

# BRAND GUIDELINES

ON WHITE







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# Presentation | branded



# A Brand



# Introduction

This Identity Manual brings together all the constructed elements of On White's visual identity.

It contains the presentation of the brand, construction guidelines, the use of fonts, chromatic applications and the uses of the brand in real applications with these elements correctly applied and with the smallest detail, making this identity attractive, visual and easy to recognize.



# History

OnWhite Clothing Co. emerged to blend streetwear fashion with cultural storytelling, filling a market gap for stylish clothing that carries meaningful narratives.

Concept: Celebrating icons from various fields, we honor achievements while acknowledging complexities, merging edgy aesthetics with powerful stories to create a unique niche in the fashion industry.



# Mission

To craft high-quality, culturally inclusive streetwear that tells the authentic stories of the icons we feature, honoring the greats while highlighting their human experiences. Through our designs, we aim to provoke thought, celebrate diversity, and inspire our community.

# Vision

To become a leading streetwear brand recognized for our innovative designs and storytelling approach, expanding our reach through a dynamic online presence and strategic collaborations with artists and entertainers. Our goal is to set new standards in the industry and inspire a global audience.



# Goals

## *Expand Online Presence*

Develop a cutting-edge website with a seamless shopping experience.  
Increase social media engagement and grow our online community.

### Market Growth:

Boost brand recognition through collaborations with influencers and celebrities.  
Launch targeted marketing campaigns to reach new demographics.

### Product Innovation:

Introduce new collections that blend fashion with storytelling.  
Ensure high quality and exclusivity in every piece through a made-to-order system.

### Social Impact:

Commit a portion of profits to organizations like Narcotics Anonymous.  
Raise awareness about substance abuse and other social issues through our brand narratives.

### Sustainable Practices:

Implement eco-friendly materials and production methods.  
Promote ethical fashion by ensuring fair labor practices throughout our supply chain.





B Logo

# Versions

## A - Main

It is a priority to maintain its visual and conceptual integrity, which is why it should not be modified or given uses other than what is indicated in this manual.

## B - Icon

Distinctive and recognizable graphic element that visually represents the brand under the concept of excellence.

A – Main



B – Icon





# Logo variation

A – Main

**OnWhite**

B – Icon

**OW**

# Tag line

A slogan is a short, memorable phrase that summarizes the essence of a brand or product, capturing the public's attention and leaving a lasting impression.

**“Wear the Legacy”**

# Minimum sizes

To ensure the logo remains legible at all times it should not be reduced below its minimum size.

Main: Minimum sizes  
Print: 51 mm  
Digital: 145 px



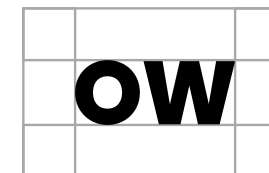
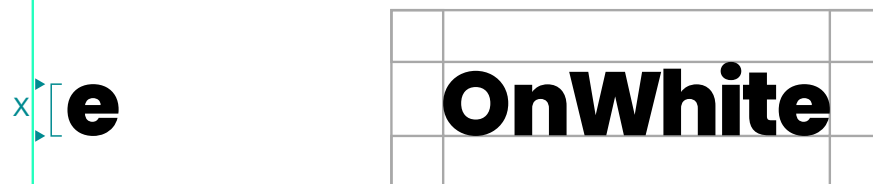
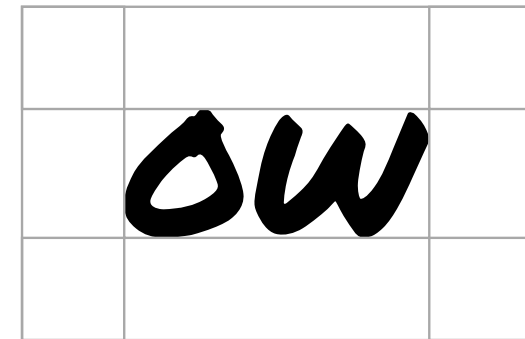
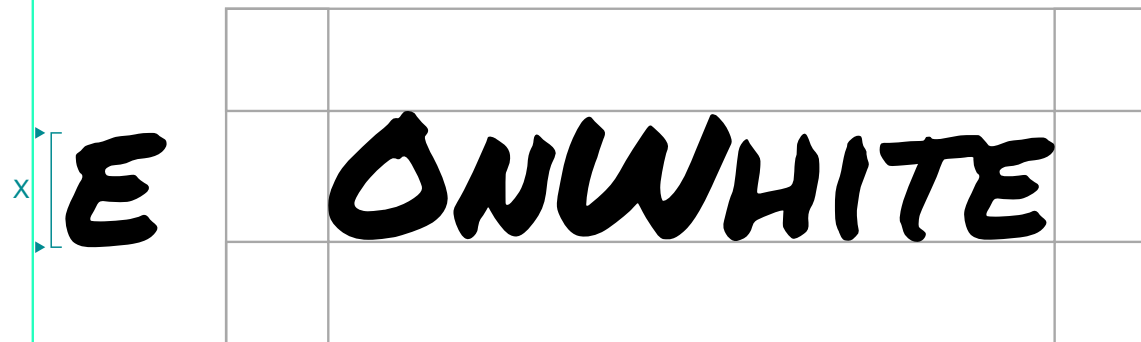
The Icon: Minimum sizes  
Print: 21 mm  
Digital: 60 px





# Clearpace

To protect the logo from other visual elements, it is important that it be surrounded by a minimum amount of free space. No other graphic elements should invade this area. The size of this exclusion zone is defined by the width of the Logo.



# Color

The color palette has been carefully selected to convey the essence of our brand and emphasize our dedication to the growth of fashion. The harmonious combination of colors reflects our distinctive identity and conveys key messages to our audience.





# Fonts

To ensure our brand impression is iconic, the font is always set to.....  
In the case of the alternate logo version, Poppins Extrabold is established as the main source and Montserrat Medium in the tag line.

## Poppins ExtraBold

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  
1234567890\*/-.:!;#\$\$%&[] {}‘&\_‘<>»•

## Montserrat Medium

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  
1234567890\*/-.:!;#\$\$%&[] {}‘&\_‘<>»•

Quiche Sans Medium

Ab

Monsterrat Medium

Ab





# C Applications



# Tag





# Discount coupon





# Shirt

















# Tote Bag





Wear  
the  
Legacy

OW

# Paper Bag



# Label





# Icon App





# Web





INTERGLOBAL  
BUSINESS DEVELOPMENT