

THE CLOTHES

GRAPHIC STANDARDS MANUAL



INTRODUCTION

TH CLOTHES GRAPHIC STANDARDS MANUAL

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 and coherence. Study and share this Standards Manual with all professionals using the TH Clothes identity.

brand

identity
values

logo

main version
horizontal version
complementary graphics

colour

institutional colours
application over diverse backgrounds

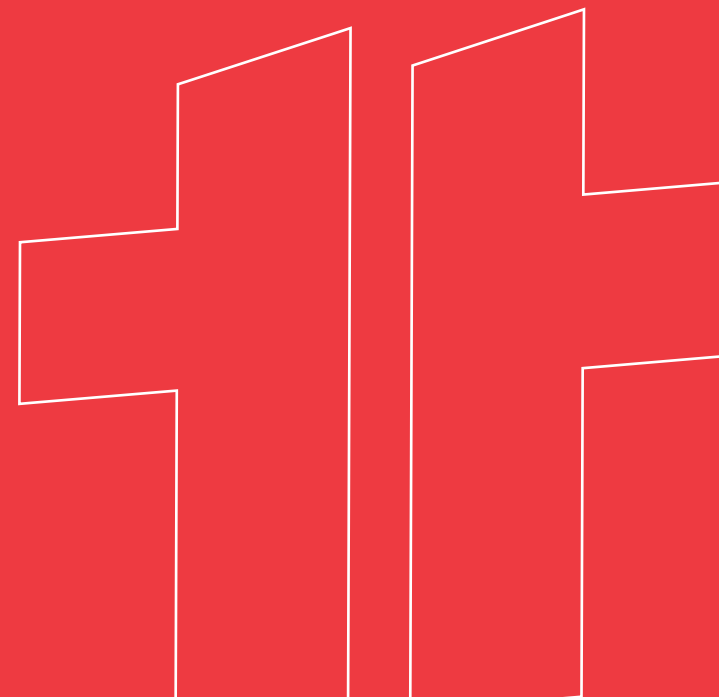
dimensions

safety margins
minimum dimensions

application

improper applications
website
application over photographic backgrounds

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.



HONESTY

HUMILITY

SINCERITY

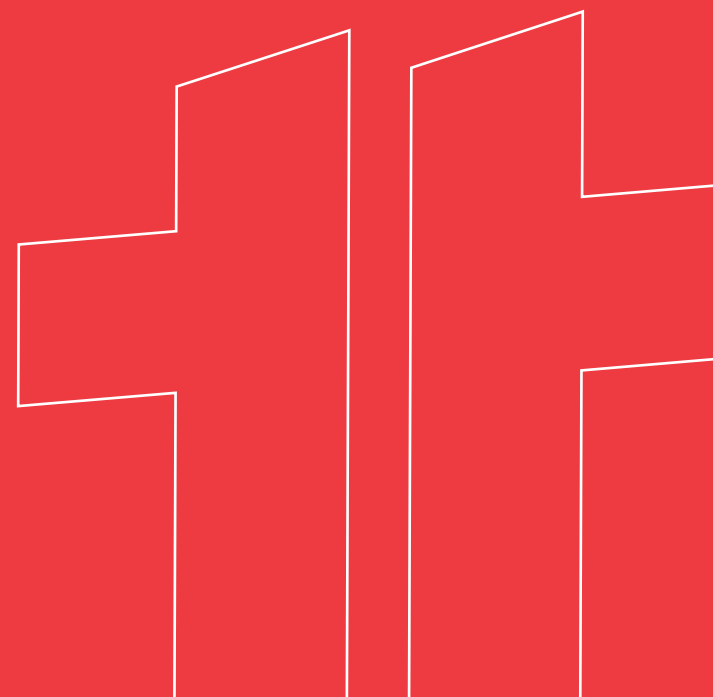
RESPONSABILITY

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.

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.



monogram

logo

With Claim

Use in these means when the logo is exposed without context and only on scales that 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.



With Claim

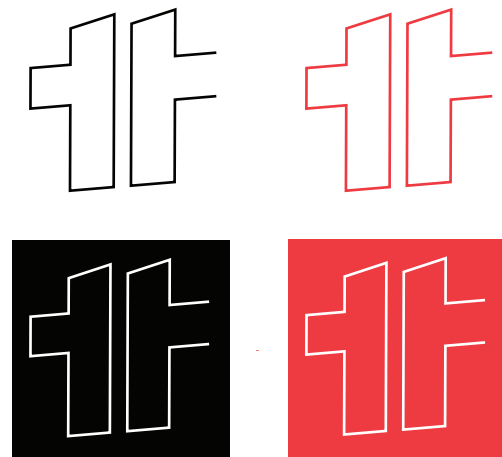
Secondary version for maximum use of horizontal format areas.

Use in these means when the logo is exposed without context and only on scales that allow a correct reading of all the information contained therein.

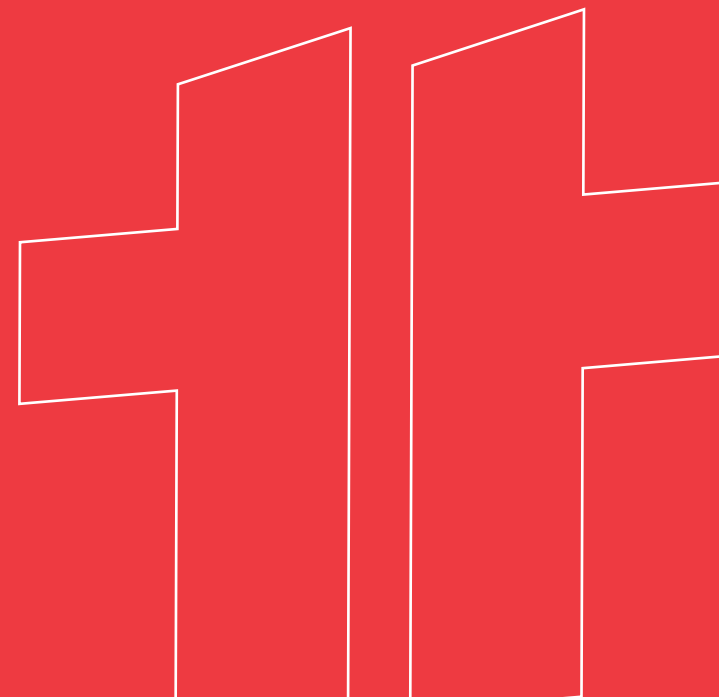


The TH Clothes brand logo can also live as graphics without replacing the identity.

This graphic consists on a section of the symbol and must not be used without the attachment of the acronym TH Clothes.



colour



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



BLACK PANTONE



th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

th[®]
clothes

dimensions



61.24 mm



22.47 mm

61.24 mm



22.47 mm

61.24 mm



22.47 mm

Print



50 mm



20 mm



15 mm



10 mm



30 mm

Digital Support



80 px



80 px



60 px



40 px



140 px

application





Non-institutional backgrounds



Change the format



Change signature



Colour alteration



Deform logos



Change typography



Change layout



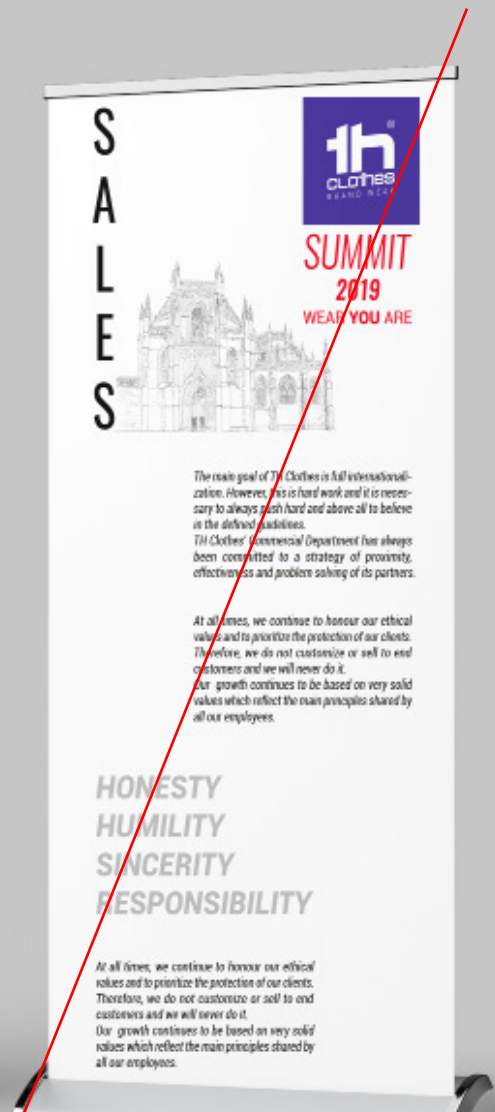
Change spacing



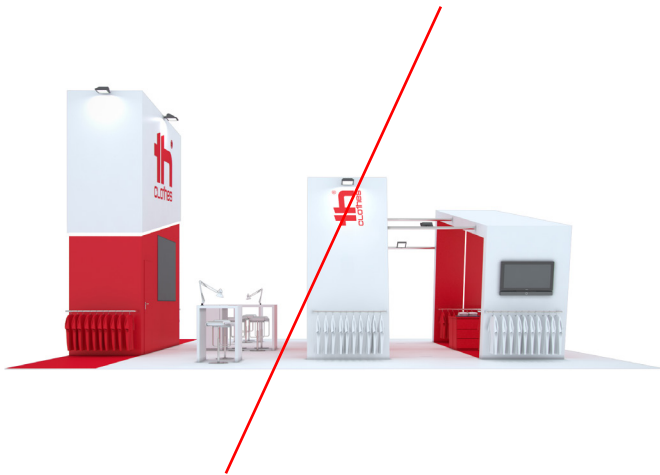
Deform information



Change layout



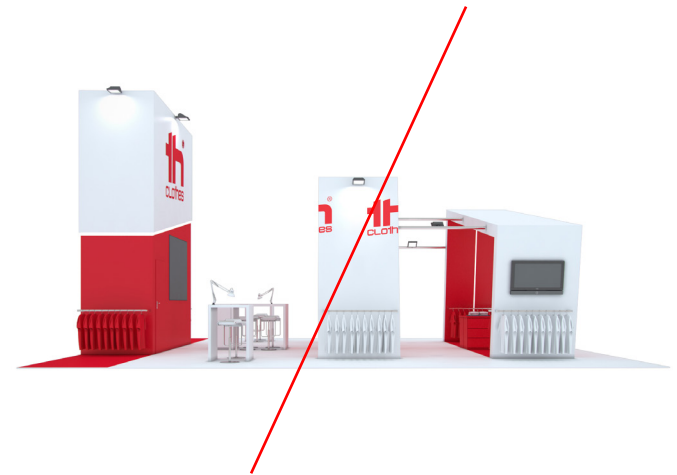
Change logo colours



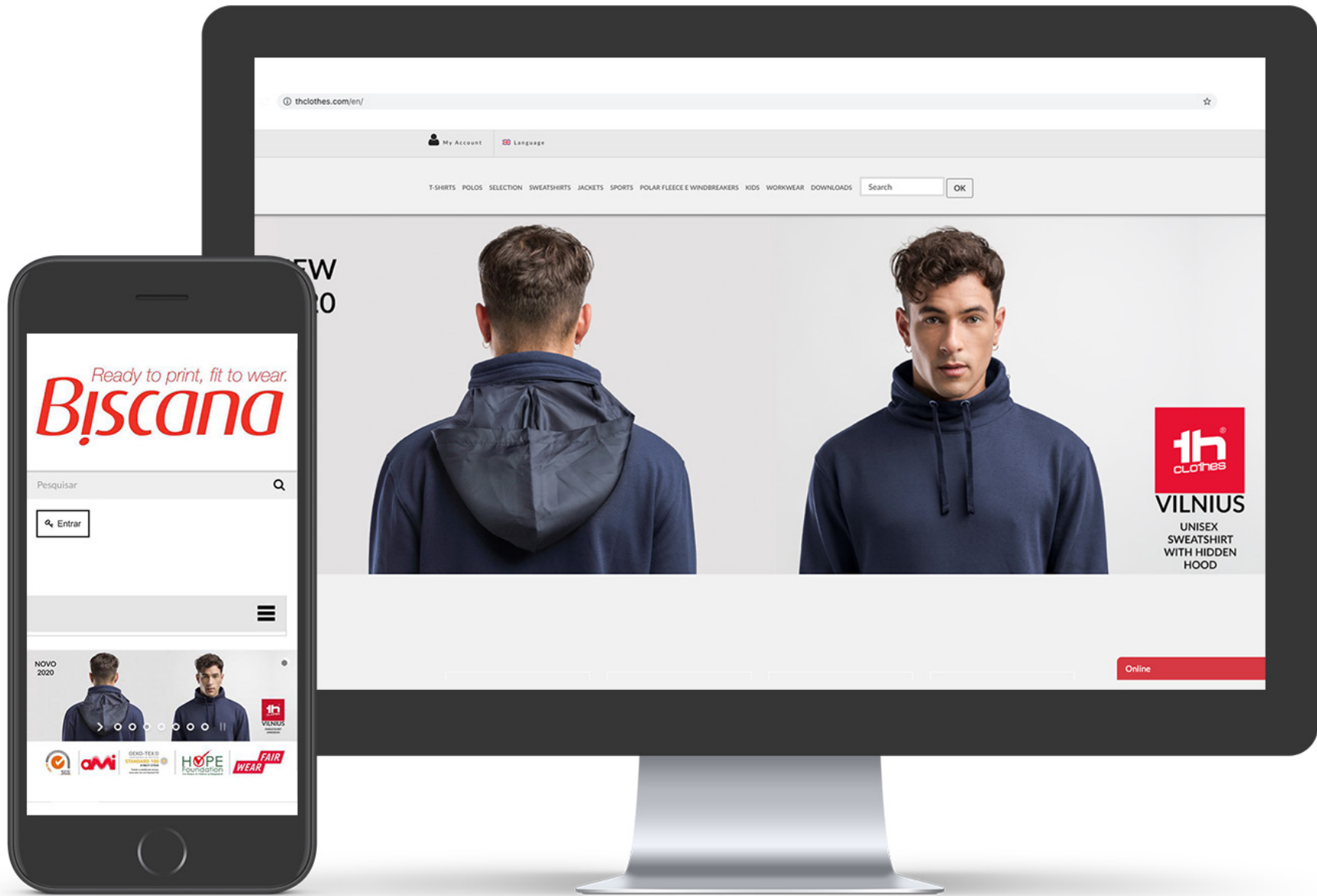
Deform logo



Change logo colours



Change layout





thclothes®
BRAND WEAR



1h[®]
clothes