

STORE-IT • SECURE-IT

SOCK  IT



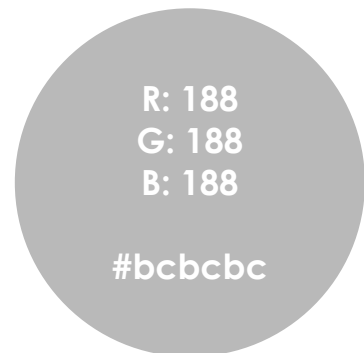
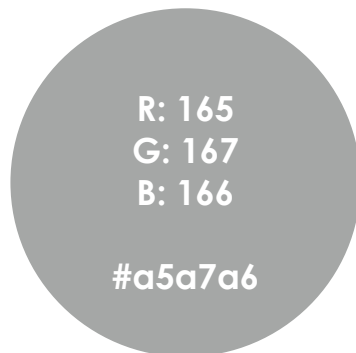
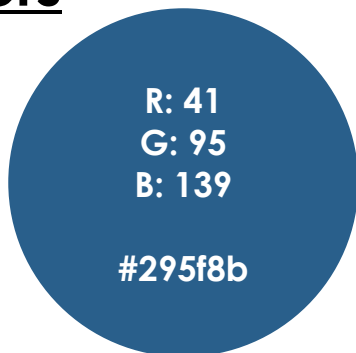
Branding  
Guide

## Logo



Our logo is designed to give people a clear idea of the product that we sell. The zipper on the sock is strategically placed to also serve as the dash in our company's name. The phrases above our company name were included to describe the functionality of our product. Our concise logo is utilized for other branding purposes with limited space. We chose to use the sock image as a simplified version of our logo to build upon brand recognition. It can be found on our letterhead and the back of our business card.

## Colors



Our central brand colors consist of a dark blue and two shades of gray. Blue symbolizes trust and confidence. Gray was used to represent sophistication and neutrality, so that we can appeal to different audiences. The balance of colors and their meanings compliments the purpose of Sock-It.

## Fonts

CENTURY GOTHIC

**BIONDI**

Our primary font for logos and company branding images is Biondi. This clear and concise font represents Sock-It as professional start-up business. In all other aspects, the font Century Gothic will be utilized. It enables all customers to read messages quickly.

SOCK-IT  
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SOCKIT.NY@VEINTERNATIONAL.ORG

## Company Overview

Sock-It is an up and coming sock company that's more than just your traditional sock. The socks have a hidden, waterproof internal pocket to store personal valuables (ID, cash, credit cards). Sock-It sells a wide variety of lengths and designs that appeal to both men and women ages eighteen to thirty. The lengths include boot-cut, dress and crew. Designs range from traditional solid colors to eye-popping designs. This product makes sure the forgetful teenager always has their valuables and limits the risk of anyone losing their belongings while on the go. Instead of carrying around a full wallet or bag, simply place your valuables in the sock pocket for maximum convenience.

While juggling all of what life throws at you, this hands-free security makes sure your belongings are with you every step of the way.



# Business Card

## Front

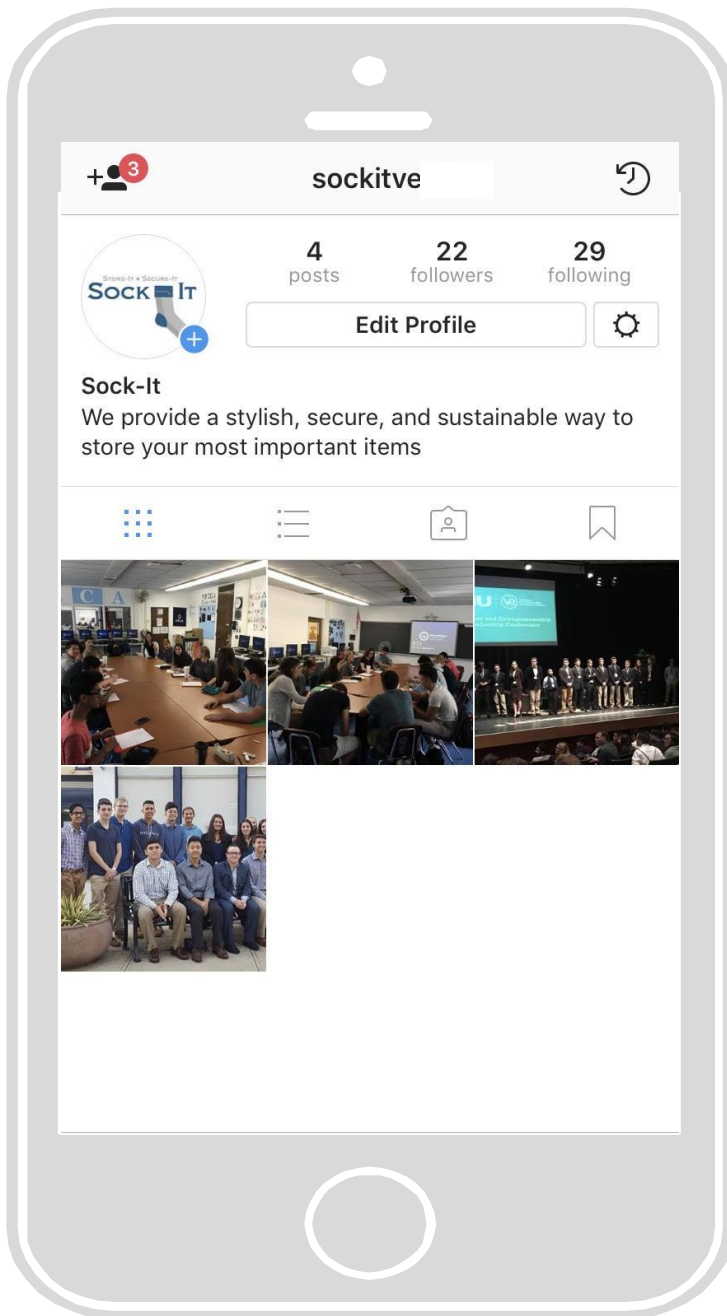


## Back



# Social Media

## Instagram



## Twitter



# Packaging



Pictured to the left is our Dress Sock Line. The neat packaging is designed to appeal to a professional audience.

Pictured to the right is one of our patterned socks. The clear packaging is designed to allow people to easily view our product and to appeal to the younger segment of our target market.



# Promotional Flyer



We provide our customers with A  
STYLISH, SECURE, and SUSTAINABLE  
way to store their most important  
items!



@socketve



@socketve

Website

[socketve.wixsite.com/socketve](http://socketve.wixsite.com/socketve)

## PRICE RANGE

### MEN'S SOCK-ITS

MID-CUT, "CLASSICS" ....\$8  
MID-CUT, "PATTERNS" ....\$10  
DRESS, "CLASSICS" .....\$10

### WOMEN'S SOCK-ITS

MID-CUT, "CLASSICS" ....\$8  
MID-CUT, "PATTERNS" ....\$10  
BOOT, "CLASSICS" .....\$10

### SOCK-IT VALUE PACKS

CLASSIC 3-  
PACK.....\$20  
LIFESTYLE PACK.....\$25  
MIX AND MATCH PACK.\$25  
SOCK OF THE MONTH CLUB