

# Brand Guidelines & Identity Document

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# Introduction.

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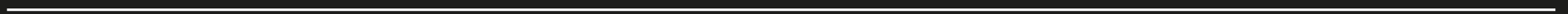
This document provides clear guidance on Freaky Thread's brand identity. It ensures consistency in visuals, tone, and messaging across all mediums, reinforcing the brand's mission to deliver joyful, expressive oversized streetwear.

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“You can have anything you want  
in life if you dress for it.”

**Edith Head**





# Brand Essence

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## **Brand Overview**

Freaky Thread creates streetwear for the vibrant and expressive. Our oversized apparel encourages confident self-expression, playful individuality, and joyful interactions.

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## **Joyful**

Apparel that lifts moods and spirits.

## **Playful**

Fun, casual, and approachable.

## **Inclusive**

Clothing designed for everyone, regardless of gender or body type.

## **Confident**

Encouraging individuality and bold self-expression.

## **Community-Focused**

Building connections and conversations, beyond just clothing.

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**Mission:**

To create vibrantly expressive, oversized streetwear that celebrates everyday joy, confidence, and quirky self-expression.

**Vision:**

To become the go-to oversized streetwear brand, sparking joy and fostering a confident, playful community.

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# Target Audience

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### **Demographics:**

- Age: 16–45
- Gender: Unisex
- Location: Primarily urban centers and metro cities

### **Psychographics:**

- Socially engaged, fashion-forward individuals.
- Prioritize comfort, confidence, and personal expression.
- Active online, especially Instagram.

### **Audience Aspirations:**

- Desire to stand out authentically.
  - Seek comfort combined with uniqueness.
  - Aim to make fashion choices that spark joy and conversations.
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# Brand Personality

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## **Freaky Thread is defined by four key personality traits:**

### **Energetic**

Full of life and optimism.

### **Approachable**

Open, warm, and Welcoming.

### **Quirky**

Unconventional, expressive, and slightly offbeat.

### **Modern & Genuine**

Relevant to streetwear culture without forcing trends.

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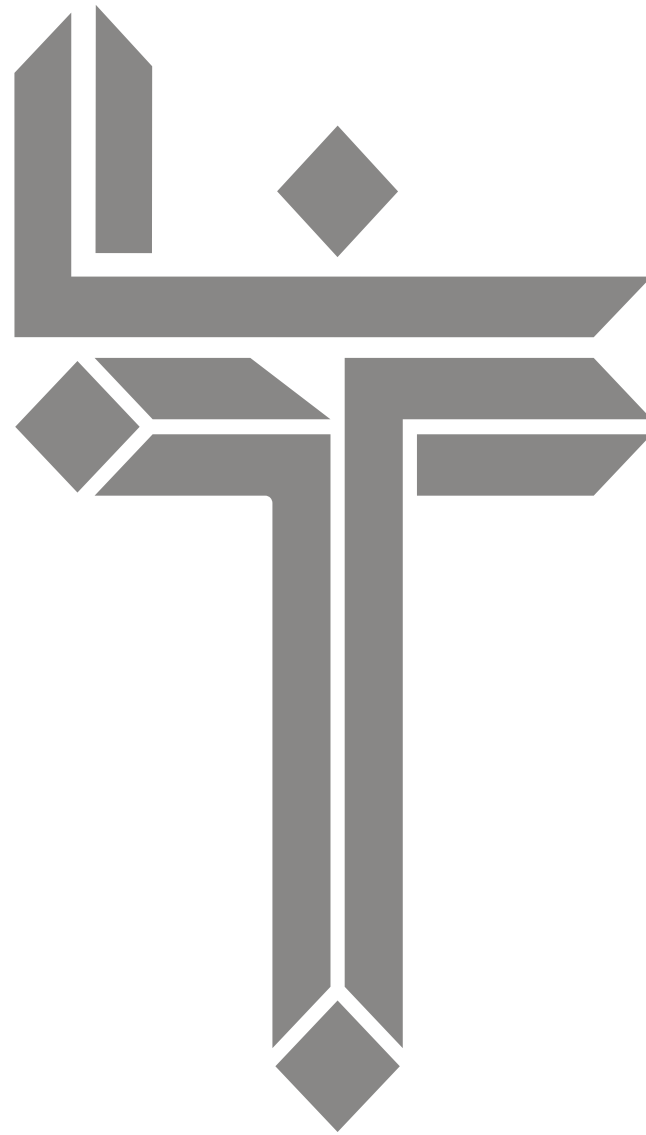


# Visual Identity

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# BRAND MONOGRAM

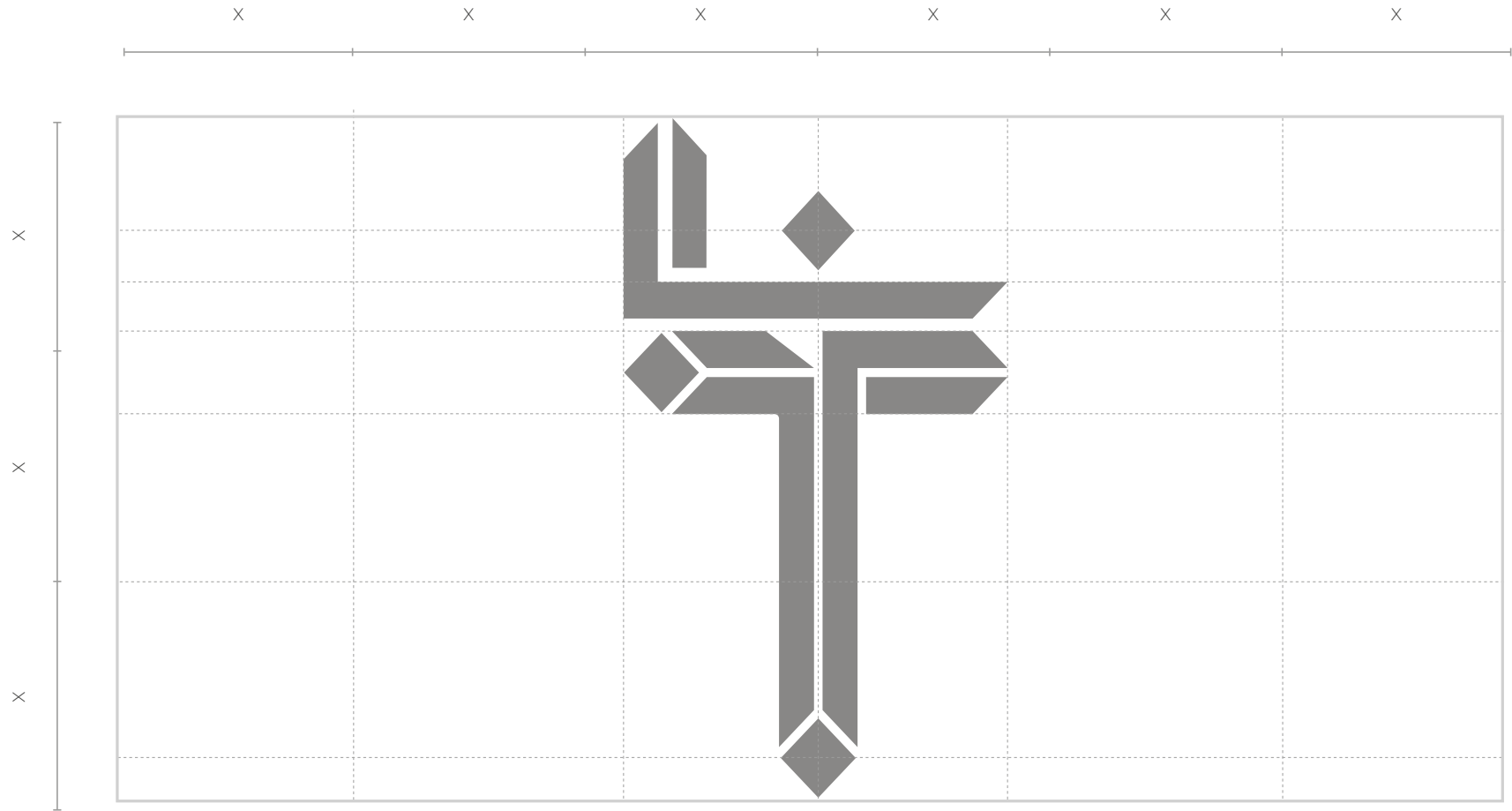
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CONSTRUCTION GRID

## **Primary Logo:**

The primary logo is a clean, serif wordmark reading “*FREAKY THREAD*”. It represents clarity, boldness, and expressive confidence.

## **Secondary Logo (FT Monogram):**

Our secondary logo is an abstract monogram combining the letters F and T, inspired by ancient Norse runes. The runic form symbolizes originality, strength, and creative energy, mirroring the brand’s dedication to uniqueness and confident self-expression.

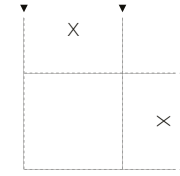
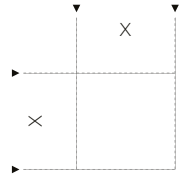
## **Monogram Origin Story:**

The runic-inspired “FT” monogram emerged from the idea of crafting something timeless yet distinctively modern. Runes historically symbolize storytelling, power, and identity, The qualities perfectly aligned with Freaky Thread’s commitment to empowering individuals through fashion. This logo encapsulates our mission to encourage bold self-expression through visually powerful apparel.

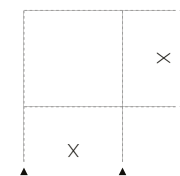
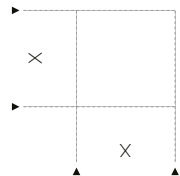
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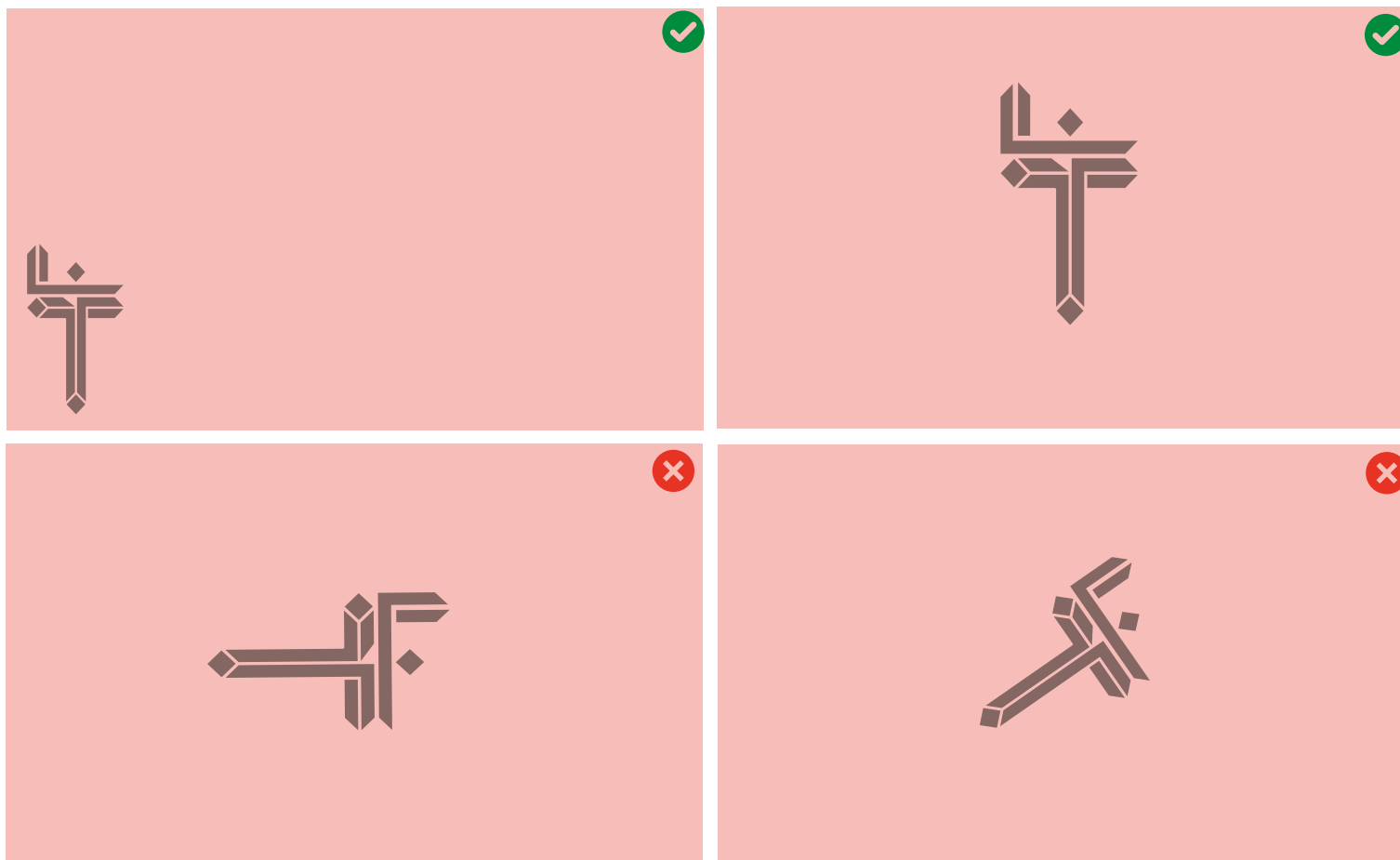
EXCLUSION ZONE

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# FREAKY THREAD







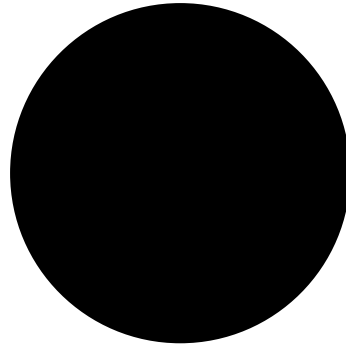
# Color Palette

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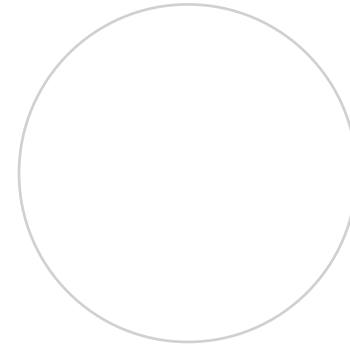
WARM BEIGE

CMYK 00 / 90 / 90 / 00  
RGB 239 / 65 / 48  
HEX #F5EFE6



BLACK

CMYK 00 / 00 / 00 / 90  
RGB 65 / 64 / 66  
HEX ##000000



WHITE

CMYK 00 / 00 / 00 / 00  
RGB 255 / 255 / 255  
HEX #FFFFFF

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# Typography.

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## MONTSERRAT

Extralight

Light

Regular

Medium

**Bold**

**Extrabold**

**Black**

## Butler

Ultralight

Light

Regular

Medium

**Bold**

**Extrabold**

**Black**

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# Verbal Identity

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## Brand Voice:

- Friendly
- Playfully confident
- Approachable yet authentic

## Messaging Examples:

- Oversized fits. Undeniable energy.
- Freaky in public, comfortable in cotton.
- Express yourself—boldly and joyfully.

## Approved Taglines:

- Get Your Freak On
- Joyfully Freakish
- Freshly Freaky

## Language Guidelines:

- Keep language conversational and friendly.
  - Use short sentences and contractions for authenticity.
  - Avoid overly complex metaphors or trendy jargon.
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FOUNDER  
91 98996 5915

FREAKY THREAD  
GET YOUR BREAK ON

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GET YOUR BREAK ON



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"GET YOUR FREAK ON"  
FREAKYTHREAD.IN





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“GET YOUR FREAK ON”





**FREAKY THREAD**

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30 January 2025  
Streetwear but Raincoat - A New Outlook Towards Fashion

Mr. Karthik Lamba  
New Delhi



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esse quam nihil ratione consequatur, vel illum qui dolorem eum  
fugiat qui voluptas nulla pariatur

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Founder

