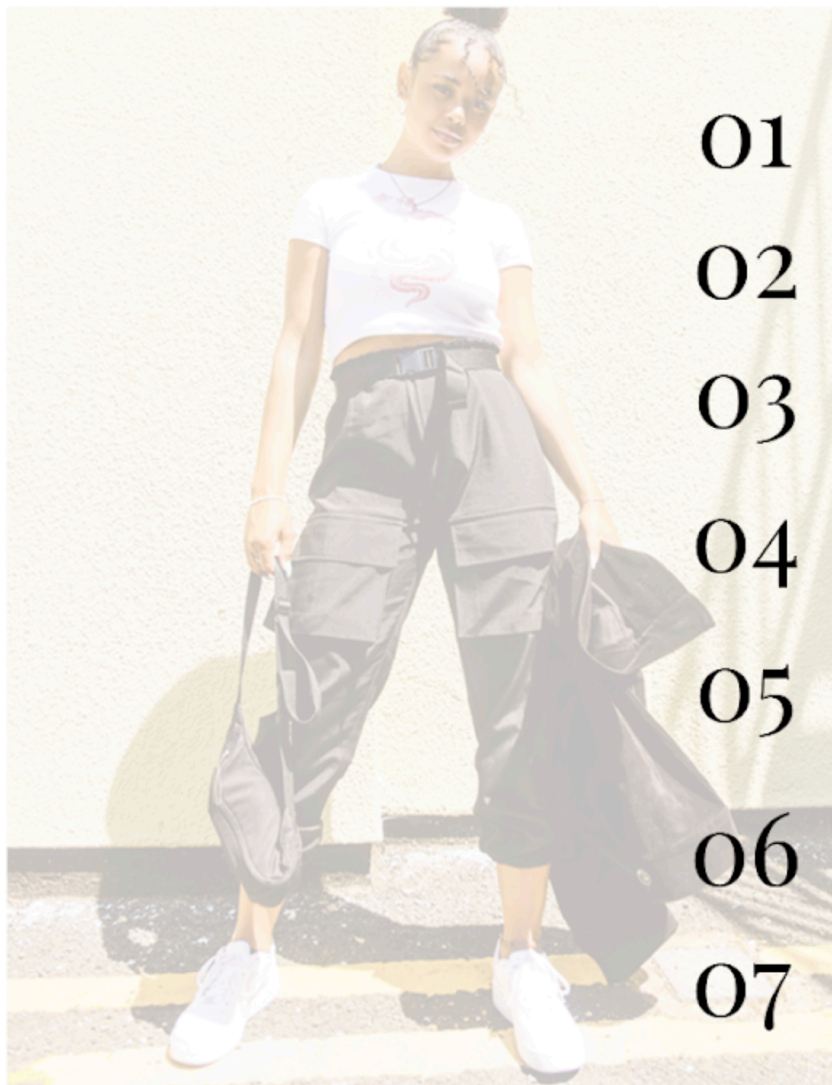


Branding Guidelines

2019-2020

C O N T E N T



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Advertisement



Based in the world's largest fashion capital, New York City, MatchWear was founded in September of 2015. MatchWear aims to spark change in the fashion industry through sustainability while simultaneously saving effort and time. With the convenience of being available online, consumers can easily choose what they want to buy.



MatchWear's new logo is a crowned hanger, symbolizing our brand's high quality and luxurious fashion. Our usage of the black and white logo is to emphasize simplicity. The variations are made to appeal to masculine and feminine audiences.



HEX#000000

Aa

(Heading)

Playfair Display

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Aa

(Subheading)

Baskerville

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Aa

(Body)


Helvetica Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890





Corporate Identity



Contract for Sales of Goods

This Contract for Sale of Goods is made on the ____ of ____ 20____ by and between ____ who is referred to as the Seller, with its principal place of business at Francis Lev (58-20 Utopia Pkwy, Fresh Meadows, NY 11365), and ____ who is referred to as the Buyer.

This contract shall begin on ____ 20____ and end upon the delivery of the goods to the Buyer.

Buyer will give Seller seven business days of advance notice regarding the quantity requested and the delivery date. Upon receiving the request for delivery, Seller will arrange for a flat-rate shipping of \$7.50 per order.

Buyer will have the right to inspect the goods within three business days about any damages regarding the quantity requested. Buyer must sign the original payment method. Buyer must sign the original payment method. Failure to do so will result in a refund or exchange.

Seller shall invoice Buyer upon and to the invoice, Seller may, on notice to Buyer, and all payments are up to date.

Seller warrants that all goods sold hereunder are made of materials. Seller's liability under the warranty shall be limited to the purchase price at Seller's sole option. No other damages shall be presumed.

DISCLAIMER

I, _____, under the terms of the products and/or materials distributed or used for any other purpose, do not make any real-life profit from the distribution of the products and/or materials. I agree to the terms of this release of sales.

CATEGORY	NAME(S)
Streetwear	
Business Casual	
Business Formal	
Athleisure	
Sustainable Business Casual	
Sustainable Business Formal	

SHIPPING FEE	TOTAL PRICE BEFORE TAX	TAX (8.875%)	TOTAL PRICE AFTER TAX

Seller Signature, Date

Buyer Signature, Date

Buyer's Organization

Printed Seller's Name

Printed Buyer's Name

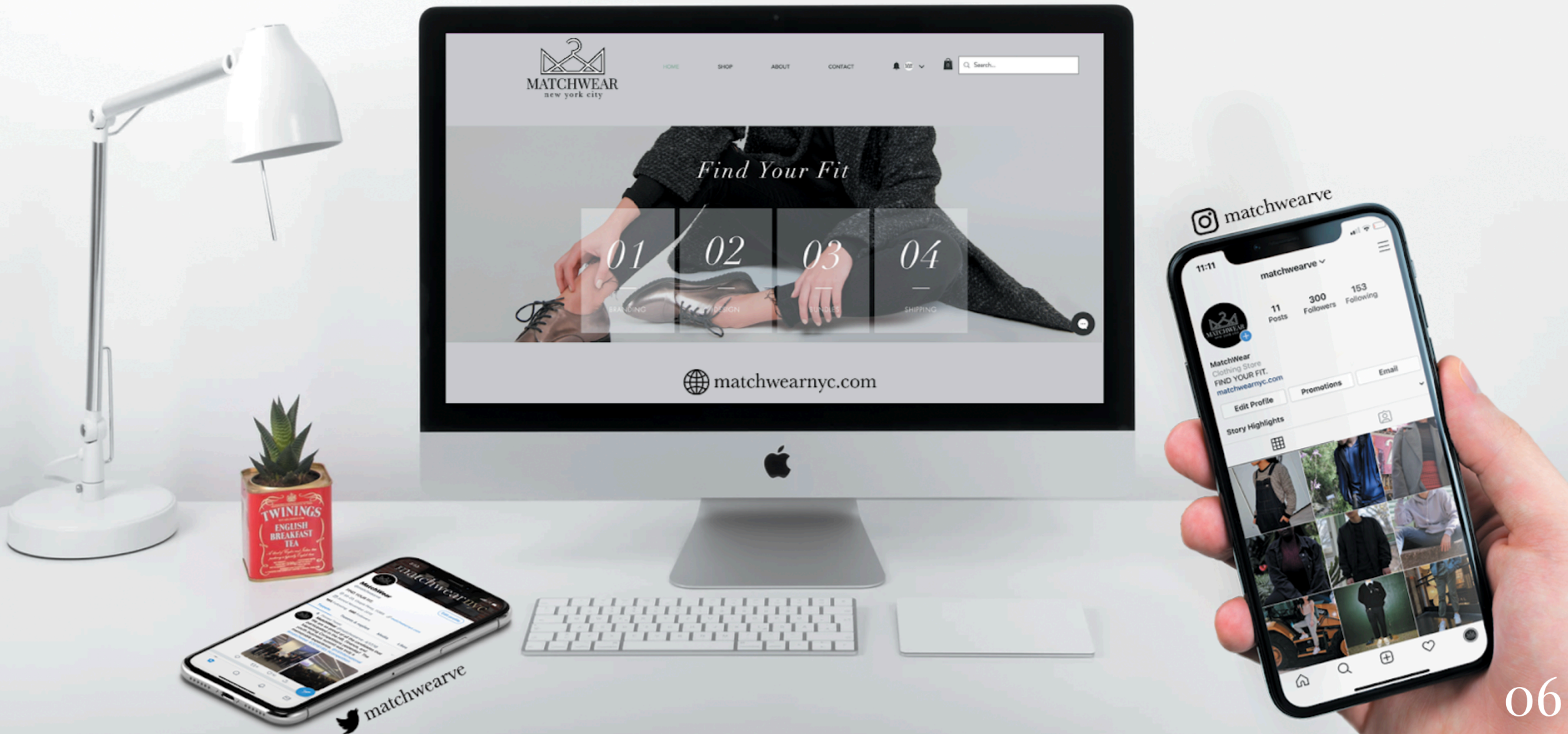
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MATCHWEAR
new york city



we don't just create fashion.
we create a lifestyle.

@matchwearve matchwearve matchwearnyc.com