



PROJECT

Logo + Branding

CLIENT

Post Gender World

DATE

April 8, 2022



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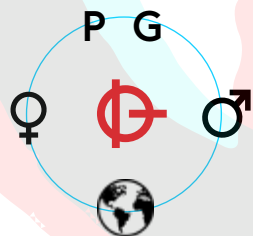




SECTION I

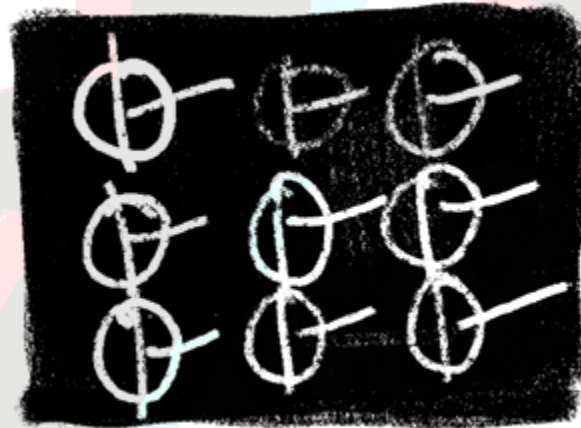
LOGO AND ICONOGRAPHY

logo
concept



The color and actual presentation are flexible, with more organic, imperfect shapes not only preferred, but encouraged to be created by others as a form of brand engagement. The icon can be drawn, stamped, etched, stenciled, sprayed, etc.

Influence from 'hobo markings,' often used by trainhoppers and other transient cultures as a secret language of acceptance and solidarity, lends a loose, textural, free-form visual structure to the icon itself while imbuing the concept with history and functionality beyond a simple visual mark.



FOR A POST GENDER WORLD

Brand Guidelines	
	
LOGO AND ICONOGRAPHY	logo elements
The logo consists of two main elements, the Mark (1) and the Title (2), with a third, stylized title (3) also available for appropriate uses. The Mark and Title may be displayed together or separately. The Title should be displayed in a single line, in the brand's title font whenever possible, but is flexible.	
5	

1



THE MARK CONSISTS OF 3 ELEMENTS (CIRCLE, HORIZONTAL LINE, VERTICAL LINE). THE 3 ELEMENTS SHOLD NEVER APPEAR SEPARATELY OR IN MIXED COLORS, AND THE TWO LINES SHOULD NEVER INTERSECT. THERE IS NO SPECIFIC ICON OR DESIGN, AS THE NATURE AND CONCEPT OF THE ICON IS BASED IN ITS WIDE INTERPRETATION. THE SHOWN ICON IS BRAND-APPROVED TO BE USED FOR PRINT, WEB, AND PRODUCTION NEEDS.

2

POST GENDER WORLD

THE TITLE FONT AND DISPLAY TYPE ARE FLEXIBLE. THE FULL NAME SHOULD NEVER APPEAR HYPHENATED OR AS ONE CONTINUOUS WORD, EXCEPT WHEN AS A WEB HANDLE/URL. THE NAME MAY BE IN ALL CAPS, BUT DOES NOT NEED TO BE.

3

POSTGENDER.WORLD

AN ALT TITLE MAY BE USED WHERE POSTGENDER AND WORLD ARE SEPARATED BY A PERIOD, REPRESENTING THE BRAND'S WEB ADDRESS, WHICH IS WWW.POSTGENDER.WORLD (INSTEAD OF .COM)

Brand Guidelines	
	
LOGO AND ICONOGRAPHY	lockup anatomy
1) Mark/Icon 2) Title 3) Tagline Verical spacing between (1)(2) and (3) is perfectly even. The width of the Mark and tagline are determined by the width of the Title. When the Tagline is used in the full lockup, it must use the branded font.	
6	

1

2

3



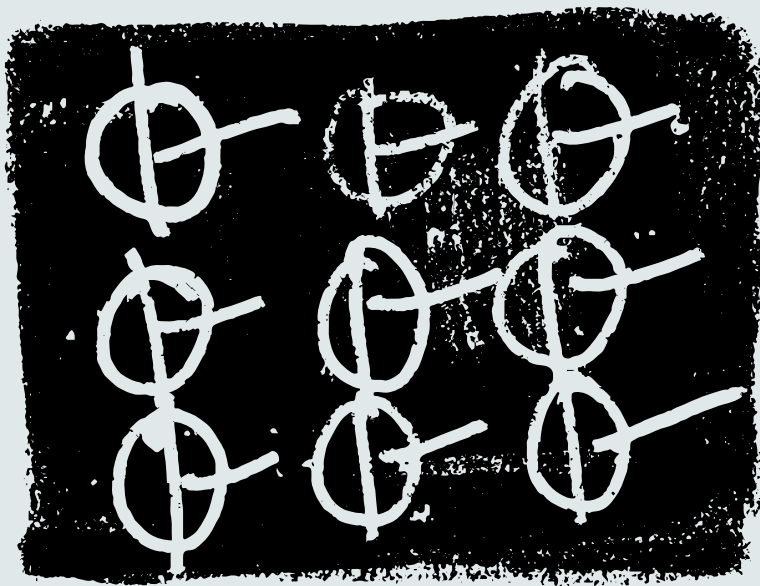
EVEN SPACING BETWEEN ELEMENTS



LOGO AND ICONOGRAPHY

iconography
options

The Post Gender World iconography is intentionally flexible, with very little brand rules required. In fact, repurposing and revisioning of the brand is encouraged. Shown are several variations of the Mark and Title, all of which are acceptable.



Brand Guidelines	
	
LOGO AND ICONOGRAPHY	responsive design
As print and digital needs change and grow, elements of the Mark, Title, and Lockup often need to be scaled up and down, removed, or presented in different formats depending on platform. See examples here of responsive design hierarchy options based on existing brand rules.	

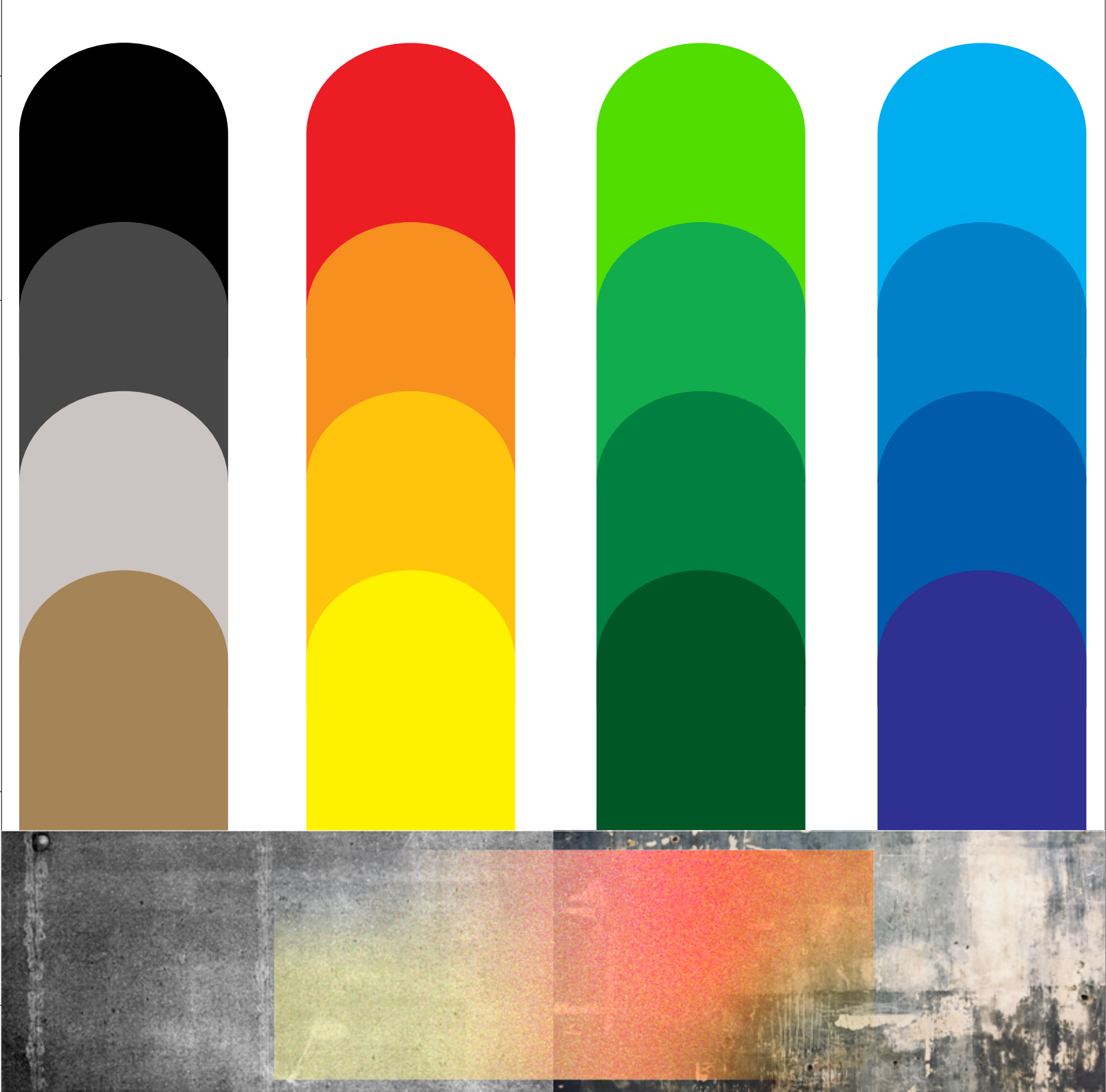
 POST GENDER WORLD FOR A POST GENDER WORLD POST GENDER WORLD POSTGENDER.WORLD 	
PLENTY OF ROOM LIMITED SPACE	



SECTION II

BRANDING: COLOR & TYPOGRAPHY

Brand Guidelines	
	
BRANDING: COLOR AND TYPOGRAPHY	color palette
A suggested palette of solid, bold, bright colors is shown, but usage is not limited to these colors. Gradients and textures are allowed. Gritty, textural organics can and should be used as backgrounds and to add depth and humanity to branded content. Essentially, there are no brand color rules.	



Brand Guidelines	
	
BRANDING: COLOR AND TYPOGRAPHY	primary fonts
	These four complementary brand fonts cover all primary brand uses, from website copy to printed collateral. If/when specialized fonts are required by law or printer limitations, the nearest substitute should always be found and used. These fonts were chosen for their legibility and simple-but-refined qualities, as well as their easy accessibility for web usage.
	11

BEBAS NEUE REGULAR	H1 / LOGO	ALL CAPS
SOFIA PRO REGULAR	H2 / Callouts	Mixed Case
EUROPA BOLD	H3 / SUBTITLES	ALL CAPS
SOFIA PRO LIGHT	Paragraph and Body Text abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !@#\$%^&*()_+	Mixed Case Standard Spacing and Leading

Brand Guidelines	
	
BRANDING: COLOR AND TYPOGRAPHY	H1 logo
Bebas Neue is used as the signature brand font as well as for H1 purposes. This font may be used sparingly throughout print and web for titling, but never in paragraph form or for longer callouts or quotes.	

BEBAS NEUE

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

! @ £ \$ % & () + , . ?

NAME:
BEBAS NEUE

STYLE:
REGULAR

DESIGNED BY:
RYOICHI TSUNEKAWA

AVAILABLE:
GOOGLE FONTS

Brand Guidelines	
	
BRANDING: COLOR AND TYPOGRAPHY	H2 callouts
Sofia Pro Regular is to be used at the callout font when text needs boldness or contrast with the page. The font is mixed case for flexible use. Spacing is to taste, but should never crowd or be as widely spaced as the H3 font. Although any brand color may be used, it's best to use colors that are logical for callouts, with high contrast and pop.	

Sofia Pro

ABCDEF G
HIJKLMN
OPQRSTU
VWXYZ

abcdefg
hijklmn
opqrstu
vwxyz

1234567890
!@£\$%&()+, . ?

NAME:
SOFIA PRO

STYLE:
REGULAR

DESIGNED BY:
OLIVER GOURVAT

AVAILABLE:
ADOBE FONTS



BRANDING: COLOR AND TYPOGRAPHY

H3
subtitles

Europa Bold serves a dual purposes within the brand guide, functioning as the H3 font (buttons, microcopy, footers, etc.), as well as being an alt. Title font. Europa Bold should always be presented in ALL CAPS.

EUROPA
BOLD

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
! @ # \$ % ^ & * ()

NAME:
EUROPA

STYLE:
BOLD

DESIGNED BY:
FABIAN LEUENBERGER

AVAILABLE:
ADOBE FONTS



SECTION III

TONE OF VOICE

Brand Guidelines	
	
brand archetype	brand archetype
Post Gender World is a Los Angeles, CA-based lifestyle brand with a focus on high-quality, unisex small-batch fashion & accessories designed to look and feel great on everybody, and every body. The brand's tagline, "for a post gender world," alludes to their greater plan to expand beyond fashion into film, tv, events, and beyond – always with the same DEI goals.	
16	

THE CHARISMATIC CAREGIVER

CHARISMATIC, DYNAMIC, INSPIRING, COMMUNAL, DARING, LOUD & PROUD

The Charismatic Caregiver is a lighthouse archetype that is moved to action through compassion and a desire to advocate for others by using their own unique personality and skills. Their reputation precedes them: known for their output but mysterious in origin. Their presence and presentation are intentionally oblique but their intentions are clear – to provide a safe space physically, mentally, emotionally, and sartorially for those on the outskirts of society. Their single most transformative quality is the ability to help others realize their own self-affirmation and societal acceptance through inspired leadership and thoughtful stewardship.

Post Gender World generates and exudes an air of unshakable charisma, daring confidence, and unabashed pride in order to build faith in the quality and messaging of their product. An innate desire to connect with and amplify the best in others prompts and enables peers and customers to action, organically creating an active, engaged, and empowered community.

Post Gender World offers the promise of expression, change, and progress through imagination, individualism, and style. The Charismatic Caregiver derives great joy, satisfaction, fulfillment, and ultimately generates shared success by using their message, platform, and skills to elevate others.



SECTION IV

SUGGESTED USAGE



SUGGESTED USAGE

social
media

01 DIMENSIONS 1920x1080 and 1000x1000

02 COLOR RGB @ 72DPI

Social posts may feature branded or UGC content. Internal posts may feature on-model product, where UGC may feature creative uses of the Mark. Use H1 and H2 fonts sparingly if at all. Branding should be kept minimal to not distract.



Brand Guidelines



SUGGESTED USAGE

mockups

Shown are examples of how the Lockup, Mark, and/or Title might be used when designing physical items such as tags, bags, posters, etc. All images in this guide are digital mockups only and are not intended as final or usable designs.



Design: Matt Chait for Banana Stand Inc.
Photography: Ashley Solorzano, Vineta Rendler, Miranda Nicusanti

BANANA STAND
www.bananastandinc.com

