



# Brand Manual

**The language is simple, direct.**

**An attitude as authoritative as it is empathetic.**

**To suggest a thought, provoke a reaction.**

CREATION DATE: DECEMBER 2022 LAST  
UPDATE: SEPTEMBER 2023



# INDEX

1. INTRODUCTION
2. COPY STRATEGY
3. LOGO
4. BRAND IDENTITY
5. TEXTS

# Introduction to the brand manual

Visually, a brand is a more or less simple construction of graphic lines, symbols and text. However, in a subtle and profound way, it represents the role that the company wants to play within society. Through its market strategies and its organisational and production methods, every company makes choices that are decisive for the community, which entail sometimes radical and profound consequences. The responsibility each company takes on is always inseparably linked to a vision.

Hence the brand carries with it a company's vision of the world.

The daily connection with the brand brings us to gradually absorb its language and acquire its contents, connecting us more and more to its reality. A sense of belonging, sharing and appreciation that can have far-reaching effects in society, determining choices, tastes, trends and lifestyles. An emotional value that can involve an entire social system.

Every business, even the smallest, has an immense vision. The brand is the chest that holds it.

Notorious Agency





# Brand values

The 'Atlantis' brand is the result of a path that over time has developed new vistas and content: business strategies have evolved to the point of undertaking a new challenge, as important as it is inevitable.

Today, the values encapsulated by the Atlantis brand represent a necessity, a transversal need that involves the entire community, urging awareness and suggesting the way to a sustainable evolution, capable of respecting the individual and our host environment.





This is why the Atlantis brand needs to express itself to its fullest potential, and at the same time needs to be protected, so that the message it contains does not lose its strength.

The objective of this brand manual is therefore to establish clear and shareable guidelines with respect to the management of the Atlantis brand and all communication choices related to its use. The aim is to ensure proper management of the brand, coordinated in every context and distribution channel, to consolidate a strong and enduring brand identity.



# Brand architecture

The brand architecture of Atlantis is described by a monolithic (branded house) model: the main brand determines the logo and name of both brands belonging to the Atlantis dimension:

- **Atlantis** (Official brand)
- **Atlantis | Custom Made**

Both brands are directly related to the same values and share the same philosophy.



# COPY STRATEGY



# Value proposition

Atlantis Headwear is the Italian brand **specialising in the design and production of customised, high-quality, eco-friendly headwear.**

With our products, we help brands tell their story with the aim of raising market and supply chain awareness towards more responsible choices.



# The promise of Atlantis

The right cap:  
beautiful, tailor-made,  
sustainable.









**Team presence**  
throughout the  
supply chain.



A complete service:  
from design to  
production to delivery  
of the product,  
anywhere in the world.

**Flexibility and speed.**



Over 3 million articles  
always available  
in stock with delivery  
within 24/48 hours.

**Customisation.**



Endless customisation  
possibilities  
(flat embroidery,  
3D embroidery,  
printing and appliqués).

**Great professionalism.**  
**Excellent reputation.**



Partners and sponsorship  
worldwide.



# Vision

To **revolutionize the headwear industry.**  
To create products that last, **limit our impact**  
**on the environment** and **positively inspire**  
**the lives of the people** involved in our business.

# Mission

To **help brands** tell their story through our products,  
with the aim of **raising awareness in the marketplace**  
**and supply chain to make more responsible choices.**



# Main Concept

---

Headwear for the future

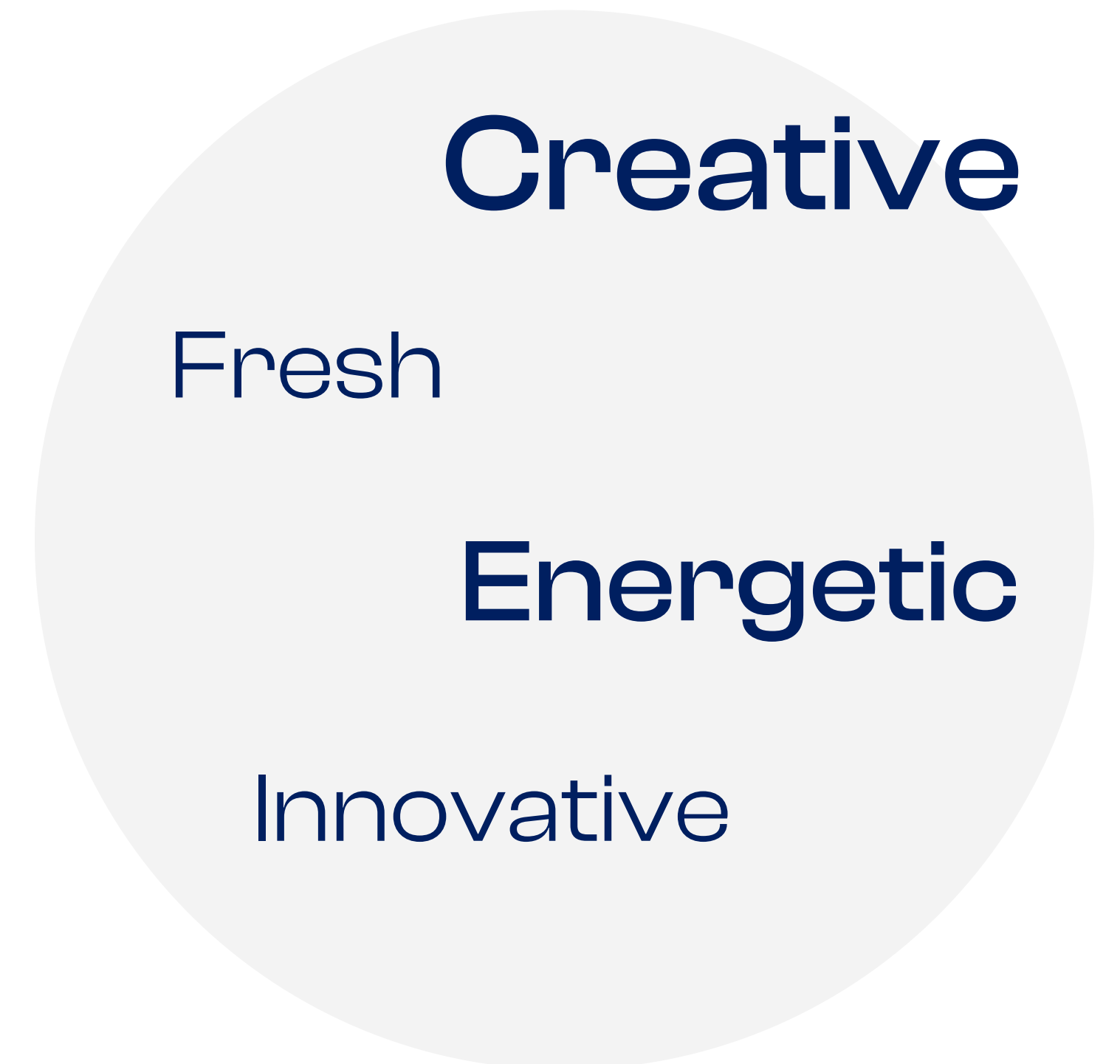
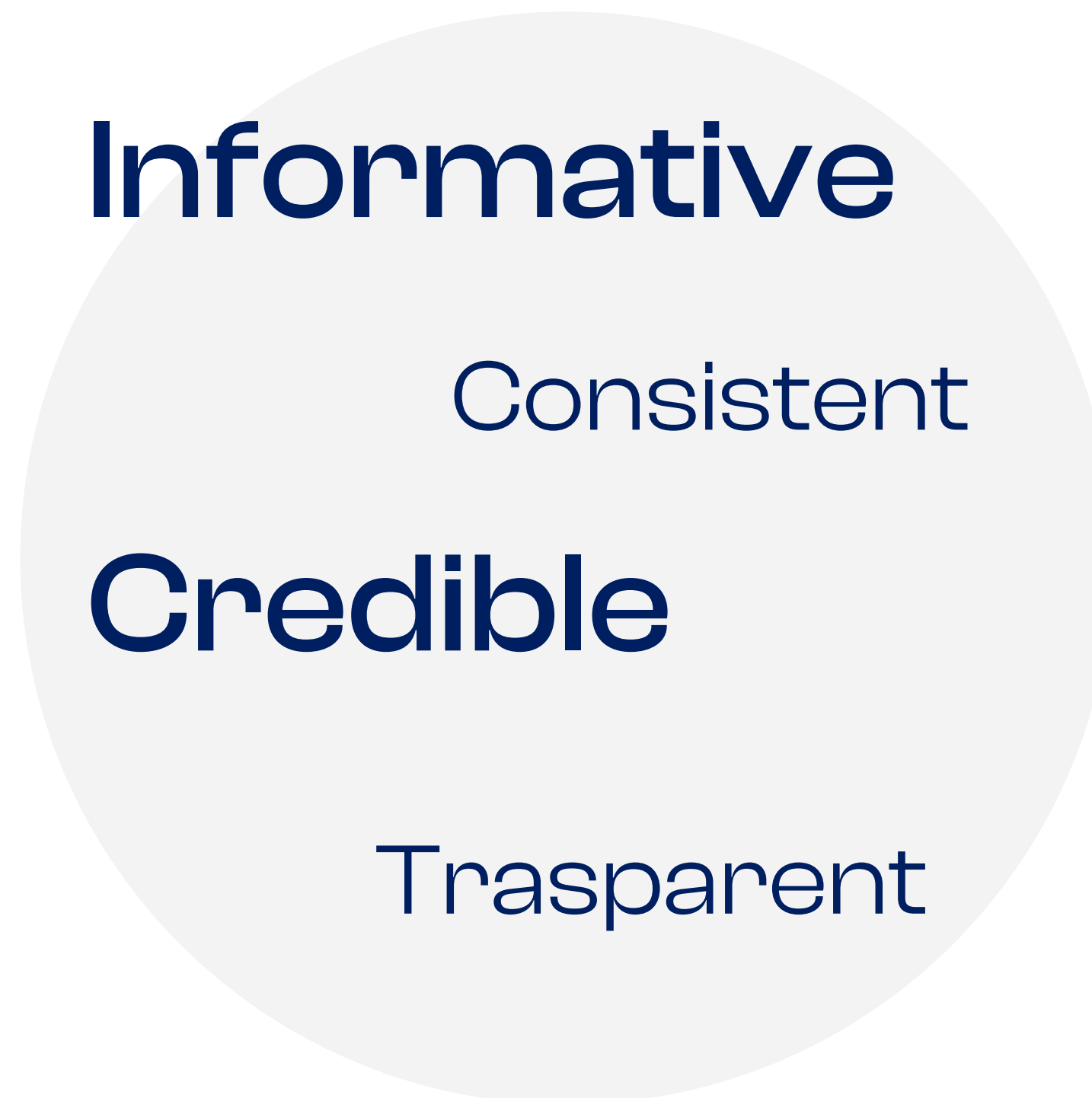
---

# Values

<p><b>RESOURCEFULNESS</b></p> <p>is to accept <b>ambitious challenges</b>, as we have always done, right from the start. We do not do this with recklessness, but with <b>preparation</b> and awareness. We want this resourcefulness to continue to support bold choices and accompany <b>virtuous</b> gestures.</p>	<p><b>STRENGTH</b></p> <p>is the <b>knowledge that you can do wonderful things</b>, quickly, at competitive prices. Our strength is expressed through concrete proposals, constructive <b>actions</b>, convincing <b>results</b>.</p>	
<p><b>“ITALIAN-ITY”</b></p> <p>is to do things <b>well</b> and make them <b>beautiful</b>. It is knowing one's <b>roots</b> but being open to cultural <b>contamination</b>. Be methodical but not rigid. It is also adding a touch of personal <b>interpretation</b> to improve on what others have already done well.</p>	<p><b>SUSTAINABILITY</b></p> <p>is to strongly believe in a <b>sustainable and circular economy</b> that combines economic growth with environmental protection and society.</p>	<p><b>DIVERSITY</b></p> <p>is the diversity of the <b>products</b> we offer, the diversity of our services and the diversity of the <b>people</b> who work here, together, every day. In the midst of diversity, the <b>possibilities</b> become <b>endless</b>.</p>



# Tone of Voice



LOGO

The Atlantis logo is characterised by a solid,  
uniform colour.

Here are the rules defining how  
the logo should be presented  
in positive and negative versions.







# Appearance

The restyle 2023 was conceived with the objective of modernising the logo and making it to all intents and purposes the bearer of a new promise.

PREVIOUS VERSION OF THE MARK





# Appearance

## The Pictogram

For strategic and commercial reasons, the visual component of the brand maintains continuity with the previous version. The 2023 restyle changed the proportions to ensure easier application and readability.

The pictogram outlines the silhouette of a cap and at the same time recalls the infinity symbol, maintaining congruence with one of the aspects key to the value proposition: the endless possibilities of customisation of products.





# Appearance

## Typography

The main written component of the logo consists of the word 'Atlantis'.

The 2023 restyle saw a substantial change in the typography, which was revised with the aim of making the overall brand more modern and trendy, while remaining in a style congruent with the corporate tone.



# Appearance

## Payoff

Atlantis' new payoff is 'Headwearevolution'.

This label was conceived to seal the promise of Atlantis, which stands in the market with the intention of decisively evolving its management and production model, and to contribute to a real revolution in a sustainable key.

**“Headwear evolution”**

**“Headwear revolution”**



# Appearance

## Font

The font selected for the logo is Clash Display, a sans serif typeface designed by 'Indian Type Foundry designs'.

The font is modern and dynamic and therefore fits perfectly with the personality of Atlantis.

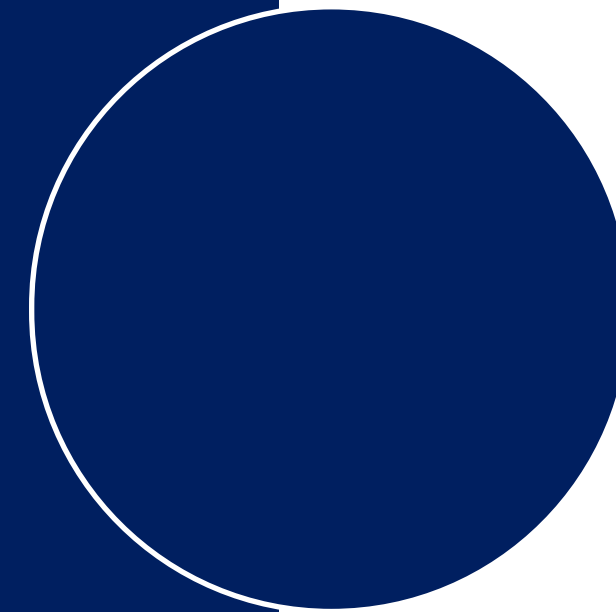
LOGO	Clash Display Medium abcdefghijklmnopqrstuvwxyz
PAYOFF	Clash Display Medium abcdefghijklmnopqrstuvwxyz  Clash Display Light abcdefghijklmnopqrstuvwxyz



# Appearance

## Palette

### Official colour



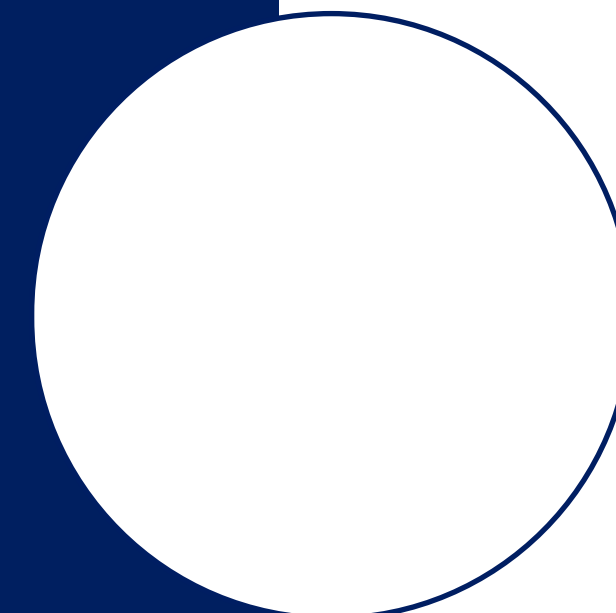
**Atlantis Blue**

**PANTONE**  
2757 C

C: 100  
M: 81  
Y: 0  
K: 51

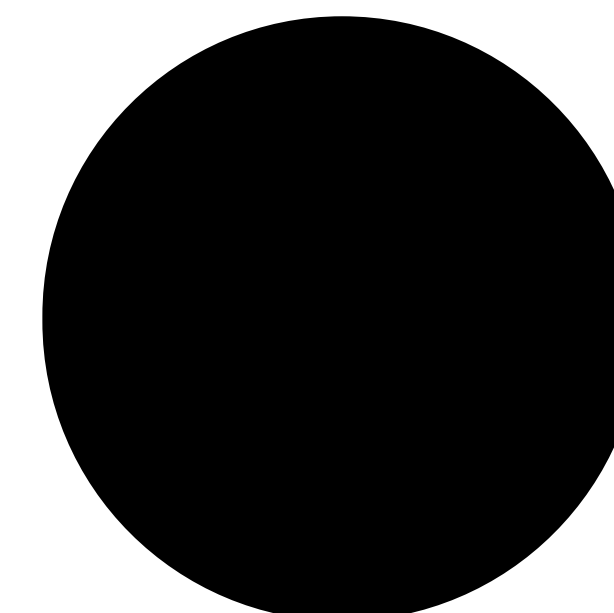
R: 0  
G: 31  
B: 96  
#001f60

### Secondary colour



**White**

### Colour granted for particular uses



**Black**



# Correct Uses

With PayOff



# Correct Uses

Without PayOff



# Correct Uses

Black



Colour granted for particular uses

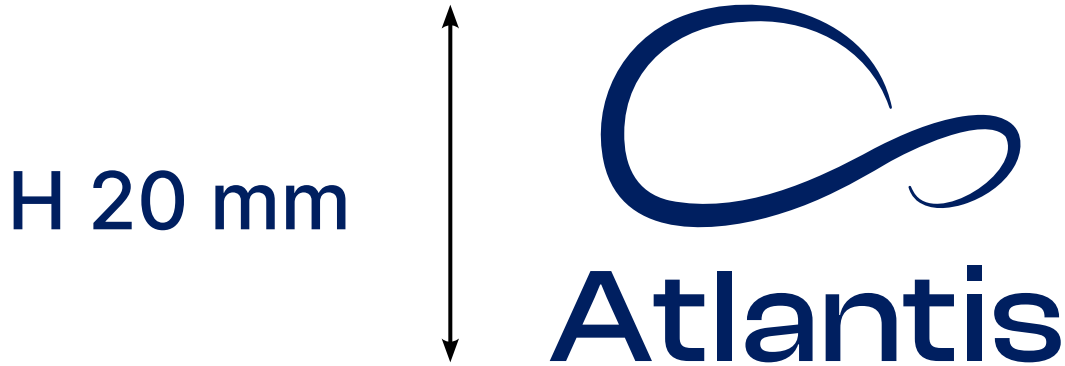


# Minimum dimensions



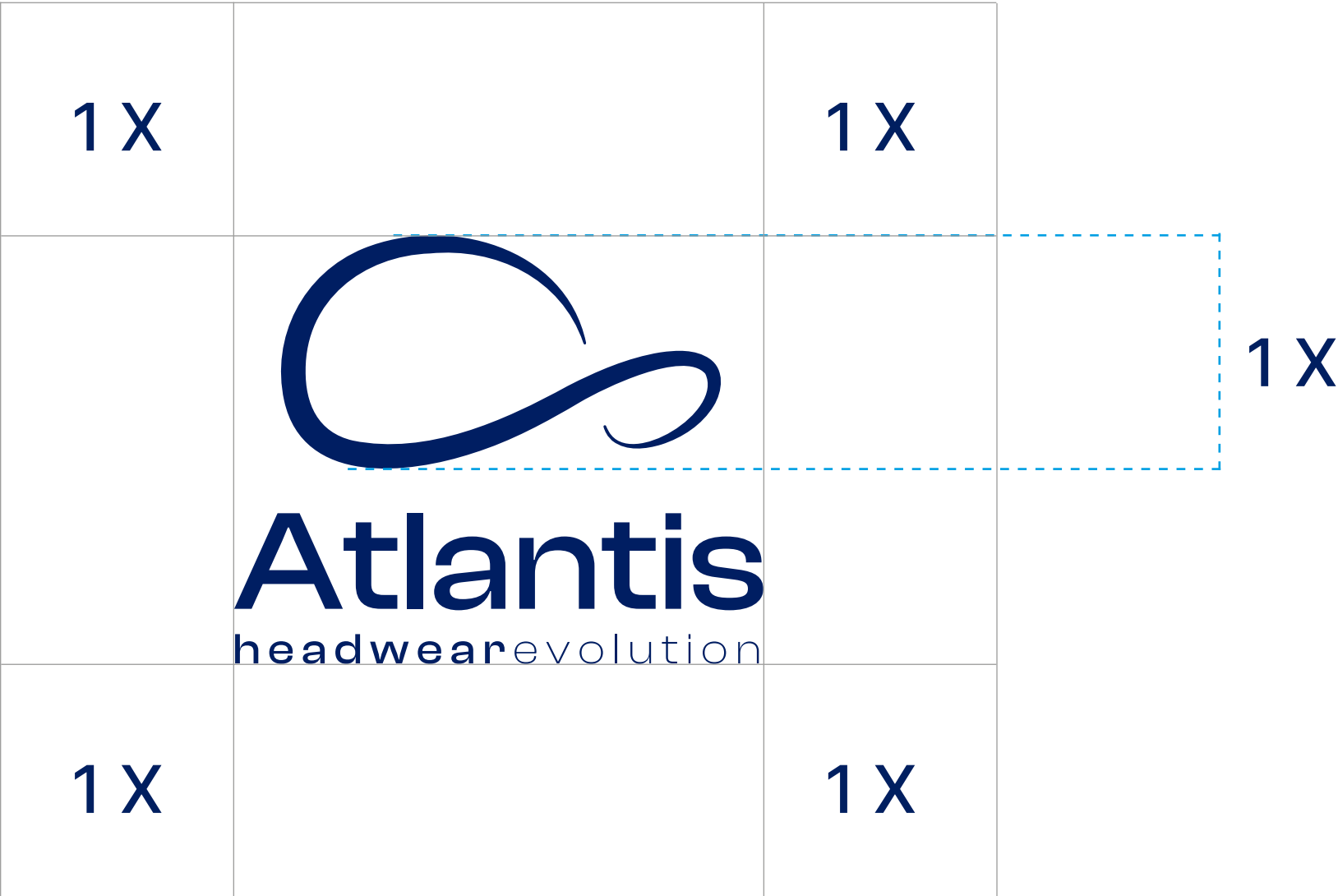
The minimum size of the logo (with Payoff) is 25mm high in its vertical version and 15mm high in its horizontal version.

Use the version without PayOff for smaller dimensions.



Do not use the logo in any form below 20mm height.

# Respect area




# Misuse





# Animated logo

Link to download  
animation: 



# LOGO

## Custom Made

Use of the logo for the “Custom Made” Business Unit









# Appearance

The logo for the “Custom Made” Business Unit is perfectly aligned with the official brand logo and includes the pictogram and name.

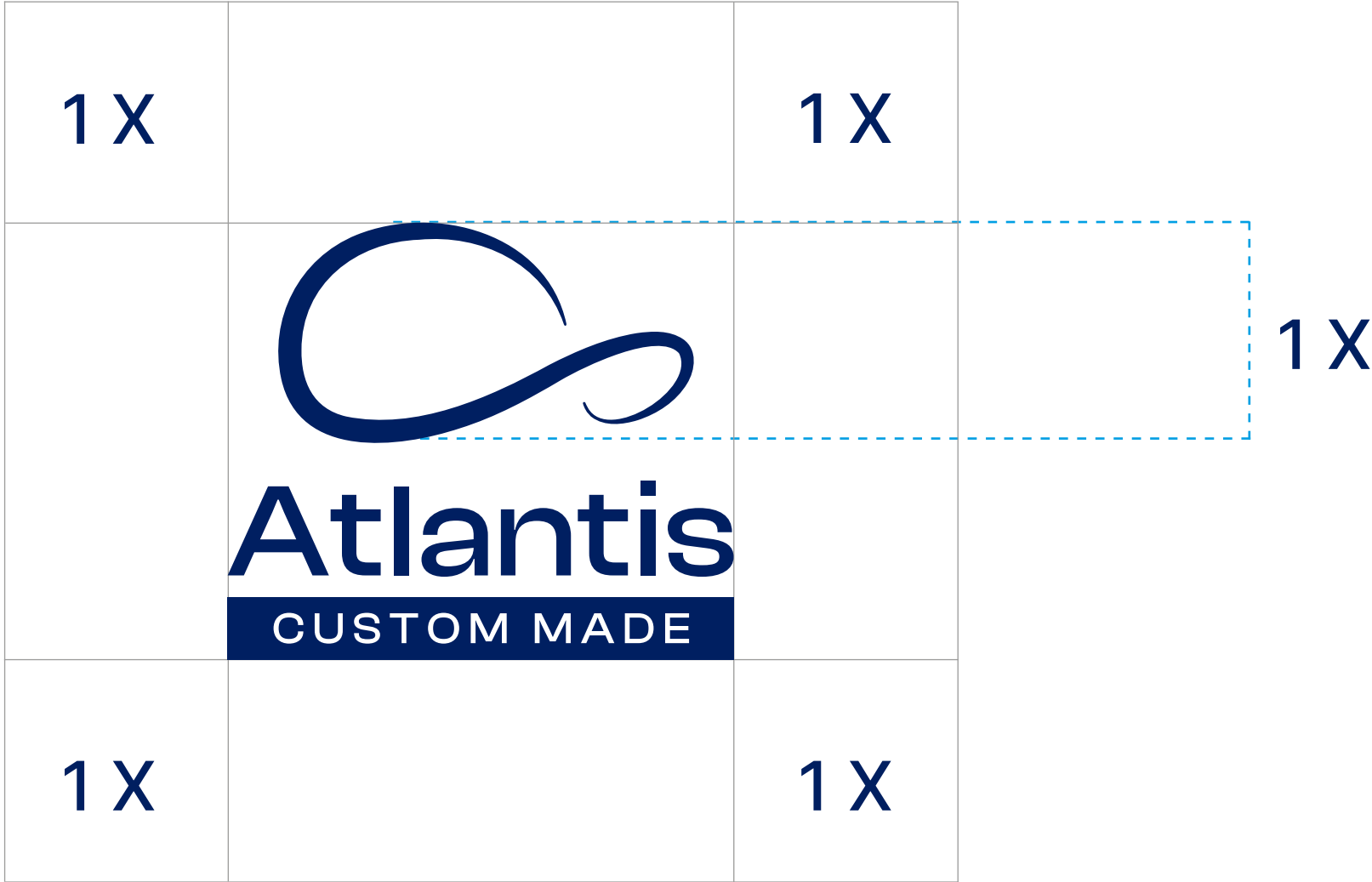
The “Headwearevolution” label is replaced by the “Custom Made” one, placed on a solid and even coloured background to make it stand out.

# Minimum dimension



The minimum size of the “Custom Made” logo is 25mm high (vertical version) or 15mm high (horizontal version).

# Respect area

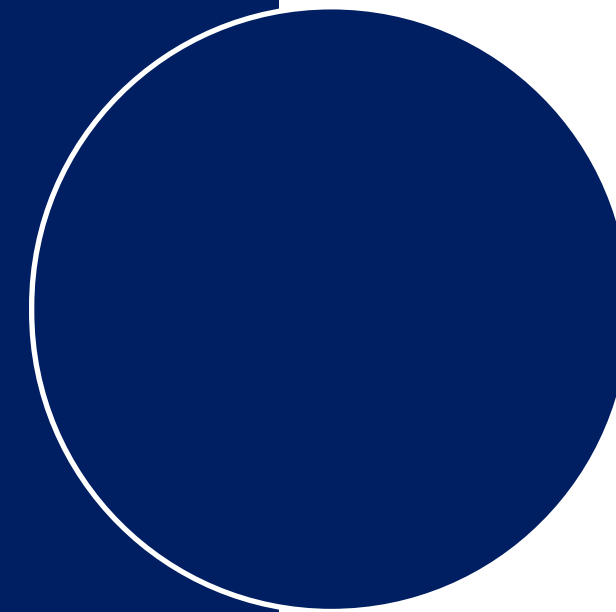




# Appearance

## Palette

### Official coulor



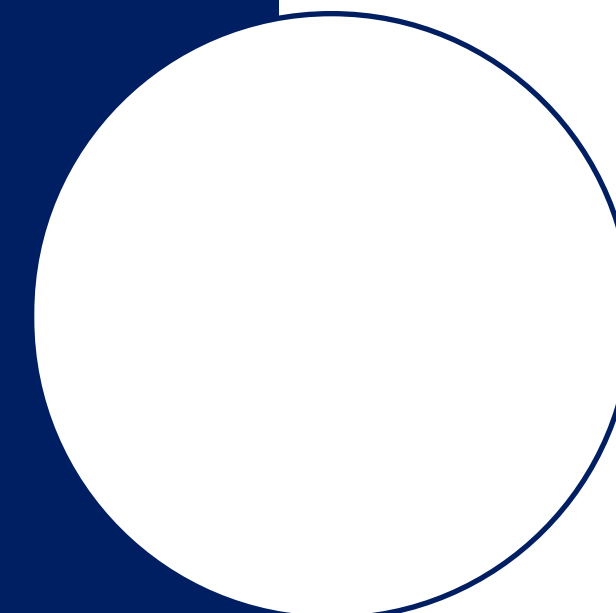
**Atlantis Blue**

**PANTONE**  
2757 C

C: 100  
M: 81  
Y: 0  
K: 51

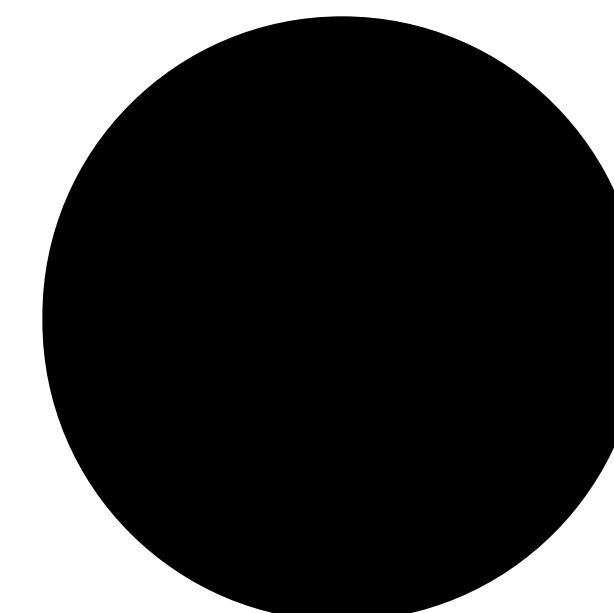
R: 0  
G: 31  
B: 96  
#001f60

### Secondary colour



**White**

### Colour granted for particular uses



**Black**



# Misuse



# Brand Identity



# Corporate Application

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
 diam nonummy nibh euismod tincidunt ut laoreet dolore  
 magna aliquam erat volutpat. Ut wisi enim ad minim veniam,  
 quis nostrud exerci tation ullamcorper suscipit lobortis nisl  
 ut aliquip ex ea commodo consequat. Duis autem vel eum  
 iriure dolor in hendrerit in vulputate velit esse molestie  
 consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et  
 accumsan et iusto odio dignissim qui blandit praesent lupta-  
 tum zzril delenit augue dui dolore te feugait nulla facilis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
 diam nonummy nibh euismod tincidunt ut laoreet dolore  
 magna aliquam erat volutpat. Ut wisi enim ad minim veniam,  
 quis nostrud exerci tation ullamcorper suscipit lobortis nisl  
 ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
 diam nonummy nibh euismod tincidunt ut laoreet dolore  
 magna aliquam erat volutpat. Ut wisi enim ad minim veniam,  
 quis nostrud exerci tation ullamcorper suscipit lobortis nisl  
 ut aliquip ex ea commodo consequat. Duis autem vel eum  
 iriure dolor in hendrerit in vulputate velit esse molestie  
 consequat, vel illum dolore eu feugiat nulla facilisis at vero eros  
 et accumsan et iusto odio dignissim qui blandit praesent lupta-  
 tum zzril delenit augue dui dolore te feugait nulla facilis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
 diam nonummy nibh euismod tincidunt ut laoreet dolore  
 magna aliquam erat volutpat.

Duis autem commodo

Master Italia S.p.A.  
Via Giorgio La Pira, 19, 30027 San Donà di Piave VE, Italy  
+39 0421 571111





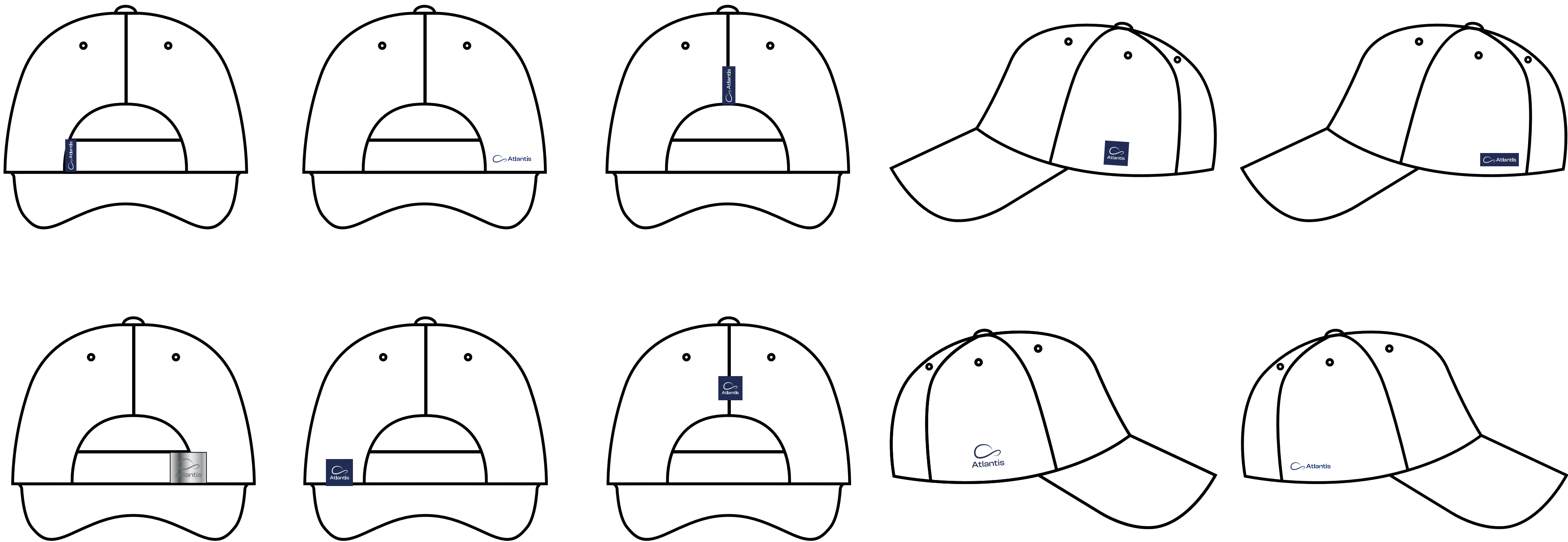
# Commercial Applications





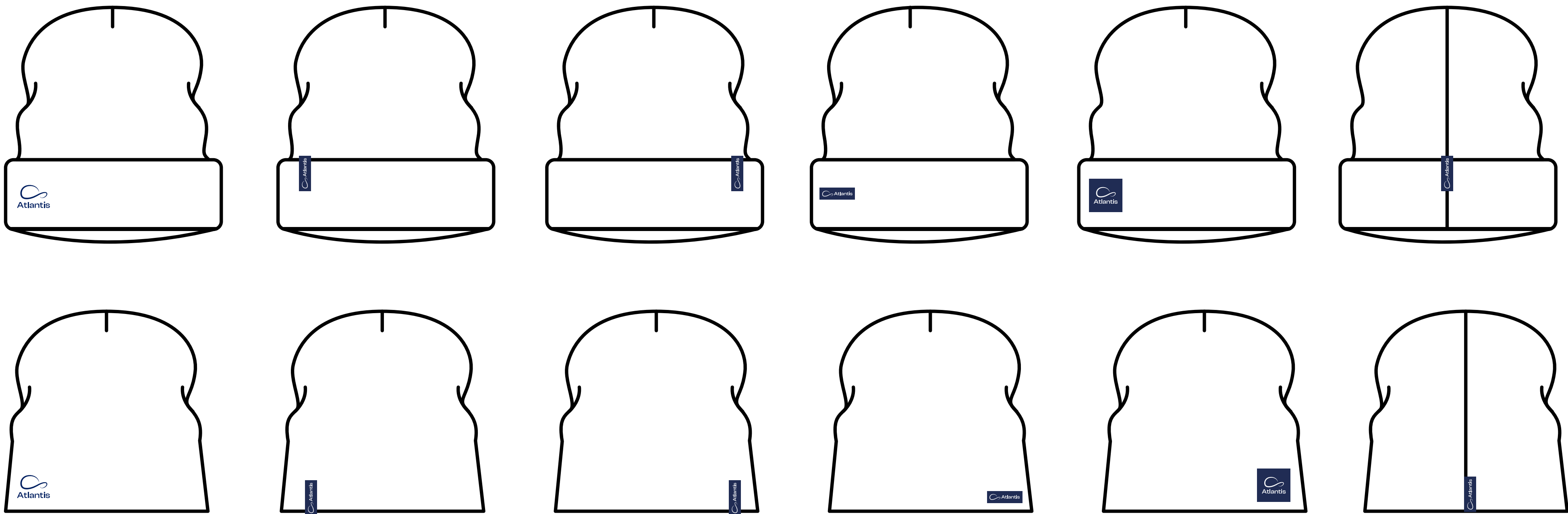
# Commercial Applications

Logo position



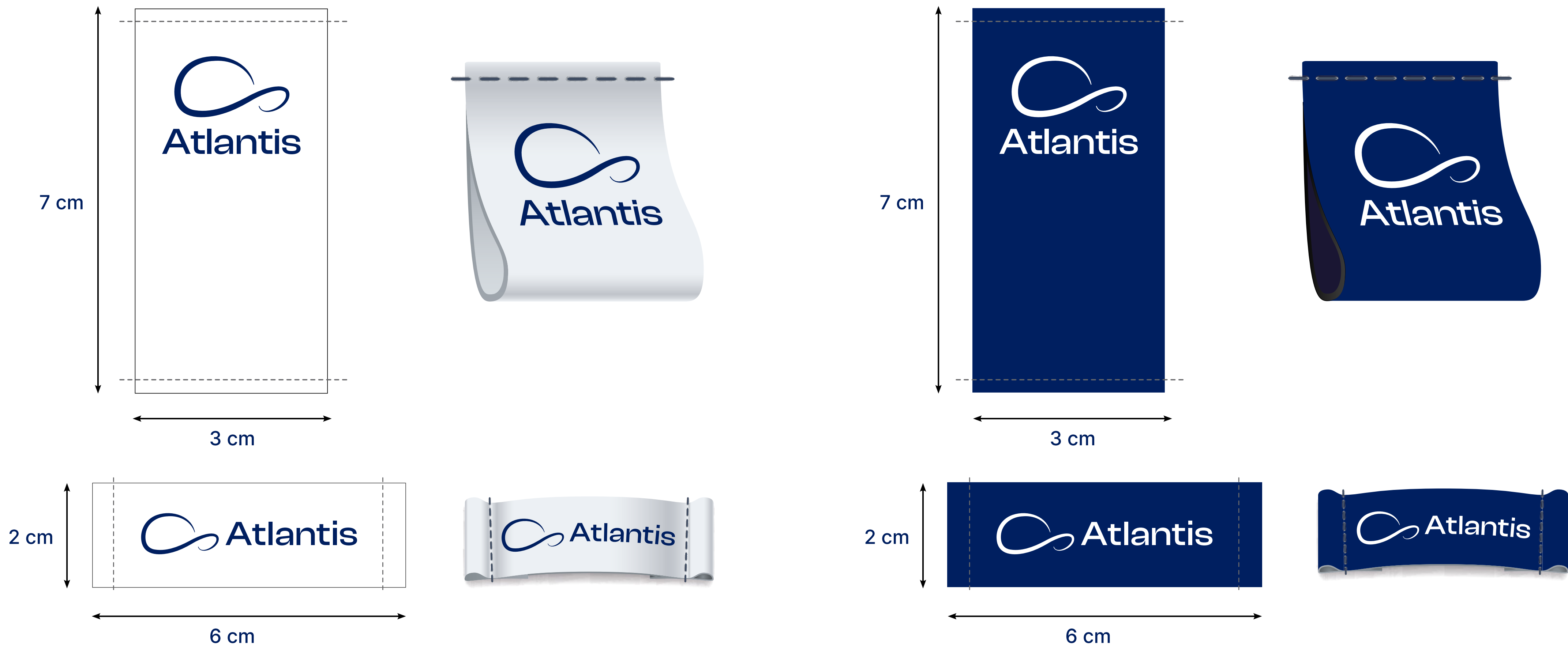
# Commercial Applications

Logo position



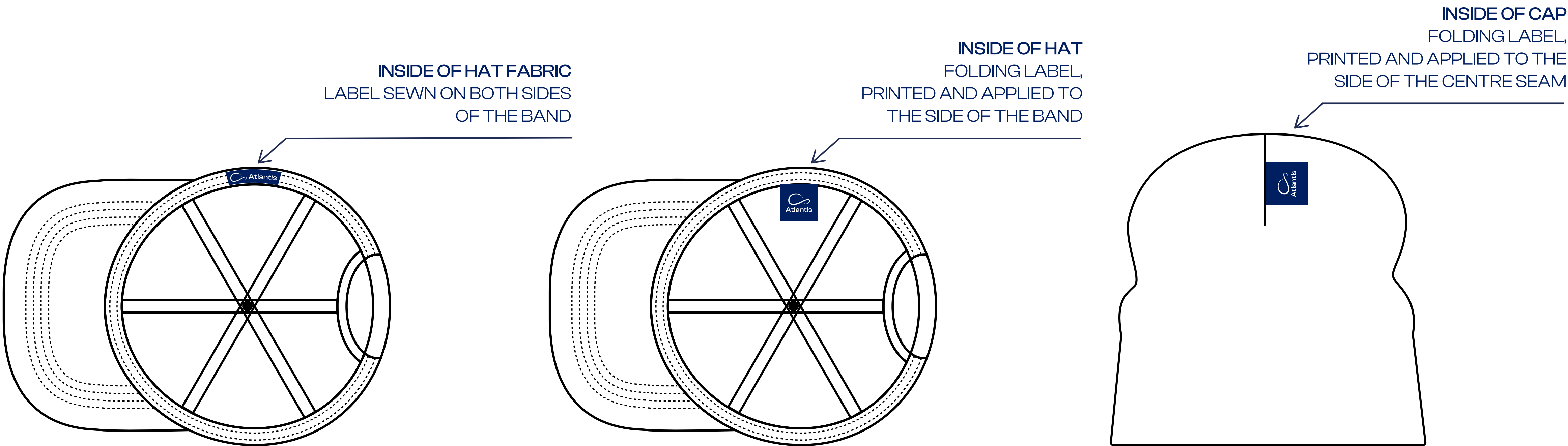
# Commercial Applications

Internal label



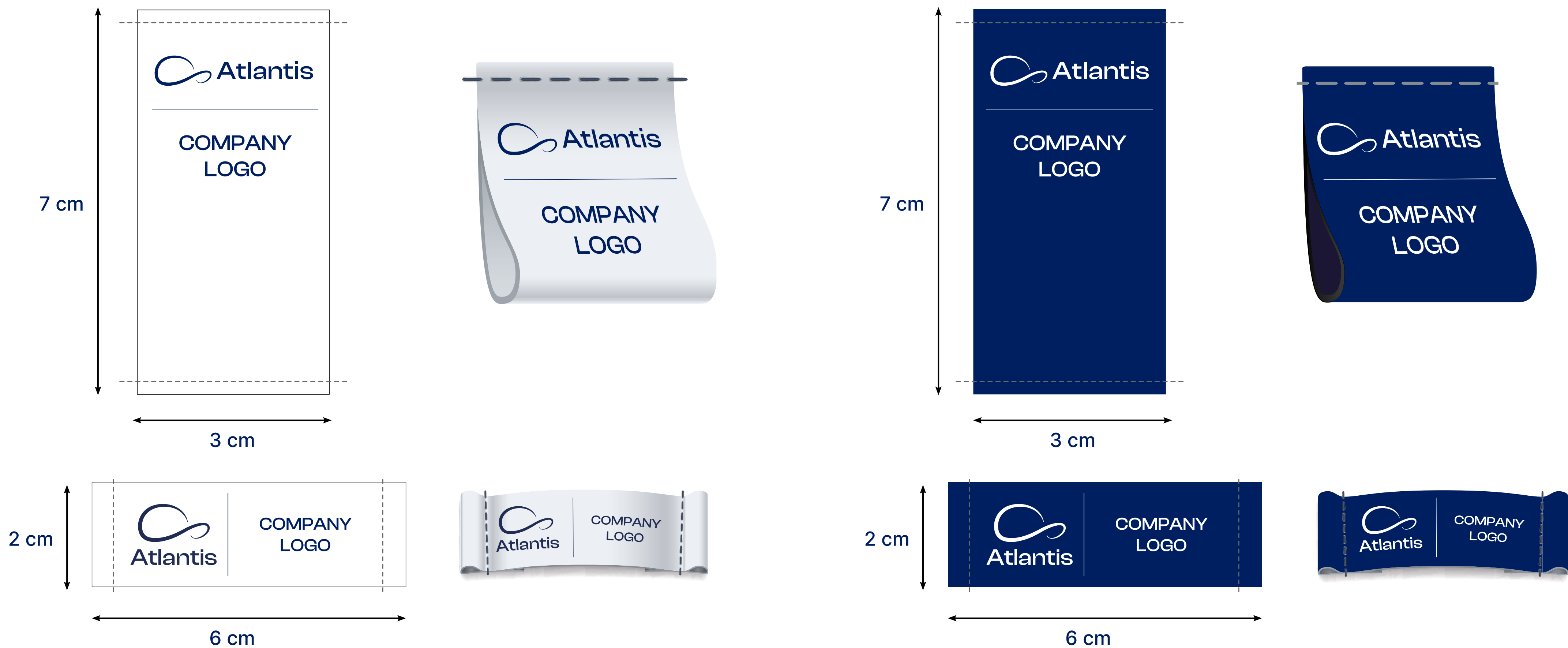
# Commercial Applications

Internal label



# Commercial Applications

Internal labelling - Co-branding





# Social Application

## Profile Photos

Use the vertical version on a blue background and without a payoff as a matter of visibility.



# Social Application

## Instagram - Post

The logo must always be positioned at least 70 px away from the margins.

Always use the logo in its version without Payoff.

Minimum Logo Size: H 55 px.

### NOTE

All visual asset formats for social refer to a suitably developed Content Strategy and constantly updated.

70 PX





# Social Application

## Instagram - Story

The logo must always be positioned at least 70 px away from the side margins. The distance of the logo from the bottom margin must not be less than 250 px.

Always use the logo in its version without Payoff.

Minimum Logo Size: H 55 px.



# Social Application

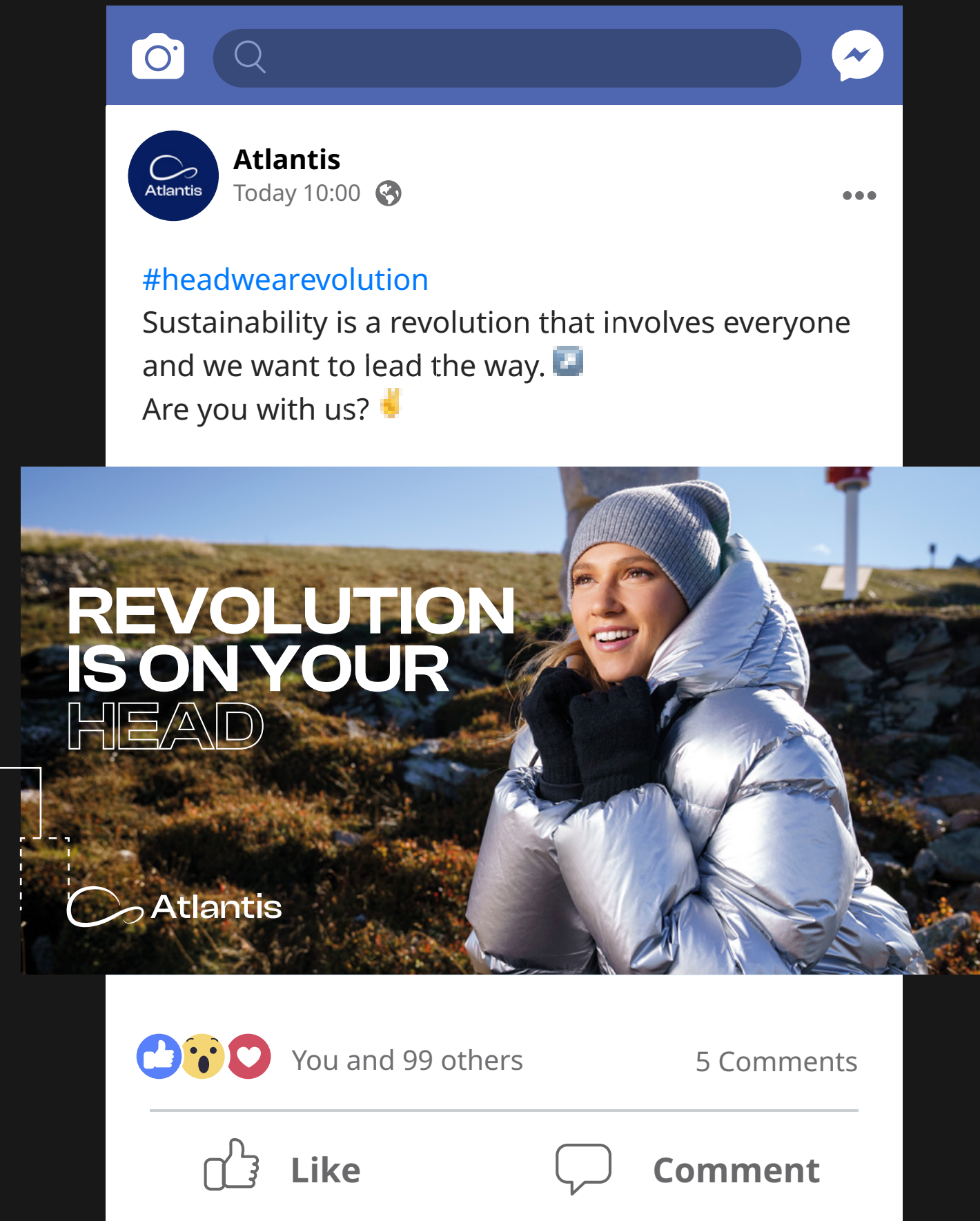
Facebook and LinkedIn

The logo must always be positioned at least 50 px away from the side margins.

Always use the logo in its version without Payoff.

Minimum Logo Size: H 35 px.

50 PX



# Texts



# Textual Uses

## Name

The Atlantis Headwear brand, in its text version, has the initials of the two words Atlantis and Headwear capitalised, all other letters are lower case.

The trade mark name is never preceded by the article and is not used in inverted commas.

- ✓ Atlantis Headwear is Italian experience and creativity at your service.
- ✗ L'Atlantis Headwear is Italian experience and creativity at your service.
- ✗ AtlantisHeadwear is Italian experience and creativity at your service.
- ✗ "AtlantisHeadwear" is Italian experience and creativity at your service.
- ✗ atlantis headwear is Italian experience and creativity at your service.

At the textual level, it is possible to state the name either individually or in combination with the payoff, depending on the context and needs.

- ✓ Atlantis caps are highly customisable.
- ✗ Atlantis caps are highly customisable.
- ✓ Choosing Atlantis means sharing our commitment to the planet.
- ✓ We are committed to making the Atlantis collection entirely sustainable by 2025.

# Textual Uses

## Payoff

The payoff must always begin with a capital 'H'.  
All other letters appear in lower case.  
In both its graphic and textual forms, it appears  
as a union of the words 'headwear' and 'evolution',  
attached to each other and with no space between them.  
The payoff does not include the final dot.

✓ Headwearevolution

✗ headwear evolution

✗ Headwear Revolution

✗ HeadwearEvolution

# Textual Uses

## Custom Made

The logo variant associated with the Custom Made must always include the name association with the business unit label.

All initials must be capitalised, while the remaining letters appear in lower case.

Name and label are in this case separated by a vertical line:

- ✓ Atlantis | Custom Made

✗ Atlantis – Custom Made

✗ Atlantis Custom Made

✗ Atlantis custom made
- ✗ Atlantis Custom Division

✗ Atlantis Custom Unit

✗ Atlantis Custom

Within the phrases, the same rules apply as defined for the official logo.

# Official hashtag

**#wearevolution**

#headwearevolution

**#sustainableheadwear**

#atlantisheadwear



# Creative Copy

**CONCEPT: EVOLUTION / REVOLUTION**

The revolution is on your head

We are revolution

We are evolution

The evolution is on your head

# Creative Copy

Concept: Values + “Sustainable”

Durable	and even	Sustainable	Customizable	and even	Sustainable
Adaptable	and even	Sustainable	Stylish	and even	Sustainable
Contemporary	and even	Sustainable	Trendy	and even	Sustainable
Unique	and even	Sustainable	Comfortable	and even	Sustainable
Distinctive	and even	Sustainable	High Quality	and even	Sustainable
High tech	and even	Sustainable	Cool	and even	Sustainable
Innovative	and even	Sustainable	Italian Style	and even	Sustainable



# Creative Copy

Concept: Creation (for the future)

**ALWAYS** CREATING

**NEVER STOP** CREATING

**FOREVER** CREATING

CREATING **FOR THE FUTURE**

CREATING **FOR THE TOMORROW**

CREATING **FOR THE ENVIRONMENT**

YOUR STORY **ON YOUR HEAD**





[www.atlantisheadwear.com](http://www.atlantisheadwear.com)

Master Italia S.p.A.  
Via Giorgio La Pira, 19, 30027  
San Donà di Piave VE, Italy  
+39 0421 571111