

THE GOOD SHARKS

BRAND GUIDELINES





TABLE OF CONTENTS



- 01. STORY
- 02. BRAND VALUES/
BRAND VOICE
- 03. MISSION/VISION
STATEMENT
- 04. TGS MOVEMENT
- 05. SLOGAN
- 06. TARGET/HIERARCHY
AUDIENCE
- 07. PRIMARY LOGO
- 08. SECONDARY/
VARIATIONS OF LOGO
- 09. ALTERNATIVE LOGO
- 10. COLOR PALETTE
- 11. TYPOGRAPHY
- 12. MOOD BOARD
- 13. APPAREL



Inspired by his fascination with great white sharks and his love for his family, Chris Charlton founded our brand to ignite the bond between himself and his boys.

A strong family ecosystem is built on the foundation of responsibility and stability. Likewise, sharks play a massive role in maintaining balance in our ocean's ecosystems. Chris' desire to cultivate and nurture a deeper bond within his own "ecosystem" now provides a way for parents to nourish their connections with their children – encouraging kids to emulate their most influential role models. Worn on weekend trips to the hardware store or at weeknight baseball practice, our garments represent the connection between family and friends, and fosters a sense of pride and belonging.

Built by the every-man, our clothing is classic and versatile; purposeful and comfortable. Encouraging experiences with those who matter the most. Our movement lends itself to a strong family ecosystem today, while leading the current for a thriving tomorrow.

01. STORY



Heritage

*Our primary voice
of the brand.*

Aspirational

Our brand identity.

Purposeful

Our garments.

Classic

Our style.

Impactful

Our mission.

Responsible

Our ethics.

02. BRAND VALUES/ BRAND VOICE



Heritage - The Voice of Brand

Steeped in the coastal New England tradition, The Good Shark is unfettered by embellishment. We are sturdy like cobblestones on main street. We are enduring as the lighthouse keepers. We are ever present like the ivy climbing our buildings.

The dirt under our fingernails is a testament to our craftsmanship. We are the early risers, the openers, closers, and the graveyard shift workers. Moving as one we take pride in quality and hold our loved ones close.

Heritage *is*:

American in the most optimistic sense. Simple language. Effective, Direct, Committed, Traditional, Warm, Blue-collar.

Words like: Strength, determination, grit, community, relax, savor, gather.

Heritage *is not*:

Superfluous, terse, verbose, grumpy, discouraging, rude, pretentious, uppity. Limited to one generation or vernacular.

Words to avoid, rad, rock-on, totally, adverbs (too, just, very, really, etc).



HERITAGE



Aspirational - The Voice of Brand Identity

Always striving to be the best version of ourselves we embrace a challenge. We believe though with hard work and perseverance all things are possible. Reserved not only for us, but our young as well.

Leading by example our natural style and confidence calls us to look good, feel good, and do good for our families, community, the planet, and of course our seafaring friends.

Like Sharks, we're built to thrive. Solving complex problems or achieving goals, The Good Shark is a symbol of dedication; we can, we will, we are.

Aspirational is:

Humble, yet driven. Confident and kind. Friendly, and astute with dash of curiosity. Use words like, Believe, Thrive, Attract, Help, Embrace, Achieve, Bold, Lead, Journey, Limitless, Creative.

Aspirational is not:

Pretentious, Mean, Self-centered, Hurtful, Exclusionary, Limited, Dumb, Useless, Rude, Violent.



ASPIRATIONAL



Purposeful - The Voice of Garments

Built to thrive - our garments sign with the wearer's intention. Durable enough to handle grueling workouts, or the unrelenting sea air. Comfortable enough for the pitmaster of the Family Barbeque, or the seasonal innkeeper. Stylish enough for a night out on the town, or a boat ride through the harbor.

Good Shark Garments consider the occasion, seasonality, cost, and customer. We've created a collection to suit every need across a modest price point.

Purposeful is:

Conscientious. Cognisant of the entire lifecycle of the garment. Use words like: Fine fibers, craftsmanship, design, desirable, organic, natural, sturdy, breathable. Performance.

Purposeful is not:

Plastic, fast fashion, cheap. Avoid words like: Sweaty, smelly, restricting, shrink, ripped, torn.



PURPOSEFUL



Classic - The Voice of Our Style

Timeless - plain and simple.

We don't put on airs, we put on Good Shark Garments.

Refined and renowned, our take on fashion spins on an axis. There's no need to reinvent the Polo, but there is desire to update the staples for a new audience: the modern family.

Our garments' familiar comfort inspires effortless wonder. Inviting the good times in, each piece complements the moment.

Classic is:

A sense of calm in simplicity. It has longevity, and doesn't feel the need to show off. Use words like, Firm, Refreshing, Revered, Suave, Genuine, Relaxed, Sought-After, Collected, Timeless, Charming

Classic is not:

Flashy, Loud, Sensational, Embellished, Dramatic. Avoid words like, hip Cool, Bussin, Dope, Radical, any modern slang.



CLASSIC



Impactful - Our Mission

For our goals, our communities, and the sea.

The Good Shark transcends casual wear. We are workers, doers, philanthropists, and humans committed to create positive change in our communities.

Unafraid of difficult conversations, or harsh realities we lean into the situation steadfast in the notion that each one of us has the power to alter our course for the better.

United through clothing we pledge to do our part to motivate the youth and our communities to be proponents of a better tomorrow. Leading by example, The Good Shark engages with purpose and acts with integrity.

Impactful is:

Friendly, caring, inclusive, receptive, warm, comforting, firm, bright,
Words Like: Respect, unity, justice, responsibility, cause, together.

Impactful is not:

Judgemental, Racist, Homophobic, Xenophobic, Exclusive, Negative



IMPACTFUL



Responsible - Our Ethics

Treat others how you want to be treated.

The playground adage holds true. We share this planet with billions of humans and creatures.

As such we have a responsibility to tread lightly. We strive to create sustainable garments and protizie initiatives that give back to places we call home.

In our communities, we are defenders of equity.

In the sea, we rally around the projection of our namesake. We consider the entire lifecycle of our brand ensuring we are doing our part to treat our home the way we want to be treated.

Responsible is:

Practical, ethical, ardent, diligent, thoughtful, honest, concrete
Words Like: Help, welcome, sustainable, us, we, provide, genuine

Responsible is not:

Lazy, harmful, careless, corner cutting, dodgy.



RESPONSIBLE



TGSS

*Nurturing relationships that matter the most,
across family, community and the sea.*

03. MISSION STATEMENT



United in comfort and born of family, The Good Shark swims for all. Grounded in hard work we do our best for our community. Together we learn, grow, and like the shark; never stop moving toward a better tomorrow.

VISION STATEMENT



The Good Shark Movement is all about doing good today for a better tomorrow.

For that reason, The Good Shark has partnered with community groups that share mutual inspirations such as nurturing relationships, influencing the youth, and conserving the sea.

Will you join The Good Shark Movement?

04.TGS MOVEMENT



TIGGS

LEAD THE CURRENT

A blue wavy line graphic that starts under the 'L' of 'LEAD', curves up and then down, ending under the 'S' of 'CURRENT'.

05. SLOGAN



PRIMARY AUDIENCE:

Purchasers buying for families

55% FEMALE 

45% MALE 

Purchasers buying mens clothing

35% FEMALE 

65% MALE 

DEMOGRAPHIC:

Adult: Ages 25-54 years
Married

Blue collar
Managerial/leadership positions

Youth: Ages Birth-16

*https://drive.google.com/drive/folders/1FoocwpymnnTu5rTWiW5uHvEbj99rS1_q

06. TARGET AUDIENCE



MOTIVATORS:



HIERARCHY OF AUDIENCE



THE GOOD SHARK  GS

THE GOOD SHARK  GS

THE GOOD SHARK™

THE GOOD SHARK™

07. PRIMARY LOGO



SECONDARY LOGO



VARIATIONS OF LOGO



08. SECONDARY/ VARIATIONS OF LOGO



PRIMARY

SECONDARY



THE GOOD SHARK



THE GOOD SHARK



09. ALTERNATIVE LOGO



<p>#22526f C: 91% Y: 37% M: 64% K: 20% R: 35 G: 82 B: 111</p>	<p>#4da8e1 C: 64% Y: 0% M: 21% K: 0% R: 77 G: 166 B: 225</p>	<p>#ecd7b8 C: 7% Y: 28% M: 14% K: 0% R: 236 G: 215 B: 184</p>
		<p>#fab600 C: 1% Y: 100% M: 31% K: 0% R: 250 G: 182 B: 0</p>
		<p>#ffa05e C: 0% Y: 68% M: 45% K: 0% R: 255 G: 160 B: 94</p>
		<p>#a53827 C: 24% Y: 95% M: 89% K: 18% R: 165 G: 56 B: 39</p>

10.COLOR PALETTE



PRIMARY

Aa Bb

GOUDY OLD STYLE

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SECONDARY

Aa Bb

AVENIR BOOK

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11.TYPOGRAPHY



12. MOOD BOARD



13. APPAREL-ADULT



APPAREL-YOUTH