

IED & TRUE

STANDARDS MANUAL

Tied and True is a clothing retailer for casual business wear targeting young gentleman, 20-35, in the Manhattan Kansas area. The style works for the office, yet is versatile enough to wear out to drink with friends. It truly is a sophisticated, urban, and masculine look.

WORDMARK & LOGOMARK

The logomark is for situations where the full wordmark becomes unrealistic or unreasonable to use. The primary color is a combination of the Dark Brown and Pale Green.



DO

Dark Brown Text and Pale Green Structure Combination



Single Approved Color

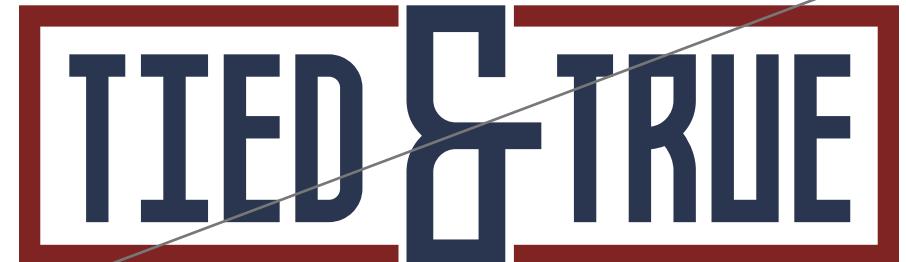


Single Color as Black or White

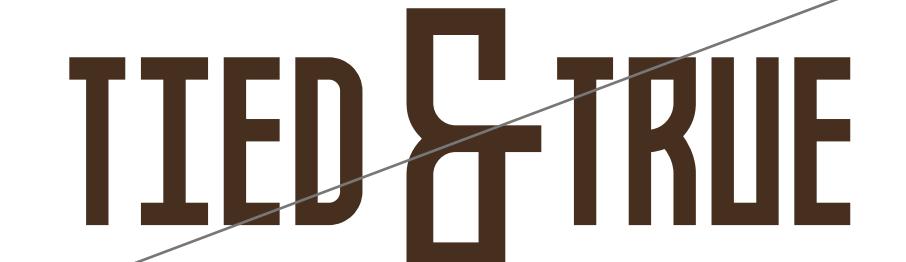


DON'T

Use Double Color Combination other than Brown and Green



Remove Elements



Alter Elements



COLOR PALETTE

The primary color pallet consists of a pale green and dark brown.

For the secondary pallet, of supporting colors, you have a mid red, tans, and an earthly blue.

PALE GREEN

C52 Y33 M51 K5
R129 G144 B127

DARK BROWN

C50 Y67 M78 K60
R72 G49 B33

MID RED

C30 Y92 M86 K36
R128 G38 B36

MID TAN

C39 Y54 M78 K22
R137 G103 B67

EARTHY BLUE

C87 Y77 M43 K38
R44 G54 B81

LIGHT TAN

C34 Y40 M57 K4
R169 G144 B115

CORPORATE TYPEFACES

Type faces were decided upon to give an industrial and masculine feel.

Bebas Neue and Arvo were selected as the primary typefaces of Tied & True.

BEBAS NEUE

BOOK

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 @ # \$ % & ! ?

REGULAR

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 @ # \$ % & ! ?

BOLD

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 @ # \$ % & ! ?

Arvo

Regular

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

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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

Bold

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

STATIONARY SET

Shown is the typical business card, envelope, and letterhead for company use.



JANE DOE
2310 First Street,
Manhattan, KS 66502



JOHN DOE
Store Manager
John@tiedtrue.com
795.546.2383

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John Doe

John Doe
Store Manager

TIED & TRUE
795.546.3592
419 East Pontz Avenue,
Manhattan, KS, 66502

TYPOGRAPHIC TREATMENTS

Bebas Neue font should be used for titles, pullouts, areas of interest, etc..

Arvo will be the main body font used.

TIED & TRUE

FALL FRESH

Placeholder text for the main content area.

...YOU NEED FUNCTIONALITY, COMFORT, AND GREAT STYLE...

Placeholder text for the slogan box.

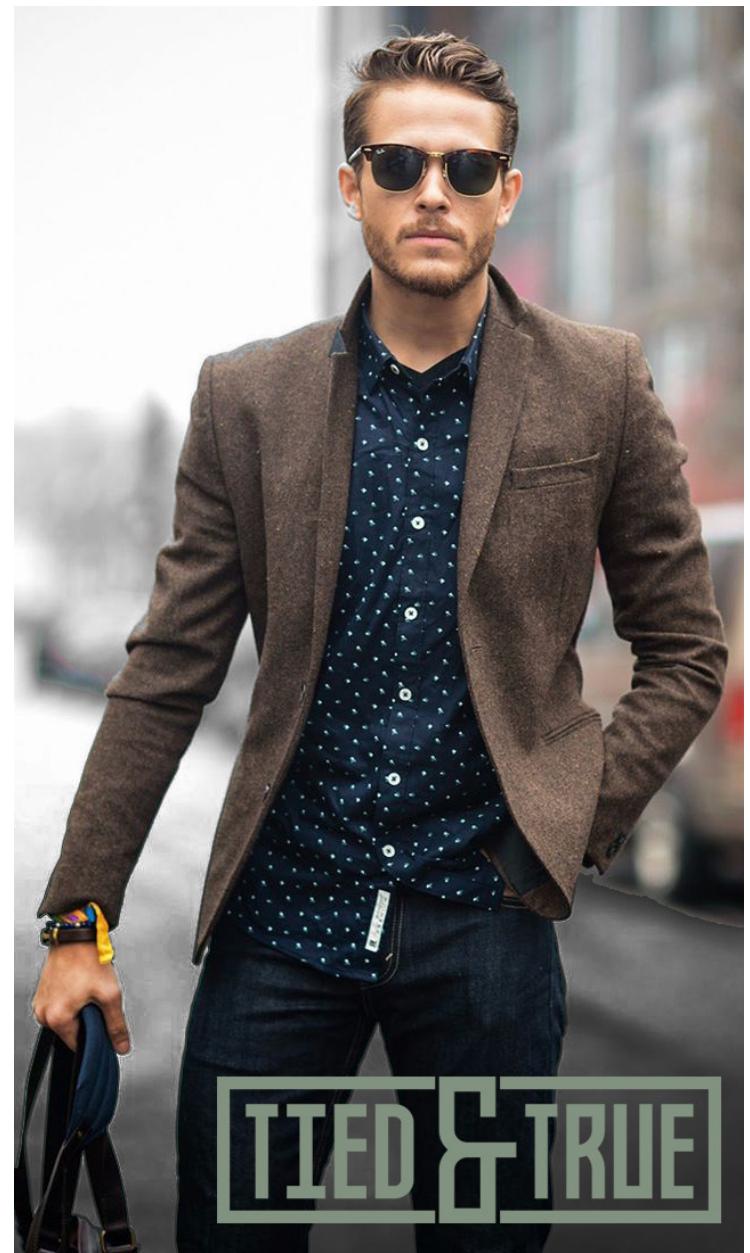
Placeholder text for the sidebar.



IMAGE TREATMENTS

Images should have only the logo overlay on the model (optional) and in a single color. The photos with models should feel somewhat candid and not have a stock or studio picture feel. The background should be without a large city feel and cropped close: optional square in the color of the logo.





A smaller version of the "TIED & TRUE" logo is located in the bottom right corner of the image. It is identical in design to the larger one on the left, with "TIED" stacked above "TRUE" in a bold, sans-serif font, with white lettering on a dark background.

ADVERTISEMENTS

The following are some advertisements following the guidelines of the typographic and image treatments.

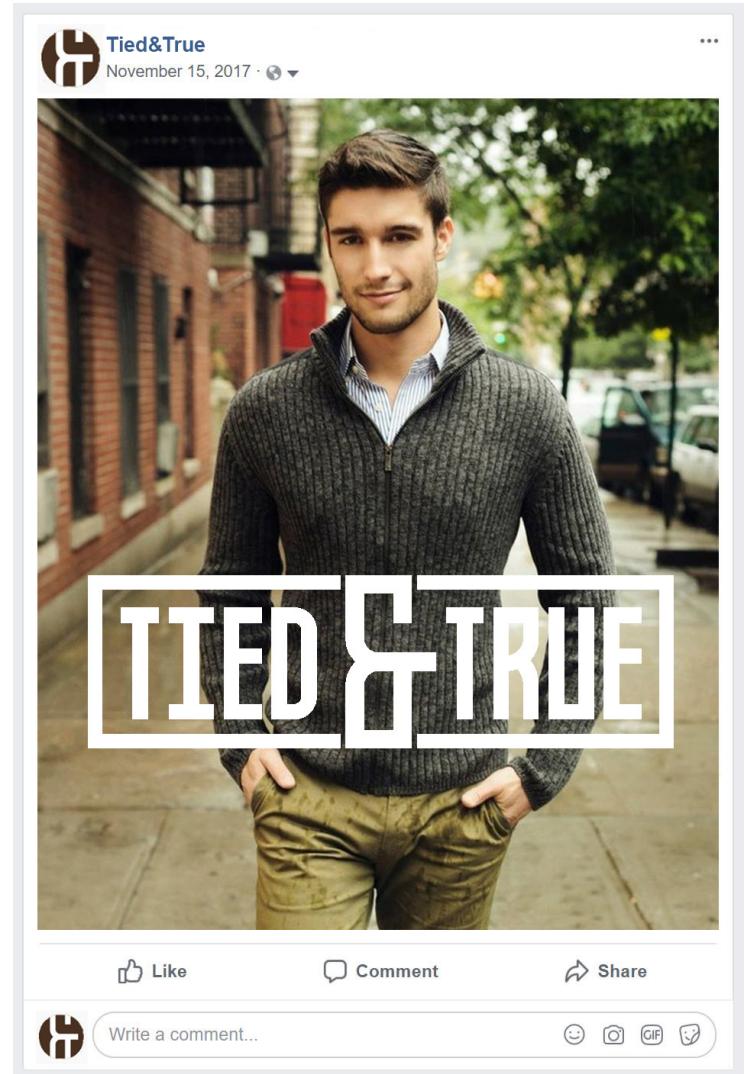


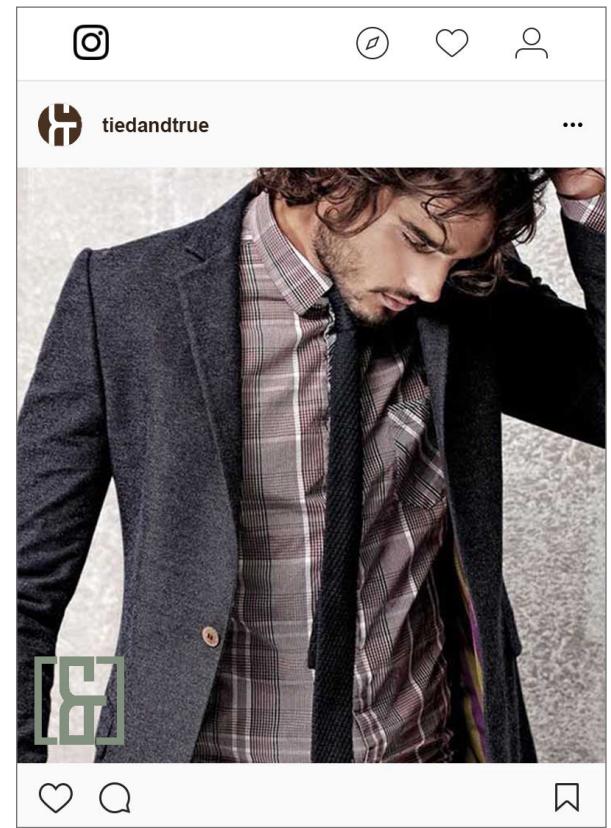


SOCIAL MEDIA

Facebook has the focus on the promotions and the store.

Instagram focuses on the clothing while still having the logomark on the image.



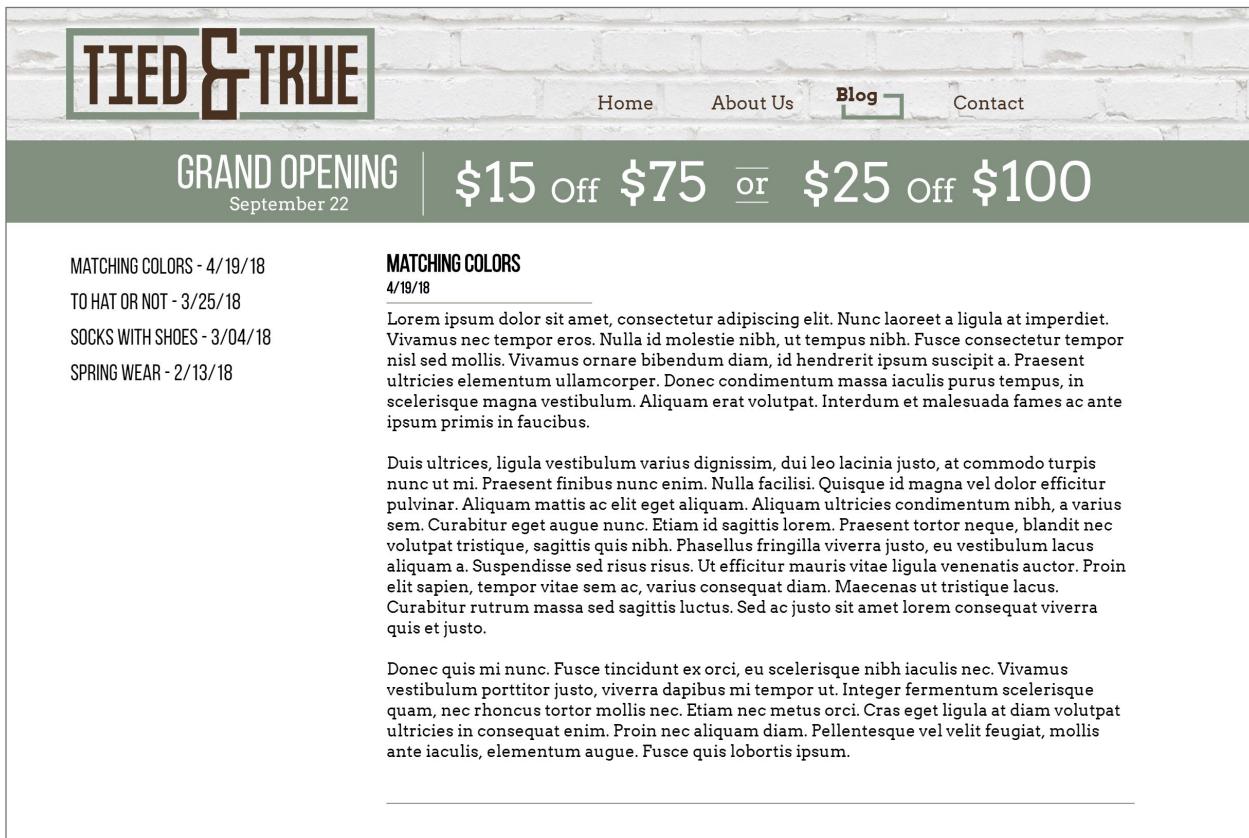


WEBSITE

The website does not sell merchandise. It has an Instagram feed of approved user posts wearing the store's clothing, a promotions bar, about page, blog, and contact/location information.

The website features a white brick background header with the brand logo "TIED & TRUE". Below the header is a navigation bar with links for Home, About Us, Blog, and Contact. A dark green promotional banner at the top says "GRAND OPENING | September 22" and "\$15 Off \$75 or \$25 Off \$100". The main content area contains a photograph of a man taking a mirror selfie, wearing a checkered shirt and tan pants. A callout box with a black border and white text overlays the image, reading "@TIMALBERT" and "The only place I shop in Manhattan @tiedandtrue. Go check them out." At the bottom, there is a dark footer bar with social media icons for Facebook, Instagram, and Twitter, along with the address "419 East Pontz Avenue, Manhattan, KS 66502" and the phone number "795.546.3592".

The Instagram post features a male model in a blue and white checkered blazer over a white shirt, a green vest, and blue jeans. He is holding a tan jacket and sunglasses. The post includes a "TIED & TRUE" logo at the top right and a "GRAND OPENING | September 22" banner with discount offers. Below the photo is a caption box with the handle "@INSTAKING" and text asking if users like the outfit, followed by hashtags "#MensWearDaily", "#ManhattanKS", and "#MensStyle". The bottom of the post shows the store's address and phone number: "419 East Pontz Avenue, Manhattan, KS 66502" and "795.546.3592".



TIED & TRUE

Home About Us **Blog** Contact

GRAND OPENING | September 22 | \$15 Off \$75 or \$25 Off \$100

MATCHING COLORS - 4/19/18
TO HAT OR NOT - 3/25/18
SOCKS WITH SHOES - 3/04/18
SPRING WEAR - 2/13/18

MATCHING COLORS
4/19/18

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TIED & TRUE

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GRAND OPENING | \$15 Off \$75 or \$25 Off \$100

September 22

MATCHING COLORS
4/19/18

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TIED & TRUE

Home About Us Blog Contact

GRAND OPENING | September 22 | \$15 off \$75 or \$25 off \$100

CONTACT NOW

First Name Last Name

Email

Content

Submit

CONTACT INFORMATION

795.546.3592
info@tiedandtrue.com
419 East Pontz Avenue,
Manhattan, KS 66502

f i **Twitter icon**

795.546.3592 | 419 East Pontz Avenue,
Manhattan, KS 66502

TIED & TRUE

GRAND OPENING | September 22 | \$15 off \$75 or \$25 off \$100

CONTACT INFORMATION

795.546.3592
info@tiedandtrue.com
419 East Pontz Avenue,
Manhattan, KS 66502

CONTACT NOW

First Name Last Name

Email

Content

Submit

f i **Twitter icon**

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TIED & TRUE

Home **About Us** Blog Contact

GRAND OPENING | September 22 | \$15 Off \$75 or \$25 Off \$100



419 East Pontz Avenue,
Manhattan, KS 66502

Tied and True is a new men's apparel retailer open in Manhattan, Kansas. The store offers a varied selection of men's business casual and separates to cater to the growing need for a men's apparel retailer in the Manhattan area. Young businessman today want separates that they can wear to work, but also be versatile enough to wear out for drinks with friends. Tied and True will have the perfect additions to any young professional's wardrobe. Come stop by!

[Facebook](#) [Instagram](#) [Twitter](#)

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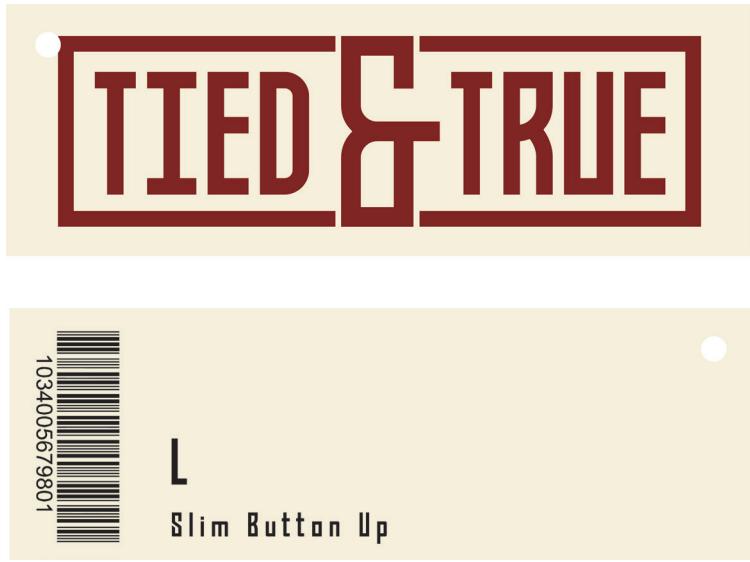
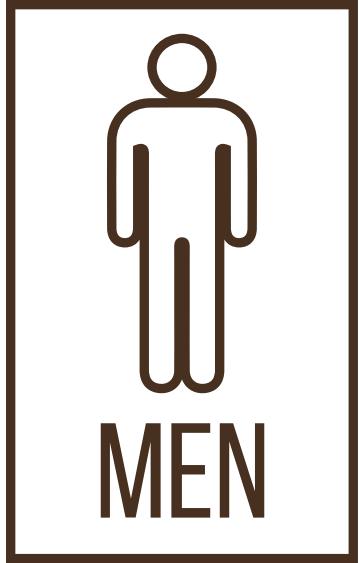
419 East Pontz Avenue,
Manhattan, KS 66502

795.546.3592 | 419 East Pontz Avenue,
Manhattan, KS 66502

STORE EXPERIENCE

The store has a light industrial feel.





STORE HOURS	
Sunday	11:00am - 5:00pm
Monday-Friday	9:00am - 9:00pm
Saturday	9:00am - 5:00pm

OTHER ELEMENTS

Also provided are some misc. items that the brand may portray. It is highly recommend to stick to company colors as the product's primary color, along with white, black, and grays.

