

Edgy

Confident

# WasteD archive

Streetwear brand made to push the boudaries of self expression



# BRAND GUIDELINES

Rebellious

Inclusive

Established 2024

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# BRAND OVERVIEW

## OUR MISSION

Wasted Archive aims to redefine streetwear by combining high-quality apparel with bold, edgy, rebellious, and trendy designs that reflect the spirit of urban culture. Our mission is to empower individuals to express their unique identities through fashion that stands out, while creating a community among those individuals which share a passion for streetwear.

## OUR VISION

Vision of Wasted Archive is to become one of the top well-known streetwear brands in the industry by continually pushing the boundaries of fashion and design, while at the same time fostering a community that celebrates creativity, authenticity, and sustainability.

## CORE VALUES

- **Authenticity**

Wasted Archive stays true to the roots of street culture, ensuring that the designs, and brands identity reflects the influences of urbanism, cybersigilism, and street art.

- **Creativity**

Wasted Archives designs push the boundaries of fashion, encouraging innovation and originality. The brand is welcoming for creative environment where bold and unconventional ideas are praised.

- **Quality**

Wasted Archive is committed to using premium materials and maintaining high standards of craftsmanship in all of its products, ensuring that every piece is durable and well-made. Furthermore, the brand prioritizes sustainable practices in sourcing, production, and operations. Its goal is to minimize the environmental impact.

- **Community**

Wasted Archive will build and maintain a strong, engaged community for consumer who share the passion for streetwear, creating a sense of belonging.

- **Innovation**

Wasted Archive constantly seeks new ways to improve in design, materials, and production processes, staying ahead of trends, and setting new standards in the industry.

- **Inclusivity**

Wasted Archive embraces diversity and inclusivity, ensuring that the brand itself appeals to a wide range of individuals.

WELCOME TO THE WASTED WORLD

ESTABLISHED 2024



Wasted Archive targets 16–35 year olds who are passionate about fashion and self-expression. They are trendsetters and rebels, blending street culture with digital influences to create unique, bold styles. Our audience seeks authenticity and stands out in every crowd. These young, fashion forward cosumers seek authenticity and boldness in every aspect of their lives, from the clothes they wear to the statements they make.

BRAND  
IDENTITY

TARGET AUDIENCE

# VISUAL IDENTITY

03



## LOGO

The Wasted Archive logo features a bold, striking design with the words "Wasted Archive" accompanied by a favicon of a cross. This combination symbolizes our brand's rebellious spirit and connection to street culture. The typography is strong and assertive, reflecting our bold and unapologetic voice. The cross favicon adds a distinctive element, enhancing brand recognition and conveying a sense of edginess and urban grit. This logo encapsulates the essence of Wasted Archive, ensuring a memorable and impactful brand identity.

# VISUAL IDENTITY

03

## 1. Old English Text MT

Old English Text MT is only used in logo distribution.

## 2. Intercom

Intercom is used as a primary font when representing the brand across various mediums. Mostly used in paragraphs.

## 3. Futura PT

Futura PT is used as a secondary font when representing Wasted Archive across various mediums. Mostly used to emphasize certain elements, and paragraphs.

Typography should primarily be in black or white to ensure high contrast and readability, aligning with our brand's bold and minimalistic aesthetic. The brand also maintains generous spacing to allow the design to breathe

# TYPOGRAPHY

Aa

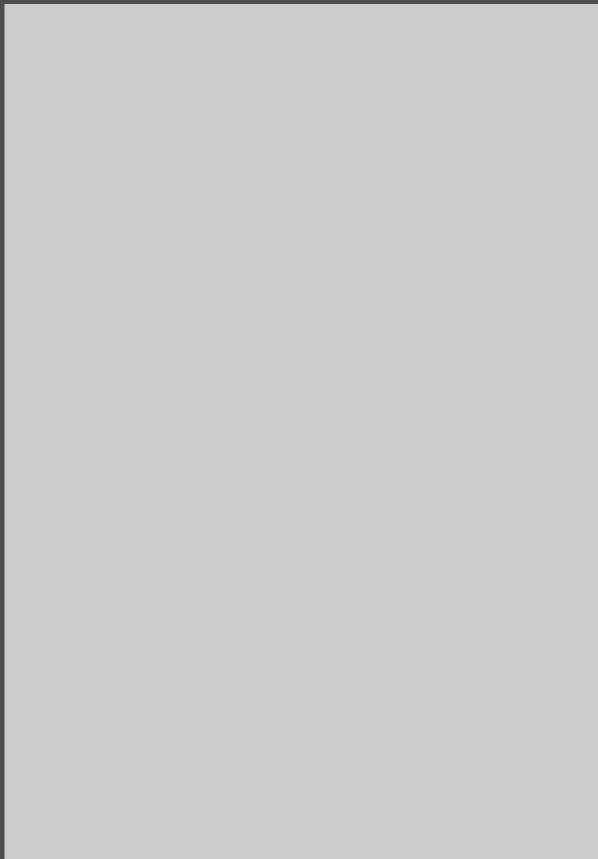
Bb

Cc

# VISUAL IDENTITY

Wasted Archive uses a bold palette of black, grey, and white. Black is the dominant color, symbolizing boldness and rebellion, used extensively for backgrounds and primary elements. Grey provides balance and depth, serving as a secondary color for backgrounds and accents. White is used for contrast and clarity, highlighting important information and ensuring a clean, modern aesthetic. This cohesive color scheme reinforces our brand's bold and rebellious identity.

## COLOR PALETTE



#cccccc

C: 19%    R: 204  
M: 15%    G: 204  
Y: 16%    B: 204  
K: 0%



#4d4d4d

C: 65%    R: 77  
M: 58%    G: 77  
Y: 57%    B: 77  
K: 37%



#1a1a1a

C: 73%    R: 26  
M: 67%    G: 26  
Y: 65%    B: 26  
K: 78%

# VISUAL IDENTITY

03



## STYLESCAPE

The Wasted Archive stylescape blends bold typography, gritty urban imagery, and futuristic digital elements in our signature black, grey, and white palette. It captures the raw energy of street culture and the rebellious spirit of our audience, guiding all creative outputs to align with our brand's unique identity.

# 04 TONE and VOICE

Our voice is bold, unapologetic, and authentic, speaking directly to the fearless spirits who dare to stand out. We are the echo of urban grit and digital avant-garde, resonating with the energy of the streets and the futuristic edge of cybersigilism.

We speak to those who live on the edge, who embrace their individuality, and who aren't afraid to push boundaries. Our voice channels the raw, unfiltered truth of street life, infused with a sense of urgency and excitement. It's a voice that doesn't just tell a story but creates an experience, immersing our audience in the world of Wasted Archive.

Our tone is assertive and confident, with a touch of raw attitude that reflects our roots in street culture. We maintain a vibe that is edgy, rebellious, and true to the streetwear ethos. We use sharp, impactful language that resonates with the drive and ambition of our audience. Our tone is about making a statement, challenging the status quo, and inspiring others to do the same.

We celebrate individuality and self-expression. Our messaging is infused with a sense of empowerment, urging our community to embrace their true selves and express their identities boldly and unapologetically. In everything we do, we aim to be a source of inspiration and a catalyst for creativity and rebellion.

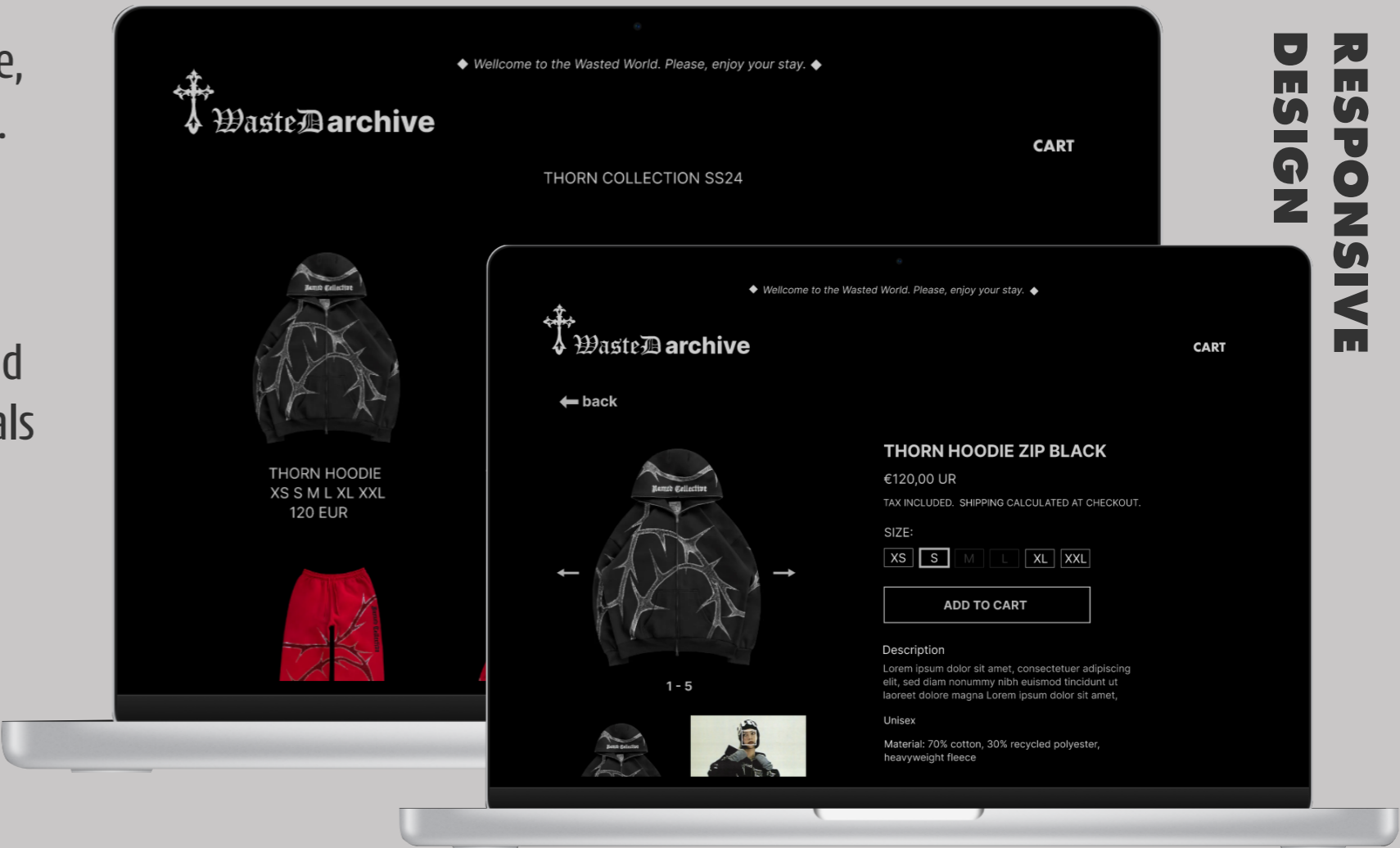
# DIGITAL PRESENCE

Wasted Archive's digital presence is centered around our website, which serves as the primary platform for showcasing our brand.

The website features our latest collections, brand story, and exclusive content, providing a seamless and immersive experience for our audience. It is designed to reflect our bold and rebellious aesthetic, with intuitive navigation and striking visuals that capture the essence of avant-garde and cybersigilism.

This online hub ensures that our community stays connected with Wasted Archive, offering an engaging and authentic representation of our brand.

# USER-FRIENDLY NAVIGATION



RESPONSIVE DESIGN

Delve into the Wasted world of street inspired fashion and expressive style