BRAND STYLE GUIDE

Created by Caitlin LaRiviere

Logo Options

Preferred

That's Bull Shirt is company whose main purpose is to create a line of clothing that has a comedy aspect to it. The personality of "That's Bull Shirt" is Funny, Annoying, Sarcastic, Creative, Punny, Button Pusher.

The logo was designed to have a pun in it. One that will grab the viewers attention and make them do a double take. It has stitches in the logo to give the feeling that it is stitched on to a piece of clothing. It helps to hint to the viewer that this logo is associated with clothing.

The colors in the logo are red, black and white. These colors are powerful, bold and intense. The red accent helps to brighten up the piece and grab he viewers attention. This is why the color version is prefered over the other options.

(see next page for alternate logo options)

Logo Options

Alternates

Reversed logo. Available without black bounding box.
Use on backgrounds darker than 70% Grey.

Black and white logo. To be used on 2 color pieces.
Recommend using original color logo whenever possible.

Black and white reversed logo. Available without black bounding box. Use on backgrounds darker than 70% Grey.

LOGO Usage

What you can/can't do with the logo

Never switch any of the colors.

Never take out the stitches.

Never rearrange/flip elements of the design.

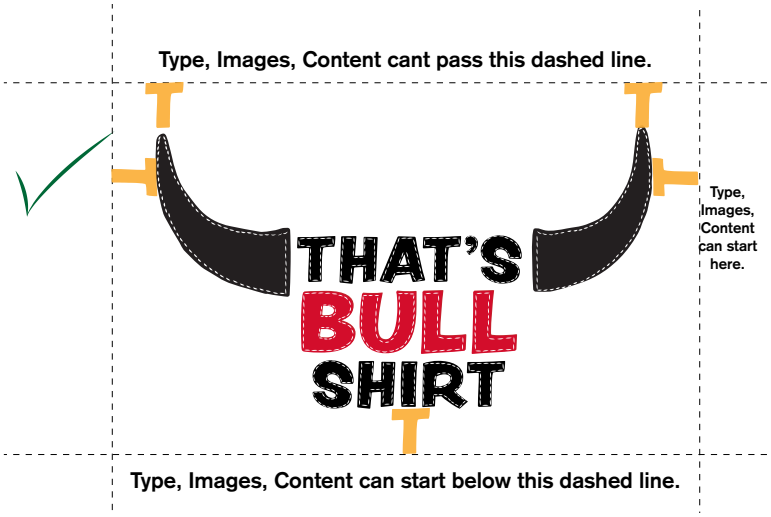
Never distort or crop the logo.

Never put text inside the logo.
(Some situations are approved.)

Approved lockup information:
- Sponsored by
- Donated by
- Thank you to

Must be placed within the proper spacing above the word "That's". No closer than the top line line that is shown above.

Must be center aligned to fit within the horns.



For readability and for visual impact, the logo must be surrounded by the appropriate space.

Type, Images and content must not be placed within the dashed lines. It must be placed a Bull Shirt "T" length away.

Please use the images to the left and comply.

Color and Typography

A B C D E F 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 h i j k l m n
o p q r s t u v w x y z

The suggested typeface to use with “That’s Bull Shirt” logo and advertising is Akzidenz Grostesk. It is a sans-serif, grotesque. Akzidenz is a friendly and crisp typeface that is a medium weight and is very easy to read. This typeface is great for advertising both print and web. It also works very well for shorter descriptions. About the shirt and prices can be set in bold and black with the rest of the type being set in roman or light. It has a variety of weights that can help with hierarchy on both the site and advertising.

Primary Colors

Hex: #d0112b
Pantone: 1797C
CMYK: 12, 100, 93, 3

Hex: #ffffff
Pantone: White
CMYK: 0, 0, 0, 0

Hex: #000000
Pantone: Black 6
CMYK: 50, 50, 70, 100

The three primary colors chosen is red, black and white. These colors are powerful, bold and intense. The red accent helps to brighten up the piece and grab he viewers attention. Also, helps the piece to be of a stop/caution when it comes to some of the content. The secondary colors are used for accents on posters, flyers, web etc. These colors are burgundy, yellow and orange. The burgundy will work better for some of the accents and subheads. The yellow and orange helps bring in more of the light comedy aspect.

Secondary Colors

Hex: #8a1c1c
Pantone: 202C
CMYK: 28, 98, 98, 31

Hex: #ffd400
Pantone: 604 C
CMYK: 0, 15, 100, 0

Hex: #f7911d
Pantone: 137 C
CMYK: 0, 51, 100, 0

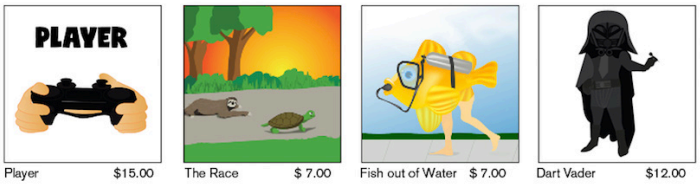
Web Guidelines

There are specific guidelines to be followed for the website thatsbullshirt.com. These standards are set up to assure we keep a unified site with the branding incorporated. These guidelines also help to indicate sizing of some of the images places to ensure things do not get distorted or illegible.

Please read the following and comply

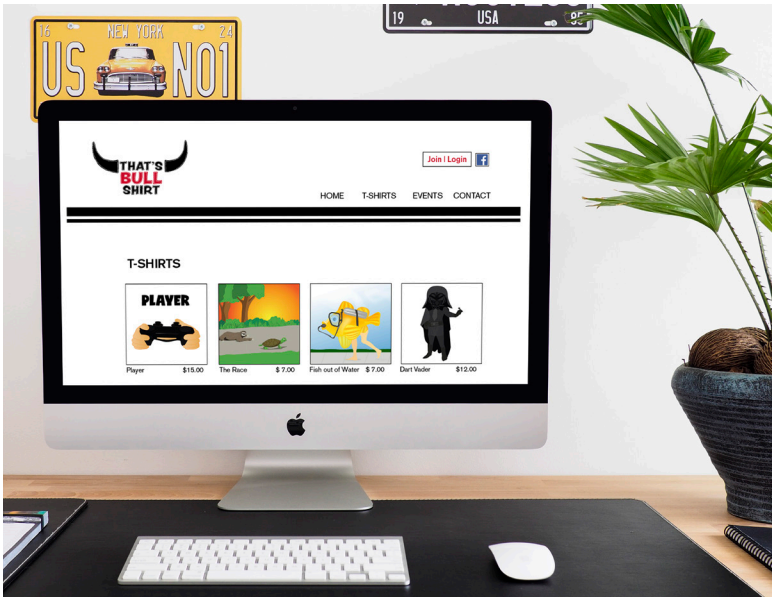
- The logo must be placed in the top left hand corner of the header.
- The logo should be no smaller than 4 inches
- The Join Us/Login must be located in the right hand corner of the header.
- The navigation must be at the top right hand corner.
- The typeface used should be Akzidenz Grotesk.
- The type size for body should be no less than 14 points.
- The main colors must be the red, white and black. (See page 4)
- The other color options would be the burgundy, orange and yellow (See page 4)

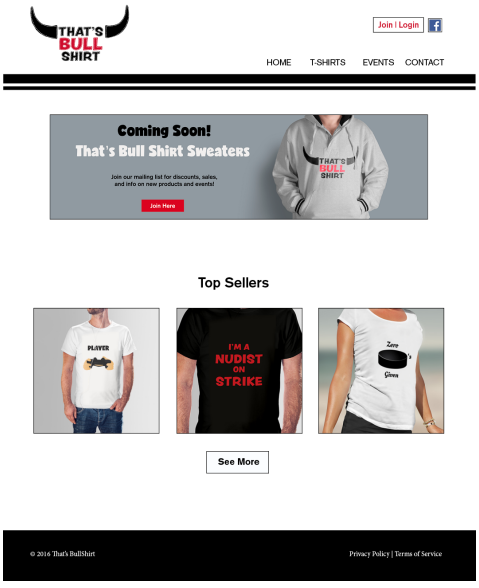
T-SHIRTS



- The grid gallery should be no more than 4 images across.
- The thumbnail images of the design should be no smaller than 3 inches.
- The thumbnail images of designs may not be recolored or distorted in any way.

Website


NEW YORK
US NO1
USA
THAT'S BULL SHIRT
Join | Login
HOME T-SHIRTS EVENTS CONTACT
T-SHIRTS
PLAYER
Player $15.00
The Race $ 7.00
Fish out of Water $ 7.00
Dart Vader $12.00


THAT'S BULL SHIRT
Join | Login
HOME T-SHIRTS EVENTS CONTACT
Coming Soon!
That's Bull Shirt Sweaters
Join our mailing list for discounts, sales, and info on new products and events!
Join Here
Top Sellers
PLAYER
I'M A NUDIST ON STRIKE
See More
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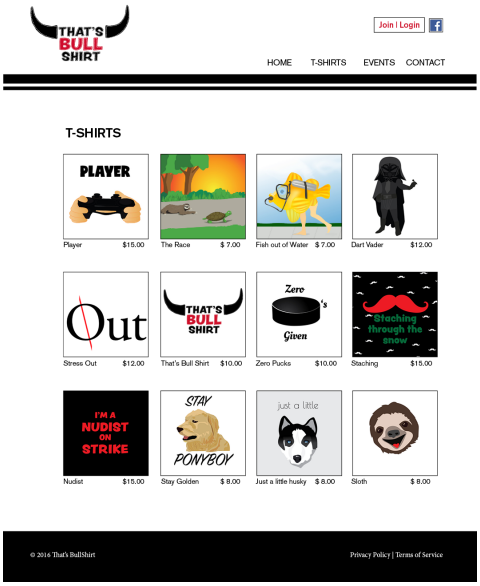
THAT'S BULL SHIRT
Join | Login
HOME T-SHIRTS EVENTS CONTACT
T-SHIRTS
PLAYER
Player $15.00
The Race $ 7.00
Fish out of Water $ 7.00
Dart Vader $12.00
Out
Stress Out $12.00
That's Bull Shirt $10.00
Zero Pucks $10.00
Stacking $15.00
I'M A NUDIST ON STRIKE
Nudist $15.00
STAY PONYBOY
Stay Golden $ 8.00
just a little
Just a little husky $ 8.00
Sloth $ 8.00
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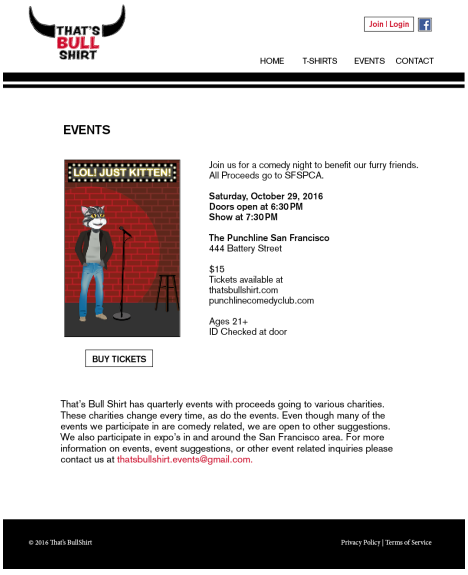
THAT'S BULL SHIRT
Join | Login
HOME T-SHIRTS EVENTS CONTACT
EVENTS
LOL! JUST KITTEN!
Join us for a comedy night to benefit our furry friends. All Proceeds go to SFSPCA.
Saturday, October 29, 2016
Doors open at 6:30 PM
Show at 7:30 PM
The Punchline San Francisco
444 Battery Street
$15
Tickets available at thatsbullshirt.com punchlinecomedyclub.com
Ages 21+
ID Checked at door
BUY TICKETS
That's Bull Shirt has quarterly events with proceeds going to various charities. These charities change every time, as do the events. Even though many of the events we participate in are comedy related, we are open to other suggestions. We also participate in expo's in and around the San Francisco area. For more information on events, event suggestions, or other event related inquiries please contact us at thatsbullshirt.events@gmail.com.
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thatsbullshirt@gmail.com
www.thatsbullshirt.com
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