

*diverse*



## Brandbook 2018

Due to the characteristic of clothing industry, changing trends and variety of graphics used, the rules in the „Diverse” brandbook covers only main branding and corporate materials.

It does not apply to clothing designs such as prints, decorations, other graphic elements, etc. However, it should be strictly adhered on other branding materials such as tags, packaging, advertising gadgets, catalogs, digital media, etc.

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# Brand characteristics & its world

The Diverse brand, inspired by New York culture and lifestyle, was created in 1993 to respond to the needs of young people who were looking for diversity. Diverse is diversity, which means that in the foreground it puts inspiration from the trends and lifestyle from the streets of worlds biggest cities, club culture, extreme sports and all the other places and communities where lifestyle determines fashion. The world created by Diverse attracts people who identify with him and co-create him.

Diverse collection is a reflection of modern life: dynamism in action, spontaneity, curiosity of the world, desire to explore new places, continuous search and fresh ideas. It is symbolized by expression, self-confidence, emotions, inexhaustible energy, hot temperament and freshness, thus defining the essence of the original personality of the brand's customers.

# Logotype main version

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Logotype is a central element of visual identity of the brand. Thanks to its simple form, it ensures visual distinctiveness.

A logotype in this form is always used wherever it is possible, as it is most representative and legible.

# Symbol



The symbol is intended to be used as a decorative element, especially when it is impossible to use main version of the logotype due to technical and technological conditions.

# Color

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Color is an extremely important element of the Diverse brand identity system. Abidance of the color scheme will ensure cohesion of the identity.

The main color for backgrounds is black. Color schemes for white or light backgrounds should be used where black backgrounds would be impossible/technologically difficult or would significantly affect compositions in a graphic design.

For the most accurate color palette reproduction, each color is specified in the PANTONE and CMYK color charts for print, RGB, HEX for the Internet, and RAL for paint and fabric.



A bold, lowercase, sans-serif logo reading "diverse". The letters are a solid black color.

Pantone Process Black | CMYK: 40 40 40 100 | RGB: 0 0 0 | HEX: #000000 | RAL 9017



A bold, lowercase, sans-serif logo reading "diverse". The letters are a bright red color.

Pantone 1795 C | CMYK: 0 100 100 0 | RGB: 255 0 0 | HEX: #FF0000 | RAL 3020



A bold, lowercase, sans-serif logo reading "diverse". The letters are a medium gray color.

Pantone Cool Gray 8 C | CMYK: 0 0 0 60 | RGB: 102 102 102 | HEX: #666666 | RAL 9007



A bold, lowercase, sans-serif logo reading "diverse". The letters are a very light gray color, almost white.

Pantone 000 C | CMYK: 0 0 0 0 | RGB: 255 255 255 | HEX: #FFFFFF | RAL 9010

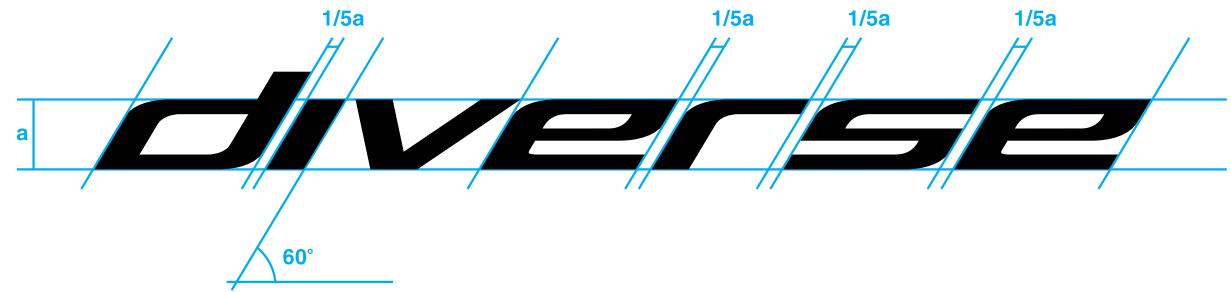
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# Logotype construction

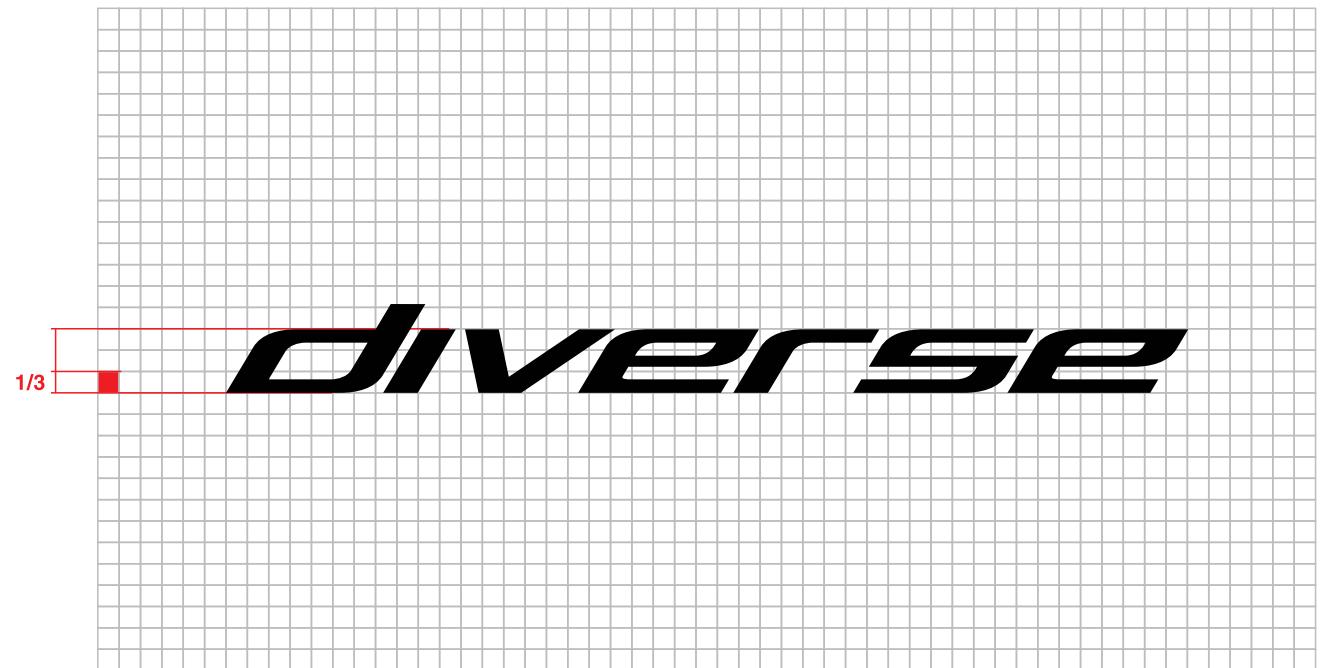


The basic module for setting the logotype's composition is the letters basic height.

The angle of inclination of the letters is exactly 67 degrees.

All proportions are fixed and can not be changed.

# Logotype grid system



The construction of the logotype is based on a square module, which results from the letters basic height. The height of the module is one-fourth the height of the letters.

All proportions are fixed and can not be changed.

# Clear space



Clear space is an area surrounding the logotype where there can be no graphic elements such as text, pictures, illustrations, etc. It serves to preserve a clear space that allows for an effective, visual impact of the graphic form of the logotype. The codification of the logotype's clear space in the brandbook and its consistent compliance guarantee the readability, visibility and integrity of the logotype.

In the case of the Diverse logotype, the clear space is defined by the letter "d".



# Scaling & minimum size



It is only allowed to scale the logotype with its aspect ratio. The minimum size of the logotype is the smallest size at which the mark does not lose its readability.  
Avoid using the logotype below its minimum size.

In the case of the Diverse logotype, the minimum height is 2 mm.

# Multiplication

## **Construction of the multiplication**

<i>diverse</i>	<i>diverse</i>	<i>diverse</i>	<i>diverse</i>	
<i>diverse</i>	<i>diverse</i>	<i>diverse</i>	<i>diverse</i>	<i>diverse</i>
	<i>diverse</i>	<i>diverse</i>	<i>diverse</i>	<i>diverse</i>
<i>diverse</i>	<i>diverse</i>	<i>diverse</i>	<i>diverse</i>	<i>diverse</i>
	<i>diverse</i>	<i>diverse</i>	<i>diverse</i>	<i>diverse</i>
<i>diverse</i>	<i>diverse</i>	<i>diverse</i>	<i>diverse</i>	<i>diverse</i>
	<i>diverse</i>	<i>diverse</i>	<i>diverse</i>	<i>diverse</i>
<i>diverse</i>	<i>diverse</i>	<i>diverse</i>	<i>diverse</i>	<i>diverse</i>

## **Example of the multiplication**

Multiplication of the logotype is one of the forms of branding on the corporate materials.  
Multiplication is usually created on large surfaces and creates impression of a pattern.

Construction of multiplication is based on the logotype with its clear space box.

# Don'ts



Do not use different colors  
for the logotype



Do not use the logotype on aggressive  
or very colorful background



Do not add outline to the logotype



Do not slant the logotype  
or any of its components



Do not add any visual effects  
to the logotype



Do not modify the logotype composition

The logotype application guidelines are mandatory. No modifications in the color or shape of the logotype are allowed.

# Do's



Some modifications to the logotype and symbol are allowed. However, these modifications can only be made by authorized persons.

An example of such modification is cropping the logotype, changing the aspect ratio of the clear space or presenting a logotype in the form of an outline.



# Typography

## Helvetica Bold

Aa Aą Bb Cc Ćć Dd Ee Ff Gg Hh Ii Jj Kk Ll Łł Mm Nn Oo Óó  
Pp Rr Ss Śś Tt Uu Ww Yy Zz Żż Źź  
0 1 2 3 4 5 6 7 8 9

## Helvetica Normal

Aa Aą Bb Cc Ćć Dd Ee Ff Gg Hh Ii Jj Kk Ll Łł Mm Nn Oo Óó  
Pp Rr Ss Śś Tt Uu Ww Yy Zz Żż Źź  
0 1 2 3 4 5 6 7 8 9

Font recommended for Diverse brand communication is Helvetica. Fonts from the Helvetica family are characterized by functionality, proportionality, geometric division, logic and order.

In some cases Helvetica can be replaced by Arial font family.

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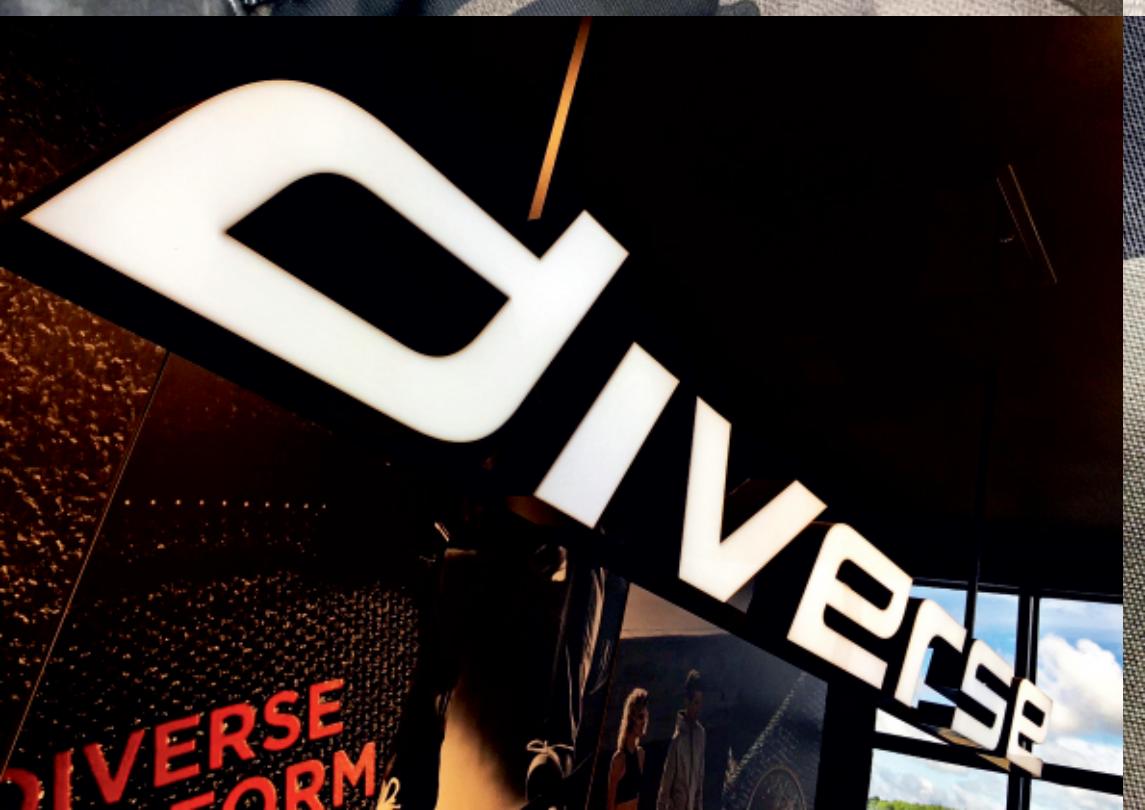




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DIVERSE  
FORM











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ETOS S.A.  
ul. Bysewska 23  
80-298 Gdańsk

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