

CURRENT THREADS



BRANDING MANUAL

— — —

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veicurrent@gmail.com
www.currentthreads.biz

LOGO / COLOR
SCHEME / FONT

ONE

COMPANY DESCRIPTION
AND LETTERHEAD

TWO

BUSINESS CARD

THREE

BRAND
APPLICATIONS

FOUR

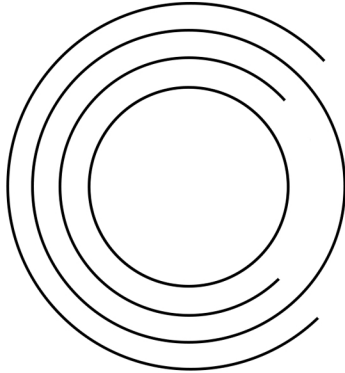
COMPANY PACKAGING /
COMPANY ENVELOPE

FIVE

SOCIAL MEDIA / WEBSITE

SIX

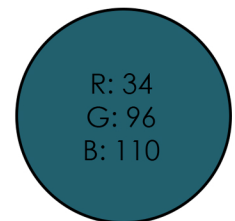
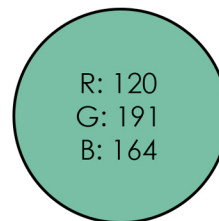
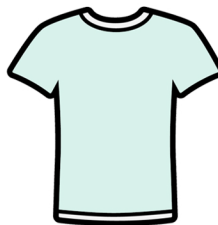
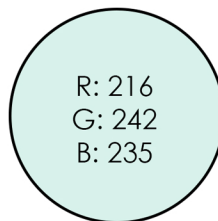
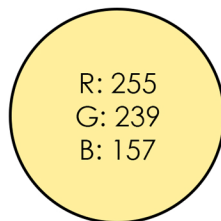
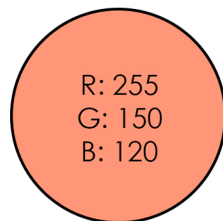
Logo



CURRENT
THREADS

Maintaining a theme of simplicity, this logo, a letter “C”, represents the first letter of the company’s name. The logo is also based around Current Threads’ main t-shirt line, the recycled plastic line, as this logo symbolizes a wave. This “wave”, however, also illustrates the wave Current Threads is making in the fashion industry by redefining today’s fashion with the utilization of sustainable materials.

Color Scheme

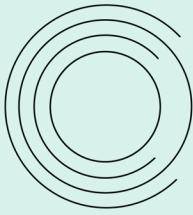


Font

CENTURY GOTHIC
MICROSOFT HIMALAYA

The primary font, Century Gothic, was chosen to mirror the design of the logo: sleek and simple. Microsoft Himilaya, Current Threads’ secondary font, coordinates with our main font while also providing a slight juxtaposition. Pairing these two fonts establishes a symbiosis, blending sophistication and style. Century Gothic is available for download on many websites, and Microsoft Himilaya is accessible through Microsoft programs.

Company Description and Letterhead



CURRENT THREADS

Sustainable apparel
for a
sustainable world.

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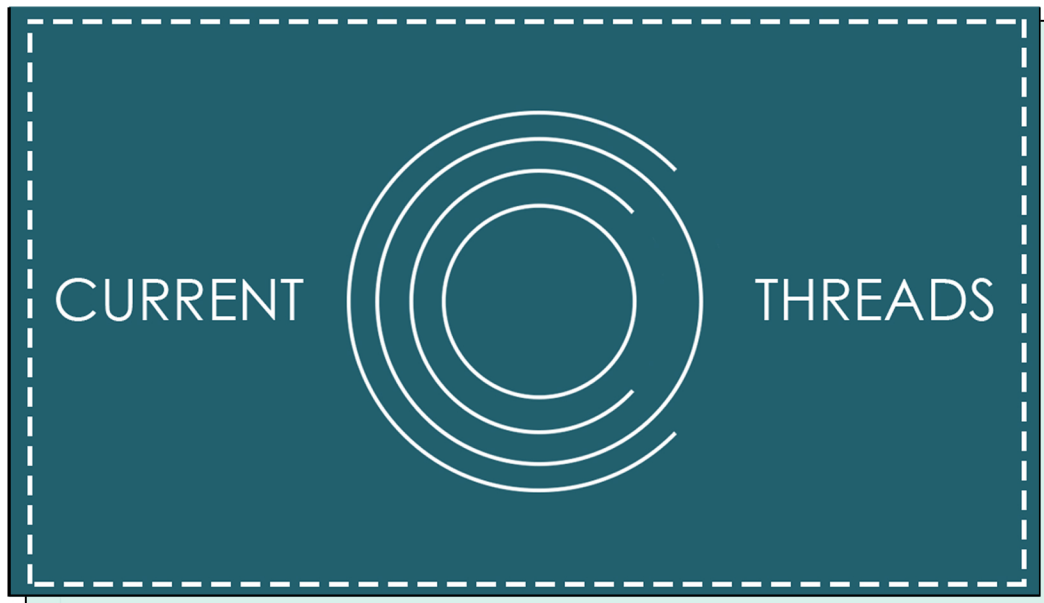
To whom it may concern,

Current Threads is a company that focuses on creating unique and fashionable apparel using three sustainable materials: recycled plastic bottles, bamboo, and hemp. With almost 6 million plastic bottles being thrown away each day and the increasing drought issue around the world, the company wanted to create a business that helps combat these issues by creating a line of shirts and other accessories from these sustainable materials. Current Threads also offers a charity line, where 5% of all proceeds go directly to the environmental charity connected to the t-shirt, furthering the company's desire to clean up the planet.

Sincerely,

Nick Oosthuizen, Chief Executive Officer

Business Card Front



Business Card Back



Brand Applications

Company Shirts



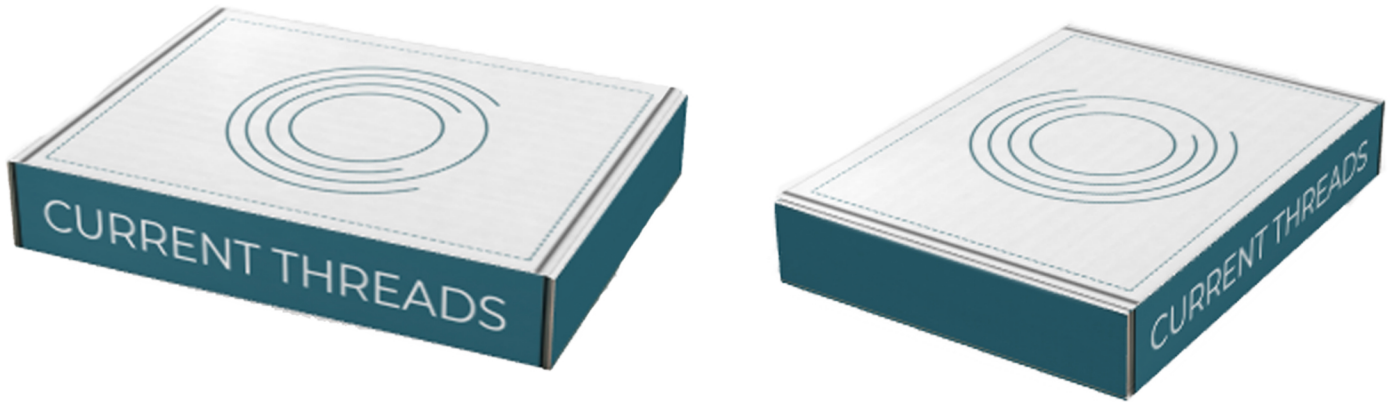
Lanyards



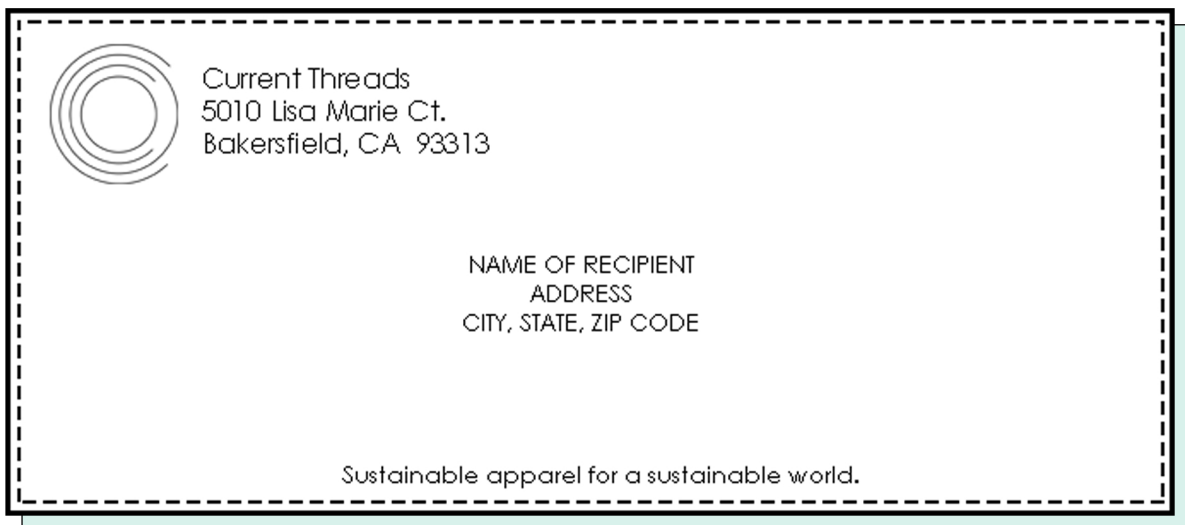
Company ID Tag



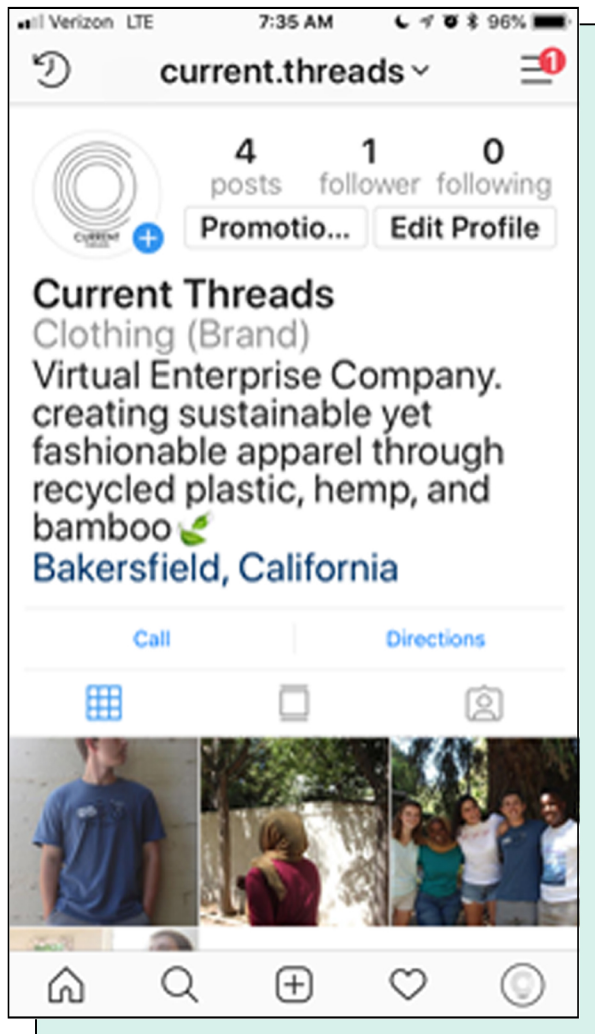
Company Packaging



Company Envelope



Social Media



Website

