

CRUYUFF
CLOTHING



Style Guide



01.....Our brand mission

02.....Logo variations

- Black and white
- Colour
- Logo size/composition

03.....Colour palette

04.....Fonts

- Display typeface
- Text typeface

05.....Guidelines

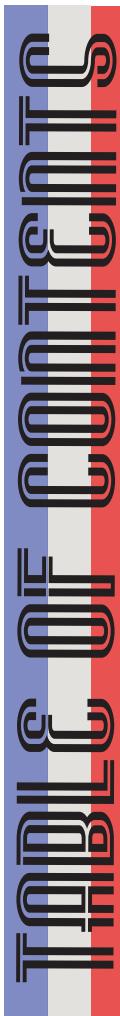
- Image guidelines
- Web-specific guidelines
- Other-specific guidelines

06.....Our brand voice

07.....Our clothing

- T-shirts
- Shorts
- Socks

08.....References



Cryuff Clothing



I 01

Cryuff clothing thrives itself on historical resemblance and creating a brand that adheres to the characteristics of a famous football player (Johann Cryuff) who influenced the world of football in which many people outside of football are completely oblivious to how he has contributed to changing one of the most popular sports in the world in which making a brand like this will hopefully help people recognize how much of a significance he has been to the world in words of a true hero. Through this we are also wanting to drive more people into not only playing football, but getting active and outdoors playing sports. We believe that sports is one of the best physical activites you can do to keep a healthy lifestyle in which our large variety of sports clothing are highly driven on the customers wants and needs so you can help us help you through both customer and company goals being met creating a more deeper connection with you, our deeply valued customers which is what we always put first before anything else.





A bit more...

I 01

Our love and passion for the sport of football is shown through our very unique clothing designs and added technological features that help our valued customers to have a special experience in terms of design, comfort, and adaptability (to different weather conditions) when wearing our clothes which are also carefully made not only to suit football players, but other sports/gym wear, or even when you're going out casually. This uniqueness comes from our brand trying to innovate rather than just move forward and become a brand where you don't just shop for leisure, but for quality that keeps on bringing you back. We "inspire to be higher" and hope that our brand has that same effect on you!



Logo - Black and white



I - 02



Logo - Colour

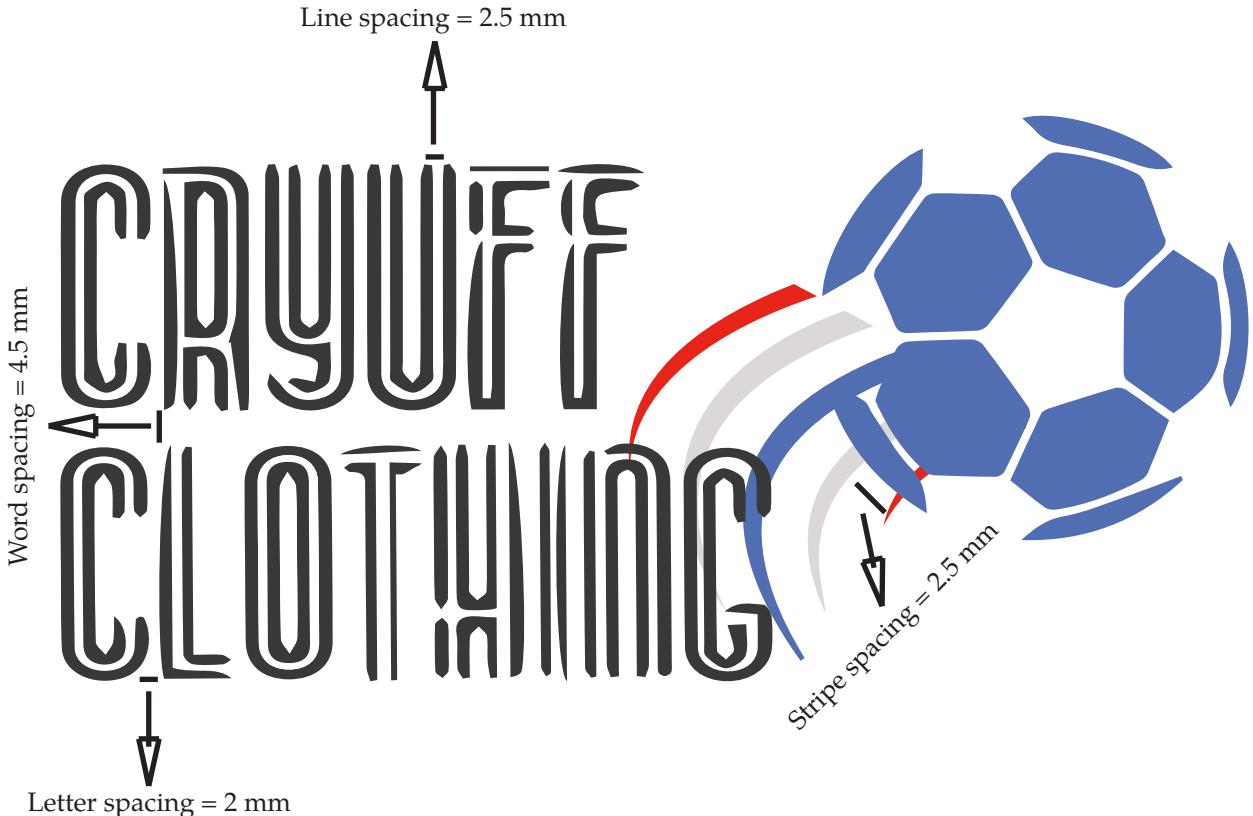


LOGO ILLUSTRATIONS

Logo Size/composition



I - 02





Logo guidelines

My logo consists of carefully taken measurements which should be followed when drawing it. The most important measurements which must be precisely followed is the angle of the stripes and the letter spacing as offputting these can offset the whole look of the logo and brand. The word spacing and stripe spacing could potentially be played around with by 1 or 2 mm however, I'd recommend following the original measurements as best you can. The individual letters and/or the words can not be stretched in any way as this will offput the whole design of the logotype in which it will have to be redesigned again before use.



I 03



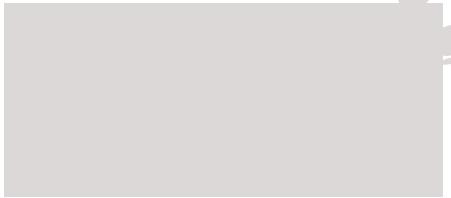
Main



HEX: #6369D1
RGB: 99,105,209
CMYK: 52,49,0,18
PANTONE: 7456C



HEX: #BF1A2F
RGB: 352,86,75
CMYK: 0,86,75,25
PANTONE: 485C



HEX: #F1F7ED
RGB: 76,4,96
CMYK: 2,0,4,3
PANTONE: Cool gray 1C



HEX: #0C0F0A
RGB: 8,9,10
CMYK: 19,0,33,94
PANTONE: 426C

Complimentary



HEX: #364652
RGB: 54,70,82
CMYK: 34,14,0,67
PANTONE: 110C



HEX: #E36414
RGB: 227,100,20
CMYK: 0,55,91,10
PANTONE: 144C

COLOUR DRAFTING



Colour guidelines

These colours that I have chosen all relate and have some kind of meaning towards my brand in which the shades of all the colours were all very considered. My logo is very important in relation to the colour palette as it serves the main purpose of my brand and its identity in which choosing a different tone will demean the whole purpose of the brand with the added effects of having to change the other design elements to this brand like the stripes and the collateral colours. It is also important that the mustard yellow colour in my palette could only be considered for use in advertisement type collateral (like banners, business cards, etc) and not any of the clothing as they don't look visually pleasing with that colour.





Display typeface

H 04

FontC // Typographie

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
! " " # % ' , . ;
) * # , = . / 0
— 2 3 4 5 6 7 8
— . : < = > -

Display typeface



Text typeface

I 04

FontS/Typodidj/

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 { | } ~ ; ¢



Font guidelines

Both my fonts are 1940s styles which have been chosen based on the relation it has to the purpose of my brand in which these fonts cant be altered in any way, shape or form.

- The 'Buenos Aires NF' font must be used for display purposes only (e.g. headings, logotypes) and the 'TeX Gyre Pagella' font must be used for purposes of paragraph text and sub heading elements (e.g. business cards, contracts).
- In no way can this be switched around as the identity and sincerity of our brand could be offset and cause an external problem with our customers. Especially with the display typeface font, it is important that you do not strech the text in any way to fit an element as the font is fairly narrow already so if stretched it will look bad.



Illustration designs

All of the illustrations i have used within my brand collateral, logo, website, etc have been made by myself, therefore you are ale to use them without worrying about plaisirism.

- The ball and curvy stripes from my logo is an essential illustration in terms of the overall movement of my brand's design acroos all my collateral where it has been placed in the top corner area of each of my collateral pieces in order to show the almost 'superman' type movement upwards with which id like to keep consistent throught my brand collateral.
- The 'flag' stripes are used in a few of my collateral to compliment the ball and curvy stripes by being place off center towards the bottom in order to promote the movement of the ball and curvy stripes in which i would also like to keep this consistent through out my collateral.
- I have used vertical stripes in my style guide (used horizontal stripes in all my collateral) as the movement of my design that i wanted to keep consistent didnt work well when i added the horizontal stripes to my style guide in which i kept them vertical, however I want to make sure that happens just for my style guide as it is only internally seen and assesed (by teacher) and not externally assesed by other clients/designers in which it would be approapriate to do this.
- The silhouette of the 'cryuff turn' is only meant to be a design for the website and shouldnt be a consistent design for any other element of this brand as it isnt meant to 'stand out' to customers nor be an important part of the overall style of this brand.



I 05





Social media Guidelines

- I want my social media pages to give out a fun and enjoyable vibe where customers can browse for leisure time on top of informing themselves. To do this, it would be best to keep images at approximately an a5 to a6 size on any post made and to keep text to a font that's about 20pt to 30pt with the Tex Gyre Pagella font being used.
- It should also be a good idea to use punctuation marks like exclamation marks wherever can be used in order for the text to be attention grabbing and not just a whole bunch of words crammed onto a post.
- However, I want the photos to be the centre of attention as this is what customers are more likely to catch their eye upon to gain insights with the text being there to compliment the image in a presentable way.
- All social media pages should be easily accessible and users should be able to easily navigate themselves around the website in which not only making sure there isn't several bits of useless information on the page, but also making sure that the subheadings for the different parts to the page are displayed in a big enough font maybe around 30 to 35 pt.
- It is also important to keep the profile picture and cover photo on all social media pages the same in order to keep a strong identity consistent.



Video Guidelines

The video of Johann Cruyff doing his famous skill turn “the cruyff turn” ws attained from youtube from another users channel in which it is meant to be used for educational purposes on my facebook page only and not for purposes of plagiarism in any way (e.g. recording and resharing it, using it for a selfmade or another created website, etc). It is important that this video isnt used on any other social media applications created or included in any advertisement or promotinal related activity (the video is strictly for use only on the facebook page).





Cryuff's vibe

The tone of our brand is casual, creative, and fun. I want my brand to be professional in terms of the way we run but want it otherwise to be casual, a brand where people can also just spend their leisure time shopping unlike more formal brands like suit and formal clothing where it's just a more 'buy what you need and leave' type vibe. With the creative and fun tones, I want our brand to have clothes with minimalist designs that aren't overcomplicated, but with interesting colour combinations and contrasts in order to create a creative and fun vibe for customers to feel while trying them on and enjoy wearing our clothes making them want to come back. I also want my brand to showcase its designs in a way that speaks the history of Johann Cryuff to customers in the form of symbolization, so almost like I'm teaching customers a bit of history in a fun way that makes them want to learn more (in this case, creating a deeper connection with the brand and coming back more often to shop. This is also reiterated through our brand's slogan "inspire to be higher" which is an original quote I created to again show our customers the significance of our brand and hopefully create a better connection with them through inspiration of a truly great hero.

Our tote bags



Front



Back

I 07



70 I

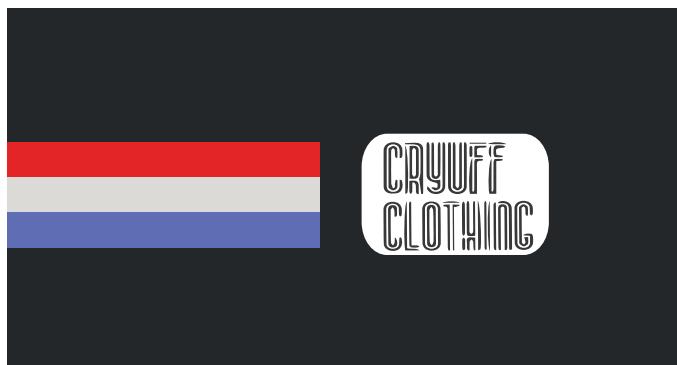


Banner and Business card



Visit our website
www.cryuffclothing.co.nz

CRYUFF
CLOTHING



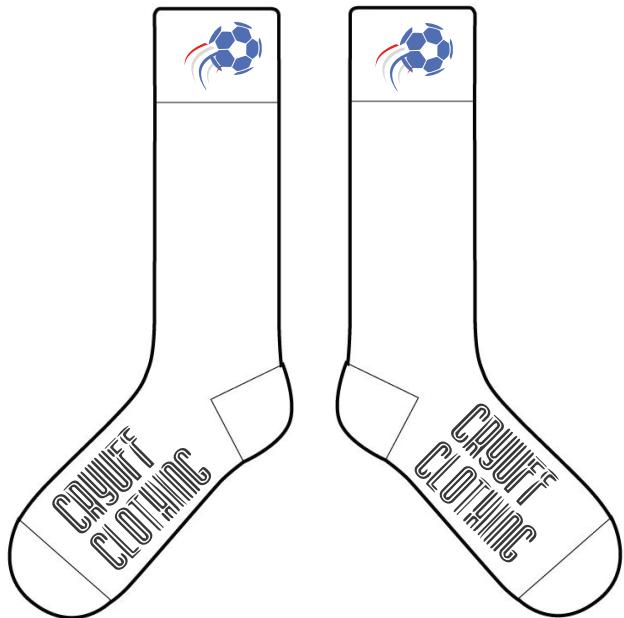
Name: 

Title:

Phone Number:

Email Adress:

Our socks



I 07



External link



- Video from facebook page has been attained from a youtube channel named :
" World of Johann Cruyff "

<https://www.youtube.com/channel/UCrdC1nul-W42aLkRqkHekTQ>



NETHERLANDS

Visit our website

www.cryuffclothing.co.nz



Name:

Title:

Phone Number:

Email Address:

HIT US UP!!! We'd love to hear from you

Visit our website
www.cryuffclothing.co.nz

With our new arrivals coming in over the next few weeks we have over a hundred clothes to get rid of. So come on down to our store and get your sweet deal, cop now!

T-shirts now only 2 for \$50

WHITE STOCKS LA





“ Inspire to be Higher ”

Christian D'souza
DSDN151 - Project 5
Victoria University of Wellington