

MANUAL

# GRAPHIC STANDARDS

2024



EST. 2006

# I N T R O D U C T I O N

A coherent graphic communication ensures a more cohesive message, allowing the brand to be more easily identified, whatever the format in which it is presented.

The TH Clothes identity has rules and applications that must be followed for a rigorous and global communication, whether in Print or Online. Following this Manual of Standards is essential to defend the brand's communication positioning.

# I N D E X

## BRAND

1. THE BRAND
2. BRAND DESIGNATION
3. OUR VALUES

## LOGO

4. WITH CALIM
5. WITHOUT CLAIM

## INSTITUTIONAL COLOURS

6. INSTITUTIONAL COLOURS
7. APPLICATION OVER DIVERSE BACKGROUNDS

## DIMENSIONS

8. INSTITUTIONAL COLOURS
9. SAFETY MARGINS
10. MINIMUM DIMENSIONS

## LOGO APPLICATION

11. IMPROPER APPLICATIONS
12. CORRECT LOGO PLACEMENT

## WEBSITE

13. WEBSITE

# THE BRAND

Like people, brands also have a personality. This is revealed in what they believe in, in the way they present themselves and speak, in the places or events they attend, in the way they work and perform their activities and in the results they obtain.

TH Clothes is a Portuguese promotional textile brand created in 2006, with the aim of offering certified quality products at a fair price.

The brand started its activity in Portugal and is currently in the process of expanding across Europe.



# BRAND DESIGNATION

Despite the acronym TH CLOTHES on the identity being represented in lowercase (lowercase), for a reason of balance of the elements, when written this should have the opposite behavior, that is, always be represented in capital letters (capital letters), because this is the brand name.

# TH CLOTHES

initials

## OUR VALUES

These values are the driving force by which we are daily governed, as the basis of our decisions.

The ethical values of Biscana prioritize the protection of our clients. Therefore, we do not customize or sell to final customers.

In this way we safeguard our clients businesses (customization and/or resale).

The brand tone and communication includes enhancing the values we believe in, always within a young and positive spirit.

**HONESTY**

**HUMILITY**

**SINCERITY**

**RESPONSABILITY**

## WITH CLAIM

Use in these means when the logo is exposed with context and / or in small scales that do not allow a correct reading of all the information contained therein. Polychromatic versions are recommended, having monochromatic versions as an alternative when this is not possible.



logo

## WITHOUT CLAIM

Use in these means when the logo is exposed with context and / or in small scales that do not allow a correct reading of all the information contained therein. Polychromatic versions are recommended, having monochromatic versions as an alternative when this is not possible.



logo

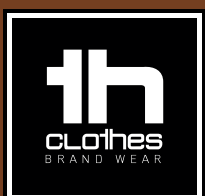


PANTONE 185C  
R: 231 G: 49 B: 55  
C: 0 M: 90 Y: 76 K: 0



BLACK PANTONE





61.24 mm



22.47 mm

# PRINT



50 mm



20 mm



15 mm



10 mm

# DIGITAL SUPPORT



40 px



60 px



80 px



Non-institutional backgrounds



Change the format



Change signature



Colour alteration



Deform logos



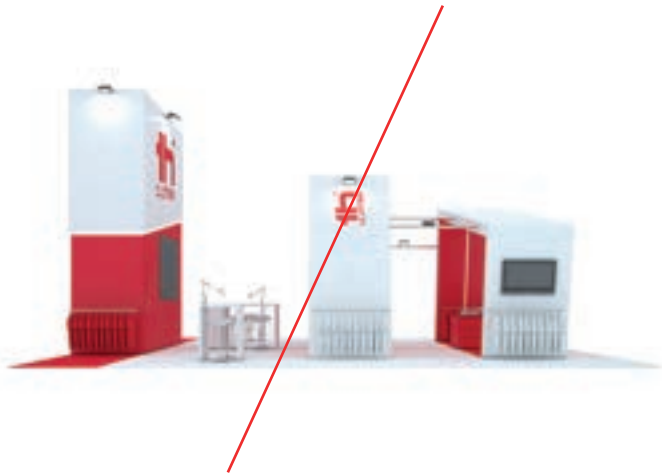
Change typography



Change layout



Change spacing



Deform logo



Change logo colours



Change layout

# CORRECT LOGO PLACEMENT

When used photographs, as well as packshots, is mandatory the use of the TH CLOTHES logo in the upper right corner.



[www.thclothes.com](http://www.thclothes.com)







[thclothes.com](http://thclothes.com)

**Distribution** Portugal Spain Greece Holland Italy Croatia Belgium Slovenia Lithuania Hungary  
Poland Angola Cabo Verde Romania Cameroon Latvia Slovakia Denmark Estonia Russia