



SOCK | CLUB

BRAND
GUIDELINES

BUILT IN AUSTIN, TEXAS

Our Mission	01
Logo	03
Color	05
Typography	08
Brand Voice	11
Icons	13
Pattern	15
Photography	19



The following pages are to be used as a tool to help and instruct the creation of brand content so that it competently follows the visual language of the Sock Club experience.

SOCK CLUB IDENTITY

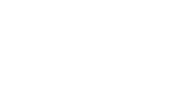
We are a service-focused design company that just also happens to make socks.



What we value:

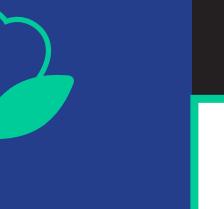
We are moving quickly to become the leading company for delivering experiences through well designed socks. While doing this we have developed three core competencies.

01. ————— **Design.**
02. ————— **Service.**
03. ————— **Pull based manufacturing**



Those core competencies empower us to build a meaningful, lasting, and scalable company that has set out to change textiles and retail forever. It is very possible that we will put a Sock Club sock on every foot in America. The retail landscape is shifting along with textile manufacturing and we are the catalyst for that change.

Today Not Tomorrow



Growth Solves All Problems

S|C

BE A PLEASURE
TO WORK WITH



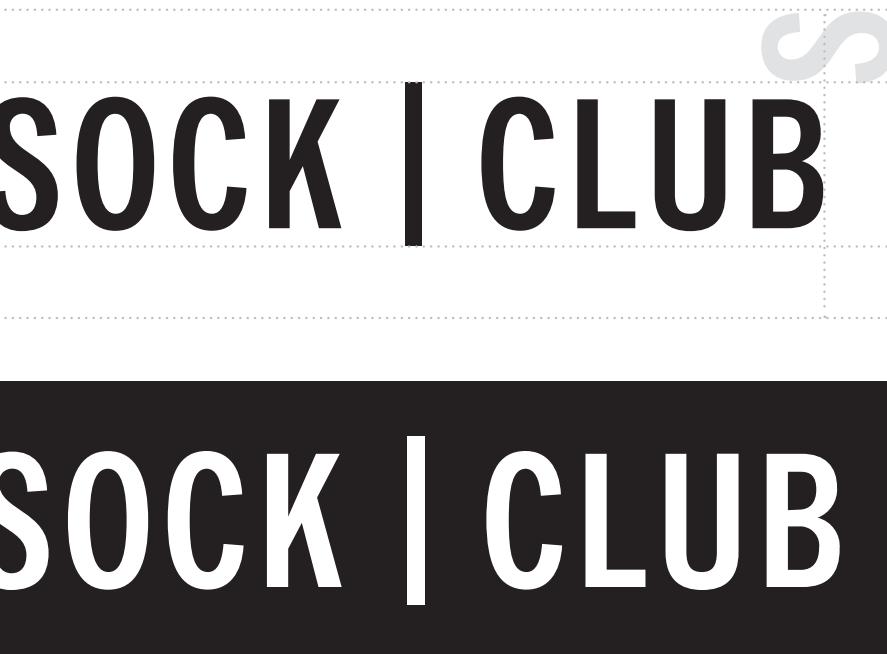
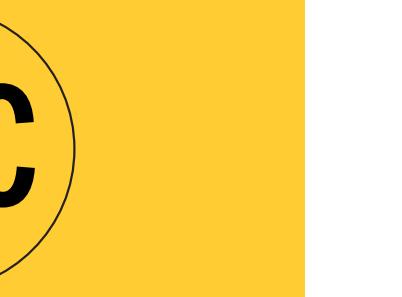
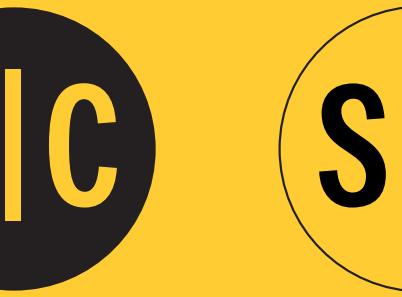
Trade Grit For Gold.



BE KIND.
WORK HARD.
STAY HUMBLE.
BE GUIDED BY BEAUTY.
ALWAYS BE PRODUCING.
BE HONEST.
TRAVEL WHEN POSSIBLE.
NEVER STOP LEARNING.
BE THANKFUL AND LOVE ALWAYS.



White space around the logo should be proportionate to the width of the S in Sock Club.



Logo can be displayed in any of the three primary brand colors.

Oh no!

The name's the game. People recognize us by word of mouth and the service associated to our name. Let's make sure they are seeing what they are expecting. [Here are rules on how to](#) **NOT** display the Sock Club logo:

SOCK | CLUB

Do not use the Sock Club logo in any color other than the three primary brand colors.

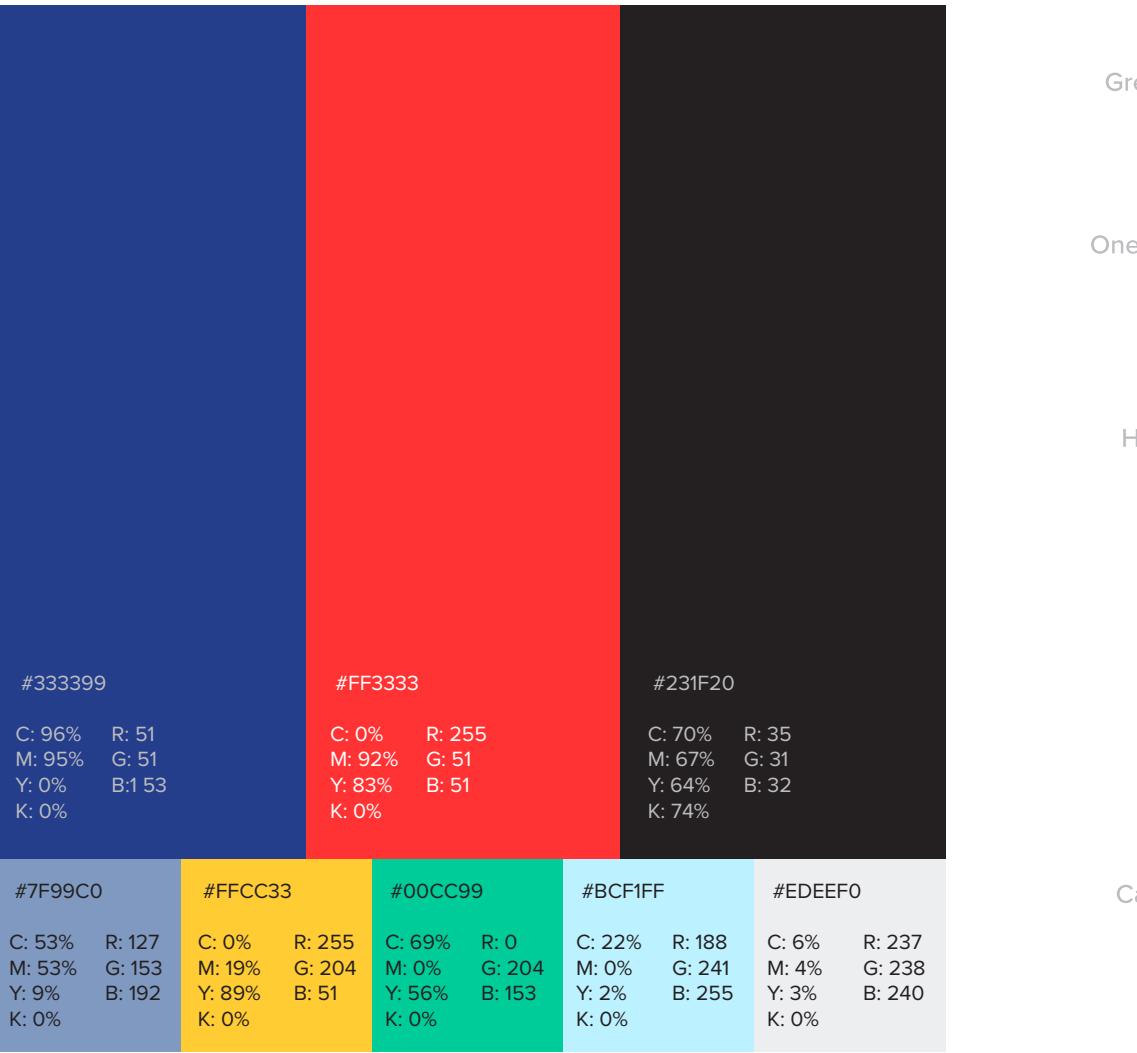
SOCK | CLUB

The Sock Club logo should always remain on a horizontal axis upright. Do not flip, change the direction of the text, stand on end, or put on a diagonal axis. That goes for the SIC logo as well.

SOCK | CLUB

Never stretch the logo vertical or horizontal to fit a space. The letters of the logo should maintain their appropriate width and height to the size of the text.

05 / BRAND COLORS



PRIMARY

Blue Oceans



Blue Oceans is a color of discovery and innovation. It is to be used as a main background color, logos, headers, taglines, buttons, accents, and icons.

Gretchen



Gretchen Red is a call to action color that invites energy and enthusiasm into the brand. It can be used for headers, logos, taglines, buttons, icons and accents. Use sparingly for backgrounds.

One Thing



One Thing Black is a color of stability and trust. It can be used for headers, logos, taglines, buttons, icons, backgrounds and icons. It should be used for all body text.

SECONDARY

Humble



Humble Blue is a calming color that invokes the idea of understanding and people-focused service. This should be used with backgrounds, accents, taglines and forms.

Grit



Grit Gold is the color of spirit and dedication. It is an accent color to be used with thin lines, buttons, and taglines. Use sparingly for backgrounds. Do not use with primary headers.

Learn



Learn Green is the color of youth. We pride ourselves on the pursuit of knowledge. This color is to be used for accents, call to actions, and buttons. Do not use with primary headers.

Carolina



Carolina Blue imbues the sense of pride we have in our industry. This color is to be used with backgrounds, and accents. Avoid using with thin type or primary headers.

Trust



Trust Grey keeps it all together bringing a sense of reassurance to the brand. It should be used primarily for backgrounds or accents. Do not use for text.

06 / BRAND COLORS

COLOR USAGE

HEADER 1



Oh no!



Carolina blue and Trust gray are close in value and as light colors can be difficult to see when paired together. Avoid putting these colors on top of each other.

HEADER 2



Humble blue next to Gretchen red can be a little hard on the eyes. Avoid putting elements of these colors together.

TAGLINE



Color is a great way to add emotion and attention to promotional marketing and web pages but if there are too many colors on a page can be visually confusing. Please be conscientious of how the colors work together. Too much and it can be overwhelming. Let's create an exciting but comfortable visual experience for our clients.

HEADER 3



BODY TEXT



PROXIMA NOVA

About this font:

Proxima Nova is a modern and versatile sans serif font that has a high legibility at different sizes. It has been chosen to represent the Sock Club brand for its playful yet professional appearance lending to our culture of honoring creativity and putting our best foot forward (pun intended) for each and every one of our customers.

Light:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz !&?.”

Regular:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz !&?.”

Bold:

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz !&?.”**

Aa



Avoid using light font style for body text or text smaller than 24pt. Do not use different styles of the font for body text except for Proxima Nova Regular.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz ! & ? . ” 0 1 2 3 4 5 6 7 8 9

Type Justification:
Body text block and headers should always remain left justified.

Spacing:
For taglines or header block paragraphs use a leading 4 pts. greater than the font size.

Web Replacement:
If a web based replacement font is needed use Google Font Montserrat:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz ! & ? . ”
0 1 2 3 4 5 6 7 8 9



Everybody's talking about Sock Club.



Don't change the message just rephrase it!

When you are faced with a client issue the saying the words, "I'm sorry" too much can make someone lose confidence in your abilities. While apologizing shows genuine concern for another's time and it can perpetuate feelings of guilt or stress. Instead turn it around and say, thank you!

Example: Instead of "I'm sorry I missed your call" you can say, "thank you for being flexible". This positive adjustment in speech allows both parties to feel good about themselves and leave with a pleasant exchange.

No, But....

Everyday we aim to make the impossible possible for ourselves and our clients. The times when it's just not physically doable never say "no" without the word "but". Give your client options and show them the next best thing. You may be surprised to find they prefer the new option better.

Be Direct

Clients respond best to direct language in headers and main callouts. Don't hide important information. Keep the message obvious and simple. Puns are better suited for taglines and body text.

Be Personable

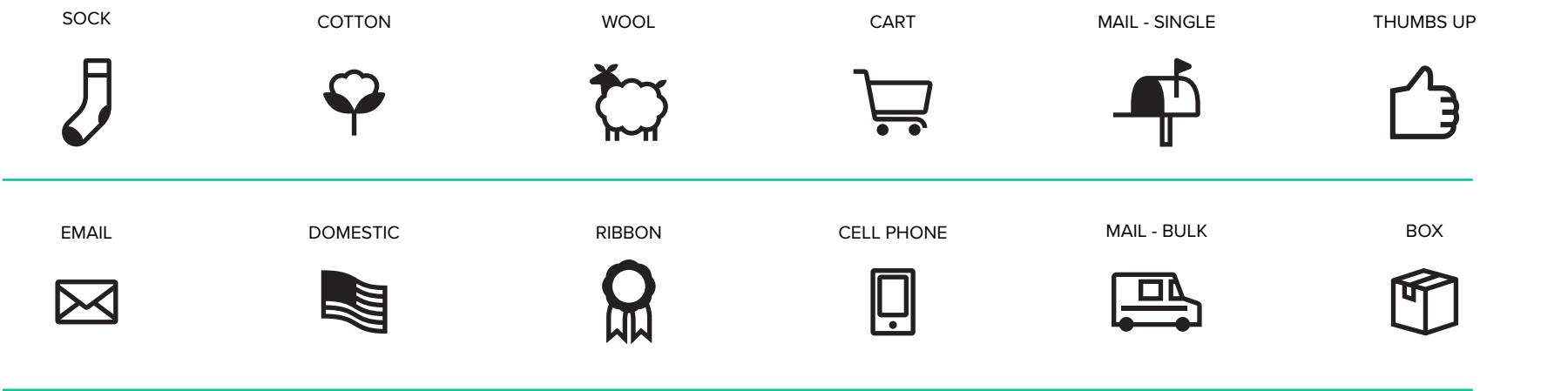
Behind every email, message, and design we send is a person. That's what makes our customer service so unique. Our communication style is friendly, casual, and upbeat. Vocabulary is accessible and never too academic. We appreciate and encourage humor just be sure it is not vulgar or discriminatory towards others.

Be Inclusive

Producing over a billion socks our socks are worldly and well traveled. They've covered all types of feet from people of all different walks of life. Like our socks, we don't discriminate. Treat all clients with respect and dignity.

Be Honest

Honesty is truly the best policy. Being up front with clients will gain their trust and appreciation.



ICONS

Icons should be used as a visual vocabulary to speak with a client quickly about concepts. We want to make sure the icons are inclusive of the industry and engage the viewer. They should be simple enough to be visible in a small mobile setting yet descriptive enough to be understandable without context.

Please review brand colors on page 6 to determine which secondary colors can be used for icons. All primary colors are accepted.



PIXELS : SOCK CLUB CUSTOM

**It's okay to
be a square!**

One of our design elements used frequently is the square. Our one pixel to one stitch ratio is a big part of how we communicate design in a sock. Playing on that idea, squares remind us of the building blocks of our

designs and can be a good visual element to create blocking, movement, and color to page designs. Use of the squares is to differentiate the custom offerings side of Sock Club.

Don't box your self in! (get it?)

Feel free to use any of the brand colors with the square elements. The squares are meant to function less as a single object and more of a visual language. They can be sized up or scaled down to create dynamic patterns.

If you add photos or pattern work in the squares only use photos that are close up of socks. Be sure line work in patterns aren't too small to get lost.

YARN: SOCK CLUB SUBSCRIPTION

Tying it together!

Another visual interest of our brand is the moving line. Made with locally sourced cotton our high quality yarn is a testament to our constant pursuit of being the best. The use of the line symbolizes

that yarn and the quality that ties our brand together. In the branding it is to be used to differentiate our subscription service from the rest of the Sock Club brand.



Use the line sparingly from page to page. The use of the line element is to add a playful movement not take over the page or be overwhelming.

Line weight should be 2px and can be in any brand color.



Use single lines as a visual tool to draw a viewer's eyes around the page and direct attention to different elements.

Say Cheese!

Let's face it, our socks are eye-candy and our clients think so, too! We want to make sure our socks are shown in the best light.



- 1. Lifestyle photos are a great way to show our clients how our socks can be worn and used. Postures and expressions should be easy and comfortable making sure exhibit the sock first and foremost.
- 2. Layout photos this one are great for showing multiple designs in a way that's not overwhelming.
- 3. Photography should be product forward, avoiding a busy background. Solid white or colored backgrounds are ideal for giving focus to the socks.
- 4. Product placement that is relaxed and in natural lighting suggests simplicity and ease for a client.
- 5. This photo shows the product in use. While there are other objects in the frame, the eye is directed towards the main product while keeping a casual feel.
- 6. Lighting should be consistent with the brand, bright, colorful, and easy inspirational.

Oh no!

To maintain consistency throughout be sure to keep an eye out to avoid taking and using photos that misrepresent or diminish the quality of our socks.



All photos should remain in a rectangular or square frame. Do not place images in different shaped frames than standard photo dimensions.

We want to be transparent about the color of our yarns. Refrain from creating filters or color overlays to photography other than natural lighting.

Lighting is everything! The lighting should enhance the socks in the photo, not make them hard to see.

Angle is everything too! We want these photos to show how much effort we put into our work, how much we care.



**Stay hungry.
Stay foolish.**

(But please follow the brand guidelines.)



LAST UPDATED
FEBRUARY 2020