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BRAND GUIDELINES

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01

Brand Position

1.1 Brand Overview

Dedicated to foster self identity through bold and timeless fashion, we champion the concept of self-representation, fostering a space where individuals can embrace their authentic selves and cultivate confidence in their own skin.

As a multi-label store, PLOP transcends traditional fashion boundaries by curating a collection from independent designers around the world.

We believe fashion should be an extension of your unique identity, empowering you to express yourself beyond conventional norms. We are committed to fostering a community that thrives on the rich tapestry of human expression.

Vision

Our vision is to be a leading platform in the fashion industry that inspires a world where everyone can confidently express individuality and celebrate diversity through style.

Authenticity
Boldness
Creativity

Fashion that reflects uniqueness and individuality
Championing fearless self-expression through bold
Discovering artistic innovation in fashion

Values

Mission

Our mission is to empower individuals to embrace their authenticity through bold, timeless, and curated pieces from independent designer collections. PLOP thrives on self-representation and creativity, transcending the boundaries of traditional fashion.

02

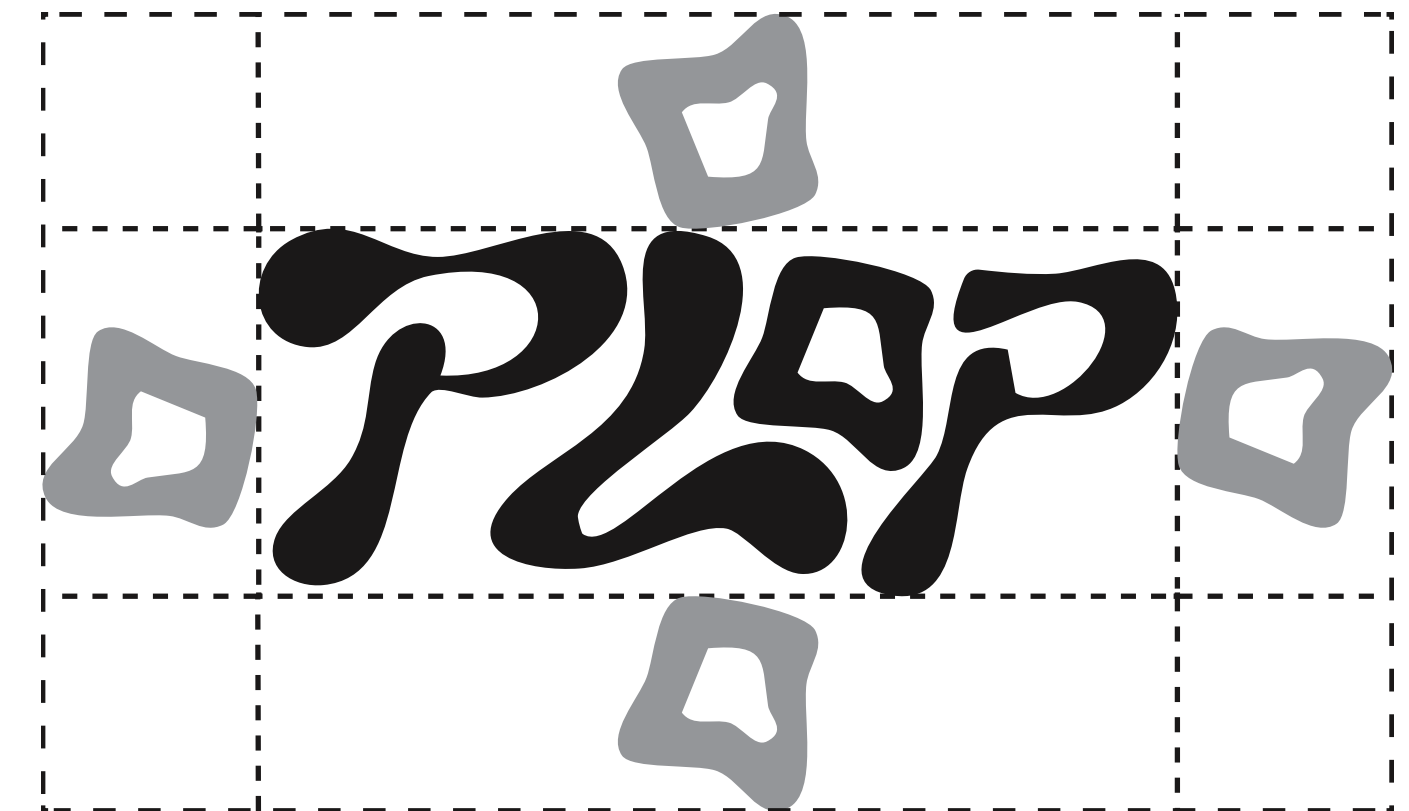
Visual Identity



2.1 Exclusion Zone

To prevent visual clutter, please ensure all graphic elements remain outside the dotted margins provided. This helps to safeguard brand clarity and visual hierarchy.

The minimum clear space is determined by the size of the logo's letter "o" from the primary logo, and the cursive extension of the letter "p" element for the brand mark, creating a protective buffer on each of the sides.



2.2 Logo Variations

01

Primary Logo



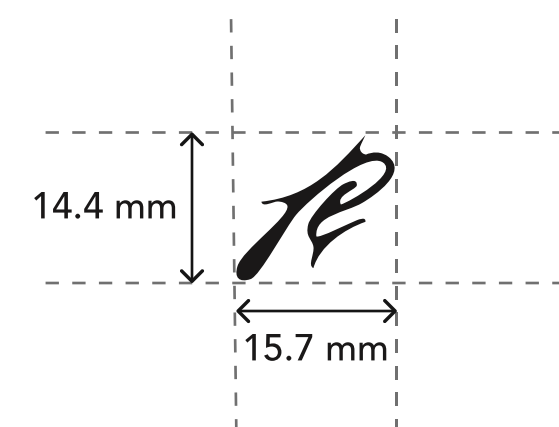
02

Brand Mark

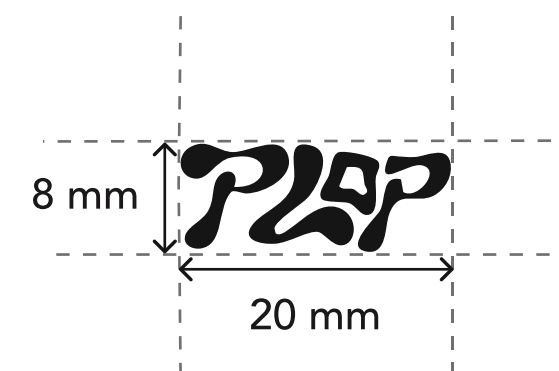


2.3 Minimum Size

FOR PRINT

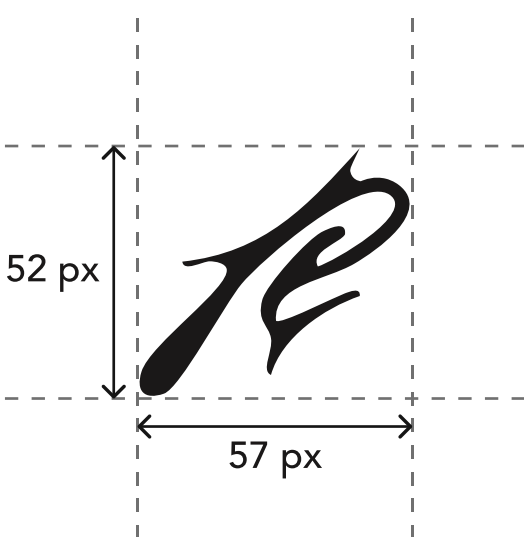


To maintain the clarity of the logo in printed materials, ensure that the brand mark has a minimum width of 15.7mm and a height of 14.4mm.

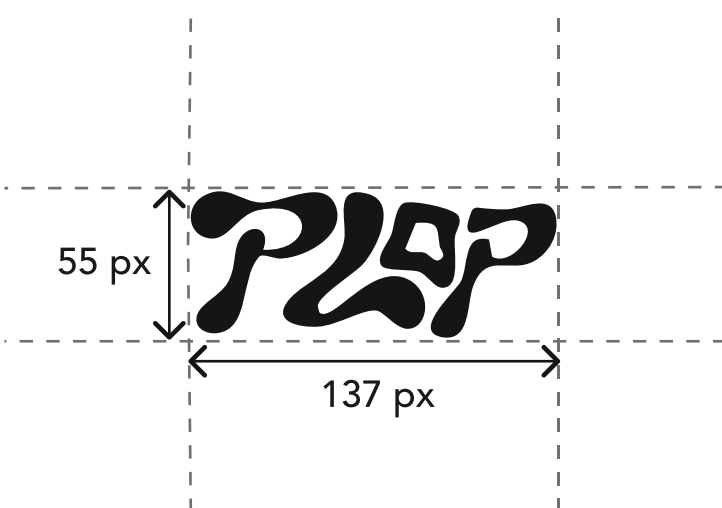


Ensure that the logo has a minimum width of 20mm as well as a height of 8mm.

FOR DIGITAL



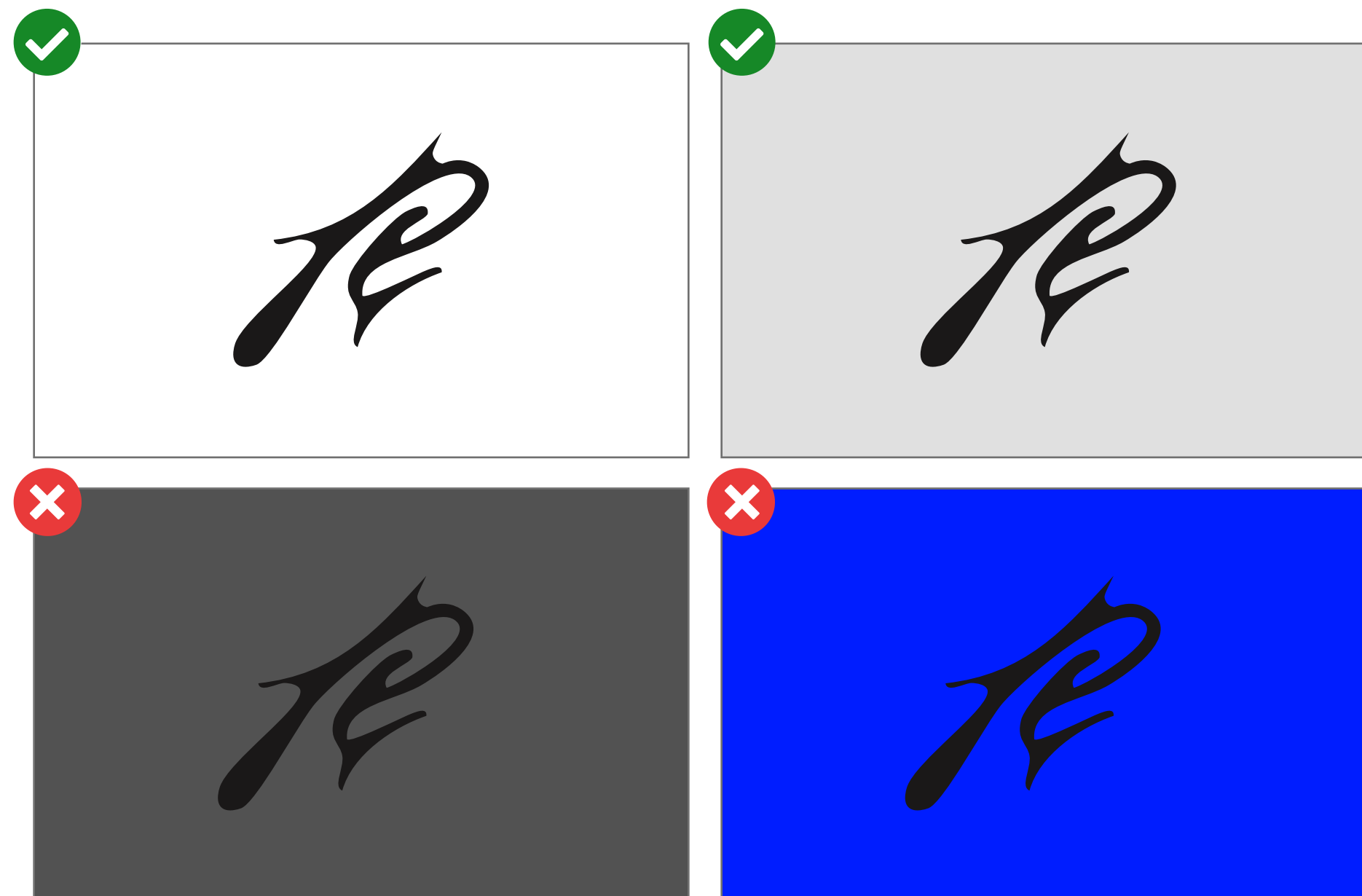
To maintain the clarity of the logo in digital materials, ensure that the brand mark has a minimum width of 57px and a height of 52px.



Ensure that the logo has a minimum width of 137px as well as a height of 55px.

2.4 Logo Usage

ON SOLID BACKGROUNDS



DOs:

1. Use background colours that provide strong contrast with the brand logo
2. Use backgrounds with the brand colours.

DONT's:

1. Don't use backgrounds with similar colours to the logo.
2. Don't use luminous or neon-coloured backgrounds as they could be distracting from the focal point of the logo.

2.4 Logo Usage

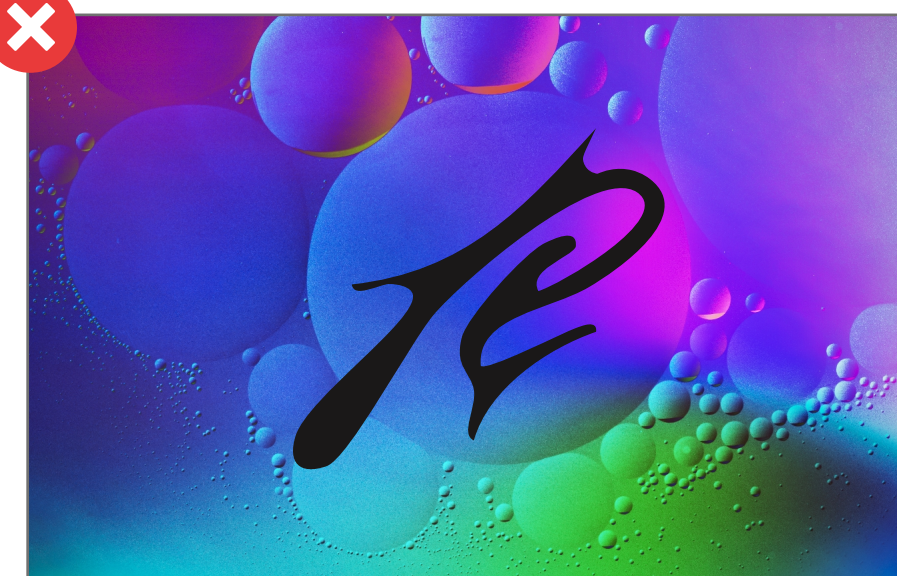
DOs:

1. Ensure that the backgrounds are clean and have minimal clutter.
2. Ensure that the backgrounds have sufficient contrast.

DONT's:

1. Don't use backgrounds that are too cluttered and messy.
2. Don't use backgrounds with little to no contrast.

ON OTHER BACKGROUNDS



03

Core Design Elements



3.1 Typography

(Primary Font)
Aa

Montserrat adds an unconventional and edgy layer to PLOP's visual identity. Its monospaced design introduces a sleek contrast to the primary font. The juxtaposition in the two fonts reinforces PLOP's innovative approach to reinventing fashion and transcending traditional boundaries. The font achieves a unique and bold touch, further emphasising the brand's commitment to self-expression.

Avenir was chosen as the primary typeface for its timeless and versatile design, which aligns with PLOP's commitment to bold yet enduring fashion. The clean and modern font ensures clarity and readability. It bridges classic and contemporary styles, reflecting PLOP's ethos of fostering self-identity through fashion.

(Secondary Font)
Aa

3.2 Colours

White symbolises the timelessness, individuality, and the limitless potential of self-expression. It balances the depth of black, offering clarity and creating space for the bold designs. It contributes to the clean and modern vibe that PLOP exudes.



#FFFFFF



#000000

Black represents sophistication, strength, and the unapologetic confidence that PLOP inspires in its community. It provides a solid foundation for the brand's visual identity, evoking a sense of mystery and power while serving as a versatile backdrop for striking fashion statements.