



Brand Guidelines

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101392233

Trickee Srijani Patels Skateshop

Starting up-privately owned skateboard shop. Target audience of the youth and young adults from ages 12-25. Skateboard and tshirts are being sold in the shop located at Queen St. W. near Liberty Village, Toronto.

Brand Attributes

Bold
Gritty
Rustic

Positioning Statement

Skate with passion

The Corporate Mark

Process Colour

Blue: C: 100 M: 100 Y: 0 K: 27

Magenta: C: 67 M: 100 Y: 0 K: 27

Screen Colour

Blue: R: 0 G: 0 B: 187

Magenta: R: 62 G: 0 B: 187

Web Colour

Blue: Hex: 0000BB

Magenta: Hex: 3E00BB

When the corporate colours are unavailable use only 100% black.

Use only the official reverse on dark grounds.



The Corporate Mark

Spatial Integrity

Always leave a blank space of at least 25% of the longest dimension on all sides of the mark.



Minimum Size

Do not reproduce the mark any smaller than one inch based on the longest side.



1 inch

The Corporate Mark

Brand Signature

Use only the official colour, positioning and size when the Positioning Statement is combined with the corporate mark.



Minimum Size

Do not reproduce the brand signature any smaller than 1.5 inches based on the longest dimension.



1.5 inches

The Colour Palette

Primary Colour



C-75 M-43 Y-25 K-2
R-74 G-126 B-158
HEX: 4a7e9e

Secondary Colours



C-31 M-84 Y-72 K-28
R-139 G-58 B-58
HEX: 843737



C-75 M-58 Y-62 K-50
R-49 G-62 B-61
HEX: 313e3d



C-3 M-3 Y-8 K-0
R-245 G-241 B-231
HEX: f5f1e7

Typographic Specifications

Display Type

Used for prominent text such as headlines.

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

Trade Gothic Next Bold

Body Text Typeface

Used for smaller text such as body copy and captions.

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

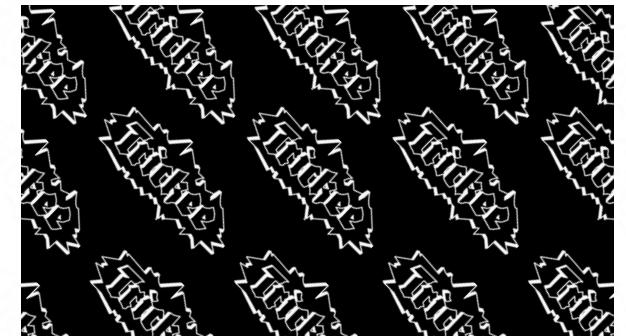
Trade Gothic Next Regular

Imagery

Patterns



Pattern A



Pattern B

Mix & Match Icons



Icon A



Icon B



Icon C



Icon D

Stationery

Letterhead



March 16, 2025

Ernie Joe
Daniels 3 Lower Jarvis
Street, Toronto ON M5E 3Y5

Dear Mr. Joe:

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.

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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.

Sincerely,

Srijani Patel
Trickeye Owner

Queen St. W, Liberty Village
Toronto, ON
(123) 456 78910
SrijaniP@trickeye.com
www.trickeye.com

Stationery

Business Card



Email Signature



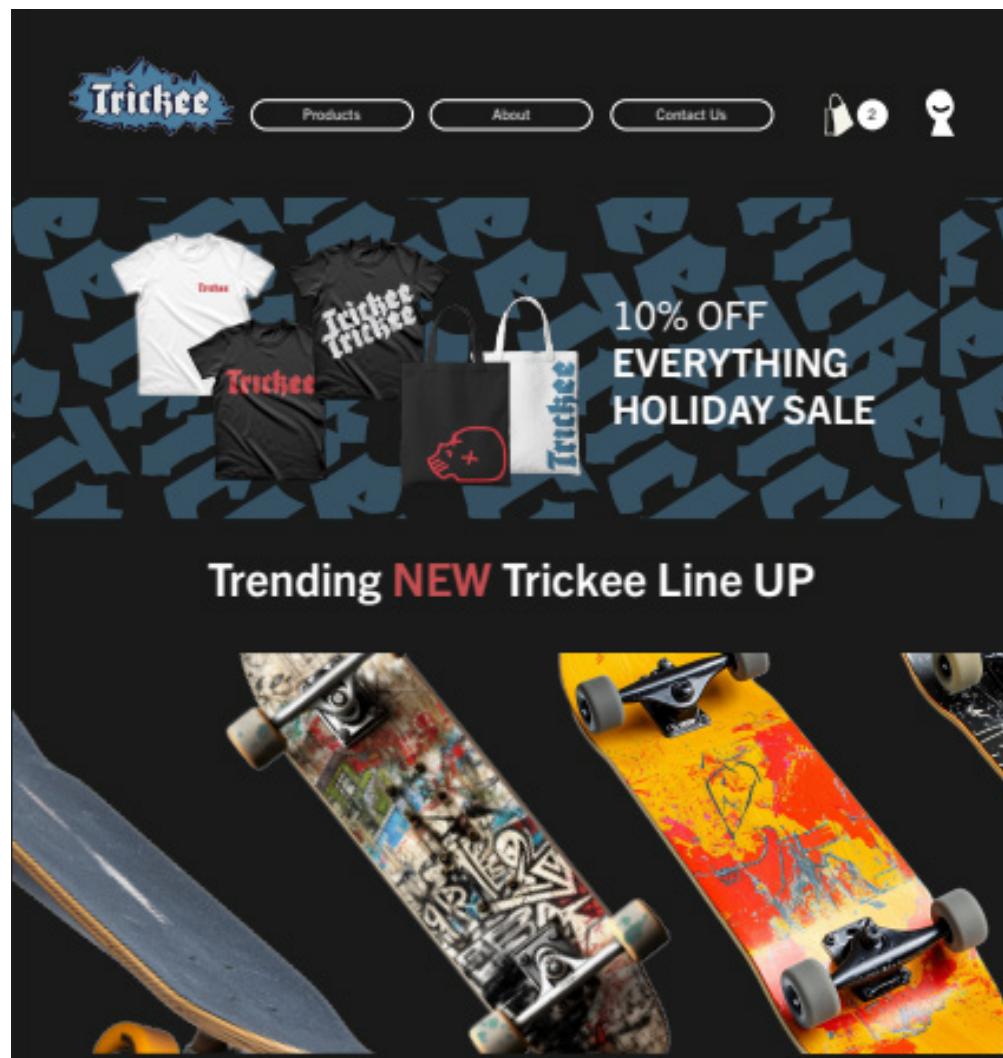
Front



Back

Website

Home page



Website

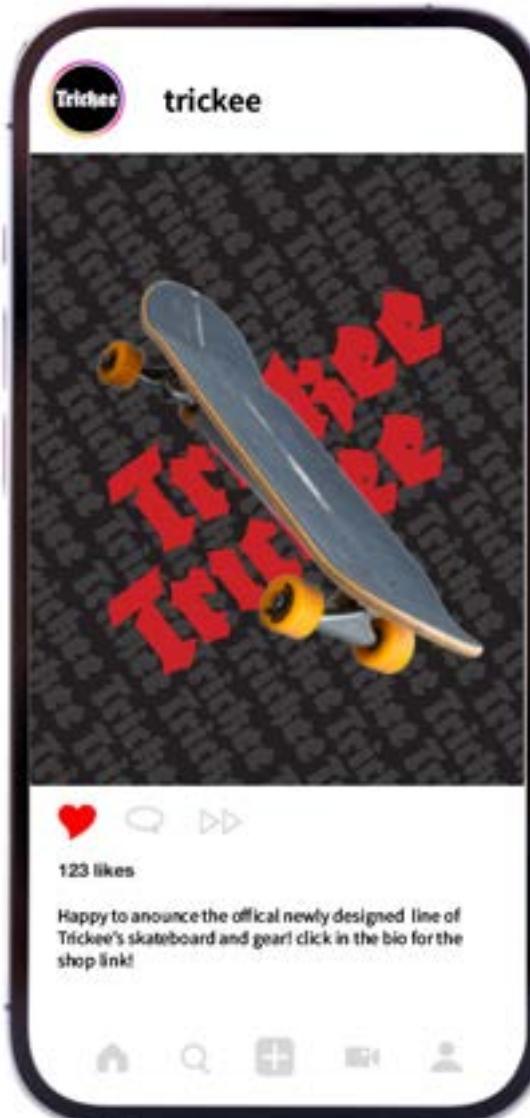
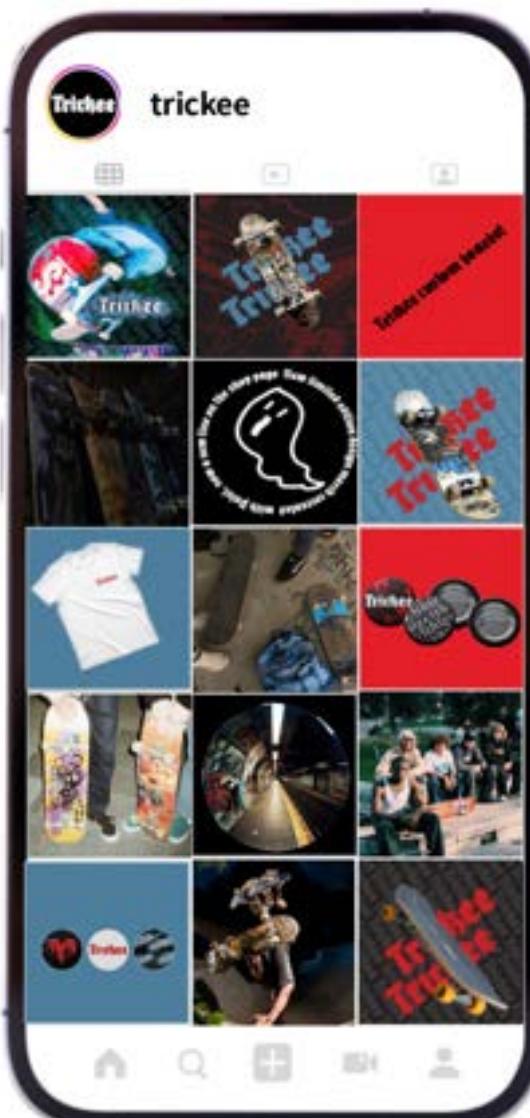
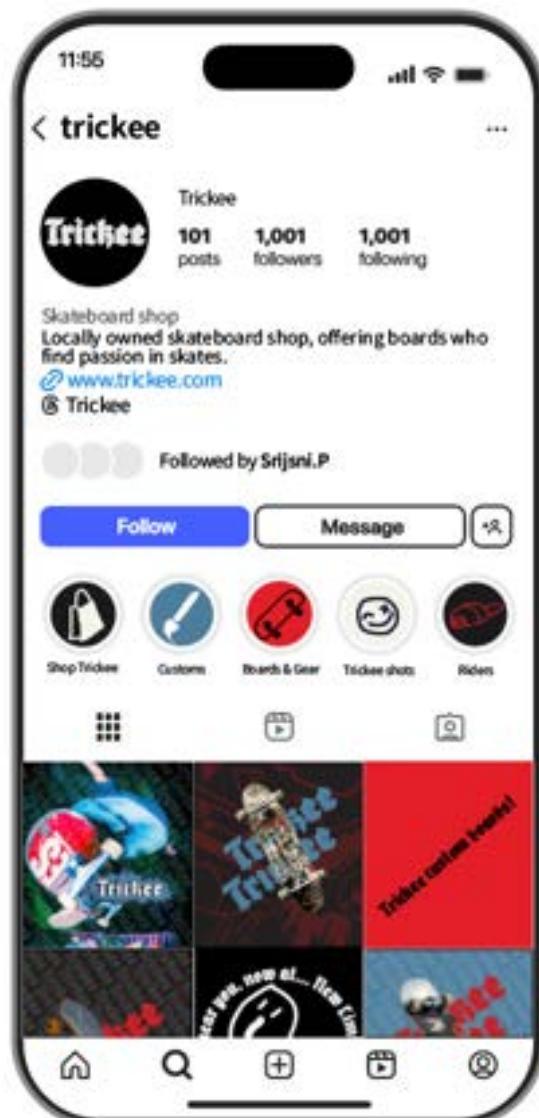
Product page

The screenshot shows a product page for '2026 Trickee Triple Blend Stickers'. The page features three circular sticker designs: a red heart with a brain-like texture, a white circle with the word 'Trickee' in red, and a blue wavy circle with the word 'Trickee' repeated. The price is listed as \$3.50, Model 3X25B6. Below the main image, there's a color swatch for 'CHERRY RED' (selected) and a row of other color options (red, blue, white, black). A large red 'ADD TO BAG' button is at the bottom. The page includes sections for 'Model 3X25B6', 'Product Details', and 'Shipping and Returns', each with a collapse arrow. Navigation links at the bottom include 'Long boards', 'Backpacks', 'Buttons', 'Knuckle Gloves', 'T-Shirts', 'Hoodies', 'Knee Pads', and 'Helmet'.

The screenshot shows the same product page for '2026 Trickee Triple Blend Stickers' on a light-themed website. The product details and price remain the same. The color swatch for 'CHERRY RED' is now greyed out. The 'ADD TO BAG' button is red. The page includes sections for 'Model 3X25B6', 'Product Details', and 'Shipping and Returns', each with a collapse arrow. On the right side, there's a sidebar with 'REVIEWS' (5 stars), 'HELP', 'PRODUCTS', 'CONTACT US', 'ABOUT TRICKEE', and an 'EMAIL TRICKEE' form. Social media icons for Facebook, Twitter, Instagram, YouTube, and others are at the bottom. The footer contains links for 'Terms and Conditions' and 'Privacy Policy'.

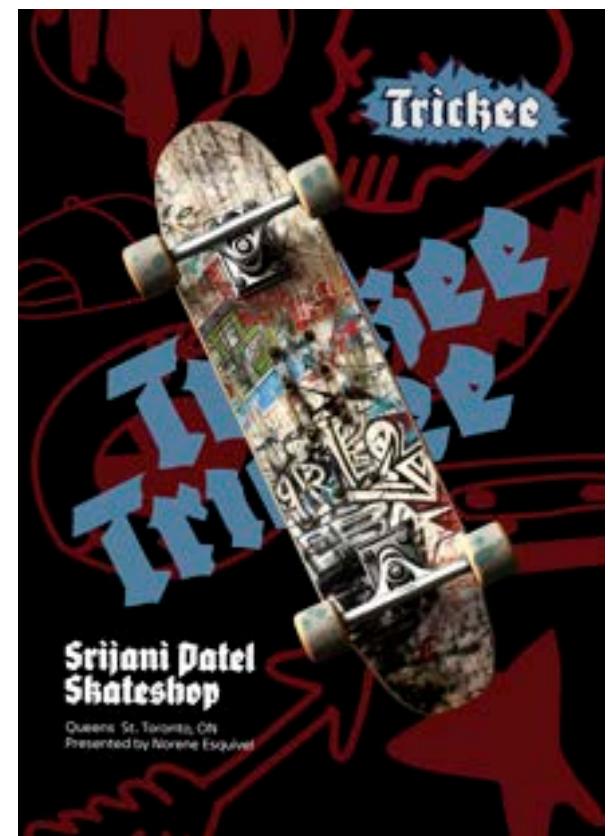
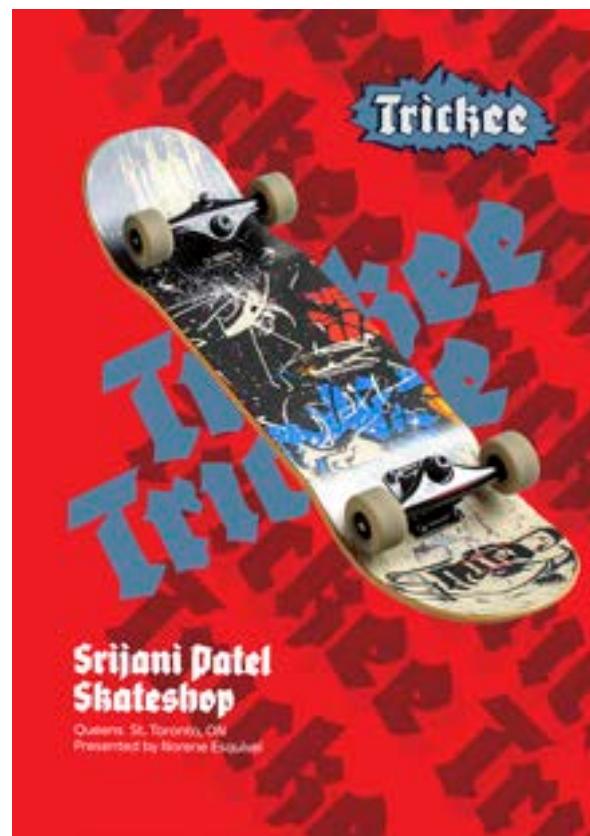
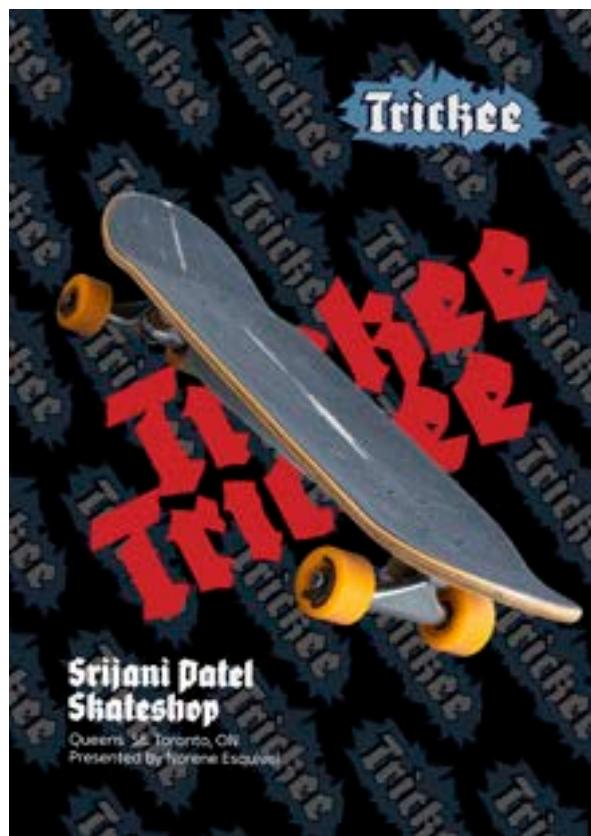
Social Media

6 Instagram posts, plus captions



Posters

Series of three posters



Visual Assets

Buttons and Stickers



Visual Assets

Tote Bags and T-shirt

