



VOID

Contents

1

-Brand Mantra
-Introduction
-Our Purpose
-Company Values
-Target Audience
-Brand Colours
-Typography
-Our LOGO

2

VOID

outta this universe

Introduction

Welcome to Void, the heartbeat of urban adventure and street style. Born on the streets of vancouver in 2023 for skateboarders, snowboarders, and street wear enthusiasts, Void is more than a brand; it's a lifestyle. Our collections fuse rugged aesthetics with functional design, delivering bold graphics and street-savvy gear for those who ride the streets and conquer the slopes. Embrace the thrill of the ride with Void, where fashion meets the concrete jungle and snow-covered peaks – your canvas, your signature.



Our Purpose

Void's purpose is clear: to empower skateboarders, snowboarders, and street wear enthusiasts with a unique blend of style and functionality. We offer a platform for self-expression, curating collections that capture the unique essence of our brand. Beyond apparel, Void is a statement of fearlessness.

Fearless Individuality:

At Void, we celebrate and encourage fearless self-expression, embracing the uniqueness of each individual within our community.

Company Values

Cutting-Edge Innovation:

Committed to pushing boundaries, Void values innovative design. We incorporate cutting-edge techniques and materials, ensuring our collections reflect creativity and forward-thinking fashion, and staying functional to offer a full range of movement while doing your sport.

Sustainable Impact:

Void is dedicated to environmental responsibility. We prioritize sustainability throughout our supply chain, from eco-friendly materials to ethical manufacturing practices.

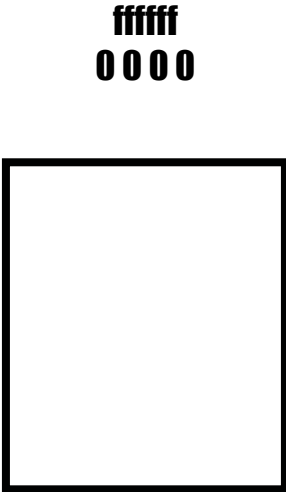
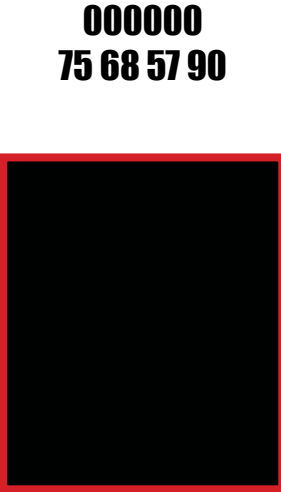
Community Spirit:

Beyond clothing, Void is a community. We foster connections among skateboarders, snowboarders, and street wear enthusiasts, creating a space where shared passion thrive and collective energy is celebrated.

Brand Colours

Target Audience

Void’s audience embodies the urban adventurer — skateboarders, snowboarders, and streetwear enthusiasts drawn to the fusion of style and functionality. These individuals seek a lifestyle that seamlessly transitions from the streets to the slopes, celebrating individuality and embracing innovative design. Rooted in a culture of self-expression, Void caters to those who view fashion as a bold statement and appreciate the brand’s eco-conscious approach to street and slope culture convergence.



These are the colours that make up our brand’s palette. They should be used for all communications, advertising, and marketing

ABCDEF
123456

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=@!#\$%^&*()_+

Impact text is the only text used by our brand for all communications etc.
Headlines should be larger by 2 size points when headining hocy text.

IMPACT

ARIAL BLACK

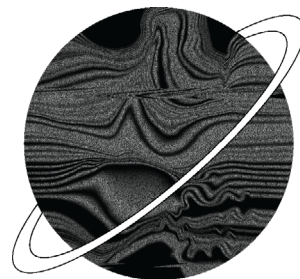
Typography

ABCDEF
123456

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=@!#\$%^&*()_+

Arial Black is used for our LOGO and will not be used for
any other text involving our brand.

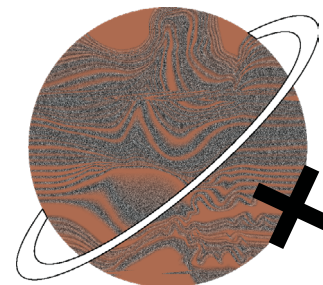
Our LOGOS



The correct way to use our LOGOS. Both LOGOS can represent the brand, text does not need to be included on the planet as it is distinct to us and represents well.



Don't change LOGO colour



Don't trim edges of LOGO



Don't rotate LOGO



Don't compress LOGO

