FELTCOUNTRY

Fine Hats

BRANDBOOK

dard◎s

Index

01 **The brand**

Isotipo ●————————————————●

Logo ●————————————————●

FELTCOUNTRY

EST   2021

Tag line ●————————————————●

Fine Hats

Attributes

FELTCOUNTRY is based in three principal concepts that guide the entire graphic identity which allow a clear communication:

Heritage (emotional concept). This concept is what motivated to create the project, we speak of ideology and presence of an honest work coming from generations. We can see it reflected on the isotype: the horse sign and the incrustation of the laurel that starts from the logo resembling a root that extends upwards until it covers the horse.

Transcendence (objective concept). It's about the result of a great process of effort and the reward. This concept is represented in the logo that seems to maximize to its sides. In the isotype, its also captured by the

laurels that represent the victory and the country which keep growing. *Western (common visual concept).* It's a style that is reflected in the graphic identity and it made for the public to identify the line of business. Its designed with a "retro" style and a combination of the artistic movement Art Nouveau.

Principal brand

Shield brand

Logotype

Isotype or sign

Variations

Along with the principal brand, three more variants were designed for it to be able to adapt to different spaces and formats. By doing this, the brand is well taken care of and its also possible for it to work in an adequate way and the original design is protected.

Having said that, the principal brand is in first place (it has the leading role and spotlight in spaces if its possible). In second place we have the shield brand (for vertical spaces). Then the logo (for horizontal spaces) and lastly the isotype or sign (destined for very confined spaces that are not easily legible.

02

Construction

Grid

The grid helps to identify the position and proportion of the brand in a well and correct reproduction. As we show in the example, the X base (the circle in the isotype) was taken to create the measures.

The spaces were adjusted, and every single element was aligned to give it sense and an organized structure to the whole brand.

Generatrix

The generatrix is a concept in which the design was based on to plan. In this case, the sign was based in the image of a quarter horse, a grid was formed with various circles and over these circles the shape of the horse was built.

A synthesis of the horse was made for it to be simpler and recognizable, but above all, to give the brand a unique and defined identity.

Restriction space

To distinguish the brand and above it all, respect its elements, it is important to maintain an area of restriction around it. This is a place that cannot be invaded by other elements.

In the example above, it is shown that starting from the solution of the interior grid, three X are the recommended measure to give it a margin of respect to the brand's variations.

Institutional Fonts

Vidaloka

FELTCOUNTRY

Windsong Medium

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Auxiliary Font

Lato

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890.,:;¡!¿?"#$%&/()=

Light, *Light Italic*, Regular, *Italic*, **Bold,
Bold Italic, **Black**, *Black Italic***

Fonts

Vidaloka was chosen as **institutional font** for the logo by its serif design which makes it elegant. It was also searched a font with a condensed style by the number of characters required by the name of the brand. In addition, it was modified to adapt the design to its concepts so the other elements would be well integrated.

For the tagline, *Windsong Medium* was used by its chirographer style that references to a signature in handwriting. It's a humane design that makes a more real brand.

As **auxiliary font** *Lato* was used by its minimalist design that gives the spotlight to the brand. Also, its variants allow hierarchy to the texts in the applications.

Institutional colors

PANTONE 2768 C

RGB 7 29 73

#t071D49

PANTONE 10354 C

RGB 164 138 102

#A48A66

Auxiliary colors

PANTONE 7421 C

RGB 101 28 50

#651C32

Colors

For the identity two institutional colors were chosen that wrap the graphic surrounding of the brand. Navy blue is inspired in cowboy denim and represents the elegance. The ochre color is thought for a gold metallic ink or printed in ochre plain ink, the last one was inspired in the sunlight given by a sunset.

Wine color was chosen as auxiliary to give more color possibilities to the brand identity, this includes its applications

03

Brand uses

⊙ Direcci—n	
⊙ xx xxxx xxxx	f FeltCountry
✉ feltcountry@email.com	⊙ @feltcountry

Auxiliary graphics

The auxiliary graphics are the elements that escort the brand to give resources in its design that also, helps to locate the brand style in all its applications, crating a universe of communication for its identity. Some of these resources are isotype patterns, ornate frames with dotted and straight lines, laurel shapes, and in the box design, a series of shapes Art nouveau style.

Minimum printed size

----- 3.5 cm ----- --- 2.5 cm --- --- 3.5 cm ---- 1.5 cm

Minimum digital size

---- 100 px ---- --- 70 px --- --- 100 px ---- 42 px

Brand reductions

It is important to define a minimum size (recommended) of the brand along with its variants, this is to make it legible and for the elements to be well distinguished in all its applications, printed or digital.

Permitted uses

The permitted uses are a rule of the brand that takes care of every one of the elements: position, visibility, color, along with a bunch of other aspects to rake care of the communication and for it to maintain coherence in its applications. We'll see now some cases using the permitted use of the brand.

The brand must be used in its institutional colors PANTONE 2768 C and PANTONE 10354 C, in light backgrounds or in a monochromatic way in the same PANTONE.

For printing, PANTONE 10354 C is thought for its printing using metallic ink with a gold tone and optional: it can be printed in its plain version in ochre color.

It is permitted to place the brand in its version in backgrounds where there is contrast or in white where institutional colors don't work in an adequate way like in images.

The brand requires a permit of a neutral color like a version in black, white or grey scales. This works for very delicate applications. Nonetheless, for printing where special brand resources are required, such as negatives or positives, it is important to keep in mind the previous mentioned version to keep the color in the brand.

In the case of grey scales, black will be 90% for the elements that are originally PANTONE 2768 C and black at 30% for PANTONE 10354 C.

Marca original

Caso 2

Caso 1

Caso 3

Non-Permitted uses

As mentiones before, the permitted used take care of the elements of the brand to make it consistent in its applications:

Case 1: The proportion of the brand cannot be modified to adapt it to a space, therefore we have variants (applies in all variants).

Case 2: The brand cannot go without and of its element if its not stipulated in this manual (applies in all variants.

Case 3: The elements that make the brand must remain in its original position (applies in all variants).

Caso 4

Caso 6

Caso 5

Caso 7

Case 4: It is forbidden to change the color of any of the brand elements for any other that's not originally established. (Applies in all variants)

Case 5: The brand cannot be placed in a little contrast background. (Applies in all variants)

Case 6: The color must not be changed for any other that's not institutional or is not established in this manual (Applies in all variants)

Case 7: The brand must not be reduced to a lower size than the one established in the "brand reductions" section (applies in all variants) de marca" (aplica en todas sus variantes).

04

Applications

7 cm

1.5 cm

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xx xxxx xxxx   FeltCountry
feltcountry@email.com   @feltcountry

2 cm

1.5 cm

1.5 cm

1.5 cm

Letterhead

The letterhead has a letter size of 21.59cm x 27.94cm, it can be printed 2 in two inks o digital.

9 cm

9 cm

0.5 cm
0.5 cm
0.5 cm
0.5 cm

Franco de Alba

DIRECTOR EJECUTIVO

5 cm

4 cm

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EST 2021

xx xxxx xxxx

f FeltCountry

feltcountry@email.com
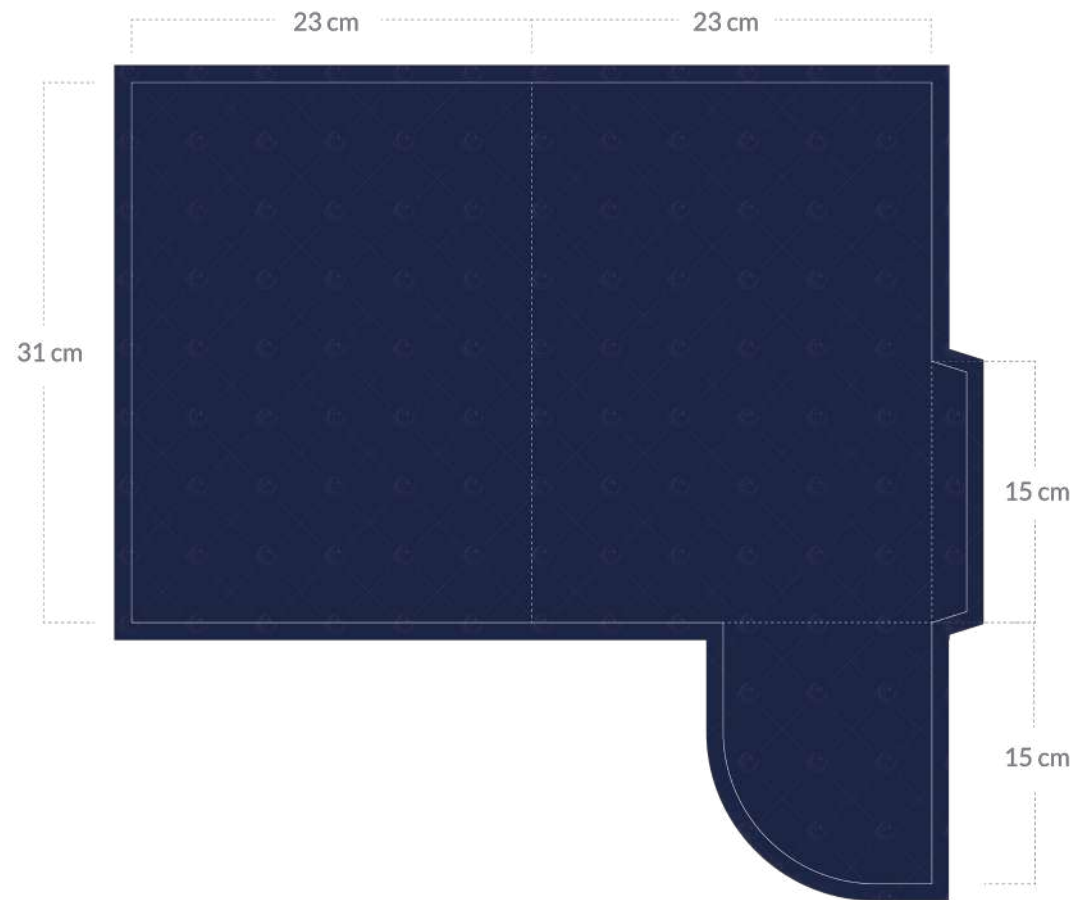
@feltcountry

0.5 cm

Business cards

The business cards have a size of 9cm x 5cm and it's based to be printed two plain inks and 1 metallic ink or special finish in hotstamping.

Folder

The folder has a size for a letter sheet of 21.29cm x27.94cm, it may be printed one plain ink and one metallic or special finish in hotstamping.

23 cm   23 cm

31 cm

15 cm

15 cm

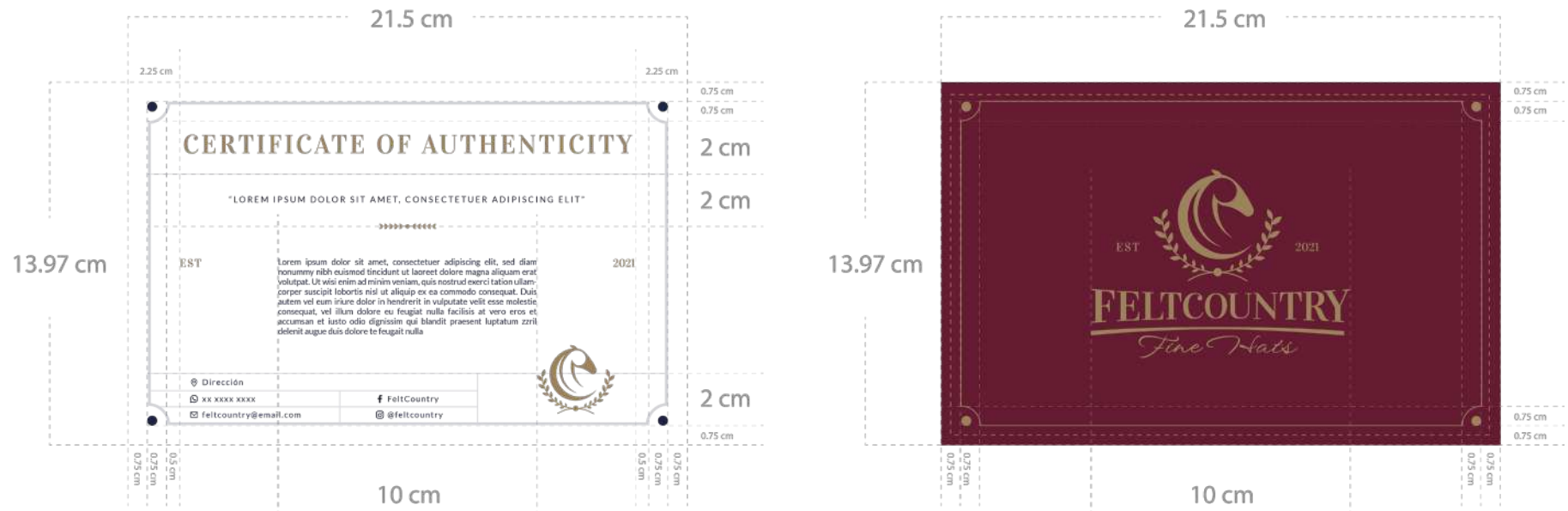# Folder

This side of the folder has a size for a letter sheet of 21.59cm x 27.94cm, it may be printed one plain ink.

FELTCOUNTRY
Fine Hats

Dirección
xx xxxx xxxx   f FeltCountry
feltcountry@email.com   @ @feltcountry
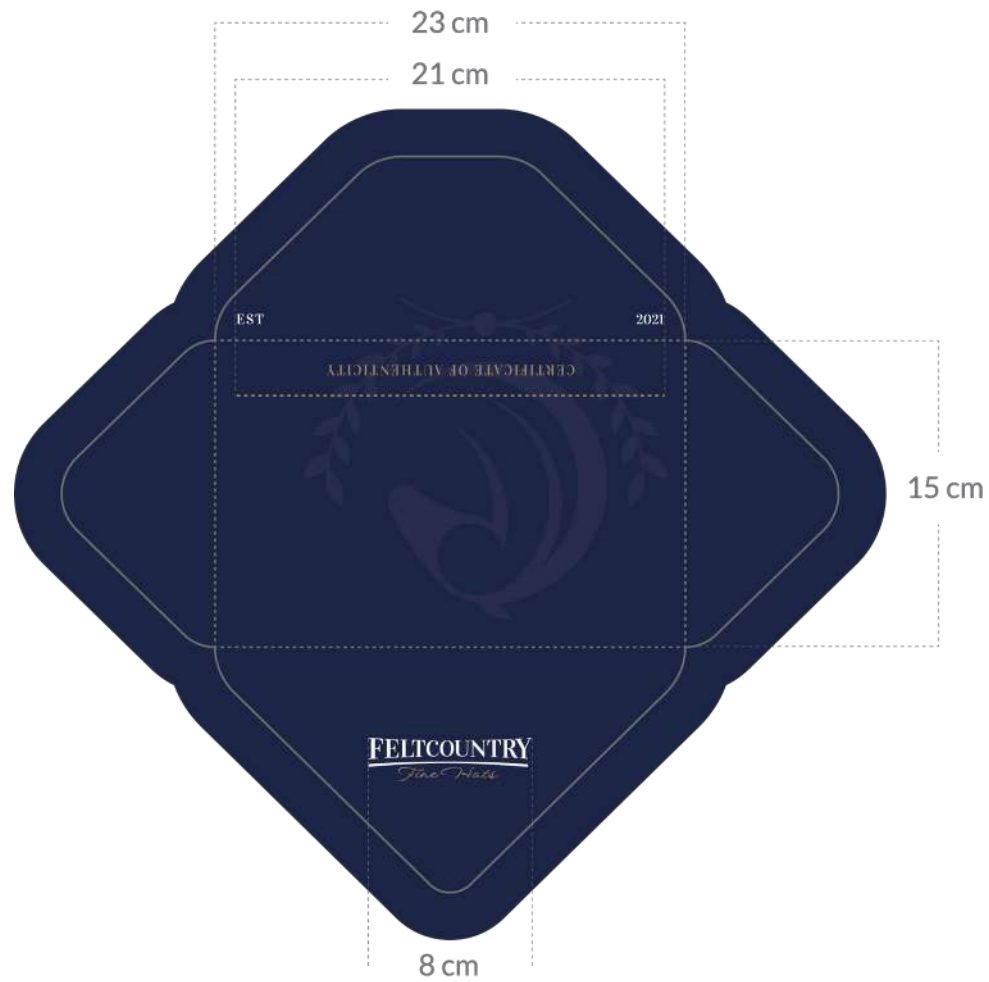
Certificate of authenticity

The certificate of authenticity has a size of half letter of 21.57cm x13.97 and is thought to be printed two plain inks and one metallic ink or hotstamping finish.

CERTIFICATE OF AUTHENTICITY

"LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT"

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla

EST

FeltCountry

@feltcountry

Dirección

xx xxxx xxxx

feltcountry@email.com

23 cm

21 cm

15 cm

EST   2021

CERTIFICATE OF AUTHENTICITY
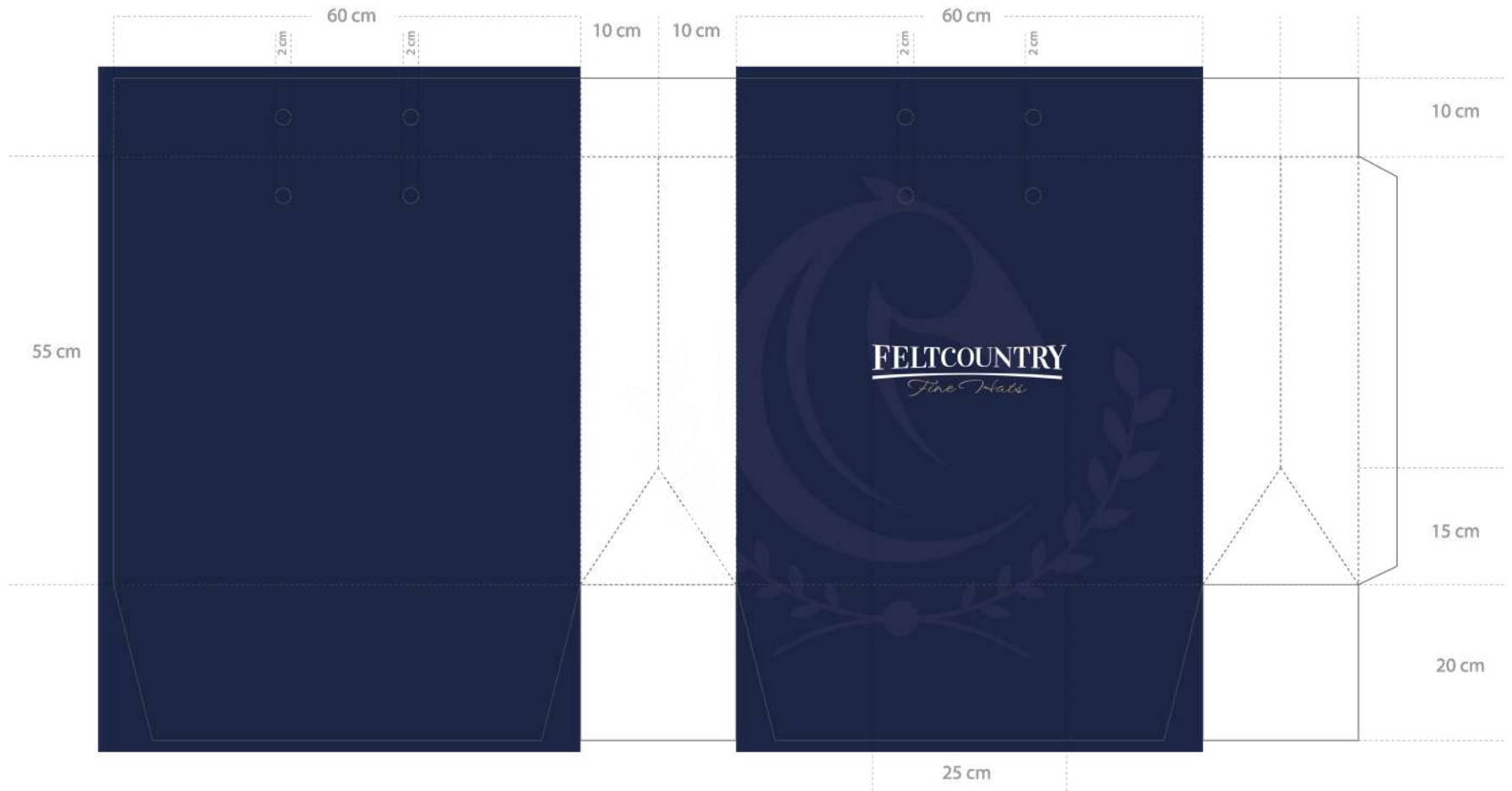
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Fine Hats

8 cm

Certificate envelope

The envelope is designed to hold a certificate of authenticity with a half letter size of 21.57cm x 13.97cm and is thought to be printed two plain inks.

Mail signature

Shopping bag

The shopping bag has a size of 60cm x 55cm and is thought to be printed two plain inks.

Hat's box

The design of the box is created a cover for a box in the shape of a drawer. Its design goes one plain ink and one metallic ink or hots-tamping finish.

Hat's box 1

Hat's box 2

Overalls

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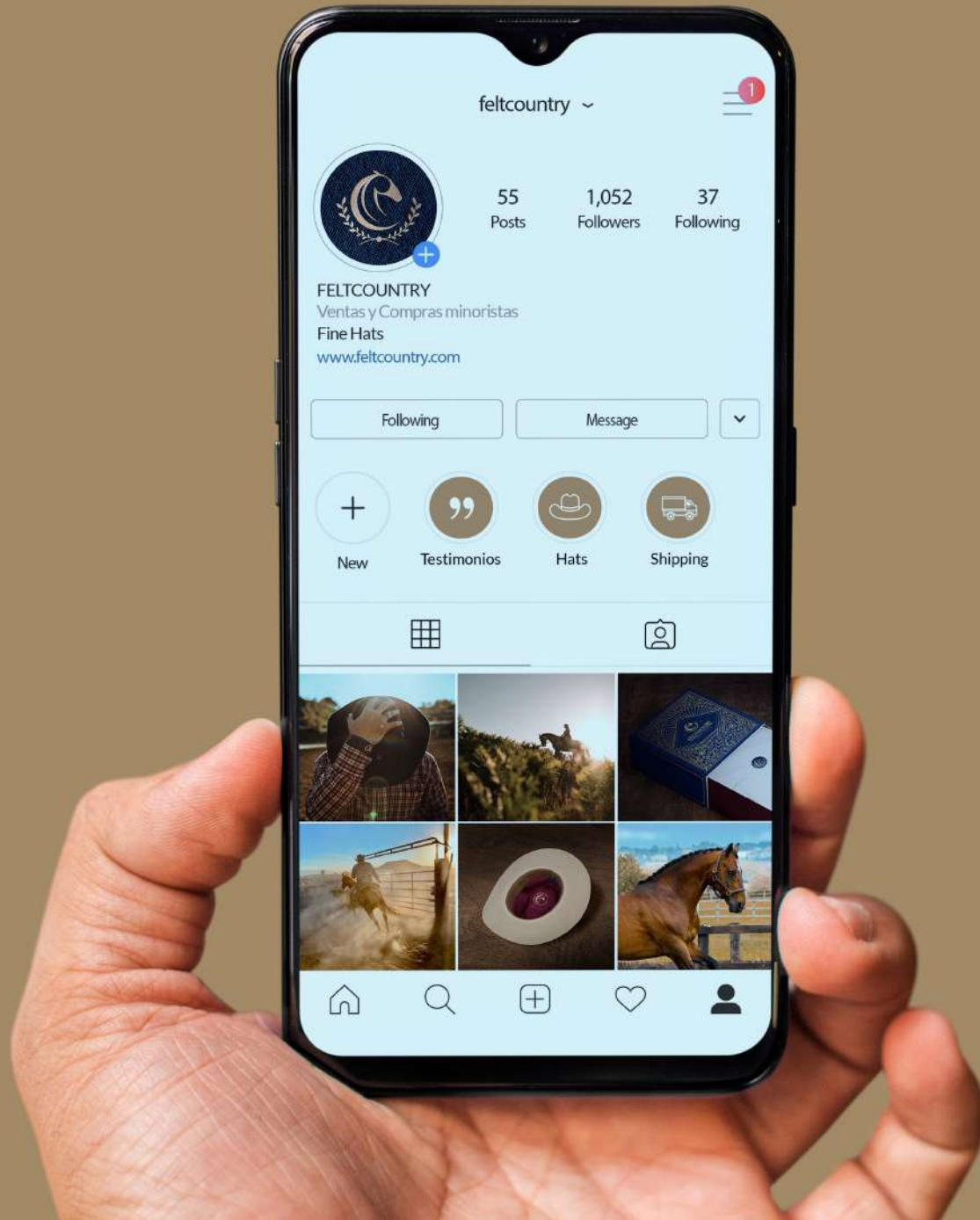MADE IN USA

XX4XX

Hat inside

Label 1

Label 2

Label 3

INFORMACIÓN TÉCNICA

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EST 2021
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Centimeters	Inches	Size	Colores
54 cm	6 3/4	S	Negro - Mis grey
55 cm	6 7/8	S	
56 cm	7	M	Hueso
57 cm	7 1/8	M	
58 cm	7 1/4	L	Chocolate
59 cm	7 3/8	L	
60 cm	7 1/2	XL	Buskin

Tafilete

Piel de cabra	Piel de venado	Piel de borrego

Estilo	Materiales
Estilo 1	CASTOR CONEJO LANA
Estilo 2	
Estilo 3	

Data sheet

Stikers

Social Media

Promotional

Promotional

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