

A.

SOLID BASE

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AMERICA
TODAY

STYLE



STYLE GUIDE

Welcome to *Part A: Solid Base*. This part of the style guide explains our visual language, and consists of a set of tools you have to use to translate our brand into a visual story. It's important to stay loyal to our heritage, and be true to our own style: authentic and a bit rebellious. For us it's important to be unique, just as every single customer of ours.

Because we're always on the move, it's important to combine *Part A* with *Part B: Appendix*. *Part B* changes more often, and consists of temporary tools to use, so we can adapt to our current collections, trends and ideas. The combination of both parts should result in interesting visual design, always based on our authentic look and feel.

Get inspired! Get creative!

W H O

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01 WHO WE ARE

HERITAGE

Our story started in 1989 when we were the first ones to begin importing classic American brands like Eastpak, Levi Strauss, Wrangler and Russell.

Over the past few years we've invested in our own label based on the American college lifestyle, as the solid base of America Today. Our collection is casual and on trend. We make relaxed and timeless classics in which you always feel confident. Day or night, work or school, couch or bar.

MISSION & VISION

Vision

We believe confidence starts with a solid base.

Mission

Inspire people to create a casual lifestyle where reliability meets fun.

TARGET AUDIENCE

We're an inclusive brand, which means everyone who relates to our lifestyle is welcome. However we put our main focus on young adults with the age between 18 and 26. We developed America Today Junior as an extension to our brand, with the same values and heritage.

INDEPENDENCE

DOWN TO EARTH

OUR BRAND

America Today knows its talents. We have strong values that are infused in our whole company. Our strong suit is that there's a relaxed atmosphere where everyone enjoys taking responsibility over their own actions. Our collection is casual and on trend. We make relaxed and timeless classics in which you always feel confident. Day or night, work or school, couch or bar.

FUN

Fun can mean a genuine smile/laugh, but also 'action' or movement, a gimmick and a non-static arrangement of content. This is also visible in our typography: 3D styled letters, playfully arranged layers of image/type/logo.

FRESHNESS

An overall light, fresh, authentic feeling is important. All based on the American lifestyle. Although we are Dutch in origin, our name and heritage make us American. And we are proud to show this in our visual language as well. Californian palm trees in summer and in winter the urban feel of NYC.

The transitions between seasons and themes/campaigns are fluent and coherent. However, there should be enough diversity for the audience to stay interested. Variation is important, but ask yourself: does this benefit variation, and is it also consistent with the rest of the content?



COMMUNICATION

We use US spelling and say 'we're' instead of 'we are'. When needed, we use the language of a specific market. We talk to our young audience in an intelligent way, with popular words focused on the American college lifestyle.

TONE OF VOICE

Youthful / honest / fun

We talk to our young audience in an intelligent way, with popular words focused on the American college lifestyle. The tone of voice is witty because we love a joke, but always in a smart way. We never cross the line but do check out what it's like near it.

Keywords: Iconic American / Since 1989

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02 IDENTITY

BRAND IDENTITY

We are identified as an American college lifestyle brand. Our brand is always on the move, but there are a set of characteristics which always stay the same, so our brand is always recognisable. You'll find these rules in this style guide.

A few important keywords:

Clean / Casual / Sporty / Raw vs Chic / Sophisticated /
Light / Fresh / Urban / Focus on the essence / Authentic /
Down to earth / Relaxed / Fun / Independent / Real / Positive

LOOK AND FEEL

We focus on the essence, which means no additions when it's not necessary. It has to be authentic, real and vivid. Lots of white space / Spacious feel / Big statements and contrast.

An overall light, fresh, authentic feeling.

OUR AMBITION

As mentioned above, big statements should make us stand out.

We don't want to play it safe, our designs can be a bit rebellious: we never cross the line but do check out what it's like near it.



OUR LOGO

Our logo is very important in our identity.

It's recognisable and should always be used as the examples below.

Never change the colors or anything else.

1. LOGO



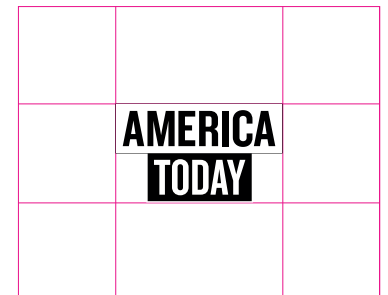
2. LOGO ON DARK BACKGROUND



LOGO USE

Always place the logo in the middle on the bottom.

Make sure the space around it is equal to the size of the logo.



LOGO SIZE

These sizes are a guideline, but don't take it too strict.
If necessary, logo can be bigger or smaller. It should be in a nice ratio with the rest of the artwork.

Consider the logo 'a stamp' which is put on the expression to give it a recognition. Therefore we always put it centered in the middle on the bottom.

MINIMUM SIZE:

17 MM

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A5 & A6:

24 MM

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A4:

37 MM

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A3:

45 MM

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USE OF LOGO + URL

Only use our URL without 'www',
Use it on publications which are also valid online (i.e. don't use it on a Crewkoop flyer). Don't use it on our own website.

In some cases (i.e. signing and hangtags) you can also use the URL in lucida, see below. (Don't use this on small flyers and video, it will not be visible)

ONLINE + SMALL PRINTS

**AMERICA
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AMERICA-TODAY.COM

IN STORE + HANGTAGS

**AMERICA
TODAY**

america-today.com

FONTS

Knockout is our main font, which is also in our logo. This is the 'raw' and 'edgy' part of our brand. To compliment this, we use Lucida Fax to make it more 'refined' and 'chic'.

1. KNOCKOUT 48 FEATHERWEIGHT

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

Note:

Only use in all caps. Tracking between the letters is quite wide: it should ideally be 100 for a spacious feel. Only use nr 48. Not the other ones.

H E A D L I N E

TYPOGRAPHY

When using Knockout, please pay attention to the following rules.

~~l~~ 1

always use the correct glyph for '1'

~~“~~ ’

always use the correct glyph for quotation mark

PRICE REGULAR

99.⁹⁹

Tracking: make it compact

PRICE REGULAR

99.-

Use a dot instead of a comma

PRICE SALE - STRIKETROUGH

~~99.⁹⁹~~

PRICE SALE - NEW PRICE

99.⁹⁹

Only use the correct color

2.A LUCIDA FAX

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

2.B LUCIDA FAX ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

2.C LUCIDA FAX DEMIBOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

2.D LUCIDA FAX DEMIBOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

NOTE ON LUCIDA FAX

Tracking should always be 0! I prefer to use this not all caps, however, this is not a strict rule.

On our website this font should be used as well. Unfortunately, this has not been implemented. On our website there is still the font 'Lexia' (substitute for Lucida fax), but that should be changed soon.

Don't use any other Lucida typefaces which are not indicated above.





TYPOGRAPHY

Don't use more than 2 different fonts + sizes and styles at the same time.

Do try to always use Knockout in combination with Lucida, to make it a bit more 'rich'.

For trend-expressions: if you want to use another font than in our identity, it should also be used in our apparel prints and use only after discussed with Ian / rest of the graphic team. Since it has to be consistently used across all channels.

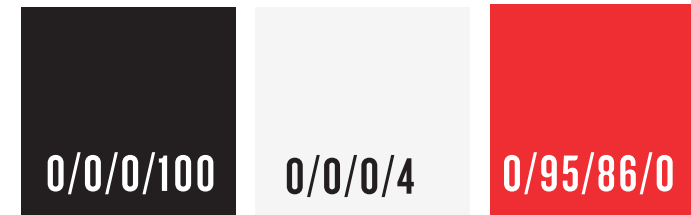
COLORS

We use primarily black and white, just like in our logo.

No dark grey, only full black.

If you wish to add color, go for AT red.

If you need different color(s), only if it's linked to colors in the current collection. Only in consultation with the rest of the graphic team, since such decisions can have consequences for other channels as well.



CHOICE OF PAPER

Use kraft paper for stationary like business cards, gift cards packages etc. When not using kraft, choose a raw uncoated, unbleached paper.

PRINT ONLY

If it's not possible to print on kraft or uncoated paper, please use an off white colour on the background (0/0/0/4) For rich black (print only) use 30/20/20/100

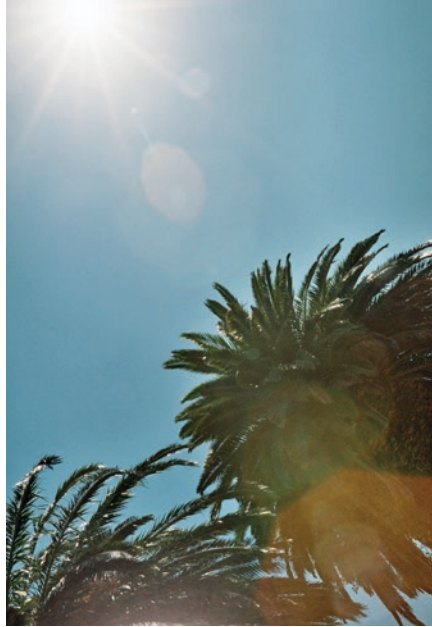
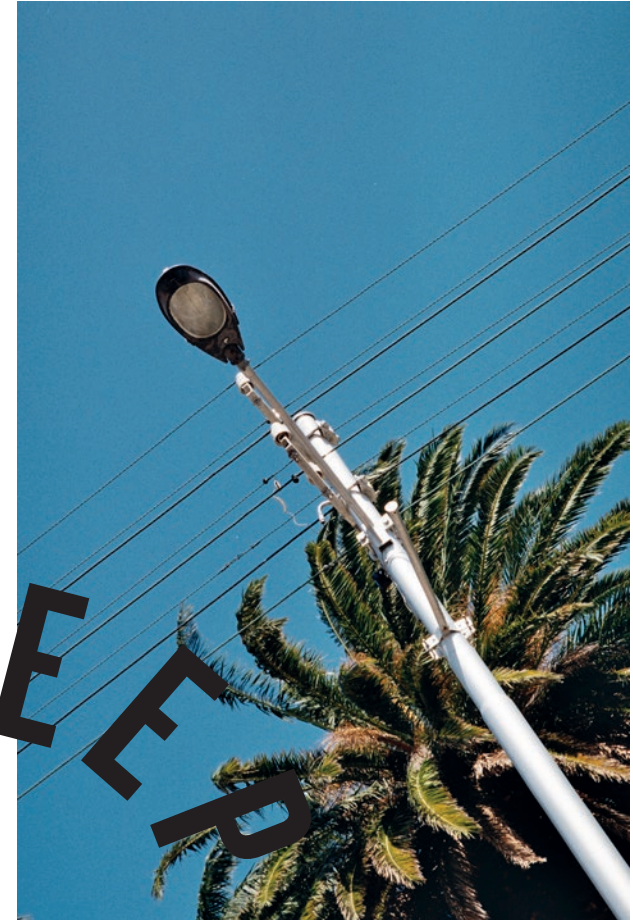


IMAGE VS TEXT

Always aim for the most simple form. No unnecessary noise.
Text is only used as a complimentation to visual. 80% image
and max 20% text.

Text is ideally aligned centered in the middle.

Make sure there is enough white space around all elements.



PLEASE KEEP IT
SIMPLE



CHECKLIST

To make sure we communicate in a consistent way, use this checklist for internal and external communication.

Heritage

is it linked to the American college lifestyle?

Consistency

Is it acting or done in the same way across all channels and over time?

Timeless

Is it long-lasting?

Real

Is it genuine, no-nonsense and authentic?

Vivid

Is it young and energetic?

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CURRENT EXTRA FONT:
UNIVERS 85 EXTRA BLACK

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890



USE OF THIS TEMPORARY FONT

Tracking: always 0. Please pay attention to kerning here.

Use in all caps always.

Don't use it in combination with Knockout. It's mostly used only for titles and headliners. It's important that this is only used as an addition and the Knockout has to be used frequently too.

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