



# 2019 Brand Guide

# The Anatomy of Our Logo

Our primary logo is comprised of three parts: our signature diamond design, the p.o.m.e. name, and the (R) registered trademark. Both the diamond and name design were created by us to fully invoke the feeling and values of our brand.

## 1. The Diamond

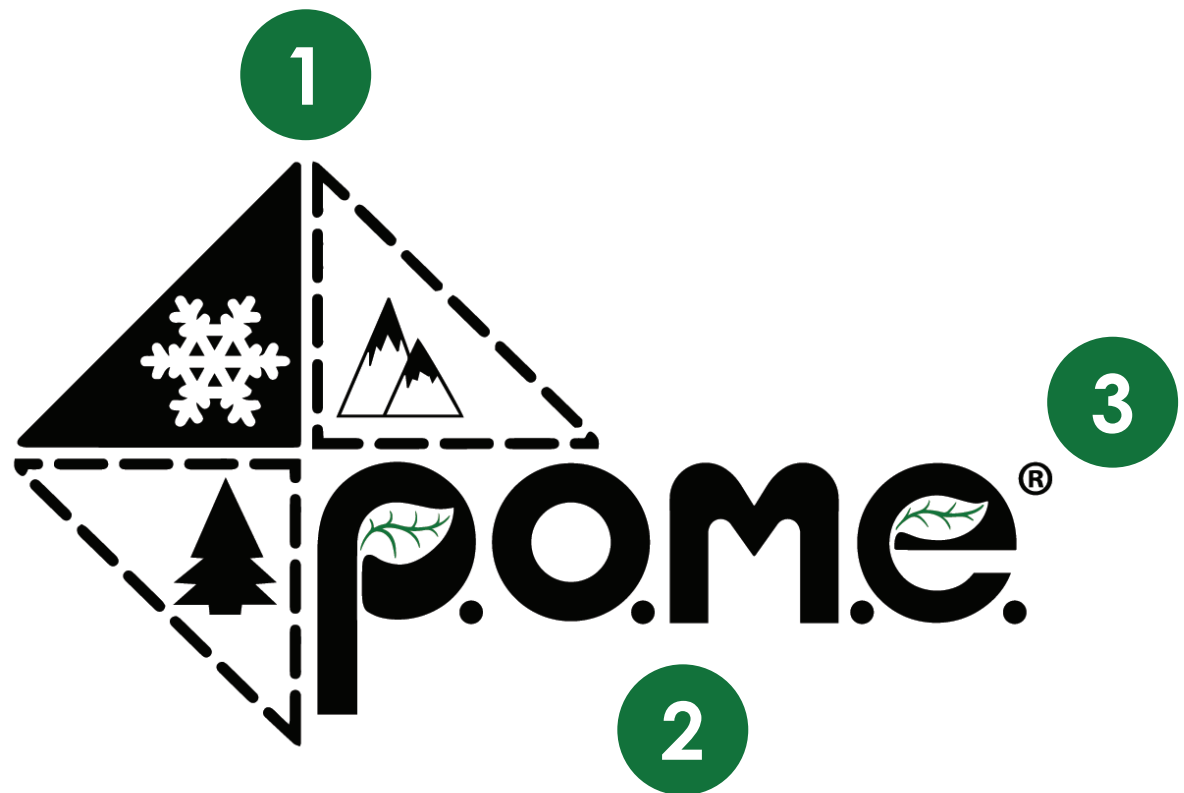
The diamond design encompasses mountains, a snowflake, and an evergreen tree. All are pieces of the natural world that we find beautiful and bring us back to our most memorable times in nature. They are brought together and outlined by contemporary/classic lines that are clean and concise.

## 2. The Name

Our name design was the foundation of our full logo. It was designed with the leaf veins inside of the "p" and "e" to represent our environmental stance. It embodies what the p.o.m.e. acronym stands for; Product Of My Environment.

## 3. The Trademark

While the (R) is not unique to us, it is necessary to protect some of our biggest assets; our brand name logo and reputation. We stand proud of being the first Product Of My Environment brand to offer sustainable apparel and environmental education. Legally formed in 2010, we hold several trademarks including the wordmark & designmark Product Of My Environment, the designmark of our p.o.m.e. logo, and the wordmark pome Global.

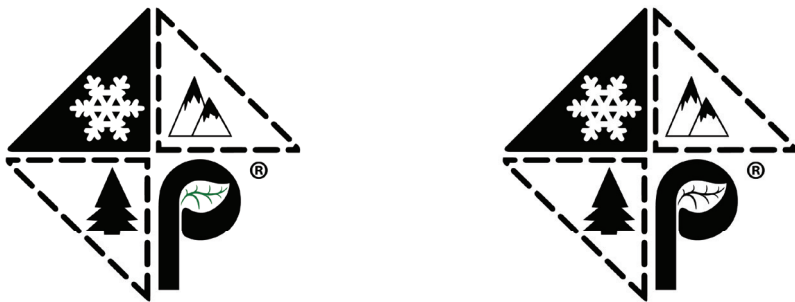


# Logo Usage

Use our primary logo whenever possible. Logos are available in a negative version as well.



If you do not have enough space for the full logo or want to add a logo as complementary item, use the dimanod logo.



\*\* logos are available in an all white and all black (no green leaf vein) to use when the green gets lost



# Do's and Don'ts

Our logo is a very valuable asset as it represents the p.o.m.e brand.

Don't abuse our logo; it's a lover, not a fighter. Treat it with respect and follow our guidelines.

**Space around the Logo.** Always leave the logo some space to breathe, it's a little claustrophobic.



**Opacity.** While we prefer an opaque logo. Feel free to be a little more transparent



**Rotation.** If you need to rotate the image to fit, go for it. We're used to rotating.



**Not Cool.** Do not use the negative logo on backgrounds that are too light or cluttered.



**Not Complete.** Do not cut off or crop any parts of the logo.



**Not Pretty.** Do not sit the logo on ugly colors.



**Not Outstanding.** Do not add embellishments like drop-shadows to the logo. It's already dressed well for any occasion.





# Typeface

**Century Gothic** is quite a light typeface, especially in default weight, with the classic display typeface feature of tight spacing and quite wide characters. It has a reasonably purely geometric design closely based on the circle and square, with less variation in stroke width than fonts designed for small sizes tend to show, and a relatively slender design in its default weight. Its default spacing is quite tight in the style popular in American post-war display typefaces. Characters are quite wide; Monotype have described it as a “spacious” design.

Aa

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()

Aa

*Century Gothic Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()

Aa

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()

Aa


*Century Gothic Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()



# Tagline

## *Earth-conscious Lifestyle Apparel*



Being earth-conscious is more than being along for the ride of the “eco-friendly” social trend. Earth-conscious is not just about recycling, but about taking more action; whether it be through hands on nature cleanups or environmental education. It’s the next eshalone of environmental awareness. Everything we do at p.o.m.e. focuses on having a positive impact on 3 aspects of our earth - flora (plants), fauna (animals), and family (people).

### When spelling Product Of My Environment...

1. Captitalize the first letter of each word
2. Use Regular font before Bold or Italics
3. You may use all lowercase letters
4. Use the Registered Trademark whenever possible

Product Of My Environment®

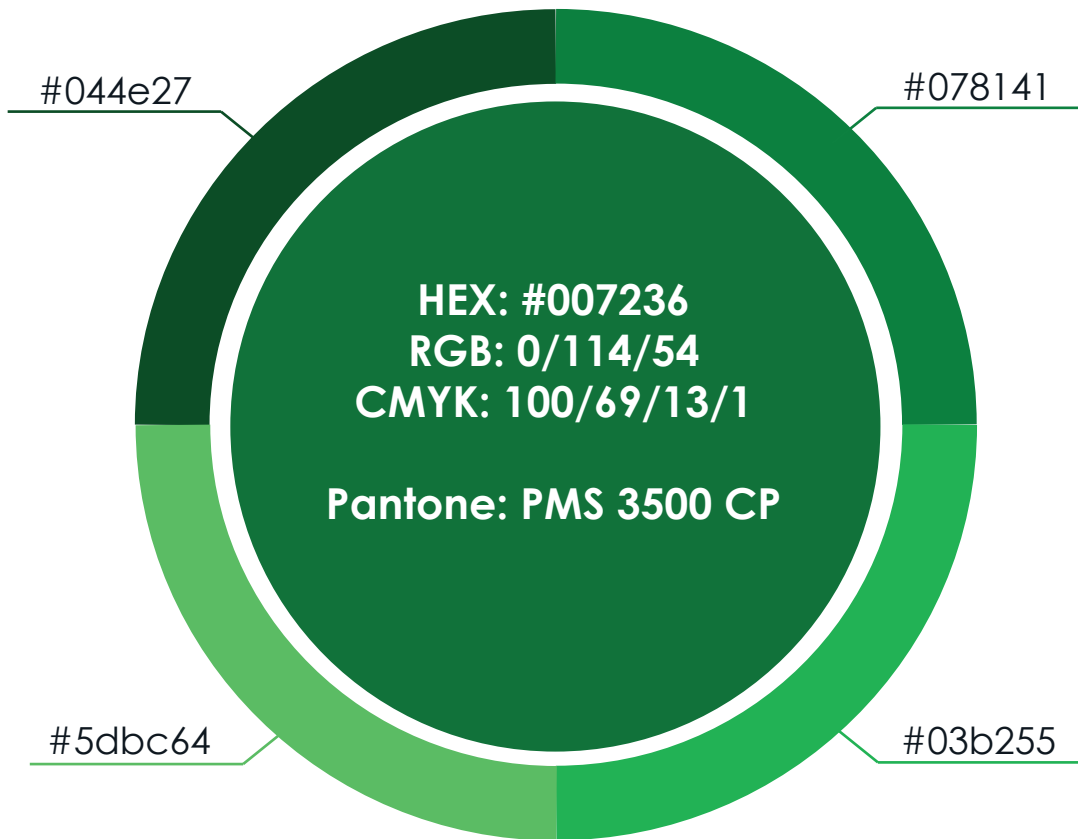
**Product Of My Environment**

product of my environment®

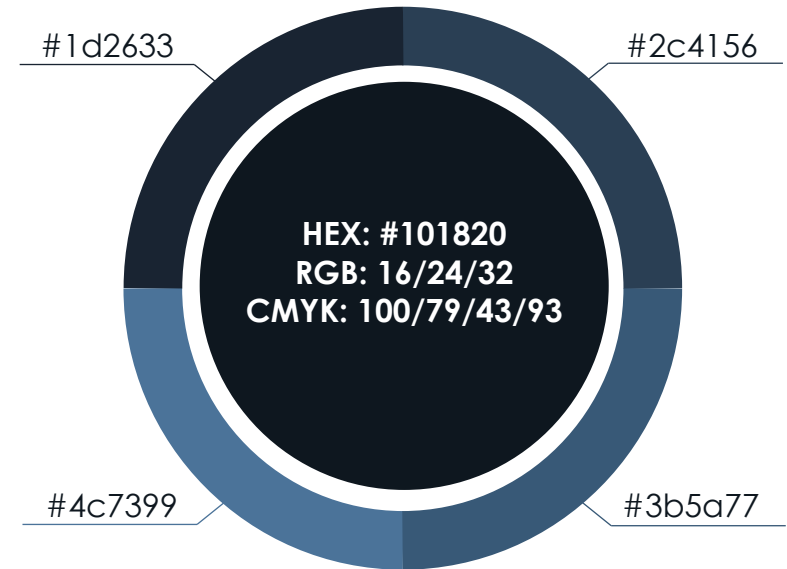
**product of my environment**

# Color Palette

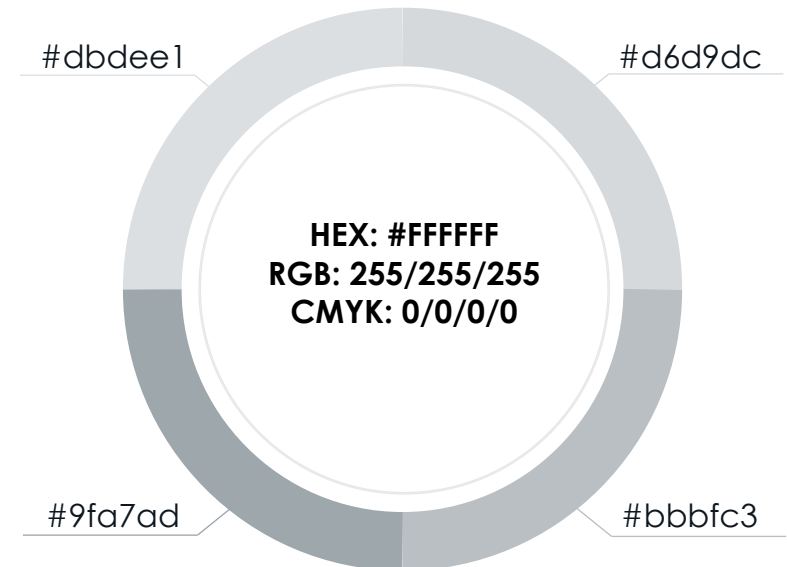
Tree



Night



Snow





# Photography

Being a brand that celebrates the environment, it should be no surprise that our photography plays an integral role in our brand.

We follow a few simple guidelines....

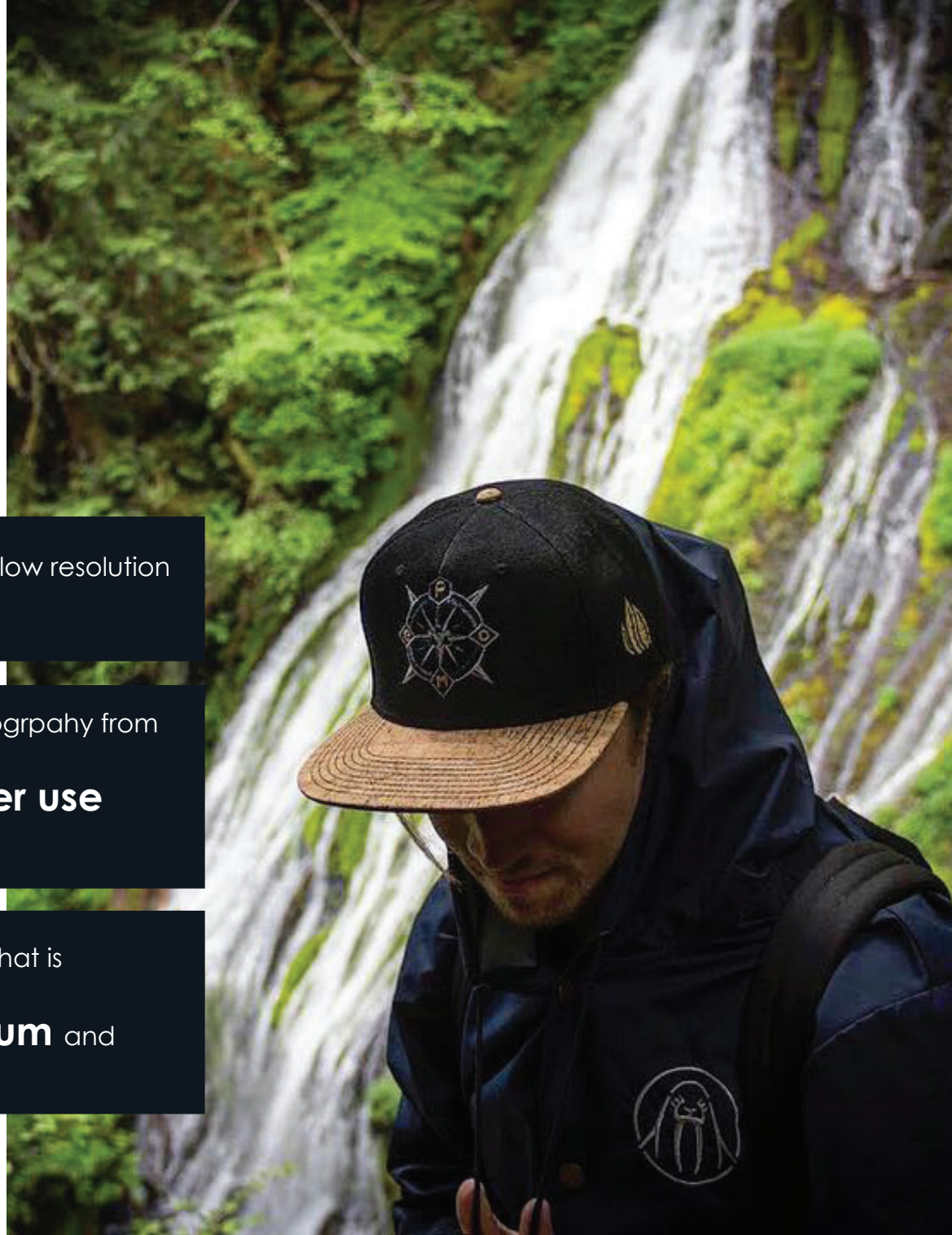
**Quality is key.** Don't use photos that are low resolution or pixelated. No one wants to see any of that.

There may be times when you wish to use photography from a stock library.

When that urge strikes, resist it. We **Don't ever use stock photography**

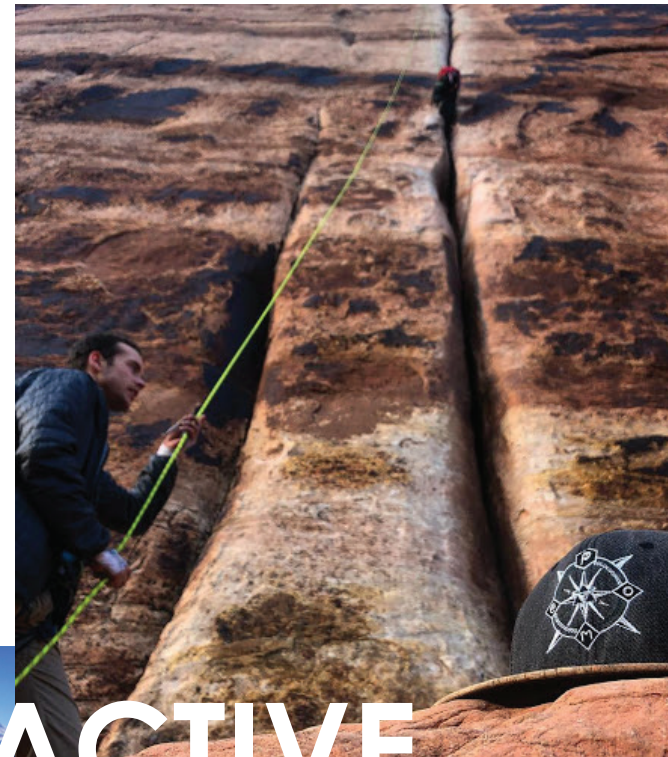
In the world of social media, there is one trend that is overused -- photo filters.

**Keep photo filtering to a minimum** and keep it tasteful.





# Photography

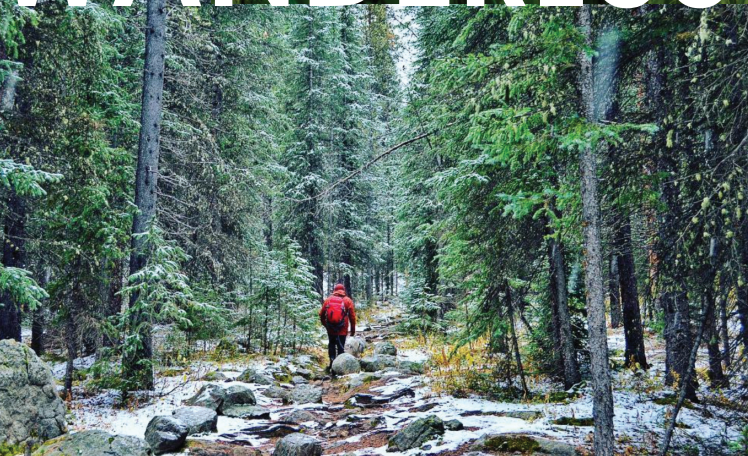


ADVENTURE

ACTIVE



# Photography





# Photography



CREATIVE



AWE-INSPIRING



# #Hashtags

#ecofriendly #pome #pomepics #neature  
#ecofriendlyfashion #vegan #denver #pomegives  
#sustainableliving #lifestyleapparel #puremichigan  
#mothernature #pometeam #pomefam  
#earth #planetearth #pomedomes  
#colorado #charity #coloraotography #explore  
#motivationmonday #pomebus #recycled #sustainability  
#earthpics #pomeiswheretheheartis #ecoconscious  
#findyourselffriday #environment  
#getoutside #productofmyenvironment  
#shoplocal #pomepups #organic  
#pomeglobal #sustainablefashion  
#coloradobrand #nature #coloradical  
#adventure #wanderlust #earthconscious  
#findyourself #wild #getoutthere