the Loop

branding boutique

Table of Content

Branding Kit

Logos

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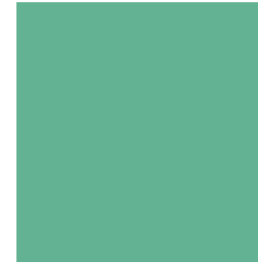
Colored

Mono

Brand Colors

Primary	Accent	Accent

HEX	5A2E89	HEX	3CAC81	HEX	63B394
RGB	90, 46, 137	RGB	60, 172, 129	RGB	99, 179, 148
CMYK	81, 99, 07, 01	CMYK	74, 08, 64, 00	CMYK	63, 09, 52, 00
PMS	268 C	PMS	7723 C	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

abcdefghijklmnopqrstuvyxwz

123456789!@#$%^&*()

Application

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

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Job Type:
Apparel
☐ Embroidery
☐ Screen Printing
☐ Puff
☐ Patch

Marketing Materials
☐ Screen Printing
☐ Engraving
☐ Emboss

Details:
Item:
Item Number:
Item Color(s):
Print Color(s):
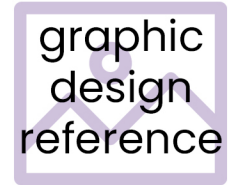Placement:

Company Name Product Name

Job Type:
Apparel
□ Embroidery
□ Screen Printing
□ Puff
□ Patch

Marketing Materials
□ Screen Printing
□ Engraving
□ Emboss

Details:
Item:
Item Number:
Item Color(s):
Print Color(s):
Placement:

Design layouts are for placement and visualization purposes. Print sizes may change due to scaling.