



MANSTORE

STYLE GUIDE

MANSTORE BRANDING

Manstore’s coherent and consistent brand presence means it is perceived as a premium label. And the basis for this is Manstore’s corporate identity which is visible amongst other places in its corporate design. Alongside the design of its collections, the brand’s most important asset is its consistent identity.

Every player in the process - from product manufacturing to presenting the product to consumers - is a brand ambassador. Together they shape the image of the brand, and that’s why every detail must be communicated absolutely consistently.

MANSTORE STYLE GUIDE

The Manstore Style Guide sets out binding guidelines for how the design aspects of the brand should be handled. The Premium Bodywear AG marketing team will deal with any queries.

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MANSTORE TRADEMARK RIGHTS

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The brand domain is www.manstore.com.
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Domains already registered can be reclaimed or deleted.

Profiles and/or user names that contain the Manstore brand name may not be registered in digital networks.
Profiles that are already published may be deleted.

The Manstore brand and its collections may only be displayed with images, logos and graphics provided by Premium Bodywear AG. Publishers’ own images and third party images may only be associated with the Manstore brand with the express permission of Premium Bodywear AG. The sharing or forwarding of unauthorized communications is not permitted.

MANSTORE

MANSTORE LOGO

WILD AND FABLED SINCE 1969

I BET A HUNDRED TO ONE.

MANSTORE CORPORATE IDENTITY

The Manstore brand is one of the strongest designer labels in the men’s underwear segment. The collection has been a hot tip for passionate people in the know since 1969. Provocative, shameless, avant-garde. For decades, Manstore’s corporate design was dominated by Black. Like peeking secretly through a keyhole, it presented seductive black-and-white images and erotic body areas.

In 2013, Premium Bodywear AG took everyone by surprise with a huge image transformation. The new corporate design is dominated by glistening white. White, apparently synthetic spaces bring a provocative style of underwear into focus, positioned beyond the conventions of traditional men’s underwear. Shameless guys stand provocatively in cold xenon light. Combative show-offs, arrogant narcissists, uninhibited alphas, dominant top dogs.

The wording changes in parallel with the visual language. Now it’s: Be different. Be real. Be who you want to be.

MANSTORE CLAIM

The claim is not bound to the logo and is only used very selectively in the chosen context.

MANSTORE TAGLINE

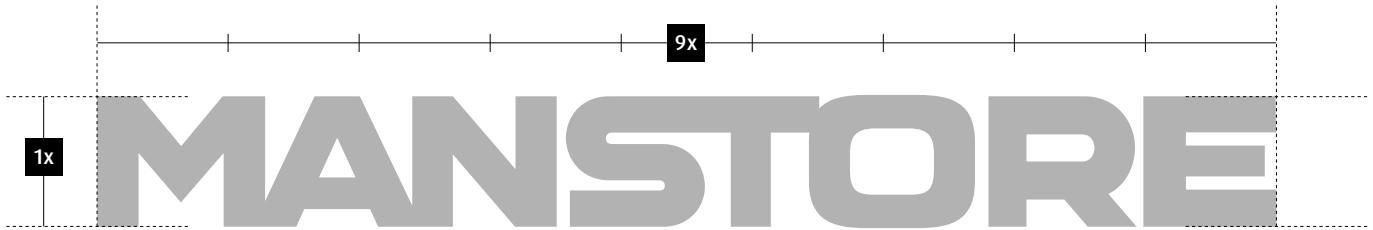
The tagline is part of the key visual and can be used for selected illustrations.

You’re the black swan, a wolf in sheep’s clothing. You’re the only one who bets everything on a single card. When others are just riding their luck, you take risks. And you alone emerge victorious. I bet a hundred to one.

The design of the collections conveys the same level of ambition: extreme, exhibitionist, with striking pleasure and fetish features, the magic of visual coercion bringing them to life. Everything is perfectly styled, has a made to measure fit and uses only extravagant luxury fabrics.

The Manstore range would be an utterly absurd choice for people who couldn’t care less about their underwear. And completely out of reach for penny-pinchers.

Manstore provides luxury items, the perfect wardrobe for seduction - an impressive demonstration of desire. Make sense? The Manstore marketing office and our regional Manstore sales agents have even more expertise and they’d be happy to tell you all they know about how to achieve success.

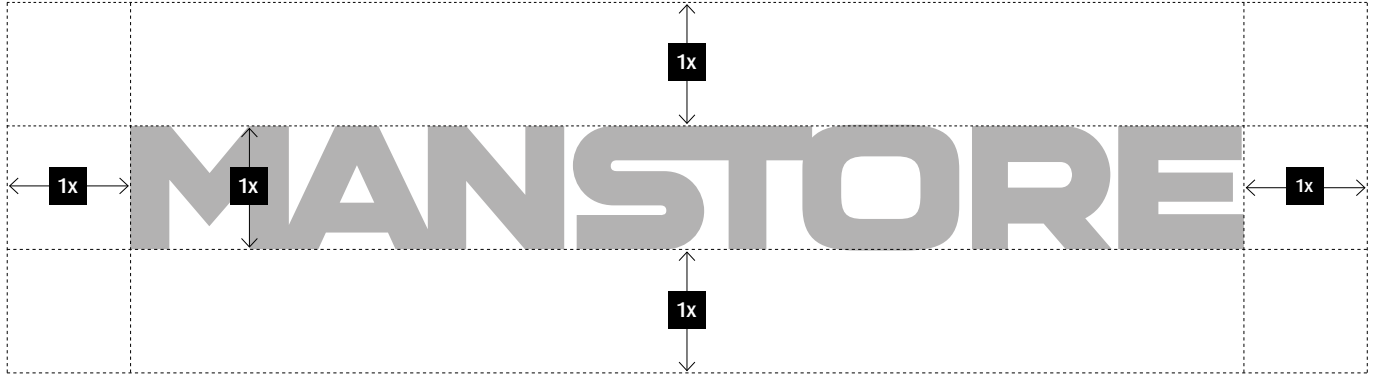


DEFINITION OF PROPORTIONS

ALIGNMENT / SCALING

Positioning should always be horizontal. Vertical or diagonal positioning is not permitted.

The 1:9 proportions of the logo are mandatory. Horizontal or vertical skewing is not permitted. The same applies to additional graphic effects such as shadows, outlines, gradients, colors, etc.



PROTECTED AREA

When the logo is positioned within illustrations or pictures, a protected area must be maintained around it, equivalent in size to at least 1 x the cap height of the logo.

The following page layouts represent exceptions.

WHITE STOCK

Where the Manstore logo is set against a white background, it must always be printed or represented with a colour value of 30% black.



STYLE ACRONYMS

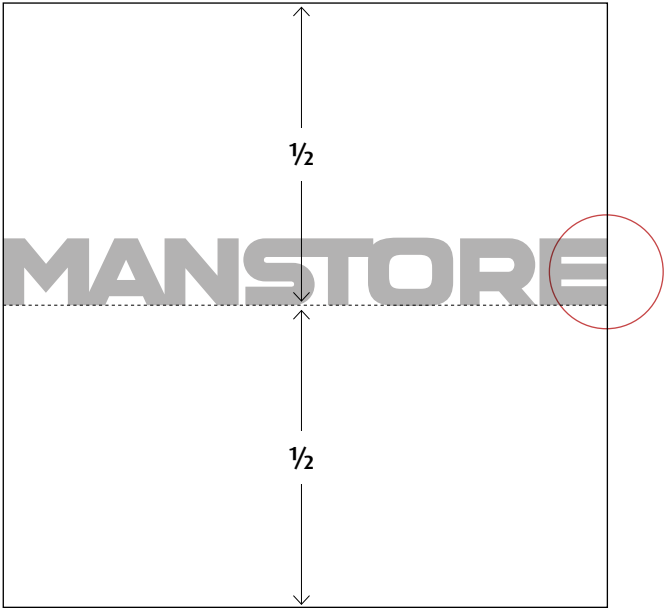
The vowel-free acronyms MNSTR and MNSTR NDWR are used as style signatures in the collection, for example on the elastic waistband. These acronyms do not replace the Manstore logo.

Only Premium Bodywear AG may use these signatures. Customers, agencies or the media are not permitted to use these acronyms under any circumstances.



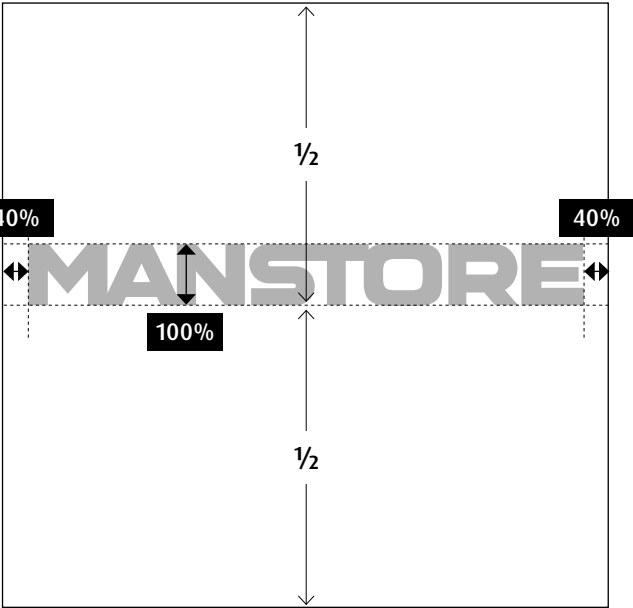
SIGNET BOX

The Manstore Signet Box and additional GUYWEAR claim that featured prominently in the past may only be used by the trademark owner, Premium Bodywear AG. Publication by customers, agencies or the media is not permitted under any circumstances. Any remaining marks must be removed.



CENTRE PAGE

The base line of the Manstore logo is placed on the middle axis of the page format. The logo extends left and right to the edge of the page. The horizontal bars of the »E« at the end of the logo must be adjusted to fit the length of the lower bar.



CENTRE PAGE WITH SPACING

The base line of the Manstore logo should be on the middle axis of the page format. The space between the logo and the left and right sides of the page margin should be 40% of the cap height.



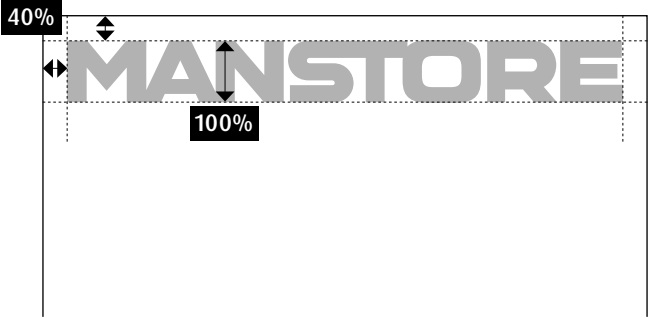
WEB BANNER / ADVERTISEMENTS / TEXT LAYOUT

When positioning the Manstore logo within a web banner, an advertisement or a text layout, the minimum protected area around the logo should be observed.



TOP EDGE

The logo extends upwards, left and right to the edge of the document. The horizontal bars of the »E« at the end of the logo must be adjusted to fit the length of the lower bar.



TOP EDGE WITH SPACING

The Manstore logo is at the top edge of the document format. The logo should be at a distance of 40% of the cap height from the left, right and at the top edges.



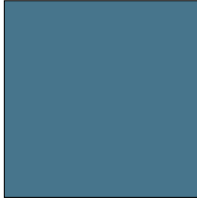


EXCEPTIONS

Exceptions are only possible for formats or media that do not have a defined page margin or have no limit e.g. a website, a shop front or a banner.



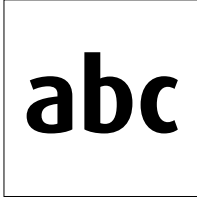
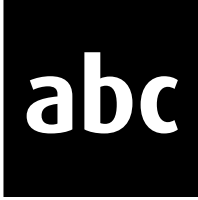

In these cases, the final E should remain unchanged.

MANSTORE CORPORATE DESIGN

GRAPHICS AND TYPOGRAPHY COLORS

BACKGROUND LIGHT GREY	MARKING MID GREY	ACCENT 1 BLUE-PETROL 100	ACCENT 2 BLUE-PETROL 45	ACCENT 3 BLUE-PETROL 30
				
PANTONE 427C: 60%	PANTONE 427C: 100%	PANTONE 5405C: 100%	PANTONE 5405C: 45%	PANTONE 5405C: 20%
RGB 224/224/224	RGB 203/203/203	RGB 89/110/131	RGB 63/75/85	RGB 216/222/227
CMYK 0/0/0/15	CMYK 0/0/0/40	CMYK 70/35/25/25	CMYK 38/16/16/10	CMYK 15/5/5/5
HEXADECIMAL e3e3e3	HEXADECIMAL b2b2b2	HEXADECIMAL 47758c	HEXADECIMAL 9fb5c1	HEXADECIMAL d7e1e8

The predominant colors are white and/or light grey. The fill color is light grey. The accent color is Pantone 5405C in tonal gradations of 100%, 45% and 20%.

TYPOGRAPHY LIGHT GREY	TYPOGRAPHY DARK GREY	TYPOGRAPHY BLACK	TYPOGRAPHY WHITE	TYPOGRAPHY WHITE
				
RGB 203/203/203	RGB 99/99/99	RGB 0/0/0	RGB 255/255/255	RGB 255/255/255
CMYK 0/0/0/40	CMYK 0/0/0/70	CMYK 0/0/0/100	CMYK 0/0/0/0	CMYK 0/0/0/0
HEXADECIMAL b2b2b2	HEXADECIMAL 706f6f	HEXADECIMAL 000000	HEXADECIMAL ffffff	HEXADECIMAL ffffff

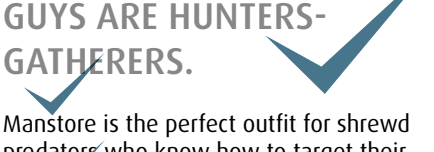

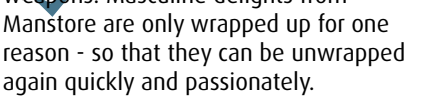
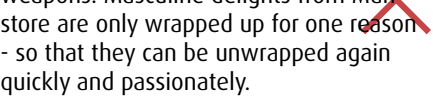
The typography is black, in the gradations 100%, 70%, 40%. White lettering only on black backgrounds from 30%.

MANSTORE CORPORATE DESIGN

TYPOGRAPHY

BRAND NAME The brand name Manstore is always written as one word and in capitals when it stands alone. No modifications whatsoever are permitted.		
		

WEB DOMAIN The Internet address is always written in capitals with prefixed www.		
		

HEADLINES Headlines should always be in capitals. The running text should be in grammatically correct upper and lower case. In running text, the brand name Manstore must always be written in upper/lower case and must not be hyphenated across line breaks.		
		

MOKI

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

1234
56789
0 instead Ø

CI FONT MOKI
The basic typeface for the
Manstore logo is Moki.
It may only be used for
regular typography in
exceptional circumstances
for highlighted headlines
e.g. as a series header in
a catalogue.
Important:
The number zero is always
replaced by a capital O.

Dax OT Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz
0123456789 ¼ ½ ¾
&?!@

Dax Compact Pro
Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz
0123456789 ¼ ½ ¾
&?!@

Dax OT Medium

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz
0123456789 ¼ ½ ¾
&?!@

Dax Compact Pro
Medium

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz
0123456789 ¼ ½ ¾
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Dax OT Bold

ABCDEFGHIJKLMNO
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abcdefghijklmno
pqrstuvwxyz
0123456789 ¼ ½ ¾
&?!@

Dax Compact Pro
Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmno
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0123456789 ¼ ½ ¾
&?!@

LANGUAGE

The writing style of advertising copy is sexy, masculine, dominant, assertive and provocative and avoids coy phrases and paraphrasing. The brand message is communicated more in the language of a rapper than in a bourgeois or cultivated tone. Luxury is the subtle brand essence. Copy is never cheap, vulgar, offensively sexist or disrespectful.

The target group that Manstore appeals to has an above-average interest in sex and is sexually active, is uninhibited, open to fetishes, eccentric, exhibitionist and avant-garde. This must be reflected in all communications.

Communications should not contain any reference to any particular sexual orientation. Under no circumstances should the impression be created that a collection is solely addressing a gay target group. Even lines that include the colours of the rainbow, for instance, are not explicitly aimed at homosexual men.

Any one-sidedness would also not reflect the statistics on Manstore’s consumers. It is very clear that the decisive factor in making a purchase is not sexual orientation, but an interest in looking exhibitionist and eccentric. Manstore guys are looking for a visual thunderbolt. That’s why the label can be found in the wardrobes of all kinds of bloke and every type of club.

Communications do not make direct reference to women who are impressed by guys in provocative Manstore outfits. Every description of who a man wearing a Manstore outfit has in his sights should be completely gender-neutral.

COPY IN ENGLISH

Manstore’s corporate identity is communicated in English. The writing style is less British and more American. Example: Colors instead of colours. This applies in particular to catalogues, product labels, tags, packaging, posters, banners, give-aways, trade fair stands, PowerPoint slides, the official website landing page, and to an extent its presence in social networks etc. The exceptions to this are country price lists and all publications and press releases published exclusively for a specific language area.

COPY EXAMPLE

Veni, vidi, vici. That is what Julius Caesar said. Today it is your slogan. You are the enforcer, the hunter, the looter, the Scorpion and Manstore is your outfit.

Dominant and superior, absolutely distanced to the crowd of crestfallen equalizers. Mainstream is not your’s. It’s good for sissies.

You are guided by the desire of impressive self-staging. You are the self-confident narcissus who sets the tone. Leader, tearaway, top dog, style scout. You are the black stallion and you put all your eggs into one basket. I bet a hundred to one.

WEB FONTS

Google fonts are used for the typography on the internet.
Dax OT in Light, Regular and Bold is replaced by Ubuntu.
Dax Compact Pro is replaced by Ubuntu Condensed.
This font is only available as Regular.
The font Moki is not used on the Internet.



IDEAL SCENARIO

The logo is positioned in white on an image. The background to the logo and within the protected area then has a tonal value of at least 15%.

To achieve the desired translucent effect, the opacity of the logo is set to 65%.

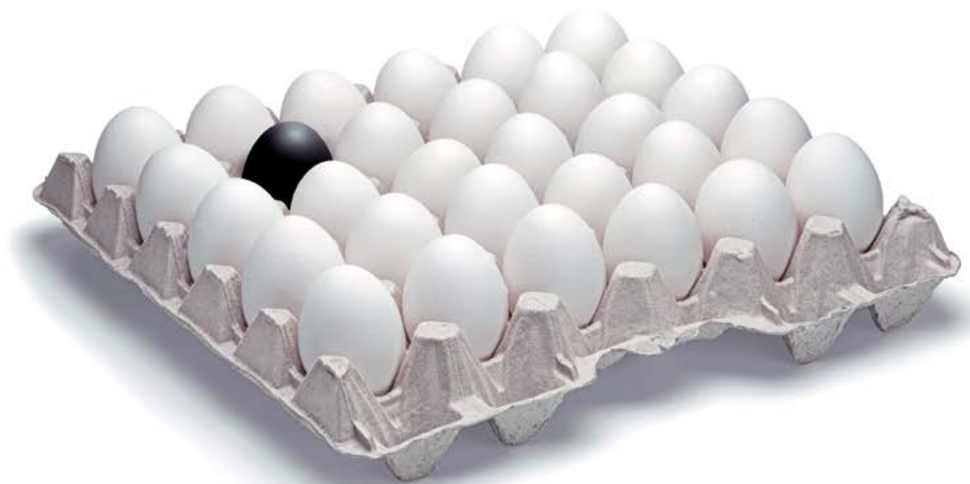


POSSIBLE ALTERNATIVE

The logo may be positioned in grey (color value 50% of black) on an image with a white or very light background if the background has a tonal value of less than 15%.

To achieve the desired translucent effect, the opacity of the logo is set to 65%.

I BET A HUNDRED TO ONE.



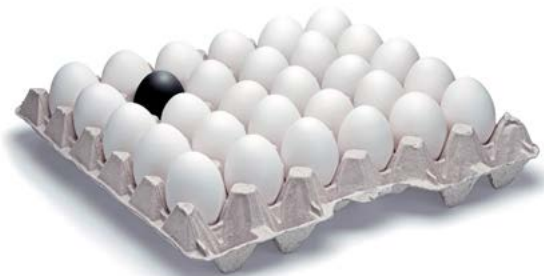
KEY VISUAL

The key visual is a periodically changing, symbolic image that communicates the Manstore collection's unique position within the underwear market.

The key visual must always be published in conjunction with the tagline I BET A HUNDRED TO ONE.

There are two mandatory sizes: 16:8 und 7:5.

I BET A HUNDRED TO ONE.

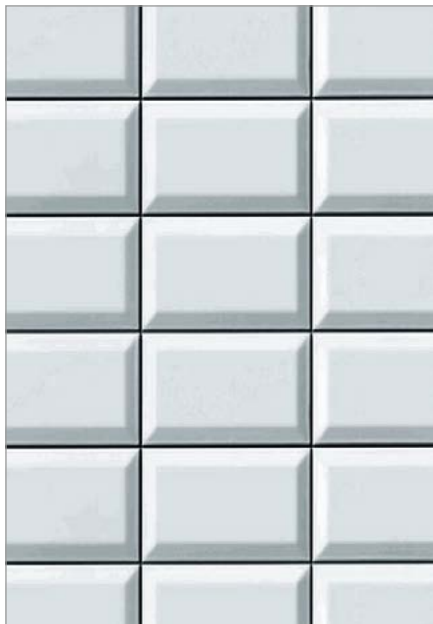




PHOTOGRAPHY

The photography brings into focus a fluctuating game against smooth, white architecture. High gloss is preferable. Spaces should be laboratory-like, clinical and sterile. Surfaces can be tiled in white. Instead of the black darkroom of the past, Manstore now stands in glistening xenon light and is presented in a cool white space.

The visual language is seductive, lascivious, shameless, overwhelming. The aim is always an uninhibited, self-confident display of desire, passion, lust, masculinity, fetish and flirtation. Smoothly ironed fabric details are of secondary importance in images.



MODELS

On the one hand, preference is given to provocative, macho types with tattoos or physical imperfections. They're not beauties, angular, hairy too ... and they polarize strongly.

At the same time, you can catch a glimpse of well-conditioned six-packs, idealised and oiled bodies, muscles, sweaty fighter poses and all-or-nothing daredevil looks. These tactile images convey a feeling of immediate closeness.

The visual age is between 25 and 40, but is not the main aspect. The visual flirt factor and the direct sexual promise that the model exudes is always relevant. Typical fetishes may be indicated subtly or assertively.





MAN
STORE
GUYWEAR

WWW.MANSTORE.COM
WWW.FACEBOOK.COM/MANSTOREUNDERWEAR
WWW.INSTAGRAM.COM/MANSTOREUNDERWEAR