

Brand Identity

Nolinewear

Volume 1.0

2025

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Brand Overview

The Core Identity

| | |
|------------------|---|
| Name: | Noline |
| Subtitle: | Wear |
| Slogan: | Invisible Comfort. Visible Confidence. |
| Essence: | Invisible comfort for the modern man. |
| Promise: | The first undershirt designed to disappear—not to be noticed, only to be felt. |
| Purpose: | To redefine men's comfort with seamless elegance that supports confidence from. |
| Idea: | Clothing that disappears under your shirt, letting you move freely, confidently, and elegantly. |

Brand Narrative

Effortless comfort:

You move through your day without thinking about your undershirt. No seams, no lines, no restrictions. Just pure comfort that blends perfectly with your lifestyle.

Invisible Confidence:

NOLINE is more than a undershirt—it's a layer of confidence that's felt, not seen. Designed for men who demand elegance, comfort, and a flawless fit. Every detail is engineered to disappear, letting you focus on what matters.

Brand Positioning

For men who value refinement and ease, NOLINE delivers invisible/seamless comfort through seamless craftsmanship – so you look sharp and feel free, all day

| Category | Target Audience | Functional Benefit | Emotional Benefit | Reason to Believe |
|---------------------------------------|--|--|--|--|
| Premium men's essentials or innerwear | Men 25–45 , professionals and style-conscious individuals | Invisible under any outfit; no lines, no bulk, no visible seams | Confidence that comes from looking sharp and feeling effortless | Advanced seamless construction , soft breathable fabric , tailored Middle Eastern fit |

Tone of voice

Your tone defines how your brand speaks across packaging, website, ads, and social media

Modern Masculine

Elegant strength, not rugged.

Example: “Strong. Subtle. Seamless.”

Discreet Luxury

Luxury that disappears.

Unique Selling Points

Your tone defines how your brand speaks across packaging, website, ads, and social media

Seamless construction

- Laser-cut edges = no visible lines.
- Sits invisible under fitted shirts, polos, or thobes

Borderless Fit

- Moves with your body
- Feels like a second skin

Smart Fabric Blend

- 90% cotton for breathability
- 10% elastane for stretch

Tailored for the Modern Man

- Designed for the middle eastern man's build
- Cool, soft, and shape retaining

Logo System

NOLINE
— WEAR —

NOLINE
— WEAR —

VARIANTS

NOLINE
— WEAR —

NOLINE
— WEAR —

NO
WEAR

Colors

Mist White

Hex: #F5F9F5
CMYK: 2, 0, 2, 2

Soft Sage

Hex: #8FAEA0
CMYK: 18, 2, 16, 20

Muted Green

Hex: #648978
CMYK: 45, 8, 32, 40

Deep forest

Hex: #20372D
CMYK: 80, 40, 65, 70

Font Face

Primary Typeface: **Clash Display**

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

1 2 3 4 5 6 7 8 9 0

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Fallback Typeface: **Satoshi**

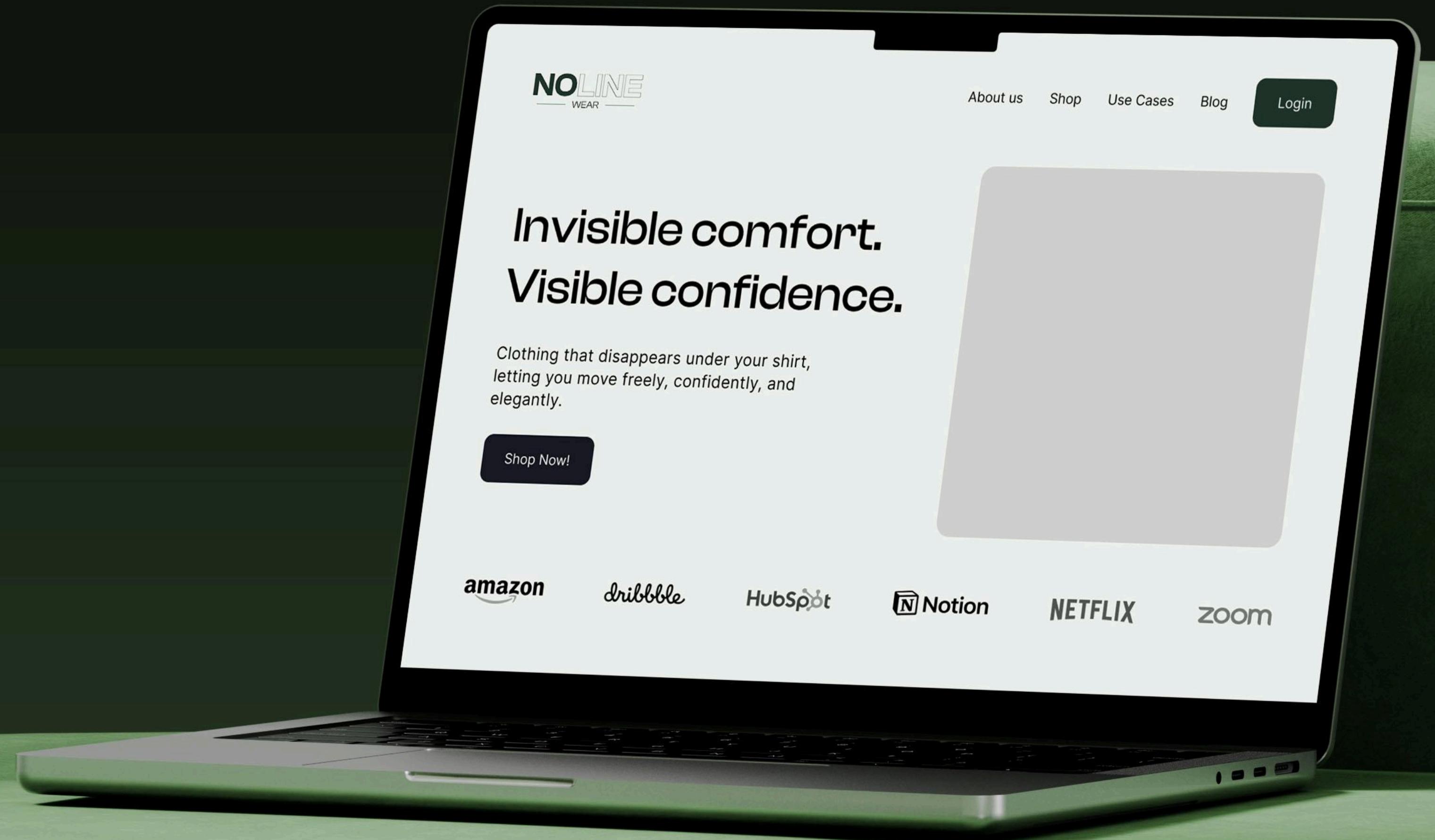
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h f i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

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Visualization (Mockup)





nolinewear •

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Message

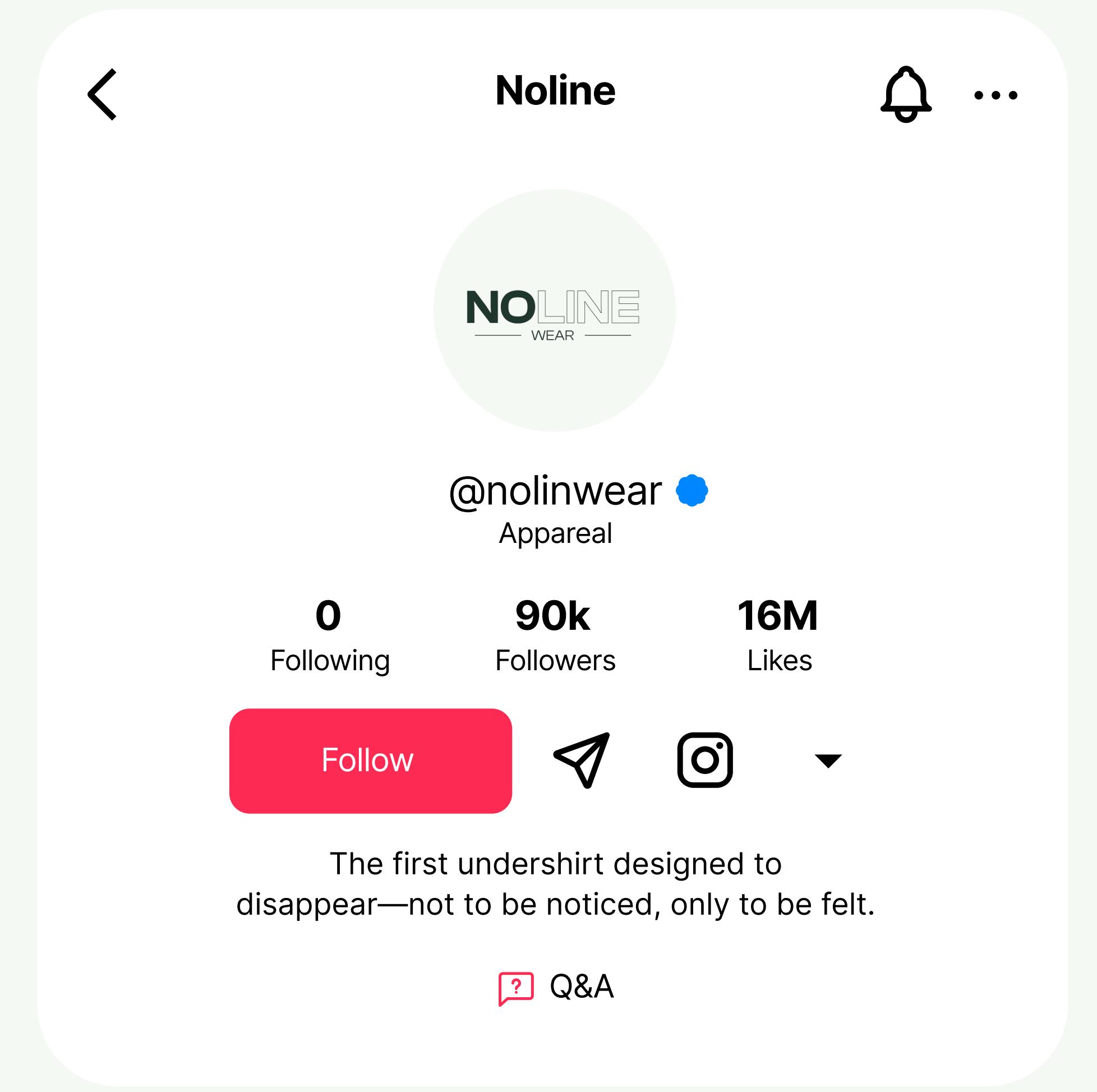
101 posts

90k followers

0 followings

Noline - Men's Undershirt

The first undershirt designed to disappear—not to be noticed, only to be felt.





UNDERSHIRT

22



NO LINE
WEAR

CLOTHING LABEL



NO LINE
WEAR

www.nolinewear.com

BUSINESS CARD

24



MUG

25

THANK YOU!