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Adam is created to sew personalized suits for anybody and everybody imaginable all around the globe.

We help ensure that the only limits to having connection with their clothing, is their imagination.

Adam brand guidelines exist to ensure visual and brand consistency exist across various print and web materials. Guidelines within this guide cover treatment of such assets as the company name, brand vision, mission, logo, company colours, typography and much more. Please stick to these guidelines to create a brand image and perception that are consistent no matter where they're seen.





Our vision is to encourage and inspire characters who holds a strong taste, by sewing personalized suits, for their important days.

Our mission is to expand personalized suitwear, while demolishing the insecurity of standart fittings.

LOGGO

Our logo is a very valuable asset.
We must treat it nicely. Never abuse
our logo, it holds such aspects
unique to itself.

⋮ | adam.

STRUCTURE



The logo holds a quite simple structure.
Our logo has been typed with Didot Regular itself, however it's properties are one of a kind.

COLOUR VERSIONS

NEGATIVE VERSION



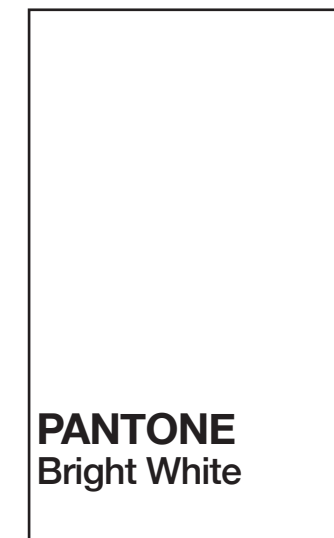
B&W VERSIONS



We enjoy colour. And our Primary Colour Pallete is our preferred usage.
However in such circumstances which printing or coding in colour is not available, black and white versions of our logo also can be used to present us.

COLOURS

Our Primary Colour Palette represents us. It is important to associate our colours with us, to achieve this aim persistent usage of our colours to represent us, by us and outer sources, is important.



CMYK 0 0 0 0
#000000



CMYK 37 36 43 16
#8B8377

TYPEFACE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn **adam** Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
. , ? ! @ # % () ' " - _ / *

PRIMARY

Myriad Pro Regular

Myriad Pro Regular is our Primary Typeface. We enjoy the strong yet elegant built and the clean reading it provides.

ALTERNATIVES

Myriad Pro Bold

Myriad Pro Bold is used for titles and statements. Never use Myriad Pro Bold for texts longer than 40 characters.

CLEAR SPACE



In print and digital materials, the preferred amount of clear space around the logo is equal to the height of the letter 'a'.

MINIMUM LOGO SIZE

PRINT

For print use, the logo should never be reduced below the minimum size of 25mm wide.

DIGITAL

Do not make the logo smaller than 80px wide in digital executions.

IMPROPER USAGES



1. The letterforms in the logotype must never be broken by a pattern.
2. The logotype must never be placed within another solid shape, such as a circle.
3. The logotype must never be placed within another outline shape, such as a box.

4. The logotype should never be shown as outlined letterforms.
5. The logotype should never be photographically distorted in any way.
6. The logotype should never be shown on a vertical axis. It is designed to rest on its horizontal baseline.

VARIATIONS



The relationship between each element of our visual identity has been carefully considered. Typography and colors have been chosen to create a unique, distinctive mark. The relative size and position of the elements is fixed and should not be changed. There are three variations of the Adam Visual Identity. They are:

1. The Adam Wordmark
2. The Adam Logo
3. The Icon



BUSINESS CARDS



SIZE

12 x 5 cm
3.5 x 2 inches

COLOUR

PAPER: 4225 C
CMYK 37 36 43 16
#8B8377

TEXT:

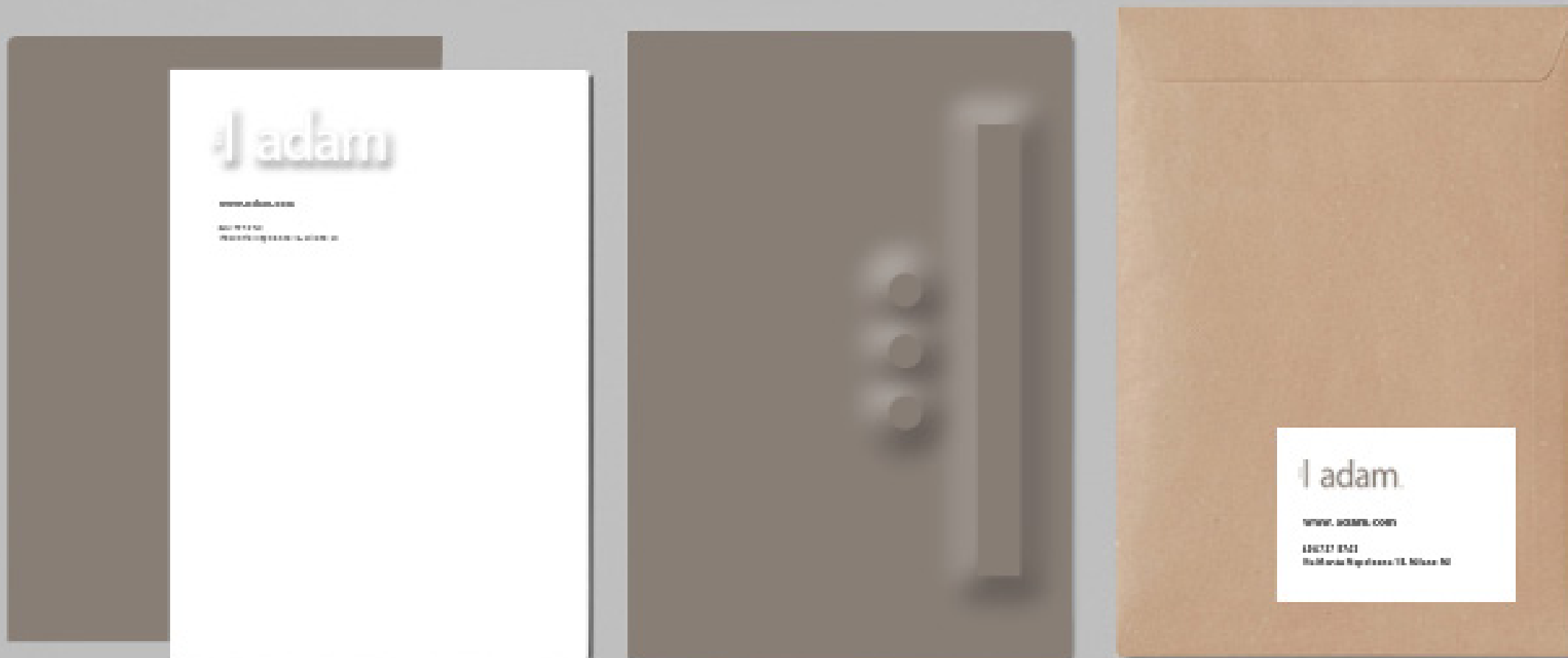
Bright White
CMYK 0 0 0 0
#000000

MATERIAL

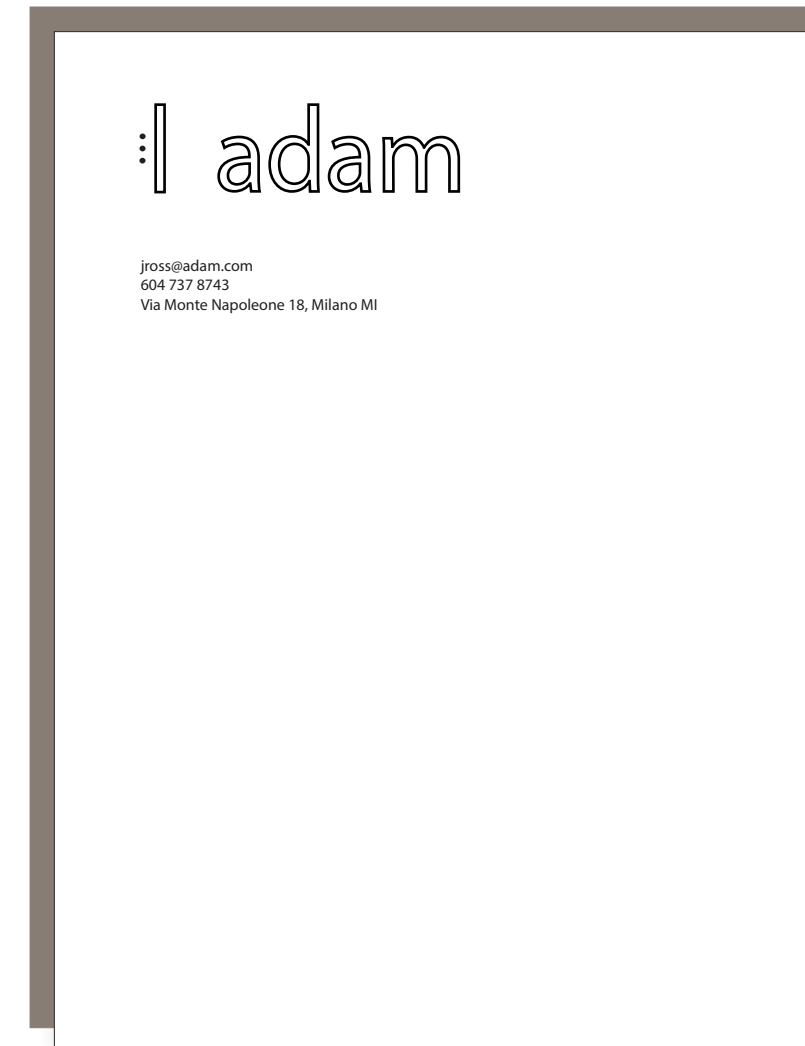
16-point cardstock

PRINT

Embossed Icon



LETTER



SIZE

Regular A4 Paper

COLOUR

PAPER FRONT: Bright White
CMYK 0 0 0 0
#000000

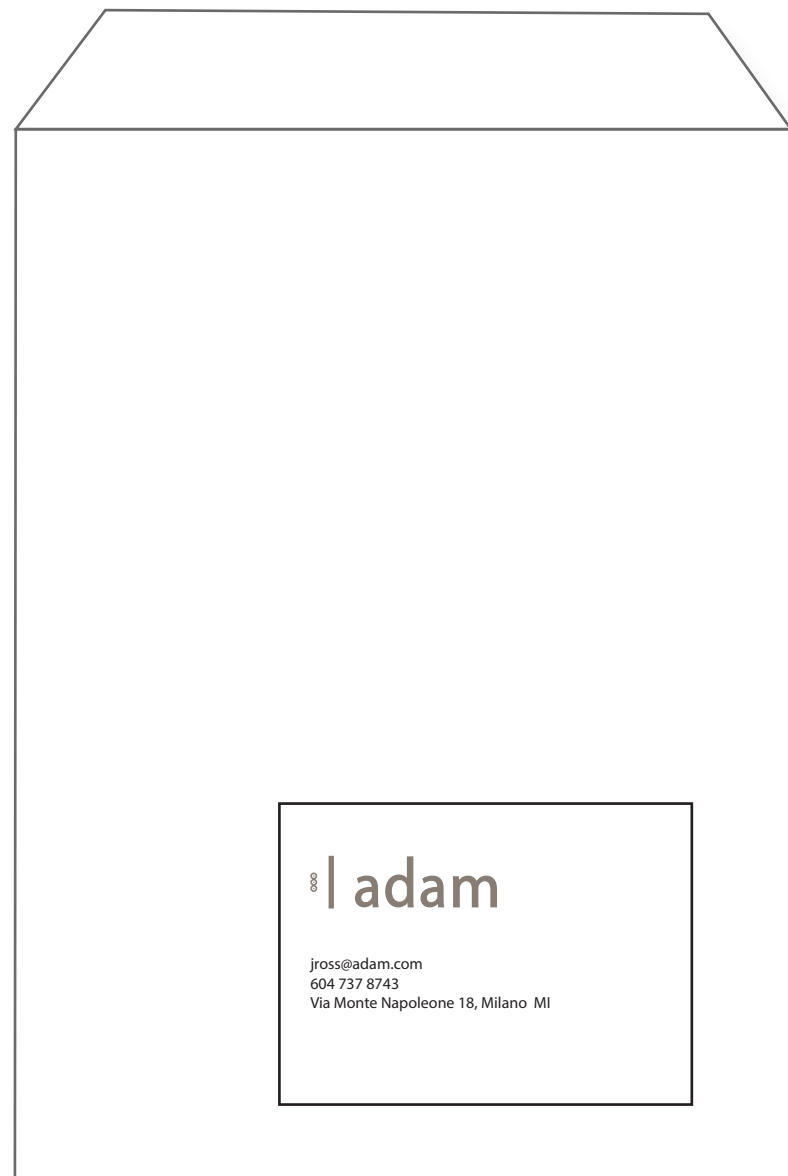
TEXT: Black
CMYK 0 0 0 100
#ffffff

PAPER BACK: 4225 C
CMYK 37 36 43 16
#8B8377

PRINTING

Embossed Logo

ENVELOPE



SIZE

Regular A4 Envelope

COLOUR

PAPER: Natural Fiber

STICKER: Bright White
CMYK 0 0 0 0
#000000

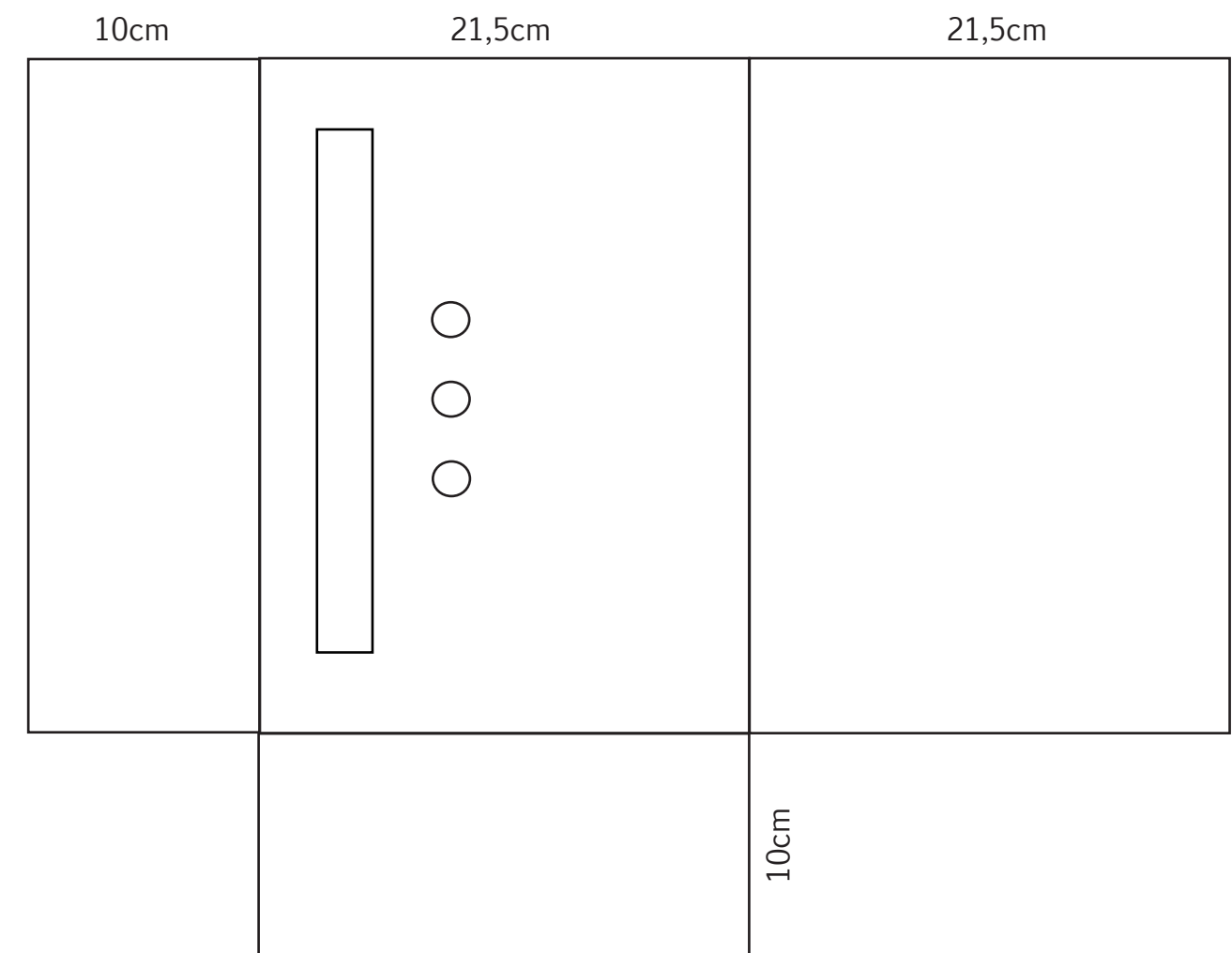
TEXT: Black
CMYK 0 0 0 100
#ffffff

LOGO: 4225 C
CMYK 37 36 43 16
#8B8377

MATERIAL

ENVELOPE: Padded Paperboard
STICKER: Coated Matte Finish

FOLDER



SIZE

BODY: 21,5x30,5cm
TOUNGES: 21,5x10cm

COLOUR

PAPER: Natural Fiber

STICKER: Bright White
CMYK 0 0 0 0
#000000

TEXT: Black
CMYK 0 0 0 100
#ffffff

LOGO: 4225 C
CMYK 37 36 43 16
#8B8377

MATERIAL

ENVELOPE: Padded Paperboard
STICKER: Coated Matte Finish



CATALOGUE



SIZE

30x19 cm

COLOUR

PAPER: Bright White
CMYK 0 0 0 0
#000000

MATERIAL

120# (14 pt) Gloss Cover

PRINTING

Embossed Logo

ADAM BRAND GUIDELINES DURU ATEs 2019-2020

CATALOGUE LAYOUT



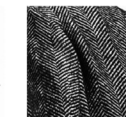
Sewed for Ricardo Cavalier



Sewed for Ricardo Cavalier



For United Nations Presence Designed by Debi Beleyen Esin 27.07.2019



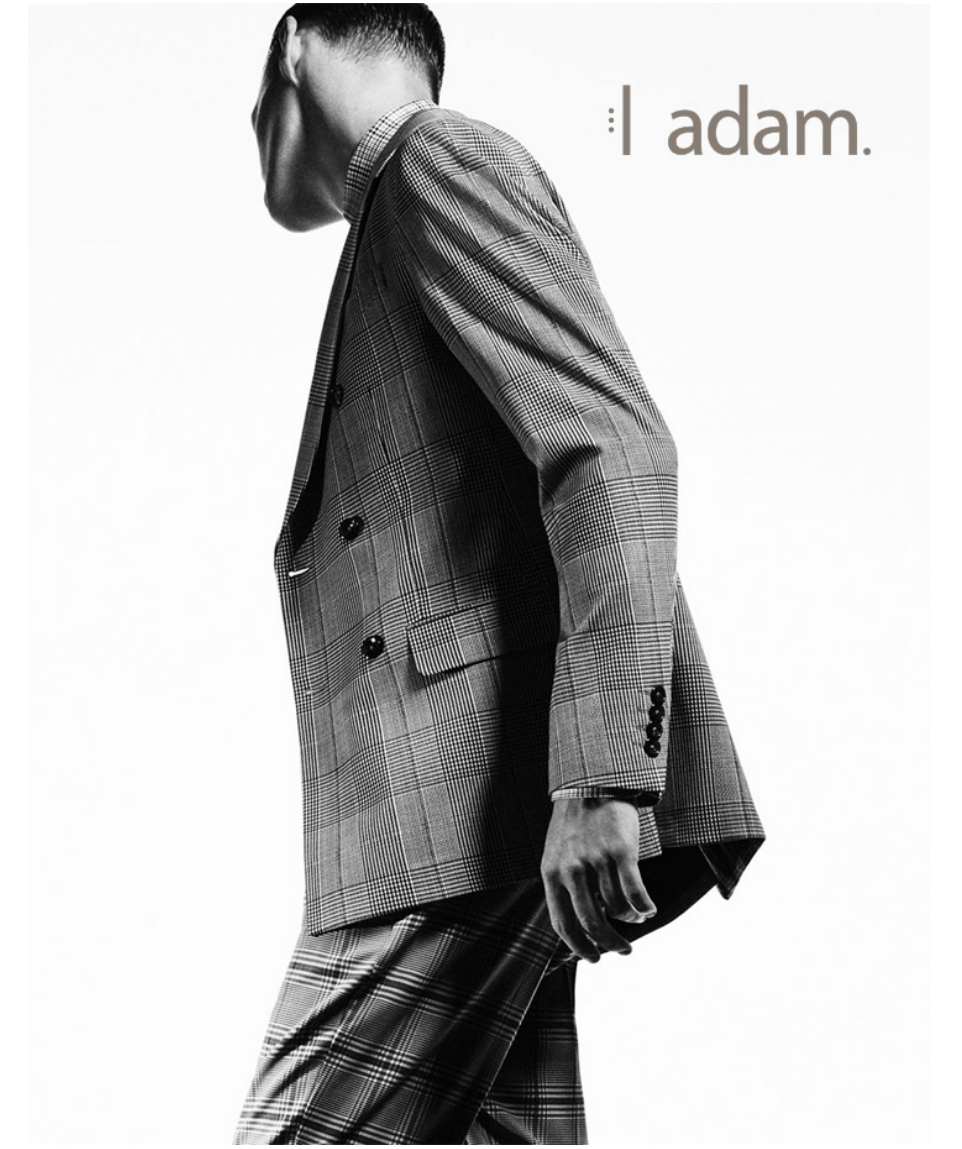
Sewed for Ricardo Cavalier



For United Nations Presence Designed by Debi Beleyen Esin 27.07.2019

ADAM BRAND GUIDELINES DURU ATEs 2019-2020

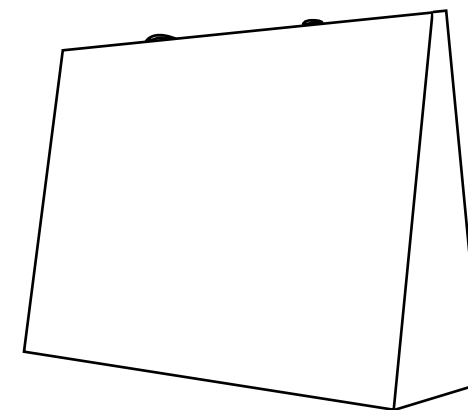
**ADVERTISINGS
LOGO PLACEMENT**



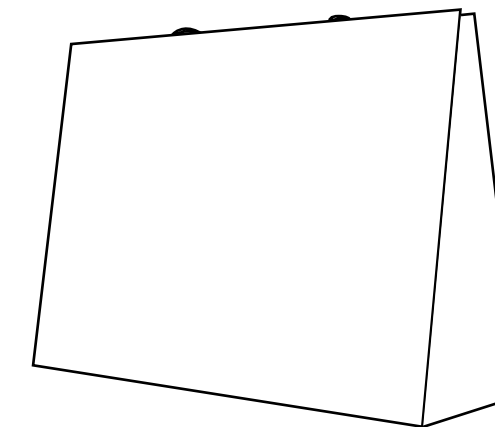


SHOPPING BAGS

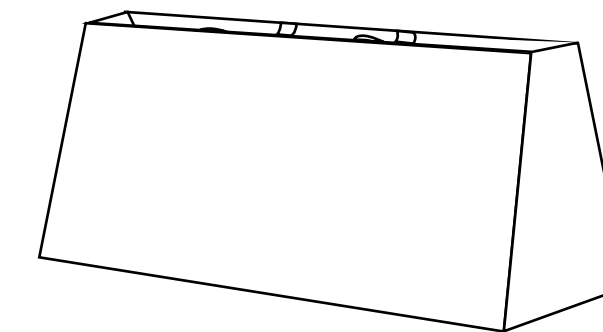
1ST



2ND



3RD



SIZES

1	220 × 100 × 300 mm
2	260 × 140 × 330 mm
3	320 × 220 × 245 mm

MATERIALS

Duplex Board Paper Bags 350g/m²
Glossy Coated Finish

COLOUR

PAPER: Bright White
CMYK 0 0 0 0
#000000

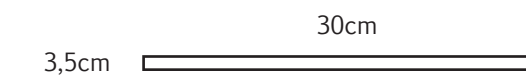
SIDES: 4225 C
CMYK 37 36 43 16
#8B8377

PRINTING

Embossed Logo

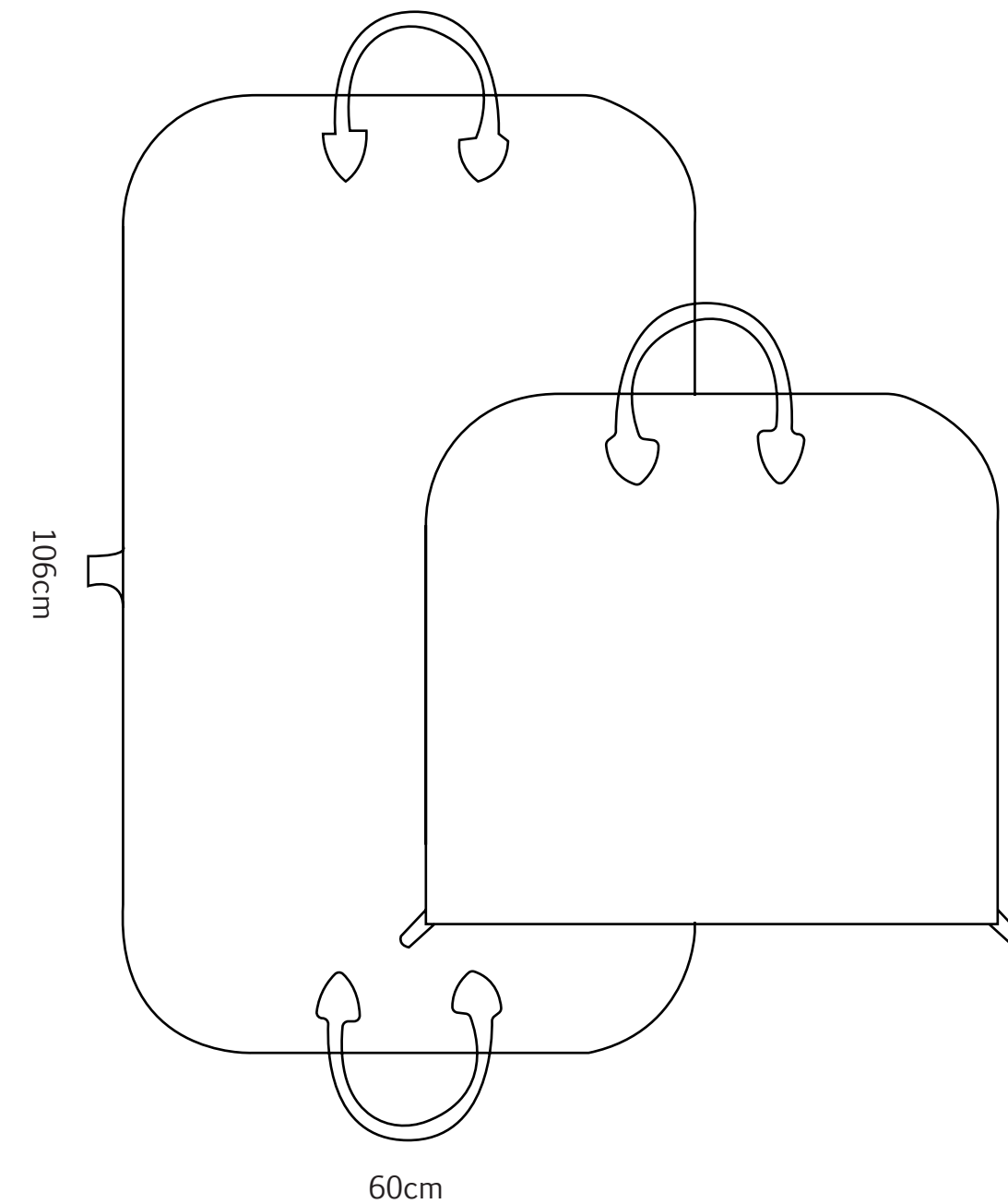
HANDLES

White Ribbon
Total Length: 30x3,5 cm





GARMENT BAG



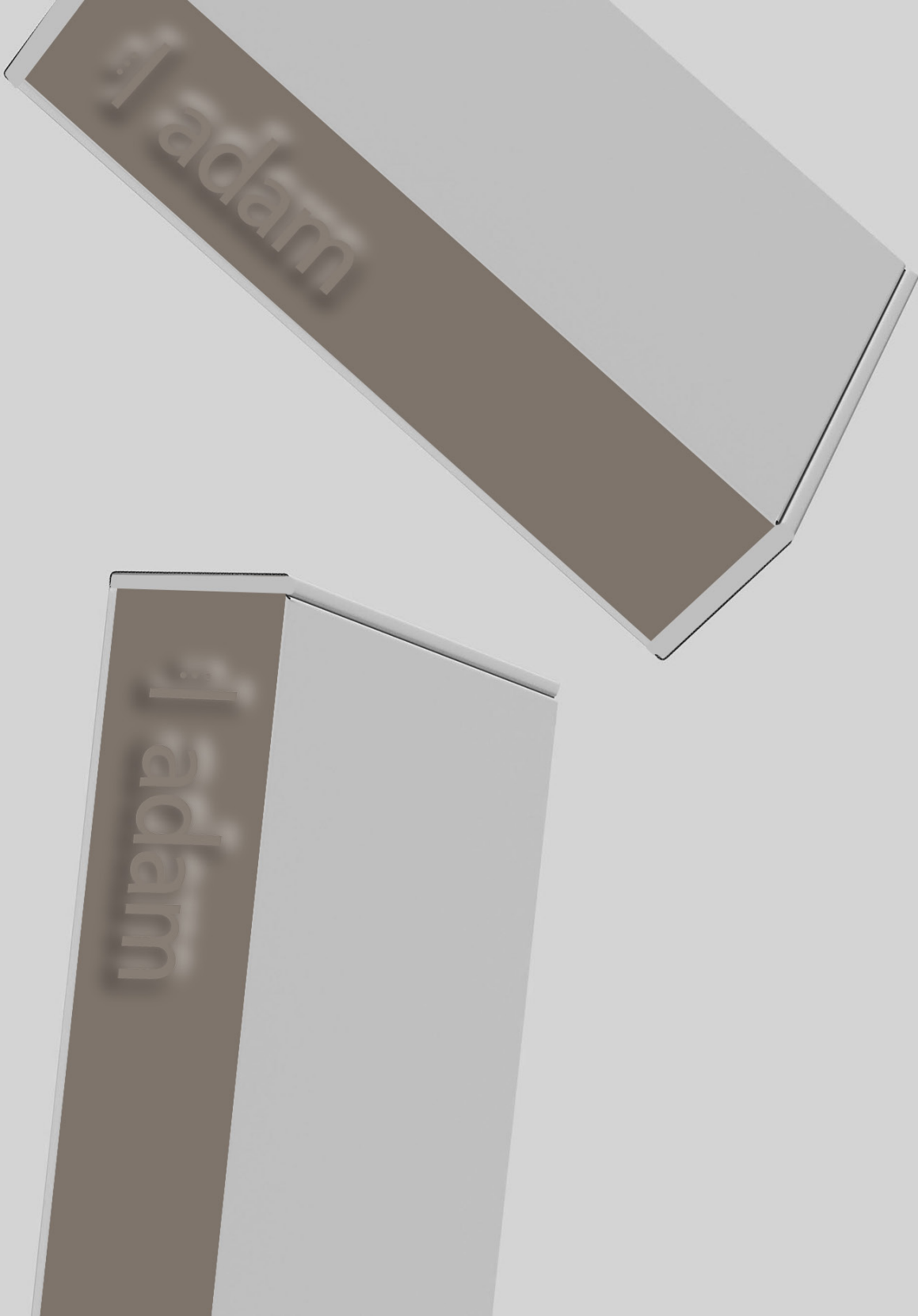
SIZE

BODY: 106x60cm
HANDLES: 50x4cm

MATERIALS

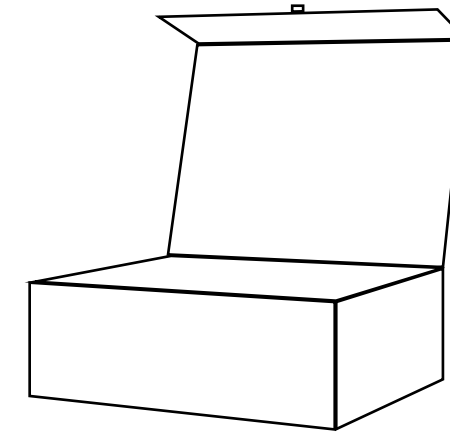
BAG: Apple Leather Colour
Beige #20957

ZIPPER &
LOGO: Gold Plated Metal

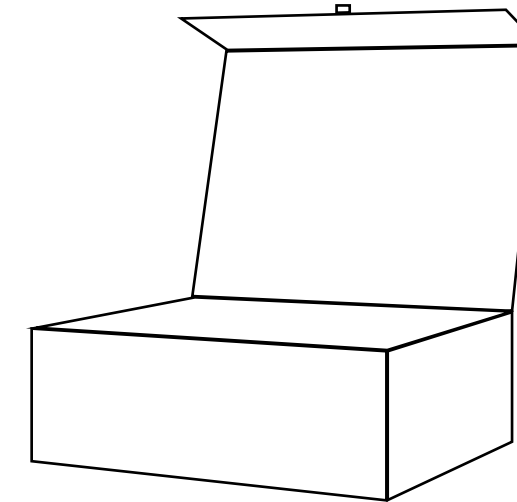


ONLINE SHOPPING BOXES

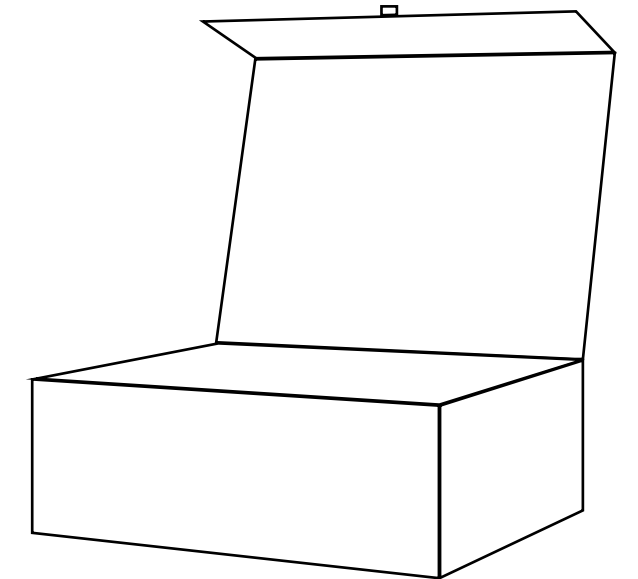
1ST



2ND



3RD



SIZES

- 1 250 × 130 × 90 mm
- 2 300 × 220 × 330 mm
- 3 450 × 350 × 550 mm

MATERIALS

Duplex Board Paper
350g/m²
Coated Matte

COLOUR

PAPER: Bright White

CMYK 0 0 0 0
#000000

TOUNGE:

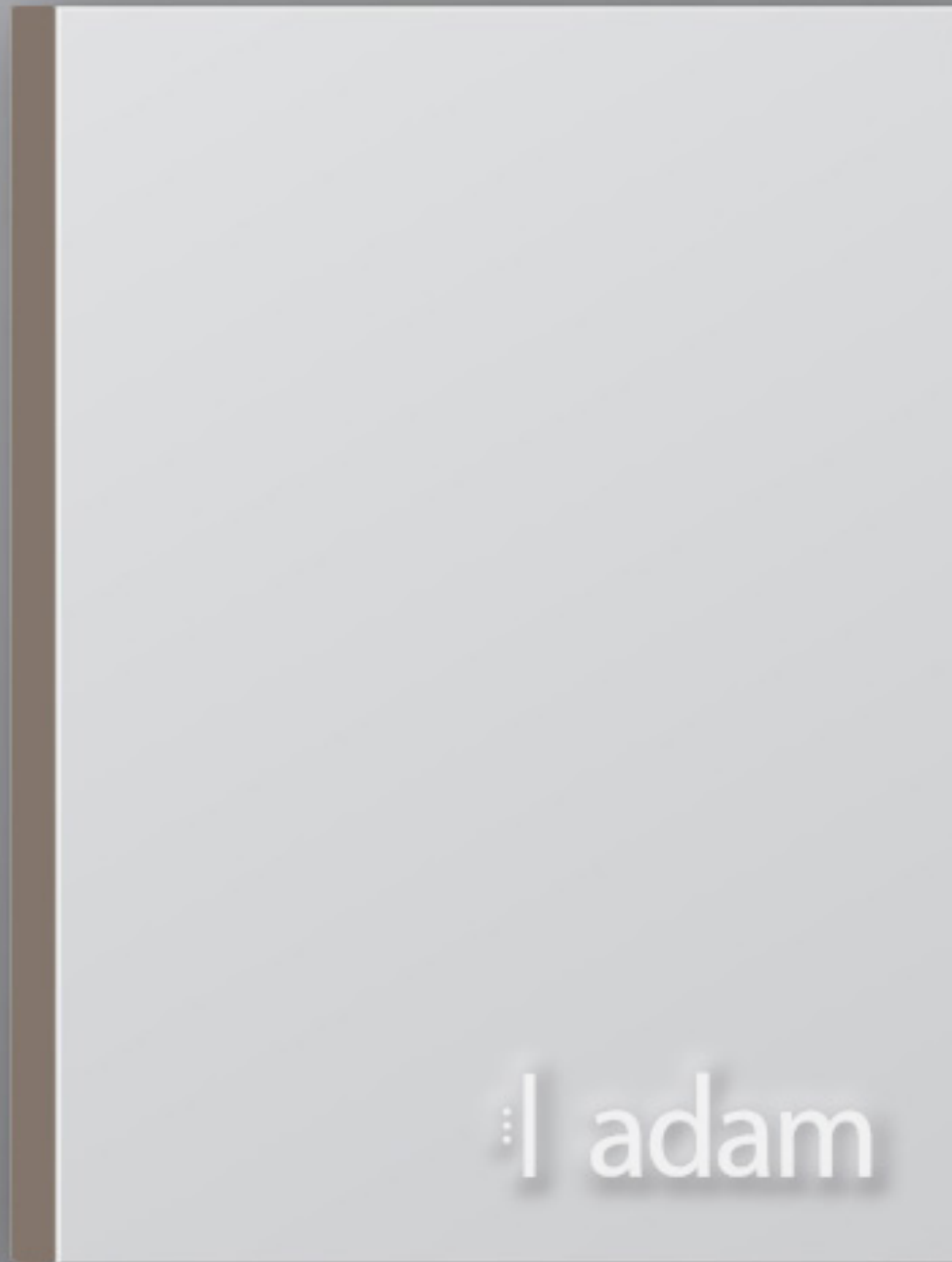
4225 C
CMYK 37 36 43 16
#8B8377

PRINTING

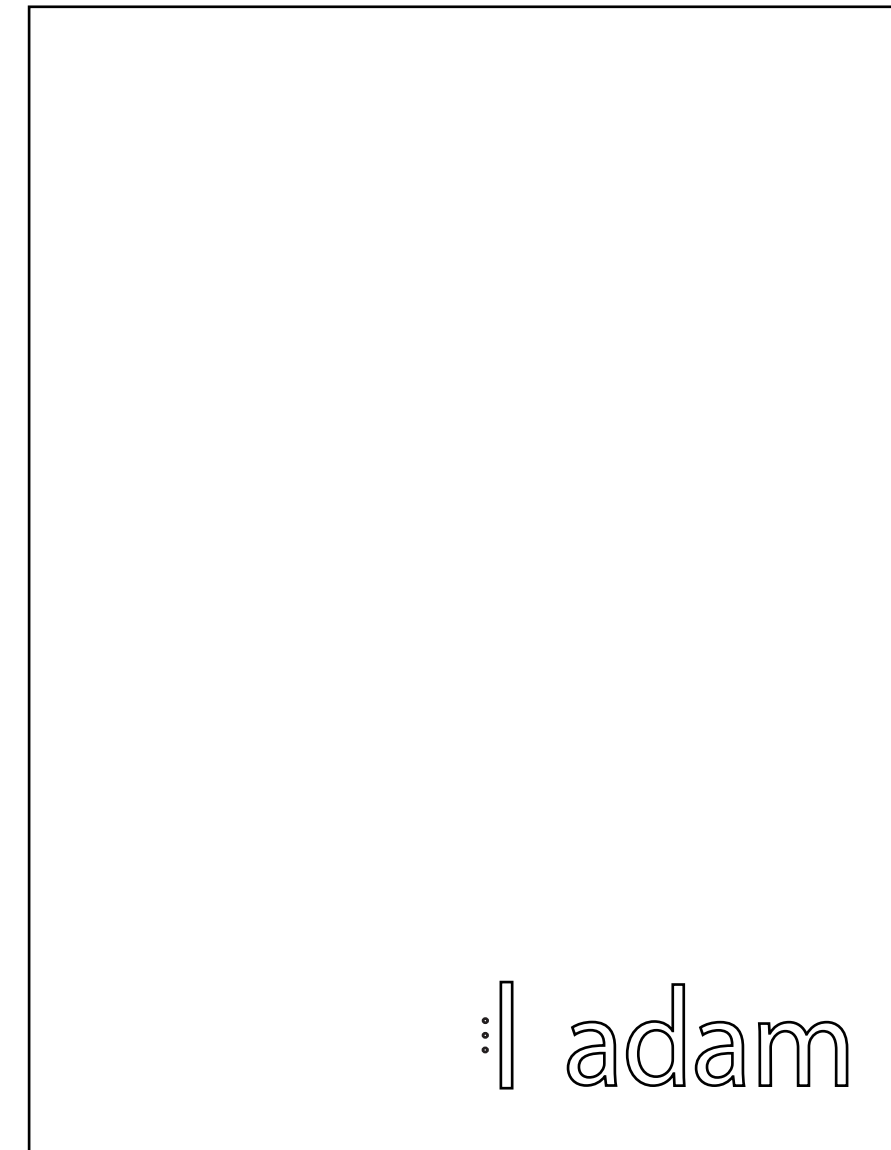
Embossed Logo

HANDLES

White Ribbon
Total Length: 2x4 cm



ADAM'S NOTEBOOK



SIZE

20x14cm

COLOUR

PAPER Bright White
FRONT: CMYK 0 0 0 0
 #000000

SIDE: 4225 C
 CMYK 37 36 43 16
 #8B8377

MATERIALS

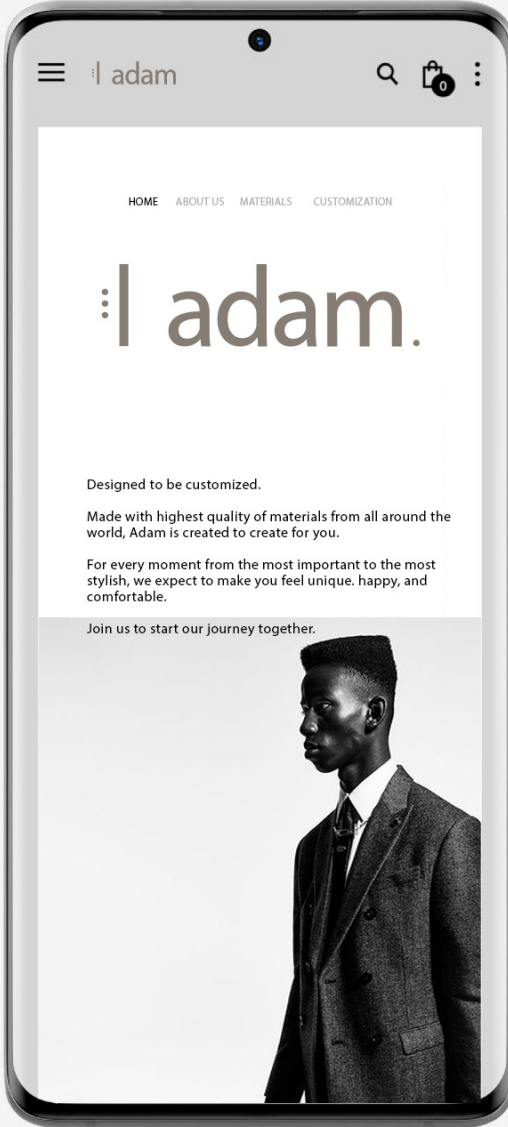
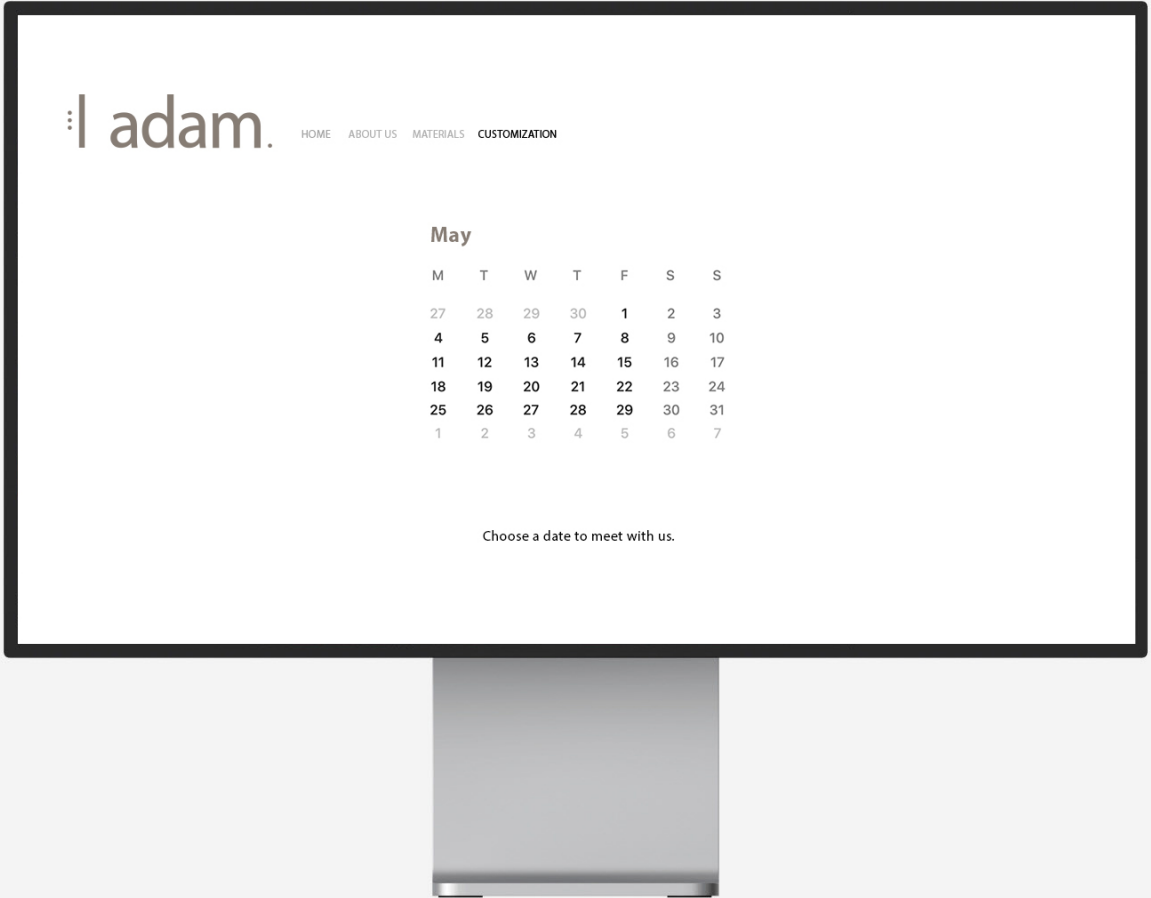
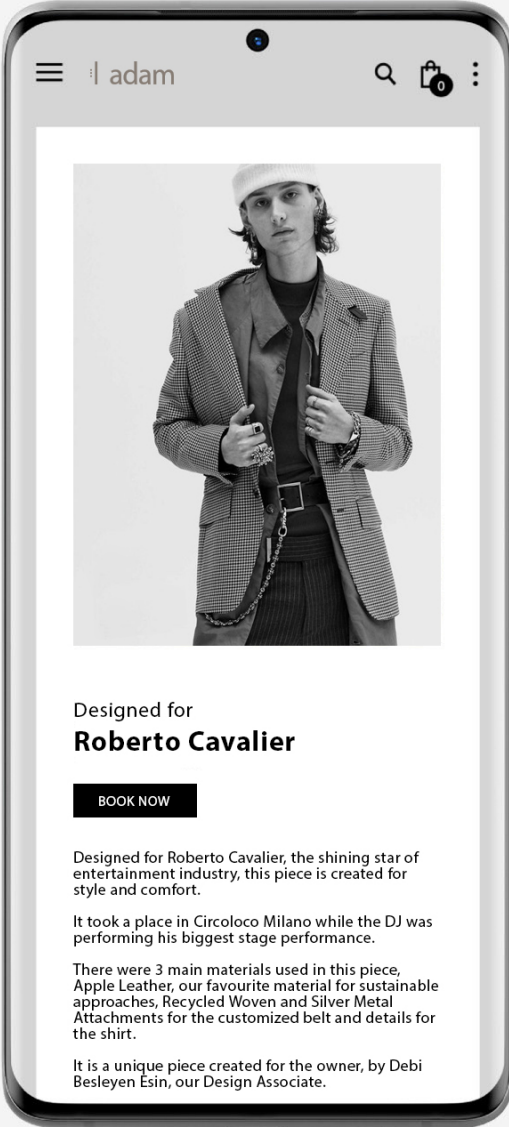
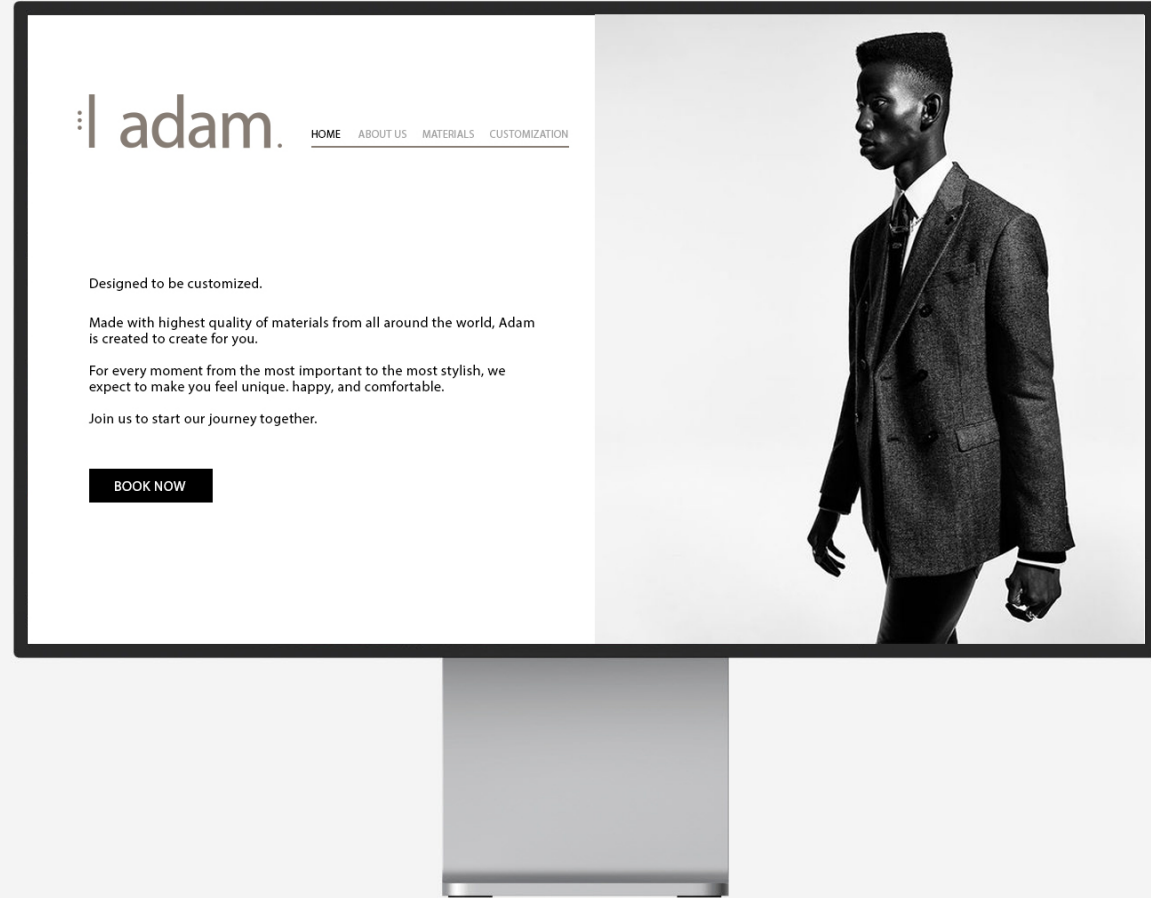
Duplex Board Paper
350g/m2
Coated Matte

Regular Notebook Paper

PRINTING

Embossed Logo

WEBSITE&APP





**SIGNAGE
EXTERNAL & INTERNAL**



EAST SIDE

LEVEL 2

Guest Services

South & East Car Park @
Valet Parking B1
Click & Collect B1



ADAM BRAND GUIDELINES

by Duru Ates

for Graphic Design in NABA Fashion Design Styling BA

2019-2020