

UNCOVERED54

BRAND BOOK

TABLE OF CONTENTS

About the brand.....	3
Logo Identity	4
Mood Board	5
Color Palette	6
Typography	7
Mockups	8
Contact Us	13

ABOUT THE BRAND

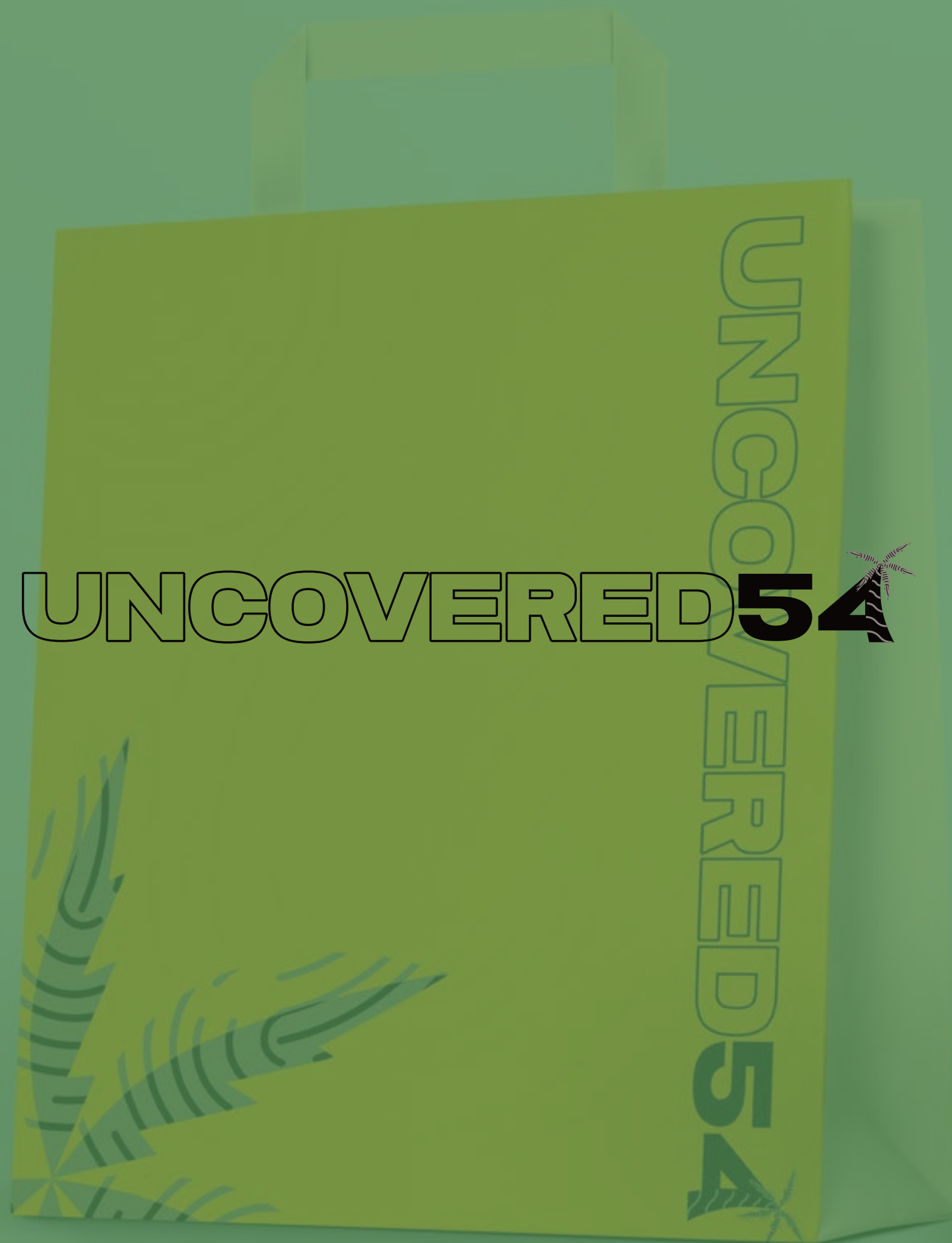
UnCovered54 is a streetwear brand that was born out of the need to break away from the norm and create something new. We're all about being true to yourself, and we want to create a space where you can find others who feel the same way.

Our brand is about releasing who you are no matter what negative vibes or environment you are in. Uncovered 54 is more than just a streetwear brand. We're also cultivating a community for streetwear enthusiasts to feel like they belong—a place that offers comfort in the face of challenges, and a sense of belonging when you're feeling alone.

We're here for people who aren't afraid of a challenge—people who know that by being themselves, they can inspire others to do the same. We want you to feel like you belong to a community of people who believe in following their dreams, even if they don't always fit into the mold of what others think success looks like.



LOGO IDENTITY



PRIMARY LOGO



SECONDARY LOGO



LOGO MARKS

MOOD BOARD

THE CONCEPT

OVERVIEW

UnCovered54 is a street wear clothing brand that inspires others to be their true selves and spreads peace.

Photography Style: Dark backgrounds with a spotlight on the subject help the subject stand out. The photos should still be well lit so that we can see the items being promoted. Dark imagery gives a moody vibe which helps influence the “Trap Peace Cult” community the brand is aiming to build.

Typography: Nofex is an all caps font that has a very bold body, but still has high contrast. This font looks very modern when paired with contrasting design colors. This font is impressive and features a clean and elegant font, professionally shaped, and as a result, it will easily match a variety of creations that require a different touch.

Textures: In this mood board, the textures help bring a sense of individuality while also adding to building a community. We want to ensure that we are focusing on letting others know that it's okay to be yourself but also bringing the “outcast” together.

Color Palette: The color palette compliments the photography/imagery of the brand by adding contrast. The light and dark colors help spotlight important information when used together.

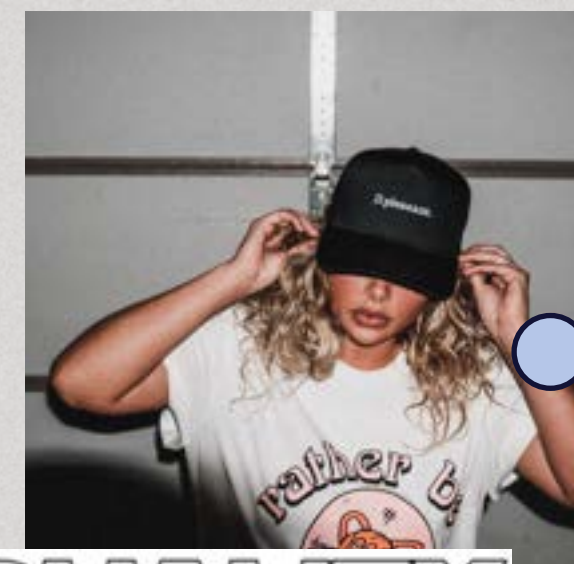
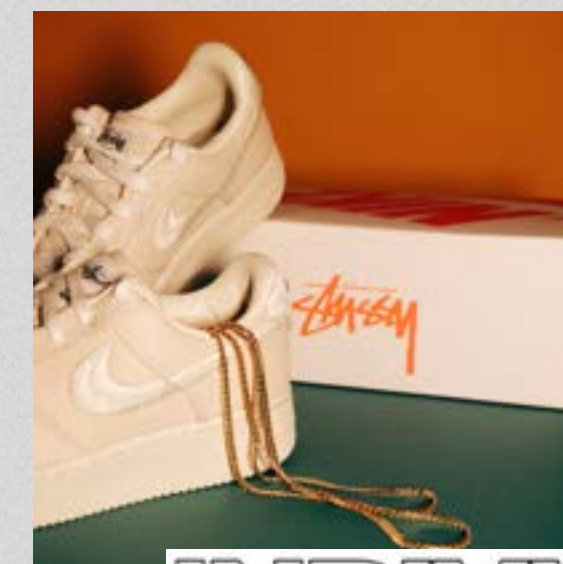
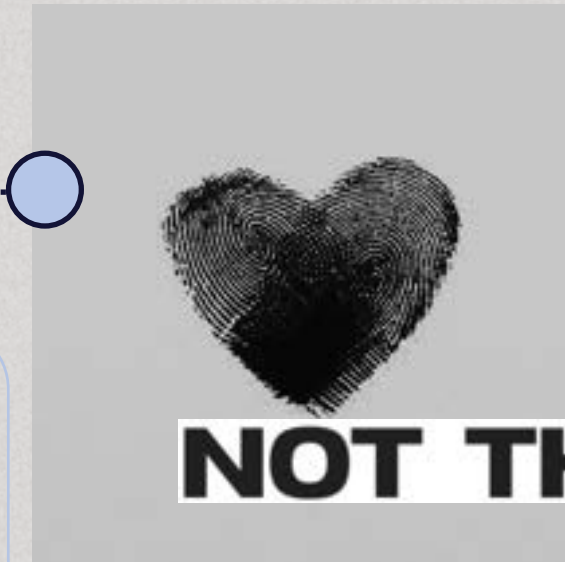
Vibe: This mood board speaks more to those who are against the flow but still spread peace. Going in this direction highlights individuality and being one's true self.

Fingerprints represent the users' personal identity and helps spread the mission of being true to yourself and being proud of who you are as an individual.

The grainy effect helps add texture to images and graphics. It also adds to the dull and dark effect that the brand is looking to present.

3D Fingerprint textured background represent being one's true self. The 3D aspect helps our brand stand out.

Dark backgrounds and spotlight on the subject help the user focus on the items being photographed.



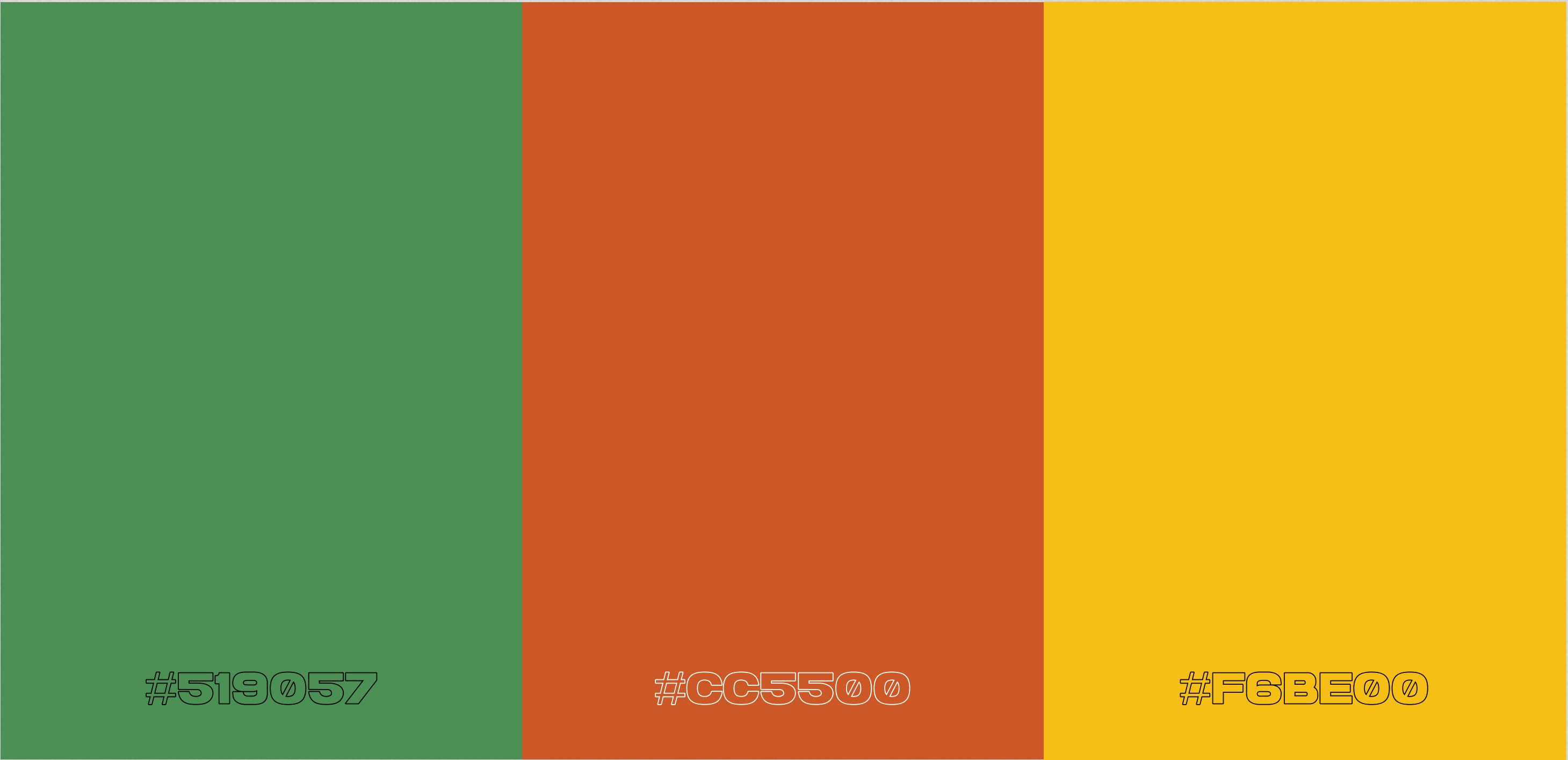
BOLD | CONFIDENT | REBELS | GRUNGE

COLOR PALETTE

PRIMARY COLORS



SECONDARY COLORS



TYPOGRAPHY

NOFEX

Nofex is an all caps font that has a very bold body, but still has high contrast. This font looks very modern when paired with contrasting design colors. This font is impressive and features a clean and elegant font, professionally shaped, and as a result, it will easily match a variety of creations that require a different touch. Add it with confidence to your projects, and you'll love the results. This typeface is perfect for elegant logos, branding, promotions, book covers, magazine layouts, or simply as a stylish text overlay onto any background image.

BITTER

Bitter is a sans-serif font designed by Sol Matas and released through Huerta Tipográfica. It is characterized by its geometric shapes and sharp, angular forms, which give it a modern and industrial feel. Bitter is available in a variety of weights, from thin to black, allowing for a range of design options and flexibility. It is well-suited for use in a variety of design projects, including logos, branding materials, websites, and print materials. It is also legible and easy to read at small sizes, making it suitable for use in body text as well as headlines and other display elements.

HEADER

**AA BB CC DD EE FF GG HH II JJ KK LL MM
NN OO PP QQ RR SS TT UU VV WW XX YY
ZZ**

**1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + -
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NOFEX (REGULAR)

45 - 60 PT

SUBHEADER

NOFEX
(OUTLINE)

25 - 30 PT

AA BB CC DD EE FF GG
HH II JJ KK LL MM NN
OO PP QQ RR SS TT UU
VV WW XX YY ZZ

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@ # \$ % ^ & * () _ + - = {
> [] | \ ; : ‘ “ , < > . / ? ` ~

AA

BODY

BITTER

18 PT

Aa Bb Cc Dd Ee Ff Gg hH Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & *
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AA

Aa

**IT'S NICE
TO SEE
TOO!**

YOU

UNCOVERED54



#54✌️

GLAD
SEE
YOU TOO!

UNCOVERED 54

THANK YOU

FOR YOUR PURCHASE

UNCOVERED54

Hey {First Name}!

Thanks so much for your support and choosing to shop with us. You're now apart of a larger community laid back streetwear enthusiast that share your same interests and values.

We hope that our clothing helps you feel comfortable and confident in your own skin and that it helps spread positivity in (your) world.

We're looking forward to continuing to serve you and hope that you'll stick with us in the future.

Until next time, stay #UnCovered 🙌

  @UnCovered54



UNCOVERED54



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Ready to see the detailed version? Start your project with us today!



CoCreate.Designs