

SUBURBAN OUTFITTERS

Branding Guide

SU
BU
RB
AN
OUTFITTERS

C O N T E N T S

#1 Logo

#2 Color Palette

#3 Typography

#4 Our Company

#5 Letterhead

#6 Business Card

#7 Product Packaging

#8 Social Media

**SU
BU
RB
AN**
OUTFITTERS

LOGO

Our logo is sleek and bold, just as we hope for our clothing to be.

The black-and-white color scheme provides a stark contrast, drawing attention to our brand. It also makes our logo consistent across black-and-white and color media.

#1

COLOR PALETTE



BLACK

R - 0

G - 0

B - 0

WHITE

R - 255

G - 255

B - 255

TYPOGRAPHY

BEBAS NEUE

**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**

OSWALD MEDIUM

**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**

OSWALD LIGHT

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

OUR COMPANY

At Suburban Outfitters, we bridge the gap between different brands and styles by curating complete looks from head-to-toe. We sell outfits ranging from high-end to ready-to-wear for men and women.

Each outfit is made up of a top, bottom, shoes, and accessories. Our outfits are tailored to current trends during the different seasons.

We are the one stop outfit shop, making style easy and accessible to teens everywhere.

THE ONE STOP OUTFIT SHOP

SUBURBAN OUTFITTERS

OUTFITTERSV3.COM
@OUTFITTERS_VE

2590 OGDEN AVE
AURORA, IL 60504

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LETTERHEAD

**SU
BU
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AN**
OUTFITTERS

**NYAH
BRUCE**

Creative Services Executive

CONTACT ME

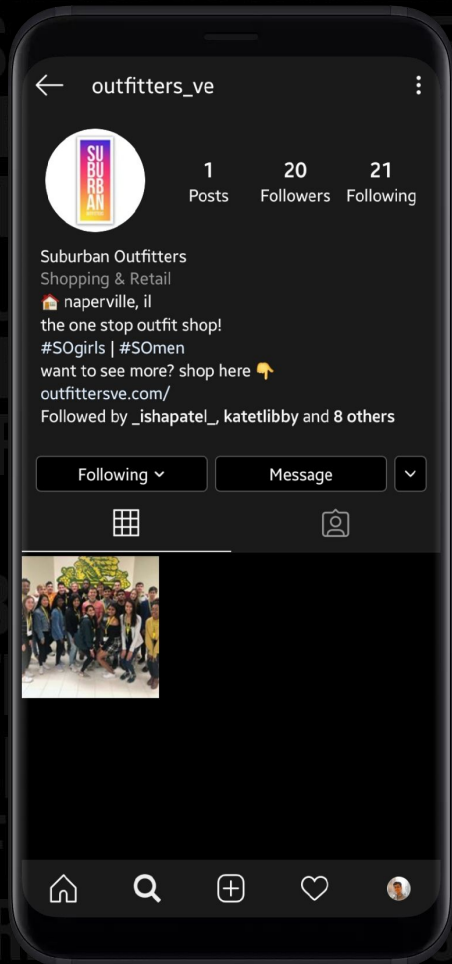
nyahbru2688@k12.ipso.org

outfittersve.com / [@outfitters_ve](https://twitter.com/outfitters_ve)

**BUSINESS
CARD**

PRODUCT PACKAGING





SOCIAL MEDIA

