

COTTON REPUBLIC  
**BRAND MANUAL**





## INTRODUCTION

Cotton Republic's brand manual is designed as an easy-to-follow guide that communicates the brand identity and helps you use the critical components of this manual effectively and correctly. The various elements of the identity system are illustrated, and their specific usage is described to be relevant to a wide range of communication applications. The effectiveness or success of the corporate identity, however, depends entirely on its consistent implementation. It is critical for Cotton Republic to adhere to these guidelines to ensure that the brand continues to convey its message of being a premium clothing brand, to all its audiences. At the same time, there is scope for flexibility in certain applications.

## LOGO TYPE



PANTONE DS 297-2



PANTONE DS 325-1  
T: 90



PANTONE DS 325-1  
T: 50



PANTONE DS 325-1  
T: 30



Cotton Republic is a casual wear store that sells clothes that remains evergreen and classic, never going out-of-style with time.

Keeping these characteristics in mind, the logo design is a combination of slender curves and clean, solid lines that never looks out of place even as time goes by. The construction of the logo also establishes a casual, fun and vibrant vibe.

With the store specialising on urban country and beach resort wear, the logo has been made meticulously to reflect its speciality.

The letter "O" in the word "Cotton" has been stylised in such a way that it looks like a cotton bud, taking the brand name literally to instill even more awareness of the brand name into consumers minds when glanced upon. True to its representation of a store that sells casual wear, the colors used are with traits that can be found in abundance in nature.

Green is the color of nature and it is associated with tranquility and calmness, giving out a relaxing effect whenever someone looks at or examines the logo.

## LOGO TYPE SIZE RECOMMENDATIONS

Recommended minimum  
size on A4



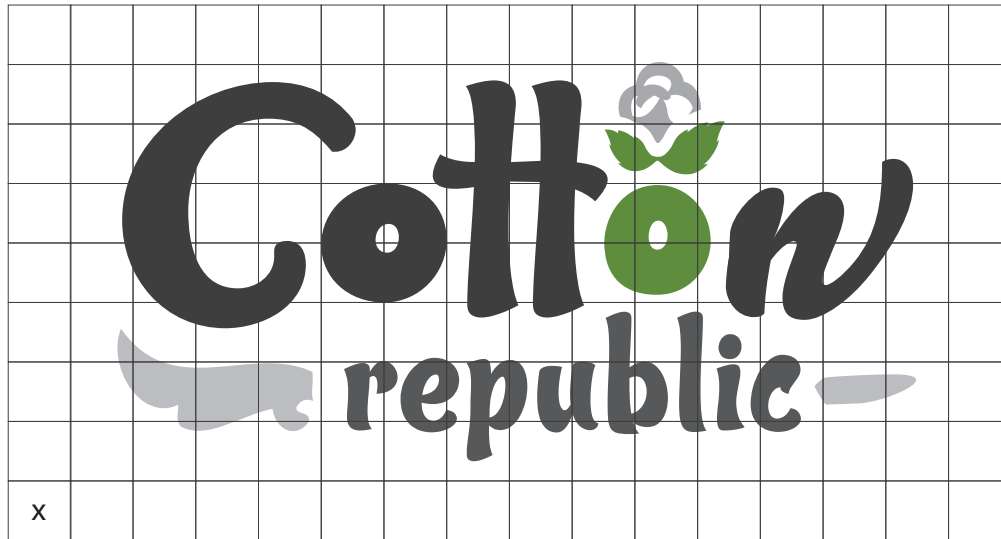
Recommended minimum  
size on A5 and DL



Absolute minimum size  
on any medium



## LOGO TYPE - CONSTRUCTION GRID



A grid is provided as a measurement and proportional relationship reference for manual reproduction purposes where photo-reproduction is not possible. It helps maintain the proportion of the elements such as painted application on hoardings and signage.

Each unit of the grid is X. '4X' is equal to the height of the "O" in Cotton.

## LOGO TYPE - CLEARSPACE



To ensure that the Signature or Logotype is clearly visible and easily distinguishable, an area of Clearspace is required all around the Signature to keep it free from any other visual distraction or interference.

In both the vertical and horizontal presentations, the Clearspace would be equal to the height of the Cotton motif (determined at left by repetition of lighter colored border in the repeated motifs).

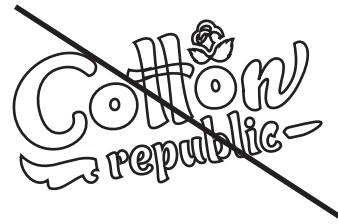
## LOGO TYPE - UNACCEPTABLE USAGE



No distortion



No tilting



No outlining



No busy backgrounds



No intrusion of clearspace



No recoloring

## COLORS - PRIMARY AND SECONDARY



PANTONE DS 297-2



PANTONE DS 325-1  
T: 90



PANTONE DS 294-2



PANTONE DS 281-7



PANTONE DS 236-7



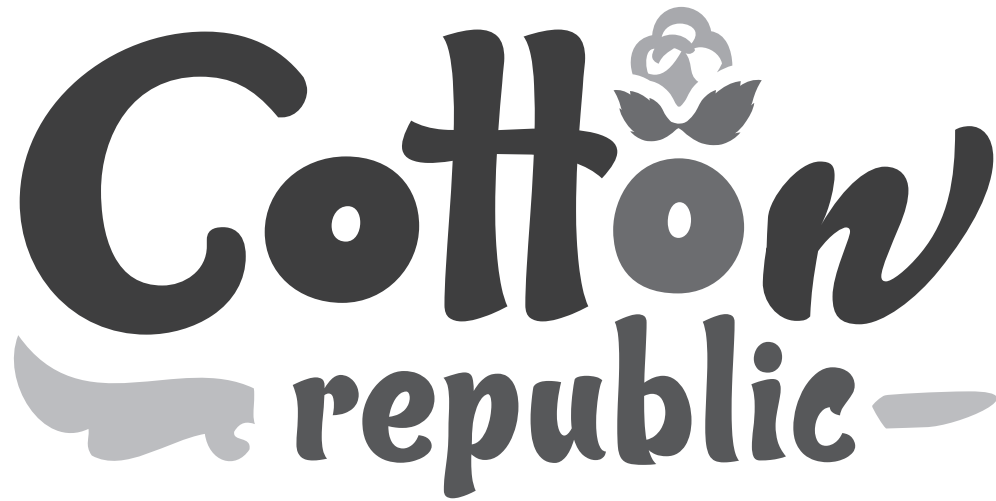
LOGO TYPE - 2 COLOR

Cotton  
republic-

The logo features the word "Cotton" in a dark grey, rounded, serif font. The letter "o" is replaced by a green cotton flower with two leaves. Below "Cotton" is the word "republic-" in a dark grey, lowercase, serif font. A white dashed line runs diagonally from the top right towards the bottom left, separating the white background from a green background.

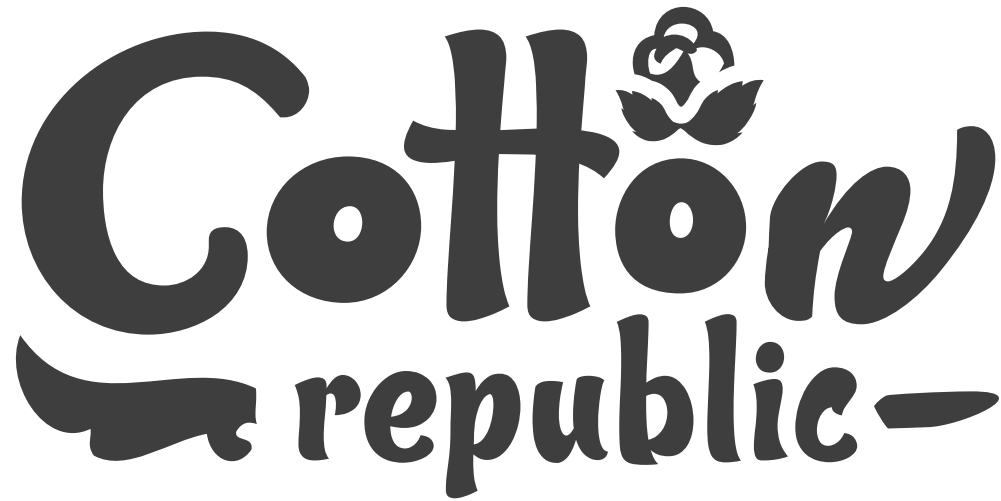
LOGO TYPE - MONOCHROME

Cotton  
republic



LOGO TYPE - BLACK AND WHITE

**Cotton**  
**republic**

The logo features the word "Cotton" in a large, bold, black serif font. A stylized cotton flower icon is positioned above the letter "o". Below "Cotton" is the word "republic" in a smaller, black, lowercase serif font. The entire logo is set against a white background.

LOGO TYPE - NEGATIVE



## COLLATERALS - NAME CARD



## COLLATERALS - CORPORATE TYPEFACE

VAG Rounded STD Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !?%&()''.,

VAG Rounded STD Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 !?%&()''.,**



## COLLATERALS - ADMINISTRATIVE TYPEFACE

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !?\${}&()''',.

Century Gothic Bold

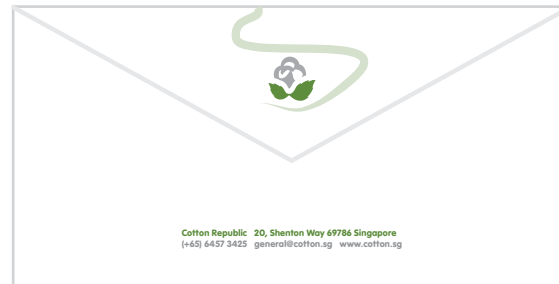
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

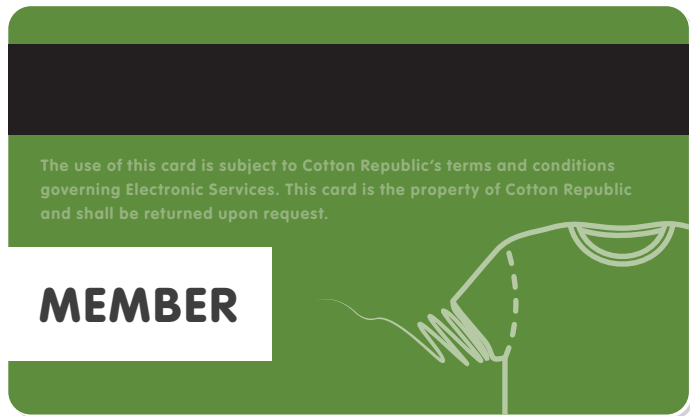
**1234567890 !?\${}&()''',.**



## COLLATERALS - LETTERHEAD AND ENVELOPE



## COLLATERALS - MEMBERSHIP CARD



## COLLATERALS - VEHICLE APPLICATION



## COLLATERALS - SHOPPING BAG



## COLLATERALS - UNIFORM

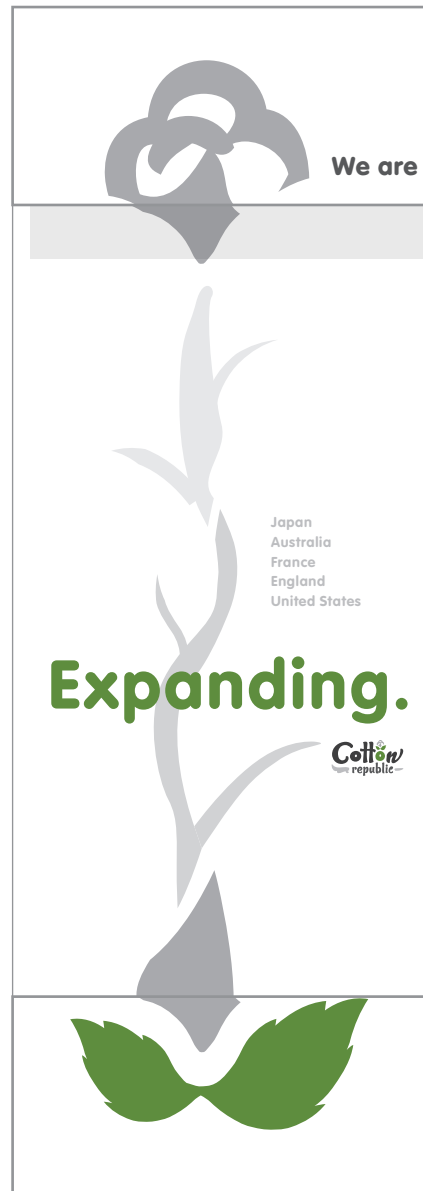


# COLLATERALS - DIRECT MAILER "EXPANDING"



England  
United States

**Expanding.**



## COLLATERALS - DIRECT MAILER "BADGE DISCOUNT"

