

The background features a purple grid of squares. Some squares are filled with a light green color, while others are white. A large, irregular green shape is positioned on the right side of the image. A thick, wavy purple line runs vertically along the right edge. The text 'The Loop' is written in a purple script font, with 'The' in a smaller, green script font. Below it, the words 'branding boutique' are written in a green, lowercase, sans-serif font.

The Loop
branding boutique



Table of Content

| | |
|----|--------------------|
| 0 | Cover |
| 2 | Table of Content |
| 3 | Brand Identity |
| | Cover Page |
| 4 | Logo |
| 5 | Brand Colors |
| 6 | Typography |
| 7 | Application |
| 8 | Production Booklet |
| | Cover Page |
| 9 | Product 1 |
| 10 | Product 2 |
| 11 | Product 3 |
| 12 | Product 4 |



Branding Kit

Logos

The Loop Branding Boutique has two logos, a full logo with the entire brand's name and a shortened version.

Colored



Mono



Brand Colors

Primary



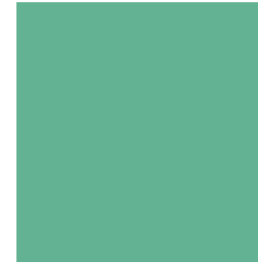
HEX 5A2E89
RGB 90, 46, 137
CMYK 81, 99, 07, 01
PMS 268 C

Accent



HEX 3CAC81
RGB 60, 172, 129
CMYK 74, 08, 64, 00
PMS 7723 C

Accent



HEX 63B394
RGB 99, 179, 148
CMYK 63, 09, 52, 00
PMS 346 C

Typography

Poppins is the primary typography for The Loop. It's best used for headings, sub-headings, and body paragraphs. There is flexibility for unique headers for specific scenarios to garner more appeal.

Poppins


Aa Bb Cc Dd

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&*()

Application




theloop2150


Follow Message + ...


10 posts 780 followers 528 following


The Loop Branding Boutique
Product/service
Black-owned marketing company designed to help bring your ideas to life through apparel & products!
#TheLoop
linktr.ee/theloopbb


POSTS REELS TAGGED














Application

Guidelines for social media presentation

Product Images



Use relevant local Chicago-based images paired with The Loop Gear to tie in the cohesive vision of a home grown network or take product images in the city. Use the shortened logo in the lower right corner.

Customer Satisfaction



Use images best suited for Instagram (1:1). These can be carousels marked with a stamp of approval. If it's a carousel, the last image should have the long logo as an identifier and closer.

For photos with children present, permission is necessary to showcase faces.

Production BTS



Any pictures of production or items in boxes are PBTS. It should be titled and play with image focus to make captions legible. Use the long logo for branding. If it's a carousel, use it on the last image.



Production Booklet



Company Name

Product Name



Job Type:

Apparel

- ☐ Embroidery
- ☐ Screen Printing
- ☐ Puff
- ☐ Patch

Marketing Materials

- ☐ Screen Printing
- ☐ Engraving
- ☐ Emboss

Details:

Item:

Item Number:

Item Color(s):

Print Color(s):

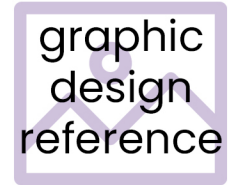
Placement:





Company Name

Product Name



Job Type:

Apparel

- ☐ Embroidery
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- ☐ Patch

Marketing Materials

- ☐ Screen Printing
- ☐ Engraving
- ☐ Emboss

Details:

Item:

Item Number:

Item Color(s):

Print Color(s):

Placement:

