

# Shoe Guru Branding Guide



“Step outside the Box”



# Logos

Our main logo depicts the tranquility and statement of the Shoe Guru. He holds out a blank Air Force One shoe handing you the power and wisdom to customize your new kicks.



Our simplified logo features the main product of our business:  
Air Force Ones.



## Seasonal Logos

Our seasonal logos will roll out with our scheduled monthly drop of new shoes that will keep you in style for every season!





# Fonts & Colors

## Tekton Pro

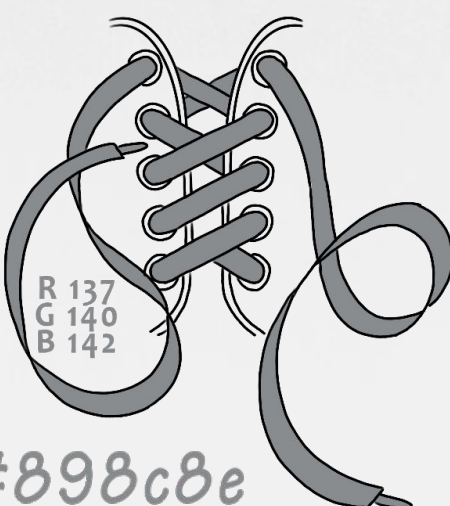
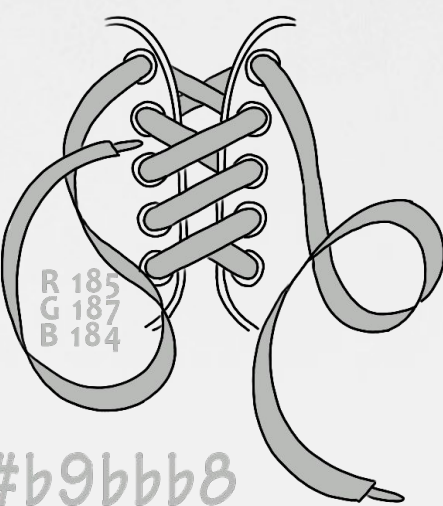
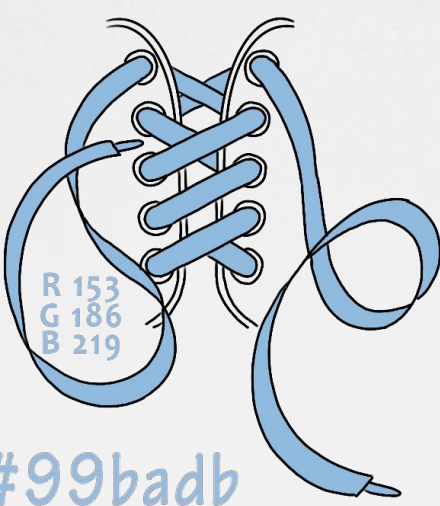
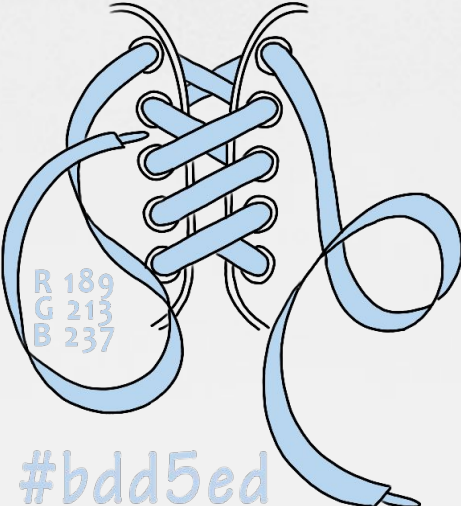
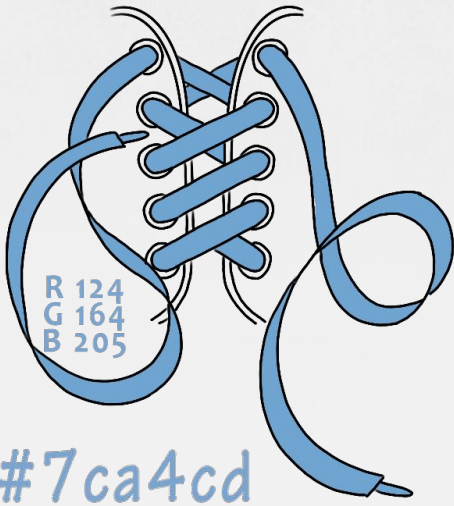
A B C D E F G H  
I J K L M N O P Q  
R S T U V W X Y Z

## Candara

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

## Pavama

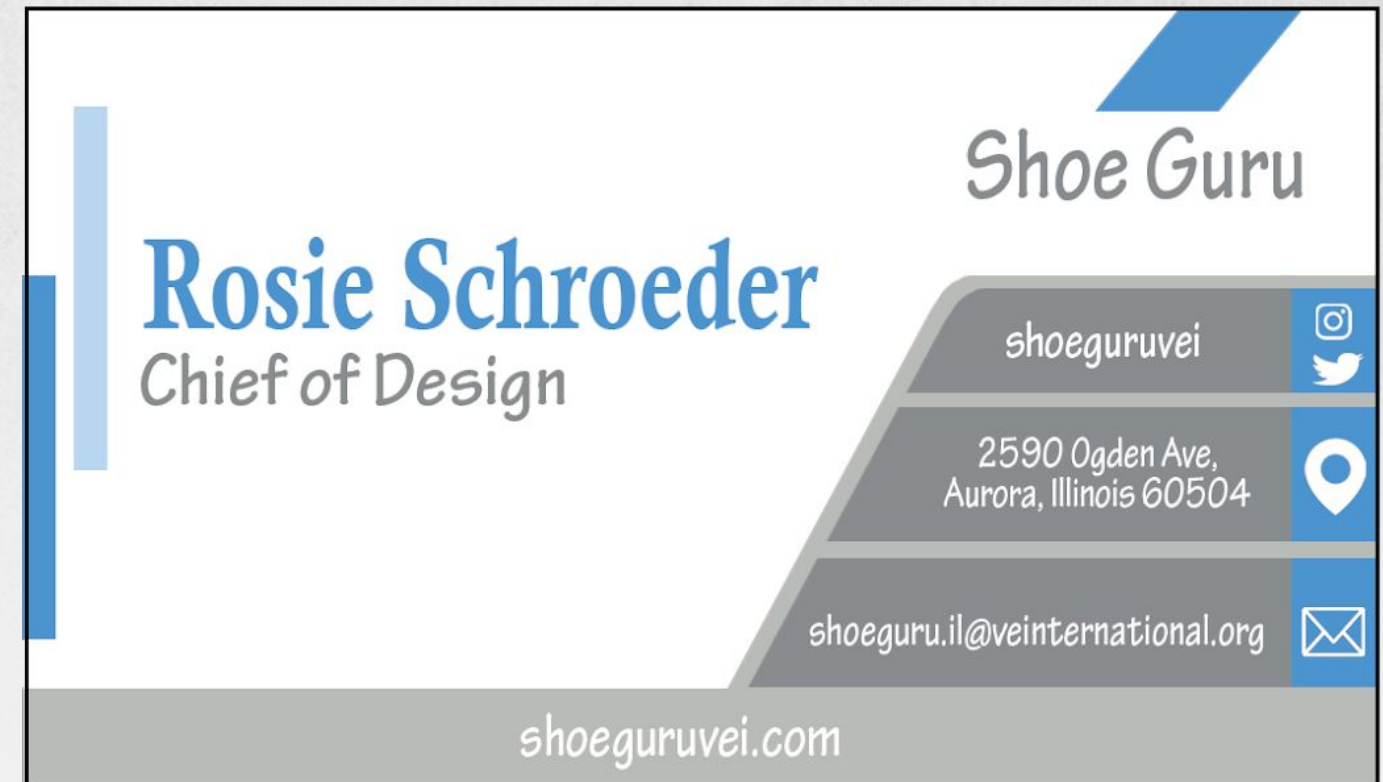
A B C D E F G H  
I J K L M N O P Q  
R S T U V W X Y Z



# Business Card



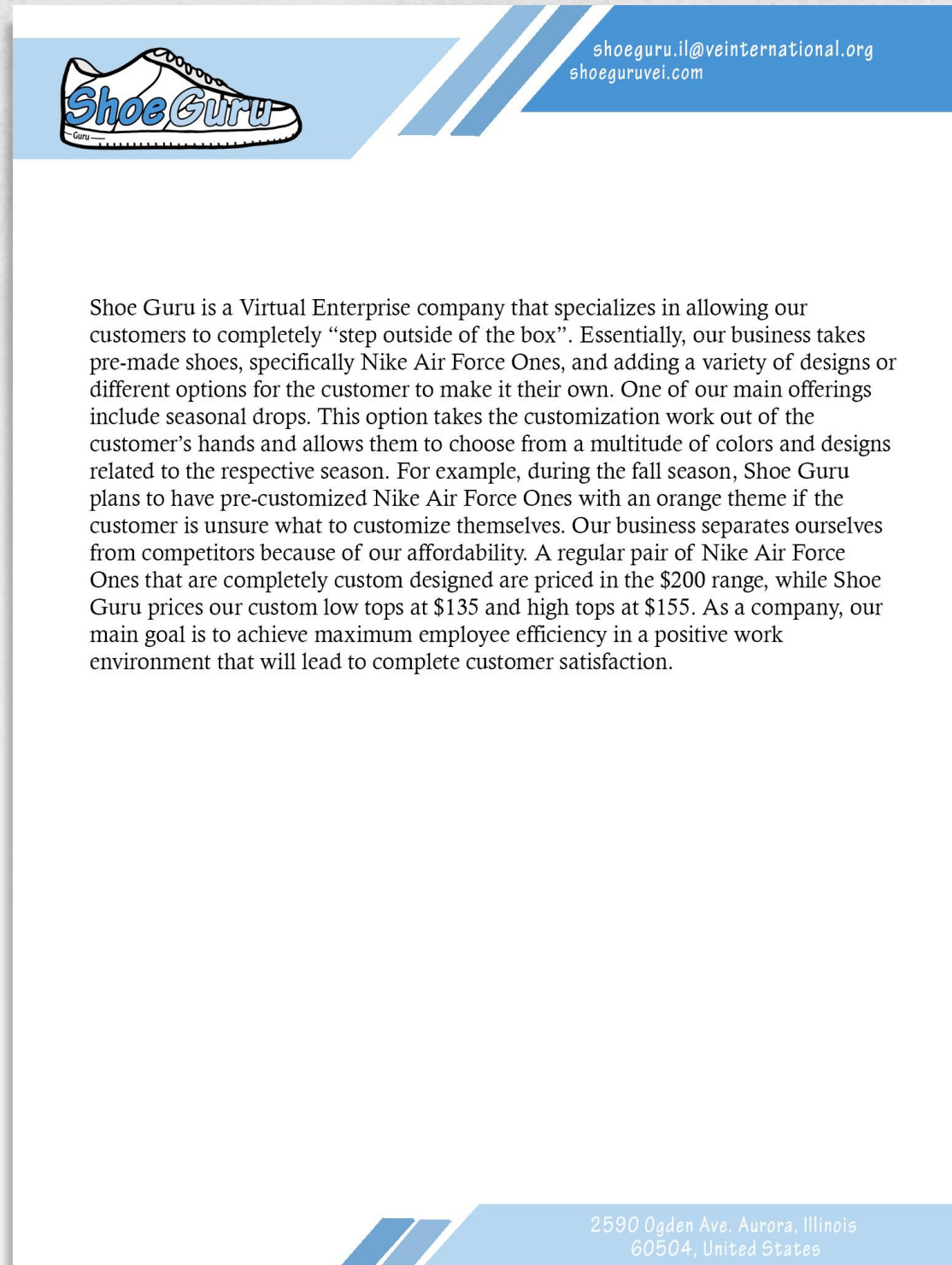
Front



Back



# Company Letterhead



Shoe Guru is a Virtual Enterprise company that specializes in allowing our customers to completely “step outside of the box”. Essentially, our business takes pre-made shoes, specifically Nike Air Force Ones, and adding a variety of designs or different options for the customer to make it their own. One of our main offerings include seasonal drops. This option takes the customization work out of the customer’s hands and allows them to choose from a multitude of colors and designs related to the respective season. For example, during the fall season, Shoe Guru plans to have pre-customized Nike Air Force Ones with an orange theme if the customer is unsure what to customize themselves. Our business separates ourselves from competitors because of our affordability. A regular pair of Nike Air Force Ones that are completely custom designed are priced in the \$200 range, while Shoe Guru prices our custom low tops at \$135 and high tops at \$155. As a company, our main goal is to achieve maximum employee efficiency in a positive work environment that will lead to complete customer satisfaction.

## Company Description

Shoe Guru is a Virtual Enterprise company that specializes in allowing our customers to completely “step outside of the box”. Essentially, our business takes pre-made shoes, specifically Nike Air Force Ones, and adds a variety of designs and different options for the customer to make it their own. One of our main offerings includes seasonal drops. This option takes the customization work out of the customer’s hands and allows them to choose from a multitude of colors and designs related to the respective season. For example, during the fall season, Shoe Guru plans to have pre-customized Nike Air Force Ones with an orange theme. Shoe Guru separates itself from the competition because of its affordability. A regular pair of Nike Air Force Ones that are completely custom designed are priced in the \$200 range, while Shoe Guru prices custom low tops at \$135 and high tops at \$155. As a company, our main goal is to achieve maximum employee efficiency in a positive work environment that will lead to complete customer satisfaction.

# Branding Application



Shoe Guru  
2590 Ogden Avenue  
Aurora, IL 60504

Company Envelope



# Branding Application



@shoeguruvei



Follow

**Shoe Guru**

@ShoeGuruVEI Follows you

(For educational purposes only)

Joined October 2019

12 Following 7 Followers

< shoeguruvei ...



1 Post 21 Followers 23 Following

**Shoe Guru** ✨ ✨ ✨ ✨

Shopping & Retail

Step Outside The Box 📦

For Educational Purposes Only

[www.shoeguruvei.com](http://www.shoeguruvei.com)

Aurora, Illinois

Followed by gabi\_croll, shariq\_wajid and 15 others

< Posts



shoeguruvei ...



WE OFFER THE  
ICONIC AF-1  
CLASSIC STYLE  
WITH A PREMIUM  
FIT AND FEEL  
AVAILABLE IN  
VARIOUS  
CUSTOMIZED  
OPTIONS  
DESIGNED BY  
SHOE GURU  
CHECK OUT OUR OTHER  
DESIGNS AT  
SHOEGURUVEI.COM



Liked by shariq\_wajid and 7 others

shoeguruvei Welcome to SHOE GURU! We take your basic Nike Air Force 1's and add our own custom touch to make you stand out from the crowd 📦 Follow us here and on twitter @ ShoeGuruVei so you don't miss our first drop. Website coming soon!! STEP OUTSIDE THE BOX. ✨



@ShoeGuruVEI

Social Media



# Branding Application



Packaging