

FOGO

FOR THE MAN CAVE

CONTENT PAGE

OUR COMPANY

TARGET MARKET

LOGO VARIATION

COLOR

TYPOGRAPHY

SIZING

Don't MISUSE

'PHOTOGRAPHY



OUR COMPANY

Much like perfume and cologne, scented candles create a signature. They personalize your living space (or man cave) by making it your own. The kind of scented candle you choose sets the mood of a room.

We believe that candles are the perfect addition for any room. So why not the man cave. Our scents are bound to make your room feel even more manlier. Our two exotic scents are whiskey and cuban cigars (whats manlier than that). Our soy candles are eco-friendly and come with wood wicks, which allow the candles to burn for a longer time. Why just stop there.

Sandalwood scented oil mists that come in the manliest bottles pairs perfectly with our soy candles. A few sprits should make any bad smells disappear! Any bad smell! The black case also makes it a great man cave accessory.

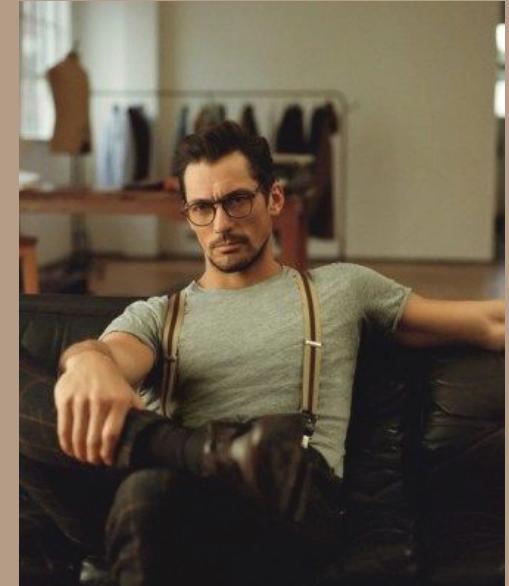
MANLY. WILD. STRONG.

FOGO
FOR THE MAN CAVE



TARGET MARKET

Sex: Male
Ages 30-55
Nationality- American
Income: 40k - 90k
Location: North America



These are men who are not afraid of their sexuality., they are explorers. They are rugged, yet classy. They prefer the taste of whiskey. They do not go looking for trouble. They are womanizers. They follow interior decorating trends and like to keep their spaces neat and organized. Man caves are their own personal space, where they can relax and have it smell just like a gentleman's club.

LOGO VARIATION

MAIN LOGO

FOGO

FOR THE MAN CAVE

Our main logo is to be used on box packaging and not on the product itself. Each of our manly products have individual logos.

Please use appropriately.

WORD MARK

PRODUCT LOGO

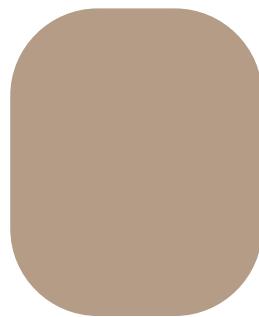
COMBINATION MARK



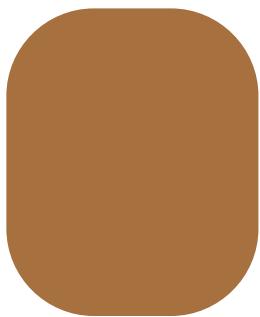
BLACK & WHITE

COLORS

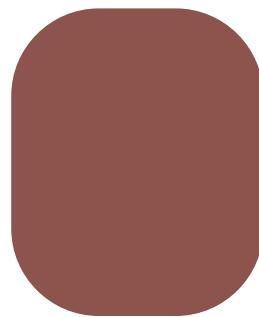
WHISKEY



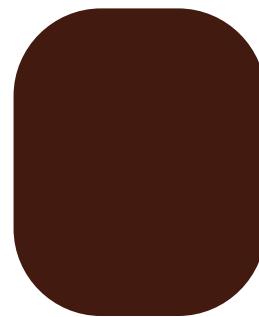
CUBAN CIGARS



SANDALWOOD



LEATHER



RICH BLACK



C:30

M:56

Y:84

K:13

R:166

G:113

B:63

HEX: A6713F

C:31

M:36

Y:47

K:1

R:179

G:155

B:133

HEX: B39B85

C:35

M:69

Y:64

K:22

R:141

G:85

B:78

HEX: 8D554E

C:45

M:79

Y:81

K:69

R:68

G:27

B:16

HEX: 441B10

C:10

M:10

Y:10

K:100

R:26

G:22

B:23

HEX: 1A1617

*PURE WHITE IS TO BE USED FOR THE TEXT ON THE RICH BLACK BACKGROUND.

TYPOGRAPHY

There are three main fonts for our Brand.

ALDIVARO STAMP- please use this for the logo only.

ALDIVARO STAMP- headings and sub-headings.

BREE SERIF REGULAR- body text and quotes.

ALDIVARO STAMP

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 ! @ # \$ % ^ & * + =

ALDIVARO 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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * + =

Bree Serif 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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * + =

MINIMUM CLEARSPACE

When placing our logotype in an artwork, make sure our logotype has at least the 'M' from MAN, clear space from any other element in the artwork.



MISUSE



DO NOT
REFLECT



DO NOT
RE-ARRANGE



DO NOT
CHANGE COLOR



DO NOT ADD
DROP SHADOW



DO NOT
DISTORT



DO NOT
INCREASE SIZE

The way that you use the logo affects the impact of your communications and our brand image. Please be mindful of these common errors when using the different logo versions.

SIZE

75px



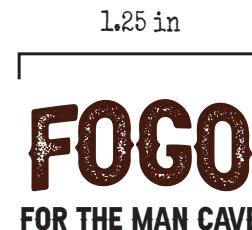
100px



The minimum size that the logo appears on different devices is important to ensure legibility.

Have a look at these guidelines and please be mindful when creating your designs.

Minimum size for Print



Minimum size for Digital



APPROPRIATE SIZE DOES MATTERS

PHOTOGRAPHY

OUR PICTURES HAVE A VERY UNQUE STYLE TO IT. WE ARE ALL ABOUT THAT MASCULINE VIBE. WOOD IS A BEST HAVE TO GIVE THE ARTWOKR A MORE MANLIER VIBE. SELECT PICTURE WITH WOODEN INTERIORS. DARK AND GLOOMY, WITH A BIT OF MYSTERY. THE MEN IN THE PICTURES SHOULD LOOK AWAY OR NO FACE AT ALL. BLACK AND WHITE PICTURES ARE ALSO WELCOME. DON'T HAVE PICTURES WITH POPPING COLORS. WE DONT WANT IT TO STAND OUT AND TAKE THE FOCUS AWAY FROM THE PRODUCT.



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