



Brand Style Guide

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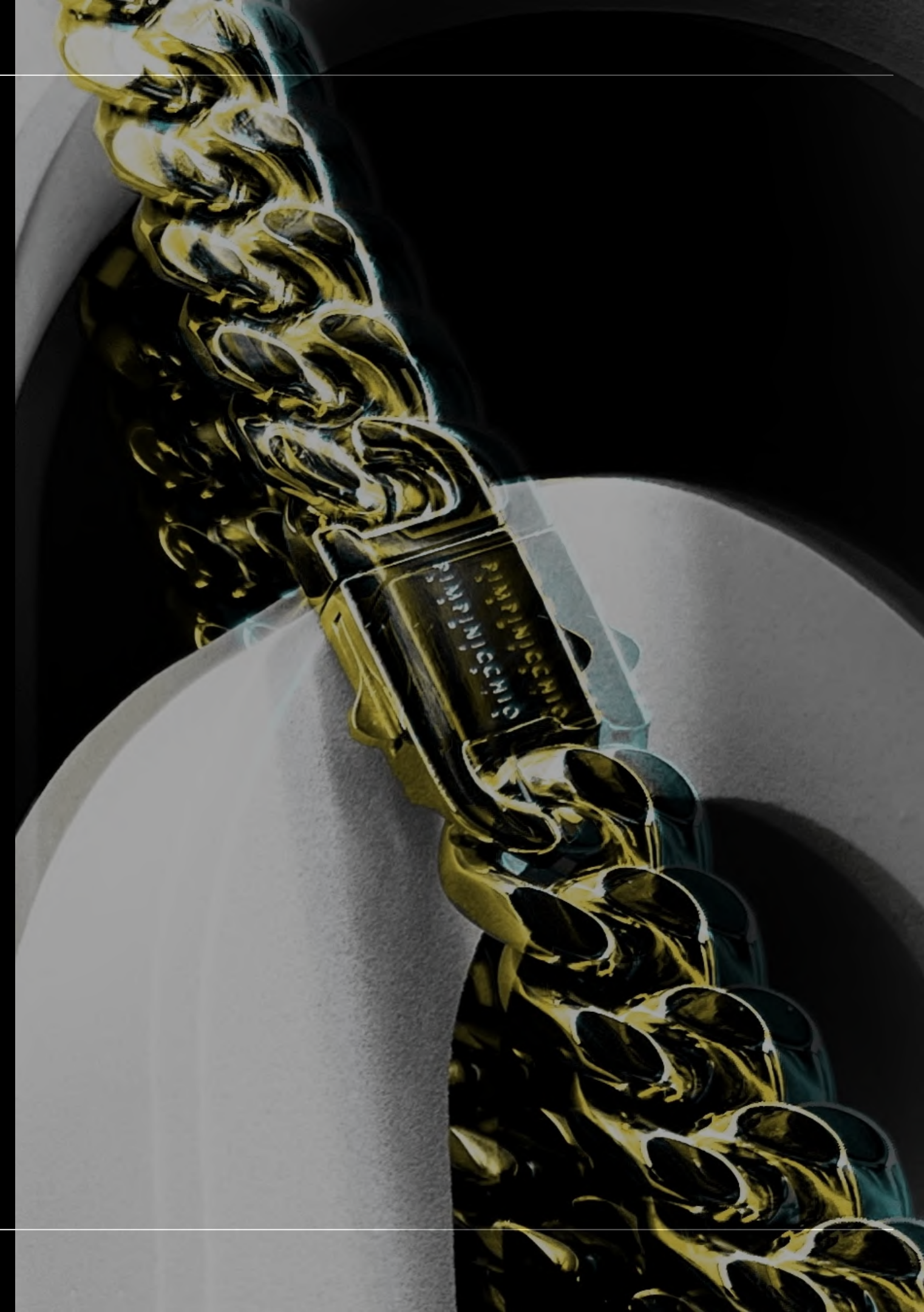
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BRAND CONSISTENCY

“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.”

– Seth Godin

Great brands are built through the consistent delivery of the brand messages through all touchpoints – a strong, unified message reinforces not only who we are and why we exist,

it also drives recognition, trust, success, and of course ultimately: business growth.

This document is a guide to how we visually communicate the PMPny brand.

It covers graphic design and layout related topics as well as sections on photography and merchandise. It is best used together with our brand book, as a rulebook for creating all PMPny visual elements.



OUR MANIFESTO

***"Accessories are an essential part of any outfit,
and they can make your style stand out."***

We are a New York-based brand of ethical accessories, designed with a strong allure and handmade with a conscious attention to sustainable production. Our minimalistic approach to fashion ensures zero waste patterns, while maximizing wearability with luxe-quality, contemporary garments that make a statement now and for years to come.

1.2

OUR
SUSTAINABLE CHOICE

At PMPny, we believe that we have a responsibility to take action against climate change.

We recognize the urgent need to prioritize **sustainability** over our love of leather, and we are proud to have made the switch to **vegan pineapple leather**.

This ethical and sustainable alternative to traditional leather is a great option for those who want to reduce their environmental impact and support ethical fashion.

As a company, we are committed to transforming our industry and creating fashion that is accessible, of the highest quality, and environmentally friendly within the next two years.

We recognize that climate change is a global problem, and we are proud to be part of the community that is actively working towards a solution.

We are doing our part to be a responsible company, and we hold ourselves accountable to clear and measurable objectives.

**Together,
we can make a difference
and create a more sustainable future for all.**



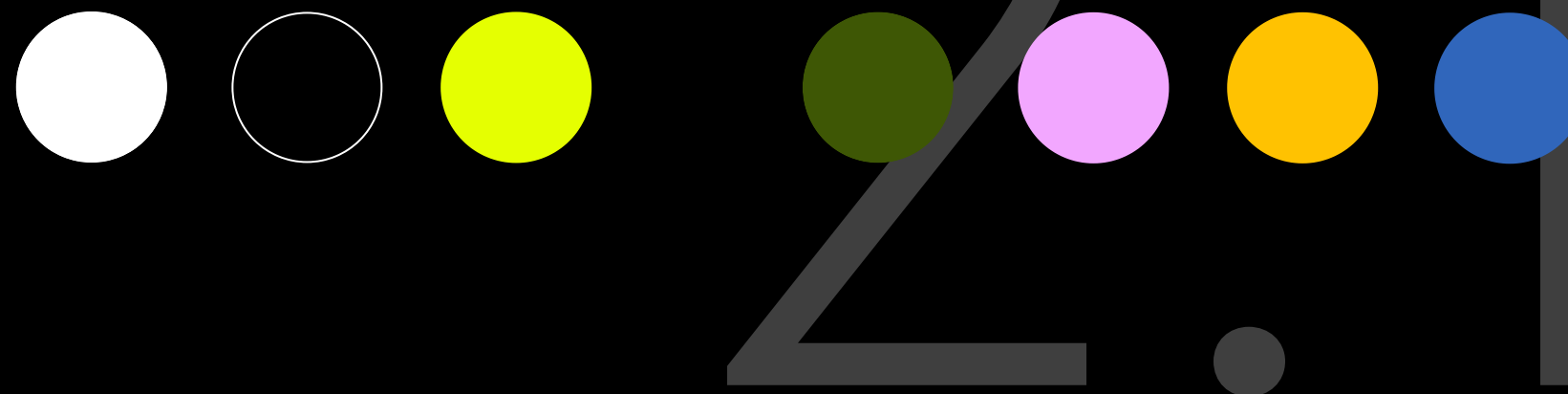
OUR VISUAL IDENTITY

VISUAL ELEMENTS

LOGO



COLORS



TYPOGRAPHY

Mukta
Brutel

OUR LOGO

MAIN LOGO

Primary logo



Primary Logo

This logo is the preferred option to use every time possible. It is used in black or white.

SECONDARY LOGOS

ALTERNATIVE



Secondary logo

This is a simplified version of the main logo. Placements: Desktop website header, large print material, Business Cards, Invoices, Mobile Website Headers.

SUBMARK LOGO



Subbrand Logo

It's a simple and small version of the main logo, but it identifies our brand's design. Placements: Social media posts/profile images, website footer, small print pieces.

LOGO COLOR VARIANT

MAIN LOGO

Primary logo

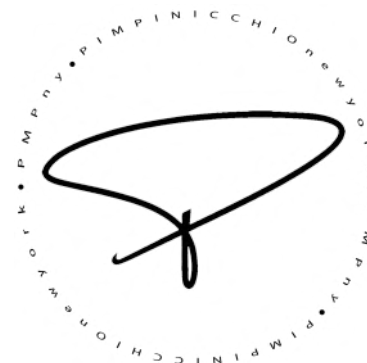


SECONDARY LOGOS

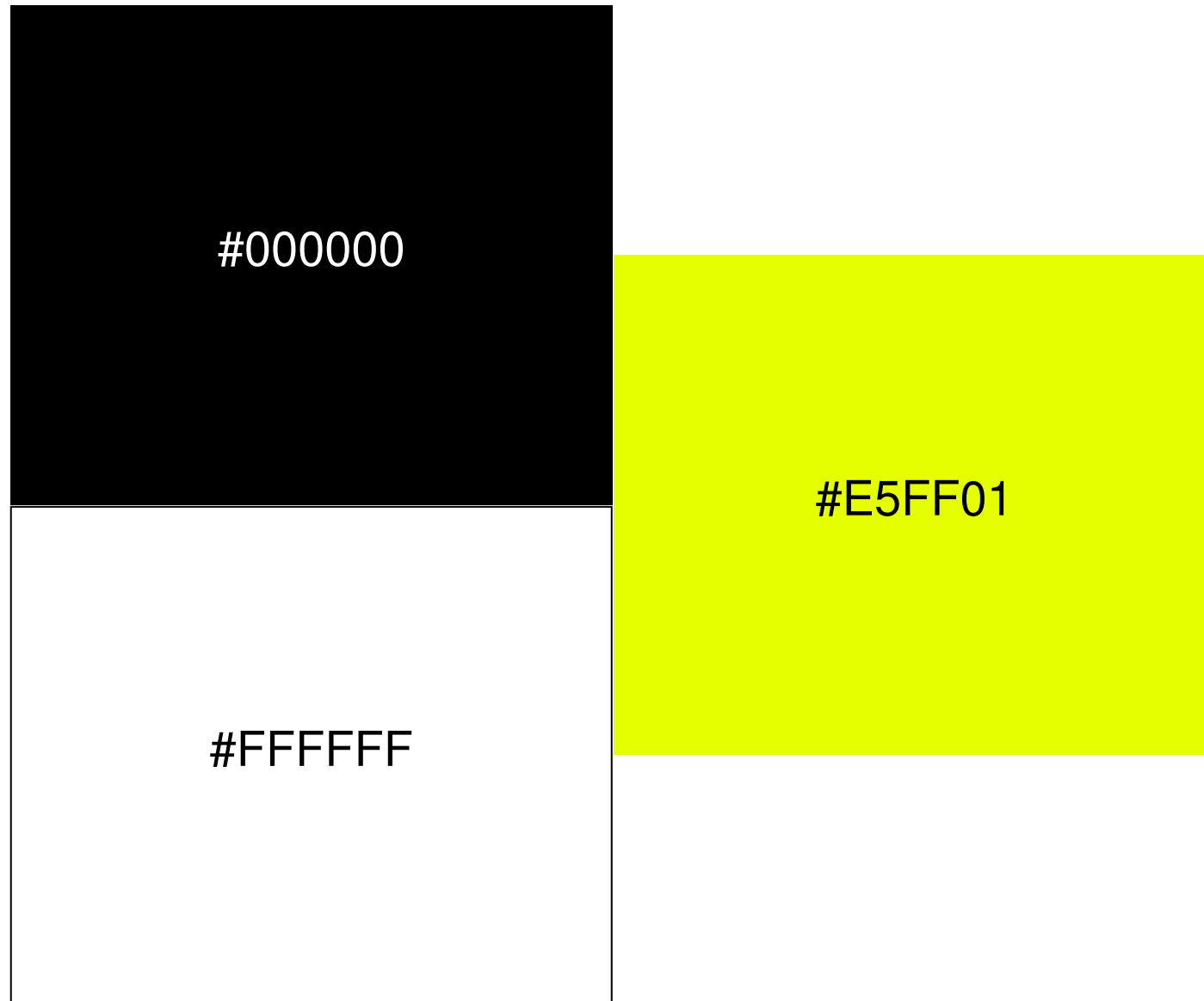
ALTERNATIVE



SUBMARK LOGO



COLORS



Primary palette

This primary palette contains the core colors that must be used across all your communication channels. Using these colors consistently will help reinforce your our identity.

#E5FF01

80%

CMYK: 10%, 0%,

100%, 0%

RGB: 230, 255, 0

Pantone: Safety Yellow

Safety Yellow

Yellow is associated with the intellect, logic; it has the ability to improve analytical thinking. It is also linked with cheerfulness, happiness, optimism. It inspires hope, enthusiasm. Yellow fosters positive way of thinking, as well as a thirst for knowledge. Its creativeness focuses on mental aspects, it inspires new ways of thinking and acting.

Yellow also promotes energy, optimism, confidence, fun. The brain releases more serotonin when a person is surrounded by the color yellow, which is why this color stands as a symbol of happiness and positivity.

60%

40%

20%

Accent palette

Accent colours are to be used only when additional colours are required, for example on graphs, charts and tables.

Accent colours are not to be as backgrounds but are there to create distinctive highlights and motifs when a hint of colour is required to obtain the desired effect.

#3E5705

CMYK: 29%, 0%, 94%, 66%

RGB: 62, 87, 5

Pantone: Forest Rave



#F2A7FF

CMYK: 5%, 35%, 0%, 0%

RGB: 242, 166, 255

Pantone: Pixie Pink



#FFC201

CMYK: 0%, 24%, 100%, 0%

RGB: 255, 194, 0

Pantone: 7548 C



#3066BB

CMYK: 74%, 46%, 0%, 27%

RGB: 48, 101, 186

Pantone: 2386 C



Typography

BRUTEL REGULAR

AaBbCcDdEeFfGg
HhIijjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz

1234567890

BRUTEL BOLD

AaBbCcDdEeFfGg
HhIijjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz

1234567890

BRUTEL ITALICS

AaBbCcDdEeFfGg
HhIijjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz

1234567890

MUKTA REGULAR

AaBbCcDdEeFfGg
HhIijjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz

1234567890

MUKTA BOLD

AaBbCcDdEeFfGg
HhIijjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz

1234567890

Fonts

Our brand typefaces are the Mukta font and the Brutel font .
They are to be used for all our printed communications and online whenever possible.
We use two fonts for Gill Sans Std; Bold and Regular (no italics).
We use two fonts for Brutel; Regular, Light and Regular italics.

THE DARK EDGE COLLECTION

HOBBO BAG

515W HOBO BAG

The PMPny Asymmetric Hobo Bag is the perfect accessory for anyone who wants to look stylish while also being sustainable. Made of Pineapple Vegan Leather, this bag features a strong charm and has a zip closure. It is decorated with rings and the brand identification pendant on the front, and the padded side is adorned with side studs. The bag also comes with a chain for longer shoulder wear, making it a versatile accessory for any occasion.



CROSSBODY

30H CHAIN BAG

The PMPNY Asymmetrical Chain Bag is a stylish and sustainable accessory that is perfect for any fashion-forward individual.

The bag is made with pineapple leather and features a strong charm that adds a unique touch to the design. The front flap of the bag has a magnetic snap closure and is decorated with rings and studs on the sides, giving it a bold and edgy look.

The bag can be worn crossbody or shortened on the shoulder, making it versatile and practical for any occasion. This bag is perfect for anyone who wants to make a statement with their fashion choices while also being environmentally conscious.



140E TUBE SHOULDER BAG

The PMPny Tube Shoulder Bag is a sustainable and stylish accessory that is made with pineapple leaf leather.

The bag is cylindrical in shape and features rings and studs on the sides. It also has a brand identification pendant on the front.

The adjustable shoulder strap allows you to wear it as a crossbody or shorten it on the shoulder.



BELT BAG

200W BELT BAGS

The Asymmetrical Belt Bag is a sustainable and stylish accessory that is perfect for fashion-conscious individuals who care about the environment.

Made with pineapple leather, the bag features a zip on top closure pocket decorated with rings and the brand identification pendant on the front.

The adjustable belt allows you to wear the bag on the waist, over the shoulder, or crossbody



BACKPACK

88G BUCKET BACKPACK

With its stylish design and practical features, the PMPny Bucket Backpack is a must-have for anyone who loves backpacks. Made of pineapple leather, the backpack has studs on the bottom, a drawstring cinch closure on the top, and zip pockets on either side. It also has a rope back strap and a front handle for easy carrying.



DUFFLE BAG

804E DUFFLE BAG

Made of pineapple leather, the PMPNY studded barrel bag is a unique and sustainable accessory that features strong webbing handles, a zip compartment at one end with studs on the sides, rings, front pocket, and shoulder strap.

Pineapple leather is a biodegradable and vegan alternative to conventional leather, making this bag a sustainable choice for fashion-conscious individuals who want to make a positive impact on the environment.



SMALL GOODS

80L CARD CASE ON KEYRING:

ZIPPERED CASE ON KEYRING MADE WITH PINEAPPLE LEATHER WITH STUDS AND MATELASSÉ ON THE FRONT AND CARD SLOTS ON THE BACK.



KEYRING:

LANYARD KEYRING FEATURING A METAL RING WITH A SIGNATURE CHARMS



RIPPED LOGO CAP

DESIGNED IN A BLACK WASHED DENIM, THIS SOFT COTTON CAP IS DETAILED WITH RIPS AND FEATURES THE BRAND'S DISTINCTIVE LOGO-EMBROIDERED IN A CONTRAST COLOR



PMPny JEWELRY

CURB CHAIN BRACELETS

The PMPny high polished stainless steel black gun metal curb-chain bracelet with a gold clasp is a stylish and durable piece of jewelry.

It is made of lightweight hypoallergenic steel and comes with a Crucible key-chain. and has a 17 or 22 cm length with a lobster-claw clasp, making it easy to put on and take off.

The engraved logo adds a personal touch to the bracelet, and it stands out because of its unique combination colors.



CURB CHAIN NECKLACE

The PMPny high polished stainless steel black gun metal curb-chain necklace with a gold clasp is a stylish and durable piece of jewelry.

It is made of lightweight hypoallergenic steel and comes with a Crucible key-chain. and has a 17 or 22 cm length with a lobster-claw clasp, making it easy to put on and take off.

The engraved logo adds a personal touch to the bracelet, and it stands out because of its unique combination colors.

