

Brand Guidelines



tropiko

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INTRO DUCTION

What will this book help Tropeko do?

We want to prove to other fashion industries that fashion can be done stylishly while sticking to its simplicity and its roots. The elements in this book should encourage those to engage in Tropeko's narrative and discover creative and innovative ideas for the betterment of our society. This book will explain our brand's vision and purpose. It will give readers a better insight of what Tropeko is as a brand.

OUR STORY

We are resort wear redefined.

Tropeko is a resort wear based in Cebu, Philippines founded by the COMMN (Casado-Osabel-Mahusay-Mansing-Navales) Company in 2018. It is a brand of tropical style fashion goods; specializing in freshness and minimalism, ideal for the summer and spring seasons. The brand offers beach wear, swimwear, formal wear, island accessories, sunnies and more. It is resortwear redefined to fit anyone's needs effortlessly and sustainably.

Tropeko is derived from the two words "tropical" and "-eco" replacing /c/ with /k/ to establish a beach-themed clothing line with Filipino influences.

As a homegrown brand, Tropeko promotes beauty and simplicity found in our local products.

An up-and-coming brand that practices minimalism in our communities, we're going back to basic, to lessen waste and make our products an all-around and functional everyday wear / beach wear that celebrates our local and tropical lifestyle. No other brand can bring multi-functionality and sustainability into our products like Tropeko.

We do not limit our merchandise to just swimwear and resort wear alone but we are open to business or formal wear that not only promotes sustainability but supports locally-made material that will be used in our brand merch.

BRAND VALUES

TROPICALISM

Our tropical aesthetic will always be consistent in our brand, focusing on exotic styles but with a touch of modernism. We also provide products that are functional in tropical regions

INCLUSIVITY

We promote beauty found in anyone and everyone, catering to women of all sizes and ethnicities; we want to erase the idea of conventional beauty that caters only to a thin, white demographic.

SUSTAINABILITY

From the materials of our products to maintaining an identity of our products, service, or business, our brand reflects special added value in terms of environmental and social benefits.

TARGET MARKET

Our target market will focus on the millennial and baby boomer group, specifically our local Filipino women and tourist demographic. We have observed that most tourists exercise in a minimalist lifestyle, packing a few functional day-to-day clothes that could last them a week or month. And since we are in a tropical weathered country we wanna advertise to them simple but fashionable beach wear that can be multi-functional, and possibly light.

Foreign and local tourists/backpackers of ages 18-45 that travel light, investing in multi-functional wear, reducing travel weight and preventing potential health. We also cater to businesswomen, ages 23-52, entertaining clients, partners and firms for meetings, based in a beach-like resort setting; being able to engage in business professionally, stylishly and comfortably. Lastly, we market to environmentalists and eco-friendly goers, ages 18-45, who are looking for sustainable and eco-chic wear that supports a minimalist lifestyle and invest in practical wear that's made to be adaptable for various occasions.



**OUR
LOGO**

LOGO INSPIRATION

The Tropeko logo is inspired by, you guessed it, tropicalism. We've found that a leaf is the easiest and best way to communicate our core message.

The reason for it being functional and useful to most, relating back to dress in context with Adam, who covered himself with a leaf after first learning the shame of human nakedness.

The use of the monstera deliciosa leaf in our logos helps our brand immediately stand out with it's dominance over our simple background. Here, we present the only ways the logo should be used in all brand items such as letterheads, store signs, blog posts, watermarks, and business cards.



PROPER



IMPROPER



LOGO USAGE

The Tropeko logo will only be used under these circumstances. Any rotations, warping, and duplication of the leaf is not allowed (aside from use of official layout), as it deviates from what the brand is trying to achieve, which is a simple and clean look.

PRIMARY USAGE

The primary color option for our logo is Moss Green (#2f5646) It is intended to be used on hues on the whiter scale in order to assert contrast



SECONDARY USAGE

used for a more casual scenario, such as posters and merchandise, it will be used in Pearl White (#ffffff)





LOGO PLACEMENT

**OUR
BRAND**

BRAND COLOR SCHEME

The salmon pink incorporated on the logo background complements the moss green accents of the logo, it also represents a charming and soft look that'll be implemented onto our products. Our products won't be too flashy or too loud., but instead a more calm and sensible feel. Our dark colors are placed with our soft past colors to give it contrast.

#ffffff

#ffd1c8

#2f5646

Nagayama Kai

A B C D E F G H 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

A B C D E F G H 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

A B C D E F G H 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

RALEWAY

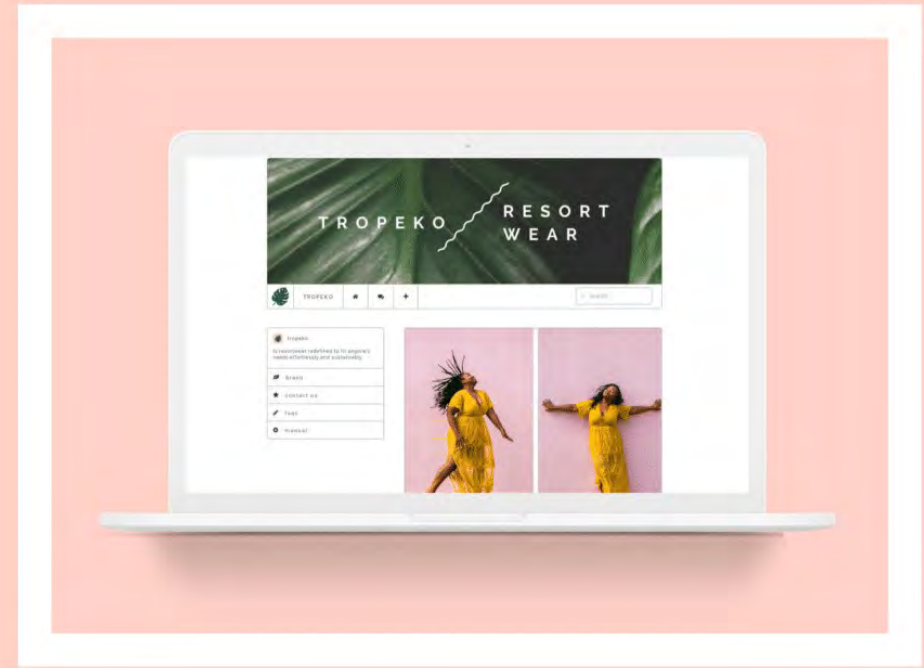
A B C D E F G H J
K L M N O P Q R
S T U V W X Y Z
a b c d e f g h i j
k l m n o p q r s t
u v w x y z

A B C D E F G H 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

A B C D E F G H 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

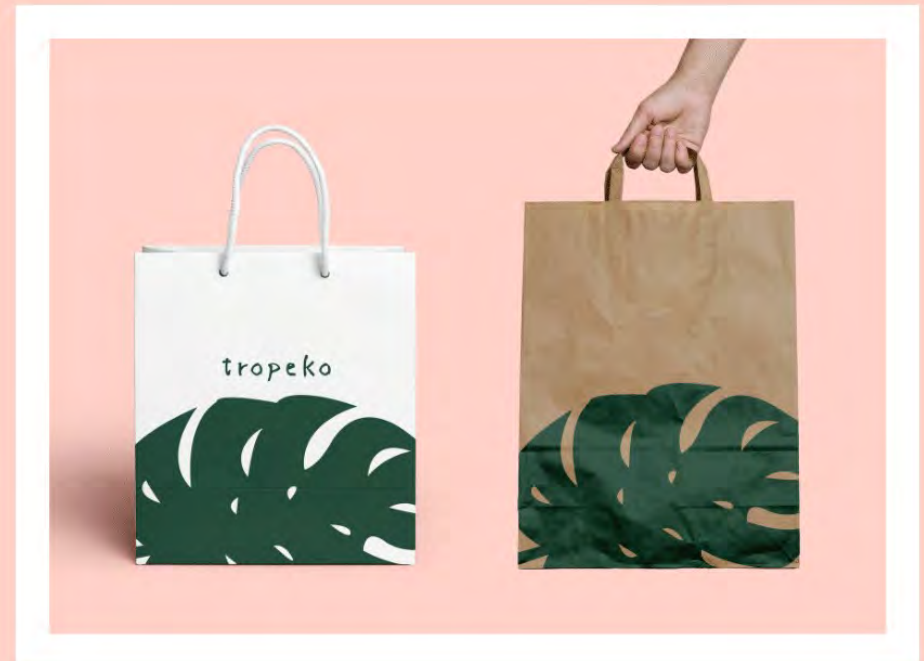
BRAND TYPOGRAPHY

The font used is named Nagayama Kai, Nagayama Kai is a beautiful calligraphy font that is free for all and was written by calligraphy master Norio Nagayama. The font was originally written on paper then converted as digital type using type editor. We have given the font a handwritten/calligraphy style to give a local effect and to avoid the use of Sans Serif/Modern Sans that overused nowadays by beachwear brands. Plus, this font gives off a relaxed and tropical vibe to our brand..



BRAND COLLATERALS

Tropeko presents the following collateral designs such as business cards, website, and promotional material, with all the applied design principles stated in this presentation.



OUR
SHOTS







OUR
POSTER



PROMOTIONAL
POSTER

we are
resort wear
redefined.



we are
resort wear
redefined.



