



BRAND GUIDELINES & TOOL KIT

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# VISION



By providing unique value proposition and an explosive visual identity, Pokett will introduce a new sports bra line into the New York market. Pokett is intended to disrupt a current sports bra brand through the development of a branding campaign with supporting advertising collateral for ladies who have difficulties carrying items while exercising.



It's a different sports bra!

Designed with two pockets directly above the curve of a woman's breast, Pokett accommodates the left and right-handed woman. Specifically designed to hold your most important needs such as your ID, (personal or gym), key, money/debit card, cell, nutritional packs, inhaler, insulin pack, medical items, MP3, etc. The front, back and two pockets are double lined for comfort and to prevent your belongings from coming in contact with your skin.

Pokett is all about freedom.

BUSINESS

PHILOSOPHY



Pokett will provide its audience with a new utility product that will be comfortable, convenient and fashionable. Pokett is the result of one idea that will change how ladies in Long Island see the sports bra. Pokett is energetic, bold and made for all those ladies that are always on the go!

Pokett will give females in Long Island a brand that they can identify with. We want to inspire women to go above and beyond. We truly believe that females can harness the goddess in them and unlock all their potential. Pokett promotes healthy living, confidence and being hands free! Pokett is not just a bra – it's power, it's having no limitations, it's feeling free!

# THE LOGO



The name pokett is derived from the Japanese word "Poketto" meaning (Pocket) Describes the brand with its main purpose to have a small bag sewn into or on clothing so as to form part of it, used for carrying small articles. The "e" displays a graphic representation of "pocket". When needed this can be use as a symbol throughout the visual identity.



COMPLETE LOGOTYPE

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pokett

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S P O R T S B R A

ALLOWED USE OF SYMBOL

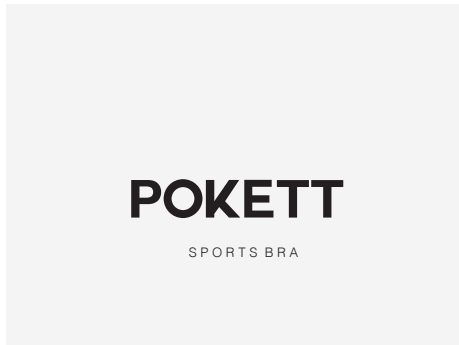
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LOGO - INITIAL SKETCHES

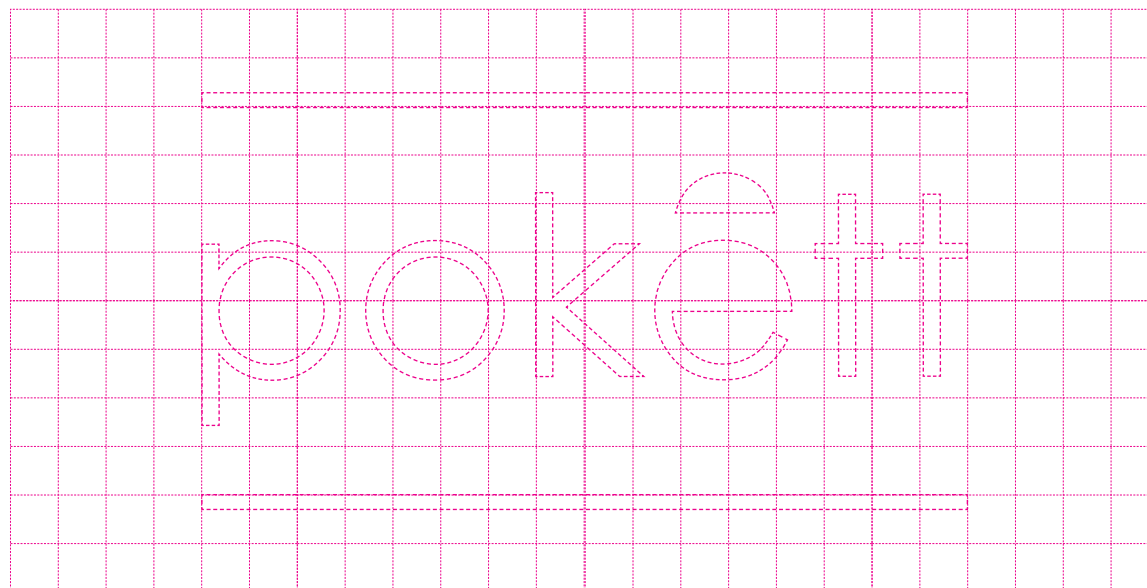


10



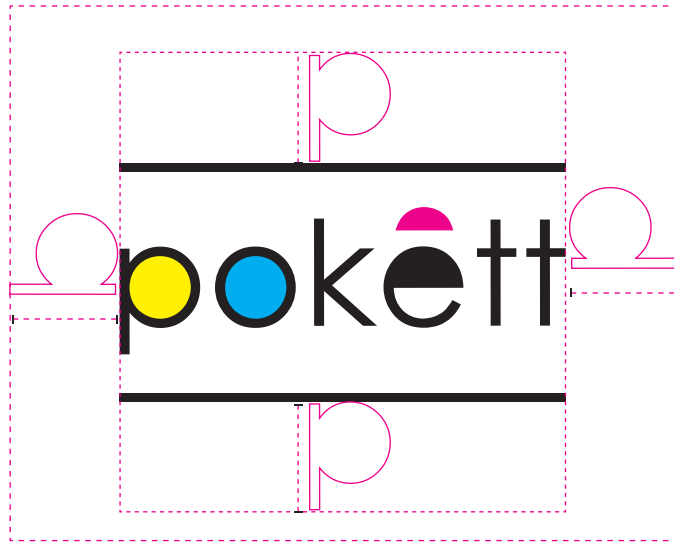
DRAFTED ROUGH VARIATIONS





Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application. When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.

## DIMENSIONS & SCALE

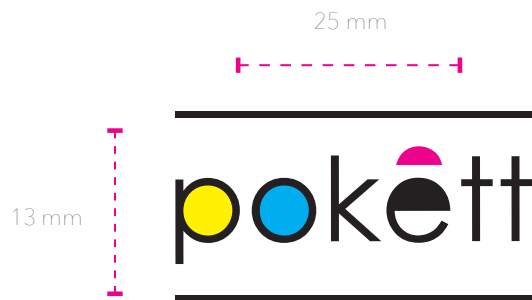


### Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distraction.

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### Minimum reproduction size

To make sure the logo is always clear and legible, there is a minimum size requirement. The minimum size requirement is based on the width of the seal. When reproducing the logo in print, the minimum size of the seal is 25mm. For online use, the minimum size is 75 pixels at 72 dpi.

CHROMATIC

STANDARDS

## LOGO COLOR OPTIONS

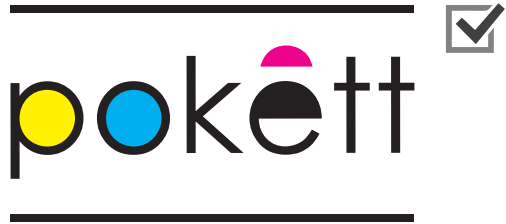
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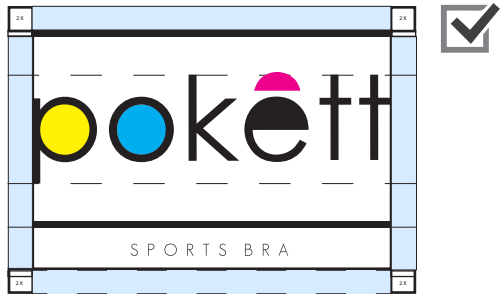
Primarily the logo should be used on a white background for maximum impact and clarity. In cases where the 3-color logo is not appropriate for background, the following versions are available for use.



Do: Keep it simple. Use only approved logo assets



Do: Provide clear space, make sure the minimum clear space is applied to the logo and it's lines. Maximize clear space wherever possible, remember is all about freedom!



Do: contrast with the background. Make sure the logo reads clearly and has sufficient contrast with a background color or photo.





# BIG NO NO'S

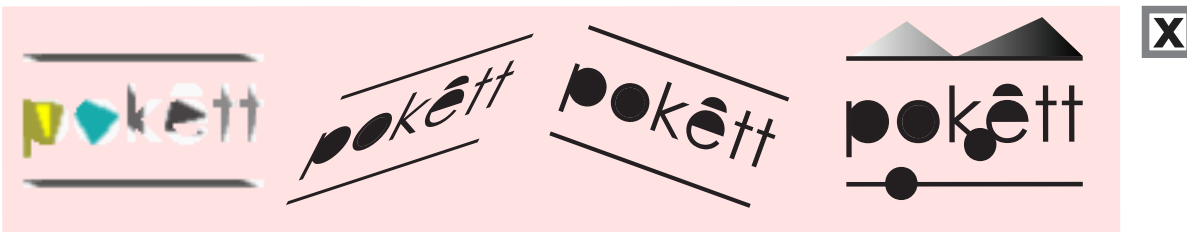
Horrible!

Don't: add effects such as drop shadows, gradients, accented edges and please do not stroke.



Outrageous!

Don't: Modify the logo. The Pokett logo should never be redrawn, distorted, rotated, or added to.



Ugly!

Don't: Change the color. Our logo likes to stay Pokett CMKY, negative or positive. Don't fill it with a pattern or a photo.



TYPOGRAPHY

PALETTE

Typography plays a critical role in Pokett's communications. Geosans light is the primary typeface family and should be used whenever possible to communicate key brand messages in headlines and display copy. Avenir Book is used for all body copy, online and offline materials.



Primary Typeface

Aa

GEOSANS LIGHT REGULAR  
GEOSANS *LIGHT MEDIUM ITALIC*  
**GEOSANS LIGHT REGULAR BOLD**

Secondary Typeface

Aa

AVENIR BOOK  
AVENIR *BOOK OBLIQUE*  
AVENIR BOOK MEDIUM  
**AVENIR BOOK BLACK**



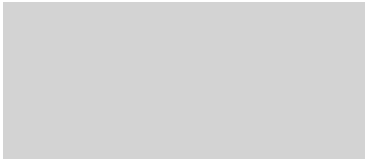
## CORPORATE COLOR PALETTE

Pokett's corporate palette consists of four colors: CMYK. These colors are the core of our brand identity and should appear whenever possible for members to immediately identify our brand.

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<b>CYAN</b>	<b>MAGENTA</b>	<b>YELLOW</b>
HEX #00FFFF	HEX #FF00FF	HEX #FFFF00
RGB (0, 255, 255)	RGB (255, 0, 255)	RGB (255, 255, 0)
CMYK (100, 0, 0, 0)	CMYK (0, 100, 0, 0)	CMYK (0, 0, 100, 0)
HSV (180°, 100%, 100%)	HSV (300°, 100%, 100%)	HSV (60°, 100%, 100%)

Black and various shades of cool gray can be used to add texture and depth to text, backgrounds, and illustrations.

		
<b>BLACK</b>	<b>DARK GREY</b>	<b>LIGHT GREY</b>
HEX #000000	HEX #808080	HEX #b2b2b2
RGB (0, 0, 0)	RGB (128, 128, 128)	RGB (178, 178, 178)
CMYK (0, 0, 0, 100)	CMYK (0, 0, 0, 50)	CMYK (0, 0, 0, 20)
HSV (-°, -%, 0%)	HSV (-°, 0%, 50%)	HSV (0°, 0°, 70°)



CORPORATE

IDENTITY

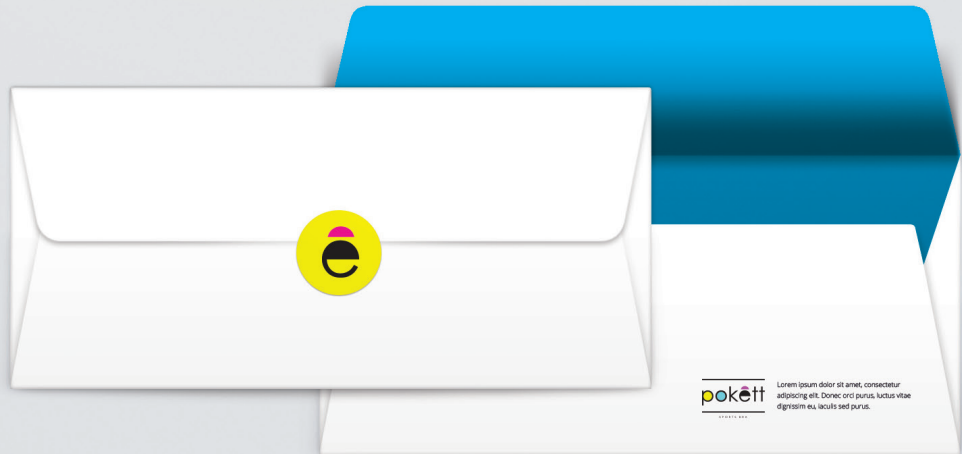
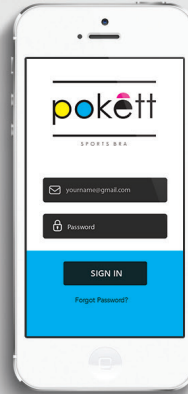
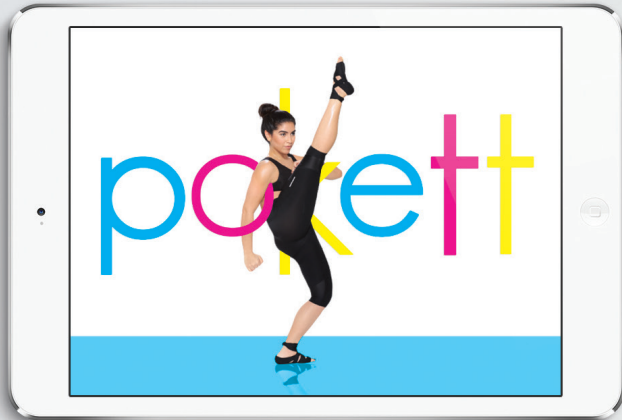


BUSINESS CARDS









# STATIONARY SYSTEM

















BRAND CAMPAIGN

IMAGERY STYLE

It's all about freedom.



pokett  
WWW.POKETT.COM

Introducing...







# EXAMPLES OF USE











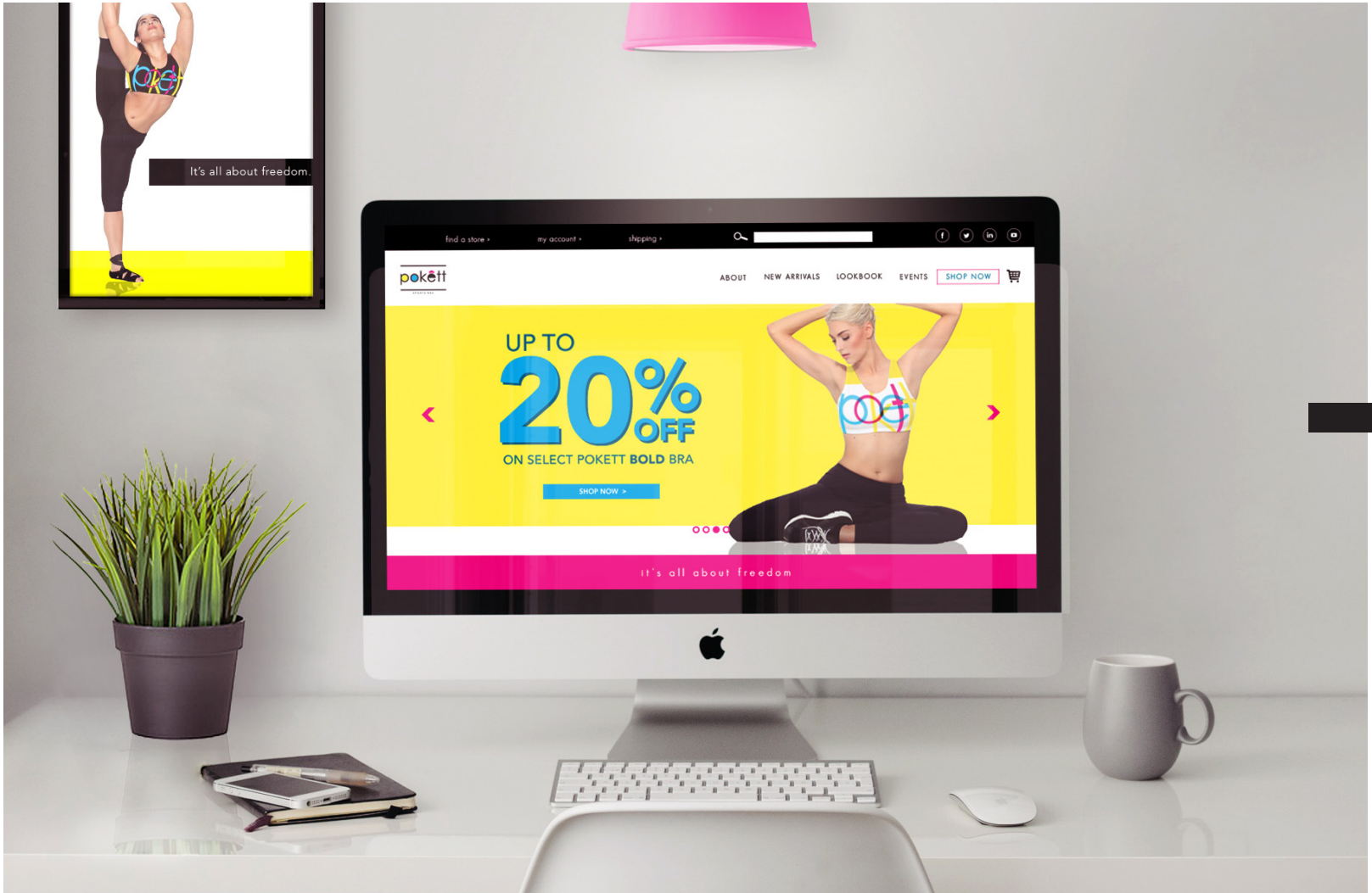
CONFIDENCE & STRENGTH TO DO WHAT YOU LOVE

IT'S ALL ABOUT FREEDOM.





WEBSITE



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[shipping >](#)



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[NEW ARRIVALS](#)

[LOOKBOOK](#)

[EVENTS](#)

[SHOP NOW](#)



UP TO  
**20% OFF**  
ON SELECT POKETT BOLD BRA

SHOP NOW >



it's all about freedom

[SHOP BY PATTERNS >](#)



[SUPER MOM ON THE GO >](#)



[SHOP POKETT-BOLD >](#)





ABOUT

NEW ARRIVALS

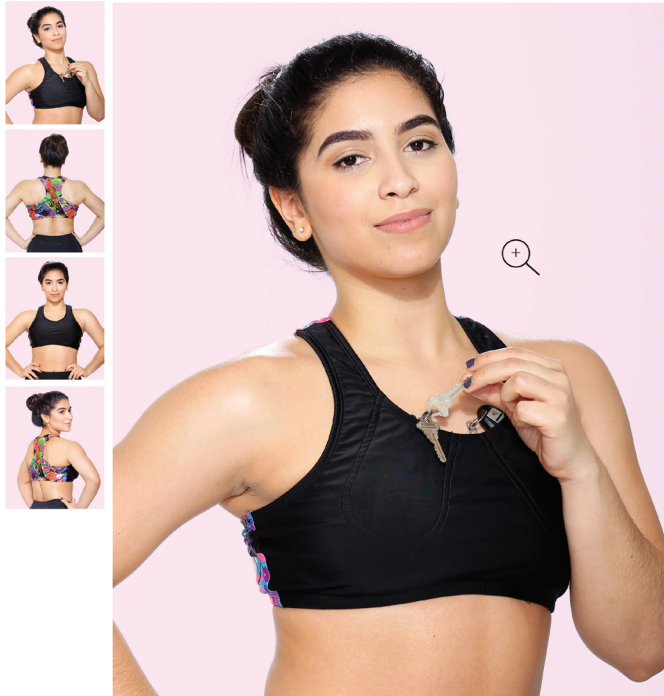
LOOKBOOK

EVENTS

SHOP NOW



Home / Activewear / Sports Bra / High Impact - Pokett Bold



## POKETT BOLD - SPORTS BRA

Hi Impact Support/Compression

\$38.00

Back Color: Neon Print



Size: [See size guide](#)

XS S **M** L XL

QTY: 1

[Add To Wishlist](#)

### DESCRIPTION

#### FABRIC

Dry-Tek Fabric: moves sweat away from the skin to the outer layer of fabric where it can evaporate easily, helping to keep the skin dry.

#### DETAILS

- Front Pockets for Easy Access
- Hi Impact Support/Compression
- Abrasion Resistant
- Solid Black Front
- Patterned Racer Back Design

REVIEWS & RATING ★★★★★

[Write a review](#) [Reviews \(52\)](#)



### Customers Who Bought This Item Also Bought



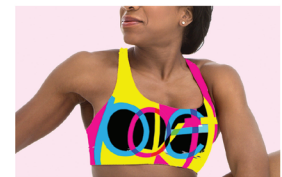
Medium Impact - Heathered Crisscross Metallic-Back Sports Bra \$45



Low Impact - CMYW Cotton Pokett Sports Bra \$25



High Impact - Pokett BOLD Water-paint back-pattern Sports Bra \$38



High Impact - Full CMYK Color block Pokett bold sports Bra \$40

Pokett Sports Bra Fan Page

www.facebook.com/pokett

Pokett Sports Bra

**POKETT** ✓

13,000 likes · 5,000 talking about this · 1,000 were here

Like

Sports Apparel  
it's all about freedom.  
www.pokett.com

Pokett-Bold Campaign Launch New Releases Fit Moms

Highlights

Pokett posted a photo.  
10 minutes ago



# SOCIAL MEDIA

