



Visual Brand Guidelines

Color

Slate
HEX: #141117
RGB: 20,17,23
CMYK: 75,71,72,80

Nautilus
HEX: #212632
RGB: 33,38,50
CMYK: 83,73,53,61

Mademan Red
HEX: #FF0000
RGB: 255,00,00
CMYK: 00,100,100,00

Stream
HEX: #A0BBCF
RGB: 160,187,207
CMYK: 40,16,11,00


Moss
HEX: #CAD9B8
RGB: 202,217,184
CMYK: 22,05,32,00


Polish
HEX: #FFEDE1
RGB: 255,237,225
CMYK: 00,08,09,00











































White
HEX: #FFFFFF
RGB: 255,255,255
CMYK: 00,00,00,00

Color Usage

Please use the color system to the right when selecting colors that sit within each other. These color pairings are legibility and visibility approved for type & branded visual elements.

 Do not eye drop color pick brand palette. Always refer to the brand deck for color values.

 Do not introduce new colors to the brand palette.

Typography

Aa

Aa

Aa

Aa

MADEMAN

Headers & Titling SangBleu Kingdom

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Sub-headers & Buttons Maison Neue Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Callout SangBleu Kingdom Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Body Maison Neue Medium

Nulla aliquet risus eros, semper hendrerit libero varius ac. In eget massa a risus dapibus facilisis at id dolor. Quisque iaculis, quam et suscipit vulputate, turpis lectus scelerisque tortor, vitae iaculis ligula eros non velit. Class aptent taciti sociosqu ad litora torquent per conubia nostra.

Headers are in SangBleu Kingdom

Sub-headers are in Maison Neue Bold

Body copy uses Maison Neue Medium. This is an example of a block of text. Sed feugiat rhoncus laoreet. Vestibulum posuere rutrum cursus. Integer ex lorem, iaculis in ligula non, elementum tristique odio. Ut a ultrices sapien. Aliquam erat volutpat. Nullam feugiat blandit purus et porta. Mauris lacus magna, viverra sit amet augue ut, scelerisque congue urna. In nec enim ut risus vehicula condimentum. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis.

Proin placerat lacinia libero sit amet iaculis. In tortor nibh, auctor et magna sit amet, pharetra bibendum metus. Pellentesque pulvinar, nunc sit amet molestie rutrum, felis dui pulvinar nisl, quis varius lectus erat nec nulla. Vestibulum sodales diam id diam accumsan, mattis viverra eros condimentum. Donec mollis lacinia tortor, sit amet commodo mi convallis aliquam. Donec eget nulla nulla. Integer eget auctor dolor, quis pellentesque elit. Praesent non quam scelerisque, lobortis qua.

Buy MadeMan

Typography Usage

Headers are in SangBleu Kingdom

Headers using SangBleu Kingdom should be tracked in to -40.

Only SangBleu Kingdom Regular should be used for headers.

Sub-headers are in Maison Neue Bold

Sub-headers using Maison Neue Bold should not be tracked out.

Only Maison Neue Bold should be used for sub-headers.

Callouts are in SangBleu Kingdom Italic

Callouts using SangBleu Kingdom should be tracked in to -20.

Body copy is in Maison Neue Medium

Only Maison Neue Medium should be used for body copy.
Line height should be 1.25x of the type size.
(Example, 16pt font 20pt line height)



Do not interchange type font hierarchy.

Lorem ipsum set amet

Fusce eget nunc tempor, lobortis nibh id, facilisis purus.

*Morbi scelerisque tellus ac purus commodo, a convallis risus iaculis.
Morbi bibendum risus non feugiat luctus. Pellentesque ac metus in leo
elementum dictum.*



Do not use different fonts in the same line/section.

Lorem ipsum set amet



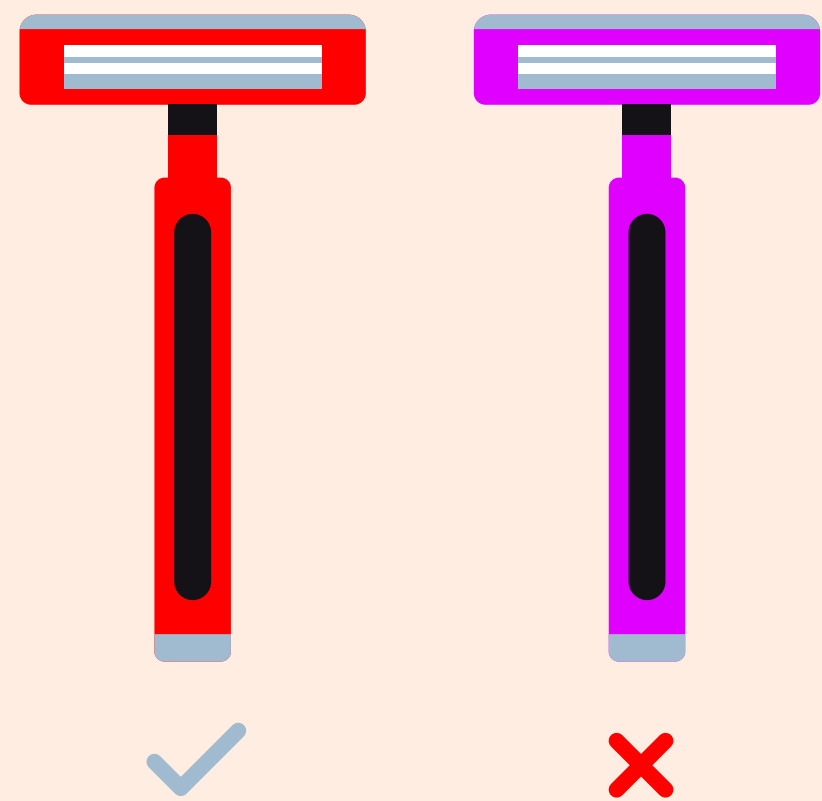
Do not right justify copy.

Morbi scelerisque tellus ac purus commodo, a convallis risus iaculis.
Morbi bibendum risus non feugiat luctus. Pellentesque ac metus in leo
elementum dictum.

Illustration Examples



Illustration Usage



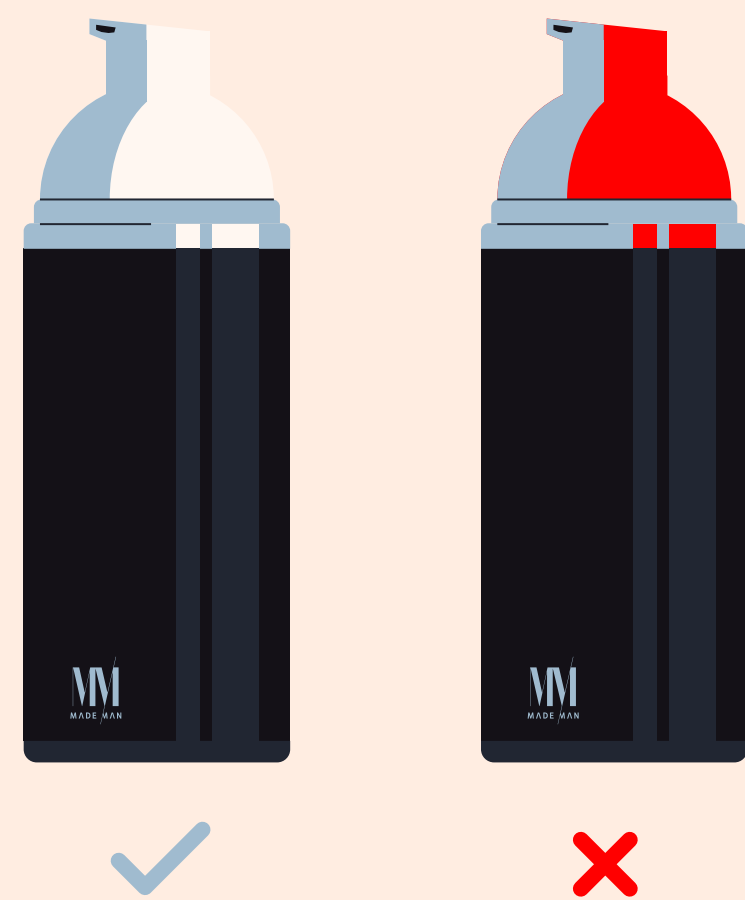
Do not recolor artwork into colors outside the guidelines



Do not remove elements from original artwork



Do not cut up original artwork



Shading color should be representative of the base color

Pattern Branded

MADE/MAN

For internal use only*

Pattern General

MADE/MAN

For internal use only*

Peripheral Element

MADE/MAN

Simply Essential



MADE/MAN

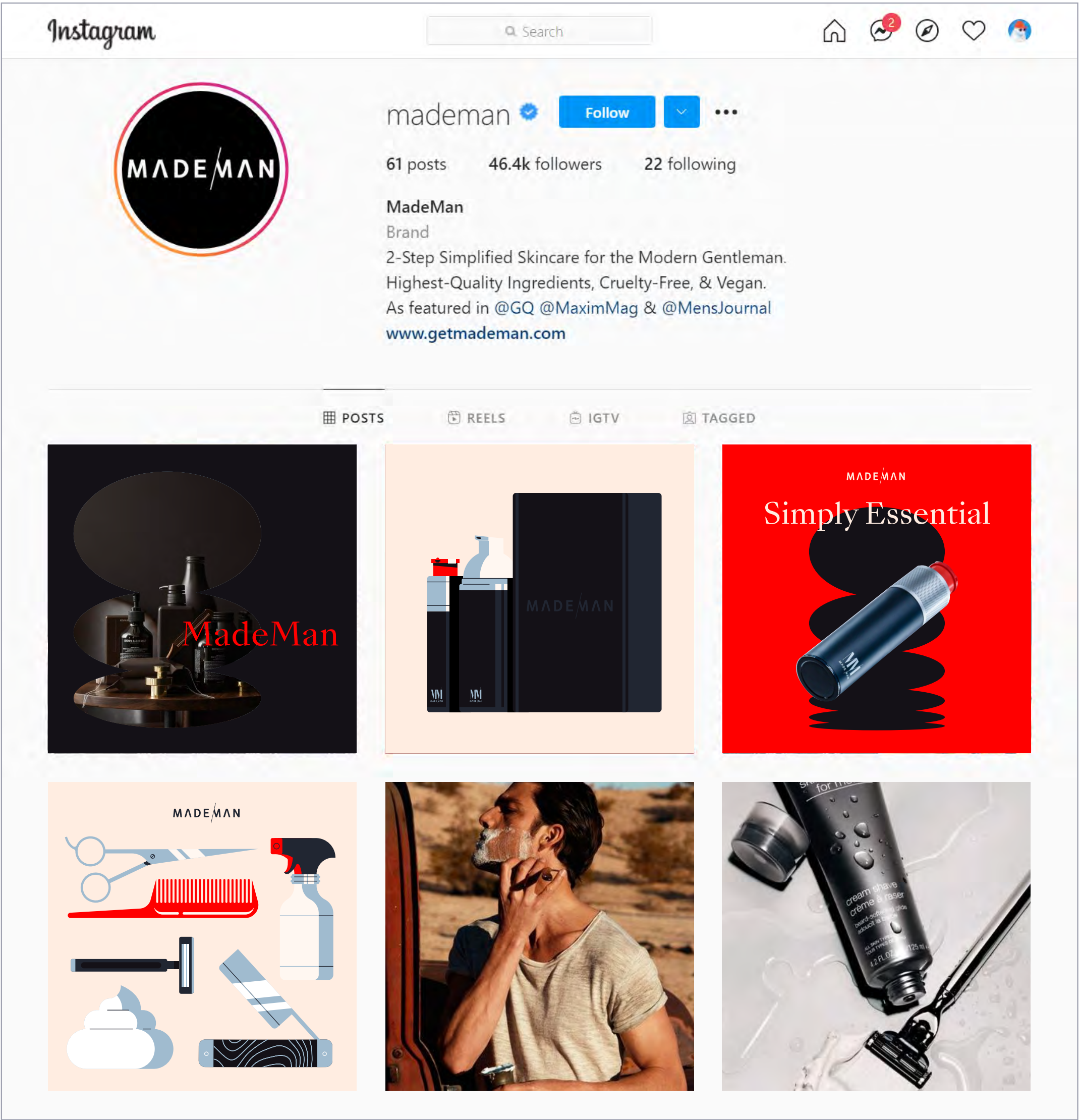
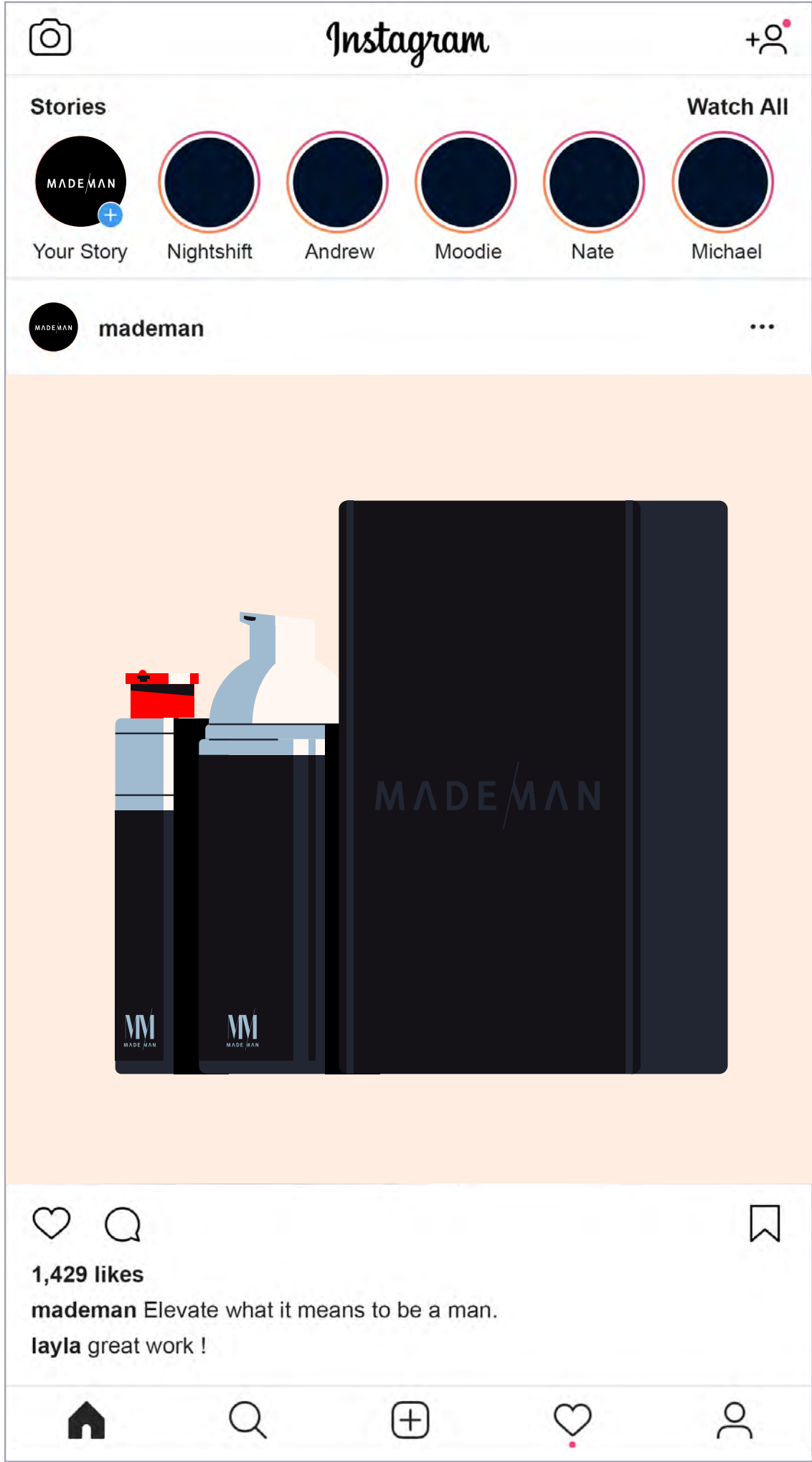
MADE/MAN

Simply Essential



For internal use only*

Social Examples



Social Examples

The Re(Set) Collection



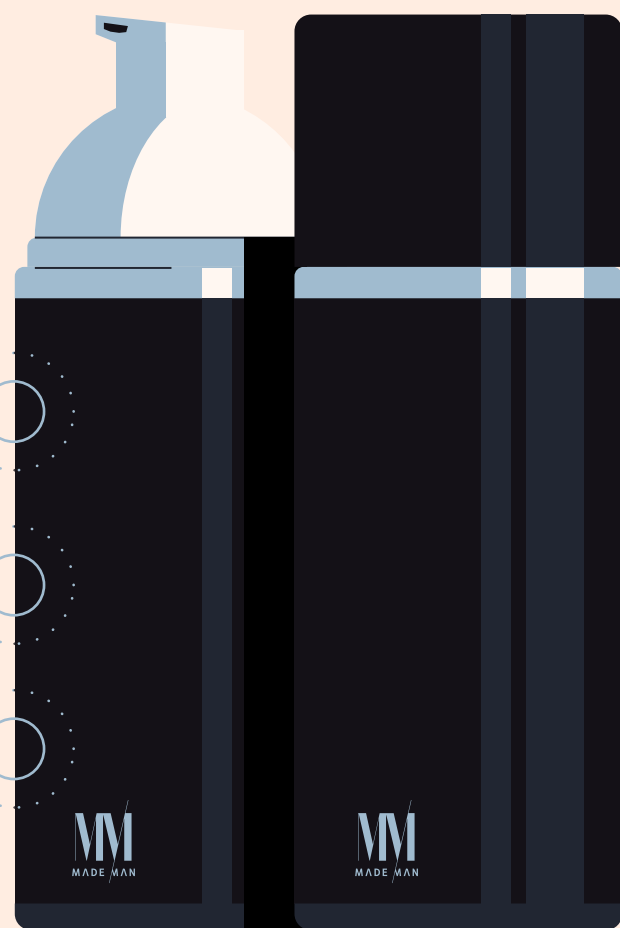
STEP 1

THE REFRESHER

Reduces Puffiness,
Eye Bags, And Blemishes

Reduces Puffiness,
Eye Bags, And Blemishes

Makes Your Skin
Look Younger

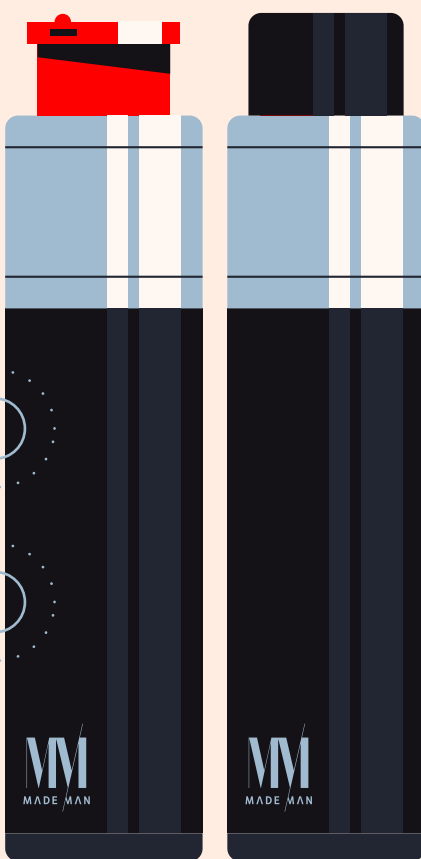


STEP 2

THE RESETTER

Protects Your Skin From
The Sun And Blue Light

Harvard-Dermatologist
Tested And Approved
For All Skin Types



Humor Examples



Meme with Quote



Branded Social Media



Meme with Branded Pattern Border

Social Usage



✗ Do not posts the bare meme imagery.

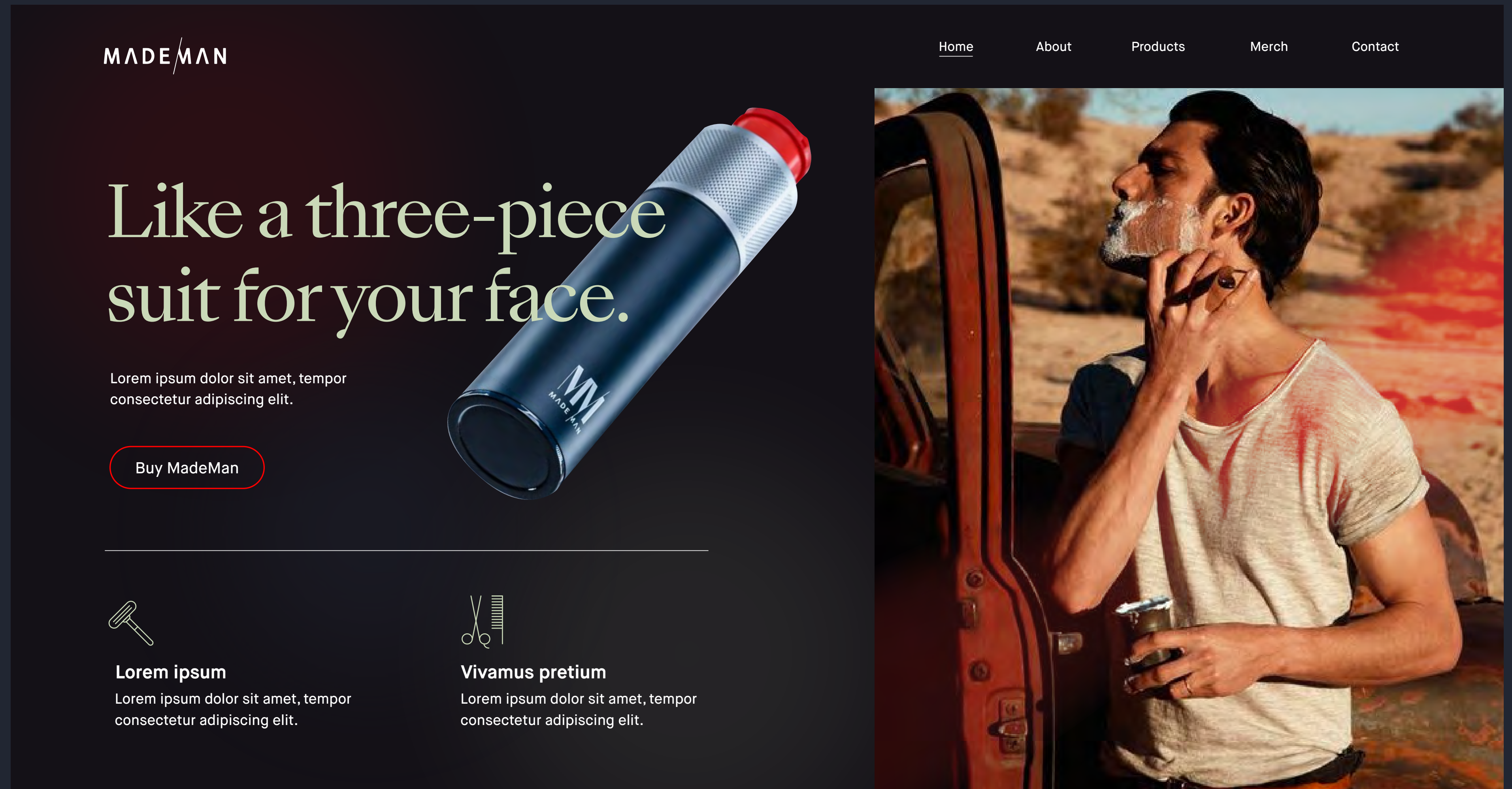


✗ Always included a branded element.



✗ Do not post imagery that includes competitor products.

Web Example



Studio Photography

We will take a simplified studio photography approach. With the integration of brand colors, patterns and light to make unique and interesting compositions.

Studio photography should be representative of the product and maintain cleanliness and simplification.



Product/Lifestlye Photography

Product photography should show the product in context when possible. The objective of these photos is to help customers envision the product being used in their own lives.

We will include contextual grooming items to frame the product and deliver a sense of belonging in men’s day-to-day essential items.

Using an editorial perspective to give a sense of polish and cleanliness.



Lifestyle Photography

Lifestyle photography should always embrace the atmosphere of a successful man. These photos should provoke the customer to imagine how MadeMan can help them become the best version of themselves. Customers should relate, identify with and be inspired by the subjects in the photography.

Photography should have a candid, real-world approach that does not have the subjects looking at the camera.

Subjects should always have nice skin. When using subjects with facial hair, it should always be groomed and tidy.



Post-production Treatments

We will try to shoot MadeMan photos within its proper color palette when possible. Otherwise, we will adjust coloring in post-production to best match the overarching palette such as; changing background colors, adjusting hues of background elements, overall color grading.

When you have a final image we have a few different treatments to consider before launching publically.

1. Typography / Title Treatment

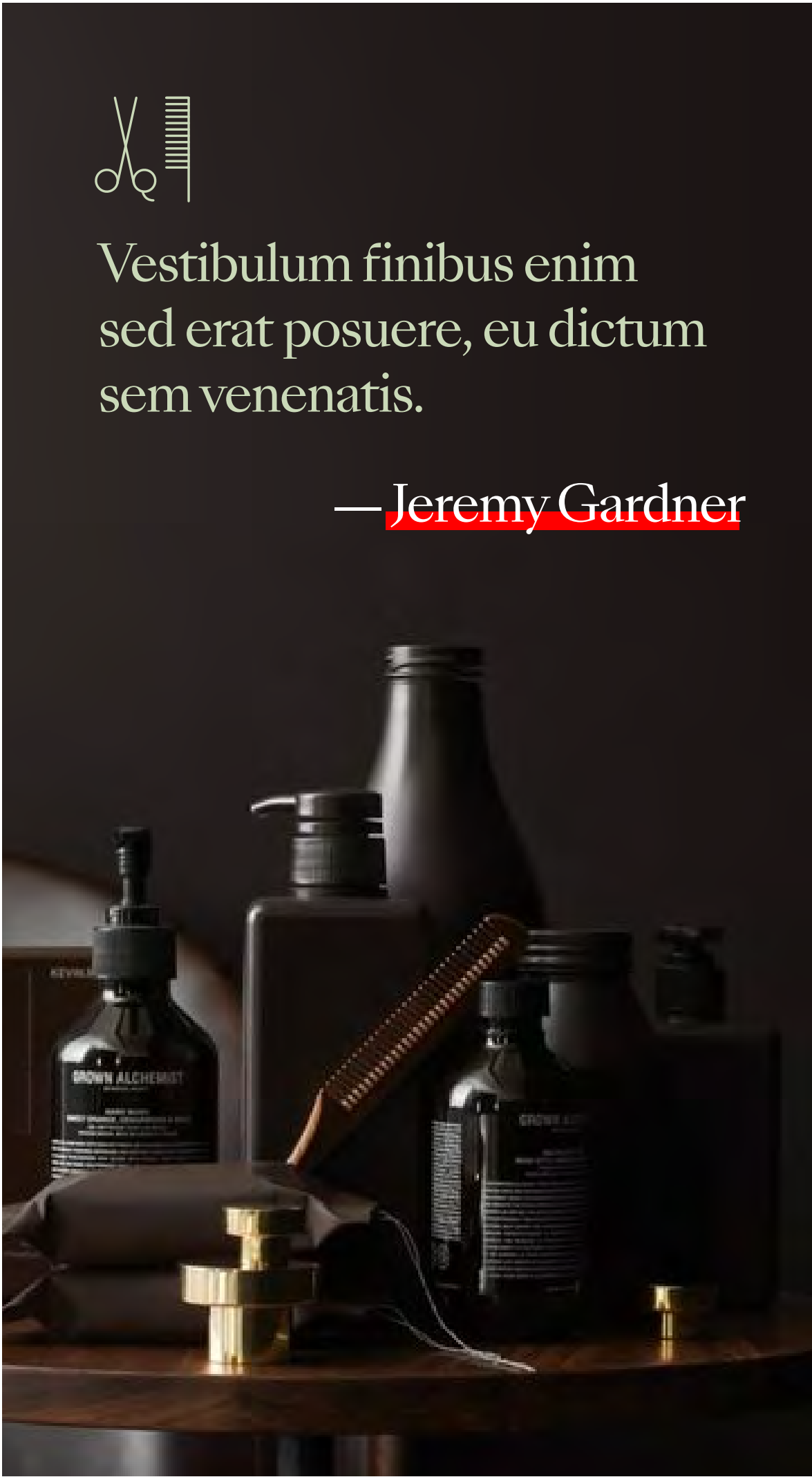
These photos should leave white space (clear space) for title treatment such as quotes, announcements and product features.

2. Branded Color Flare

Introducing brand colors through flares to give a MadeMan feel to lifestyle photographs.

3. Branded Crop

Unique and recognizable crops to frame content when used in compositions.



1. Typography / Title Treatment



2. Branded Color Flare



3. Branded Crop



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