

MIDWINTER

PUNK IS NOT DEAD

# INTRODUCTION

**THIS GUIDE PROVIDES THE COMPLETE VISUAL AND ETHICAL IDENTITY OF THE MIDJUNE BRAND TO GUIDE THE USER ON THE CORRECT WAYS OF MAKING BRAND RELATED CONTENT, AS IT WILL PROVIDE ALL THE NEEDED INFORMATION AND MATERIALS, AND HOW TO USE THEM CORRECTLY AND REMAIN TRUE TRUE TO THE BRANDS I DENTITY.**

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# INTRODUCTION TO BRAND

- WHO ARE WE ?
- VISION
- MESSAGE
- GOALS
- PRODUCTS

# WHO ARE WE ?

PEOPLE WHO PLAYS THEIR PART IN SOCIETY, THATS WHO WE ARE AS IN MIDJUNE WE USE OUR SKILLS TO CREATE FASHION THAT WILL CHANGE THE GAME OF FASHION WORLDWIDE, AND IT DOESNT END THERE, WE HAVE A RULE THAT 5% OF ALL PROFITS GOES TO CHARITY ON A CONTINUOUS MANNER AND WE ALWAYS PARTAKE AND CREATE PHILANTHROPIC EVENTS FROM CLEANING THE SEAS AND STREETS, TO REBUILDING HOUSES AND FEEDING THOSE IN NEED.

AT MIDJUNE WE BELIEVE THAT A BUSINESS THAT CREATES MONEY CAN CHANGE THE WORLD AS LONG AS "CORPOS" DONT RUIN IT, AND THATS WHY WE WILL ALWAYS BE ANTI CORPO STANDARDS AND ETHICS, WE ARE THE PEOPLE, AND FOR THE PEOPLE.

# VISION

WE BELIEVE IN A FUTURE WHERE BUSINESS ARE NOT EXCLUSIVELY MADE BY THE MONEY HUNGRY, AND A FUTURE WHERE FASHION TRULY REPRESENTS OUR IDENTITY, WHERE WE CAN IDENTIFY WITH UNITY WITH AN IDEA THAT GOES BEYOND JUST GOOD LOOKS THE SYMBOL OF MIDJUNE RESEMBLES UNITY AND HUMANITY REGARDLESS OF ALL THE DIFFERENCES, SOMETHING ONE CAN WEAR TO LET THE WORLD KNOW THAT THEY ARE WILLING TO DO WHAT IT TAKES TO MAKE THE WORLD A BETTER PLACE.

## MESSAGE

MIDJUNE STANDS FOR UNITY AND CHANGING THE WORLD TO THE BETTER, TO BRING BACK THE HUMAN IN HUMANITY IN FASHIONABLE MANNER, WE WANT PEOPLE NOT TO ONLY WEAR OUR CLOTHES BECAUSE OF ITS GOOD LOOKS BUT HOPEFULLY ONE DAY THEY WEAR IT BECAUSE THEY STAND WITH THE MESSAGE WE REPRESENT.

WE ALL STAND UNITED AS ONE

WE ALL FIGHT FOR HUMANITY

WE ALL STAND IN UNITY

WE ALL HELP EACH OTHER

WE ALL WANT SUCCESS

WE ALL WANT TO THRIVE

WE ALL DESIRE A BETTER TOMORROW

SO WE WILL ALL MAKE IT COME TO FRUITION !!!

## GOALS

OUR GOAL IS TO MAKE A WORLD-WIDE STANDING SYMBOL, WORN BY THE YOUNG AND THE OLD, THE CONSERVATIVE AND THE LIBERAL, THE MUSLIM AND THE CHRISTIAN, BECAUSE REGARDLESS OF ALL THOSE DIFFERENCES THEY STAND UNITED UNDER OUR MESSAGE WHICH IS HUMANITY REGARDLESS OF THE WHO AND THE WHAT.

# T-SHIRTS

TEES - LONG SLEEVE - TANK TOPS

# JEANS

JACKETS - PANTS - SHIRTS

# JACKETS

BOMBER - VARSITY - BIKER - COAT

# PANTS

CHINOS - JOGGERS

# PRODUCTS

# HOODIES

PULLOVER - ZIP UP

# LEATHER

WALLETS - BAGS - JACKETS - PANTS

# ACCESSORIES

NECKLACES - RINGS - BRACELETS

# HATS

BEANIE - BASEBALL - DAD - TRUCKER

# THE LOGO

- MEANING
- LIMITATIONS
- COLOR PALETTE & PHILOSOPHY
- COLOR USAGE
- WRONG USAGE

# MEANING

OUR LOGO HAD 3 GOALS  
TO IT

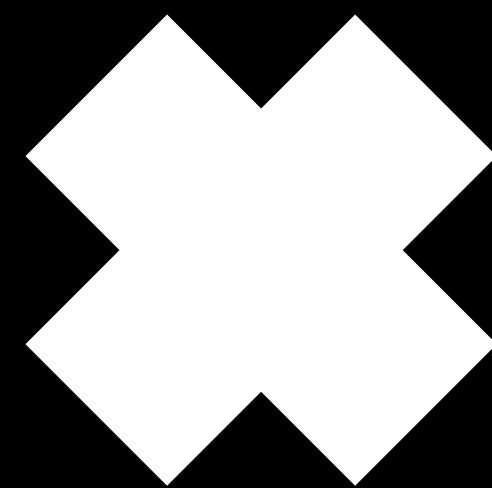
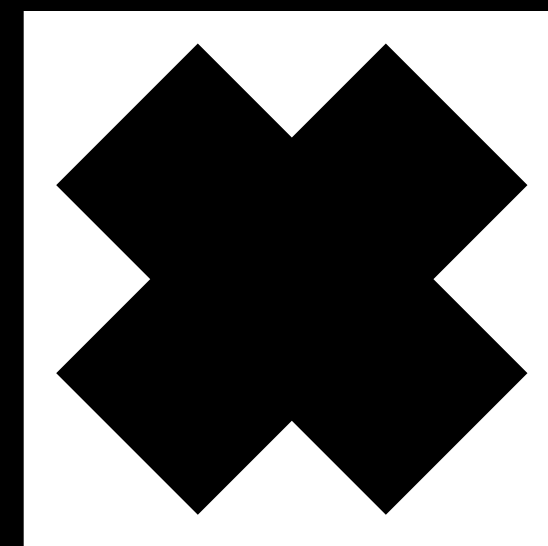
1- MEANING

2- SIMPLE

3- GOOD LOOKING !

THE MEANING IS SIMPLE  
THE **X** RESEMBLES YOU,  
ME, AND PRETTY MUCH  
EVERYONE, IN MATH **X** IS  
WHATEVER THE PERSON  
WHO MADE THE EQUATION  
WANTED IT TO BE, WE ARE  
**X**.

IN THE TYPO PART, WE  
FOCUSED ON A SHARP  
TYPOGRAPHY THAT HAD  
THE **X** WELL RESEMBELLED.  
THE SLOGAN SPEAKS FOR  
ITSELF, PUNK IS NOT **DEAD**.



LOGO

MIDWINTER

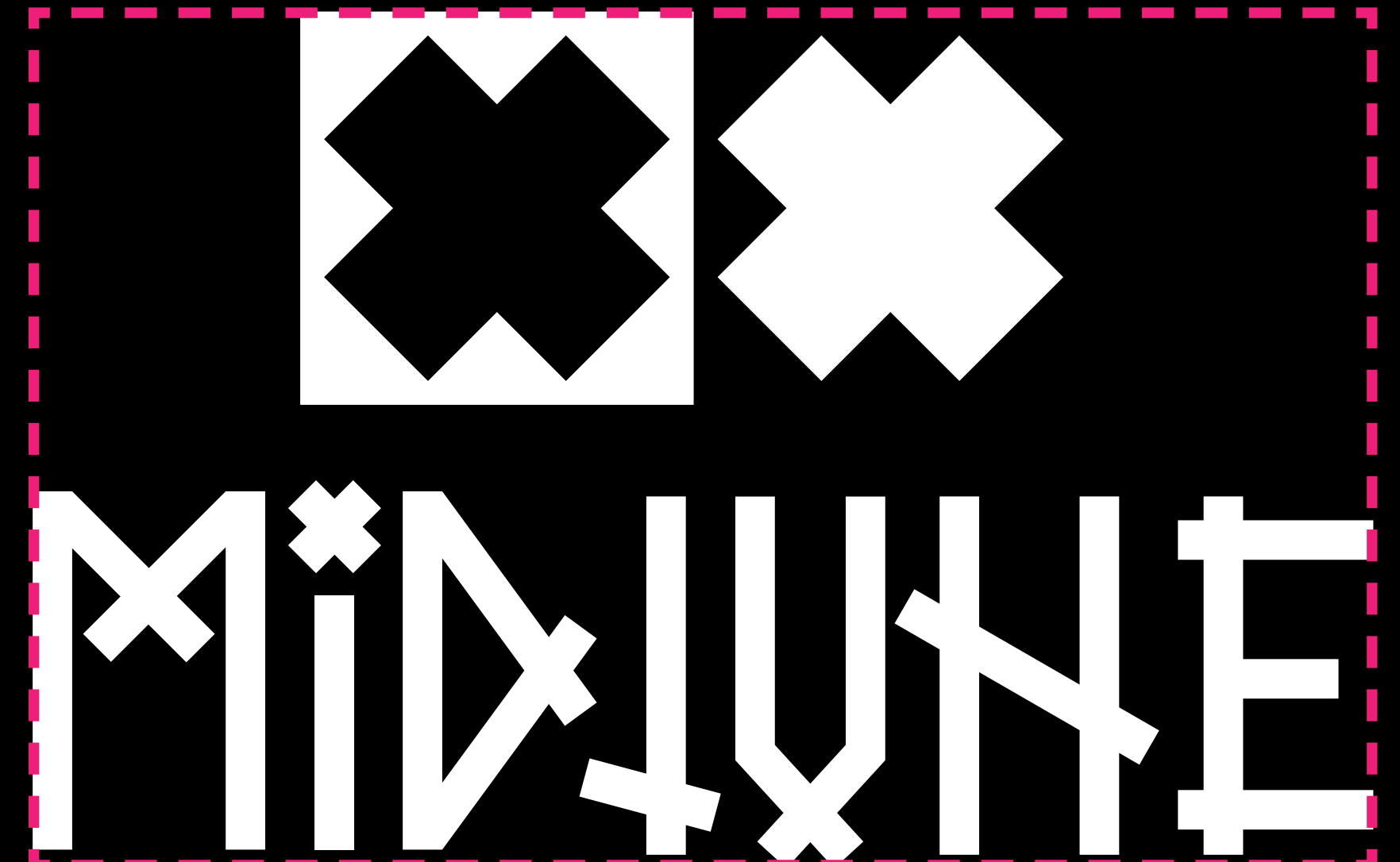
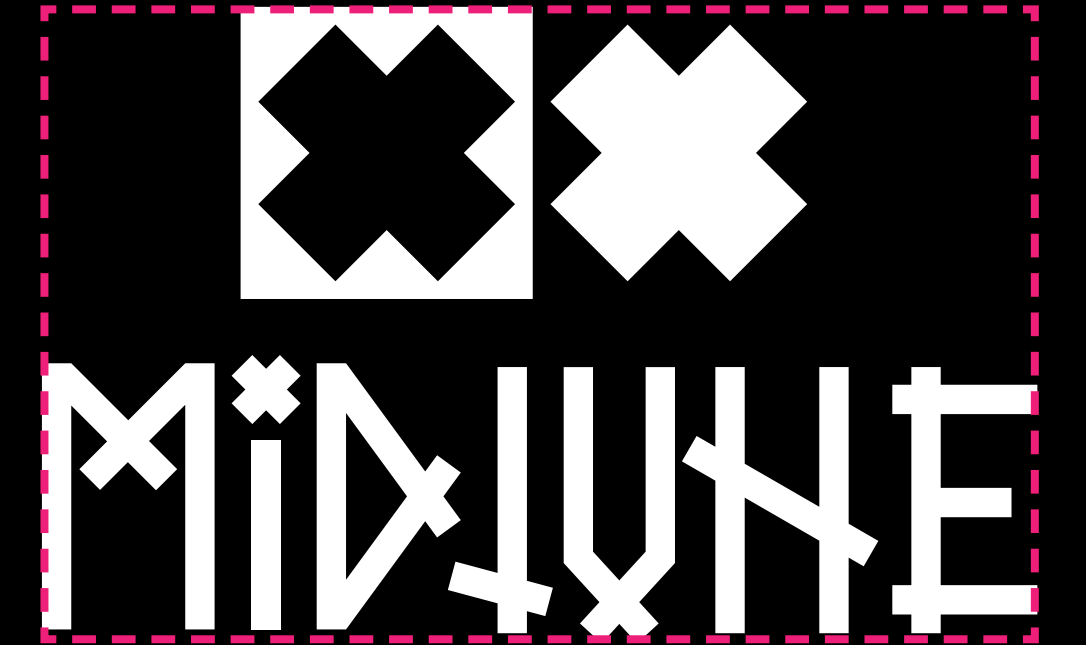
TYPO

PUNK IS NOT DEAD

SLOGAN

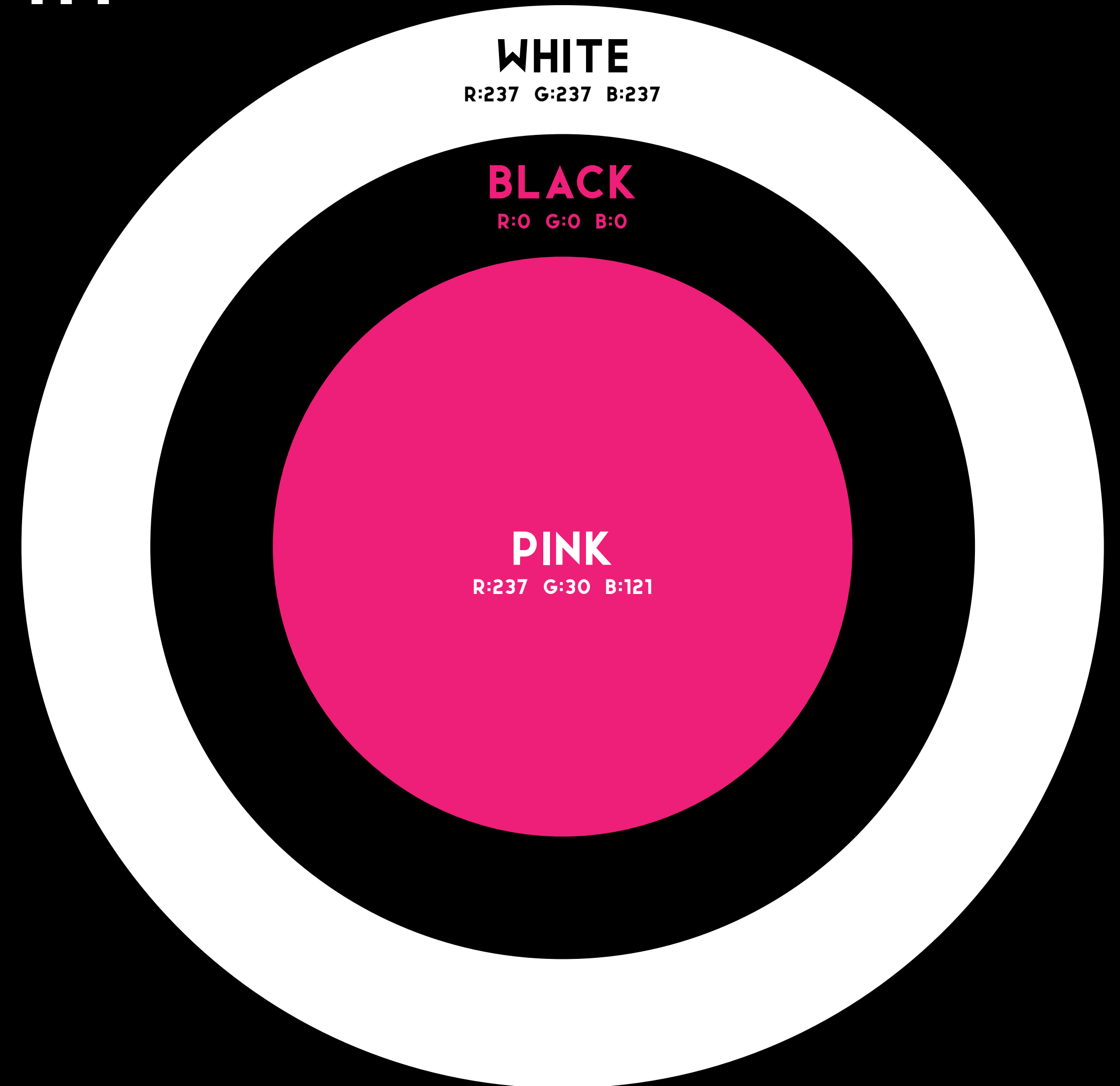
# LIMITATIONS

AS SEEN IN THE EXAMPLES, THERE IS A SPACE BETWEEN THE LOGO AND ANYTHING THAT COMES NEAR IT, THE SPACE IS DETERMINED BY SIZE AND RATION, AND ITS PROVIDED TO ENSURE THERE ARE NO CONFUSIONS TO THE RECIEVERS, HOWEVER SENSE THE BRAND IS PUNK, IF NEEDED FOR DESIGN PURPOSES AND NOT IN A FORMAL FORMAT, THIS SPACE COULD BE COMPROMISED AS PUNK ART HEAVILY RELIES ON BEING CHAOTIC AND ALL OVER THE PLACE.



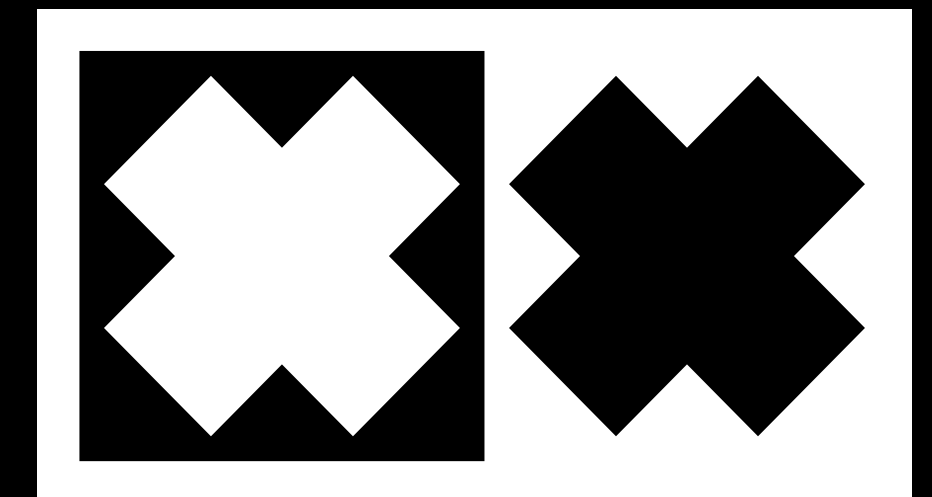
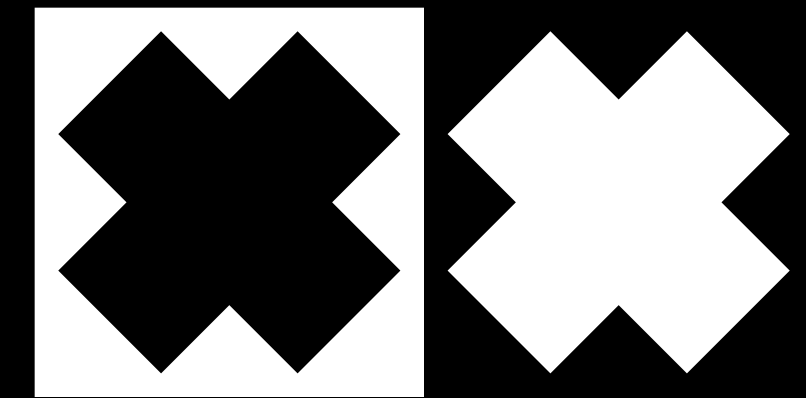
# COLOR PALETTE & PHILOSOPHY

OUR COLOR PALETTE REPRESENTS A SET OF PUNK COLOR THAT HAVE BEEN USED THROUGH-OUT THE YEARS, THOUGH MANY COLORS HAVE BEEN ADDED WE RELY ON THE MAIN COLORS THAT WAS THE HEART OF THE PUNK MOVEMENT WHEN IT FIRST CAME TO LIFE, AS ITS THE PERIOD WE TRY TO BRING BACK INTO OUR MODERN TIMES RATHER THAN THE NEW PUNK MOVEMENTS THAT ARE AIMLESS AND MINDLESS.



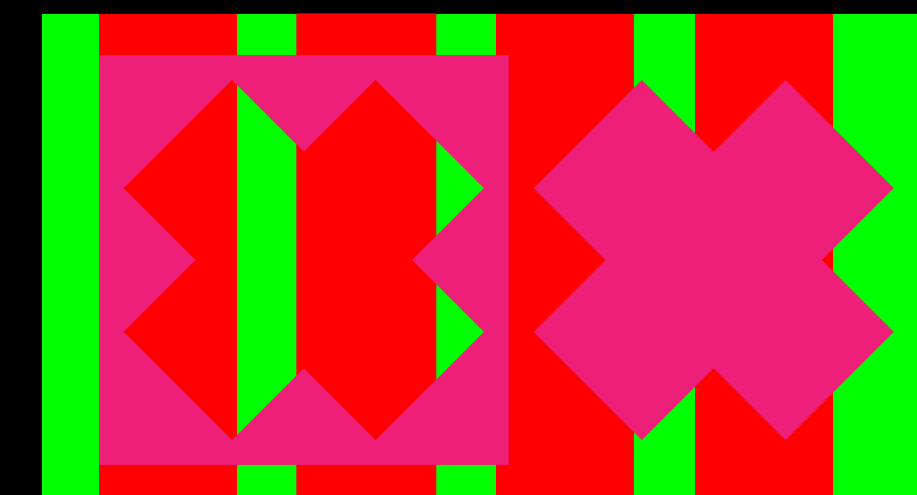
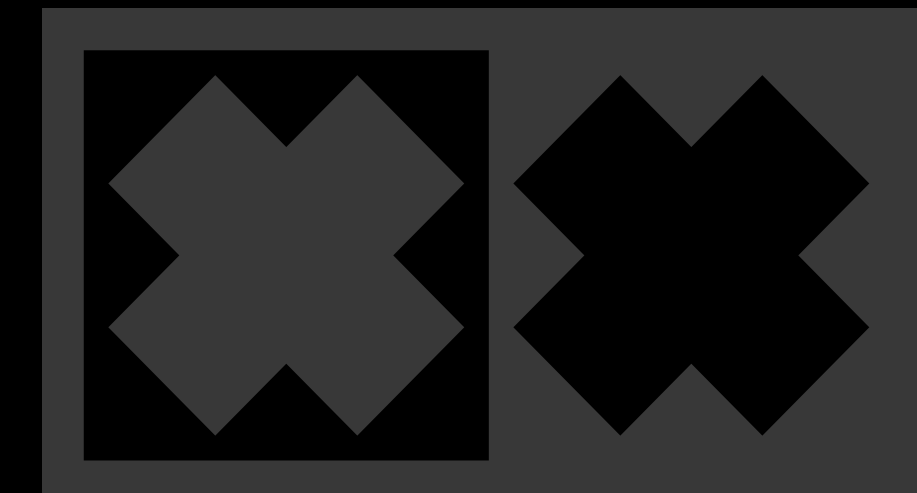
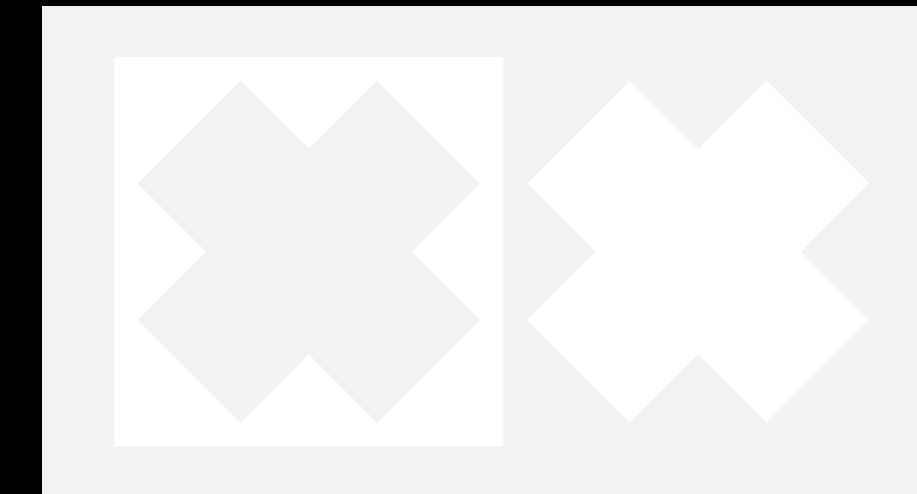
# COLOR USAGE

AS YOU CAN SEE IN THE GIVEN EXAMPLES,  
THESE ARE THE COLORS WE USE DEPENDING ON  
THE SITUATION, WHITE WHEN THE BACKGROUND IS  
DARK, BLACK WHEN ITS LIGHT, AND PINK IS  
EXCLUSIVE TO WHEN THE BACKGROUND CANT  
TAKE NEITHER WHITE OR BLACK.



# WRONG USAGE

THESE ARE EXAMPLES OF WRONG COLOR USAGE  
ON A LIGHT BACKGROUND WHITE IS PROHIBITED  
ON A DARK BACKGROUND BLACK IS PROHIBITED  
ON A COLORFUL BACKGROUND PINK IS PROHIBITED  
PHOTOGRAPHS COULD BE USED AS BACKGROUND  
BUT EXCLUSIVELY TO CHROMATIC PHOTOGRAPHS  
COLORED PHOTOGRAPHS ARE PROHIBITED.



# THE STYLE

- FONTS
- SYMBOLS

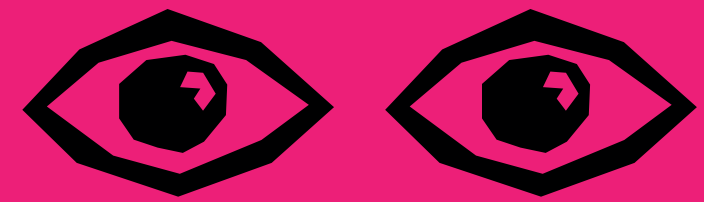
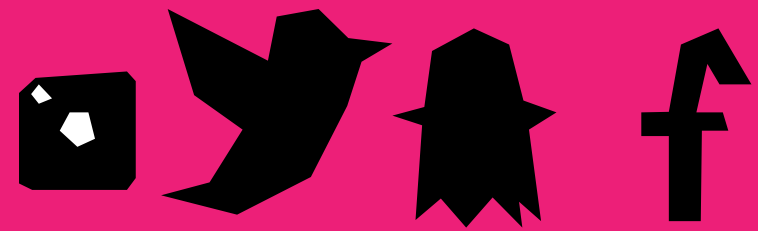
# FONTS

SAN MARINO

Mistfit

BOARDSIDE

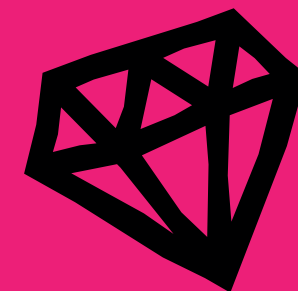
# SYMBOLS



**PUNK**

**is not**

**DEAD**



**Lou'd LiKE**

**Lightning**



**Be LOVING**

**BE kind**

**LOOK GOOD**

**BUILD THE**

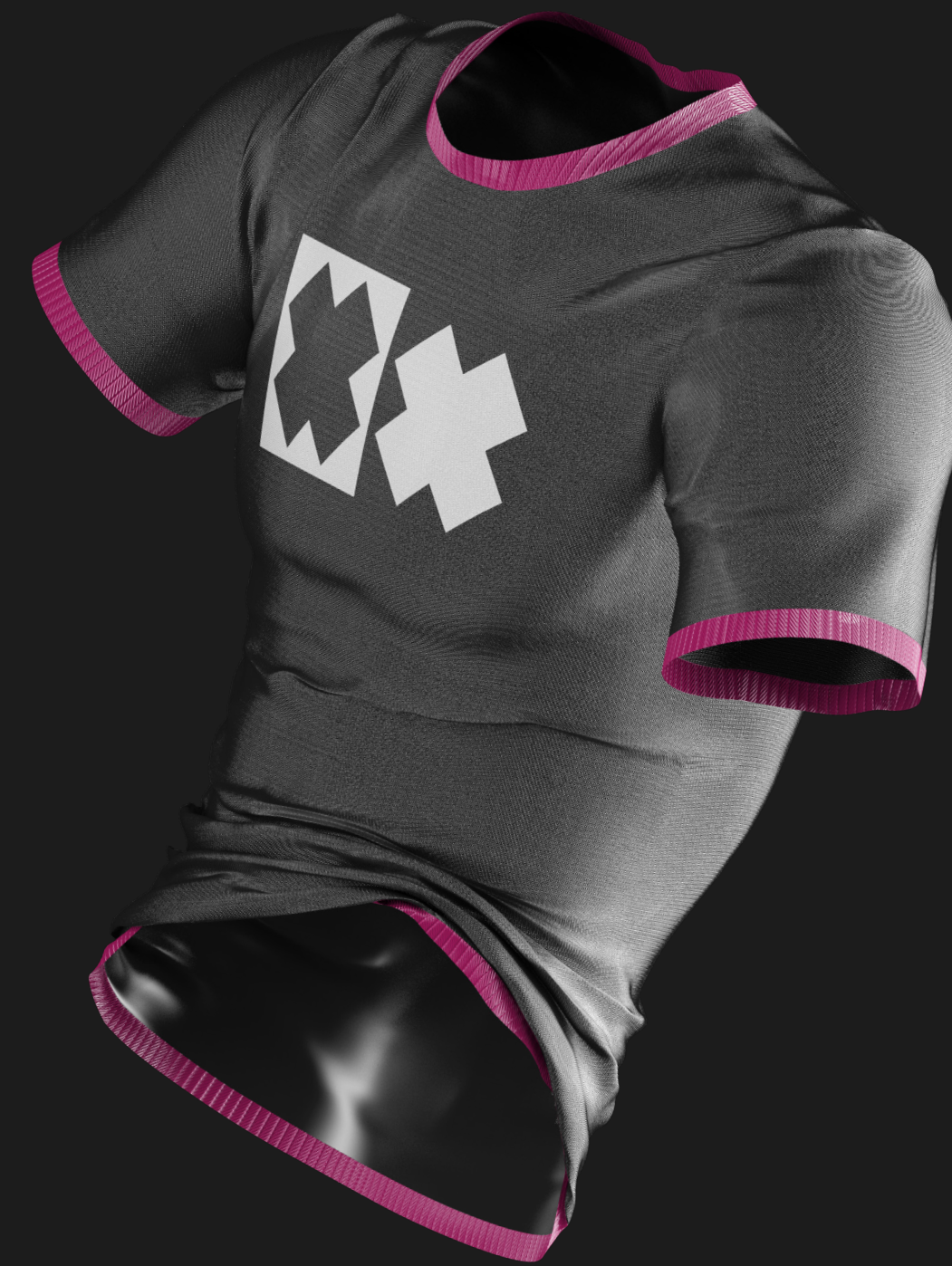
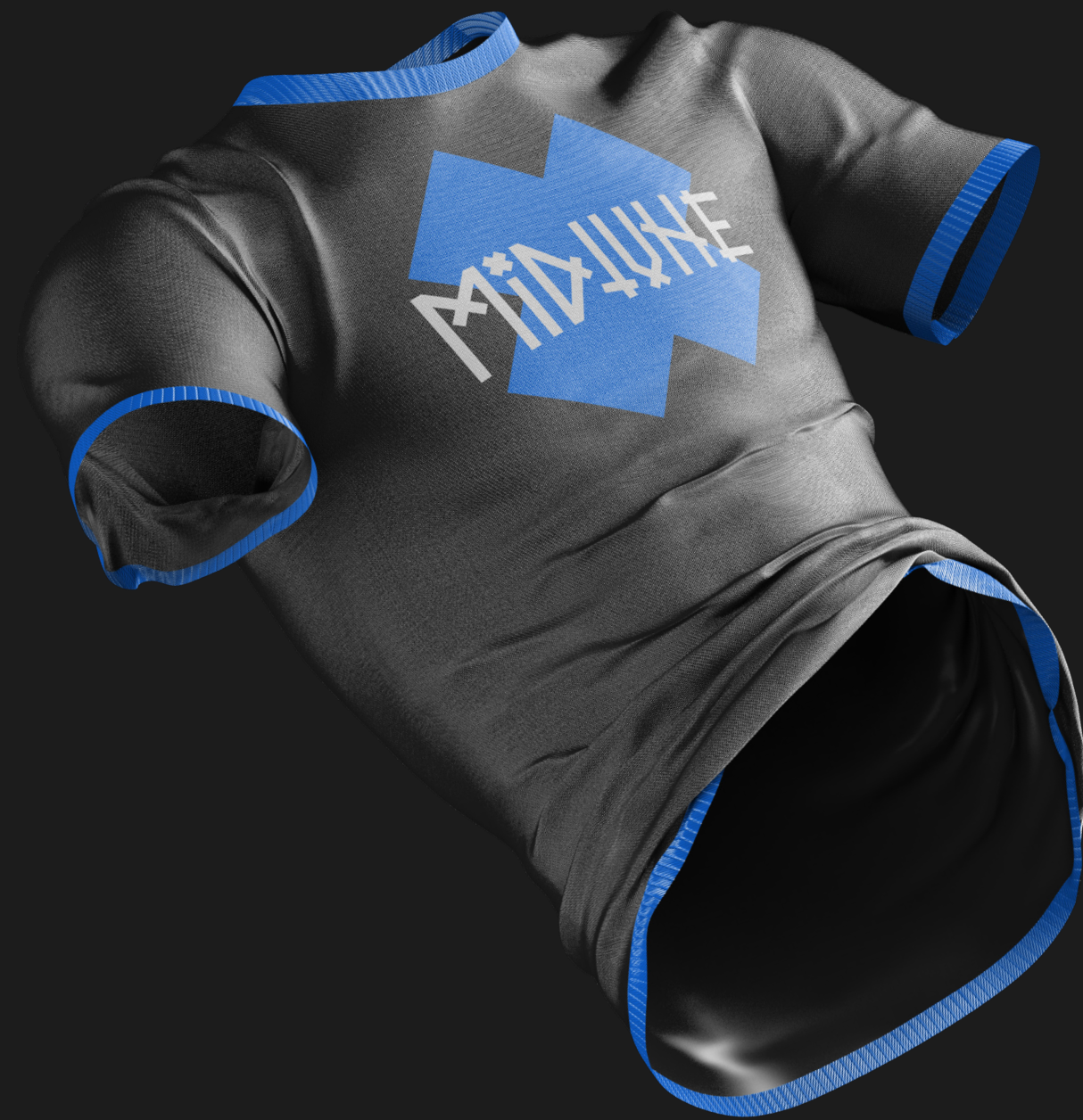
**FUTURE**



# USAGE PRACTICES

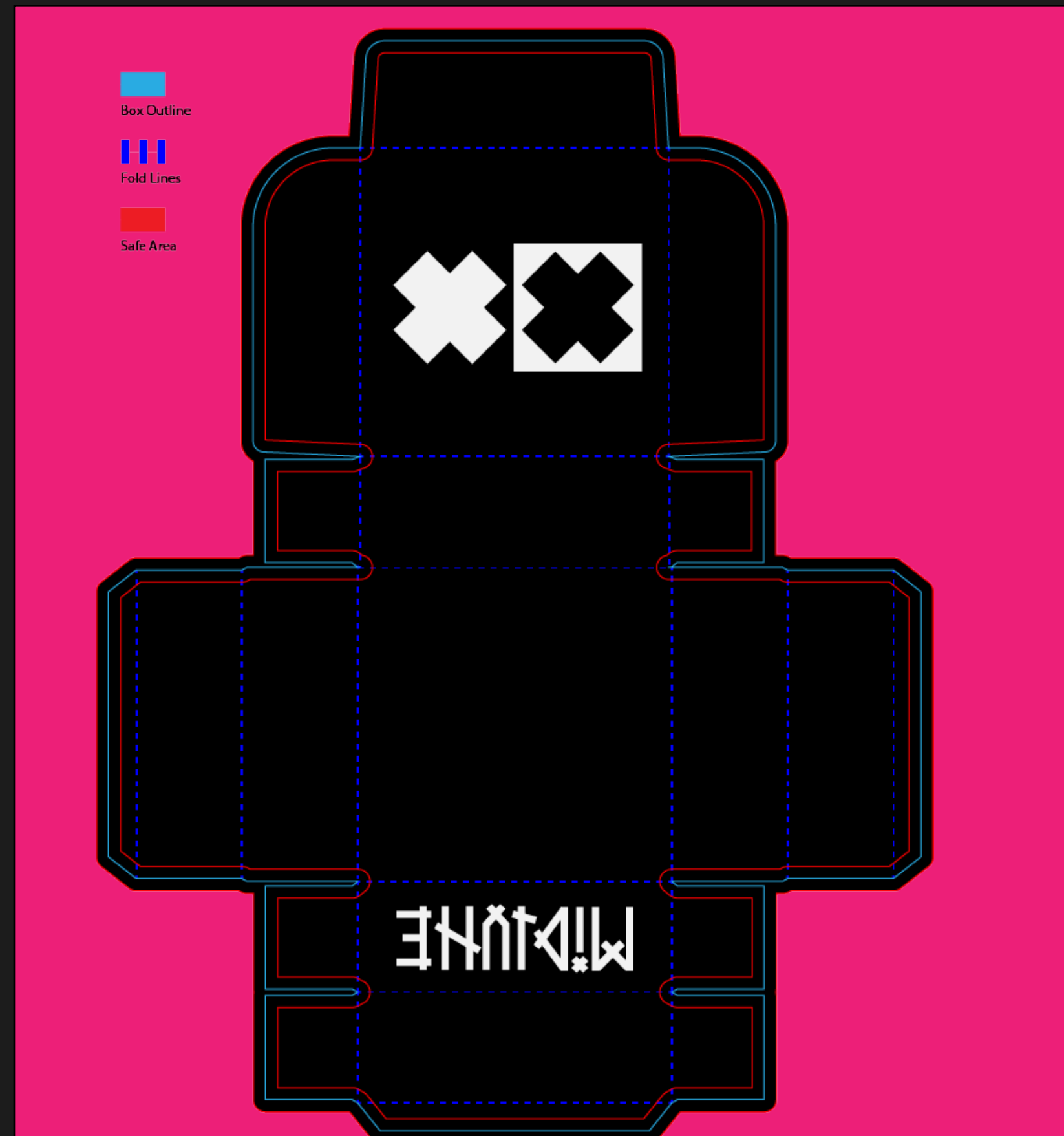
- MOCKUPS OF PRODUCTS
- PACKAGING

# MOCKUPS



# PACKAGING

DIE-CUT



MOCKUP



# TYPOGRAPHY

- TYPO 1
- TYPO 2

TYPO 1

MINDWINE

TYP0 2

MiD  
JANE

**THANK YOU FOR TUNING IN...**