



BRAND STANDARDS

BEHIND THE LOGO

This icon shown is the full Electrikk logo.
This seal is the primary logo and should be used when possible.

The colors shown in the full Electrikk seal are Electrikk black, red, and yellow. These colors together should only be shown on light colored backgrounds.

Further guidance for correct use of the logo in various color situations is shown on the following pages.

No elements should be touching the logo or surrounding the logo.

If you have any questions on how to properly display the Electrikk logo, don't hesitate to contact Chelsea Arruda at the email below.

Chelsea@ElectrikkClothing.com



LOGO TYPES

Electrikk Clothing logo types shown below.
All logo's on this page are to be shown on light colored backgrounds.

Light Colored Backgrounds

If shown as a one color, logo should always be Electrikk red or black on light colors.

Dark Colored Backgrounds

If shown as a one color, logo should always be Electrikk red or white on dark colors.



PRIMARY LOGO COLORS

The primary logo has two variations in color. These are to be used only on the colors shown below. If the logo is to be placed on

white or a different colored background, then a different version of this logo can be used. *See the following pages for more.*



SECONDARY LOGO COLORS

Electrikk's secondary logo may be used as a one color. Electrikk black, bone, or white.

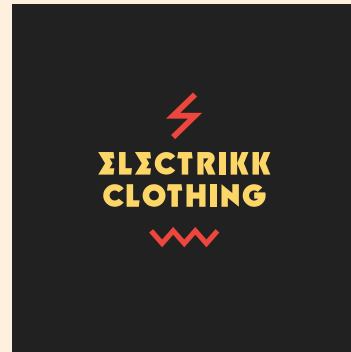
Please use black on light colors and bone or white on dark colored backgrounds.



TERTIARY LOGO COLORS

Electrikk's tertiary logo may be used as a one color. Electrikk black, bone, or white.

Please use black on light colors and bone or white on dark colored backgrounds.



HORIZONTAL LOGO COLORS

Electrikk's horizontal logo may be used as a one color. Electrikk black, bone, or white.

Please use black on light colors and bone or white on dark colored backgrounds.



ΣΛΣΤΡΙΚΚ CLOTHING



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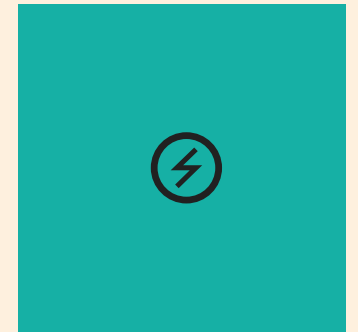
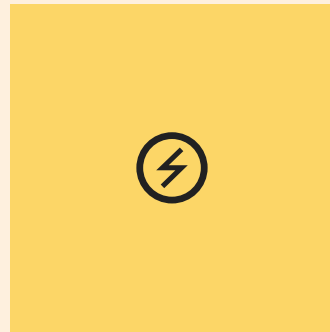
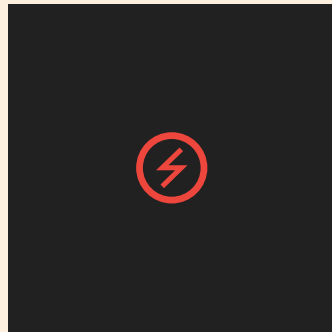
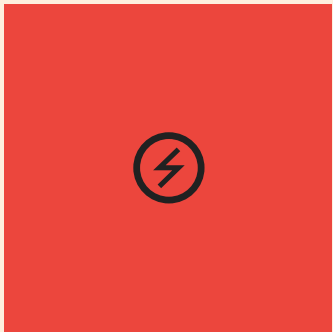


ΣΛΣΤΡΙΚΚ CLOTHING

ELECTRIKK BOLT ICON

Just the icon can be used for simple details. Sides of caps, sleeves of shirts, or extra accents on designs. The icon should never be

used alone. In a place where the icon is used, the Electrikk Clothing text must be shown in another location on the item.



ELECTRIKK COLORS

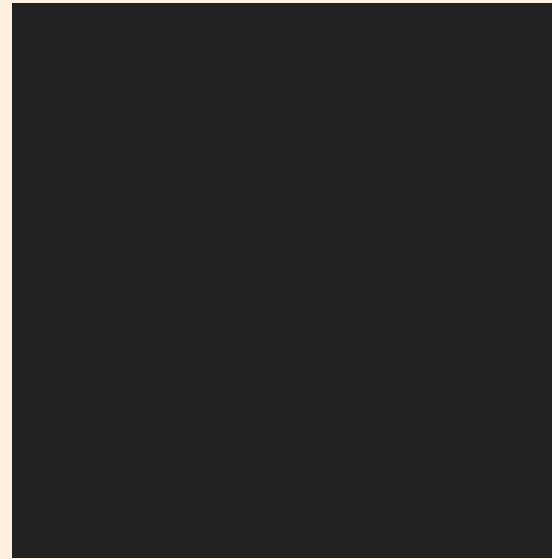
Electrikk red, black and yellow are primary brand colors. Bone and teal are secondary colors and can be used for accents on designs

and layouts, but must not act as the main color of the logo.



#EC463D

PMS 7417 C



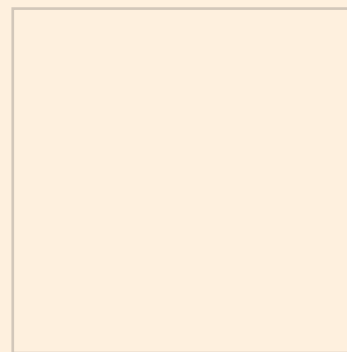
#222222

PMS 419 C



FED668

PMS 120 C



#FFEEDC

PMS 9060 C



#1DAFA4

PMS 326 C

TYPEFACES

Minotaur Phatte

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

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

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

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

TYPEFACES

Futura BT

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

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

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

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



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