



STANDARDS MANUAL

Tied and True is a clothing retailer for casual business wear targeting young gentleman, 20-35, in the Manhattan Kansas area. The style works for the office, yet is versatile enough to wear out to drink with friends. It truly is a sophisticated, urban, and masculine look.

WORDMARK & LOGOMARK

The logomark is for situations where the full wordmark becomes unrealistic or unreasonable to use. The primary color is a combination of the Dark Brown and Pale Green.

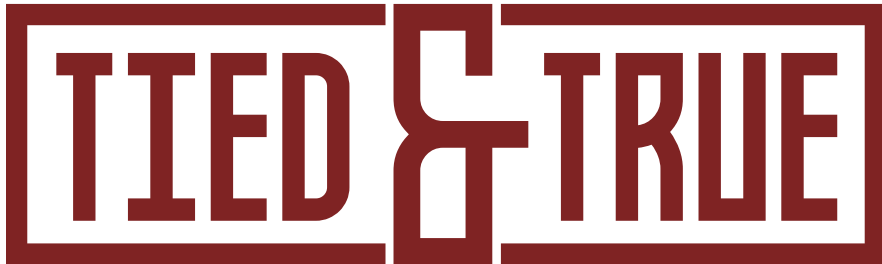


DO

Dark Brown Text and Pale Green Structure Combination



Single Approved Color

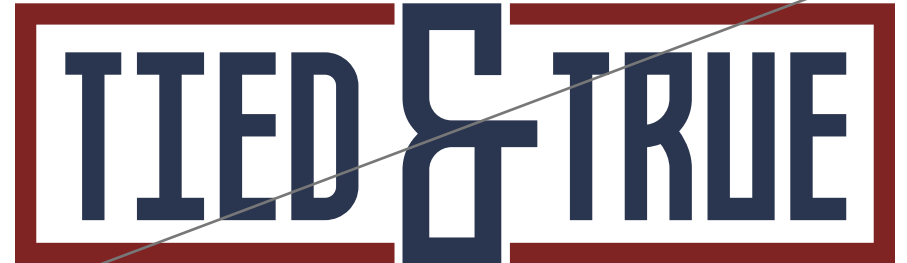


Single Color as Black or White



DON'T

Use Double Color Combination other than Brown and Green



Remove Elements



Alter Elements



COLOR PALETTE

The primary color pallet consists of a pale green and dark brown.

For the secondary pallet, of supporting colors, you have a mid red, tans, and an earthy blue.

PALE GREEN

C52 Y33 M51 K5
R129 G144 B127

DARK BROWN

C50 Y67 M78 K60
R72 G49 B33

MID RED

C30 Y92 M86 K36
R128 G38 B36

MID TAN

C39 Y54 M78 K22
R137 G103 B67

EARTHY BLUE

C87 Y77 M43 K38
R44 G54 B81

LIGHT TAN

C34 Y40 M57 K4
R169 G144 B115

CORPORATE TYPEFACES

Type faces were decided upon to give an industrial and masculine feel.

Bebas Neue and Arvo were selected as the primary typefaces of Tied & True.

BEBAS NEUE

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ @#\$\$%&!?

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ @#\$\$%&!?

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ @#\$\$%&!?

Arvo

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ @#\$\$%&!?
abcdefghijklmnopqrstuvwxyz

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ @#\$\$%&!?
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ @#\$\$%&!?
abcdefghijklmnopqrstuvwxyz

STATIONARY SET

Shown is the typical business card, envelope, and letterhead for company use.



TIED & TRUE
795.546.3592
419 East Pontz Avenue,
Manhattan, KS, 66502

JOHN DOE
Store Manager
John@tiedtrue.com
795.546.2383

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John Doe

John Doe
Store Manager

TYPOGRAPHIC TREATMENTS

Bebas Neue font should be used for titles, pullouts, areas of interest, etc..

Arvo will be the main body font used.

TIED & TRUE

FALL FRESH

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IMAGE TREATMENTS

Images should have only the logo overlay on the model (optional) and in a single color. The photos with models should feel somewhat candid and not have a stock or studio picture feel. The background should be without a large city feel and cropped close: optional square in the color of the logo.





ADVERTISEMENTS

The following are some advertisements following the guidelines of the typographic and image treatments.



Opening on September 22

TIED & TRUE

\$15 OFF \$75 | \$25 OFF \$100

September 22

GRAND OPENING

\$15 OFF \$75 | \$25 OFF \$100

TIED & TRUE

PROPERTY tax issues, etc. Real Seating is limited, so please dental REGISTER NOW!!!

BUSINESS

Home Inspection Service
5% off if you are a first time home buyer. Certified and Licensed home inspector Call Now for 2805

MEN ARE OUT OF STYLE
Visit TIED&TRUE to fix that!

419 East Pontz Avenue, Manhattan, KS 66502
795.546.3592

Men's Business Casual

TIED & TRUE

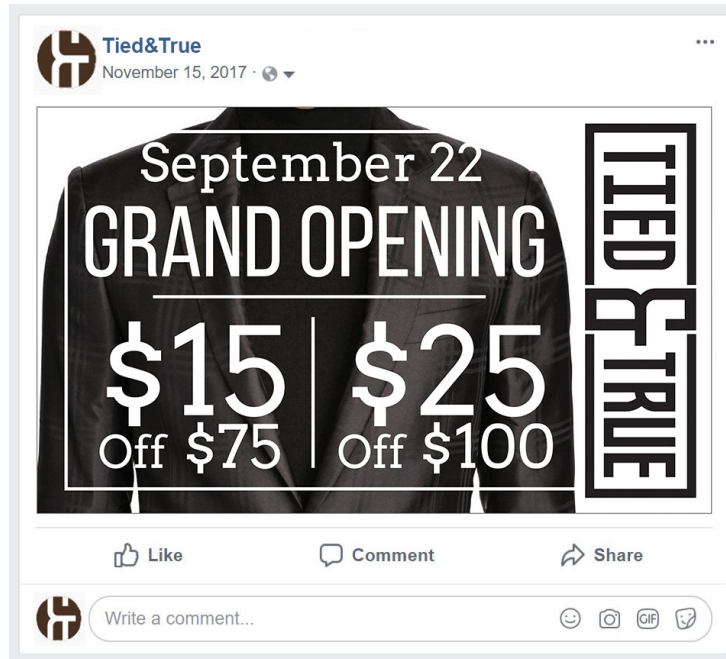
MORTGAGE SOLUTIONS!
provide complete Property Leasing and Res...

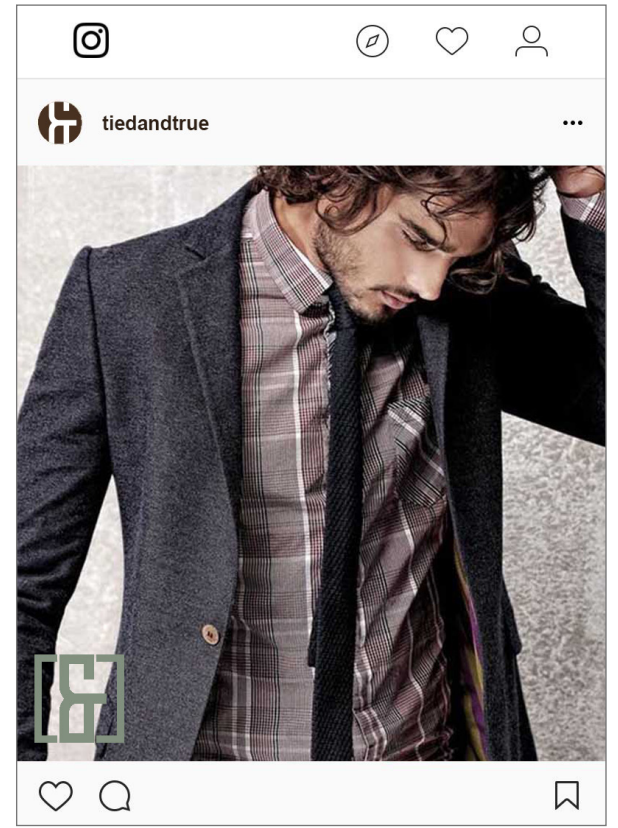
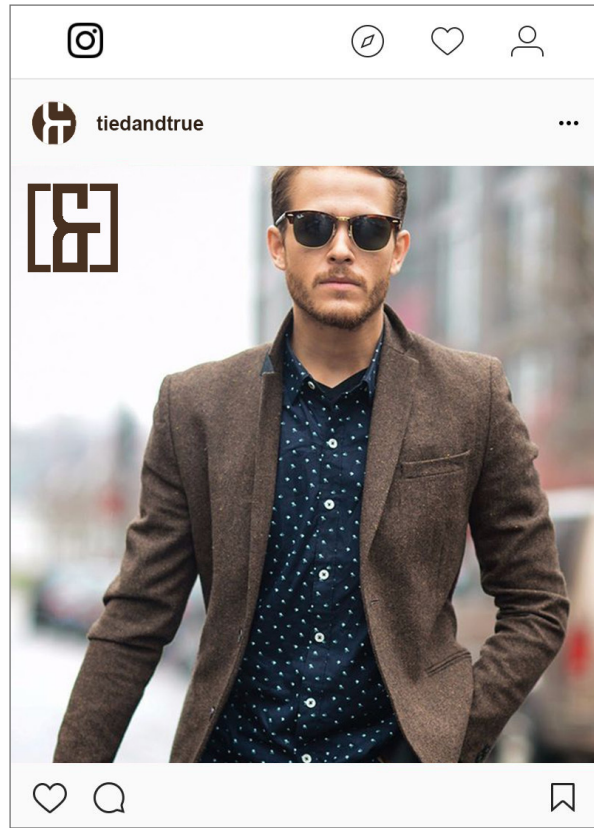


SOCIAL MEDIA

Facebook has the focus on the promotions and the store.

Instagram focuses on the clothing while still having the logomark on the image.





WEBSITE

The website does not sell merchandise. It has an Instagram feed of approved user posts wearing the store's clothing, a promotions bar, about page, blog, and contact/location information.

The screenshot shows the website's header with the 'TIED & TRUE' logo on a white brick background. To the right of the logo are navigation links: 'Home', 'About Us', 'Blog', and 'Contact'. Below the navigation is a green promotional banner that reads 'GRAND OPENING September 22 | \$15 off \$75 or \$25 off \$100'. The main content area features a photo of a man in a checkered shirt and khaki pants taking a selfie. To the right of the photo is a text box with the following content:

@TIMALBERT
The only place I shop in Manhattan
@tiedandtrue. Go check them out.

At the bottom of the page, there are social media icons for Facebook, Instagram, and Twitter, followed by the phone number '795.546.3592' and the address '419 East Pontz Avenue, Manhattan, KS 66502'.

The screenshot shows an Instagram post from the account 'TIED & TRUE'. The post features a photo of a man in a blue and white checkered blazer, a dark vest, and blue jeans, holding a tan jacket and sunglasses. Below the photo is a text box with the following content:

@INSTAKING
Do you like each part of my
@tiedandtrue outfit? 😊😄
#MensWearDaily #ManhattanKS
#MensStyle

At the bottom of the page, there are social media icons for Facebook, Instagram, and Twitter, followed by the phone number '795.546.3592' and the address '419 East Pontz Avenue, Manhattan, KS 66502'.



Home About Us **Blog** Contact

GRAND OPENING
September 22

\$15 off \$75 or \$25 off \$100

- MATCHING COLORS - 4/19/18
- TO HAT OR NOT - 3/25/18
- SOCKS WITH SHOES - 3/04/18
- SPRING WEAR - 2/13/18

MATCHING COLORS
4/19/18

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GRAND OPENING
September 22

\$15 off \$75 or \$25 off \$100

MATCHING COLORS

4/19/18

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[Home](#)

[About Us](#)

[Blog](#)

[Contact](#)

GRAND OPENING
September 22

\$15 Off \$75 or \$25 Off \$100

CONTACT NOW

First Name

Last Name

Email

Content

Submit

CONTACT INFORMATION

795.546.3592

info@tiedandtrue.com

419 East Pontz Avenue,
Manhattan, KS 66502



GRAND OPENING
September 22

\$15 Off \$75 or \$25 Off \$100

CONTACT INFORMATION

795.546.3592

info@tiedandtrue.com

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Submit



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GRAND OPENING
September 22

\$15 Off \$75 or \$25 Off \$100



419 East Pontz Avenue,
Manhattan, KS 66502

Tied and True is a new men's apparel retailer open in Manhattan, Kansas. The store offers a varied selection of men's business casual and separates to cater to the growing need for a men's apparel retailer in the Manhattan area. Young businessmen today want separates that they can wear to work, but also be versatile enough to wear out for drinks with friends. Tied and True will have the perfect additions to any young professional's wardrobe. Come stop by!



795.546.3592

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Manhattan, KS 66502



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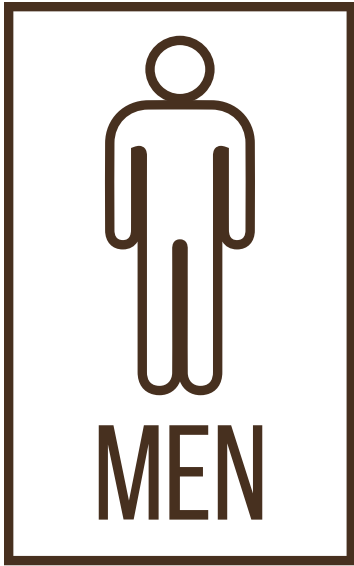
795.546.3592

419 East Pontz Avenue,
Manhattan, KS 66502

STORE EXPERIENCE

The store has a light industrial feel.





STORE HOURS		TIED & TRUE
Sunday	11:00am - 5:00pm	
Monday-Friday	9:00am - 9:00pm	
Saturday	9:00am - 5:00pm	

OTHER ELEMENTS

Also provided are some misc. items that the brand may portray. It is highly recommend to stick to company colors as the product's primary color, along with white, black, and grays.

