KILOS

KILOS

Designer/Manufacturer of combat sport fight gear and lifestyle apparel.

Product

Performance gear: rashguards, fight shorts, gloves, patches, and gi's.

Casual clothing: t–shirts, hats, shorts, pants, and sneakers.

Target Audience

Age: 15–40
Male/Female: 80/20

Combat Sports like Jiu–Jitsu, MMA, Muay Thai and Boxing are rapidly gaining popularity. People who train these sports are tightly bonded.

KILOS appeals to a range from casual enthusiasts to dedicated athletes.

Strong
Rakish
Emblematic
Classic
Refined

KILOS

HEADERS

Akzidenz-Grotesk Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

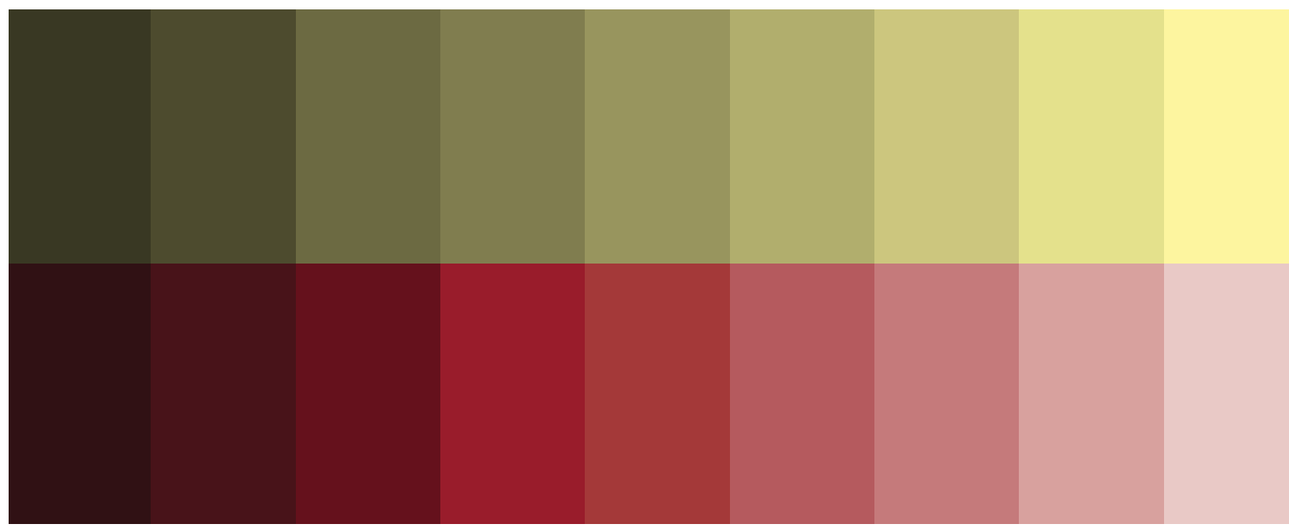
Body Copy
Bembo
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Isquam, assinie nitatur, sit quiassunda et quodit perum quam, cum nonecum a num, sunda delisque pra quam, od ma videllaut laborerit voluptatio. Nequi doluptate mi, ommos re molorpor sum es demodip itiaest issunt veribea rumquas autet volorerovid minctati blacit prae nonsequi qui aut diat ea veliquo ommodi dolendi ssumquia volupta aperume veliquiatur.

K-BOMB BLACK
PANTONE PROCESS BLACK

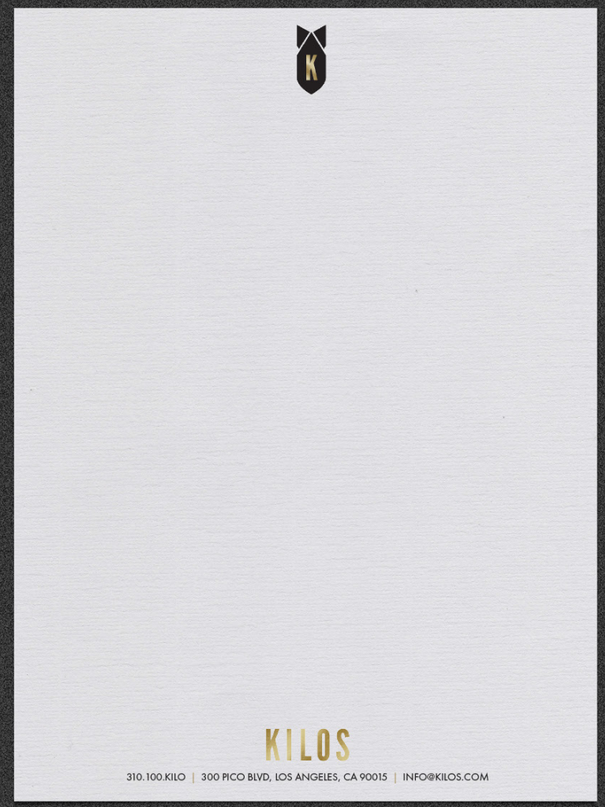
FOOL'S GOLD
PANTONE METALLIC 8383 C

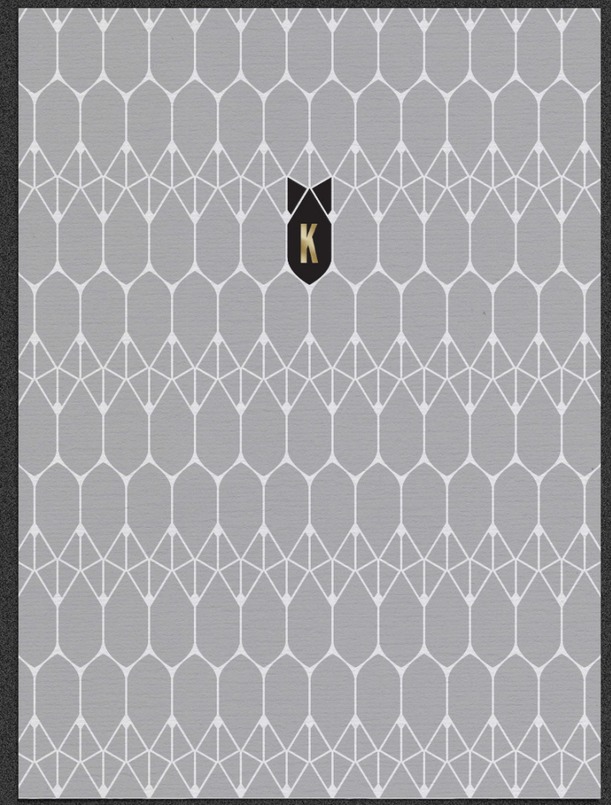
KILO GREEN
PANTONE 7764 C

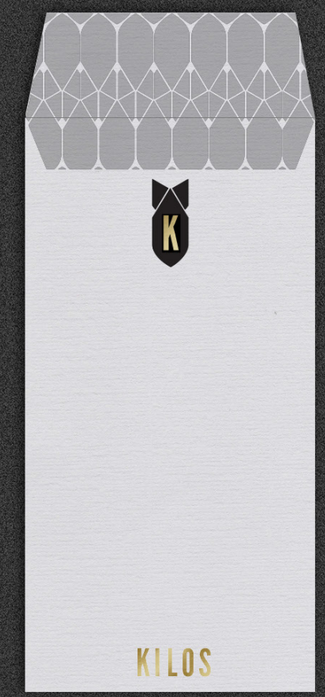


THE ROOSTER
PANTONE P 53-16 C

SHOP
BLOG
VIDEOS
ATHLETES
SEARCH
KILOS
MENU
SEARCH
KILOS
TRAINING DAY SHORT
SHOP NOW
KILOS
SEARCH
KILOS


K
KILOS
310.100.KILO | 300 PICO BLVD, LOS ANGELES, CA 90015 | INFO@KILOS.COM


K


K
KILOS

K
KILOS
300 W. Pico Blvd
Los Angeles, CA 90015

K
KILOS

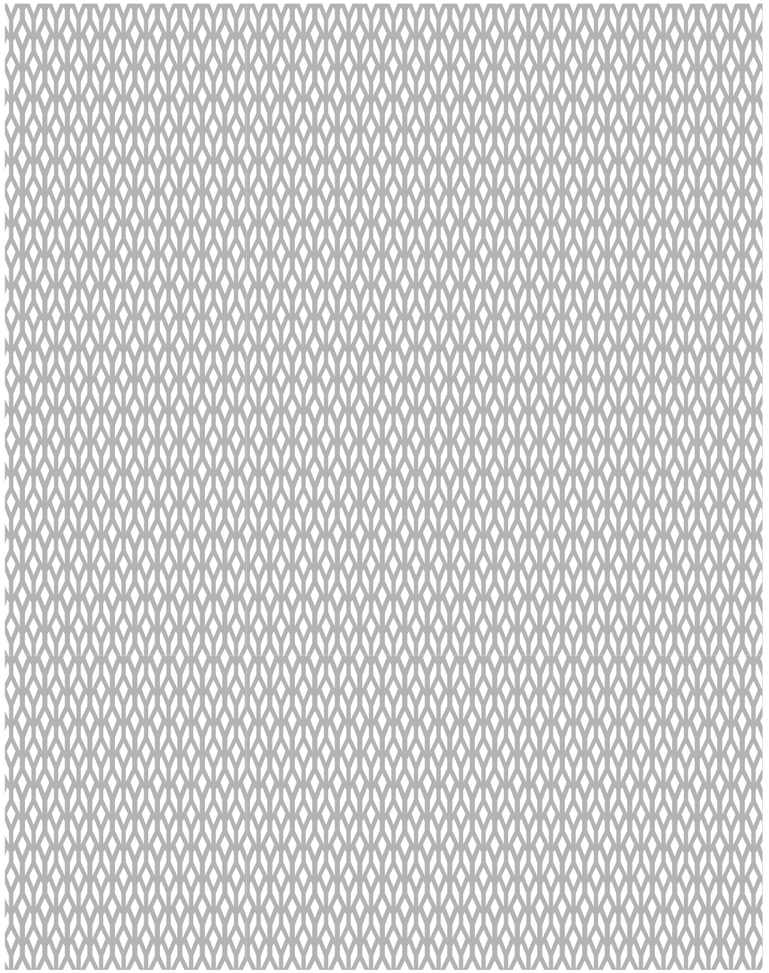
K
KILOS
300 W. Pico Blvd
Los Angeles, CA 90015

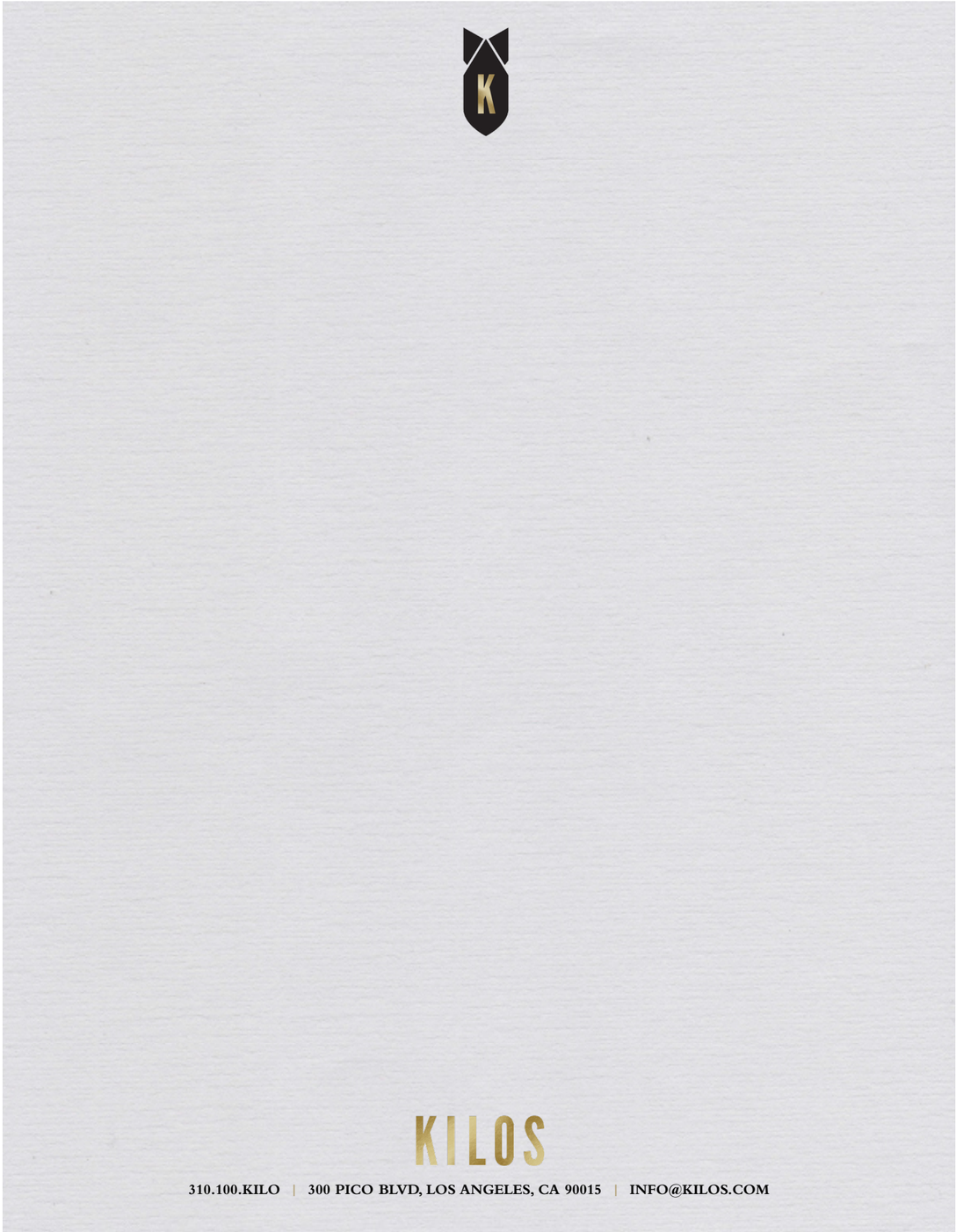
K
K
KILOS
MIKE McCREADY

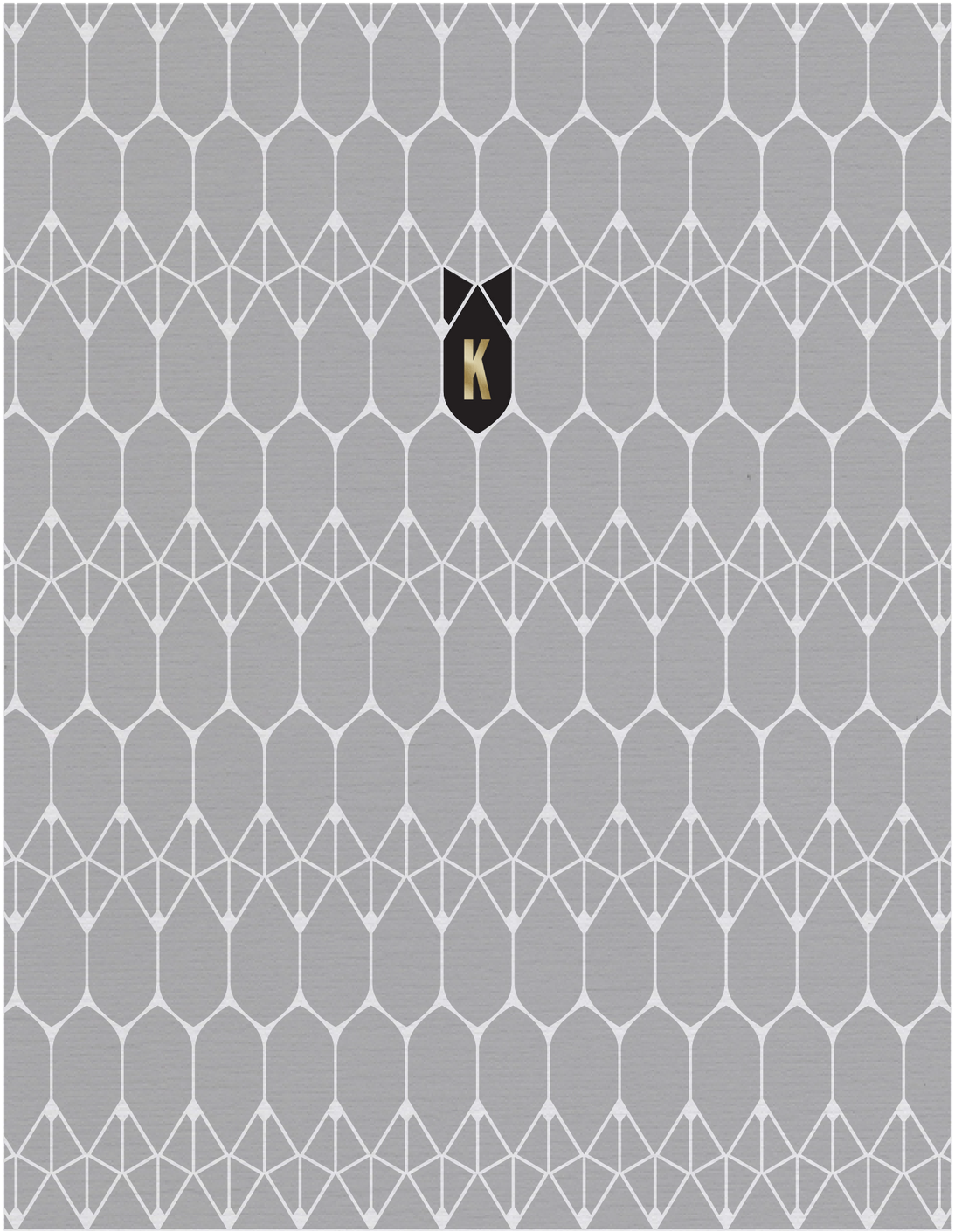
K

BOMB GEOMETRY

REFLECTED K'S



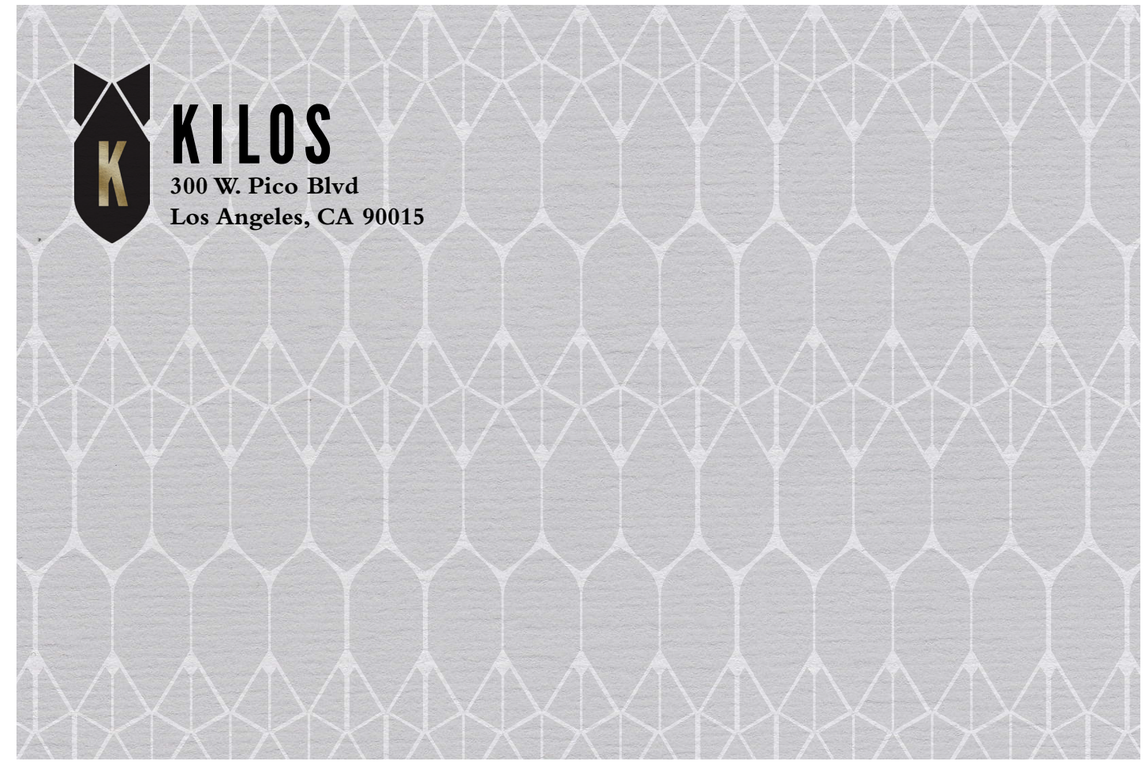

K
KILOS
310.100.KILO | 300 PICO BLVD, LOS ANGELES, CA 90015 | INFO@KILOS.COM


K

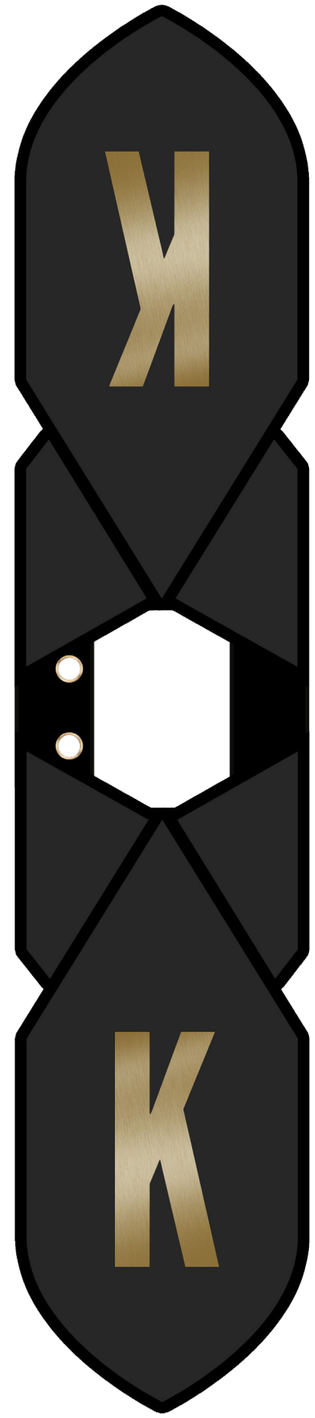
ENVELOPE

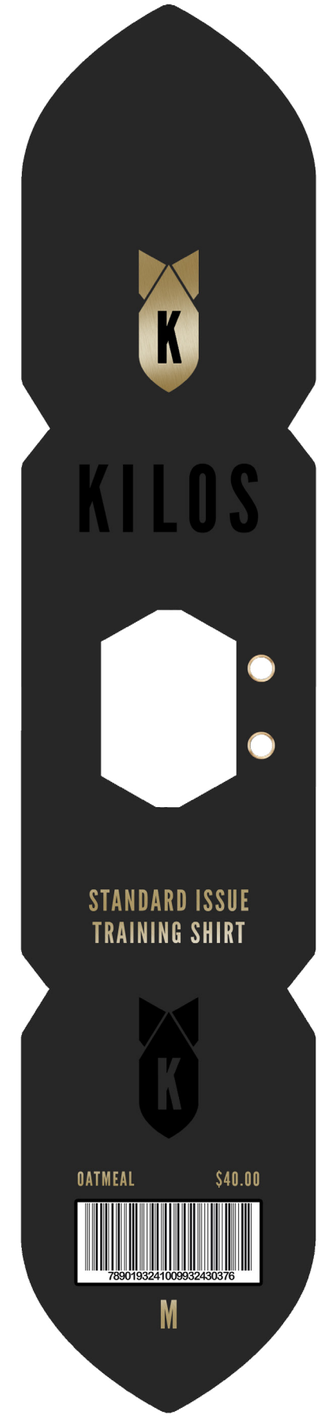
BUSINESS CARD

MAILING LABEL



K


K
K


K
KILOS
STANDARD ISSUE
TRAINING SHIRT
K
OATMEAL
$40.00
7890193241009932430376
M

EL MAESTRO RASHGUARD

STANDARD ISSUE TRAINING SHIRT & FIGHT SHORT

K-BOMB T-SHIRT

ALIENWARE GAME VICTORIOUS
ULTIMATE POKER
TAPOUT
MGM GRAND
metroPCS
4G for all.
KILOS
RAM
BUD LIGHT
UFC

KILOS

APPENDIX | DEVELOPMENT DETAIL

50FIFTY

BOA

NORTH SOUTH

100KILOS

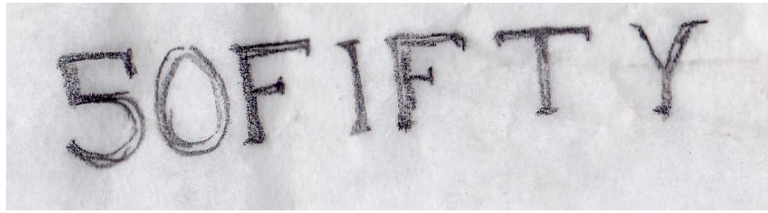
KILOS

50
FIFTY

50FIFTY
OSTRICH SANS

50fifty
TALL FILPS

5
0
FIFTY


50FIFTY

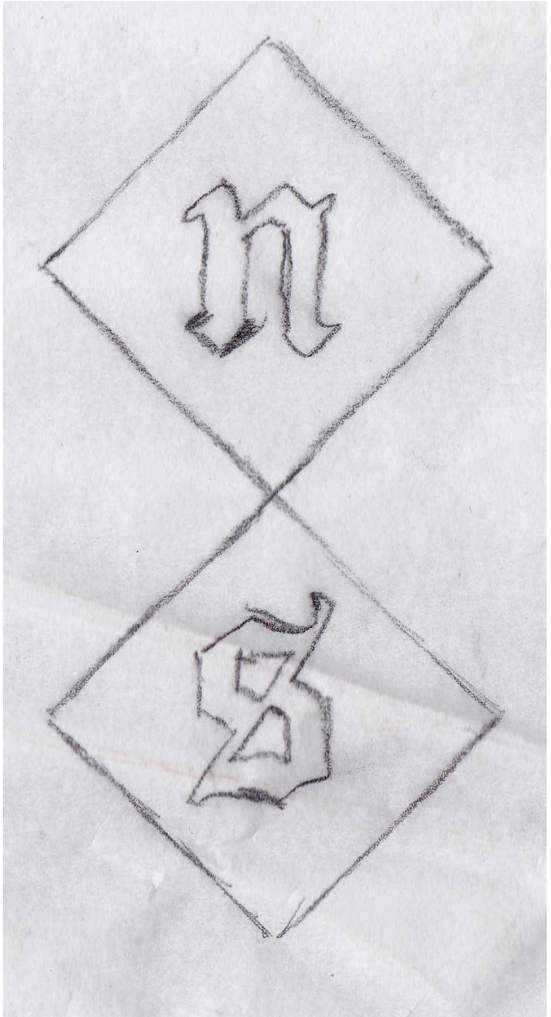
50FIFTY

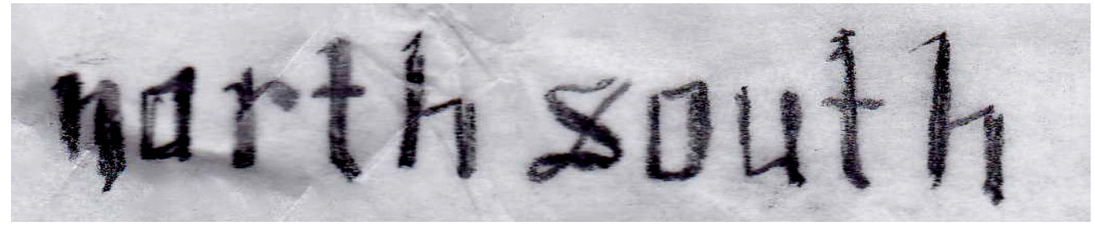
BOA

BOA
Doric

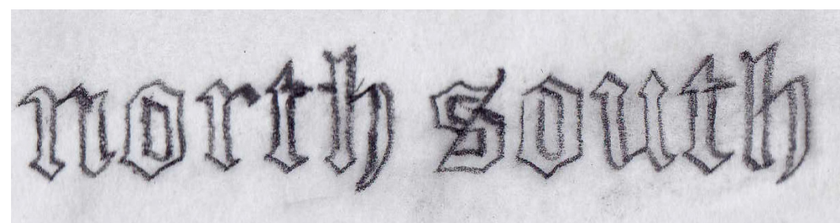
BOA
Longue Gothic

BOA




north south

NORTH SOUTH

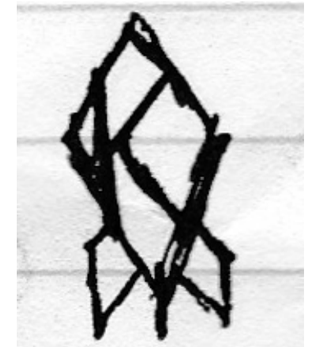

north south

KILOS
100

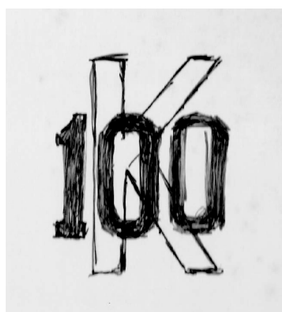
1KO

100
KILOS

KILOS
100



100KG

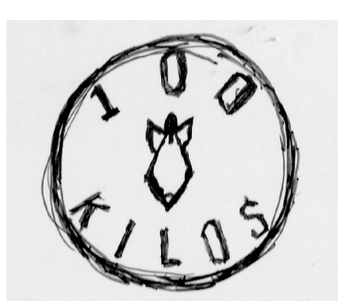

100

100
KILOS

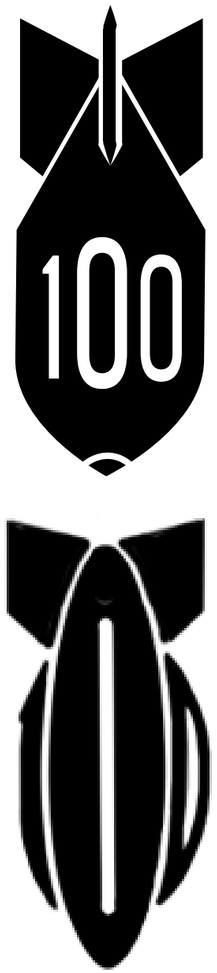
100
KILOS

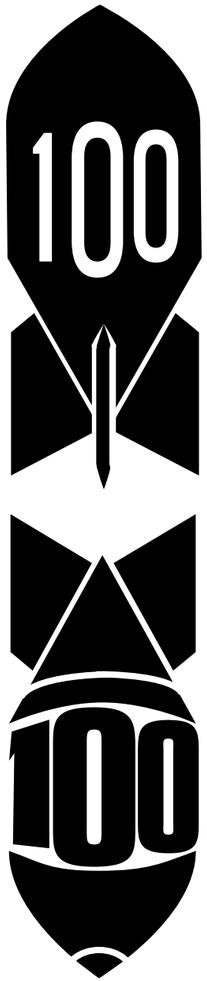
100
KILOS

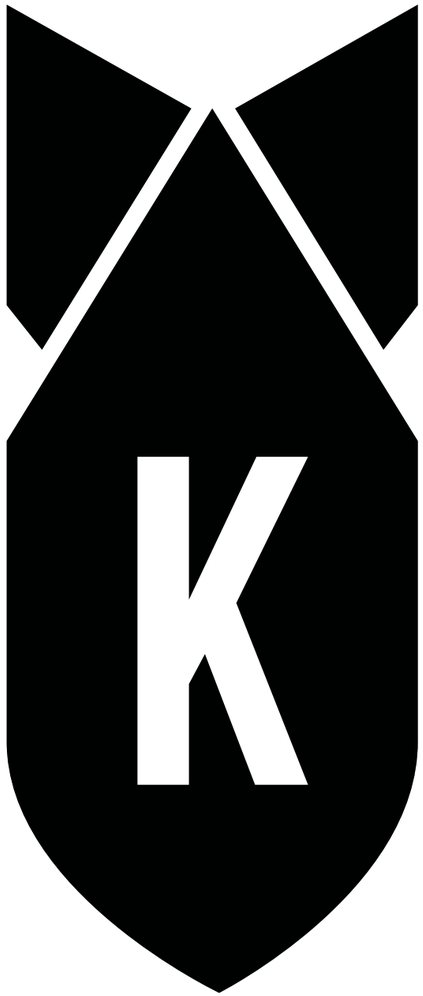
KILOS

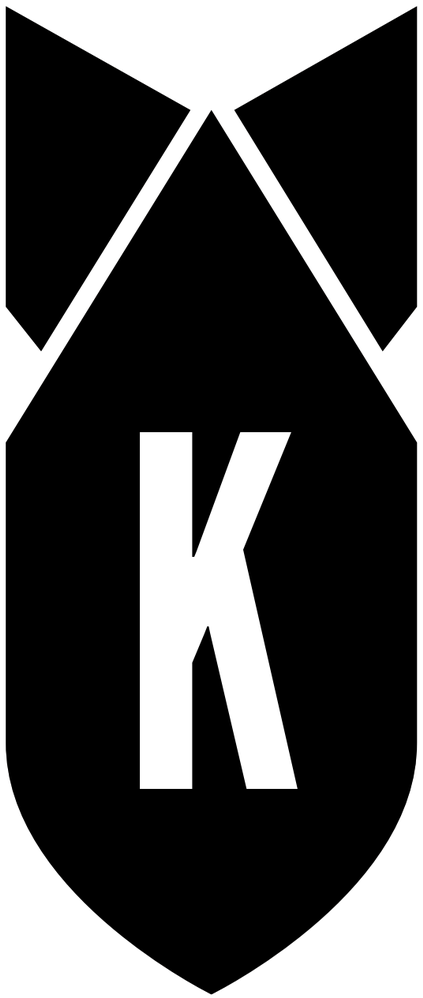

100
KILOS

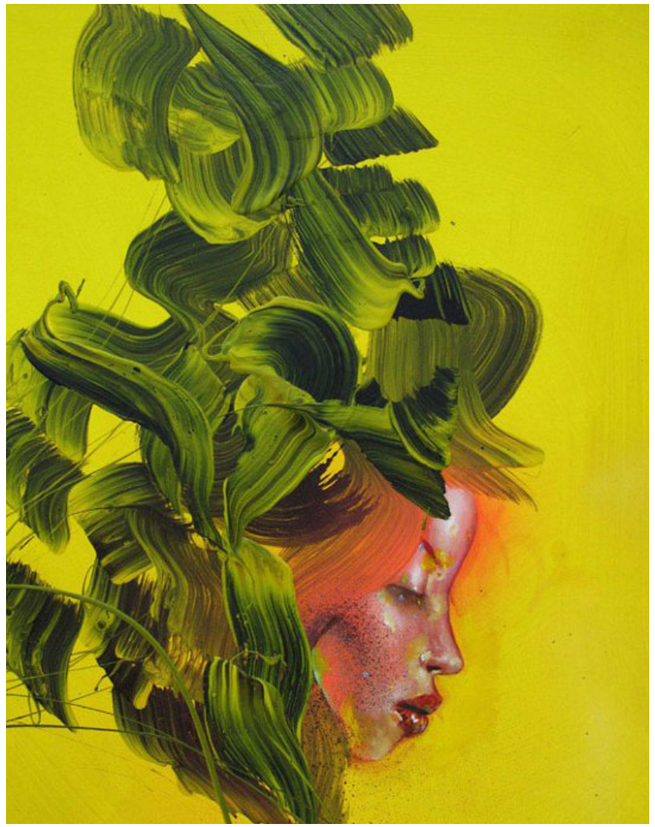
100KILOS


100


100
100


K

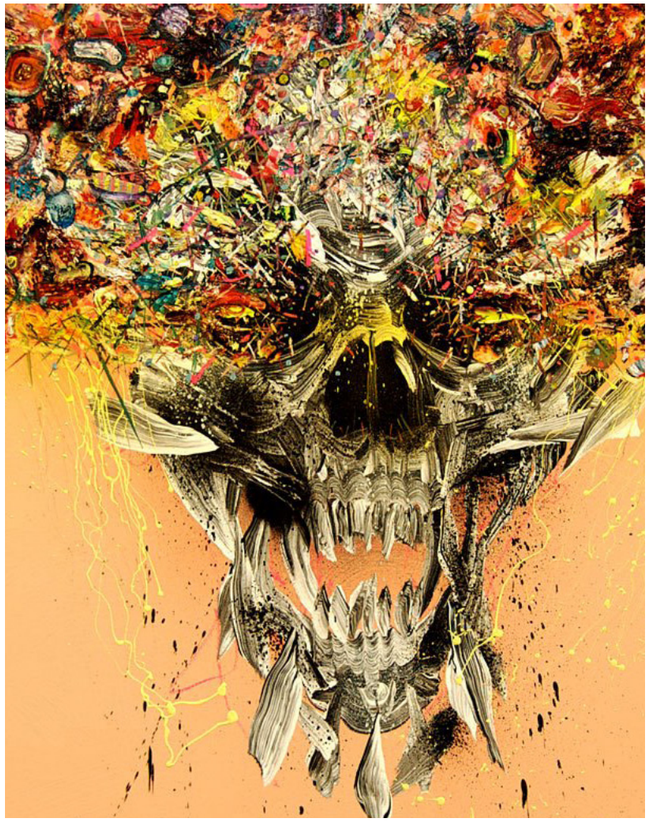

K



KILOS

KILOS

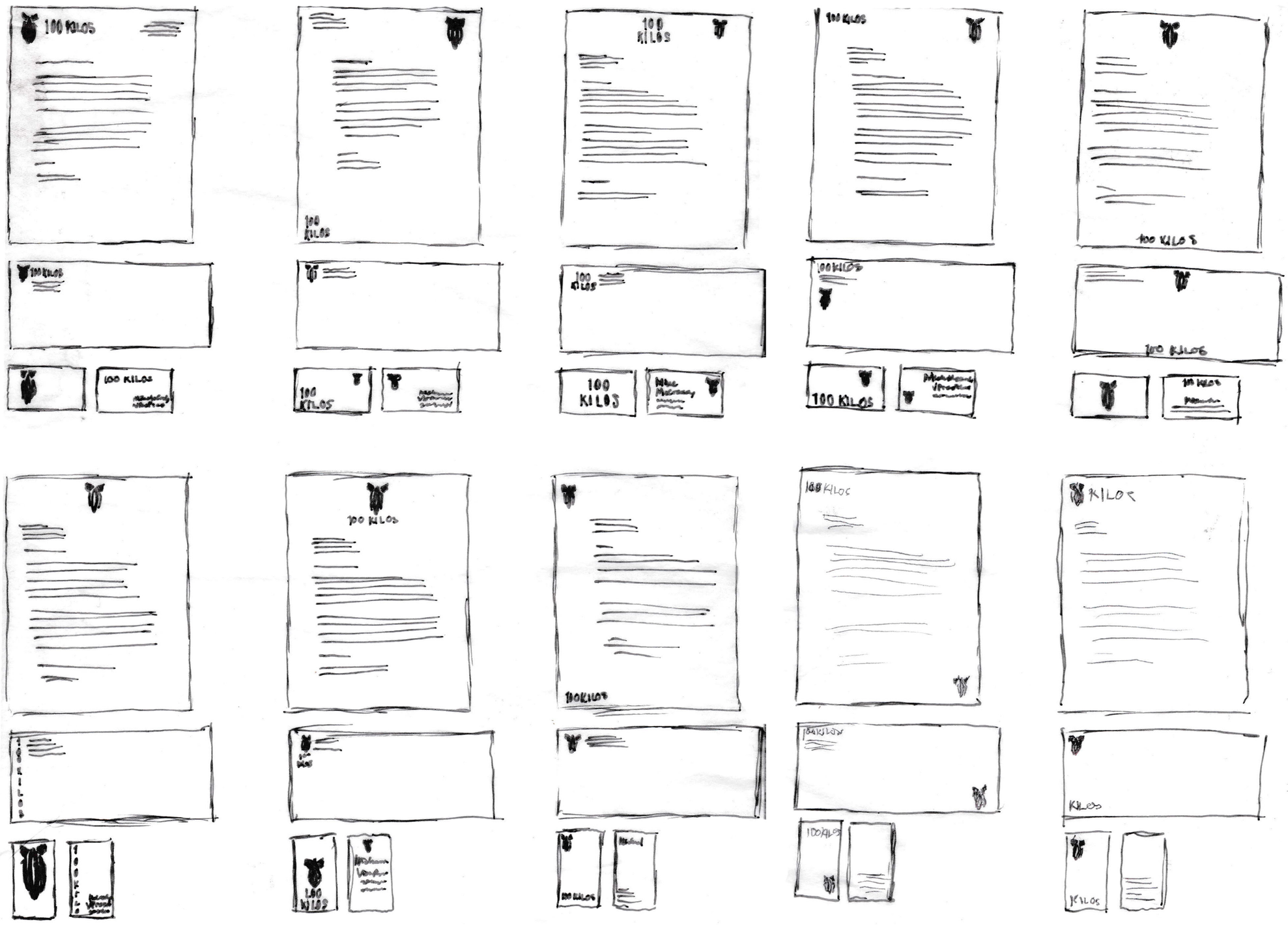
KILOS



KILOS

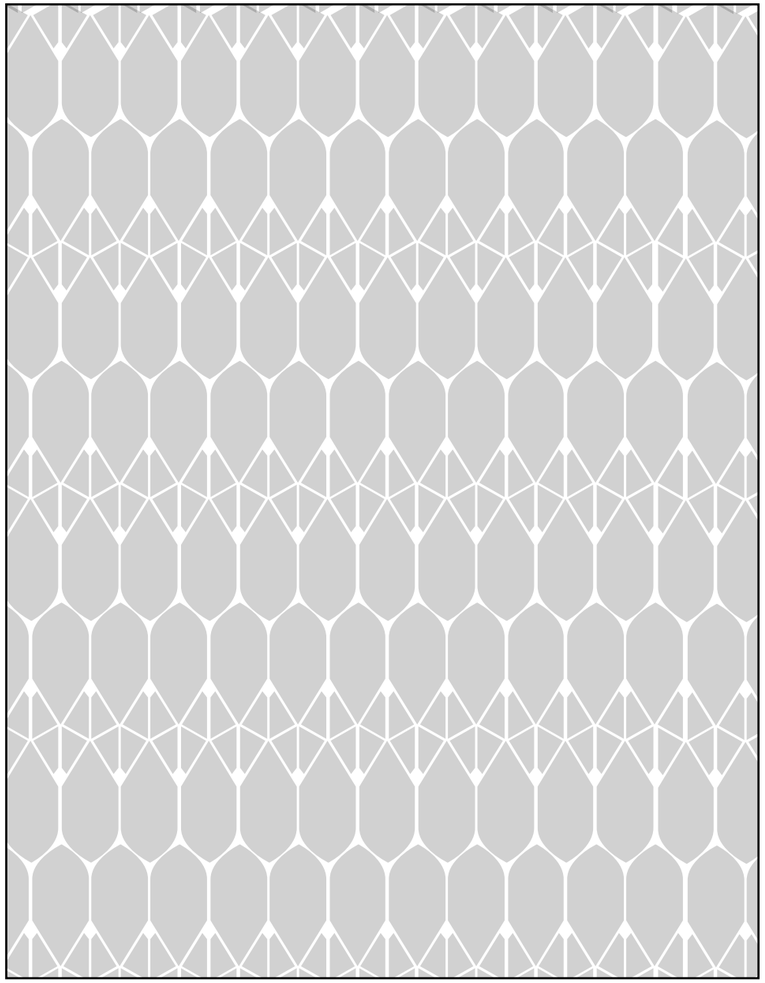
KILOS

KILOS

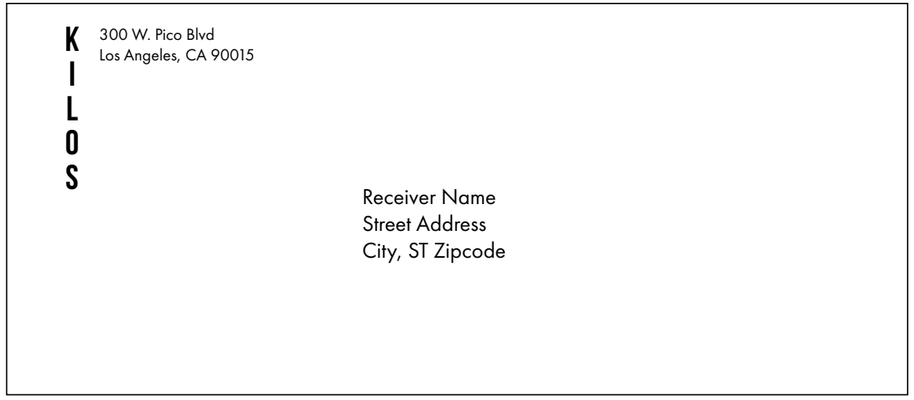

100 KILOS
100 KILOS
100 KILOS

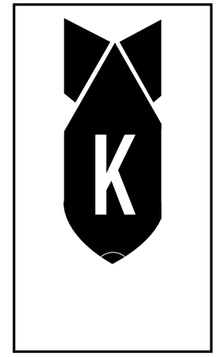
KILOS

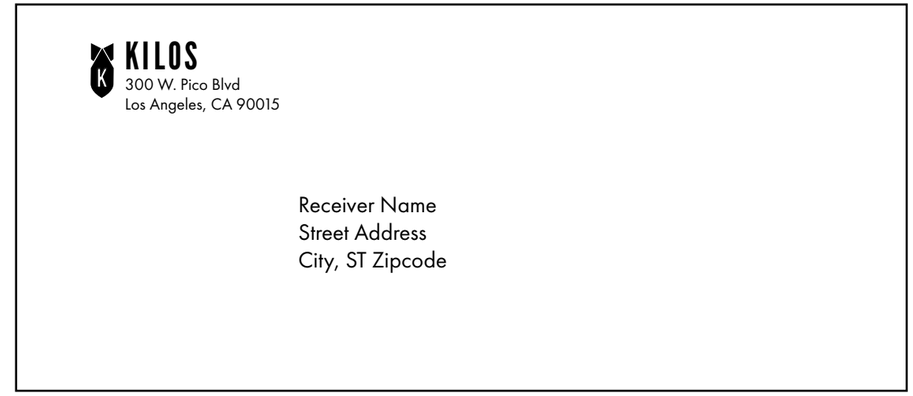
KILOS

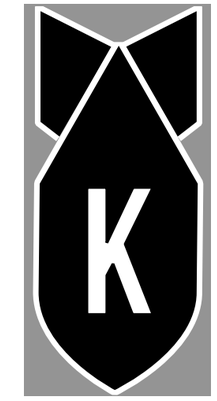


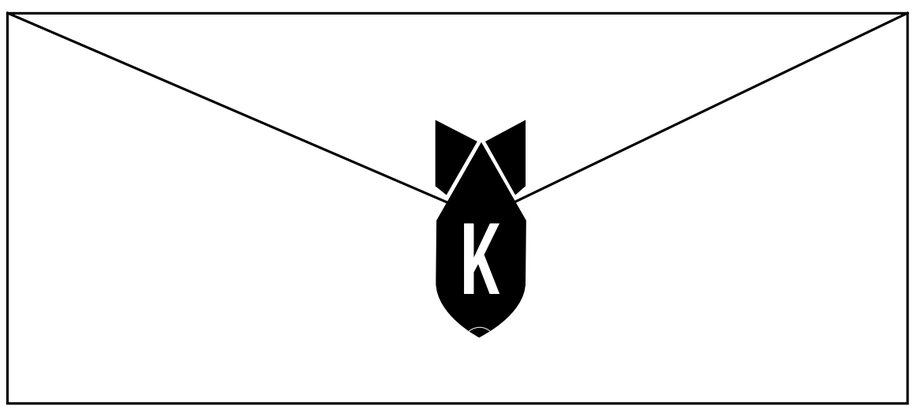
ENVELOPE & BUSINESS CARD DEVELOPMENT

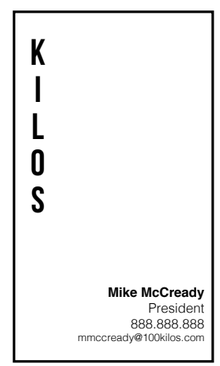


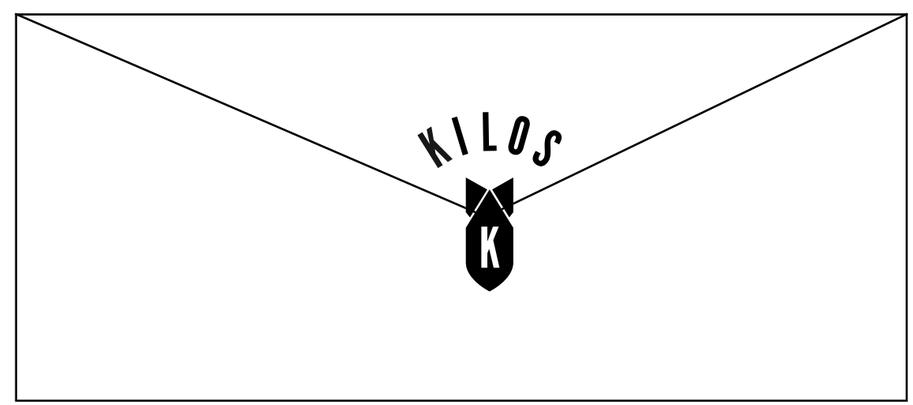




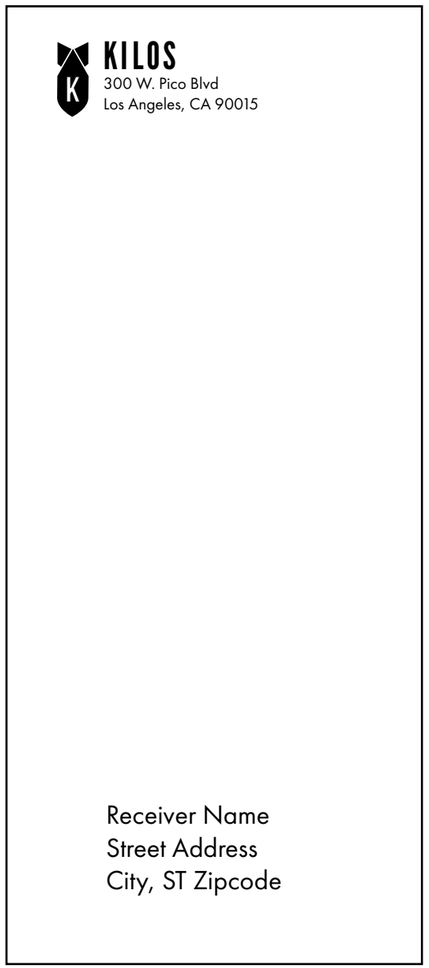


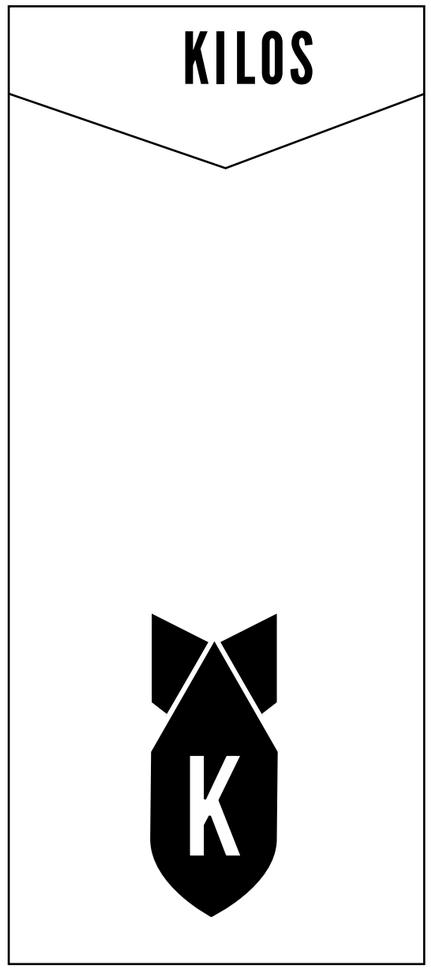


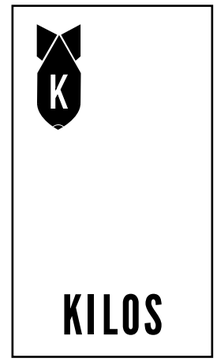


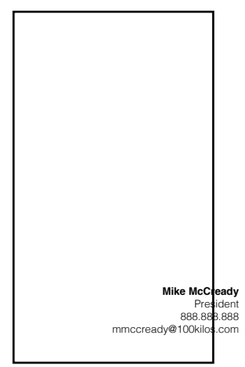


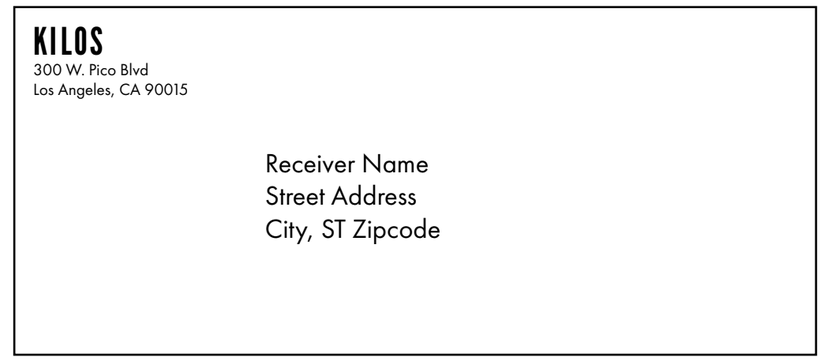
ENVELOPE & BUSINESS CARD DEVELOPMENT

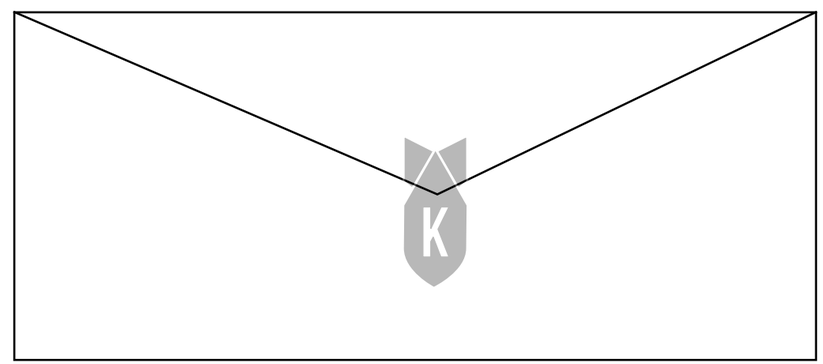












CLIENT

Designer/Manufacturer of combat sport fight gear and apparel.

SERVICES

Fight gear including rashguards, fight shorts, gloves, patches, gi's.
Casual clothing for stylish fans and enthusiasts

TARGET AUDIENCE

MMA practicioners and fight enthusiasts. Brand recognition is very important to this audience as a lot of these people are very passionate about the fight sports and identify with the brands that they endorse.

Age: 18-45

Male/Female: 80/20

Income Level: $30,000-100,000 per year

PROFILES

Male

Age: 25

Jiu-jitsu practiicioner, primarily concerned with functionality of fight gear over fashion. Spends a large portion of income on tuition and gear including rashguards, shorts & mouthguards

Male

Age: 35

MMA & fight fan likes to look cool and wear gear that show his interest in the sport. Interested in fashionable/casual apparel rather than functional equipment. Willing to pay a premium for brands worn by his favorite atheletes.

WORD ASSOCIATION

bold
rakish
geniune
strong
refined
classic
exclusive
emblematic
club
clique
confident
daring
graceful
tough
gutsy
brazen
masculine
brave
kinship
affiliation
polished
timeless
rebelious
unique
modern
composed
alliance
original
crew
comraderie
sleek
authentic
sharp
warrior
restrained
disciplined
iconic
distinguished
persistant
fearless
heroic
unflinching
honorable
audacious
collected
assertive
deliberate
assured
tenacious
rugged
sophisticated
cultivated
dominant
suave
miltaristic
robust
vigorous
smooth
gallant
daring
established
distinct
skillful
intelligent
subtle
precise
physical
focused
tasteful
dapper
determined
stoic
humility
unabashed
honorable
staunch
vital
forceful
supreme
self-controlled
victorious
enduring