCLUSIVE ✦ SUSTAINABLE ✦

✦ ETHICAL ✦ EDGY ✦ LIMITED ✦

SUSTAINABLE PROMISE

Our goal is to create timeless and high quality pieces that last however, we recognise that sustainability is forever evolving and as a brand we commit to updating our production regularly to contribute to a more sustainable future

Aries prioritise sustainability and ethical practices in the production of our clothing. All garments are created from small fabric runs to limit the amount that ends up in landfill and our garment packaging, tags and mail bags are made up eco-friendly materials that are 100% compostable and recyclable.

ARIES

Enviromental impact
of one cotton tshirt

Cotton
*to grow cotton for one tshirt
2,700 litres*

Carbon
*carbon footprint
6.75 kg*

Thermal energy
0.45 Kwh

Production
*production phase is 70% of the enviromental impact
70%*

Total
1,tshirt

This is why we use small fabric
runs to create all our garments

✦ Treat them with care ✦

---

shop more mindfully

THE LOGOS

02

PRIMARY LOGO

Our primary logo is the main logo that represents the brand and is to be used in areas that are not restricting due to its detailed design.

Our logo is bold but, still simple and its key feature the Aries star sign constallation which is illustrated around the edge which reinforces the 2000s aesthetic that we are implementing across our brand.

Placements: Website, Social Media, Garments etc
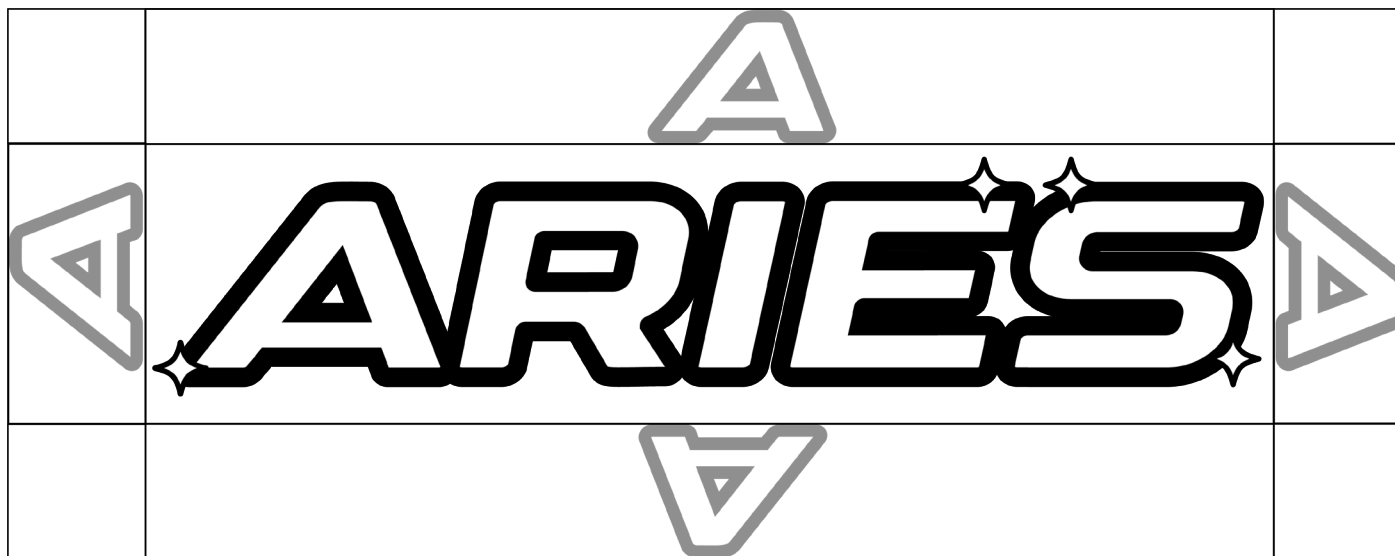
SECONDARY LOGO

Our Secondary logo is built from our primary logo that we have removed the stars from to help scale the logo down where is appropriate and is ecouraged to be used in smaller spaces.

Placements: Website, Social Media, Garments etc.

ALTERNATIVE LOGO

Our alternative logo is shine variation of our primary logo this
is currently on trend and represents the edginess of our brand
and the breaking the norms of traditional logos much like our values
with customers.

Shine typography is also a part of our branding and can be seen used across our
digital platfroms such as our webiste and social media via content.

Our clothing drop teasers also feature out shine logo.

Placements: Website, Social Media, Garments designs.
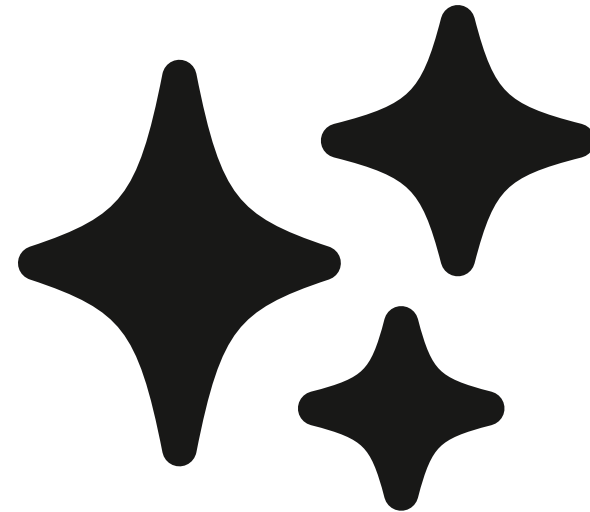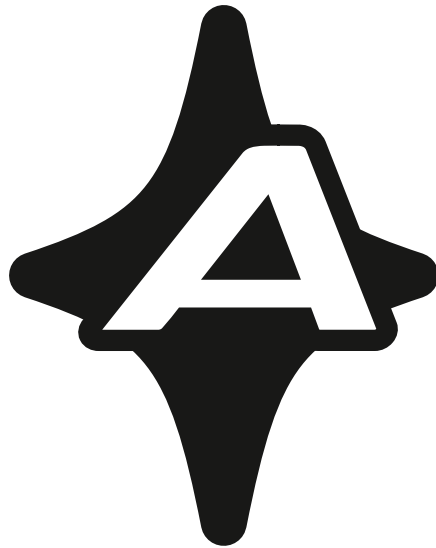
LOGO SUBMARK AND FAVICON

Our logo submark is a very simple extension of our primary logo with only a single letter and one of the stars which has been enlarged that acts as a backing for the A.

The submark is to be used where the other logos are not appropirate and can be scaled down where appropriate.

Placements: Website, Social Media,Garments etc

LOGO VARIATIONS

BRAND COLOURS

03

COLOUR PALETTE

Here are our brand colours we have chosen a monochrome colour pallette that reinforces the high quality and clean look of the brand. The colours are often used as contrast to eachother for boldness.
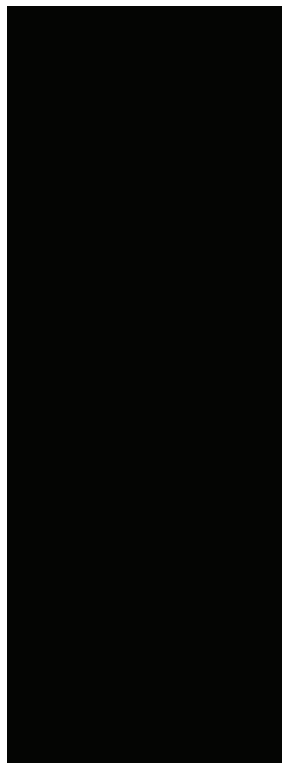
#010101
RGB (1,1,1)
CYMK 0001
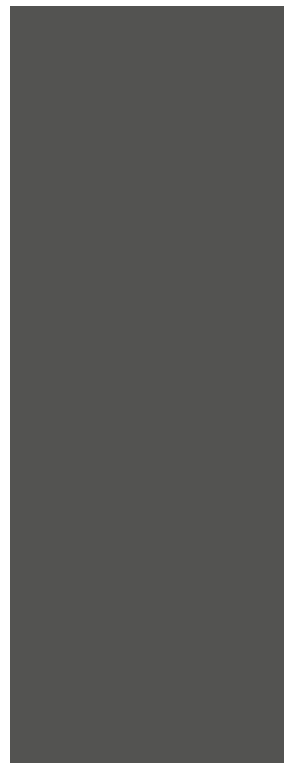
#515250
RGB 81, 82, 80
CYMK 1, 0, 2, 68

#6A6B6A
RGB 106, 107, 106
CYMK 1, 0, 1, 58
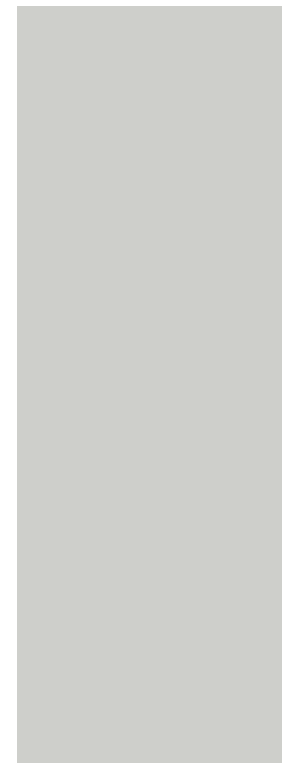
#CDCFCC
RGB 205, 207, 204
CYMK 1, 0, 1, 19
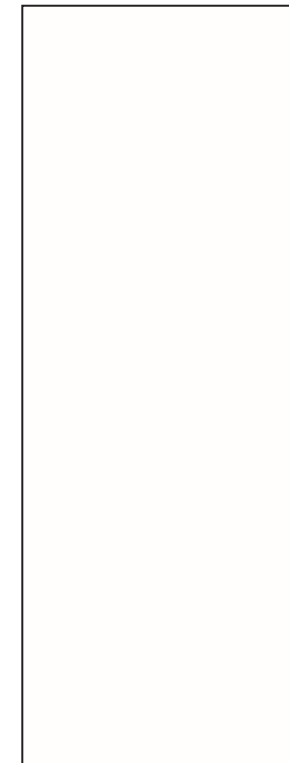
#FDFFFB
RGB 253, 255, 251
CYMK 1, 0, 2, 0

COLOUR TINTS

Here are the tints of the brands colour palette to be used as and when needed.

TYPOGRAPHY 04

PRIMARY TYPEFACE

Here is the brands primary typeface, Designer and can bed used throughout the brands main headings
The font can be downloaded from Dafont.

Designer

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 @ # $ % * ?

Aa

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SECONDARY TYPEFACE

Here is the brands secondary typeface, Trade Gothic Next LT Pro and can bed used throughout the brands main body text or subheadings on digital platfroms. This typeface is simple and can be easily read in large paragraphs and if scaled down. This font is avaliable in all adobe softwares.

Trade Gothic Next LT Pro

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @ # % * ?

Aa

Regular

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Bold

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TYPOGRAPHY HIERARCHY

Here is the typographic hierarchy this showcases how each font can be used throughout the brand.

Headings

Designer
Uppercase
50pt Leading
0 Tracking

Sub-Headings

Trade Gothic Next LT Pro
Bold
19pt Leading
0 Tracking

Body text

Trade Gothic Next LT Pro
Regular
11pt Leading
0 Tracking

THIS IS THE HEADING FONT

This font will be used for sub headings

This font will be used for body text. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

BRAND ELEMENTS 05

BRAND
PATTERN

This is the brand pattern which was created using the secondary logo. With an added bevel and emboss to elevate the logo and which will work in conjunction with the logo variations. This can be used on brand packaging such as tags and any other design materials.

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EXTRA BRAND ELEMENTS

These are added brand elements / icons they reflect the brand personality and can be used many ways throughout the brand particularly when creating content for social media.
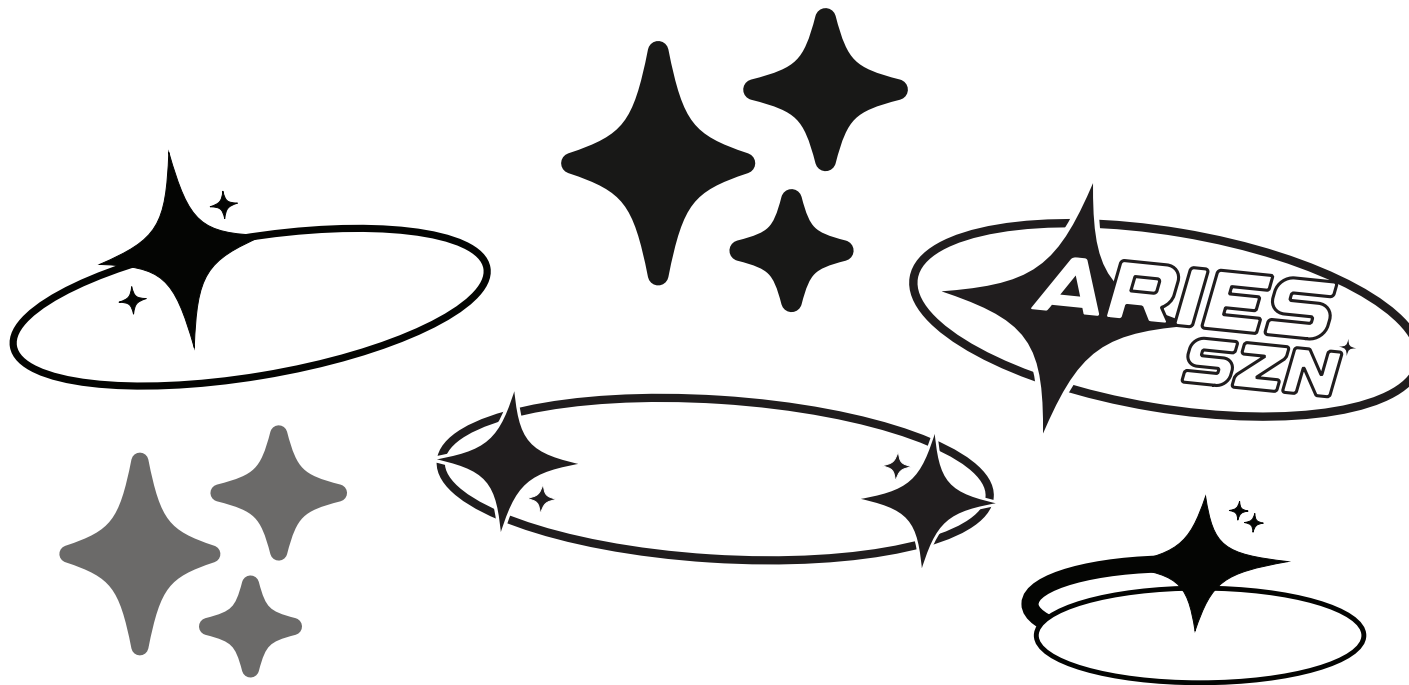
SOCIAL

06

MAIN FEED CONTENT

Our social media content will consist of seamless posts on each row across the main feed grid.

The aspect ratio will follow instagrams guidelines of 1080x1080px.

MAIN FEED CONTENT
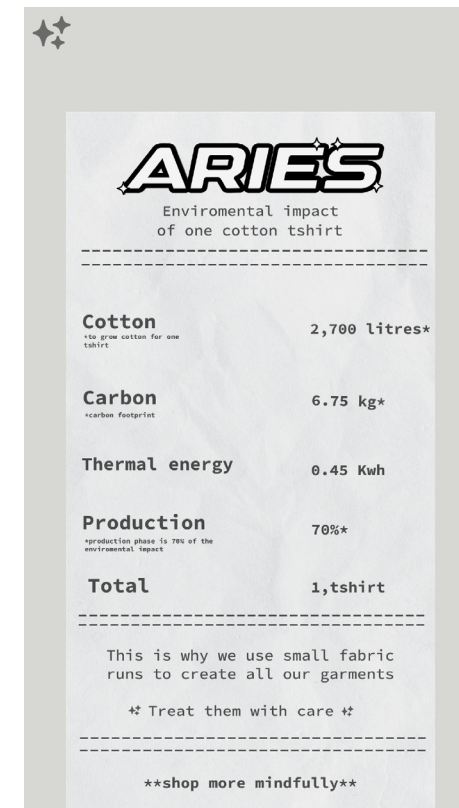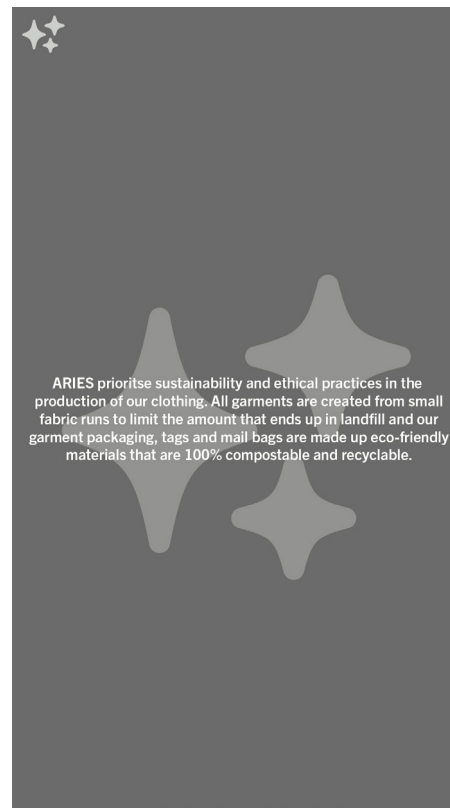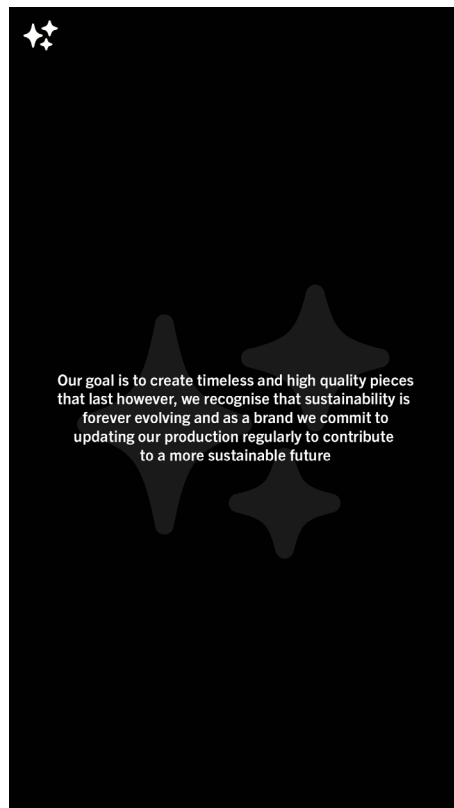
MAIN FEED CONTENT

INSTAGRAM STORIES CONTENT

This the layout for each drop of the instagram stories each tshirt to be showcased on each slide with the brands favicon in each corner.

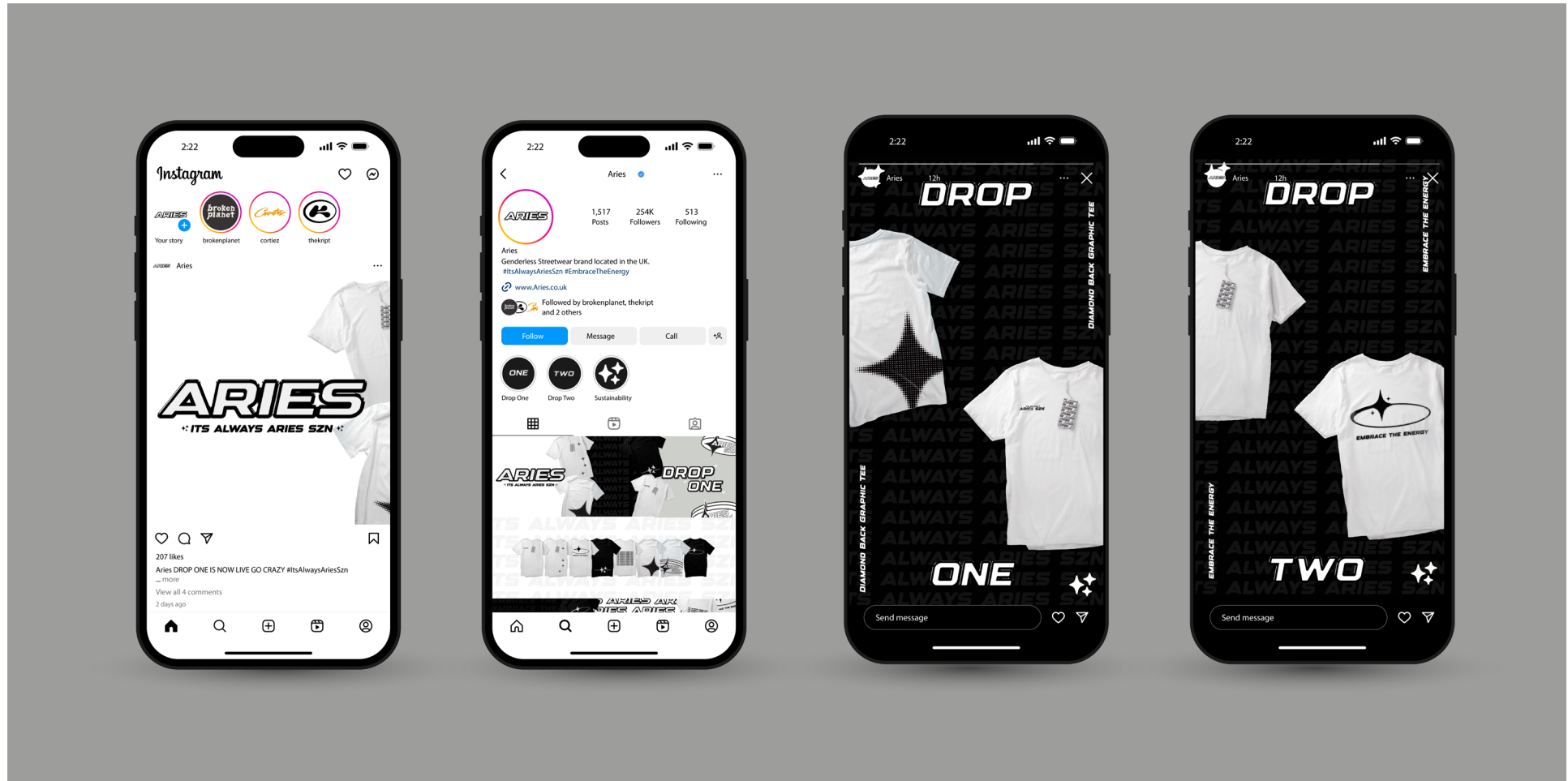The dimensions of the stories are as follows 1080x1920px.

INSTAGRAM STORIES CONTENT

This the layout of the instagram stories that contain important information about the brand in this instance the sustainability promise. The stories feature solid colour backgrounds and are to be used along with the brands favicon in the left corner and enlarged in the middle of the screen.

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Enviromental impact
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Cotton   2,700 litres*
*to grow cotton for one
tshirt

Carbon   6.75 kg*
*carbon footprint

Thermal energy   0.45 Kwh

Production   70%*
*production phase is 70% of the
enviromental impact

Total   1,tshirt

This is why we use small fabric
runs to create all our garments

✦ Treat them with care ✦

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shop more mindfully

VISUAL OVERVIEW
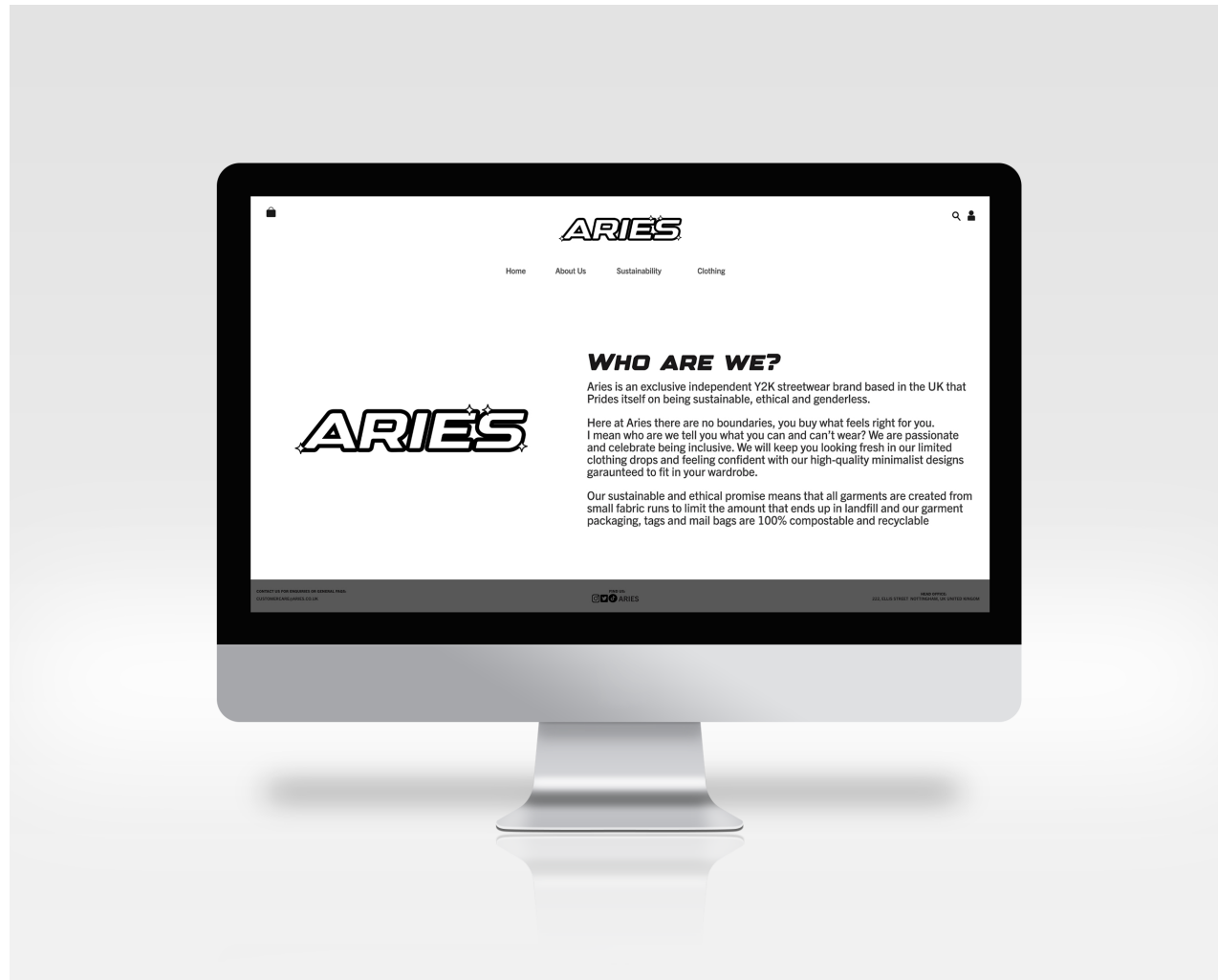
WEBSITE DESIGN

07

HOMEPAGE

All website pages are to include the logo in the middle of the page with icons on either sides. The menu bar is also central in each page.

The footer is also to be static across all pages and includes information such as: Social media handles, contact email and head office address.

ABOUT US

SUSTAINABILITY

CLOTHING

BRAND IN USE

08

CLOTHING DROP ONE

These are the products mock ups from the first drop from our brand which consists of four designs.

Here are the front and back of the first two designs.

CLOTHING DROP ONE

These are the products mock ups from the first drop from our brand which consists of four designs.

Here are front and back of the final two designs.

CLOTHING DROP TWO

These are the product mock ups of our second drop which consists of four designs.

Here are the front and back of the first two designs.

CLOTHING DROP TWO

These are the product mock ups of our second drop which consists of four designs.

Here are the front and back of the final two designs.