Tonique

Graphic Style Guide & Documentation   May, 2016
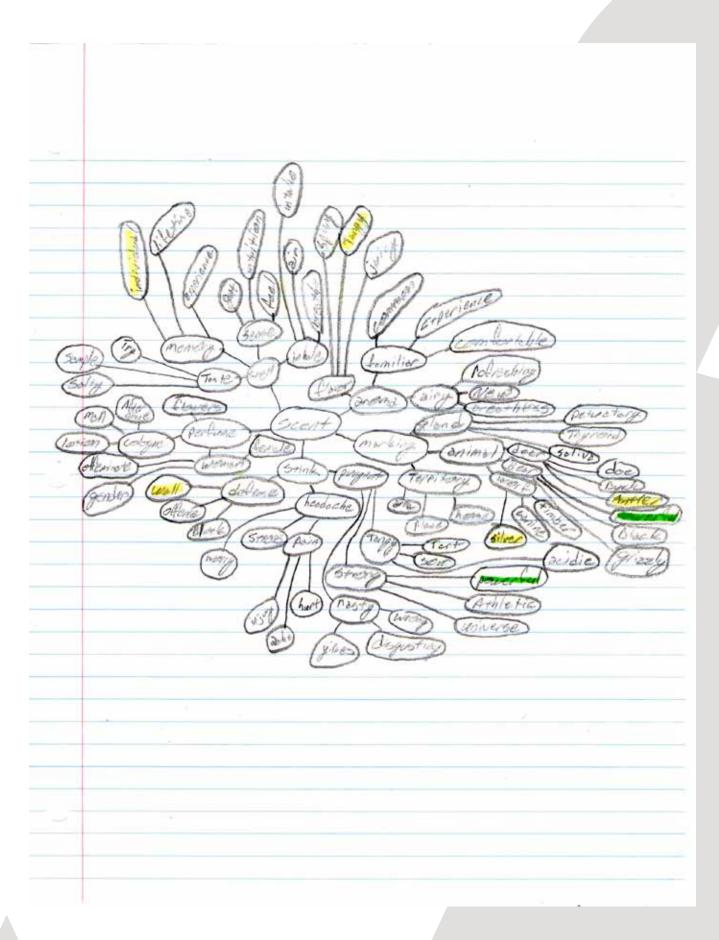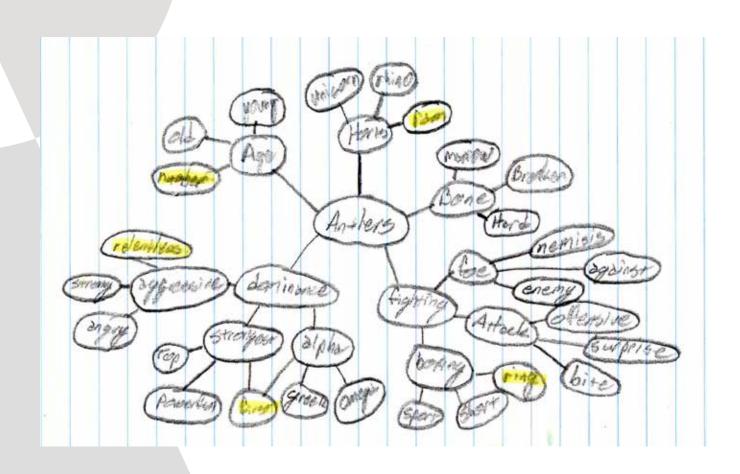
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The following pages of the Tonique Graphics Style Guide, listed in sequential order, are officially in effect as of May 1, 2016.

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# Tonique Logo - Mindmapping

# Tonique Logo - Mindmapping

**Individual**

Separate - free    isolated    divided
Single Singular - rare    uncommon    remarkable    unusual
Uncommon - odd    peculiar    strange    bizarre
Unique - different    rare    one
alone - solo    unaccompanied    deserted    solitary

**Tangy**

aromatic - fragrant    scented    Spicy    Savory
pungent - peppery    acidic    sharp    sour
seasoned - competent    wise    matured    adept
zesty - lively    perky    spirited    vibrant
bitter - harsh    tart    vinegary    acidic

**Antler**

Horn - signal    siren    trumpet
Point - mark    dot    period
Rack - holder    receptacle    box
Deer - cattle    doe    Buck
Moose

**Silver**

Plated - Chrome    cover    overlay
Sterling - Stunning    outstanding    excellent
Metal - alloy    mineral    ore
Second - alternate    following    place
Medal - reward    badge    ribbon

**Wall**

Barrier - boundary    obstacle    hurdle
Panel - board    cabinet    forum
Partition - segregation    Screen    splitting
Side - skirting    indirect    shoulder
separation - divorce    split    break

1.3

**Ram**
Slam — bang door close
force — effort brunt strain
hit — punch belt clobber collision
pound — beat hammer pummel
impact — bump smash crush

**Number**
figure — amount cost worth
character — personality nature reputation
digit — fingers toes integer
integer — numeral positive whole
prime — best choice elite vitality

**Relentless**
determined — purposeful resolute serious stubborn
unstoppable — uncontrolable unruly rebellious
adamant — insistent firm set unshakeable
rigid — fixed harsh inflexible solid
sriff — creaky tight old joints

**First**
leading — dominant main popular prominent
early — preceding primitive dark morning
front — facing door engine tire
ahead — forward leading preceding
beginning — creation dawn light start

**Ring**
band — binding circle sash tie
round — curved elliptical spherical orb
halo — aura radiance corona
hoop — loop circle hula
arena — Gym stadium field rink

# Tonique Logo - Mindmapping
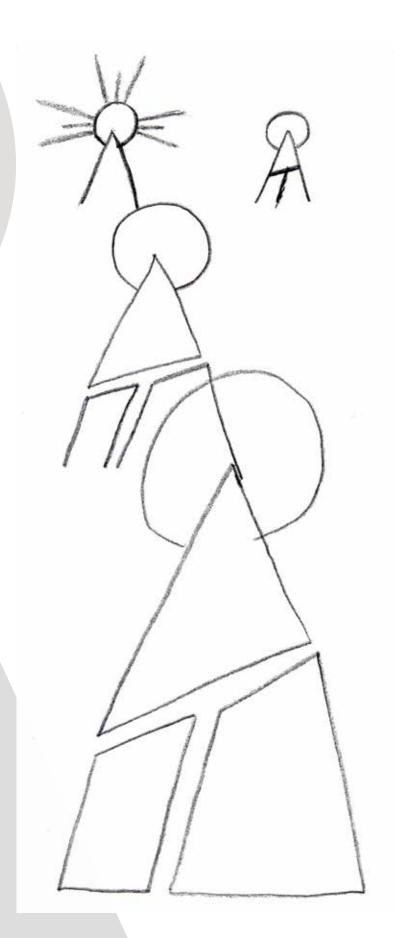
**Solitary**
singular
solo — one single unaccompanied
stay — individual unescorted deserted
separate
reclusive — secluded withdrawn reserved

**Vibrant**
dynamic — changing lively driving
energetic — active spirited tireless
lively — animated bright festive
vivid — bright expressive striking
sparkling — gleaming shimmering shining

**Dot**
droplet — bead droplet globule teer
atom — tiny bomb particle
circle —
grain — cereal whole wheat
particle — fragment molecule ray

**Box**
Crate — cage case package
package — present purchase parcel
bin — basket receptacle garbage
chest — trunk strongbox treasure
carton — container box milk

**Badge**
insignia — crest mark decoration
medallion — emblem jewelry necklace
pin — fasten safety bobby
symbol — image logo design
shield — armor ornament defense

<u>Door</u>
Exit — opening egress outlet
Gate — fence port lock
egress — leave depart escape
entry — access passage lobby
Portal — entryway gateway threshold

<u>Joints</u>
knees — leg cap walk
Elbows — arm point bend
back — support vertebrae disk
Hips — pelvic torso sit
Shoulders — round cup blade

<u>Dark</u>
Black — night pitch kettle
Dim — cloudy dingy dull
Foggy — fuzzy misty gray
Gloomy — bleak dismal dreary
overcast — cloudy hazy threatening

<u>Light</u>
bright — brilliant dazzling glistening
sunny — sunlit clear shiny
clear — crystal translucent see through
glowing — ember radiant warm
radiant — beaming incandescent lustrous

<u>Circle</u>
sphere — planet orb ball
bowl — basin dish vessel
crown — head summit zenith
disk — plate saucer disc
globe — world map balloon

# Tonique Logo - Sketches

# Tonique Logo - Sketches



1.8

# Tonique Logo - Logo Ideas

The first thing in branding is to create a logo. Here are the first 3 renditions that I summited. Each logo is unique and they each scale very well. However, these were just ideas
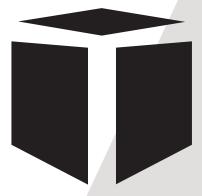
## Tonique Logo 1



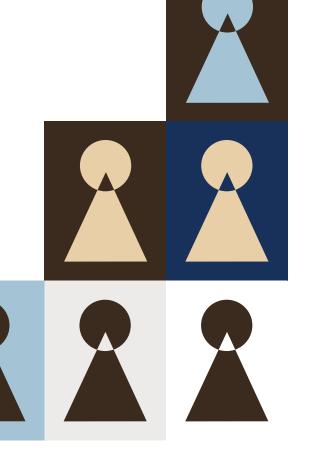## Tonique Logo 2



## Tonique Logo 3

# Tonique Logo

The Tonique logo may be reproduced in three colors (Tonique Blue, Tonique Tan, and Tonique Brown) or just one (usually Tonique Brown).

The Tonique Blue logo is only used in the retail stores and can be found with a Tonique Brown or similar background.

The Tonique Tan logo will only appear on Tonique Brown, Tonique Navy and glass backgrounds.

The Tonique Brown logo will only appear on Tonique Tan, Tonique Blue, Tonique Gray and white backgrounds.
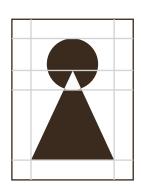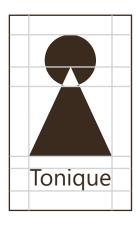


The peak height (PH) = 1 no matter what size the logo will be. The space around the logo will be 1PH. Basically, the height of the peak serves as the padding around the logo.

When using the logo with other graphic elements, please allow room for our logo. The minimum size for the logo is 16px and the empty space around the logo should be 1PH, measured from the top of the circle on up for the top, from the base points of the triangle on out for the sides, and from the base line of the triangle on down for the bottom.

When adding the name to the logo, the space between name and logo is 1PH/1.618. Basically the height of the peak divided by 1.618 will give you the space between name and logo. Measured from the base line of the triangle and the top of the dot of the i in the name.

For the spacing below the name, start at the bottom of the tail of the q and measure 1PH.
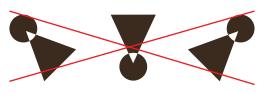
# Tonique Logo Usage Guidelines

The Tonique logo represent the core values of our brand, from high end male fragrences to male grooming products. Please don't present the logo in a manner that suggests sponsorship or endorsement by Tonique, or confuse Tonique with another brand. Always use our official and unmodified Tonique logo to represent the Tonique brand.
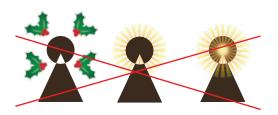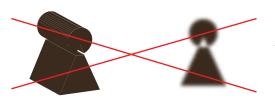
## Do not:

Rotate or change the direction of the logo. The logo was designed to be upright, not upside down, lying on it's side or any variation that is not upright.

Change the color of the logo. The logo was designed with specific colors in mind and can only be in Tonique Brown, Tonique Tan, or Tonique Blue.

Surround the logo with other graphics.
Put graphics behind or on top of the logo.
The logo was designed to be without other graphics.

Add special effects to the logo. The logo was designed without special effects.

Animate or anthropomorphize the logo. Although it may look cute, please do not animate the logo or make it into a person.

# Tonique Official Colors

**Tonique Brown**
CMYK: 56/65/76/67
RGB: 58/43/30
Hex: 3a2b1e

**Tonique Tan**
CMYK: 8/17/36/0
RGB: 233/207/167
Hex: e9cfa7

**Tonique Gray**
CMYK: 6/5/6/0
RGB: 236/235/233
Hex: ecebe9

**Tonique Blue**
CMYK: 35/13/10/0
RGB: 164/195/213
Hex: a4c3d5

**Tonique Navy**
CMYK: 100/85/38/30
RGB: 23/50/90
Hex: 17325a

# Tonique Typography

The Tonique identity is designed to stand on its own within a broad variety of design styles. While there are few restrictions on the typefaces that may be used in publications, two type families have been selected that complement the identity. It is suggested that these recommended fonts be used in all Tonique publications in which the exact typeface is not specified. Their consistent use will establish a continuity of appearance that will help support the recognizability of the Tonique brand, while promoting a professional, cohesive look in all communications. The two sans serif typefaces chosen to complement the Tonique signature are Segoe UI and Nirmala UI. Segoe UI is to be used at all times. Nirmala UI can only be used if Segoe UI is not available. These are the only two typefaces that are allowed to be used for the Tonique brand.

## Segoe UI

Segoe UI - Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(!$%&.,;:)

Segoe UI - Regular
abcdefghijklmnopqstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(!$%&.,;:)

**Segoe UI - Bold**
**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890(!$%&.,;:)**

*Segoe UI - Italic*
*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890(!$%&.,;:)*

***Segoe UI - Bold Italic***
***abcdefghijklmnopqrstuvwxyz***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***1234567890(!$%&.,;:)***

## Nirmala UI

Nirmala UI - Semilight
abcdefghijklmnopqrstuvwxyz
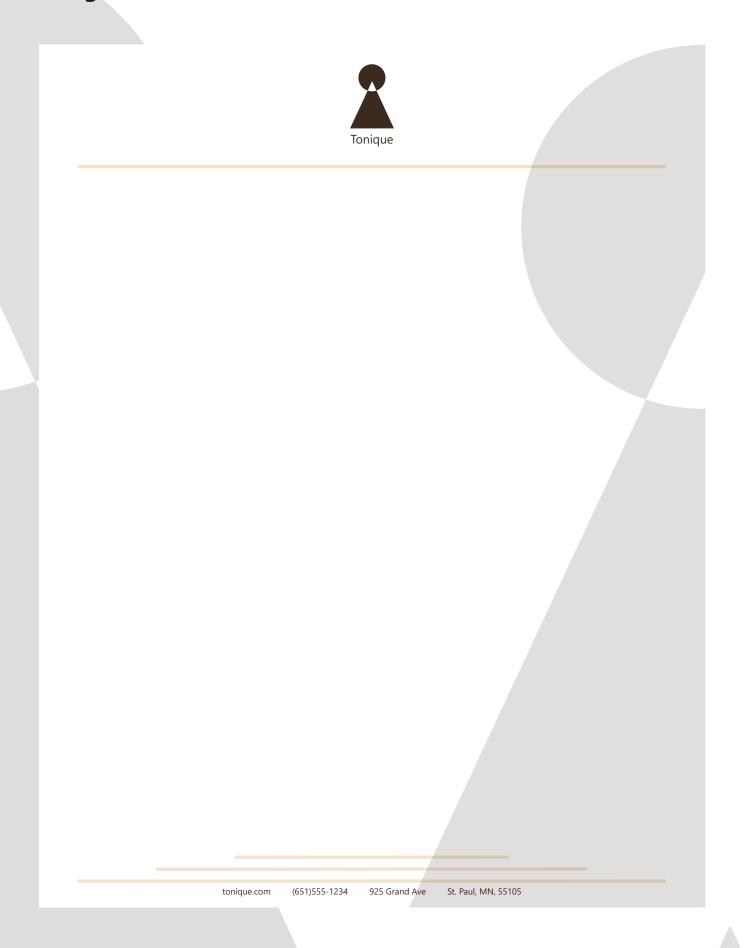ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(!$%&.,;:)

Nirmala UI - Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(!$%&.,;:)

**Nirmala UI - Bold**
**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890(!$%&.,;:)**

# Branding - Main View



2.13

Tonique
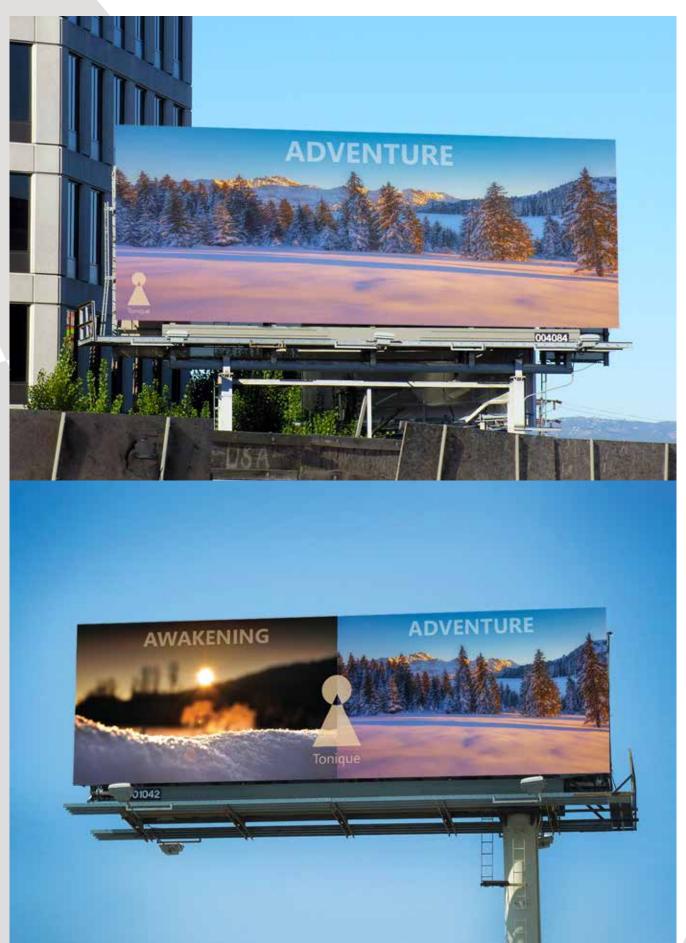
# Hording - Graphic Barricade



Coming Soon

Tonique
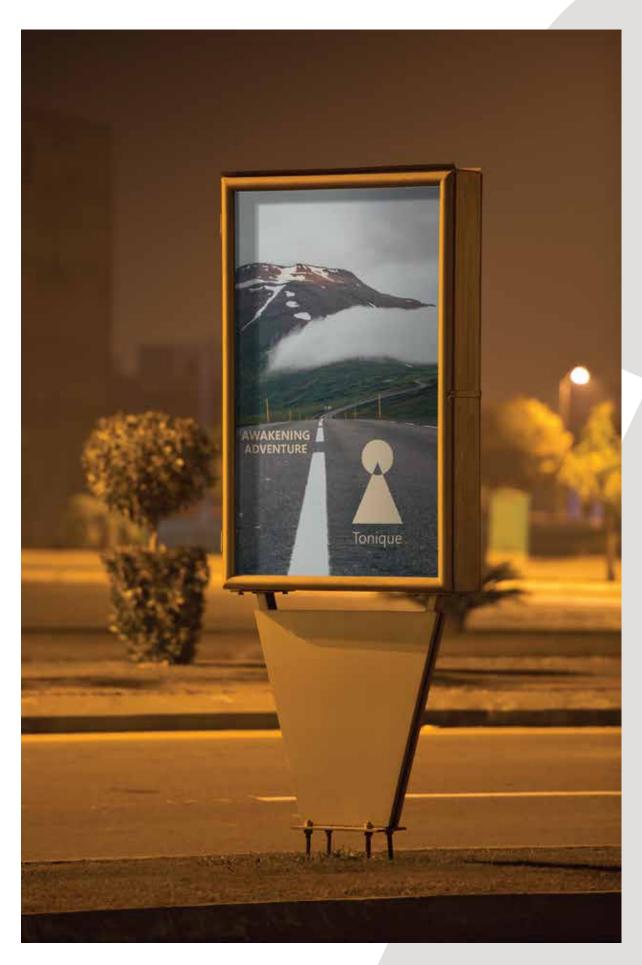
# Hording - Billboard 1



AWAKENING

Tonique

# Hording - Billboard 2 & 3

# Hording - Street Sign

# Hording - Newspaper & Magazine

# Hording - Tee Shirts



Women's T-Shirts
Back        Front

Men's T-Shirts
Front        Back

Tonique

Tonique

Tonique

Tonique

Tonique

Tonique

Tonique

Tonique
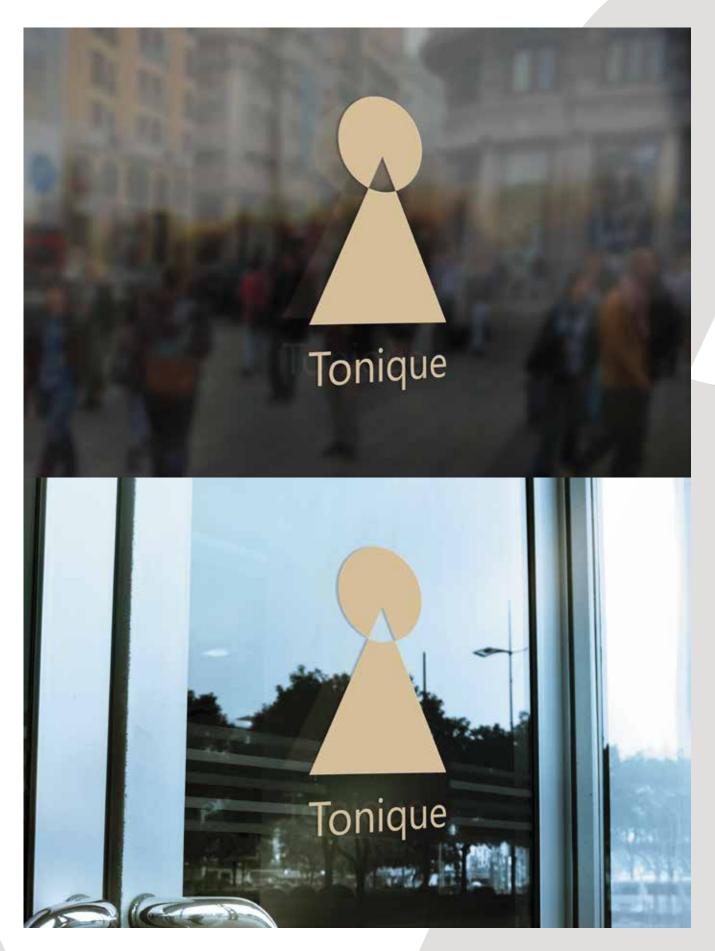
# Signage - Sign 1 & 2
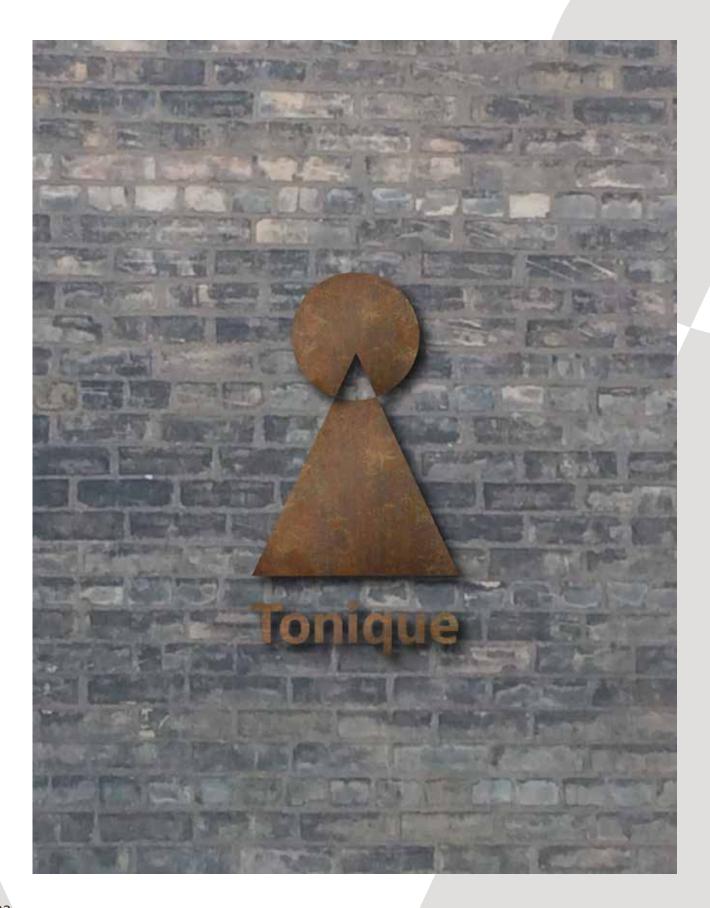
# Signage - Window & Front Door

# Signage - Focal Wall

Patina iron with water flowing over it. A laser would reproduce the logo and name on the water.

# Signage - Cash Wrap

This would be behind the cashiers. Brick wall with the logo and name extruding from the wall.

# Signage - Floor Logo

A light terrazzo floor with the logo inlaid in either a blue or brown terrazzo.

# Signage - Name Plates

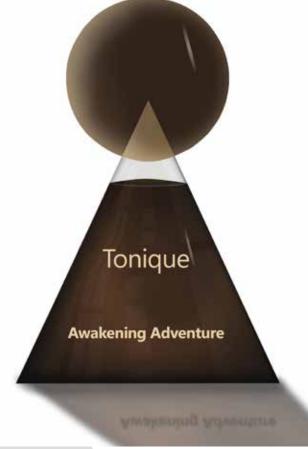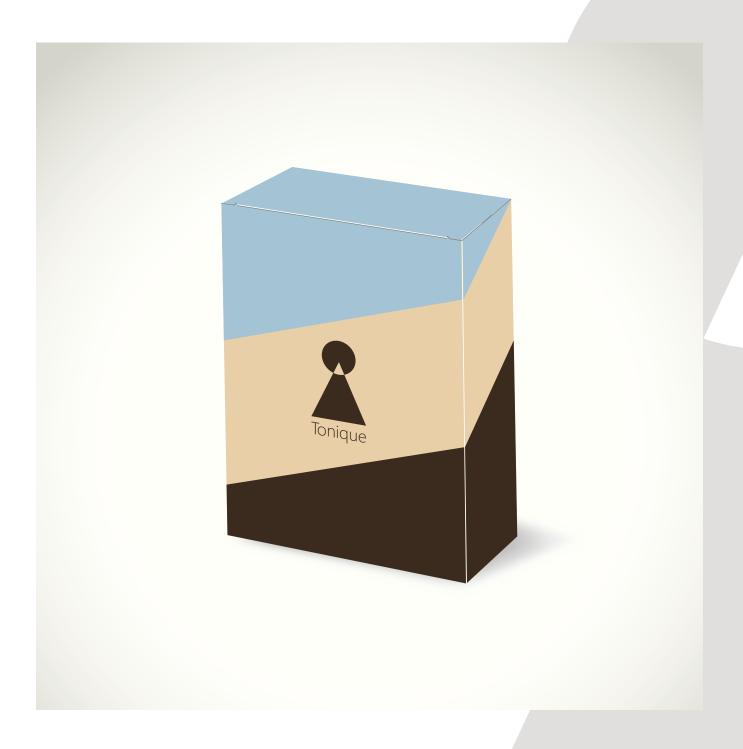# Signage - Restroom Signs

# Products - Lineup



# Products - Soap

# Products - Custom Glass Bottle
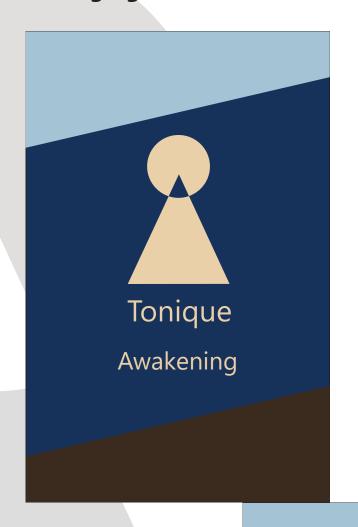
Tonique

Awakening

Tonique

Adventure

Tonique

Awakening Adventure
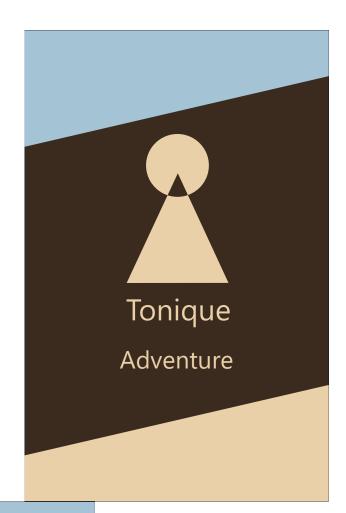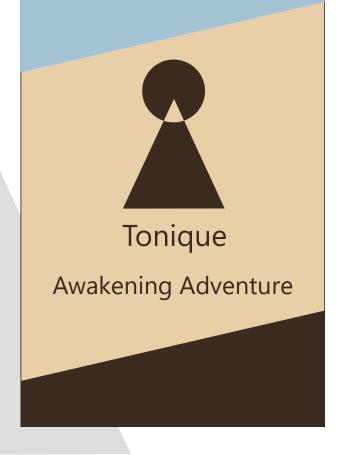
# Packaging - Small Box
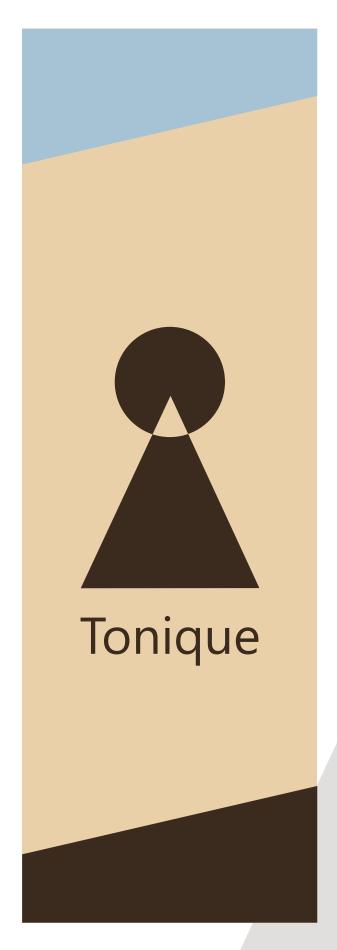
# Packaging - Colored Boxes

## Tonique
### Awakening

## Tonique
### Adventure

## Tonique
### Awakening Adventure
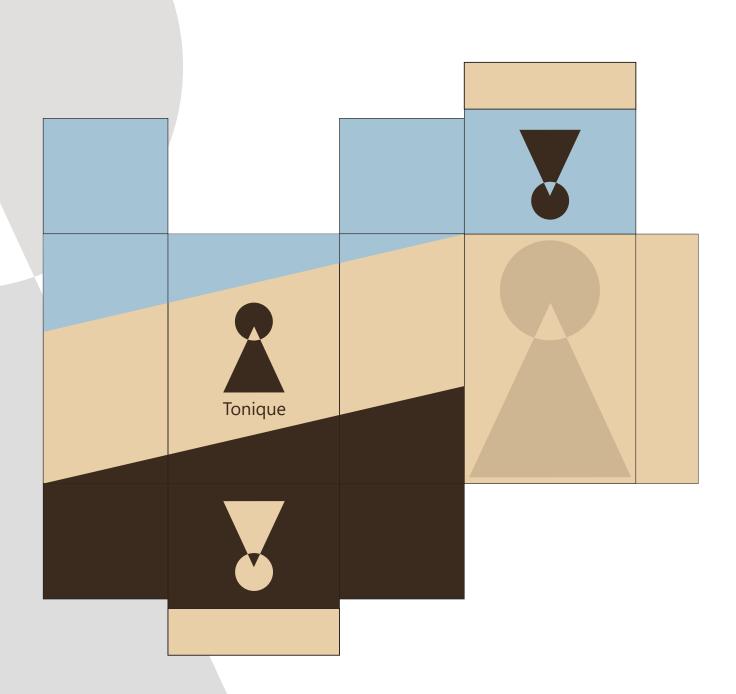
# Packaging - Tall Box



Tonique

Tonique

## Shipping - Box



## Shipping - Tape
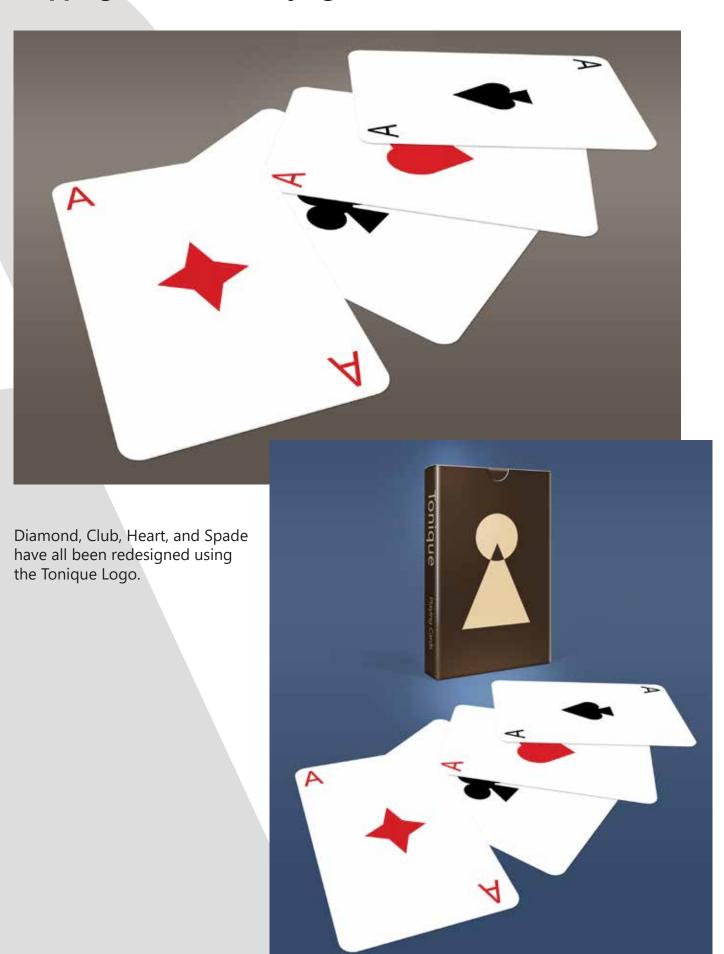
# Shipping - Tissue Paper
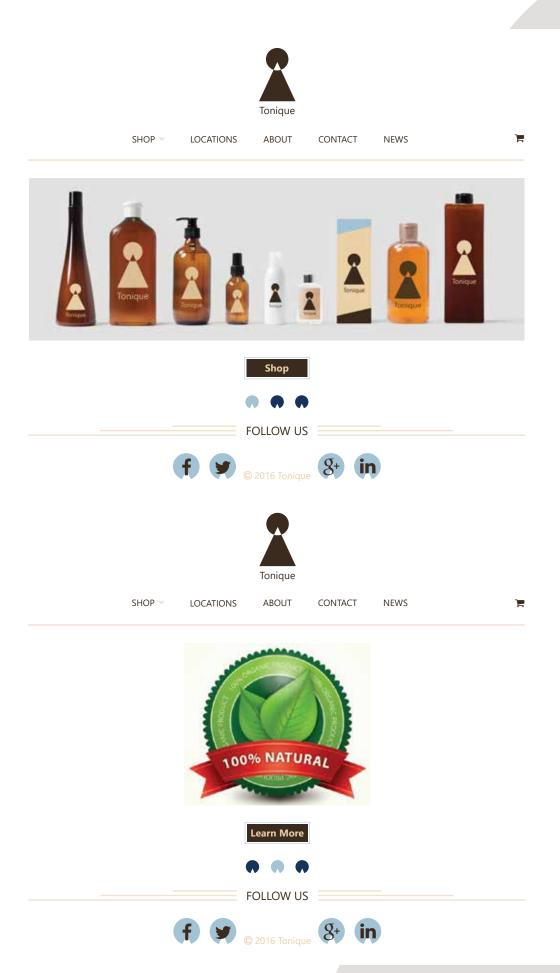
# Shipping - Freebies - Playing Cards



Diamond, Club, Heart, and Spade have all been redesigned using the Tonique Logo.

# Website - Home Page a & b

Tonique

SHOP    LOCATIONS    ABOUT    CONTACT    NEWS

**Shop**

FOLLOW US

© 2016 Tonique

Tonique

SHOP    LOCATIONS    ABOUT    CONTACT    NEWS

**Learn More**

FOLLOW US

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8.37

# Website - Home Page c & Landing Page

Tonique

HOME     SHOP ▾     LOCATIONS     ABOUT     CONTACT     NEWS     🛒

## Giving Back to the Community

**Learn More**

FOLLOW US

f  🐦  © 2016 Tonique  g+  in

Address the senses, nurture the spirit... of the body... of the world...

AWAKENING          ADVENTURE

Tonique

**AWAKEN YOUR ADVENTURE**

7.38

# Website - Product Page

## Tonique

SHOP ▾    LOCATIONS    ABOUT    CONTACT    NEWS    🛒

Tonique

## 'Awakening Adventure' Fragrance

| 1.7 oz | $100.00 | Free Shipping | Item #100101 |
| 2.5 oz | $132.00 | Free Shipping | Item #100101 |
| 3.4 oz | $150.00 | Free Shipping | Item #100101 |

Size:  [ 1.7 oz ]  [ 2.5 oz ]  [ 3.4 oz ]

Quantity:  [ 1 ]  [ + ]  [ - ]

**ADD TO CART**

⬇  Details

Tonique's signature fragrance. The clean and refreshing undertones awaken the spirit while the musky scent beckons to your sense of adventure. Whether it is the adventure found in your every day life, or the adventure of climbing that mountain or a walk through the forest after the first snow fall, Awakening Adventure will awaken your senses and instill the spirit of adventure so you can go out and explore the world.

➡  Shipping & Returns

View larger image

### Recommendations

**Tonique**
Awakening
$100 - $150

**Tonique**
Adventure
$100 - $150

## FOLLOW US

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