

APEEEL

APEEEL

**APEEEL**

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**BRAND**

**BOOK**



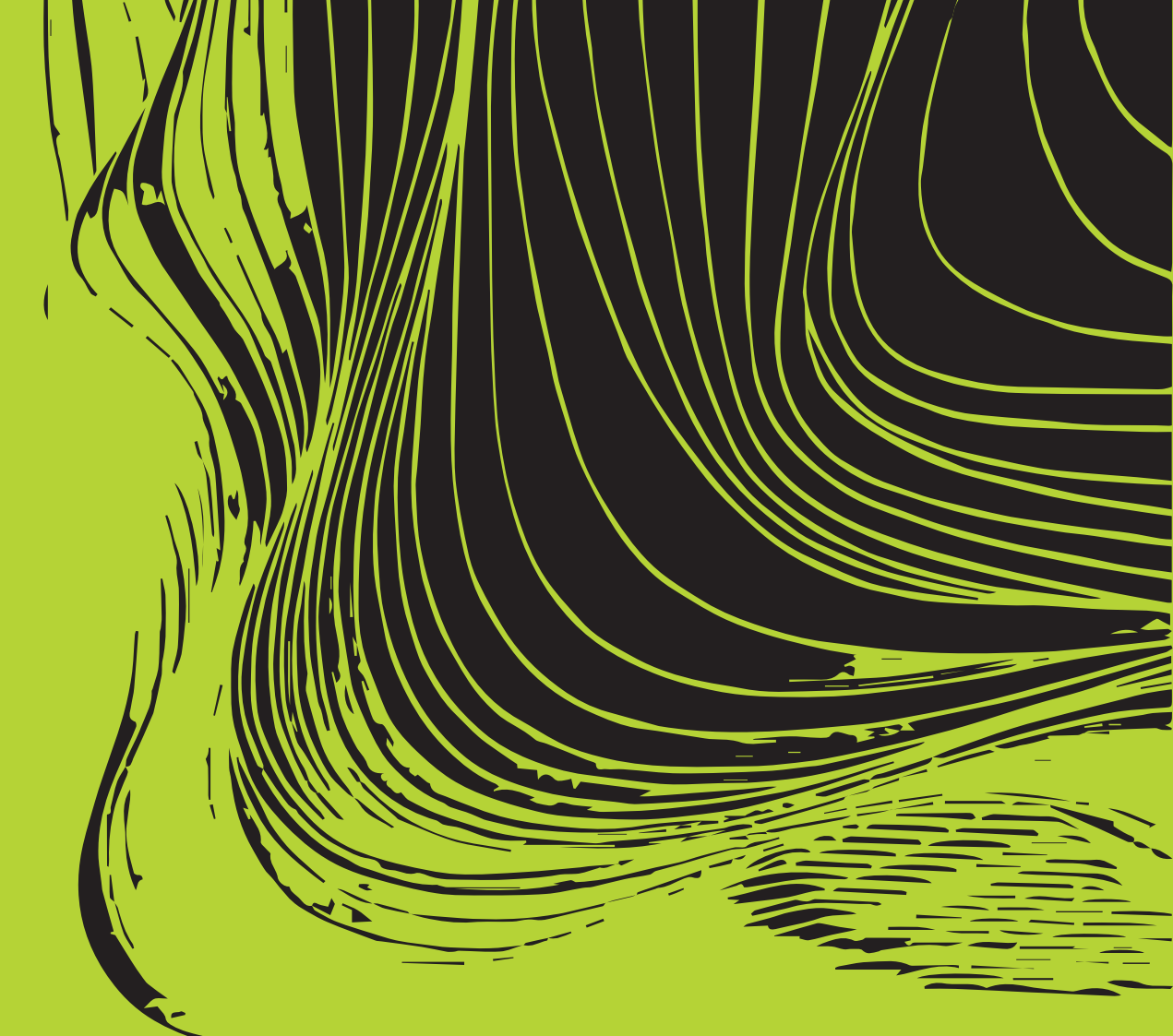
**We're not here to fit into a box.**

# 01. OUR BRAND



025

02025



There is a need in the lingerie market for the male physique.

There are many possibilities for style, cuts, and material in lingerie, but this does not mean that it will fit a man's body.

For anyone who has a male form yet identifies as any gender, we created this brand. Everyone should be able to select sexy, distinctive, and diverse intimate apparel.

lingerie should never fit into a box of gender. It should be appealing to everybody.



WMAO

WMAO

WMAO



We are a brand that creates a range of luxurious undergarments that are designed to fit a male form

This is the place we hope that everyone gets an opportunity to open up and explore their preferences and have options when it comes to intimate wear, which is not something we see often in men's lingerie.

It might be sexual, it might not be.

# OUR offerings

## SERVICES

publications,  
Styling/Size Assistance,  
Instagram Awareness  
Promotions,  
Membership  
Subscriptions,  
Collaboration for Events

## PRODUCT LINE

robes  
Briefs,  
Boxers  
Vests  
Shorts,  
Socks/Stockings,  
Thongs,  
G-strings,  
knickers,  
Open-back briefs

vacuum

genderless

a vacuum in the country regarding  
lingerie pertaining to the male form.

Bringing stunning, innovative lingerie  
inclusive of all. High quality intimate  
wear while exploring different  
materials.

Offering the male form lingerie  
alternatives and a choice.

developing a network of people who  
feel that lingerie is genderless and that  
no one should be put in a box


# Our Mission

to raise awareness that gender does not define clothing nor does clothing define gender. cater to people who don't have a lot of lingerie options

To create a gender-inclusive community



# Our Mission



It must be acceptable and accessible for a male body, regardless of gender, to have options for intimate clothing in terms of style, cuts, fabrics, and embellishments.

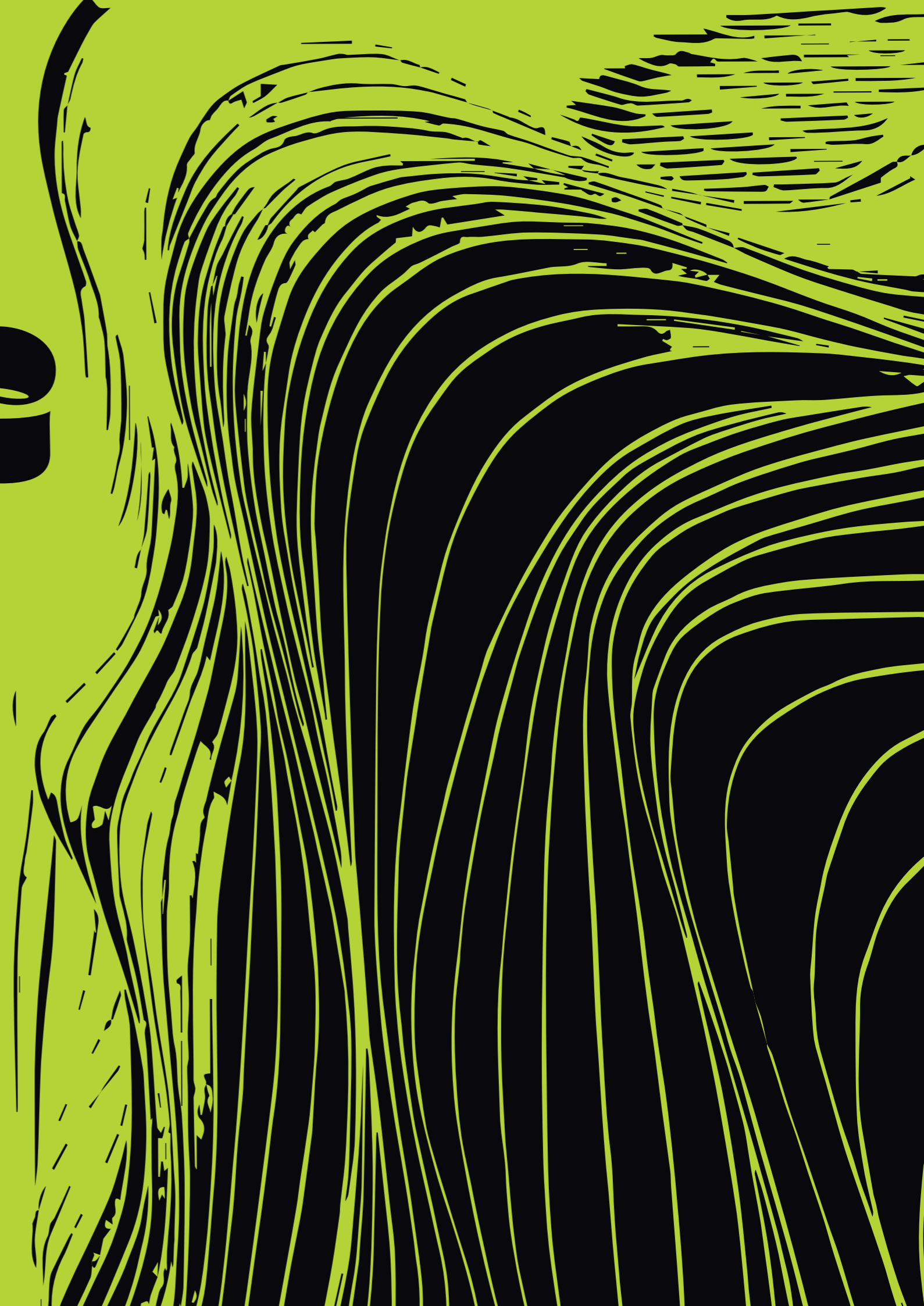
For such lingerie to not be taboo.

For lingerie to defy gender classification

our

promise

Out-of-the-box lingerie that appeals to everyone, but is curated specifically for the male form. Comfort and being in your own skin is all we promote through this line of classy and never seen before intimate wear.





**THIS BRAND  
IS ABOUT WHO  
WE ACTUALLY  
ARE AND  
HOW WE VIEW  
OURSELVES.**

OUR

Attributes

Fluid  
Classy  
Inclusive  
Empowering  
Fearless

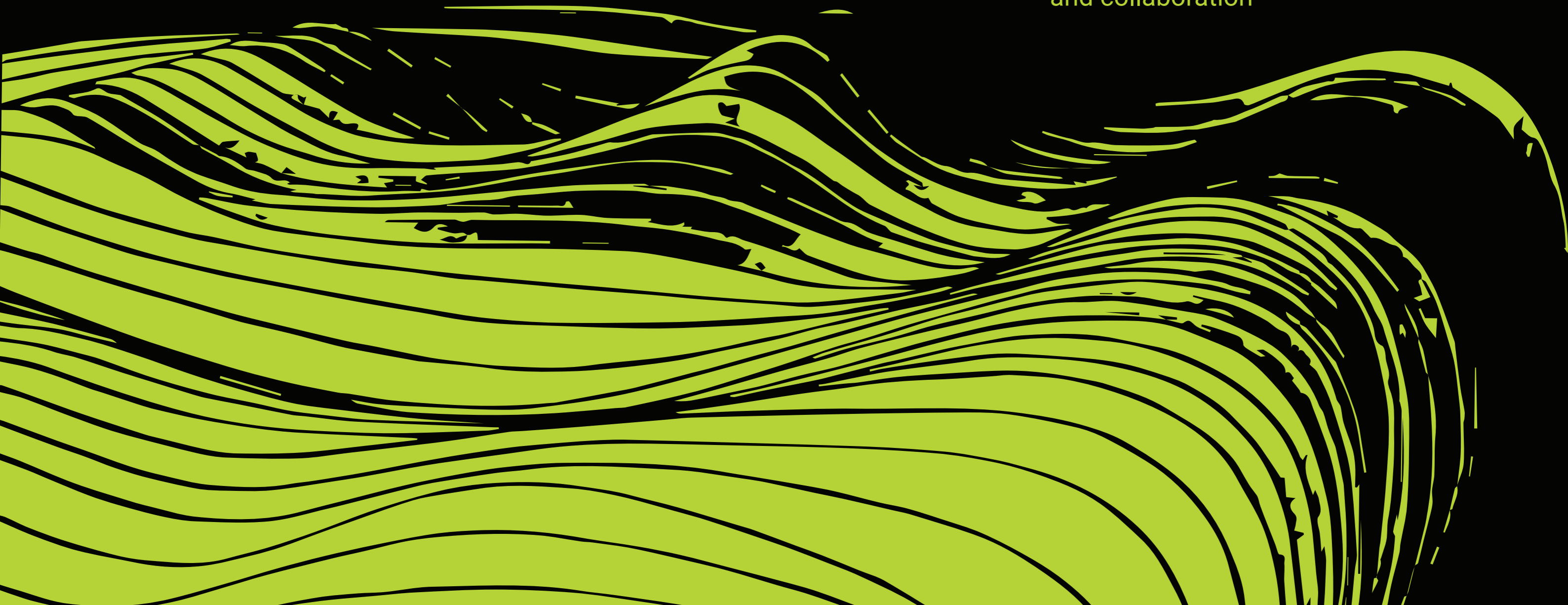
אדם

אנוכי

Plaffulness - open, unique, quirky, and unconventional. Looking at the world from a different perspective and always being curious

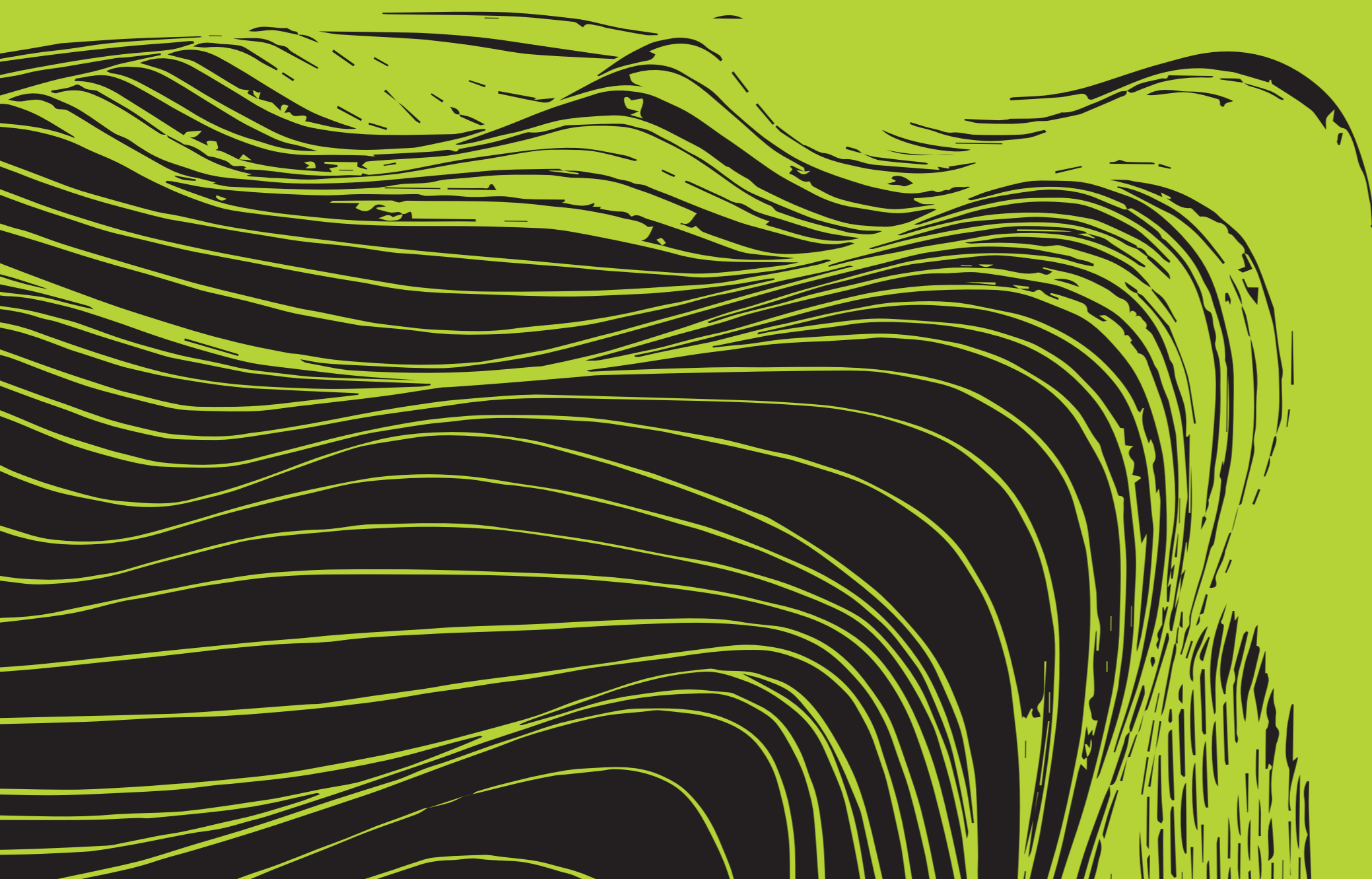
original - To be the real you even if it means defying the society. Being loyal to who you are and what you believe in while living in the moment with conviction and confidence

Inclusive- Considering the interests of all and being a part of a community seeking harmony mutual assistance, and collaboration



# Brand

# Personna



**Creator-** We have a goal and a desire to create an enduring product or experience that realises our vision as creators. We are nonconformists and innovators who are frequently the first to realise a notion and push the frontiers of creativity and design. Through the products and experiences we offer, we enable others to think creatively and express themselves.

**Explorer-** driven by the desire for freedom and independence, we are not restricted by typical boundaries. As Explorers, we hate conformity and prefer to push ourselves into uncharted territory where new challenges and goals arise. we are adventurous and brave and are on a continuous journey

**Jester-** A sense of fun in everything we do. To retain a lighthearted attitude and a positive stance . To see the positive in every scenario.  
of discovery.



# Voice

# and

# Tone



**Bold** - to be bold means to be the best version of yourself without any regrets. to have a choice and voice your opinion

**Dynamic**- Modern, forward-thinking, and dynamic would be the tone and voice used to portray the brand as a force for change.

**Witty** - the brand's concept is unconventional, hence to advertise these out-of-the-box of the box items, the brand would employ witty quips and quotes.

A conceptual image featuring two hands, one on the left and one on the right, holding a large, blue, sans-serif word. The hands are positioned as if they are supporting the word from below. The background is a solid, deep black, which makes the blue text and the skin tones of the hands stand out. The lighting is soft, highlighting the texture of the skin and the contours of the hands.

**APEEL**



# Peel Appeal

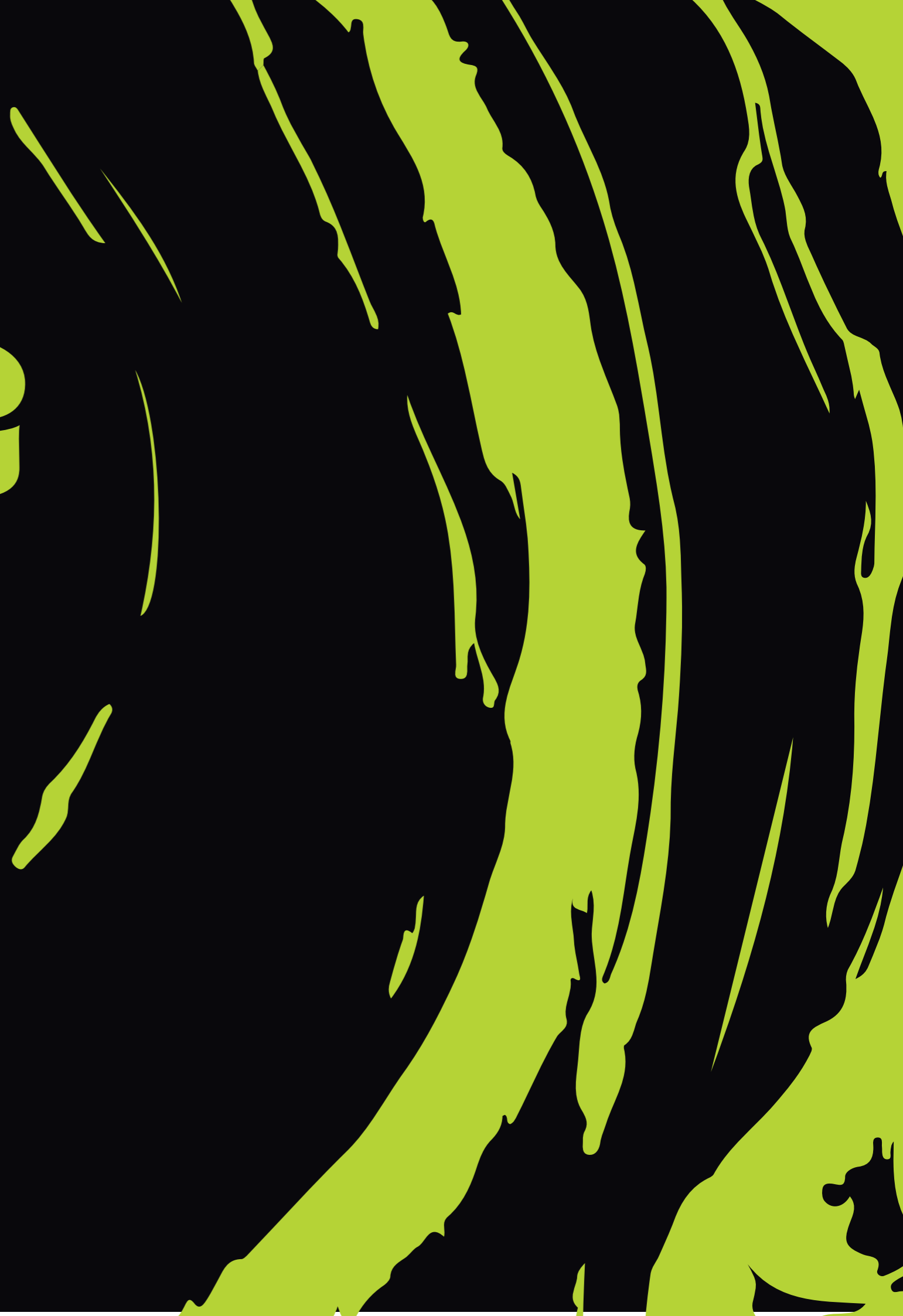
The name is an amalgam of Peel and Appeal. combining the terms to create a distinctive brand name.

To find something appealing or fascinating is to use the verb appeal. The lingerie is elegant and distinctive in relation to the brand, making it very enticing.

Peel is a verb that implies to take something's skin or outer layer off. In context to the brand lingerie is something worn beneath one's clothes, so one has to peel of the clothing to reveal the lingerie

# OUR MISSION

Our goal with this business is to close the market gap where different materials and styles aren't embraced in intimate wear for male bodies. In an effort to make the term "lingerie" more ubiquitous and applicable to people other than women, a new age concept is investigated.





USA

We produce intimate wear that is similar to what the market has to offer for womens bodies, but is made to fit a male form.

**BODIES ARE MALE  
BUT MIND AND  
SENSIBILITIES  
TRANSCEND THE  
BOUNDARIES OF  
GENDER**



# 02. LOGO

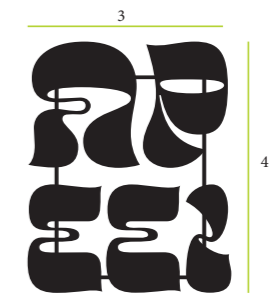
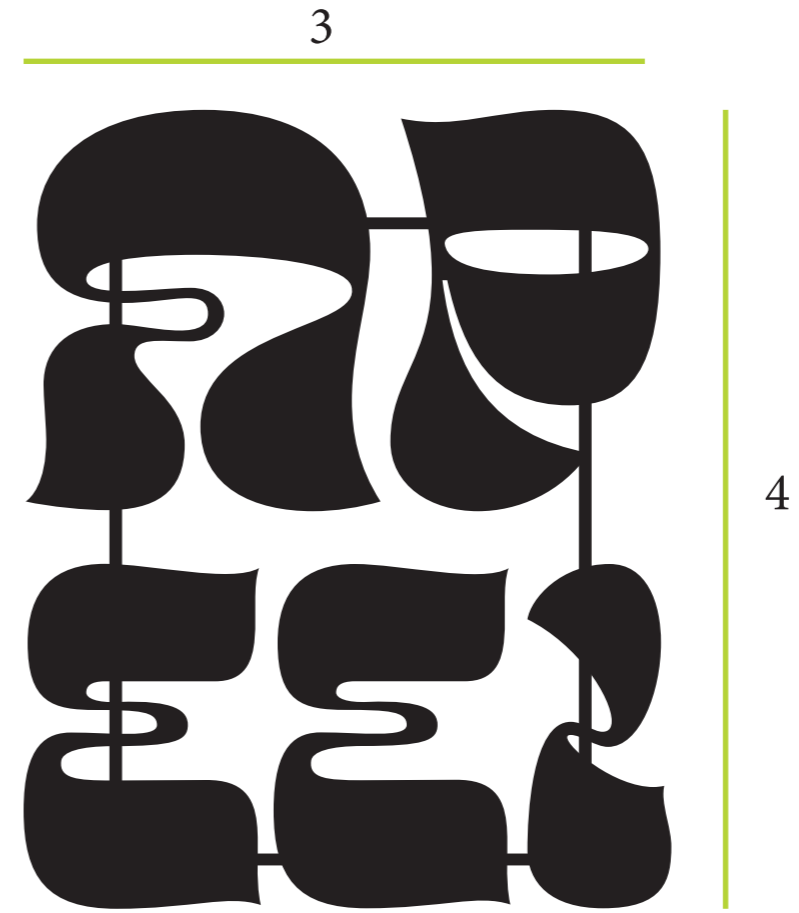


The typeface of the logo is fluid without being overly thin or delicate, which is exactly what the brand stands for. It is also quite distinctive, with its use of thick and thin lines creating an eye-catching effect.

The logo is drawn from the typeface itself, where the letters are stacked vertically while experimenting with letter size. There is a rectangle behind which the letters flow, signifying that it is acceptable to not fit inside a box and also indicating that this brand is out of the box.

The logo represents the brand ideologies.





The ratio of the logo is 13:16 and when scaled down to minimum size this ratio should be followed

2020

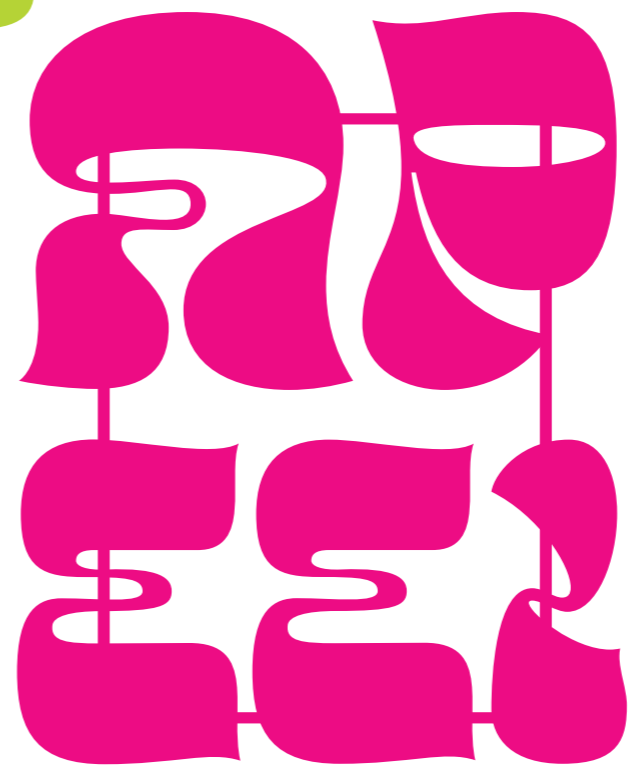


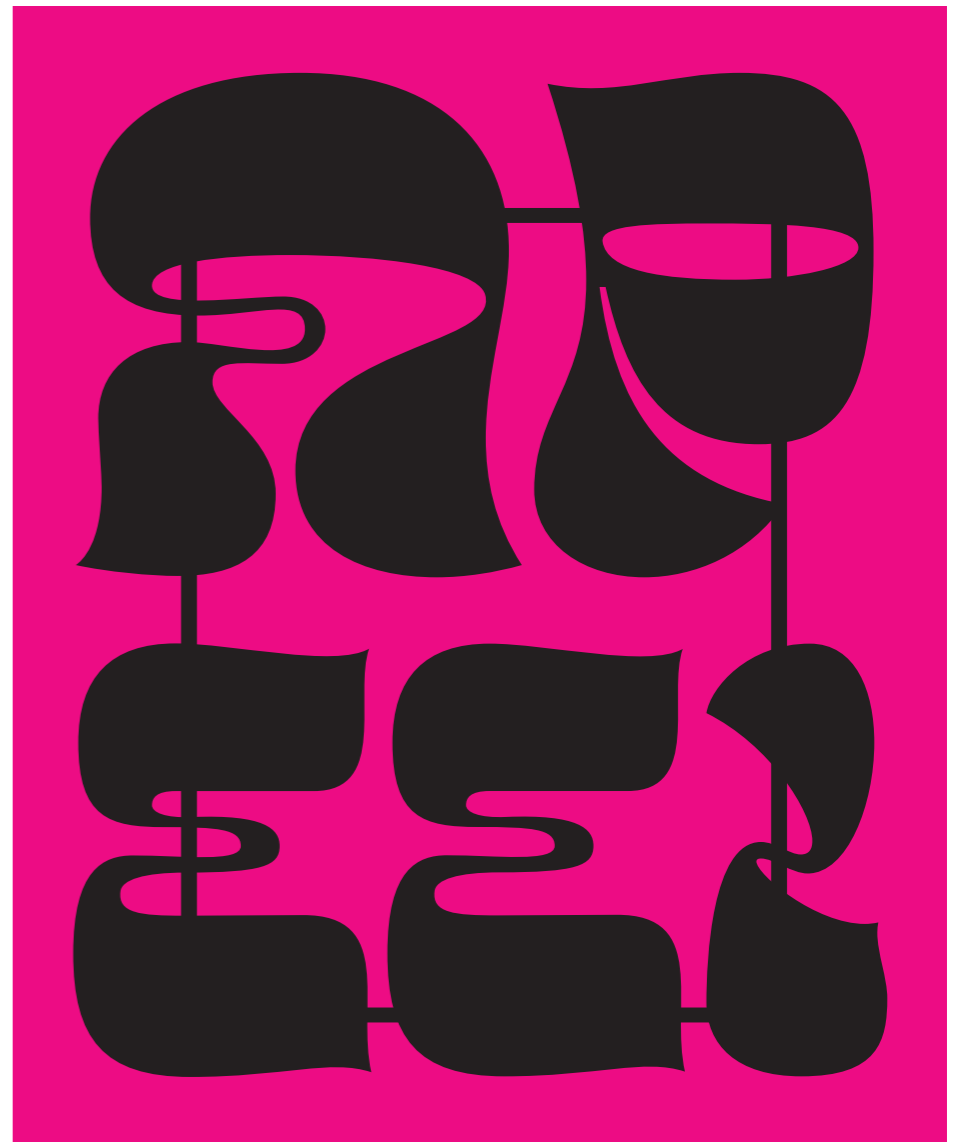
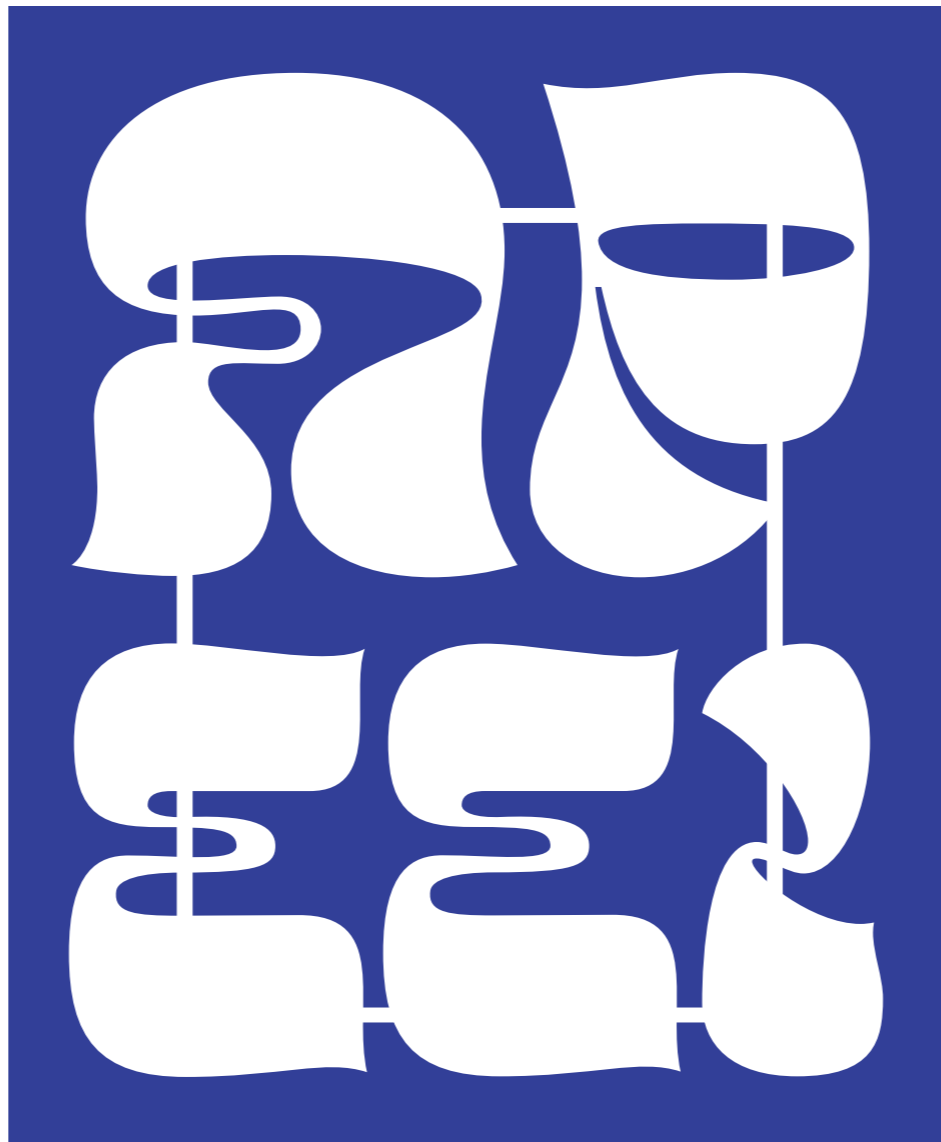
Bach

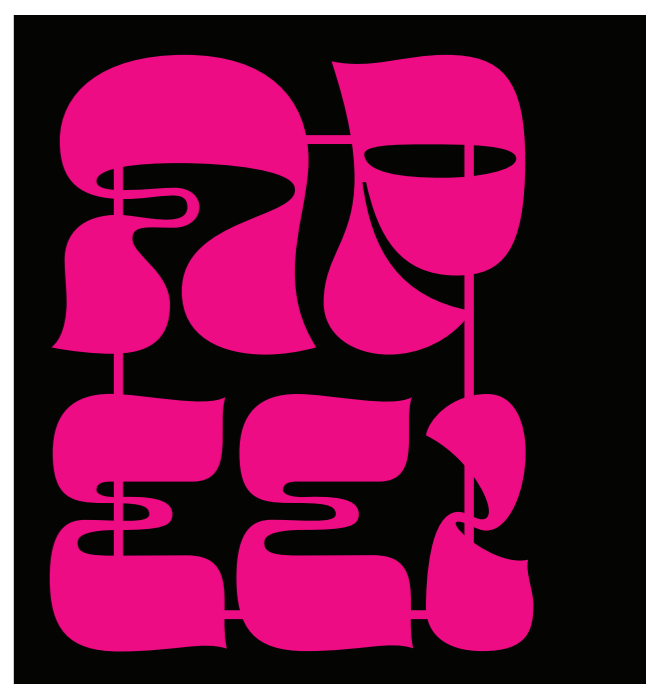
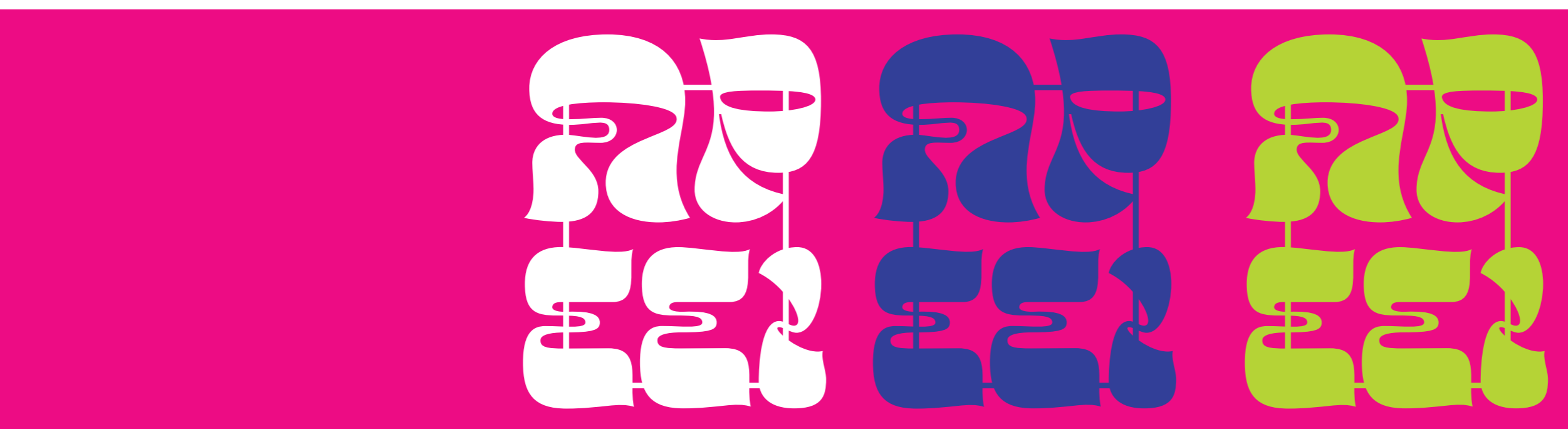
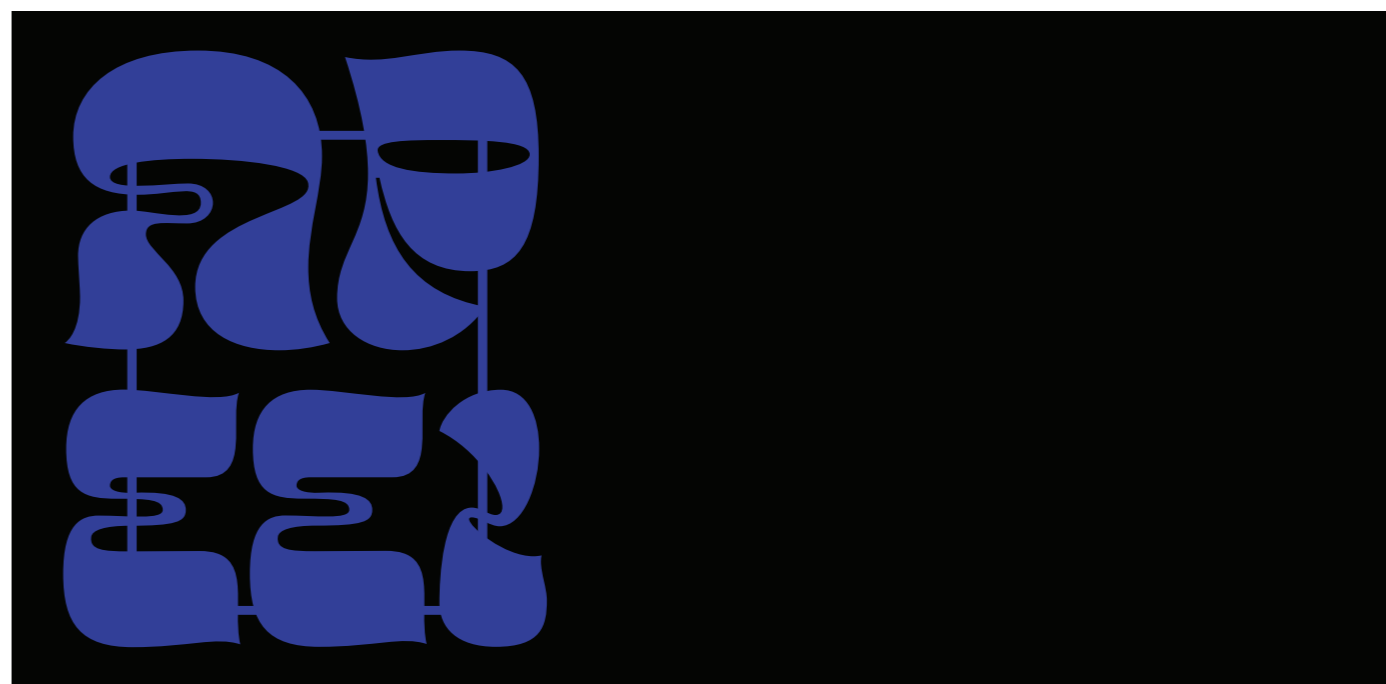
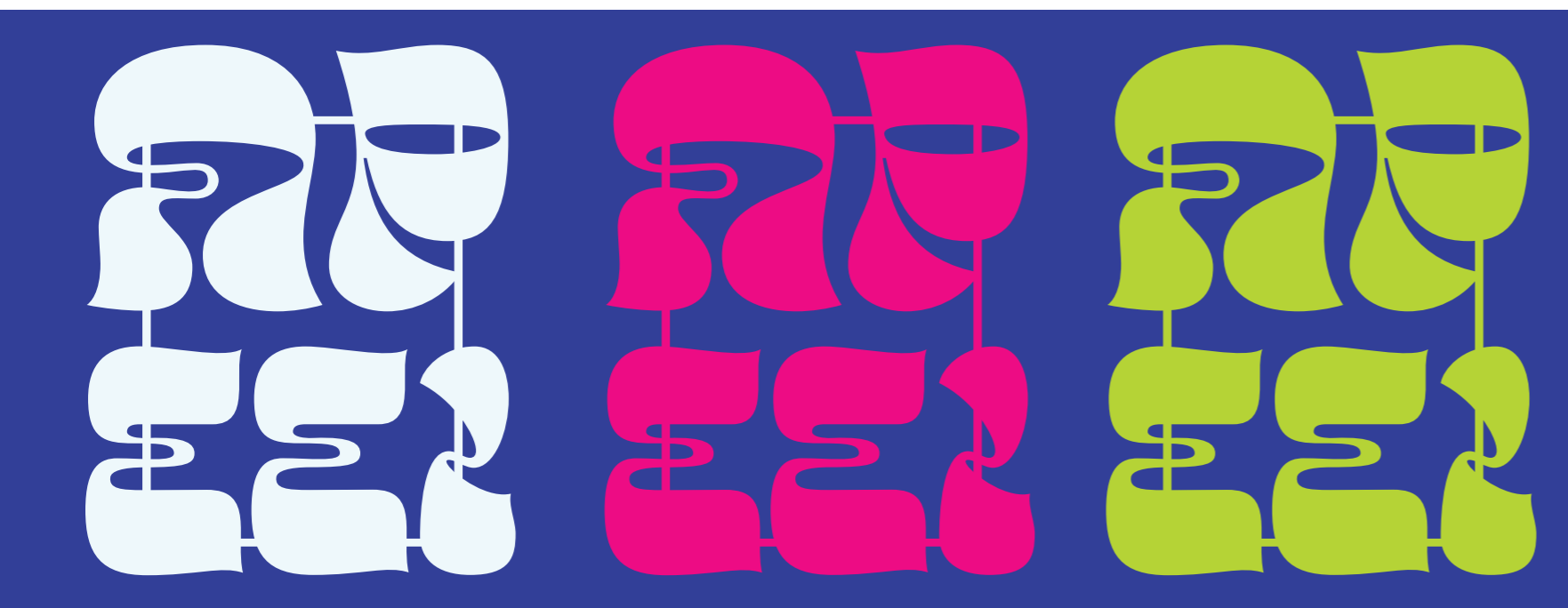
Missa

BA  
CH  
MI  
SSA

BA  
CH  
MI  
SSA





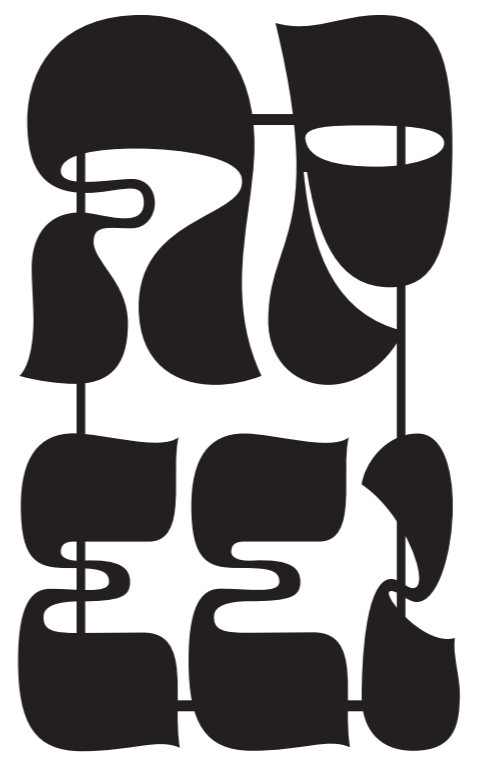




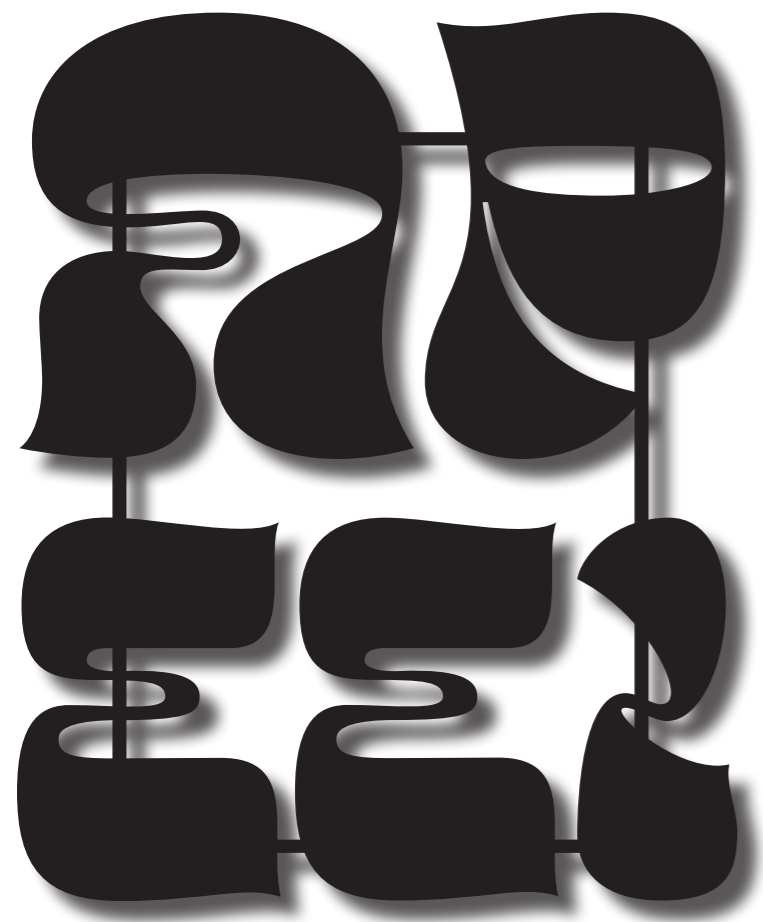
THE  
FUTURE  
IS  
NOW

Logo

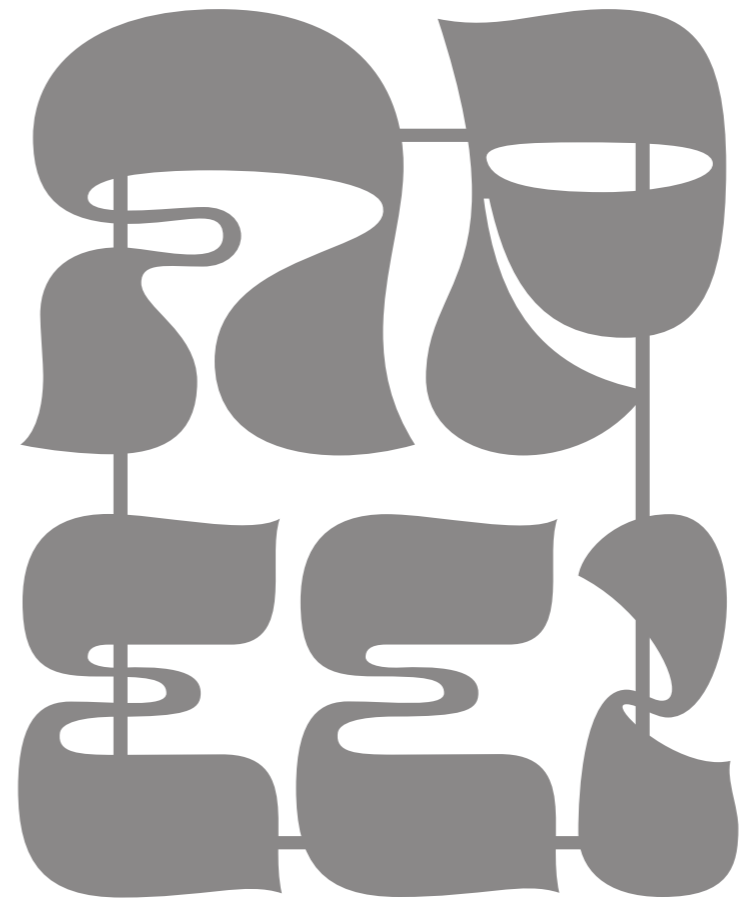
Missuse



DO NOT skew the logo



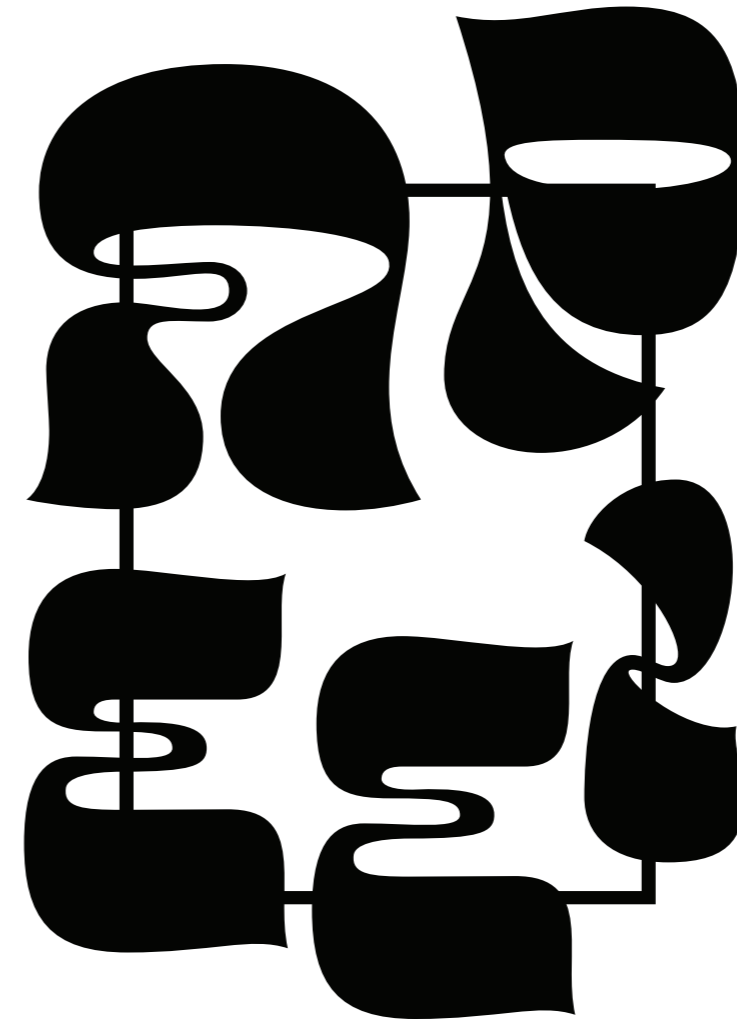
DO NOT add drop shadow



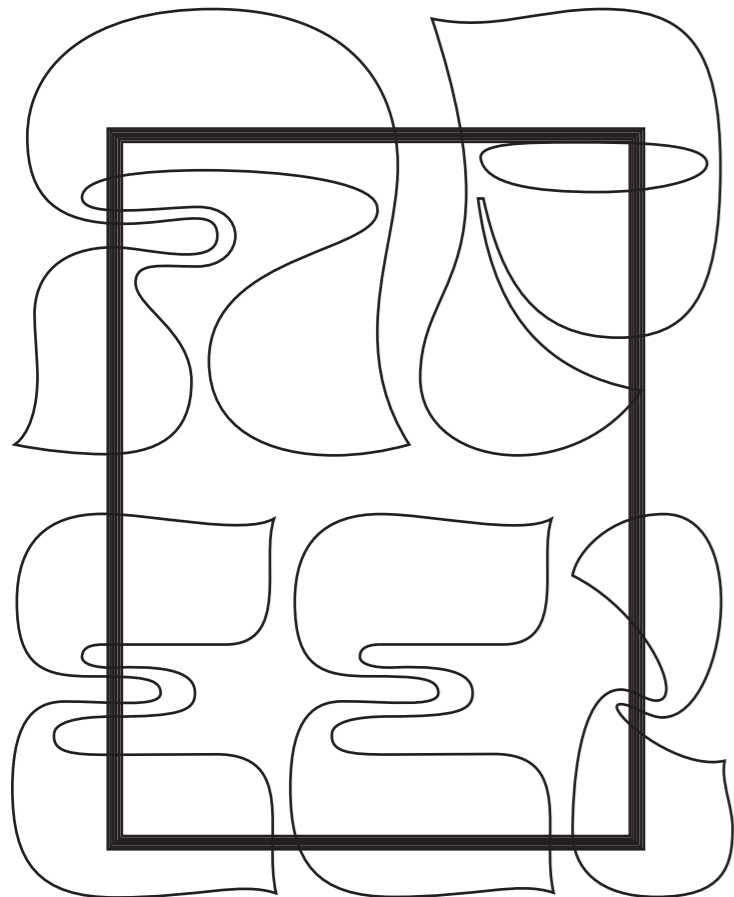
DO NOT Reduce opacity



DO NOT add different colours to letters



DO NOT play with positioning of letters



DO NOT stroke the logo



DO NOT Angle the logo



# 03. TYPEFACE



Janger

Regular

## Primary font

The major font used by the company is Janger regular. Like the brand the, the font is quirky, original, and fun. Headings for both print and the web would be in the primary font.

The brand APEEL is and always should be recognized with janger regular.

1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

W W W W W

W W W

W W W W



Leading is  
always 60 pt

**BODY COPY CANNOT BE IN THIS TYPEFACE**  
Cepre veliote tassit omnimod upstacteo blam alitatis  
et maies iunt animil es maximint orem escienissit  
modis quatur susae di volere id ut a quidusam,  
conectis moloristion nihil exeeaque nis et hancium  
deluptate parum int et autu volerre que el idel

Never Centre  
align

DO NOT USE  
ALL UPPERCASE

# Roboto

## Secondary font

Roboto is the secondary font that should be used for all body copy and smaller-captioned text for print as well as web

The geometric, clear, and easy to read sans serif font looks great next to the offbeat primary font.

1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt uu Vv Ww Xx Yy Zz



Never Centre  
Align



Do not add  
Drop Shadow



Do not Outline



Leading is 7 added  
to font size

# 04. COLOURS



#000000

#e91e63

#b5d335

#334098

Four colours are part of the brand identity of Apeel.  
These hues accurately reflect the brand's personality &  
how we wish to display ourselves to the outside world.

Handwritten text in Hindi script, appearing to be a list of items or a short passage, written in black ink on a light-colored background.





# **05. VISUAL LANGUAGE**



The brand's imagery would be done in dual tones using the brand colours only.

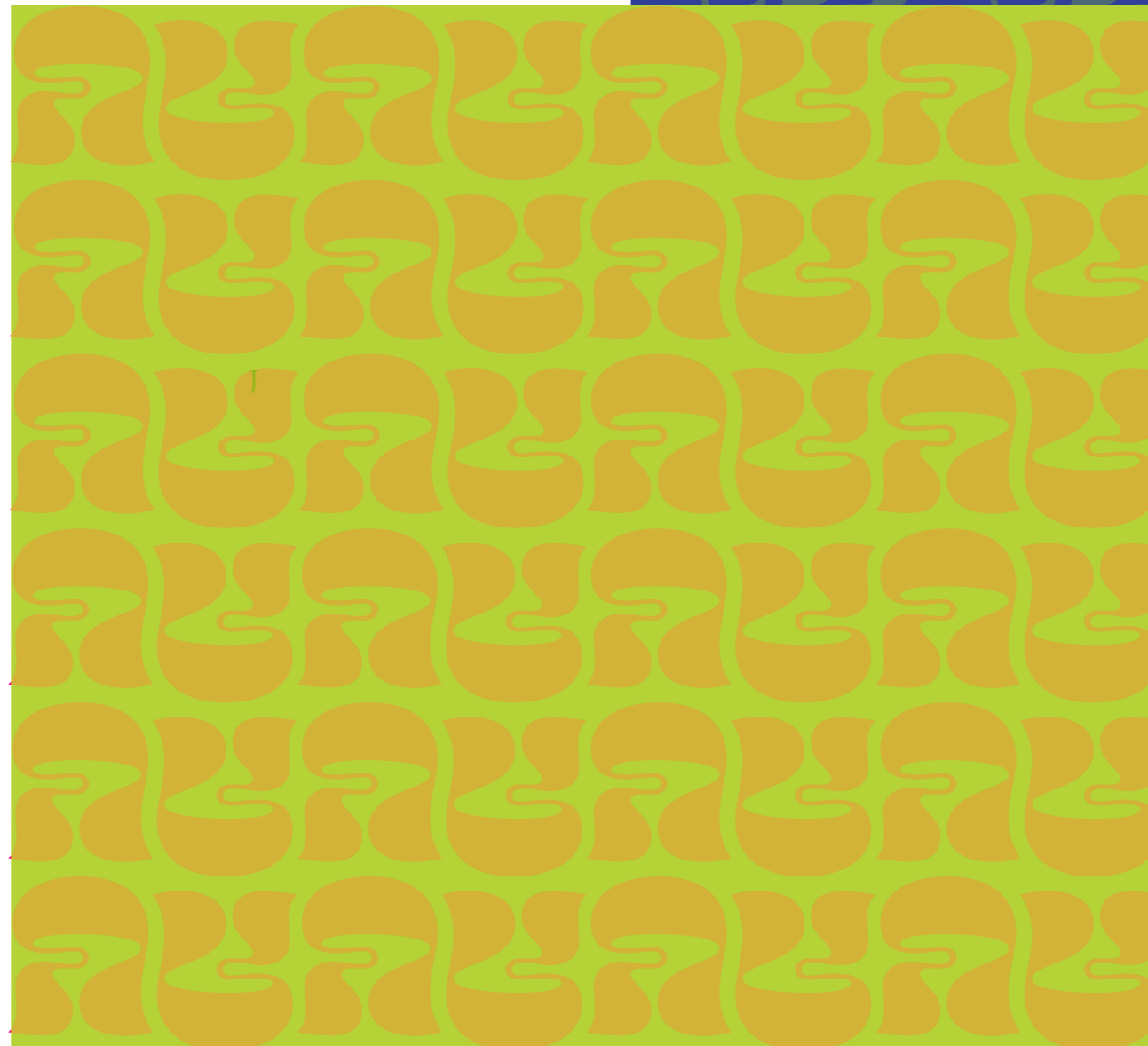
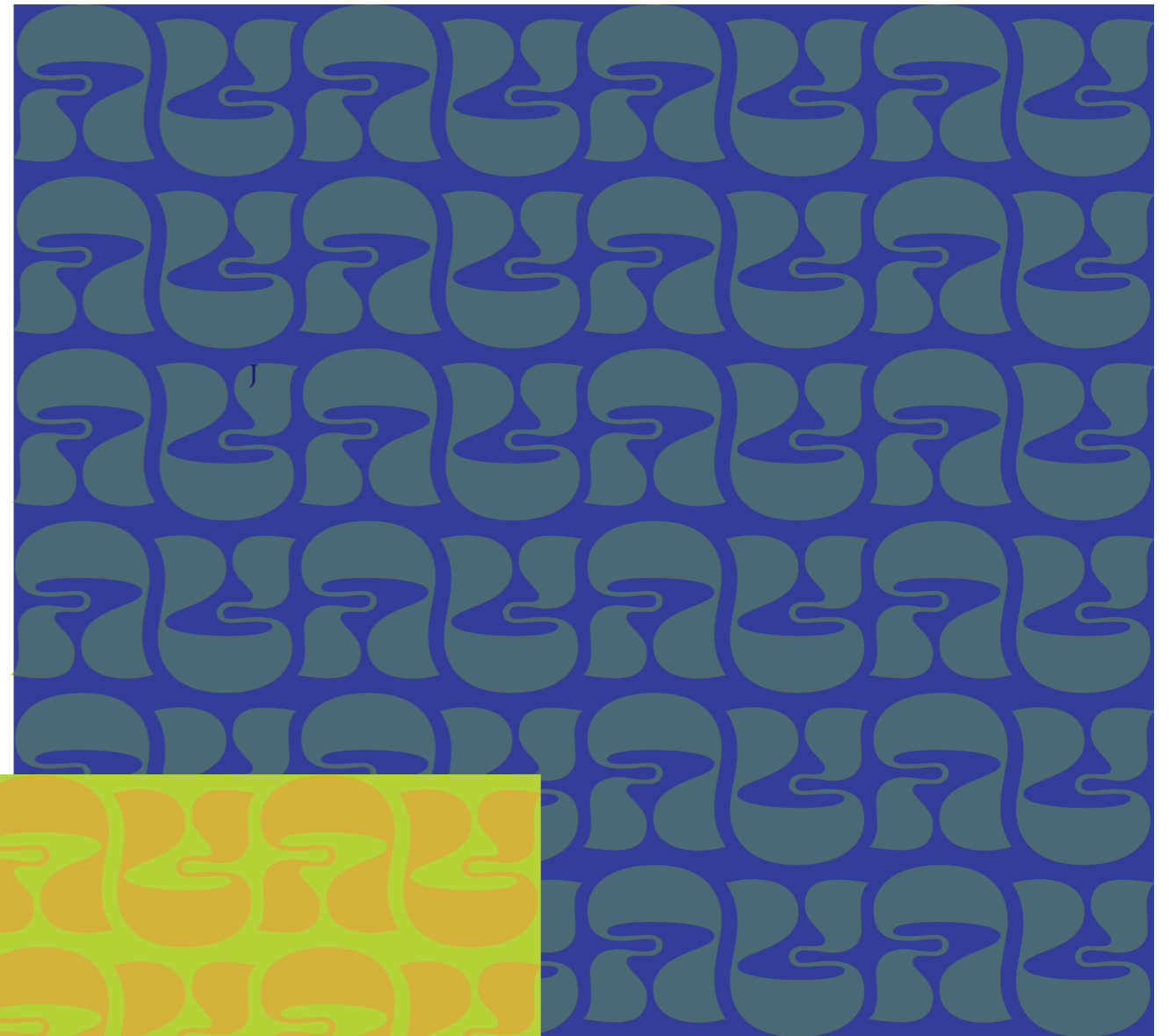
The images should be captivating, elegant and obscene





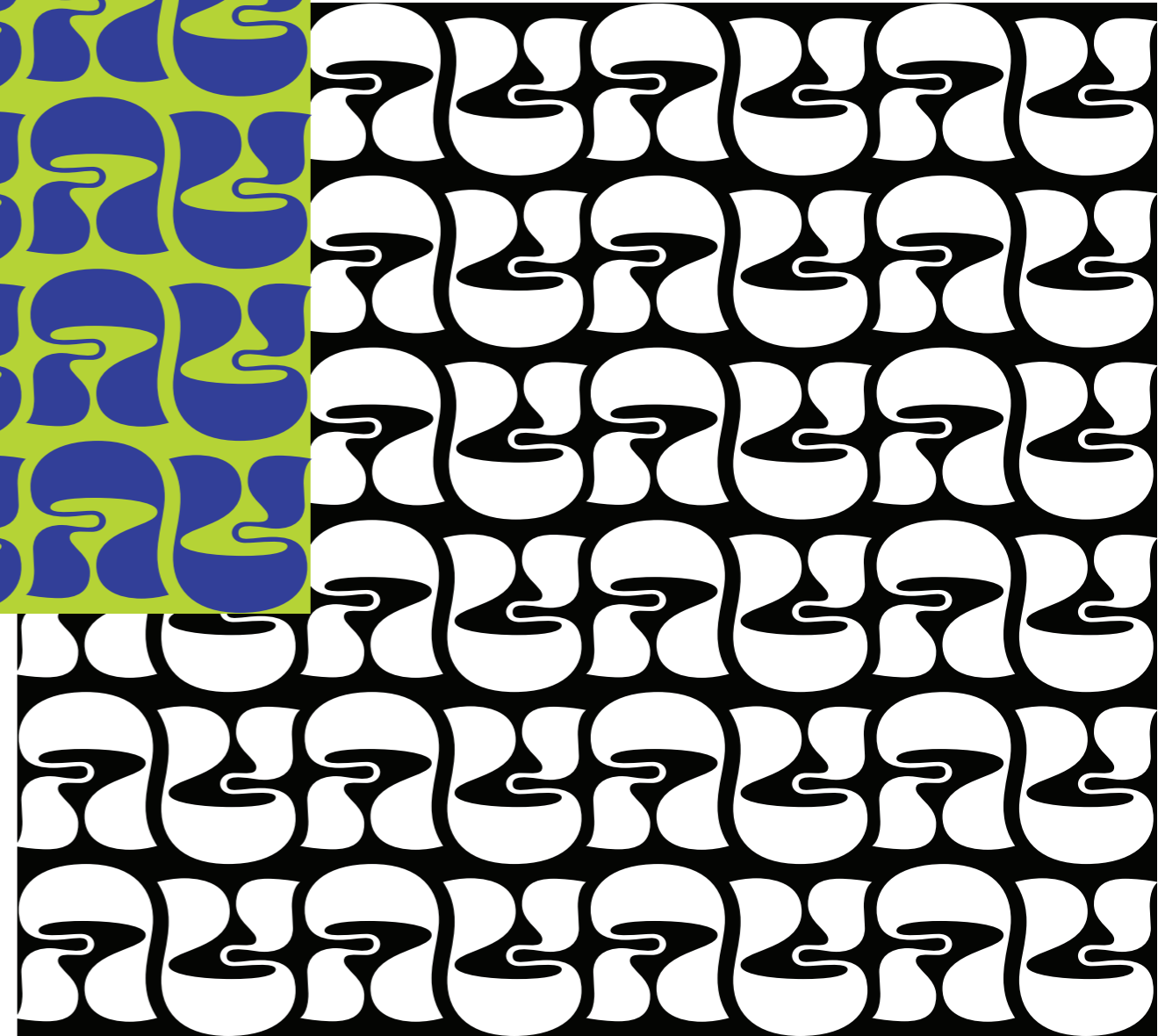
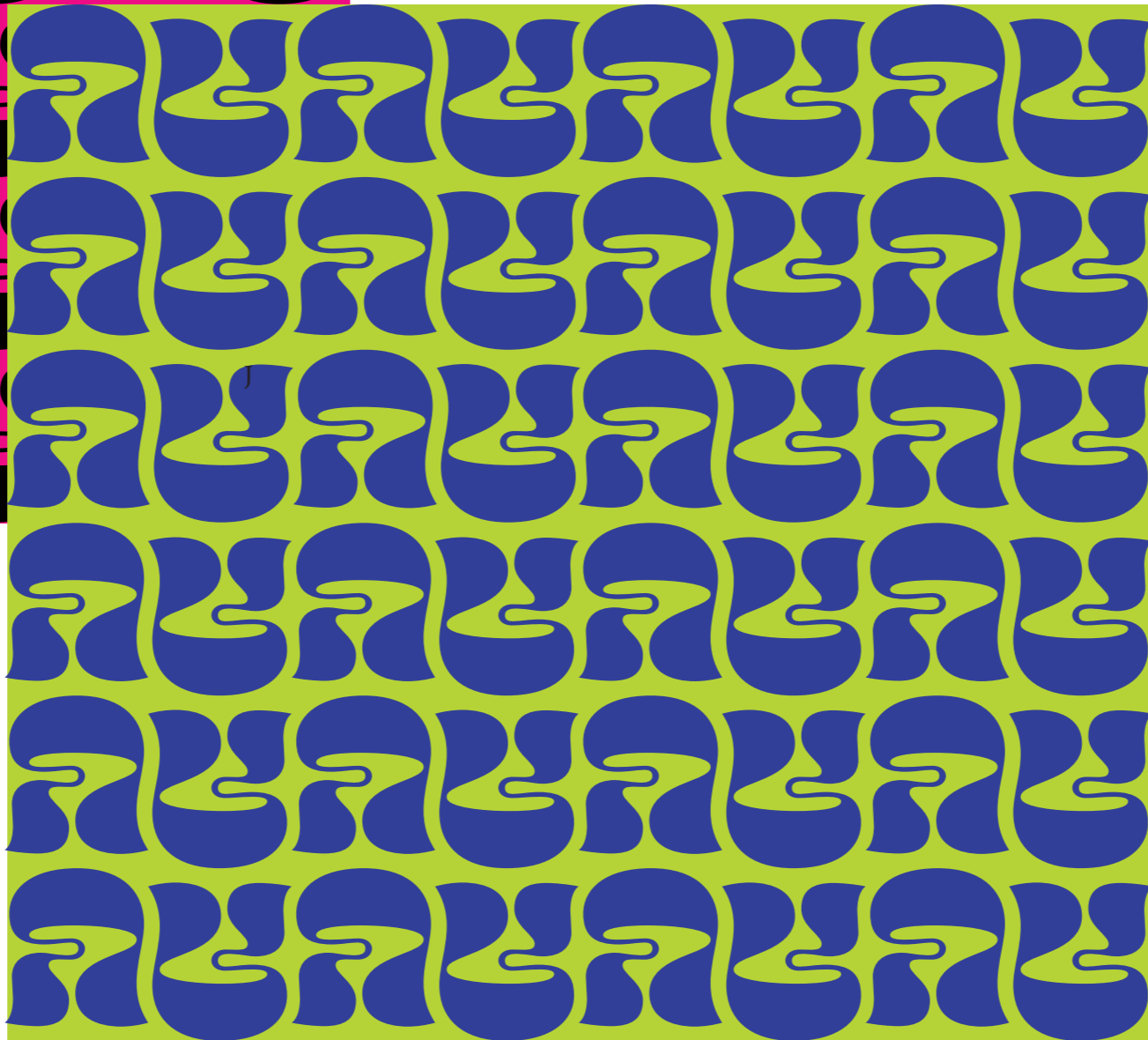
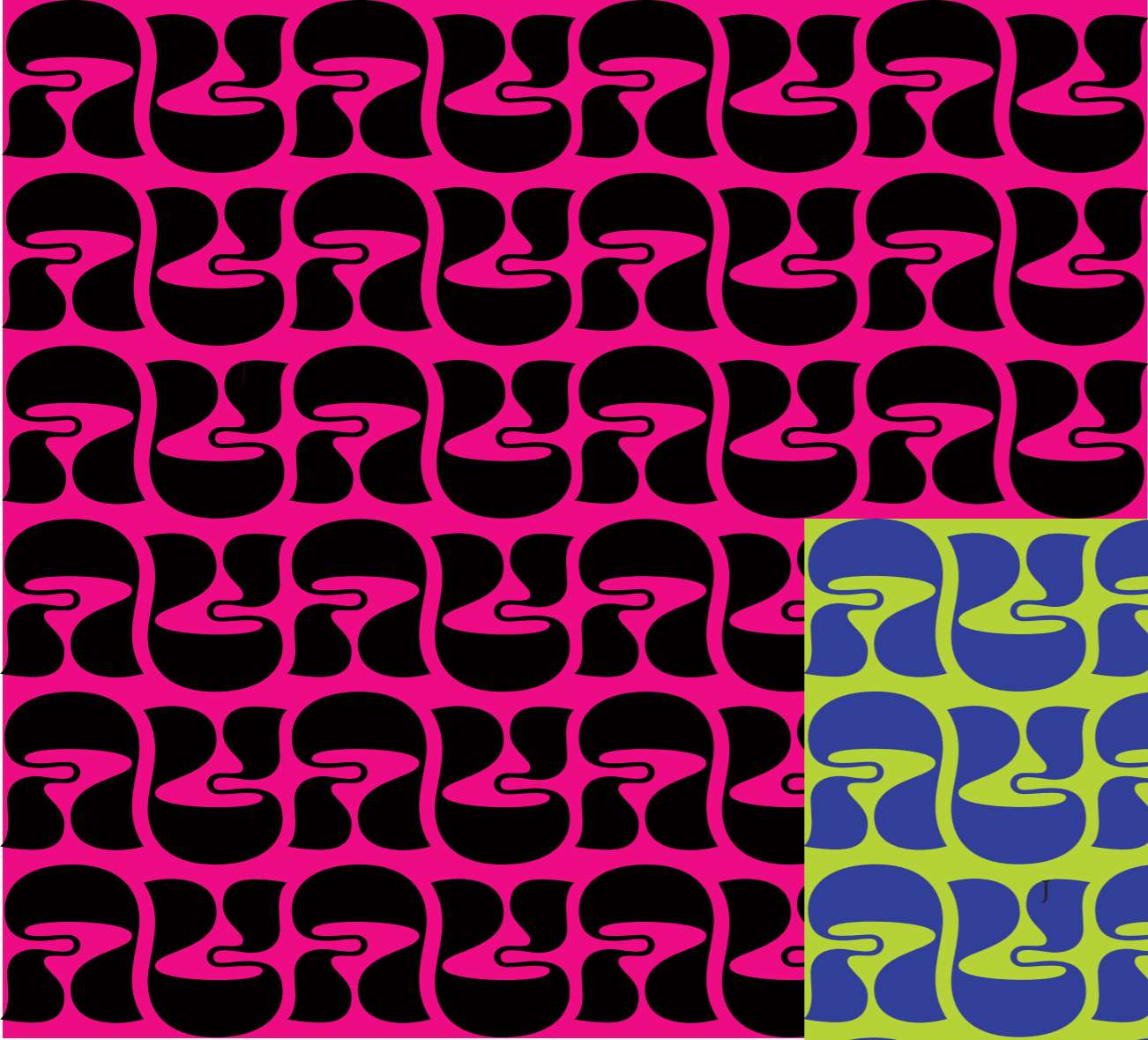


# Patterns



Only the letter A in Janger regular font is to be used when creating patterns for the brand.

These patterns would aid in brand retention as well as brand identification.





**06. BRAND  
IN ACTION**



**mate wear**



**Mind and sensibilities  
transcend the  
boundaries of gender**



**Fit the male**

Run  
man



It's okay to  
not fit in the





Mind and sensibilities transcend the boundaries of gender



Mind and sensibilities transcend the boundaries of gender

APEEL  
Mind and sensibilities transcend the boundaries of gender

Mind and sensibilities transcend the boundaries of gender

APEEL



Mind and sensibilities transcend the boundaries of gender

APEEL





