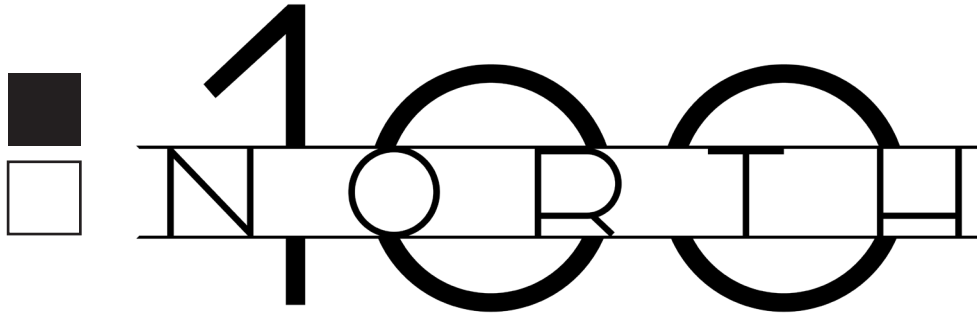


B R A N D G U I D E L I N E S

BRAND GUIDELINES



Logo

The number 100 in large format, with the word "North" in all caps, centered through the middle horizontally of the number.



Placement and Treatment

The logo can be applied to any need of identification for the brand. It must be presented in its simplified form, independently from additive language or elements.

It may be used in various effects and applications, depending on needs.

It may not be separated or taken apart for other purposes.



Logo Usage Guidelines

DO NOT stretch the logo.

DO NOT use colors for the logo.

DO NOT alter the logo text inside the horizontal middle.

BRAND GUIDELINES

Primary Typography

Headline(s), Heading(s), Highlight(s) Font

Arbotek

A B C D E F G H I J K L M N O P Q R / T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ \$ % & ^ * () - = +



General Typography

Body Copy, General, Memos Font

Futura PT & Futura PT Cond Series

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ \$ % & ^ * () - = +



Example of pairing the 2 fonts:

Headline Font
Copy below for added content example

BRAND GUIDELINES

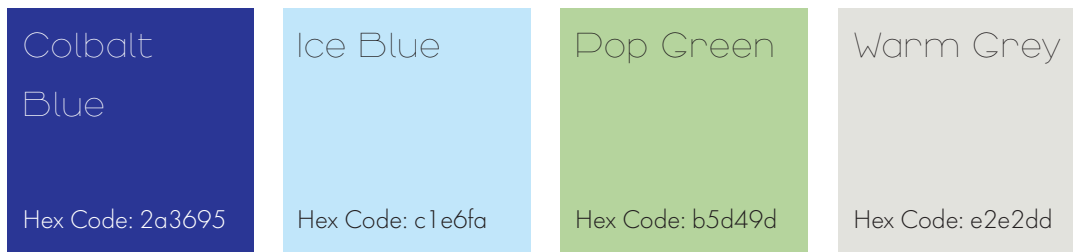
Color Usage Guidelines

Branded colors are to be used in conjunction with primary supportive visual asset(s).

In certain instances, colors may be used as the primary supportive visual asset when necessary.

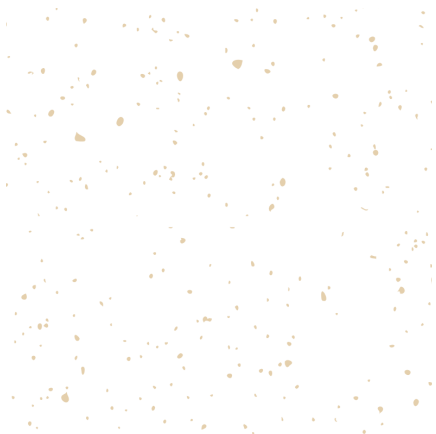
DO NOT generally apply all colors at once to supportive visual elements, unless otherwise directed.

*We do not want it to be "clown" like, but rather familial and youthful in modern style.



The textures and patterns created for 100 North are to help aid in supporting the modern and playful look of the brand. They should never be used independently without support of other visual assets and elements!

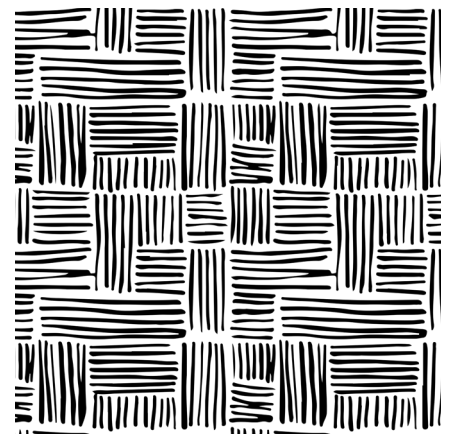
Speckled



Triangles & Linen



Loose Crosshatch



Located: BP_PHOTOS > 100 North > Guidelines > Textures

BRAND GUIDELINES

100 North is a sandbox brand, dedicated to helping us expand our product development! While it's a place we can grow our collection of products, it also allows us to streamline our other internal brands.



Photography

Photography is the primary supporting visual element used in 100 North branding and communications (email, social, online catalog of products, general marketing material). All photography will be supplied by Sincerely Hers creative teams, as requested per each collection and product release.