WEEKDAY

Visual identity Guidelines, April 2021

Introduction

The following visual guidelines introduce the core design elements of the Weekday identity and the ways in which they can be used. Every application using these elements should follow the rules contained in these guidelines.

Contents

1 Brand Strategy

1.1 Stategy

1.2 Brand Values

2 Brand Marks

2.1 Logo

2.2 Logo Construction

2.3 Logo Clear Space

2.4 Wordmark

2.5 Wordmark Clear Space

2.6 Brandmark

2.7 Brandmark Clear Space

3 Typography

3.1 Overview

3.2 Hierarchy

4 Colour

4.1 Primary colour palette

4.2 Secondary colour palette

4.3 Logo colour usage - Black and white

4.4 Logo colour usage - Coloured background

5 Graphic language

5.1 One-row secondary logo

5.2 Three-row secondary logo

5.3 Primary and secondary logo usage

5.4 Illustrations

5.5 Coloured illustrations

5.6 Illustration construction

5.7 Illustration usage - Campaign

5.8 Illustration usage - Overlay

5.9 Illustration usage - Banner

5.10 Illustration usage - Icon

6 Photography

6.1 Art Direction - Campaign

6.2 Art Direction - Campaign (Continued)

6.3 Art Direction - Product shot

7 Applications

7.1 Stationery

7.2 Business Card

7.3 Business Card (Continued)

7.4 A4 Letterhead - Front Page

7.5 A4 Letterhead - Continuation Page

7.6 DL Envelope

7.7 C4 Envelope

7.8 Posters - Collection

7.9 Posters - Campaign

7.10 Posters - Campaign (Continued)

7.11 Billboard

7.12 Billboard (Continued)

7.13 Website - Home Page

7.14 Website - Zeitgeist Page

7.15 Website - Mobile

7.16 Instagram Profile

7.17 Instagram Feed and Stories

7.18 Tote Bag

7.19 Store Window

1. BRAND STRATEGY

1.1 Strategy

WEEKDAY

is the only urban high street fashion brand offering a curation of wardrobe staples and statement pieces which combines quality, sustainability, comfortability and affordability for the style-conscious European customer, because we believe that good everyday fashion encourages creativity every day.

“Your fashion is meant to last.”

Our tagline reflects our dedication to creating ethical and sustainable fashion, to cater to the every day fashion-related needs of our audience, and to provide for them a wardrobe that will never expire.

1.2 Brand Values

Sustainability

There is no planet B. We create clothes that give back to the people, community and planet.

Comfort

Everyday fashion is not everyday fashion if it is uncomfortable.

Originality

Fashion is a way to showcase our creativity and individuality. We use it well.

Versatility

Basics and statement pieces - we have it all covered.

2. BRAND MARKS

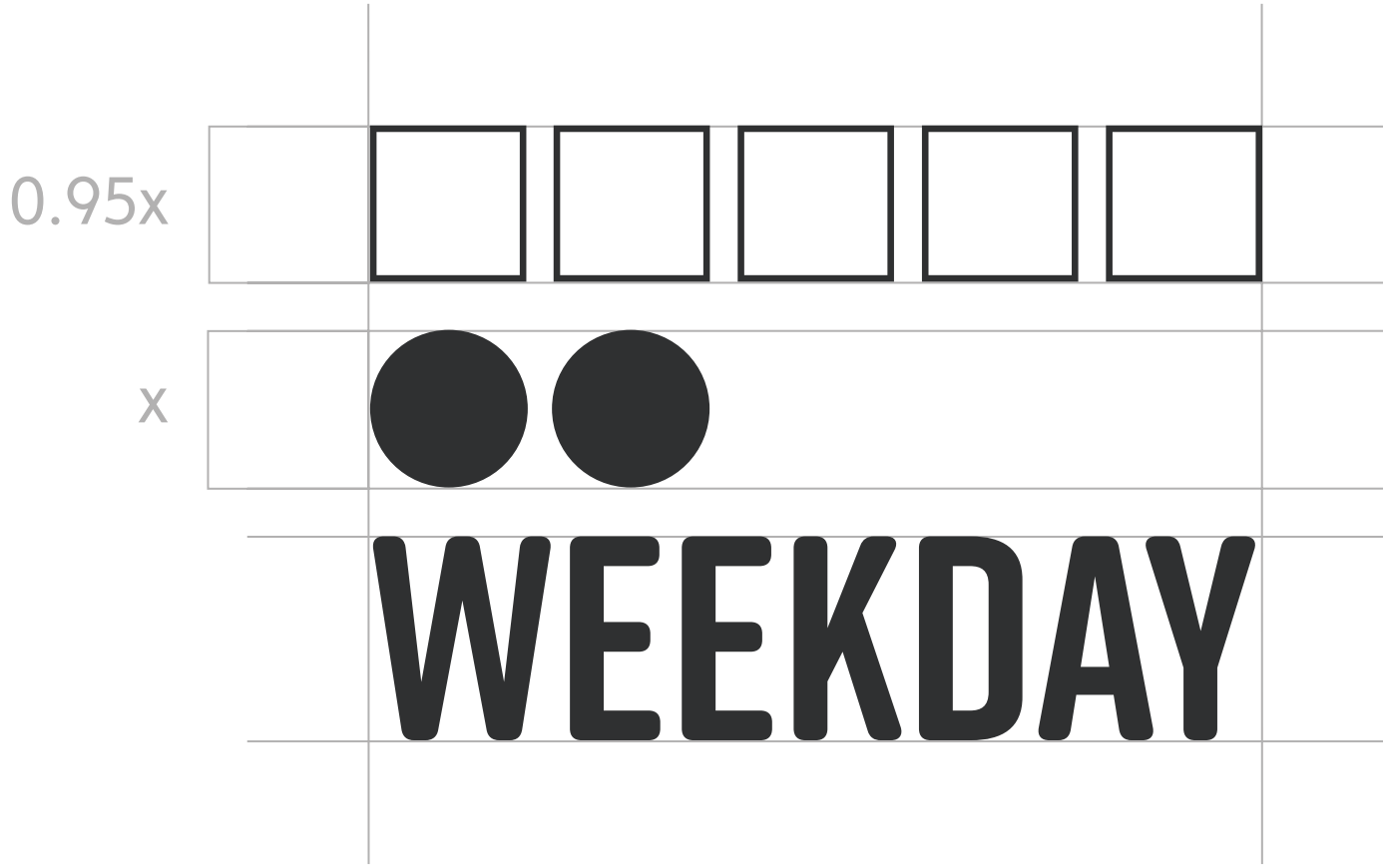
2.1 Logo

Weekday's primary logo is geometric, fun and straight-forward in its concept. Its simplicity allows for versatile and creative usage across multiple platforms and media.

The primary logo will be used across primary brand applications, such as consumer and business facing materials.

2.2 Logo Construction

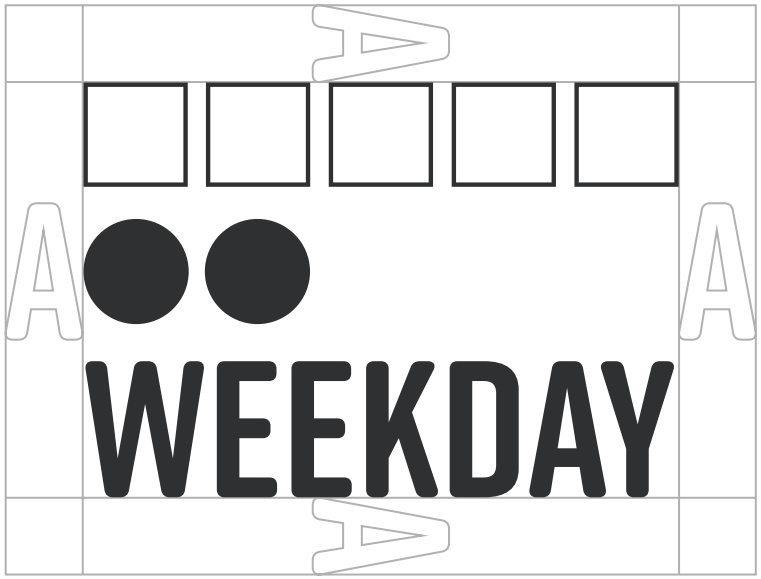
The logo consists of three rows. On the first row, there are 5 identical squares, placed evenly apart. The second row has 2 solid circles, left aligned. The third row bears the brand name "Weekday" in the typeface Rift Soft Bold. X defines the diameter of the circle.



2.3 Logo Clear Space and Minimum Size

To ensure the logo doesn't get crowded, use the width of the letter "A" to produce a clearspace around the logo.

The smallest the logo should be represented is 2cm high.



2.4 Wordmark

The wordmark is the word “Weekday” in the typeface Rift Soft bold. Secondary logos like the wordmark can be used in place of the primary logo. However, they should never be used with the primary logo; it looks repetitive and is not a good use of brand elements.

The wordmark is used when a secondary logo is already present elsewhere in the design. It is used left-aligned at the top or bottom of the composition.

WEEKDAY

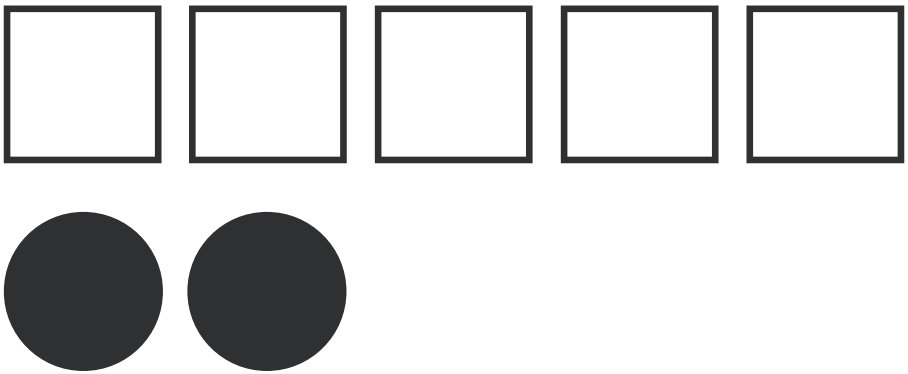
2.5 Wordmark Clear Space and Minumum Size

To ensure the wordmark doesn't get crowded, use the width of the letter "A" to produce a clearspace around the logo.

The smallest the wordmark should be represented is 1cm high.

2.6 Brandmark

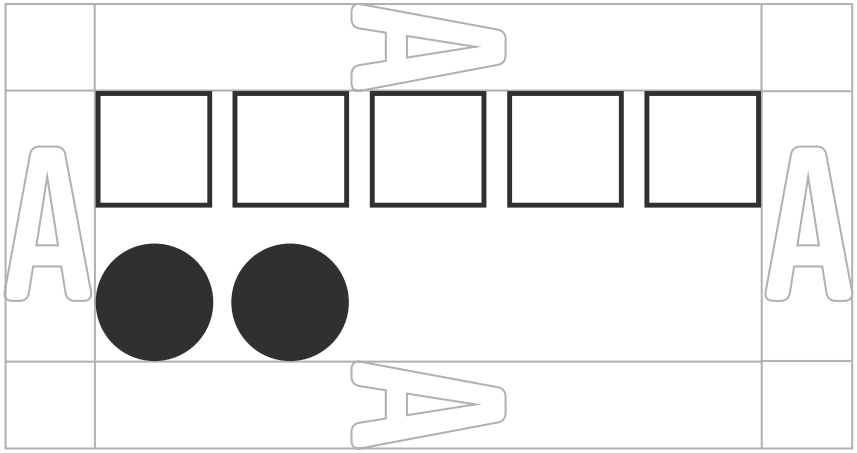
The brandmark is the primary logo without the word “Weekday”. It is usually used with the wordmark in the composition.

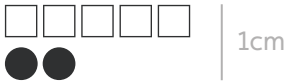


2.7 Brandmark Clear Space and Minimum Size

To ensure the brandmark doesn't get crowded, use the width of the letter "A" to produce a clearspace around the logo.

The smallest the brandmark should be represented is 1cm high.





3. TYPOGRAPHY

3.1 Overview

RIFT SOFT BOLD

Used for headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Soleil bold

Used for subtitles and for the brand tagline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Faricy New regular

Used for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

3.2 Type Hierarchy

Typefaces can be used together to create emphasis and visual hierarchy that assists the reader with navigating our text. This is a demonstration on how typography should be used for Weekday's brand identity.

LOREM IPSUM

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla massa est, consectetur id convallis sed, tincidunt eu mauris. Donec maximus, justo non sodales sollicitudin, tortor ex lacinia sapien, vel blandit augue tellus non est. Maecenas purus mauris, aliquet vel rutrum sagittis, hendrerit a ex. Curabitur nec ante enim. Duis pharetra est id aliquam maximus. Sed iaculis imperdiet iaculis. Praesent volutpat nisi vitae nibh vestibulum sollicitudin. In mattis laoreet orci, vel tincidunt lectus ultrices ac.

Headline in Rift Soft Bold, used for collection names or eye-grabbing titles

Subtitles and tagline in Soleil bold

Body copy in Faricy New regular, in this example, the font size is 10pt with 16pt leading. With smaller font sizes, it is important to increase the leading for legibility and readability.

4. COLOUR

4.1 Primary colour palette

Colour is an important element of a strong visual identity. Weekday's primary colour includes a range of grayscale colours, and our signature blue. The grayscale colours communicate Weekday's modern and urban values; the blue introduces the fun and youthful element to our brand.

WHITE

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #ffffff

LIGHT GREY

CMYK: 7, 5, 6, 0
RGB: 240, 240, 240
HEX: #f0f0f0

GREY

Pantone: Cool Gray 10C
CMYK: 55, 44, 44, 30
RGB: 240, 240, 240
HEX: #6c6c6c

CHARCOAL

Pantone: 426C
CMYK: 71, 61, 56, 67
RGB: 47, 47, 49
HEX: #2f2f31

BLUE

Pantone: 2117C
CMYK: 79, 68, 0, 0
RGB: 78, 89, 164
HEX: #4e59a4

4.2 Secondary colour palette

Our secondary colours are used in combination with or separately from our primary colours. These colours are meant to add a pop of colour and diversity to our designs, and to emphasize the youthful element to our brand.

GREEN

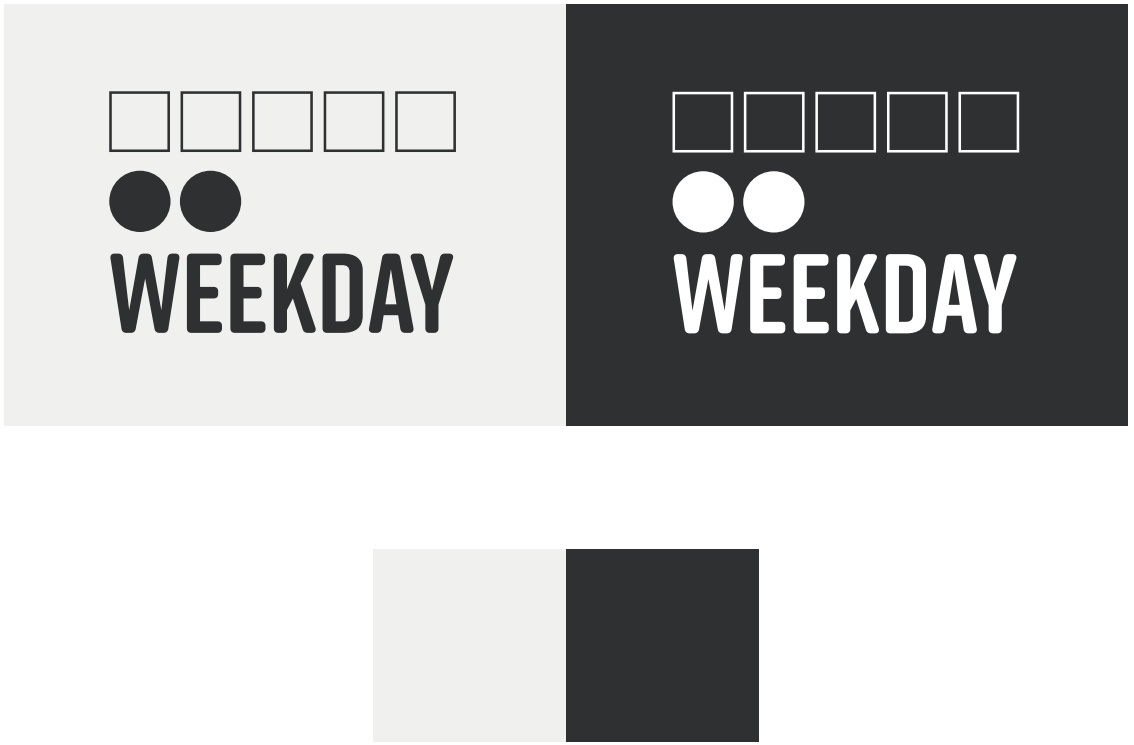
Pantone: 368 C
CMYK: 62, 0, 100, 0
RGB: 112, 182, 44
HEX: 70b62c

YELLOW

Pantone: 101 C
CMYK: 8, 0, 78, 0
RGB: 247, 234, 77
HEX: f7ea4d

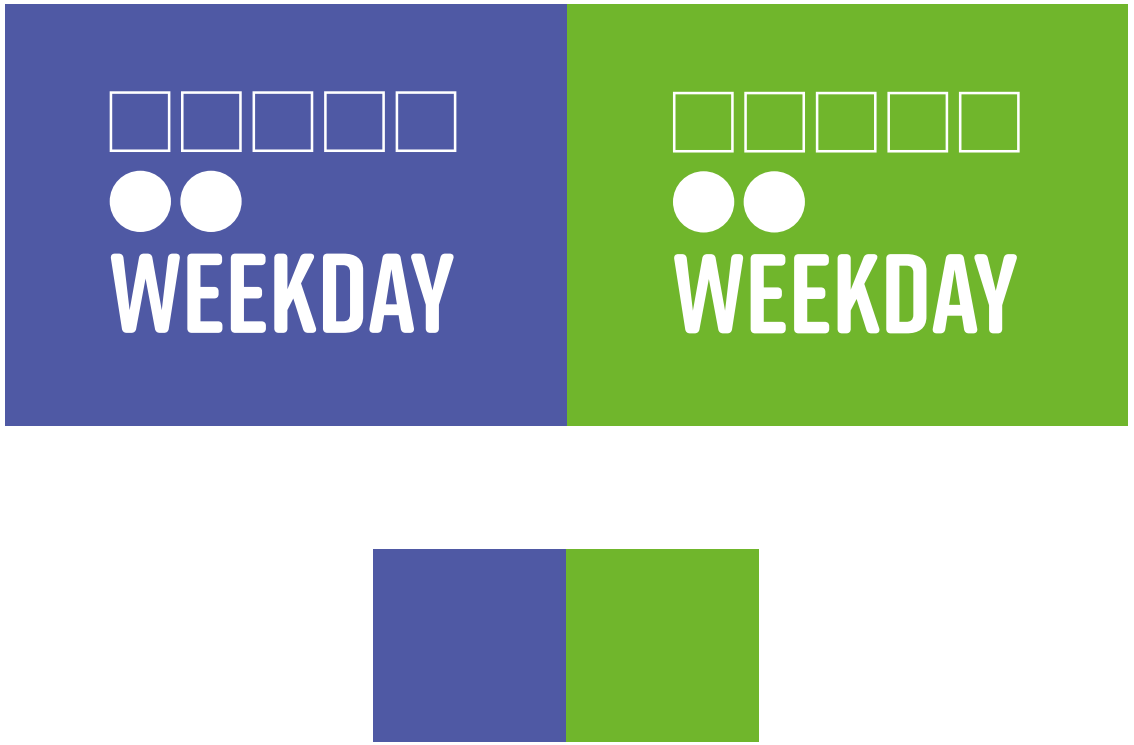
4.3 Logo Colour Usage - “Black and White”

On a light-coloured background (i.e. white or light grey), the logo should be displayed in charcoal. On a darker background, the logo should be displayed in white. Commercial usage of the logo should be in these colours, as the logo will be most recognisable in these colours.



4.4 Logo Colour Usage - Coloured background

In instances where the logo is against a coloured background, the logo should be displayed in white for clarity.



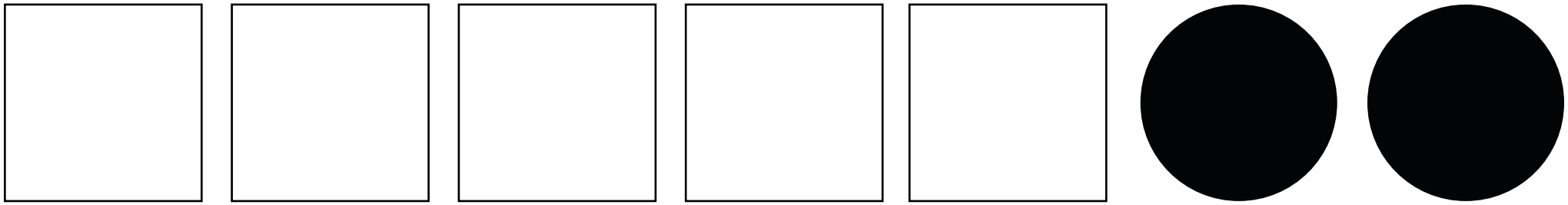
5. GRAPHIC LANGUAGE

5.1 One-row Secondary Logo

The one-row secondary logo is the arrangement of the 5 squares and 2 circles into one horizontal row.

It is used as a decorative element, and is usually used with the wordmark in a composition. It is used as a footer or separator in a design, and is resized to occupy the width of the space.

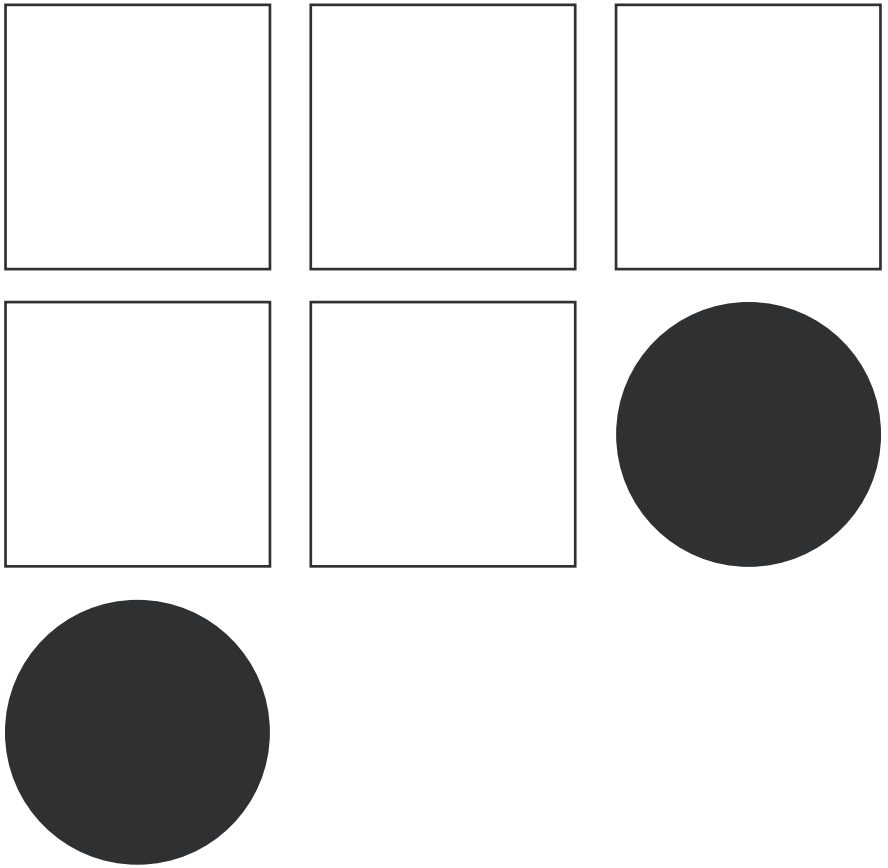
The line width of the squares can be changed according to the size of its usage. See "7.13 Website - Home Page" and "7.14 Website - Zeitgeist Page" for examples of usage.



5.2 Three-row Secondary Logo

The three-row secondary logo is used exclusively as an image overlay for posters, editorial and advertising material. It is usually used with the wordmark in a composition.

The line width of the squares can be changed according to the size of its usage. See "7.8 Posters - Collection" for examples of usage.



5.3 Primary and Secondary Logo Usage

Example 1

Primary logo is positioned on the top left of the poster. A decorative element (not a secondary logo) derived from the logo is used at the bottom as a footer.

Example 2

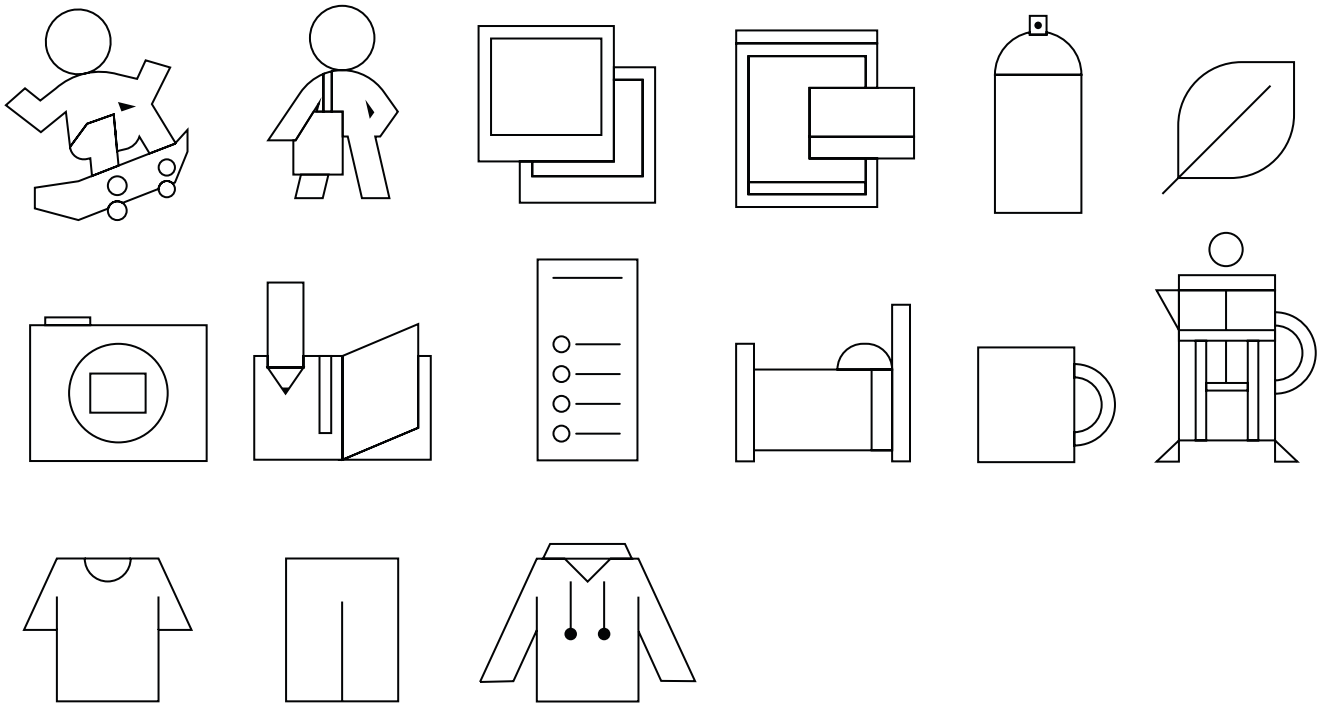
Wordmark is positioned at top left. The triple-line icon is used as an overlay for the poster image.

5.4 Illustrations

Weekday uses illustrations to add another element of visual interest to our advertising and consumer material.

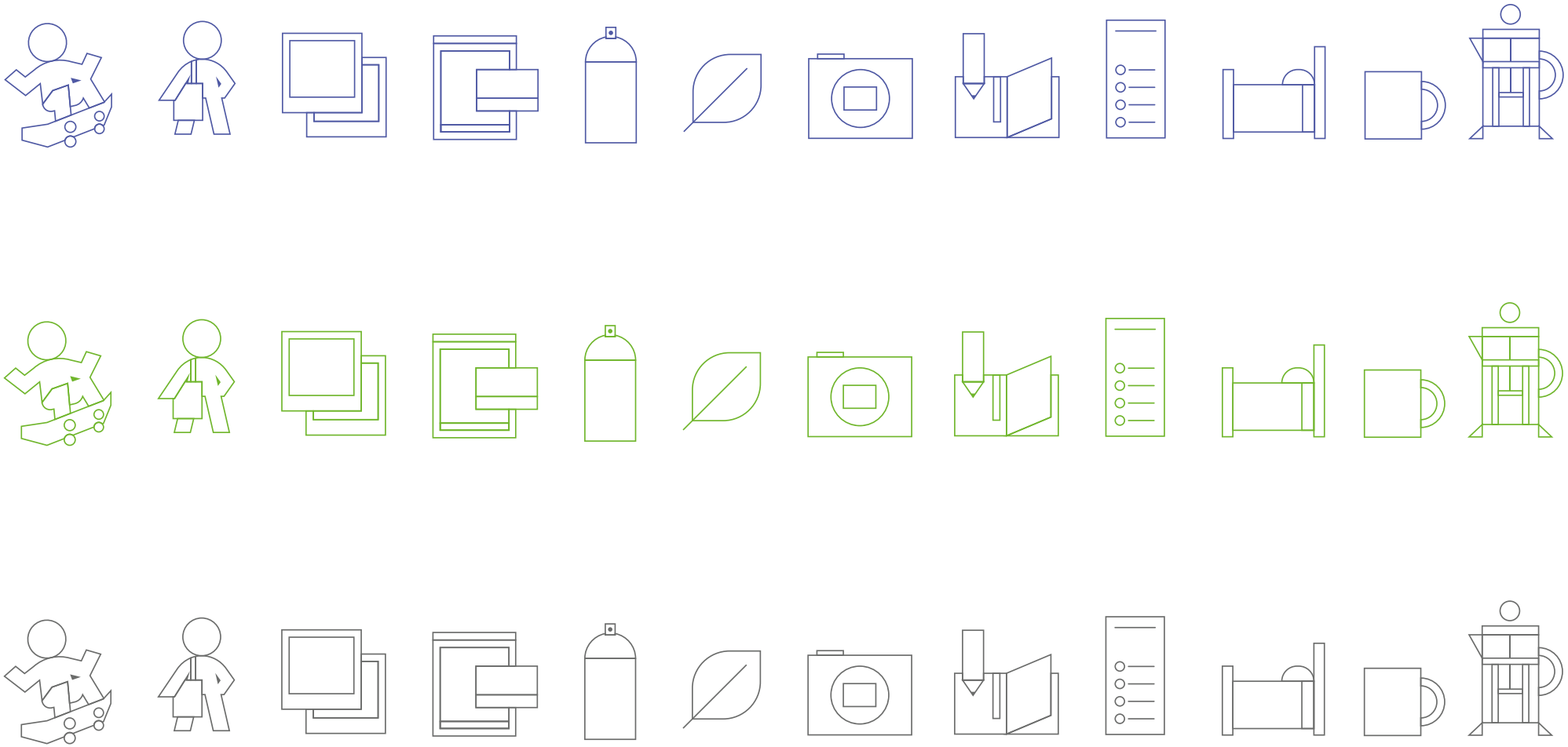
The illustrations include people, tools for creating, and other objects associated with the word "weekday". This reflects Weekday's belief that good fashion encourages creativity in our every day.

The illustrations below have a stroke width of 0.75pt.



5.5 Coloured Illustrations

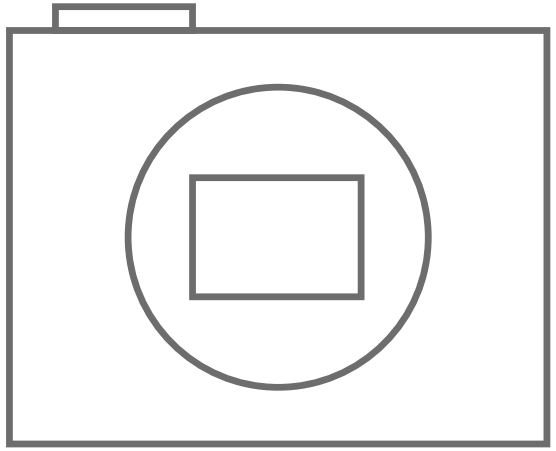
Illustrations can be displayed in different colours of the brand colour palette to add interest and variety depending on their usage.



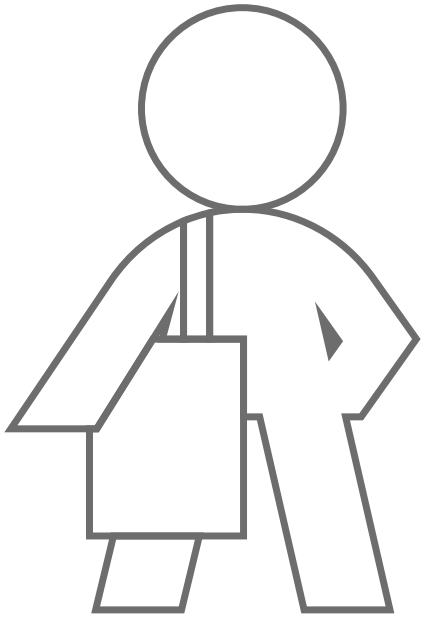
5.6 Illustration Construction

Guidelines to create new illustrations:

- Keep the illustrations as simple as possible
- Use simple geometric shapes
- Only produce line drawings - do not fill shapes with colour
- If the illustration has a letter or number in it, use only the "Rift Soft Bold" typeface
- Keep with the theme of fashion, creativity and everyday
- For people, maintain the style and anatomy of existing people illustrations



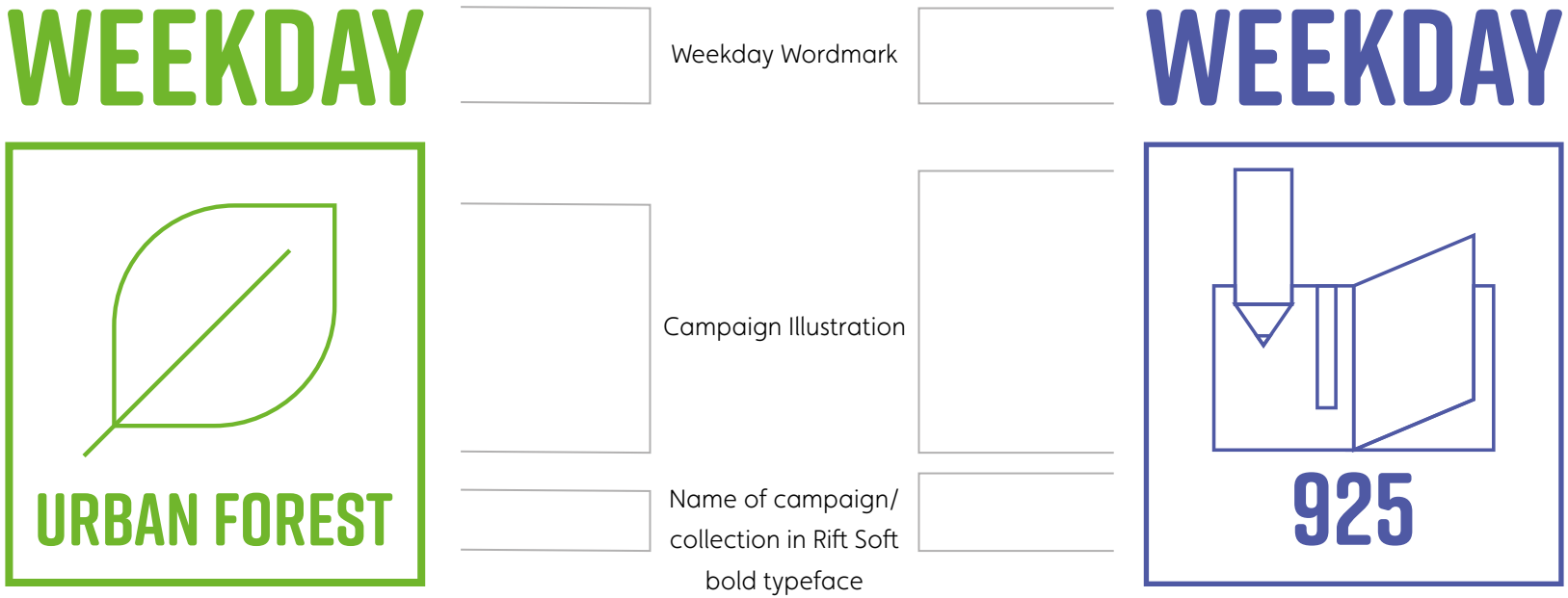
A camera made with 4 rectangles and 1 circle



An example of figurative illustration

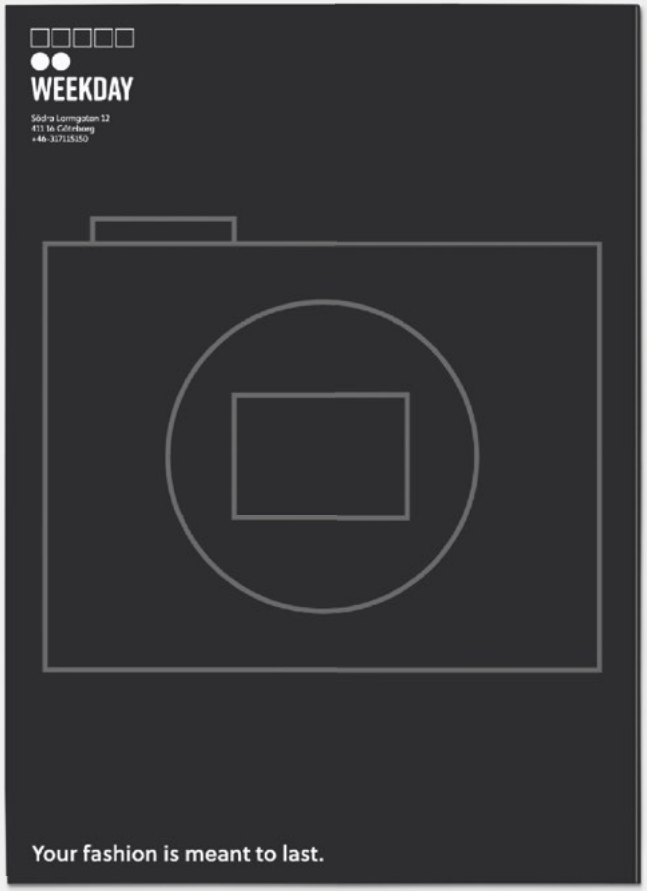
5.7 Illustration Usage - Campaign

Specific illustrations can be used as an identifying icon for a campaign. The illustration will be displayed in the specific format shown below on posters or advertising material. See "7.9-7.10 Posters - Campaign" for examples of usage.



5.8 Illustration Usage Overlay

Illustrations can be used a number of ways. The first is enlarged as an overlay or background element. The thickness of the lines can be changed depending on its usage.

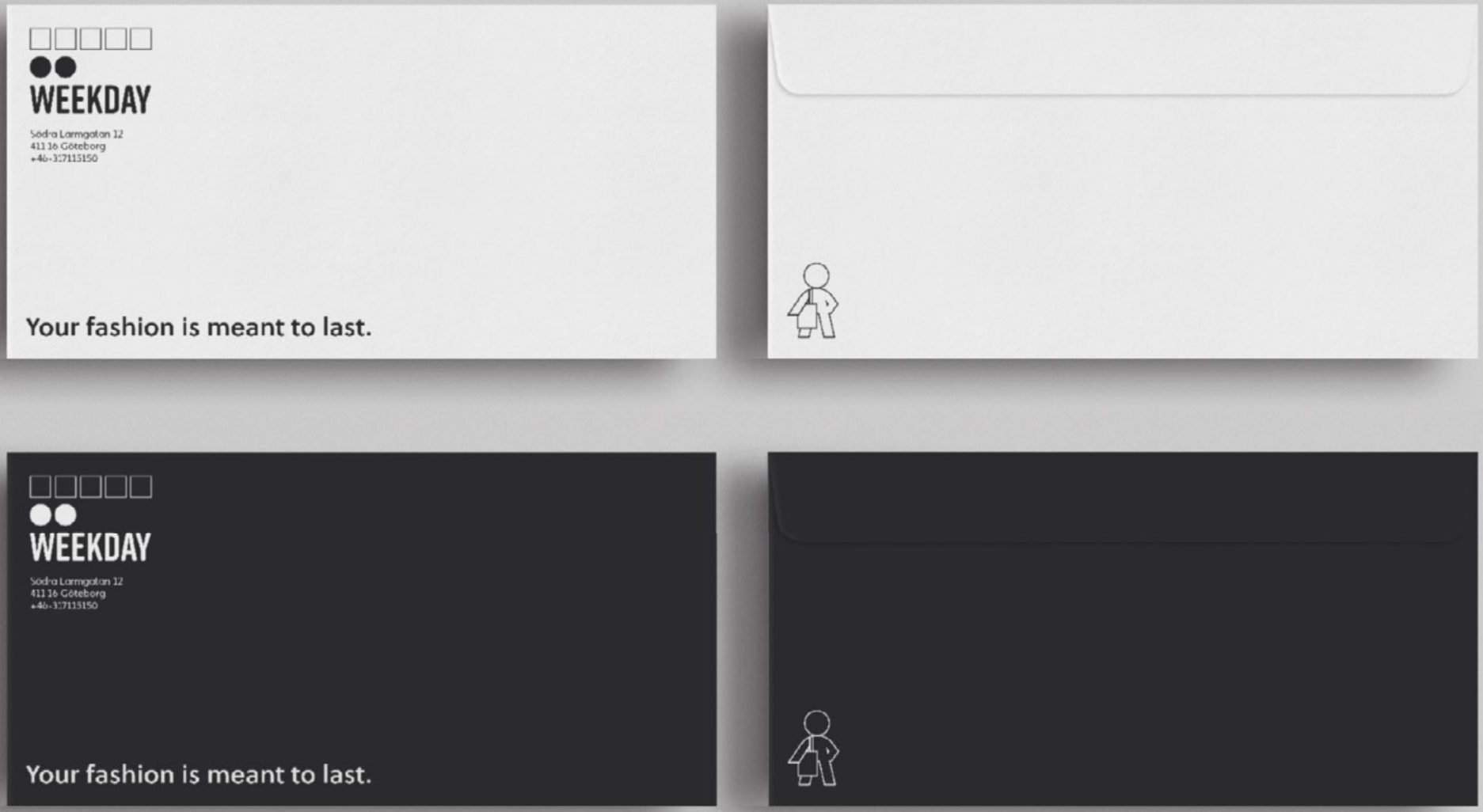


5.9 Illustration Usage Banner

A second usage for illustrations is as a footer or banner to a poster, allowing for visual interest or showing the context of the poster.

5.10 Illustration Usage - Icon

A third usage is at the bottom left corner of stationery or mechandise.



6. PHOTOGRAPHY

6.1 Art Direction - Campaign

Weekday uses two different kinds of art direction for product shots and for campaigns.

Overall, we hope to portray our garments as youthful and appealing in creative waves, while still making them relateable to our target audience. Weekday strives to work with a diverse range of models.

The photographs shown below are examples of art direction for Weekday campaigns. More guidelines and examples on the following page.

6.2 Art Direction - Campaign (Continued)

Photographs used for campaigns, that will function also as display images for collections on the website, will have the characteristics below:

- Outdoors location can be used, using textured or coloured backdrop and adding a story/theme to the collection
- However, location backdrop should not be busy
- Full body/ head shots / very close-up images of clothing
- More dynamic poses from models, but preferrably front-facing and not obstructing the clothing with limbs
- One model per image only

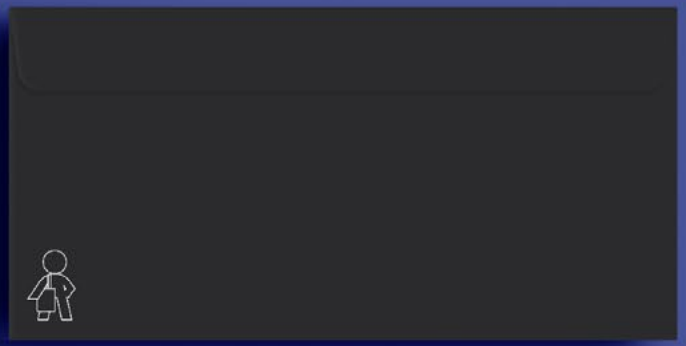
6.3 Art Direction - Product

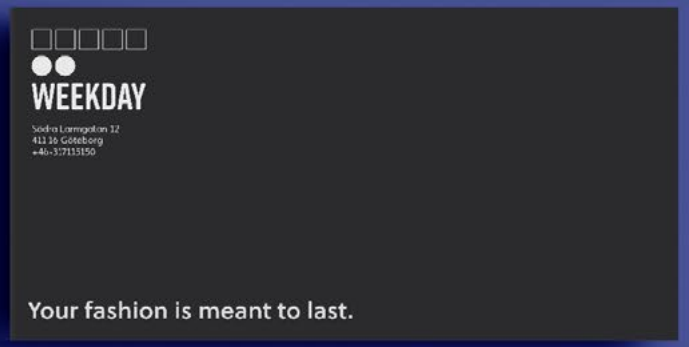
Photographs on the website that display each garment, for the main purpose of allowing our customers to see the garments clearly has the characteristics below:

- Studio background in colours of white or off-white
- Full body/torso/head shot
- Either front-facing or profile
- One model per image only
- Muted/neutral tones overall, avoid vibrant or sharp colour editing

7. APPLICATIONS

7.1 Stationery





7.2 Business Card

Font:
Rift Soft bold
Font Size: 21pt

Font:
Faricy New regular
Font Size: 9pt
Leading: 10.8pt

CHARLES COSAC
Director

+1 (212)920 2030
charles.cosac@weekday.com
@charles.cosac

www.weekday.com

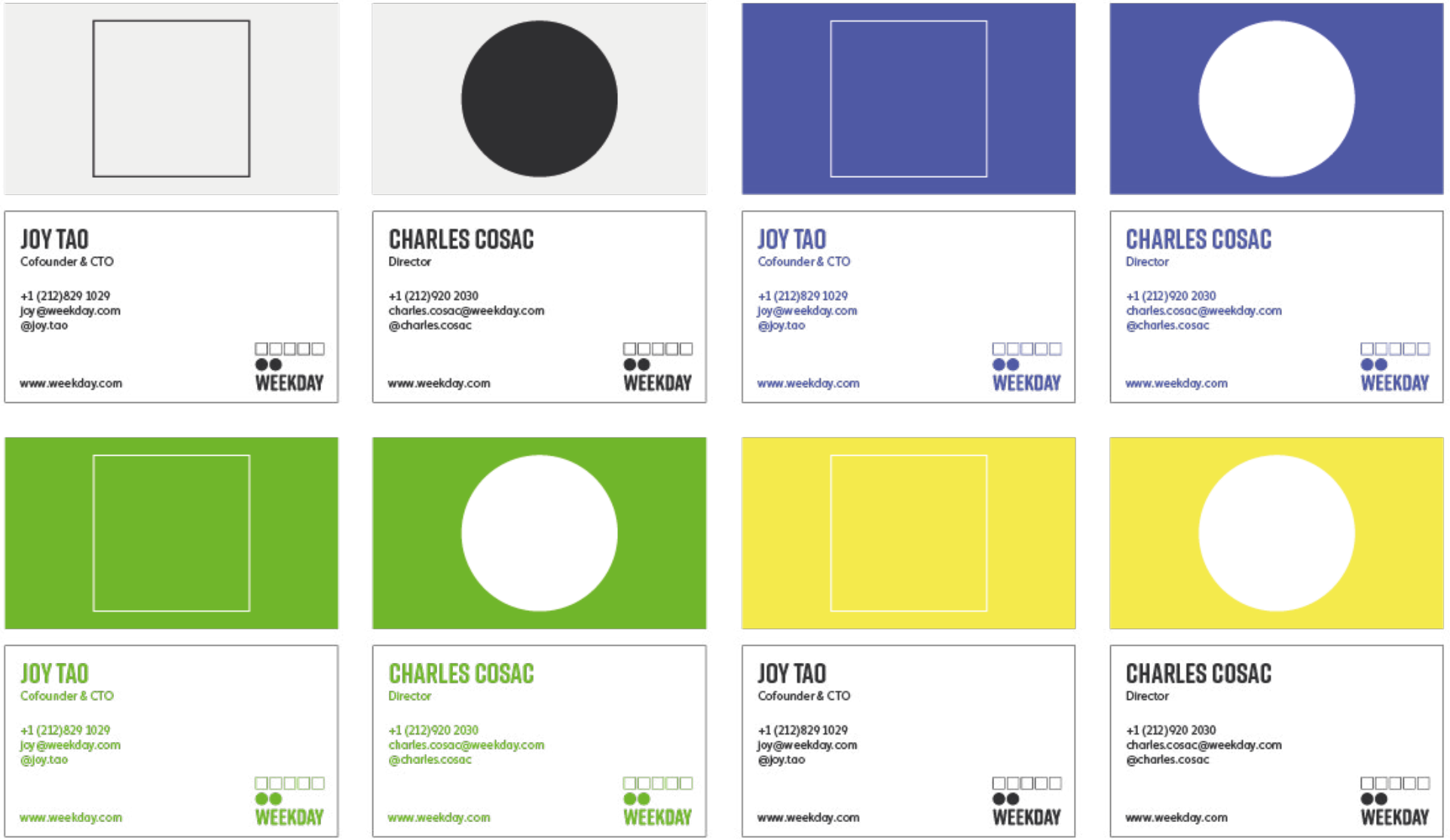
WEEKDAY

51mm

89mm

7.3 Business Card (Continued)

Weekday business cards come in a number of colours from our brand colour palette.



7.4 A4 Letterhead - Front Page

Address line
Font: Faricy New regular
Font size: 9pt
Leading: 10.8pt

Södra Larmgatan 12
411 16 Göteborg
+46-317115150

DEAR MS LAURA MESSER,

I am writing this letter in support of a proposal for funding for the Mechatronics Engineering Technology discipline that is being proposed by Utah Valley University.

Our nation has been losing a large portion of our manufacturing base business to overseas and low labor countries. The economic pressures that this trend has created here in the US are tremendous.

Many companies could prevent this inevitable transition if personnel familiar with more high tech automated manufacturing methods were available. Many companies currently rely on automated equipment to support their efforts of producing products at a higher rate, with better quality for less money. To accomplish this, companies must have technicians trained in the high tech automation and manufacturing disciplines.

In my 20 years of automation experience, I have seen very few Colleges or Universities who truly understand and support this type of discipline. We are constantly looking for talented individuals to fill engineering positions in the automation technology arena. We see a large shortage of graduates who have been taught in this area of expertise. As a result, we are constantly having to provide on the job training to our personnel. It can take years for individuals without experience or training in this discipline to become productive.

I highly recommend your support of this funding and can assure you that U.S. companies will greatly benefit from the resultant training and education that students entering this program will provide to company's efforts to save their factories and keep manufacturing jobs here in the U.S.A.

YOURS SINCERELY,

www.weekday.com

Salutation
Font: Rift Soft bold
Font size: 21pt

Body
Font: Faricy New regular
Font size: 9pt
Leading: 12pt

7.5 A4 Letterhead - Continuation Page

I am writing this letter in support of a proposal for funding for the Mechatronics Engineering Technology discipline that is being proposed by Utah Valley University.

Our nation has been losing a large portion of our manufacturing base business to overseas and low labor countries. The economic pressures that this trend has created here in the US are tremendous.

Many companies could prevent this inevitable transition if personnel familiar with more high tech automated manufacturing methods were available. Many companies currently rely on automated equipment to support their efforts of producing products at a higher rate, with better quality for less money. To accomplish this, companies must have technicians trained in the high tech automation and manufacturing disciplines.

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I highly recommend your support of this funding and can assure you that U.S. companies will greatly benefit from the resultant training and education that students entering this program will provide to company's efforts to save their factories and keep manufacturing jobs here in the U.S.A.

am writing this letter in support of a proposal for funding for the Mechatronics Engineering Technology discipline that is being proposed by Utah Valley University.

Our nation has been losing a large portion of our manufacturing base business to overseas and low labor countries. The economic pressures that this trend has created here in the US are tremendous.

Many companies could prevent this inevitable transition if personnel familiar with more high tech automated manufacturing methods were available. Many companies currently rely on automated equipment to support their efforts of producing products at a higher rate, with better quality for less money. To accomplish this, companies must have technicians trained in the high tech automation and manufacturing disciplines.

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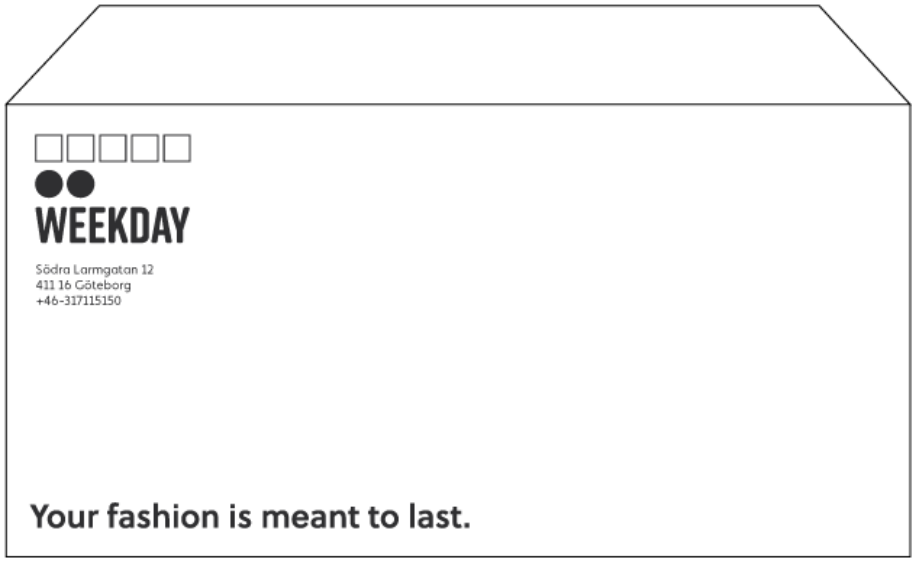
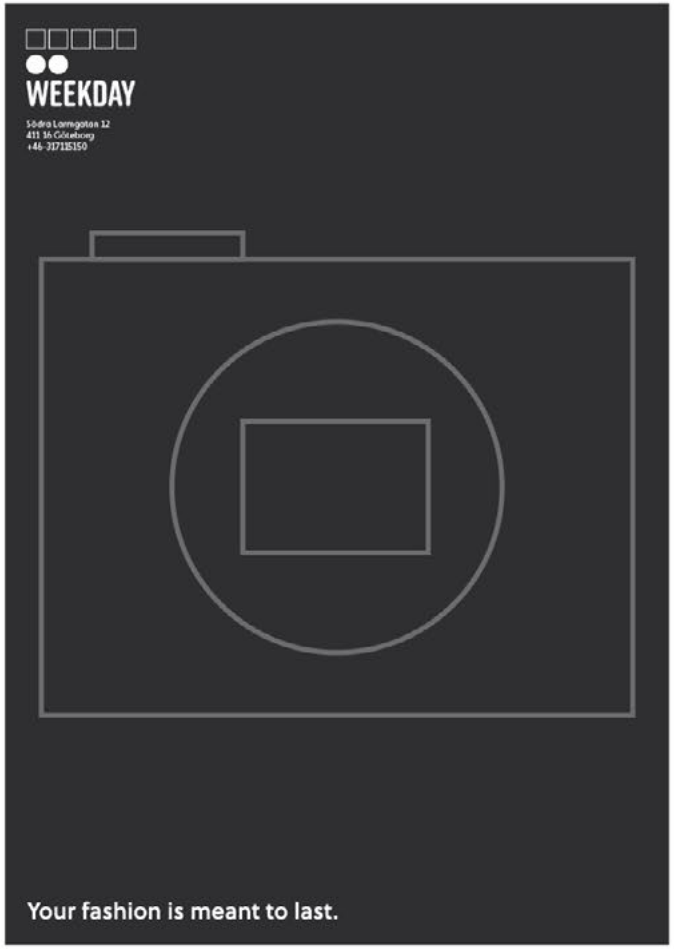
7.6 DL Envelope



7.7 C4 Envelope



7.8 Posters - Collection

7.9 Posters - Campaign

Posters for Weekday campaigns utilize several elements in 2 core poster layout designs. These posters are more fun and dynamic than normal collection posters.

Wordmark and Illustration for campaign

Details about the release date/location

Full bleed image background of a full-body photograph

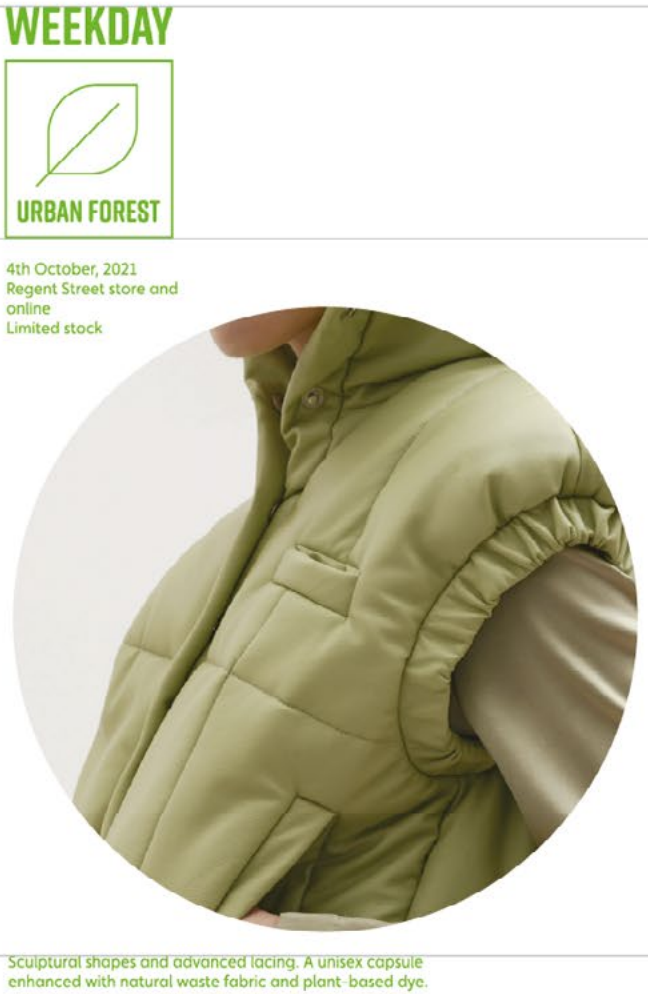
Description of the campaign

Wordmark and Illustration for campaign

Details about the release date/location

Masked circle or square image of close-up clothing detail

Description of the campaign



Example of a pair of posters for the campaign “Urban Forest”

7.10 Posters - Campaign (Continued)

WEEKDAY

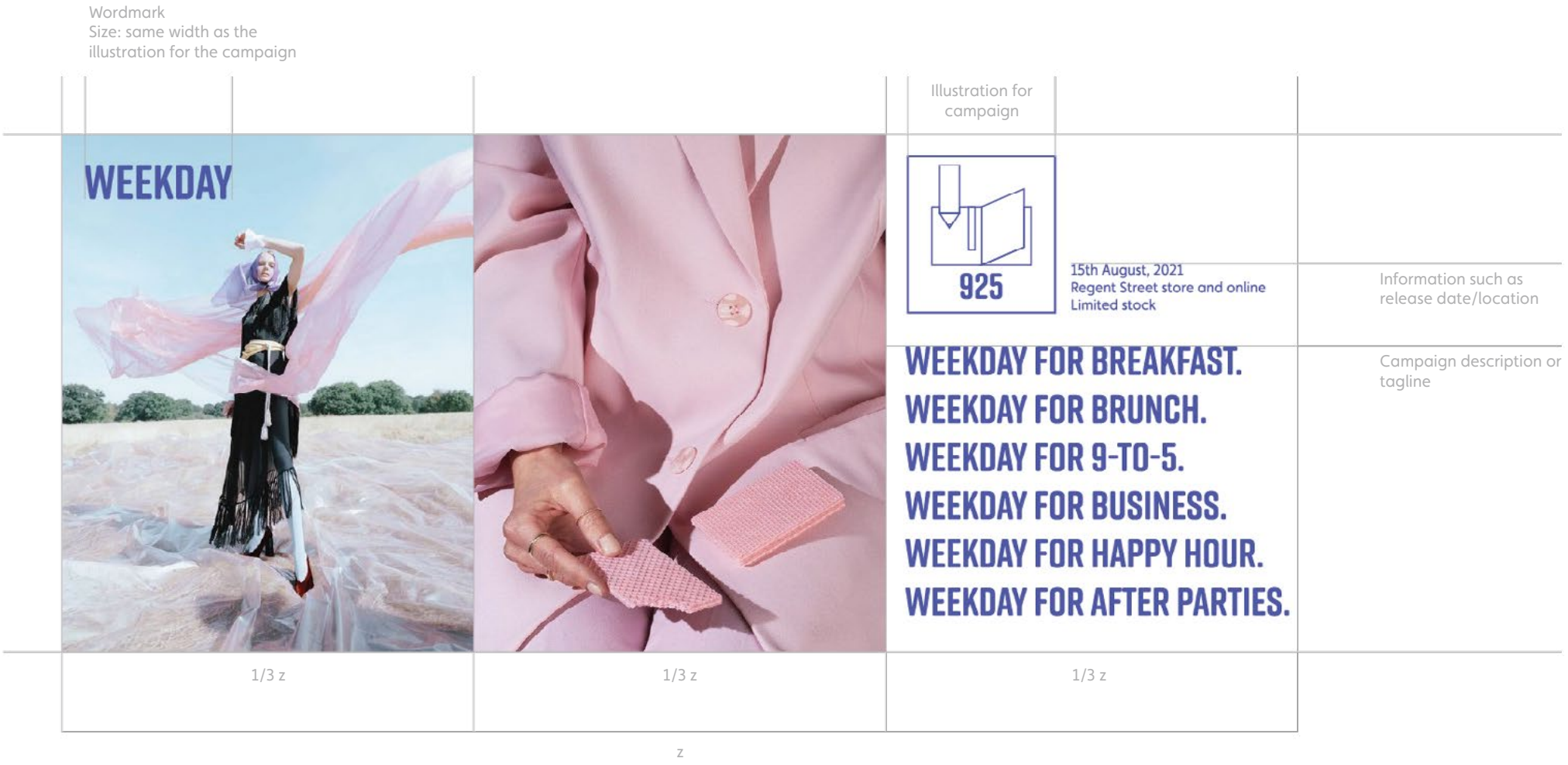
925

15th August, 2021
Regent Street store and online
Sculptural shapes and advanced lacing. A unisex capsule
enhanced with natural waste fabric and plant-based dye.

Example of a pair of posters for the campaign “925”

7.11 Billboard

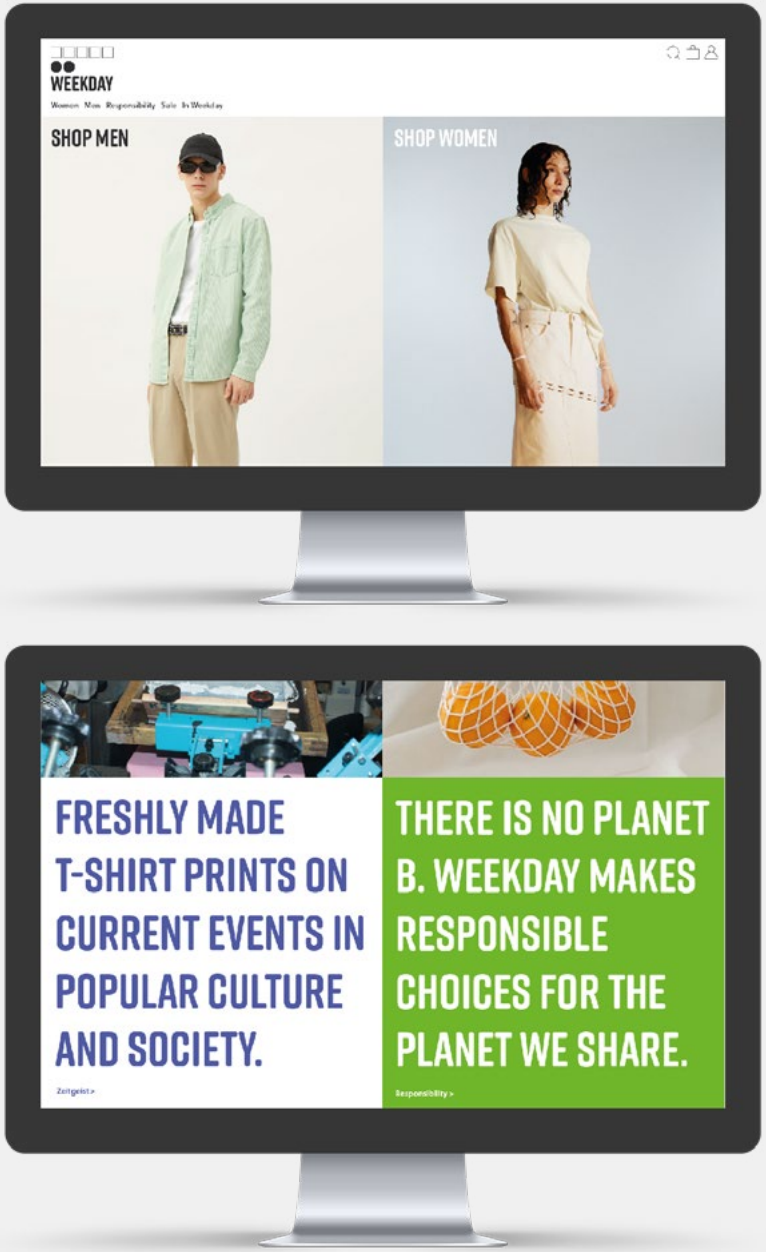
Weekday billboard posters follow a layout of three columns, with two images and one column with text and information.

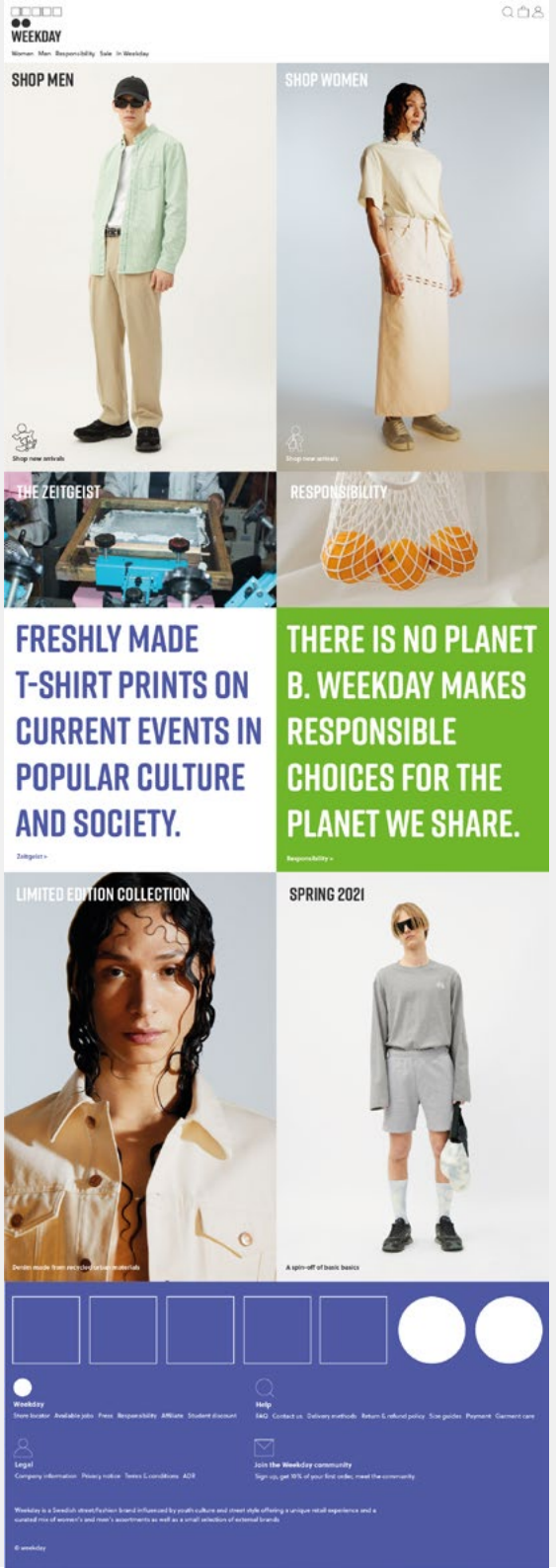


Example of a billboard poster for the campaign “925”

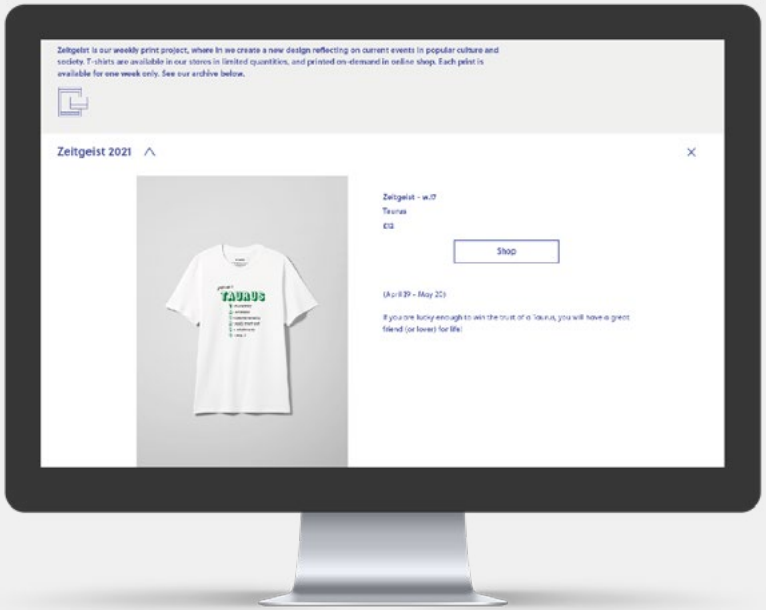
7. 12 Billboard (Continued)

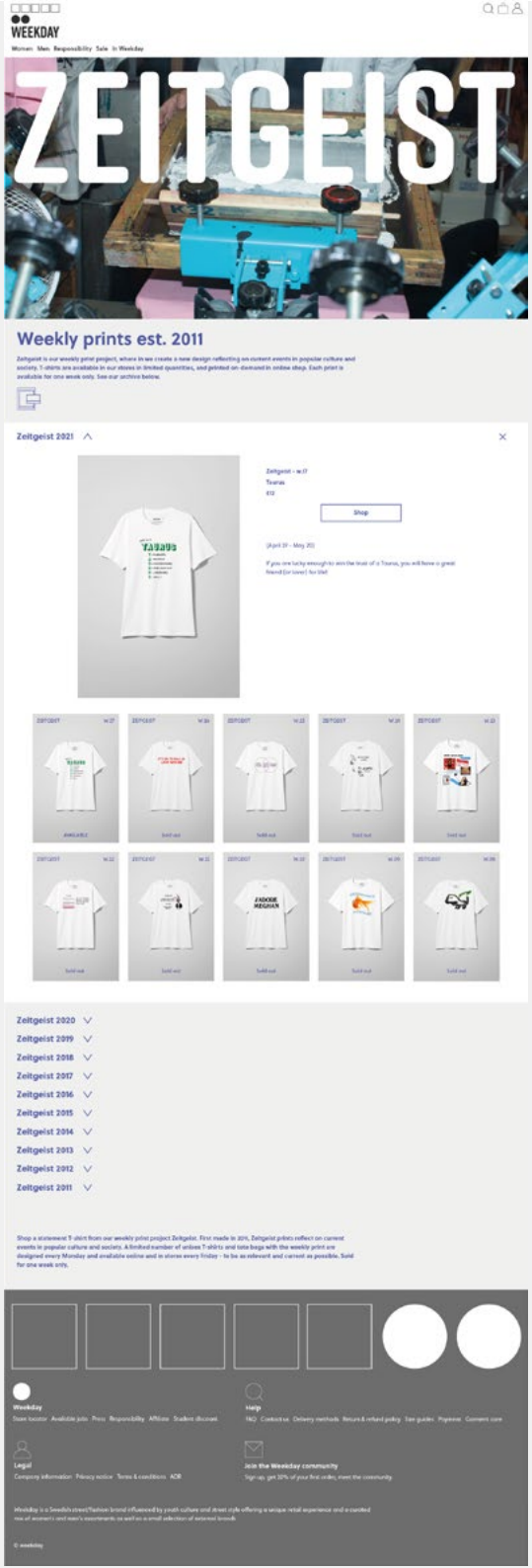
7.13 Website - Home Page



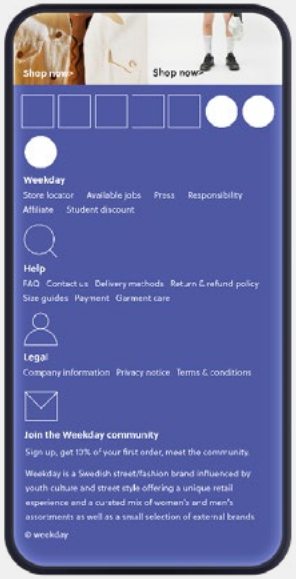


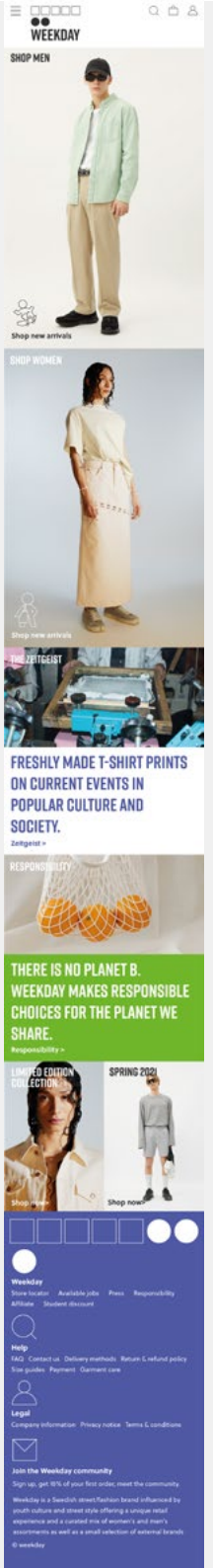
7.14 Website - Zeitgeist Page



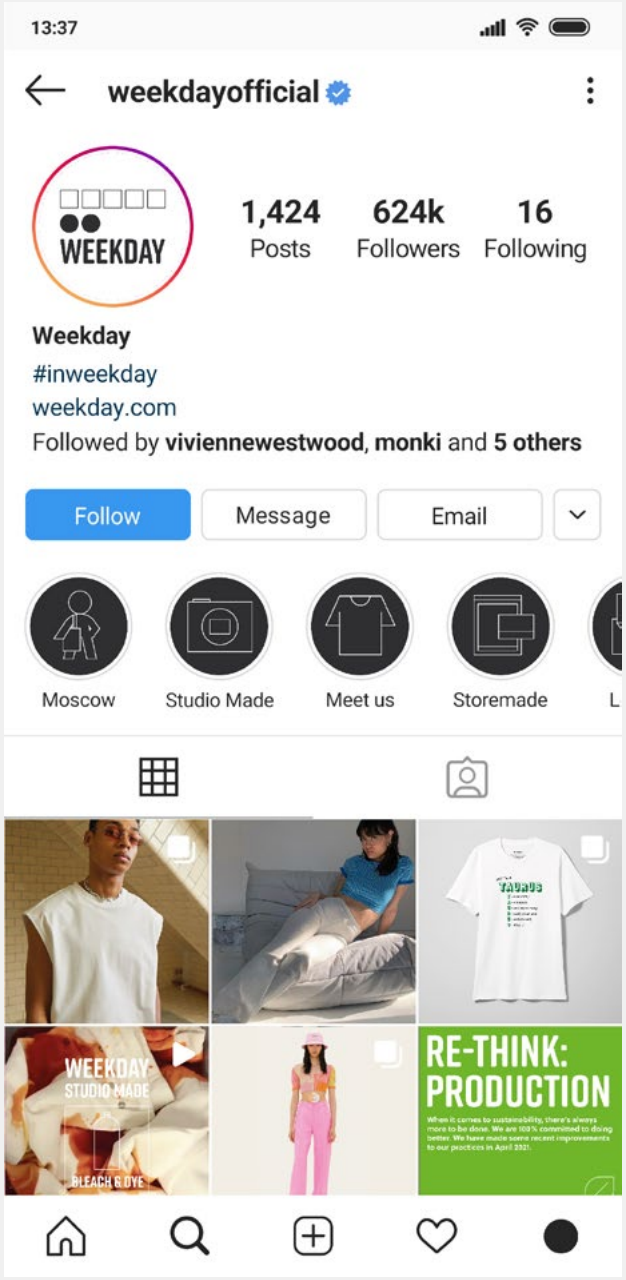


7.15 Website - Mobile





7.16 Instagram Profile



7.17 Instagram Feed and Stories

7.18 Tote Bag

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7.19 Store Window