OFUR
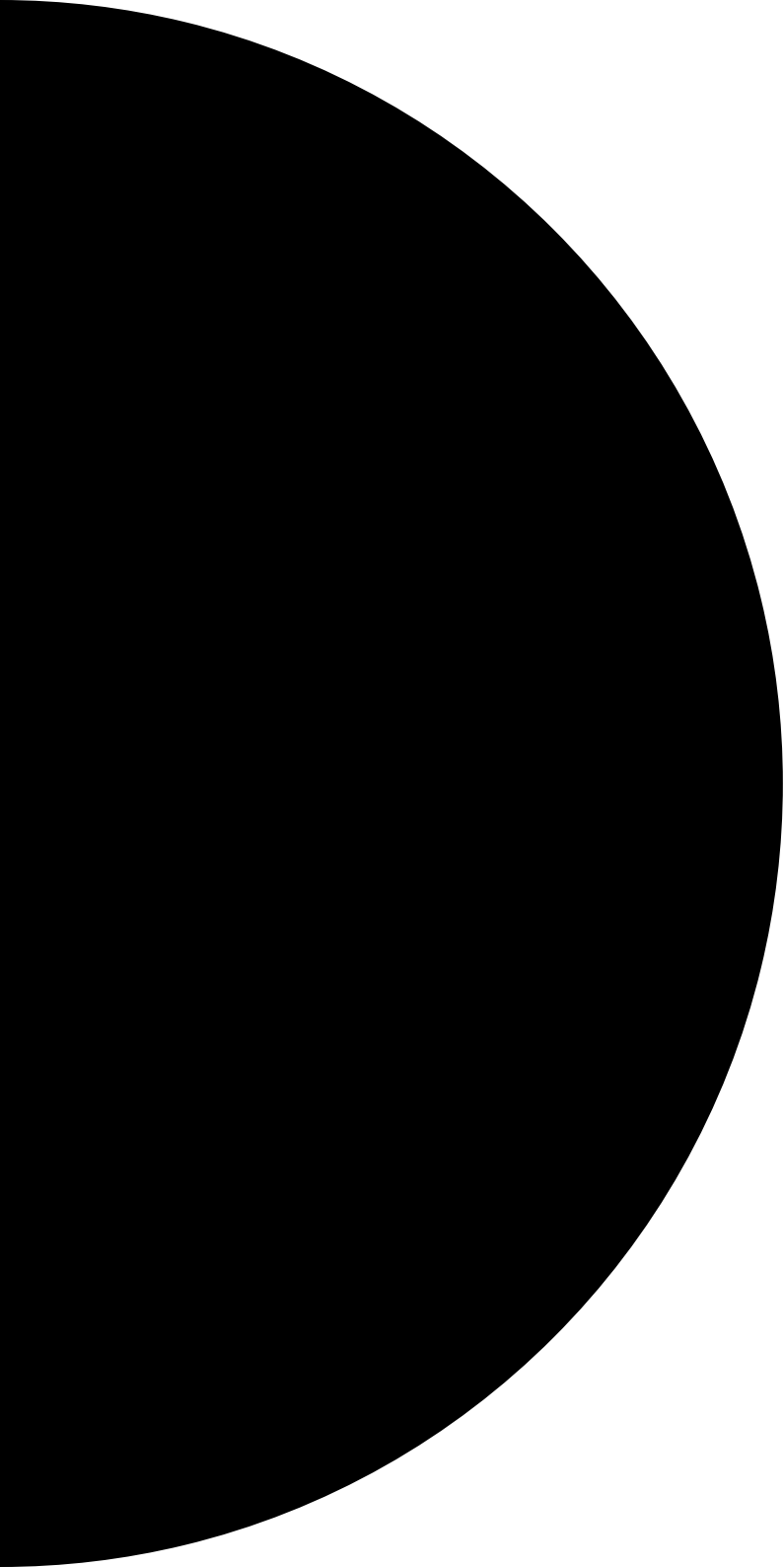
START EXPLORING

OFUR

OFUR

OVERCOME ALL, RISE BEYOND.

In the tapestry of life, challenges weave themselves into our journey, testing the very fabric of our existence. Yet, amidst adversities, there exists an indomitable spirit within us – a spirit that not only endures but flourishes. It is this unwavering tenacity, this unyielding determination, that births the essence of our brand: "**OVERCOME ALL, RISE BEYOND.**"

Picture, if you will, a rising sun gracing the dawn sky, casting its golden glow upon the world. This sun, our emblem, represents hope and renewal. It signifies a new day, a fresh beginning, and the infinite possibilities that come with each sunrise. But look closer, and you'll see something more profound - the sun rises above reflections from the past, mirroring the wisdom garnered from our experiences. These reflections are not merely shadows; they are the invaluable lessons etched into the canvas of our lives, reminding us of our resilience, our growth, and our capacity to transform.

At the core of our brand beats a profound belief: every challenge, stumble, and fall is not a setback but a lesson. Within these moments of adversity lies an opportunity to learn, to grow, and to uncover the depths of our own strength and resilience. It's a reminder that we possess the innate power to overcome what might seem insurmountable and emerge victorious on the other side.

So, as you envelop yourself in our way of life, adorned with the embodiment of this spirit, recognize that it's more than just fabric against your skin. It's a symbol of triumph, a tangible representation of the human spirit's remarkable capacity to overcome, to learn, and to rise beyond. Together, let's revel in the beauty of resilience and the magnificence of growth.

Wearing our challenges not as burdens but as badges of honor, we stride forward with an unwavering belief in our abilities. Welcome to a brand that transcends the boundaries of fashion. Here, you don't just wear clothes; you wear the embodiment of triumph. In our designs, the rising sun serves as a guiding light, illuminating our journey and casting its warm glow upon the reflections of our past. It's a reminder that we can overcome all obstacles, rise beyond limitations, and bask in the radiant light of our own resilience.

BUSINESS

BUSINESS@OFUR.NL

PRESS

PRESS@OFUR.NL

SALES

SALES@OFUR.NL

CONTENTS

Our brand guidelines is meant to guide you through the visual language of OFUR and at the same time explain how certain elements of the brand should or should not be used. Below you will be find the chapter your are looking for.
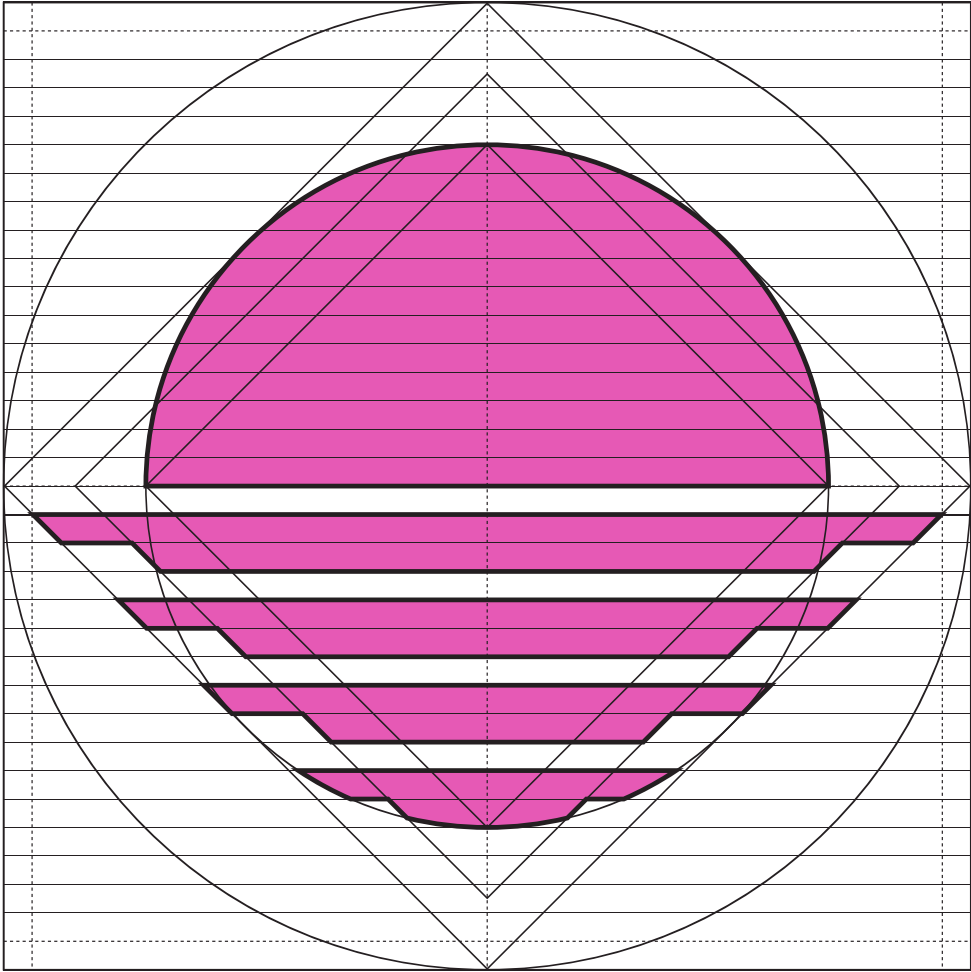
OFUR

THE SYMBOL

In the world of fashion, a symbol isn't merely an image; it's the heart of a brand's identity. Our logo, a rising sun above reflections from the past, embodies hope, growth, and resilience. It symbolizes our journey from overcoming challenges to rising triumphant. In this chapter, discover why this emblem is the soul of our brand, guiding us and our wearers toward triumph over adversities.

SYMBOL CONSTRUCTION

This is how our symbol was created using a custom grid.We love it when artistry meets precision..
Crafted with care, it maintains consistency across all mediums.
MOre than an image, it embodies our core values and reflects what we believe in.

SYMBOL INSPIRATION

Embark on a visual journey into the inspiration behind our logo. In this section, we unravel the abstract representation of our values, woven into our emblem. Witness how unity, innovation, and empowerment come together, forming a symbol that echoes the essence of OFUR.

THE FULL LOGO

THE PAST AND
THE PRESENT

**FOUR HORIZONTAL
STRIPES**

A REFERENCE TO THE
PREVIOUS NAME
"FOUR BY FOUR"

**FOUR MORE HORIZONTAL
STRIPES**

THESE STRIPES ALSO
SYMBOLIZE REFLECTIONS
OF THE PAST.

**A RISING SUN / OFUR
INITIAL**

OVERCOMING OBSTACLES
AND RISING ABOVE THEM.

FULL LOGO

Here, we detail the technical specifications of our logo. From horizontal to vertical lockups and an array of color combinations, this section provides clear instructions on how to use our logo correctly. Understanding the precise guidelines ensures the logo retains its visual integrity and impact. This chapter serves as your definitive resource, outlining the do's and don'ts, ensuring consistent and respectful representation of our brand.
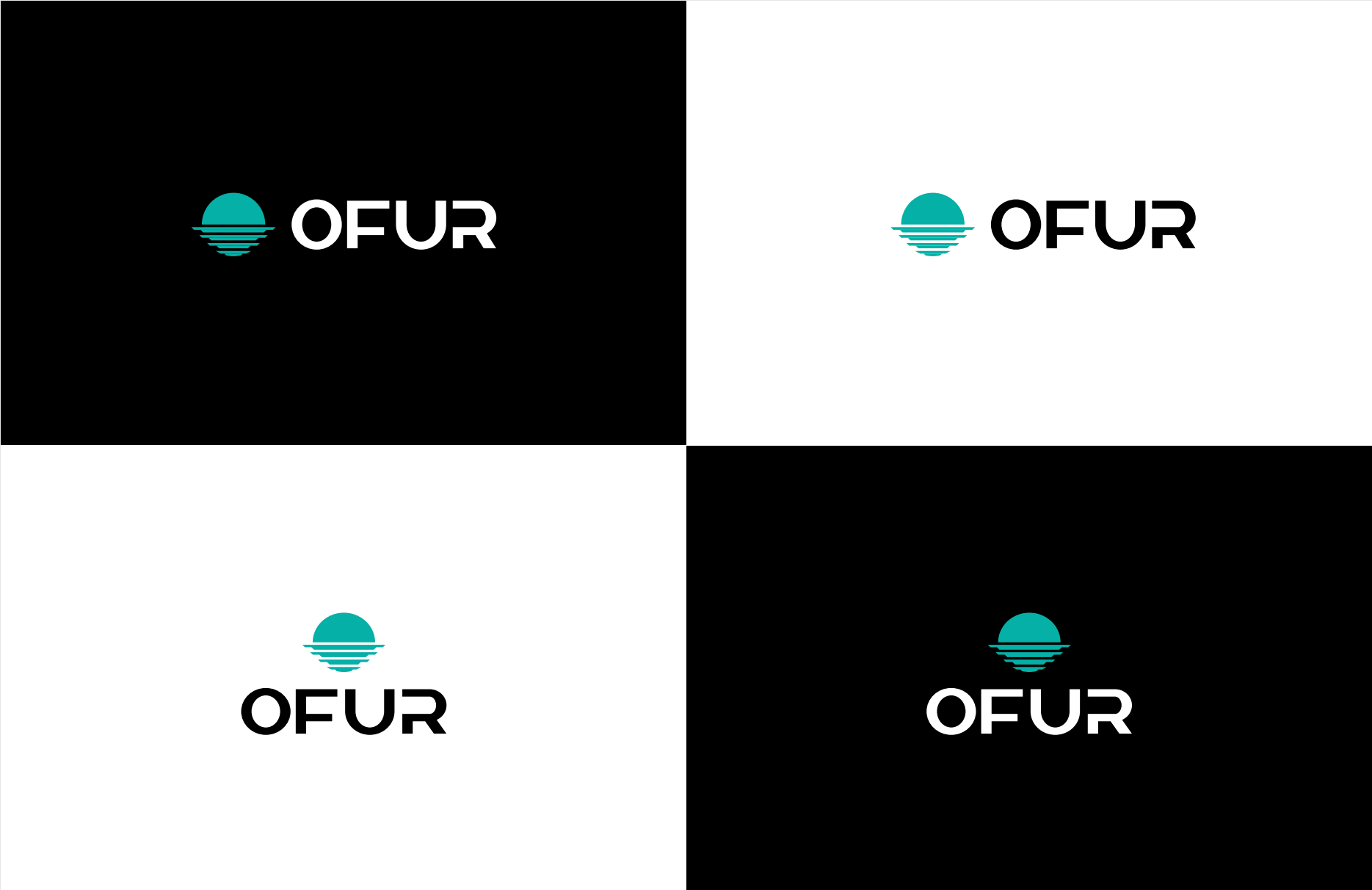
PRIMARY COLOR
HORIZONTAL & VERTICAL

In this section, we present the versatile nature of our logo. You will find both horizontal and vertical versions, each meticulously designed to adapt seamlessly to various contexts. Paired with our primary color, these logo variations showcase the visual identity that defines OFUR.
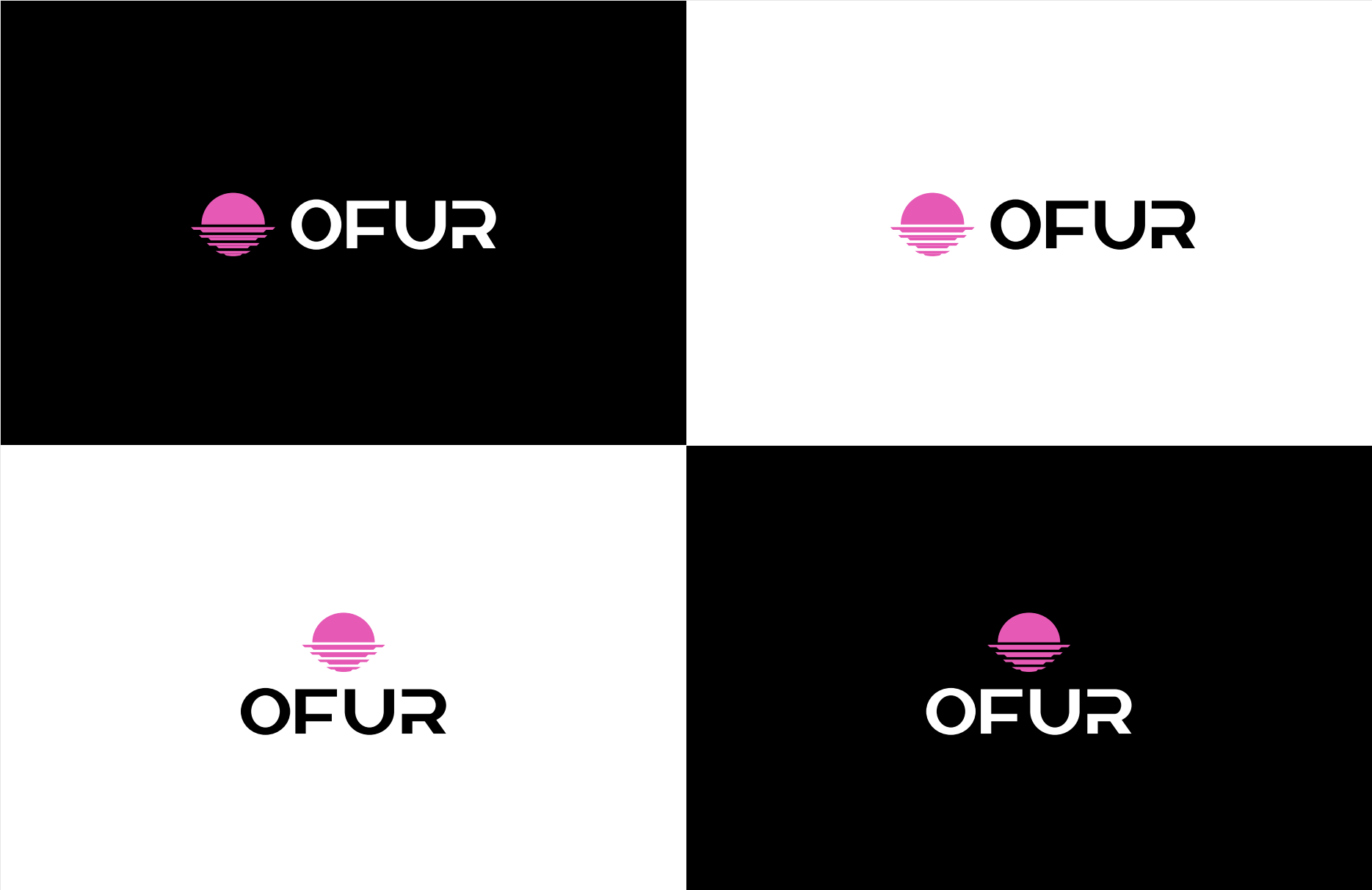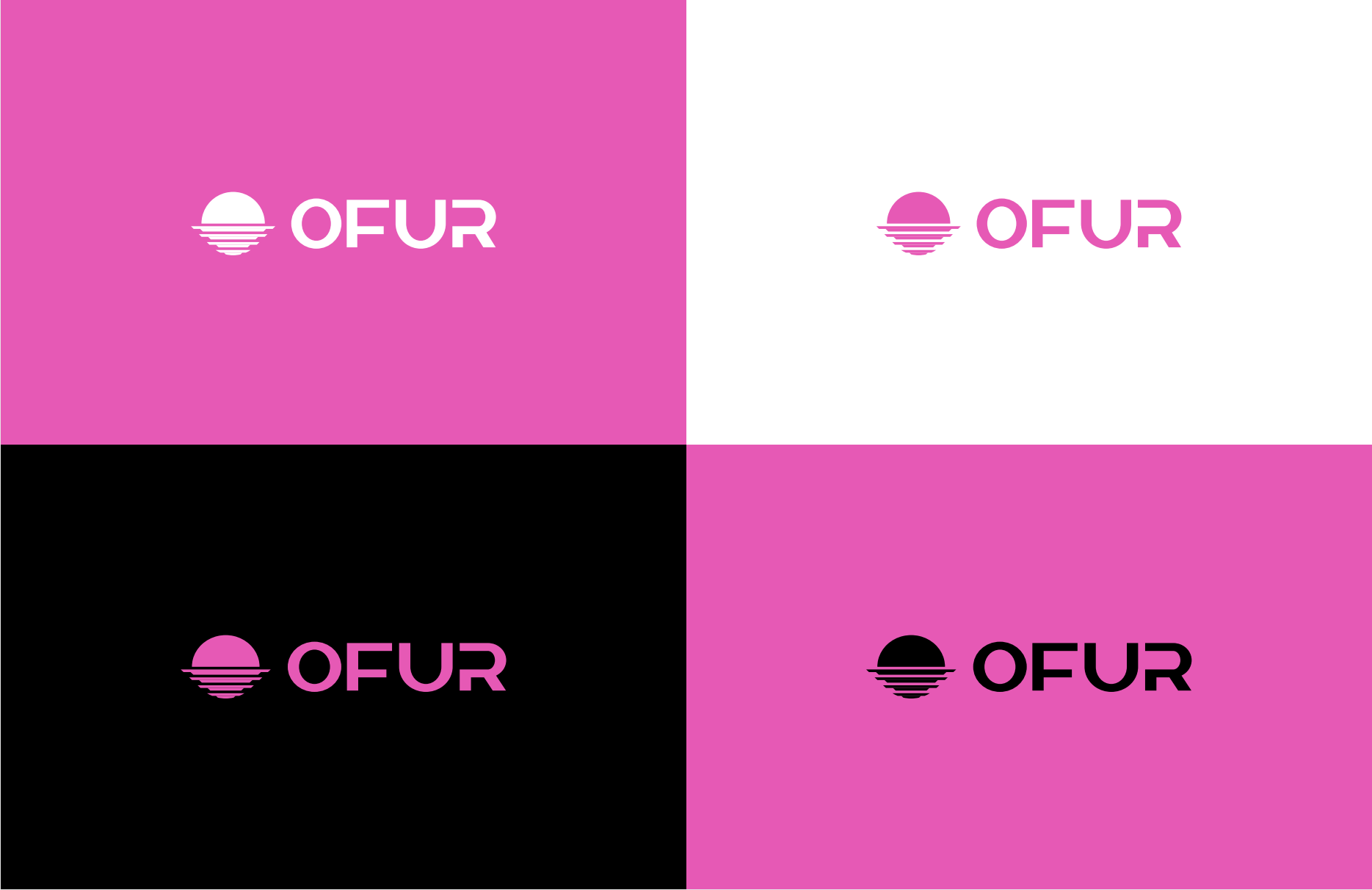

SECONDARY COLOR
HORIZONTAL & VERTICAL

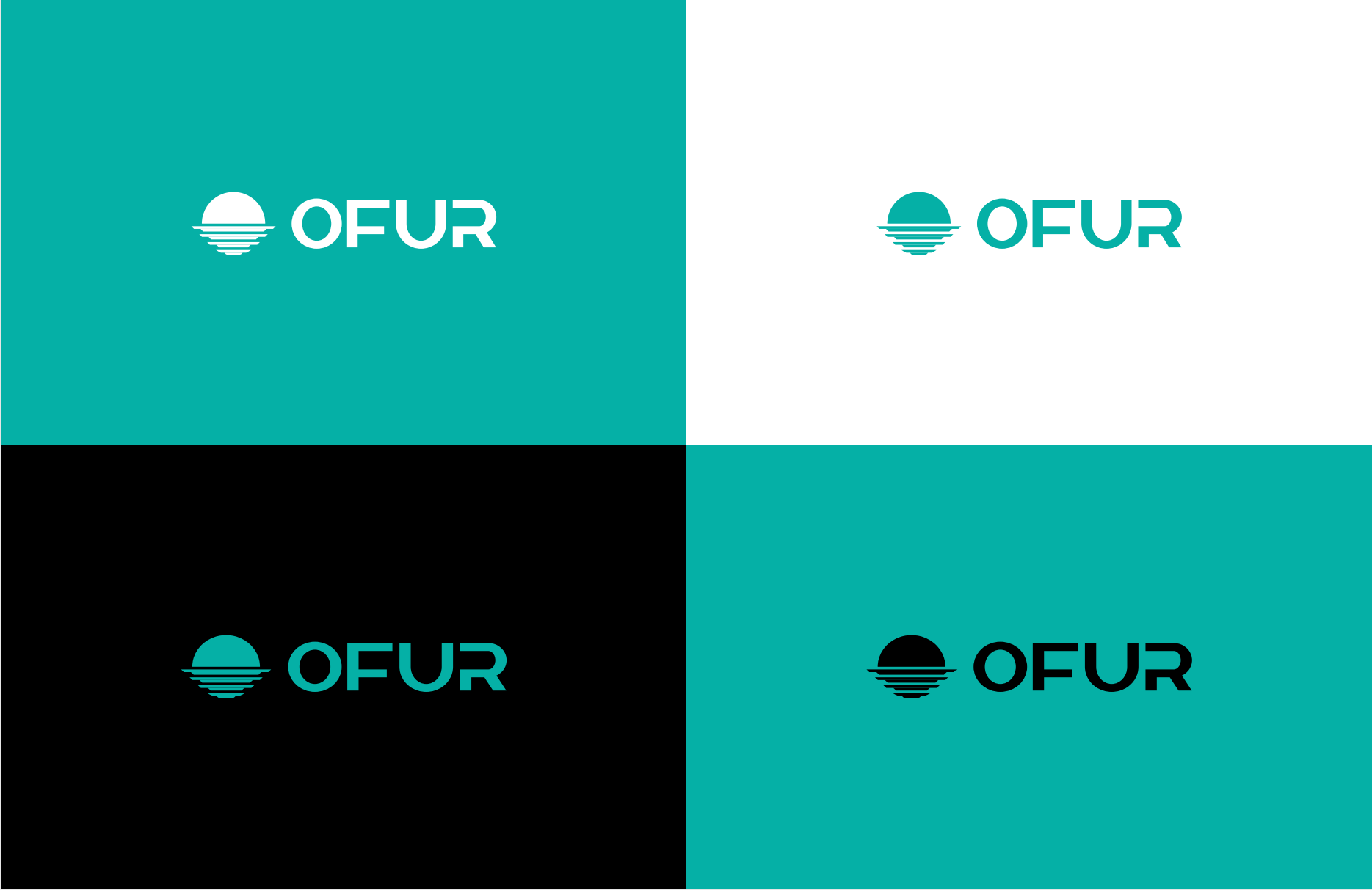It is also possible to use our logo with the green primary color if needed for applications where the magenta is not suitable.
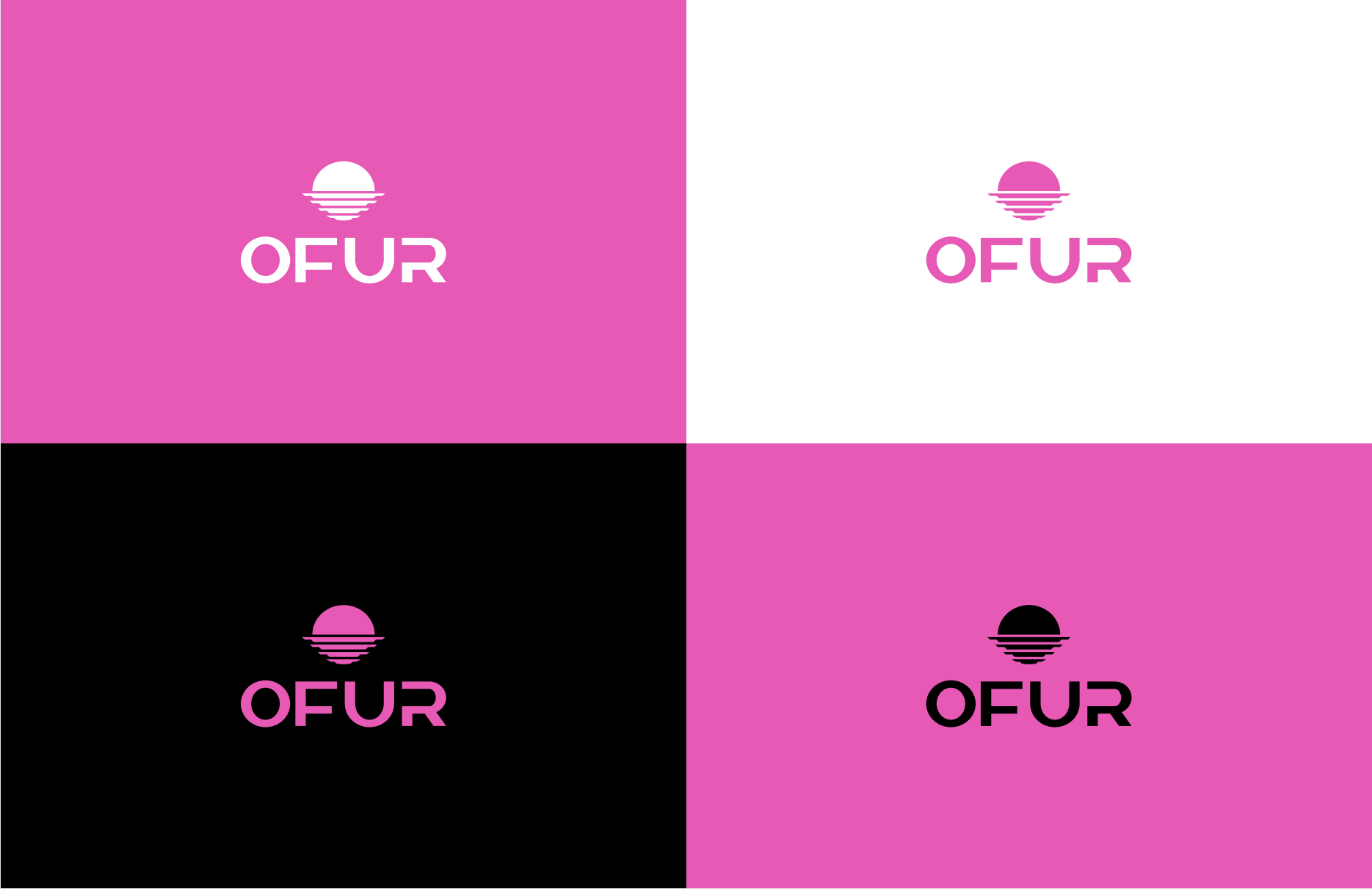
SINGLE COLOR PRIMARY
HORIZONTAL

SINGLE COLOR SECONDARY
HORIZONTAL

SINGLE COLOR PRIMARY
VERTICAL

SINGLE COLOR SECONDARY
VERTICAL
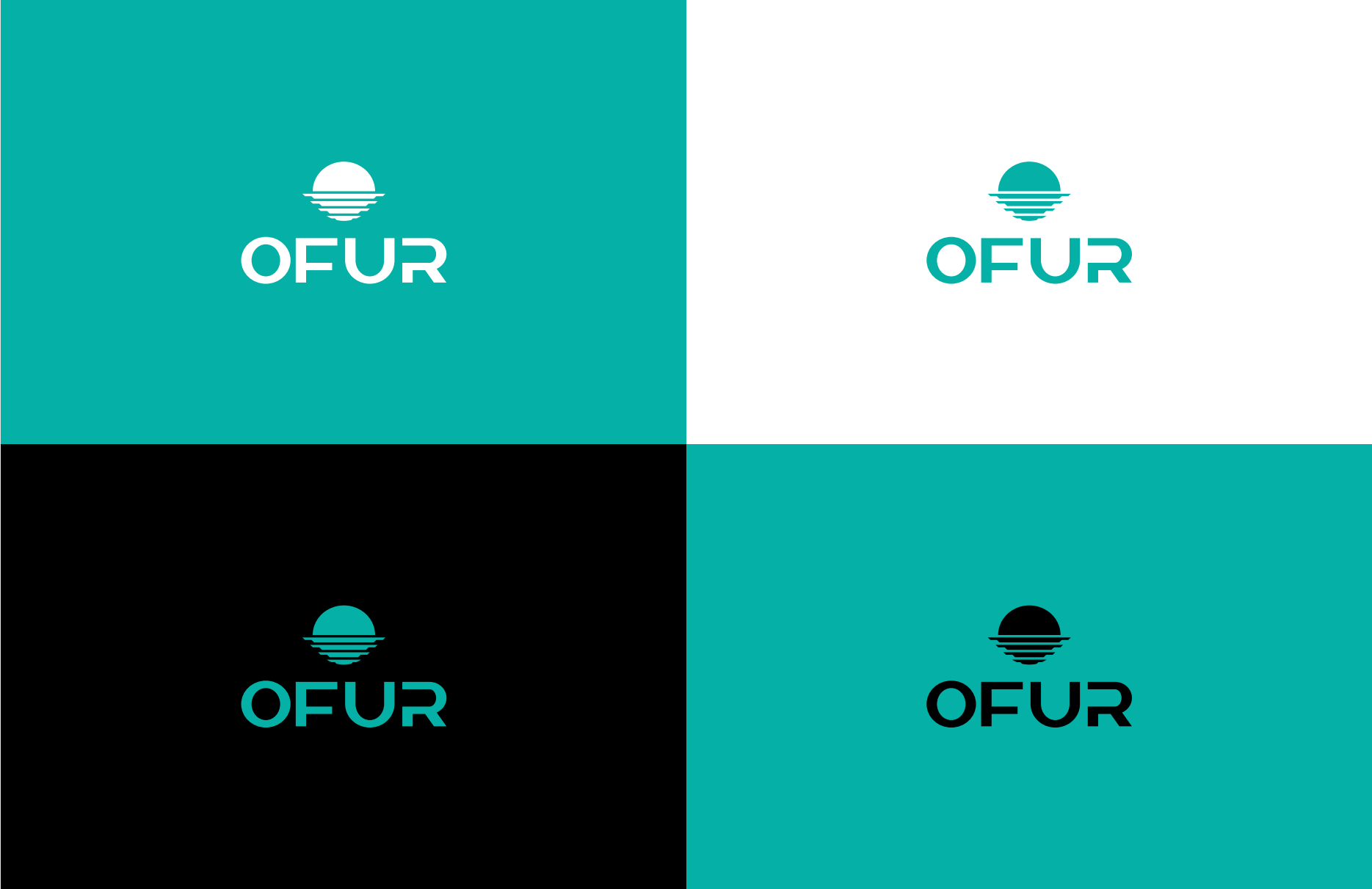
SINGLE COLOR PRIMARY
TYPOGRAPHY & SYMBOL
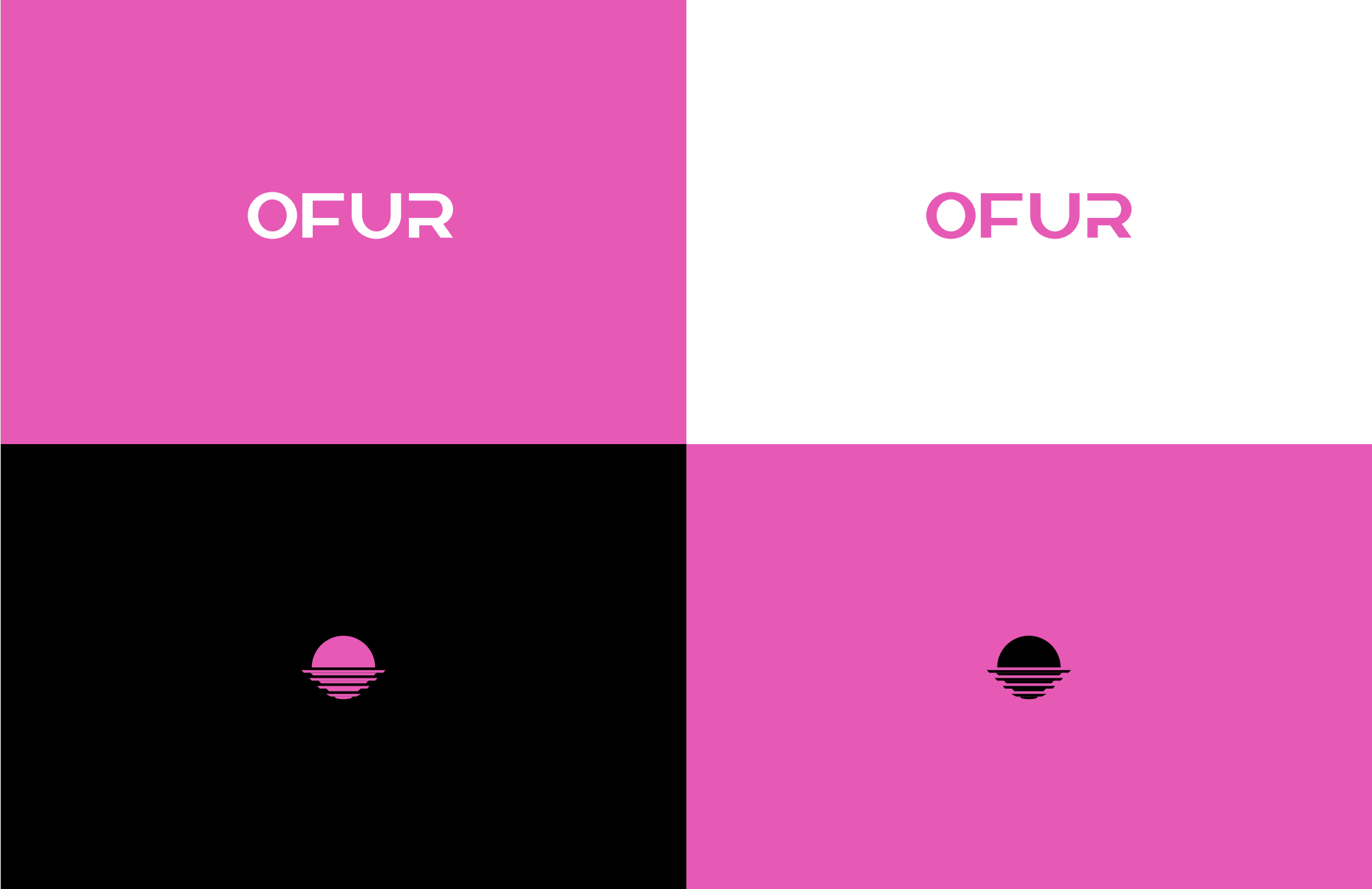
OFUR

OFUR

OFUR

SINGLE COLOR SECONDARY
TYPOGRAPHY & SYMBOL
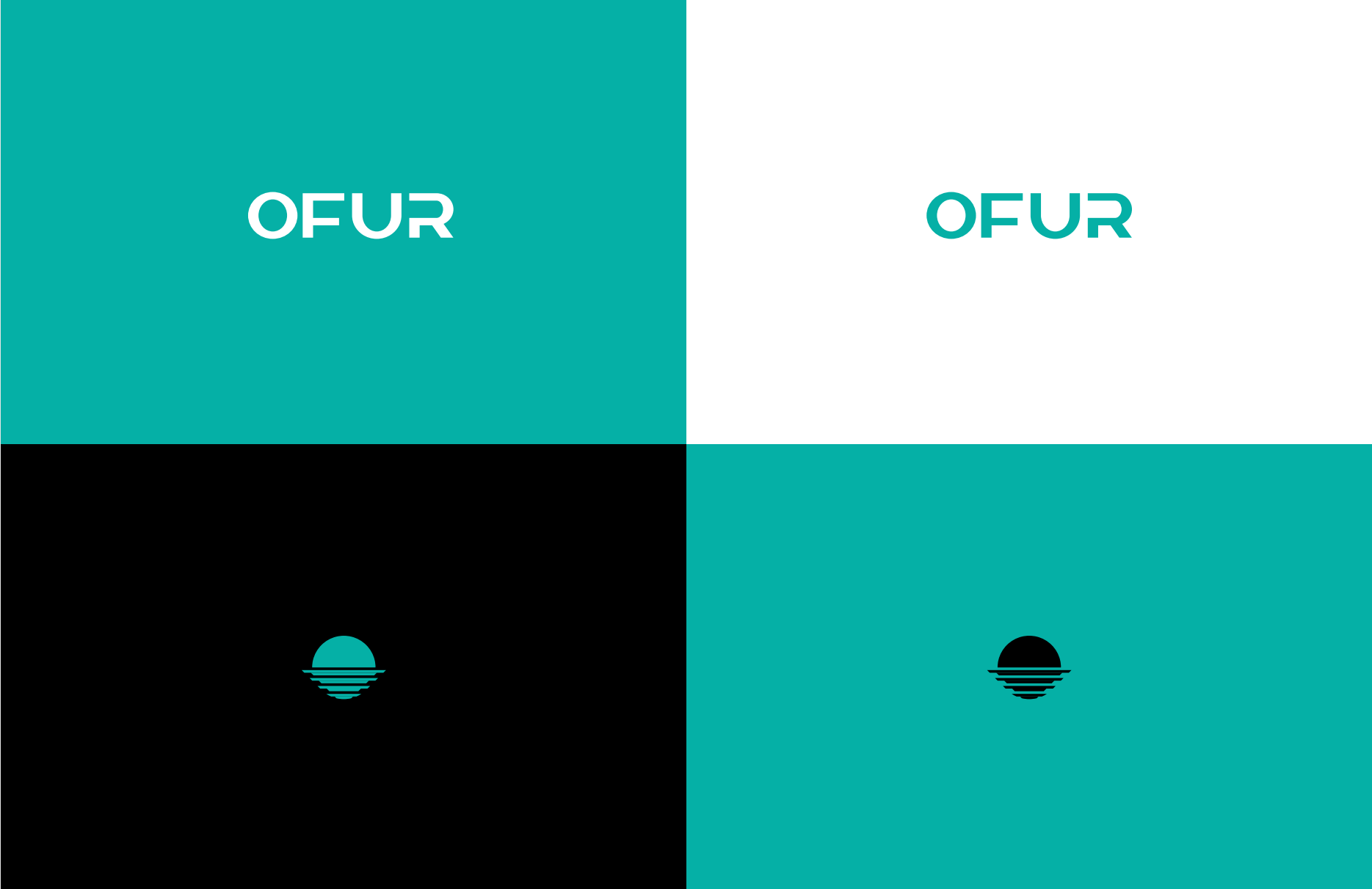
OFUR

OFUR

OFUR

Here, we present the timeless appeal of our logo in classic black and white. Stripped of color, these designs embody the essence of OFUR in its purest form. Explore the versatility and enduring sophistication of our emblem, crafted to make a lasting impact across various applications.
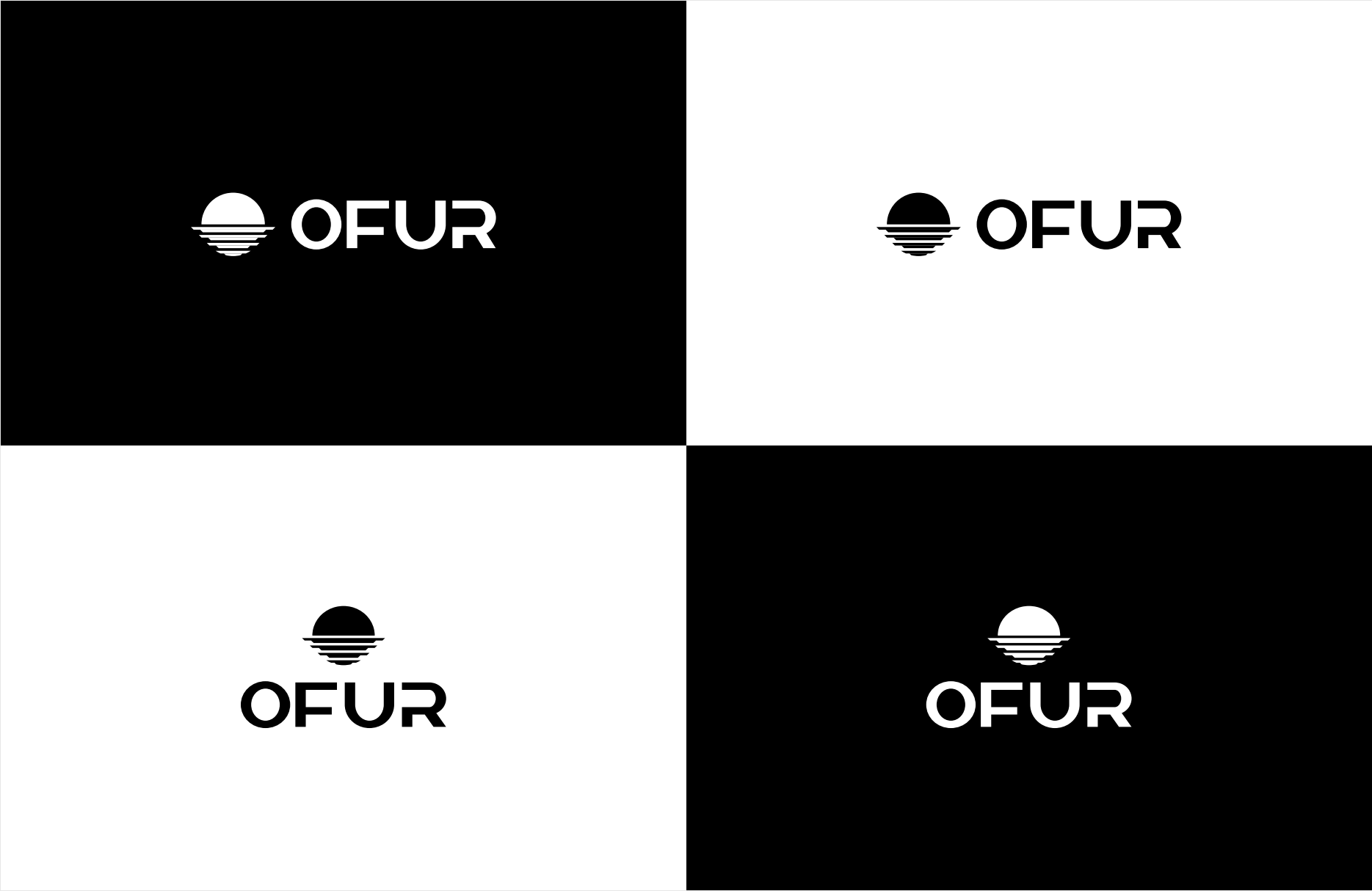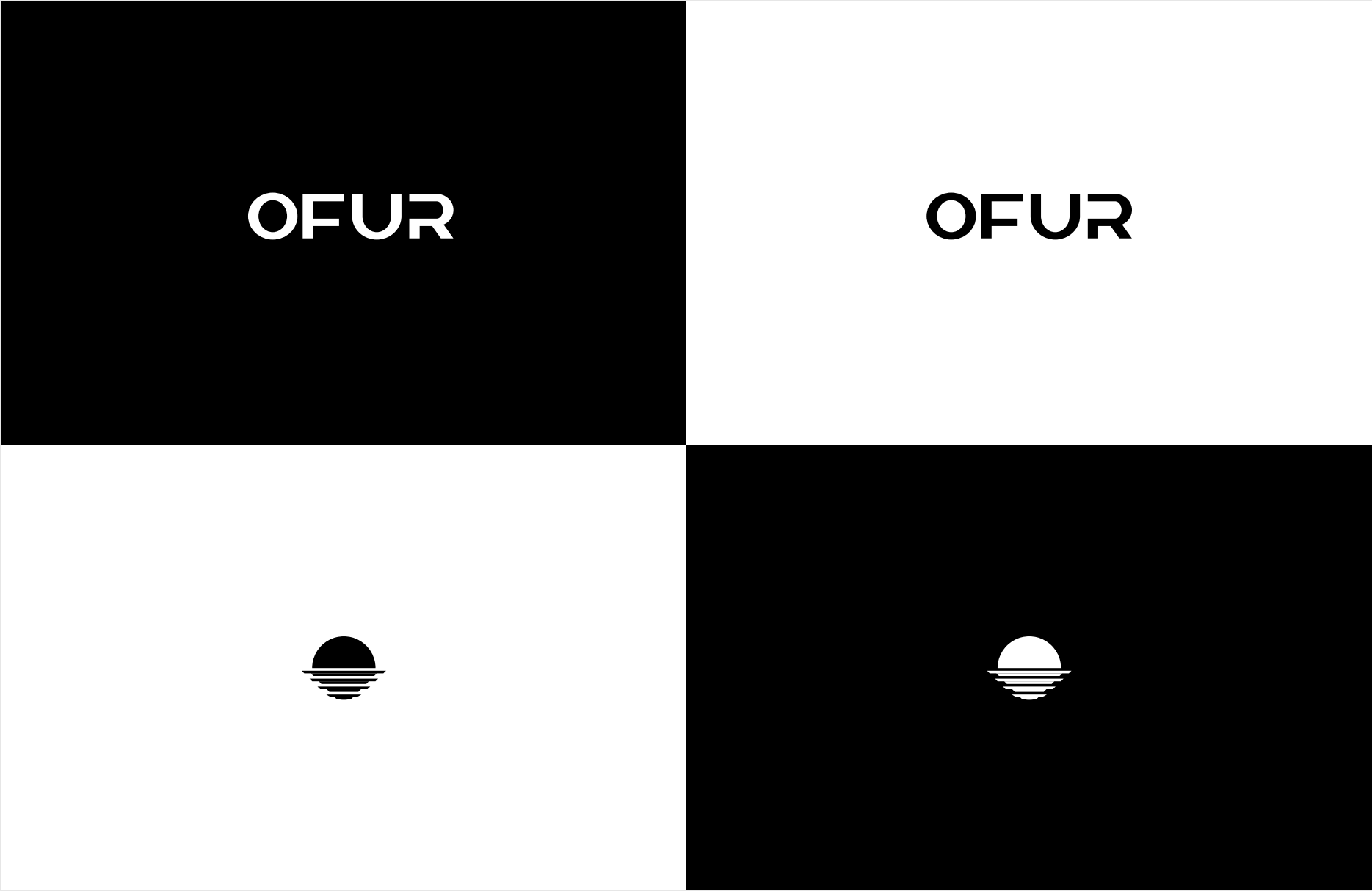
FULL LOGO

FULL LOGO

EXTRA OPTION
FOR CLOTHING ONLY

We have created an extra addition to our logo package which is very suitable for large prints on the backs of clothing items. Please refrain from using this option for other purposes.

MINIMAL FREE SPACE

The 'O' in OFUR serves as a crucial visual reference in this chapter, defining the necessary free space around our logo at all times. Understanding and applying this clear space ensures that the integrity and impact of our brand remain uncompromised in any layout or context.

REFERENCE: OFUR
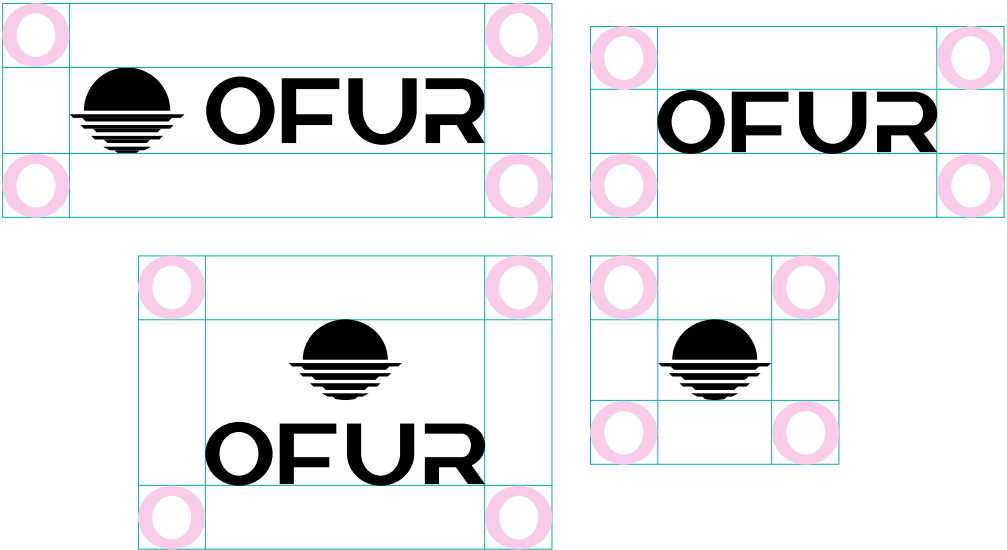
MINIMAL FREE SPACE
DESIGN EXAMPLE

OFUR

M
OFUR.NL

OVERCOME ALL,
RISE BEYOND.

OFUR

M
OFUR.NL

OVERCOME ALL,
RISE BEYOND.

OFUR

M
OFUR.NL

OVERCOME ALL,
RISE BEYOND.

PROHIBITED USAGE

It is very important the logo always stays intact and is not distorted in any way. Make sure you follow these rules at all times.

OFUR

DO NOT ROTATE

OFUR

DO NOT STRETCH

OFUR

DO NOT SKEW

OFUR

DO NOT WARP

BRAND COLORS

Within these pages, we define the core palette that embodies our brand identity. Each color has been meticulously selected to evoke specific emotions and associations. Consistent use of these hues is essential, ensuring our brand maintains a cohesive and impactful visual presence. This chapter provides comprehensive details on the primary and secondary colors, along with their exact specifications. Understanding and adhering to these guidelines guarantees a unified and compelling brand presentation across all mediums.

PRIMARY COLORS

The foundation of our visual identity: black, white, magenta, and green. Black signifies sophistication, white represents purity, magenta exudes energy, and green symbolizes growth. Use of these colors strengthens our brand, ensuring a cohesive visual identity across all mediums.

BLACK

R/G/B
#HEX

R/G/B
#HEX

WHITE

R/G/B
#HEX

R/G/B
#HEX

MAGENTA

R/G/B
#HEX

R/G/B
#HEX

GREEN

R/G/B
#HEX

R/G/B
#HEX

HUES

Each hue is meticulously curated into 10 options, ranging from 100% opacity to 0% opacity. These variations are tailored for specific design elements on platforms like our website. This allows for nuanced and dynamic visual compositions, ensuring a cohesive and engaging brand experience.

100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	
	90%	80%	70%	60%	50%	40%	30%	20%	10%	0%
100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	
	90%	80%	70%	60%	50%	40%	30%	20%	10%	0%
100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	

TYPOGRAPHY

At the core of our visual identity lies a custom font crafted exclusively for our logo, embodying our unique character. In addition, we've meticulously chosen two complementary fonts to maintain consistency across our brand communications. This chapter outlines the distinctive features of our custom font and provides insights into the usage of our selected typography, ensuring a harmonious and coherent brand representation in all textual elements.

CUSTOM TYPOGRAPHY
BASED ON SYMBOL GRID

Our custom typography adheres to the same horizontal grid as our symbol, creating a visually compelling and consistent look. This deliberate approach ensures that every letter aligns seamlessly with our unique symbol.
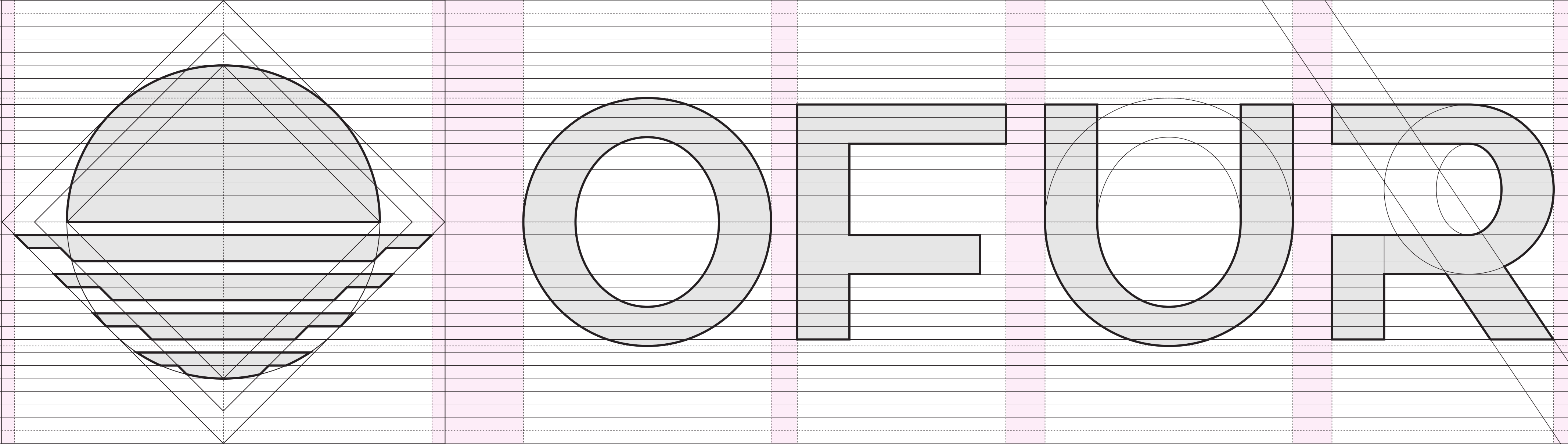
CUSTOM TYPOGRAPHY
STENCIL GRID

Derived from the horizontal grid showcased in the previous pages, our simplified grid is the key to crafting our stencil logo. This can be used in rare occasions where you would be at risking of losing the middle part of the O if you plan on cutting out the logo.
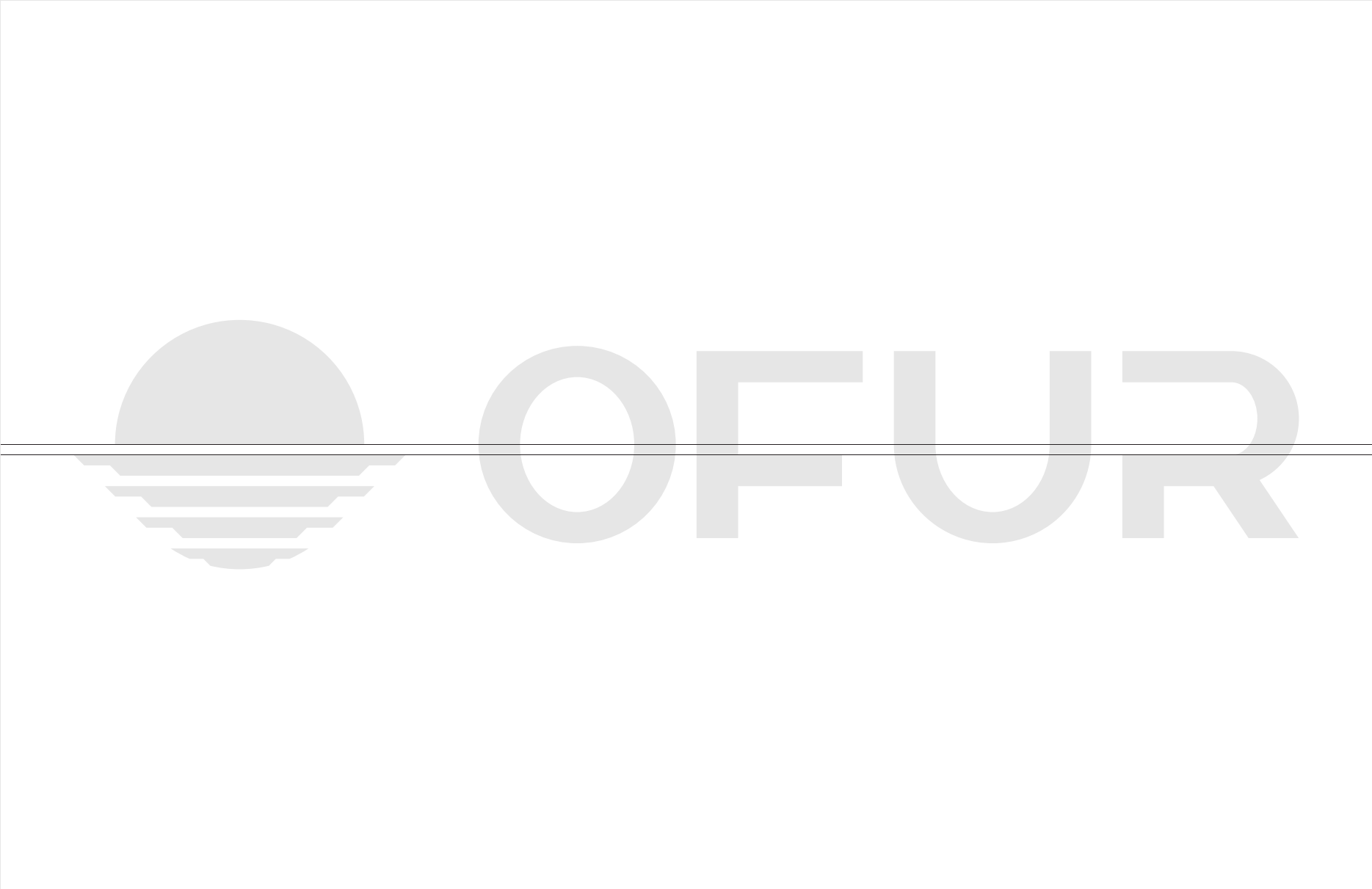
CUSTOM TYPOGRAPHY
STENCIL OPTION

The official stencil version of OFUR logo. Bold, precise, and impactful, this rendition embodies our brand's essence in a visually striking manner. This can be used for cases where a stencil version is needed.

FONT SELECTION
HEADERS & BODY

Here, we present our carefully curated selection of fonts for OFUR, each chosen meticulously to resonate with our brand's identity. This showcase embodies our dedication to typographic excellence, ensuring a consistent and appealing visual representation for OFUR as a clothing brand.

MONTSERRAT

OPEN SANS

01

02

FONT HIERARCHY

Emphasizing the significance of hierarchy, this reference serves as a visual foundation, emphasizing the importance of balance and clarity. While it provides a clear indication, adjustments can be made when necessary, ensuring flexibility while maintaining our brand's visual integrity.

15PX

MONTSERRAT BLACK IS USED FOR HEADERS

24 PT.
28,8 PT. Leading

15PX

Open Sans Bold is used for subheaders below the main headers if needed.
For example this could be a caption.

14 PT.
16,8 PT. Leading

30PX

Open Sans Regular is used for body text. Open Sans is a versatile and modern sans-serif font that brings clarity and readability to large paragraphs of text. Designed specifically for digital interfaces, Open Sans offers a clean and streamlined aesthetic that ensures optimal legibility across various screen sizes. With its balanced proportions and geometric shapes, this font strikes a harmonious blend of professionalism and approachability. It's extensive font family provides a range of weights and styles, allowing for flexibility in design while maintaining a consistent visual identity. Whether it's web content, reports, or printed materials, Open Sans brings a polished and contemporary touch to your brand's typography, enhancing the overall reading experience for your audience.

It is widely available and accessible for use in your design projects. It can be found as a free font on various platforms, including Google Fonts, where you can easily download and incorporate it into your digital and print materials. Additionally, many design software programs and applications also include Open Sans for use..

12 PT.
14,4 PT. Leading

Please note:
All measurements in this example are approximate guidelines to show the proportions of each element in relation to eachother. Sizes can be adjusted depending on application.

GRAPHICS

Here, you'll find a curated selection of our custom visual elements. From unique vectors to versatile graphic assets, this section provides straightforward tools to enhance your designs while staying true to our brand's identity. Explore and integrate these resources effortlessly into your projects, simplifying the creative process.
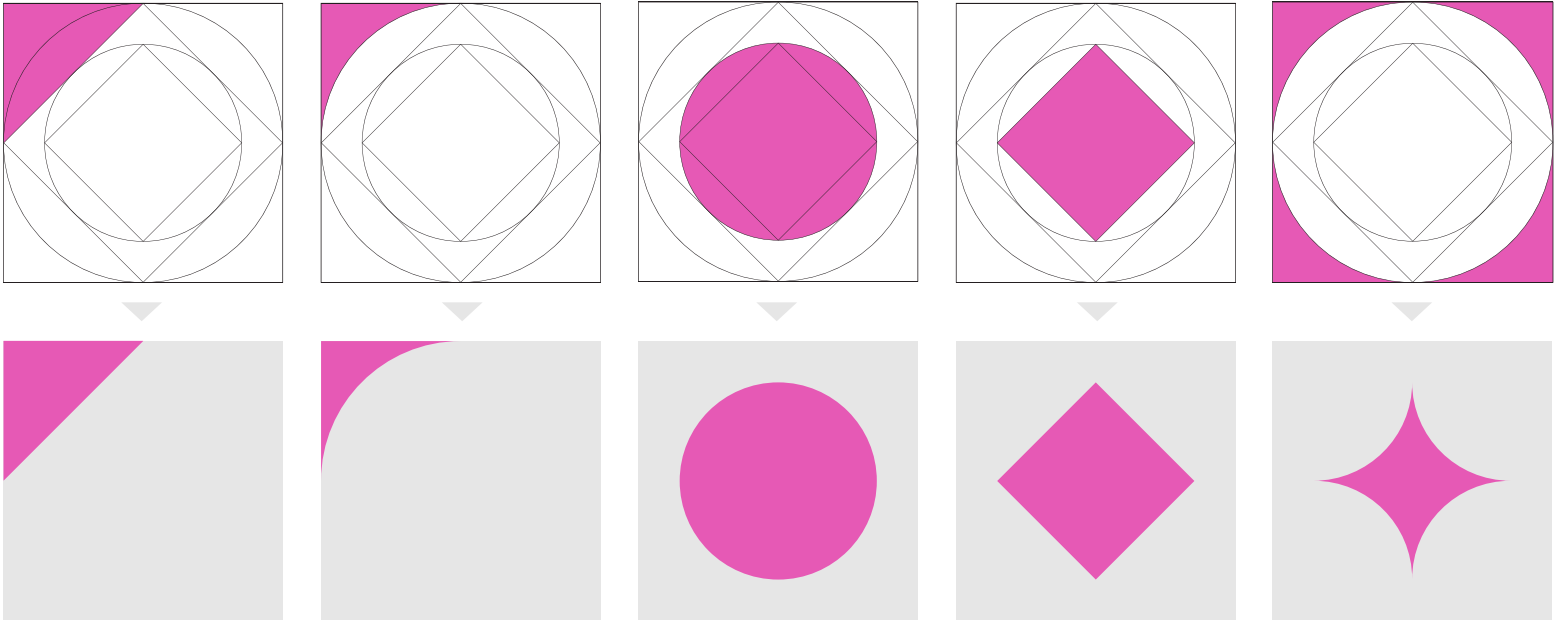
DESIGN ELEMENTS
GRID

Our symbol was created using a very complex and detailed grid, by cleaning it up and simplifying it we ended up with a basic grid. This allowed us to create a package of custom design elements that can be used throughout our visual language.
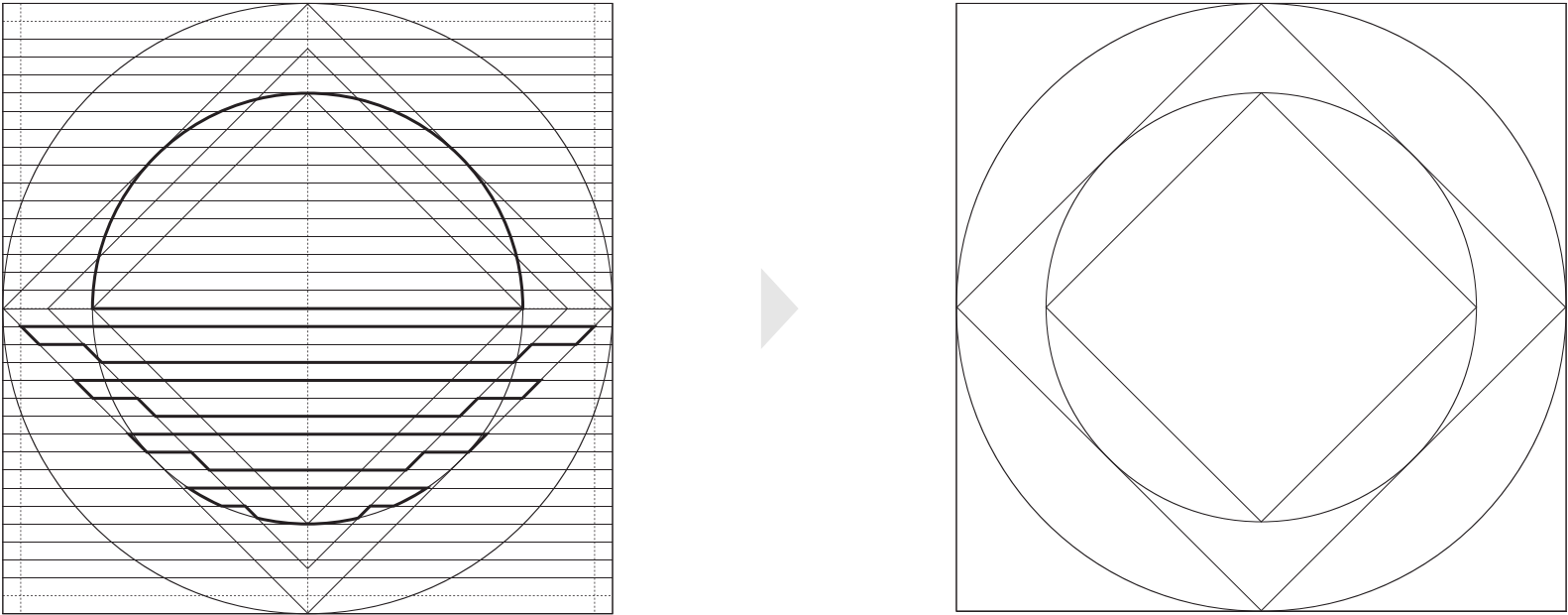

DESIGN ELEMENTS
DERIVED FROM GRID

Below you will find a couple of very minimal and simple graphics that have been derived from a simplified version of our logo grid. These graphics can be used to create patterns, pimp buttons on the website or highlight important containers.

A DESIGN EXAMPLE OF HOW THESE ELEMENTS CAN BE APPLIED TO BUTTONS

## PATTERNS
STRIPES

In this chapter, discover a striped pattern inspired by the bottom part of our logo. This element adds simplicity and sophistication to our visual identity, enhancing various applications with its subtle elegance.
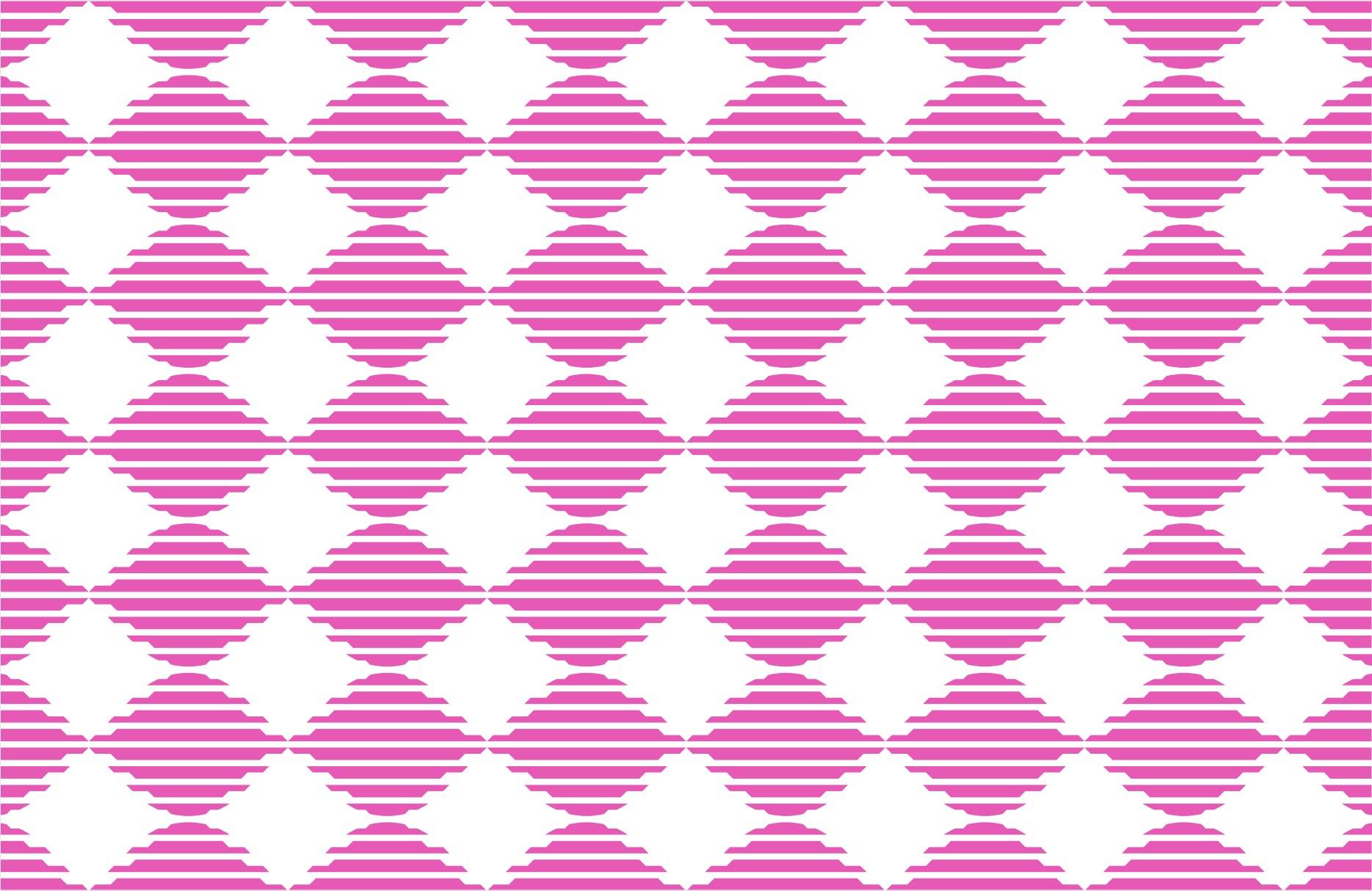
PATTERNS
LOGO

Explore a pattern drawn from our full logo symbol, adding depth and meaning to our brand identity across various applications.
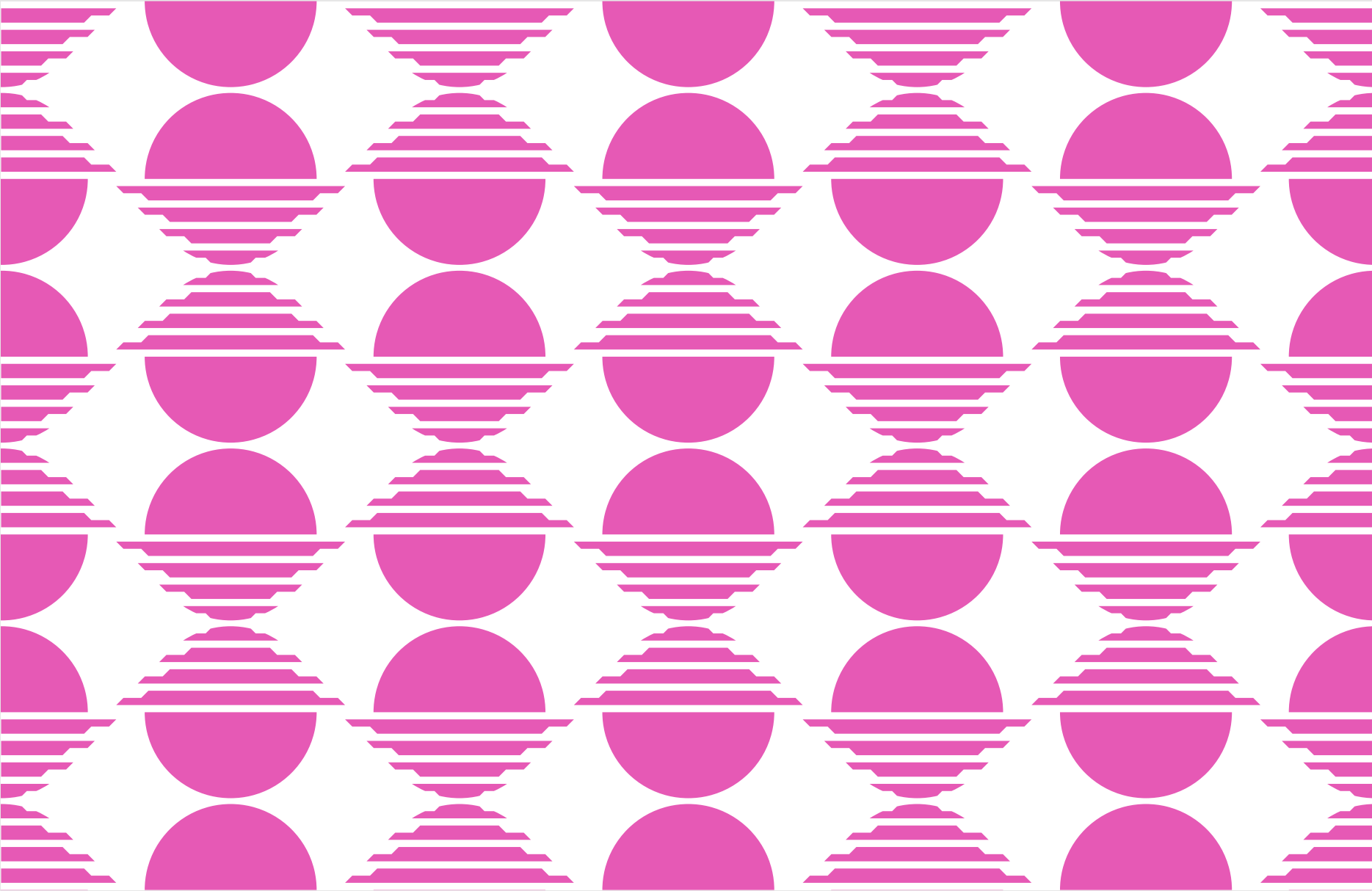
APPLICATIONS

Here, we present practical examples of how our logo can be applied to various materials and stationery items. These mockups serve as insightful guidelines, illustrating how the logo can be seamlessly integrated into real-world applications. As you explore this section, you'll gain a clear understanding of how our brand identity can be translated onto stationery, ensuring consistency and impact in your brand representation. We've also added a couple pages of sample photography of our actual products.

EMBROIDERY

This is an example of our fully colored logo beautifully embroidered on cotton, offering a tangible example of our embroidery craftsmanship. This mockup exemplifies the meticulous attention to detail and quality evident in our brand's apparel.

NECK LABEL

A good example of our logo in full color against a black tag. This mockup demonstrates what this potential application might look like in the future.

HEM TAG

Vertical version of our full logo showcased on a hem tag. Providing examples of future applications is crucial as it helps visualize how our brand identity integrates into various contexts. This demonstration underscores the versatility and adaptability of our logo.

Brand Guidelines 53   **OFUR**   Version 1.0

NECK PRINT

The vertical logo printed into the neck of a shirt, showcasing how screen printing in small scale might appear. This mockup offers a practical glimpse into the application of our logo, demonstrating its adaptability and clarity in various contexts.

EMBROIDERY

This is our full logo on an embroidered badge. Unlike standard guidelines, the logo's presentation on a badge deviates, with the symbol encased within a square. This unique rendition reflects the adaptability of our brand, demonstrating its versatility across various applications.

NECK LABEL

The custom pink neck label features our primary vertical logo lockup, embodying our brand identity with precision and vibrancy. Its distinctive design ensures recognition and consistency across all our apparel offerings, reflecting our commitment to quality and attention to detail.

HEM TAG

Our custom hem tag proudly features our white typographic logo in black, exuding simplicity and elegance. This distinctive design adds a touch of sophistication to our apparel, reflecting our commitment to quality and attention to detail.

EMBROIDERY

This is our typographic logo showcased in custom embroidery, elegantly displayed in white on black. This versatile detail enhances our apparel, demonstrating its adaptability and adding a touch of sophistication to our brand.

OFUR

As we conclude these guidelines, it's more than just a fashion handbook; it's our compass for maintaining our brand's essence. These principles are not just for personal creativity; they're our internal guide, ensuring every piece that bears our emblem resonates with our identity.

In the realm of retail, it's not just about displaying clothes; it's about curating an experience. These guidelines serve as the foundation, not to limit creativity, but to guarantee uniformity. Every item, every display echoes our story – not just as a trend, but as a symbol of our enduring strength.

Consider it this way: every design choice is a reflection of our commitment. It's not merely about aesthetics; it's about upholding our brand's integrity. These guidelines stand as our internal code, ensuring every piece that reaches our customers mirrors not just our style, but our values.

So, as our clothing finds its place in stores, remember this: it's not just about displaying garments; it's about embodying our narrative. These guidelines aren't restrictions; they're the framework that allows our story to unfold consistently. Thanks for embracing this journey with us. Let's continue shaping not just wardrobes, but a legacy of unwavering authenticity. Here's to upholding our brand, one meticulously displayed item at a time.

OFUR

THIS IS NOT THE END