



TRAFALGAR

T H E B R A N D

Disclaimer

This book contains branding guidelines for all Trafalgar related materials (including Trafalgar and Trafalgarstore.com). By maintaining these principles, we ensure that Trafalgar's authenticity remains consistent and appropriate throughout its marketing. **Unless the element or trait is mentioned in this book, it is assumed as an inappropriate representation of the brand and therefore is not allowed.***

To download a sample marketing packet, please [click here](#).

For all other inquiries regarding the contents of this book,
contact Pamela Green at greenp@randa.net.

- version 1 - 2018 -

OUR STORY



Quality, hand-crafted accessories should look great—and stand the test of time. That's the heart of Trafalgar's half-century mission to provide men with high quality leather they can be proud to carry.

Founded by American craftsmen who sought attainable leather goods without obtrusive logos or loud branding, Trafalgar designs every product with a luxurious, timeless aesthetic, making it a smart choice no matter where you're headed.

Although cherished, our leather goods are hardly precious. We make each one by hand using uncompromising construction you'll find in every stitch. They're durable and dynamic enough to carry you through every moment in life, which is why men have trusted us generation after generation to supply dependable luxury accessories.

Crafting quality leather isn't just our heritage, it's our passion.

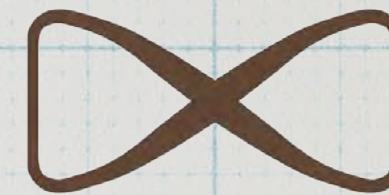
Leather is our soul.™

OUR LOGO

From the original archives, our iconic crossbow symbolizes the longevity of the Trafalgar name, the commitment to artisanal curation and of course...infinite style. It can't be Trafalgar without the crossbow.

Our logo is a custom design and must be **reproduced in exactly the same proportions and spacing** as the master logo seen throughout.

When positing the logo, it needs to be visible and size adaptable, depending on the medium it appears. It is to remain in its original positioning—not tilted, cropped, stretched, outlined or with use of any graphic effects (drop shadow, overlays, etc).



TRAFALGAR



When positioning, **keep equal spacing on all sides** to maximize presence and recognizability. No other graphic elements should interact / interfere with its appearance.

The logo should not be presented any smaller than 26 x 9 mm in print.



The logo is presented in two hues. Use the lighter version of the logo for darker backgrounds.

Adobe Calson as a typeface, offers a soft yet classic aesthetic that compliments our brands heritage. It is to be **used as** **headliners, sub-headers, quotes** and other major statements as Proxima Nova is used for our more text heavy and explanatory paragraphs styling.

Our typographic treatment presents a simple and spacious look with use of added kerning & leading to text related materials.

Primary Serif Font Adobe Calson Pro

Aa Bb Cc Dd Ee Ff Gg Hh

Secondary Serif Font Minon Pro

Ii Jj Kk Ll Mm Nn Oo Pp Qq

Primary Sans-Serif Font Proxima Nova

Rr Ss Tt Uu Vv Ww Xx Yy

Primary Sans-Serif Font Avenir Next

Zz 1 2 3 4 5 6 7 8 9 0



Headline/Header Text

Serif font
Size: 40pt (print)
Kerning: 400pt (print)
Leading: 60pt (print)

Cap Height

Baseline

400pt
Kerning

Headline text can interact with photographic elements

When italicizing, use the skew tool and set at 10°

Sub-header Text

Serif font
Size: 20pt (print)
Kerning: 350pt (print)
Leading: 30pt (print)

Paragraph Text

SansSerif font
Size: 9pt (print)
Kerning: 45pt (print)
Leading: 18 pt (print)

T Y P O G R A P H Y

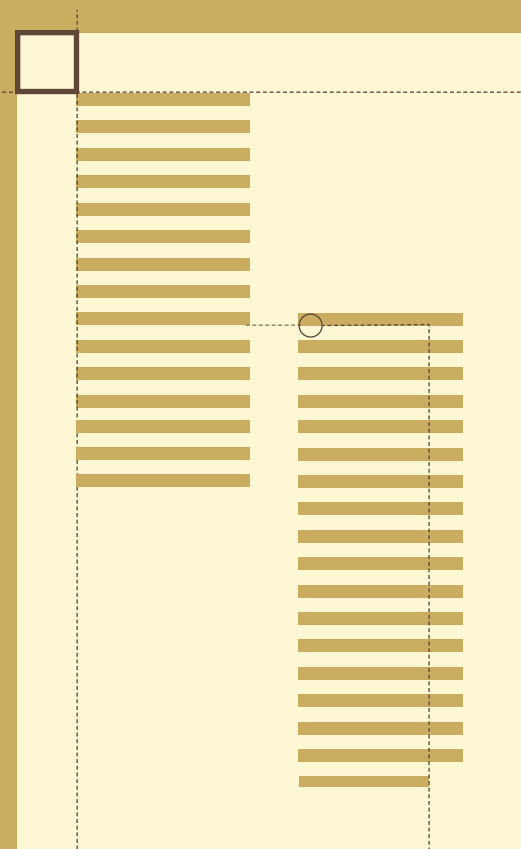
A N D F O N T T R E A T M E N T S *

BODY TEXT INSTRUCTIONS: In contrast to headlines, body text is usually the bulk of page layouts that explains in detail the essence of the communication. Styled for clarity and ease of read, we use the sans serif font 'Minon Pro' with additive spacing in kerning and leading. When beginning paragraphs, there are **no indents**. This paragraph alone, serves as the visual representation of how one should look. Again, the rules are specified within this spread, however, are subject to size adjustments according to the medium it appears.

*These are suggested type treatments for a letter size document and will vary depending on medium (web included). Treatments should mimic the above.

G R I D S *

Maintain an adequate amount of cushion/spacing throughout all content on the page, especially within the paragraph settings. Grid structure is not unlike most documents, however, there are subtle elements that break the norm of grid protocol for a dynamic appearance.



Paragraph copy should align equidistant to **all** edges of the page. Set margins to at least **.75"** on any sized document.

Columns may begin at any point of the document, providing proper text alignment of neighboring columns.

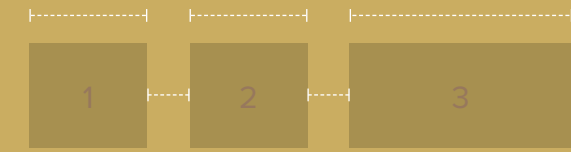
Headline may be placed where desired and can bleed off of the document.



.75" padding between columns

Rule of Threes:

Every third column should **increase** in its width (break the grid).



Paragraphs are not indented.

Pe nobissim quiduci moluptatem ima sam, quasinc temporatio temporisque nihilluptas ea pra vent ex eicae pel mo occupita volorrovis simet pe latem voluptat volut quas au.

Vel into expliquatem esectasperum quodis num assi doluptatquas ut aribust iorerem dolo odi nume susapedi omnist, voloremmod que pa quibuscia iduciam.

Paragraphs can be right aligned to the right edge.

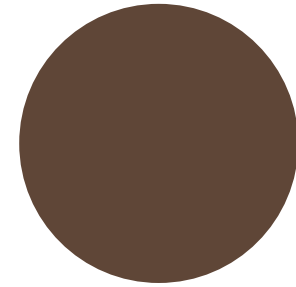
Pe nobissim quiduci moluptatem ima sam, quasinc temporatio temporisque nihilluptas ea pra vent ex eicae pel mo occupita volorrovis simet pe latem voluptat volut quas au.

HEADLINE

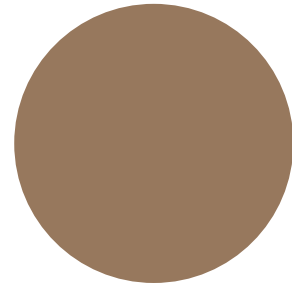
*These are suggested treatments for printed documents and will vary on medium (web included). Treatments should mimic the above.

C O L O U R

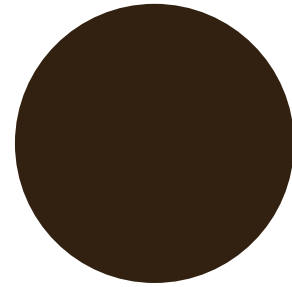
Primary Colors



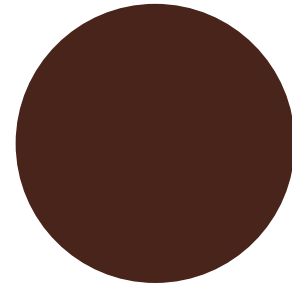
Classic
Pantone 5789 C
Hex 5f4637



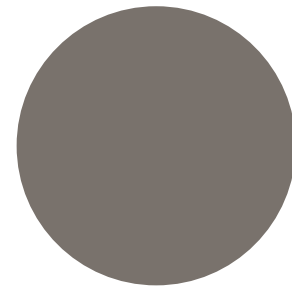
Standard
Pantone 7504 C
Hex 907258



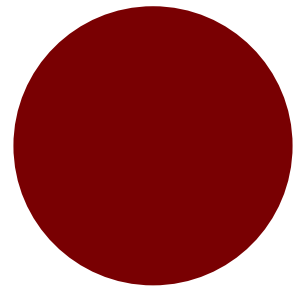
Bitter
Pantone 7533 C
Hex 322110



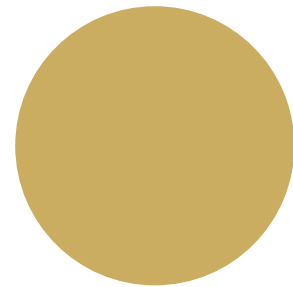
Oxon Blood
Pantone 4625 C
Hex 47231b



Dulle
Pantone 404 C
Hex 79726b



Cherrilax
Pantone P 50-16 U
Hex 790002



Buttertoffee
Pantone 7753 U
Hex c9ac60

Secondary Colors

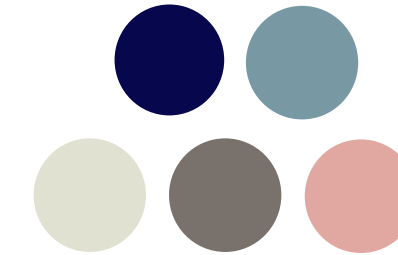
P A L E T T E

Seasonal Colors

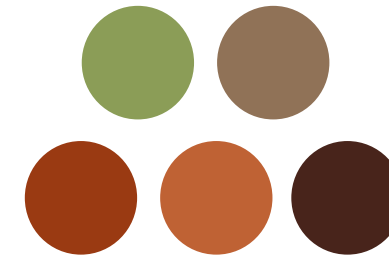
Spring



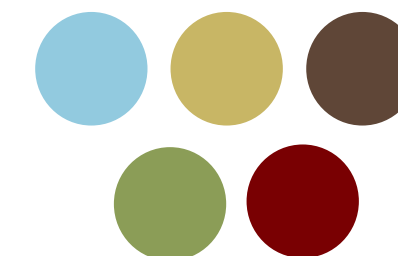
Winter



Fall



Summer



The color options above are for **photographic purposes only**, primarily for backdrop/background displays and are subject to adjust by trend of the season.

Our brand is represented in sophisticated, elegant, bold and classic colors. A range of deepend brown tones with a hit of alternative saturated hues, gives our typography a warm balance of tones.

Special promotions are an exception to the seasonal color palette (memorial day, christmas, new years, etc).

TEXTURES

Our textures are a reflection of our products. Thus this palette includes and is not limited to smooth and rough leathers, alligator and crocodile skins, lizard, etc.

These textures are **only to be used as substitutions of photographic representation**, and should not be in combination of (unless directed in photo-shoot). Text should be the only element placed on top of textured backgrounds in order to give a clean visual balance.

Untouched Leather

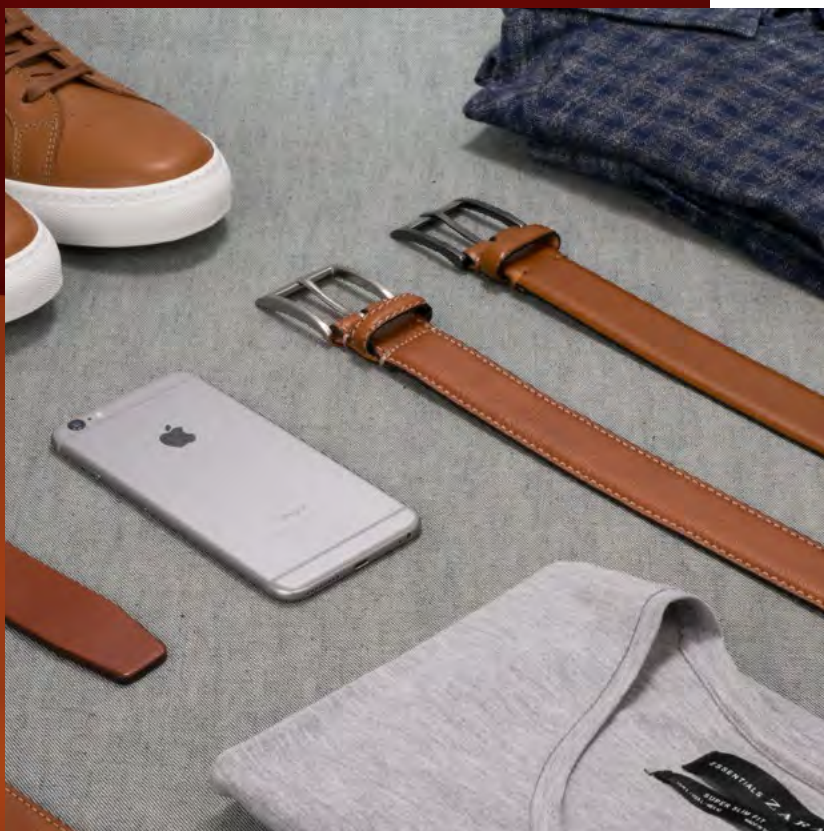
Rough Leather

Smooth
Leather

Crocodile Skin

Lizard Skin

PHOTOGRAPHY



Photography is perhaps the most heavily weighted visual element in our marketing collateral. Its new style places emphasis of the product, as opposed to its environment.

By using flat, clean, minimal textured and solid colored backgrounds, we create a sophisticated presence of our product.

Marketing product photography is shot angular for a more dynamic perspective.



Standard product photography is displayed on flattened, off-white backgrounds and are seen in full scale. For more details on photography standards, please contact **Patrick Rafanan** at rafananp@randa.net

Editorial / Lifestyle photography maintains a clean and simple aesthetic, utilizing solid backgrounds in order to place extreme focus on style and product.

M A R K E T I N G

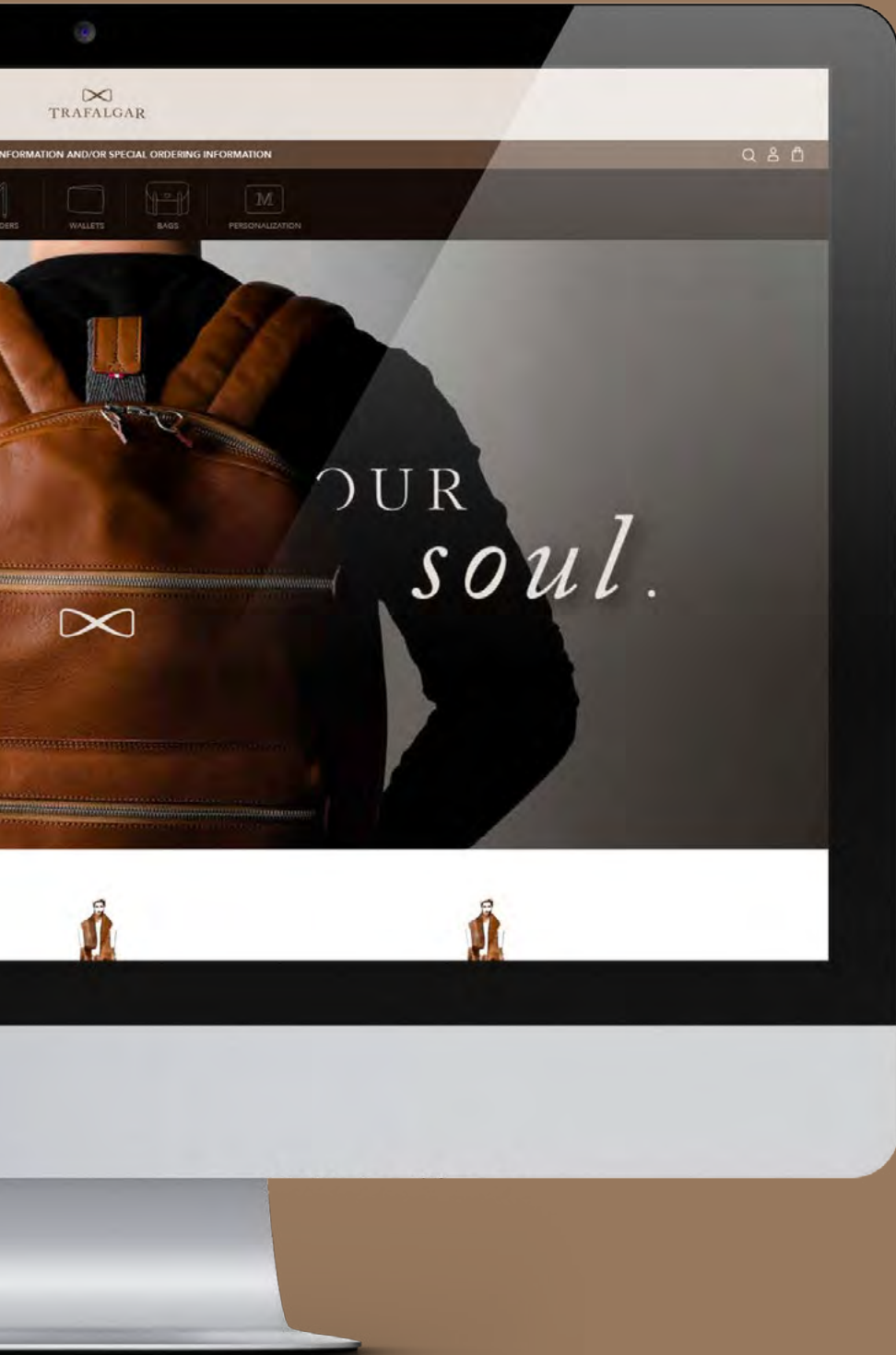
M E S S A G E S

MISSION Trafalgar was founded in Norwalk, Connecticut over 40 years ago with a mission to design and manufacturer the highest quality mens leather goods and accessories using the finest most distinctive materials discovered throughout the world. The soul of Trafalgar starts with our leathers. Today...nothing has changed.

VISION We value relationships, both with our suppliers and our customers. All of our products have a special story. Whether it's the partnership we have with a 140 year old tannery in Belgium or creating luxury exotics stateside, our collaborations allow us to create best-in-class accessories that are relevant and style-right. Luxury is not a logo - it's an appreciation for thoughtful details and enduring craftsmanship. To our customers Trafalgar's quiet demeanor speaks loudly by raising the bar on quality and design.

THE CROSSBOW From the original archives, our iconic crossbow symbolizes the longevity of the Trafalgar name, the commitment to artisanal curation and of course...infinite style. It can't be Trafalgar without the crossbow.





TRAFALGAR

THE CORTINA COLLECTION

SHOP NOW

THE NEW CASUAL

SHOP NOW

BELTS BRACES WALLETS

Trafalgar Customer Service
200 James D. E.
St. Rose, LA 70087

We take great pride in our customer service. If you have any questions or comments, we would love to hear from you. Please call us or e-mail us at:
1-800-071-4920
TrafalgaDirect@cleather.com

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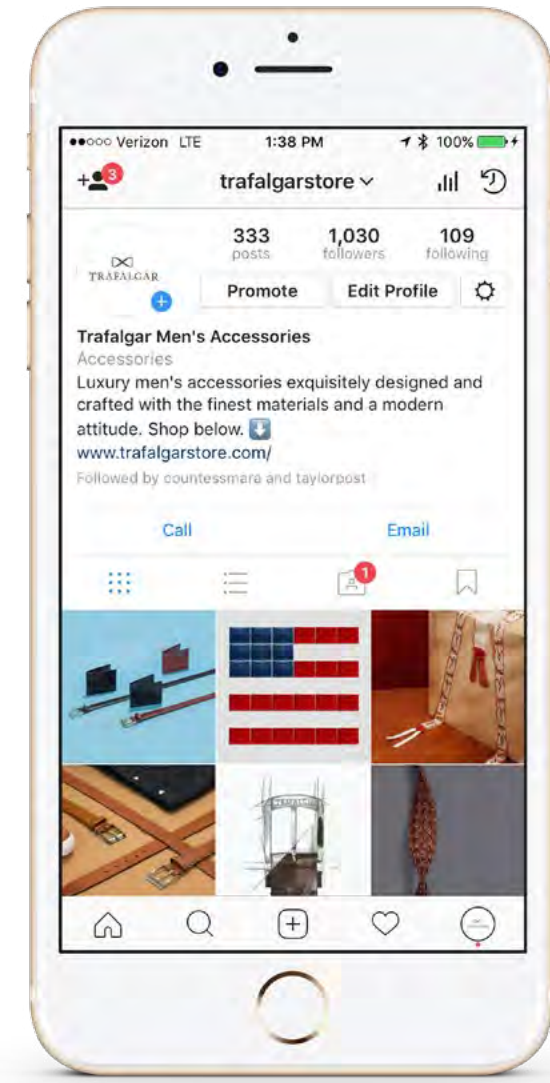
f i p

Images must maintain a width of 640 px

names of product should be italicized

There are two styles of buttons for the CTA.

MARKETING VIA ONLINE



Our visual marketing is presented online throughout a multitude of mediums. Depending on the campaign, it is best to utilize similar imagery throughout that campaigns existence. Again, our marketing is heavily dependent on the imagery being used, in addition to the verbal messaging.

Social media not only plays as consumer retention but also awareness. We have Instagram and Facebook accounts whose main purpose is to build a community.

Email campaigns are distributed to alert our subscribers to new products and sales.

Our **website** plays not only the role of revenue, but it is the house of our brand.

MARKETING

IN PRINT



41TF50X004
COLETON BACKPACK



41TF50X002
MASON BRIEFCASE



41TF50X003
MASON MESSENGER



41TF50X001
MASON BACKPACK

Our marketing messages in print maintain the same look and feel as our brand. Below are examples of our catalog.

Contributors

Richard Carroll

VP of Creative Services

Seth Howard

Director of Marketing

Susan Hayes

Director of Ecommerce

Patrick Rafanan

Photographer

The Trafalgar Brand would have not been conceptualized without the contributions of Randa.

Thank You.


TRAFALGAR



