



UPDATED MAY 2015

MISSION STATEMENT

The goal of Sanuk is to creatively bring comfort, lo-fi innovation and fun to tribes around the world with the sole intent of making people remarkably joyful.

LOGO USAGE

This logo is consistent with what is used on the product and should be used in messaging (print, digital, POP, signage, etc.) to create consistency and aid in brand awareness.

FLAG LOGO (VECTOR)

For use on white/light background



NEVER UNCOMFORTABLE



For use on black/dark background



NEVER UNCOMFORTABLE



EMAIL SIGNATURE

Should be uniform
at all times.
Univers STD 55 Roman
Bold for name
14 Pt size
with this graphic:

Jake Brandman
Brand President
P 949 707-2343
C 619 420-4200



TYPOGRAPHY

Typography is a strong extension of our brand's personality. Along with the logo and color palette, it creates brand consistency throughout all communications. Univers LT Std Condensed is used primarily with some exceptions.

PRIMARY TYPEFACES

HEADLINE TYPEFACE

UNIVERS LT STD 67 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz!@#\$%^&*

BODY TEXT TYPEFACE

UNIVERS LT STD 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz!@#\$%^&*

SECONDARY TYPEFACES

HEADLINE/FEATURE TYPEFACE

UNIVERS LT STD 85 Extra Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz!@#\$%^&*

HEADLINE/FEATURE TYPEFACE

KG SECOND CHANCES Solid

ABCDEFGHIJKLMNOPQRSTUVWXYZI234567890
abcdefghijklmnopqrstuvwxyz!@#\$.·&*

SMALL BODY COPY/PHOTO CREDIT TYPEFACE

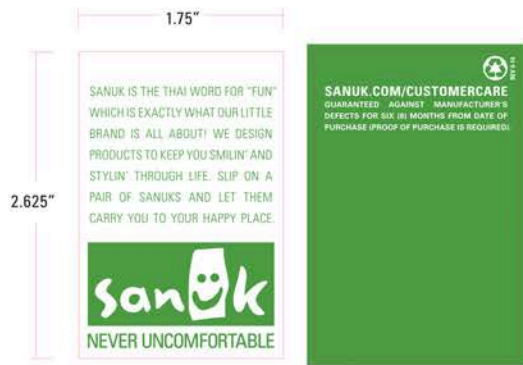
UNIVERS LT STD 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz!@#\$%^&*

PACKAGING

COLOR: ■ 362C

HANGTAG FOR SANDALS AND SHOES



FRONT/BACK

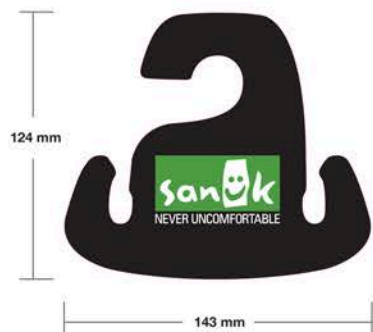
HANGTAG FOR SIDEWALK SURFERS WITH FOLD



FRONT/BACK

INSIDE

FOLD



BLACK CARDBOARD Sandal Hanger - Men/Women

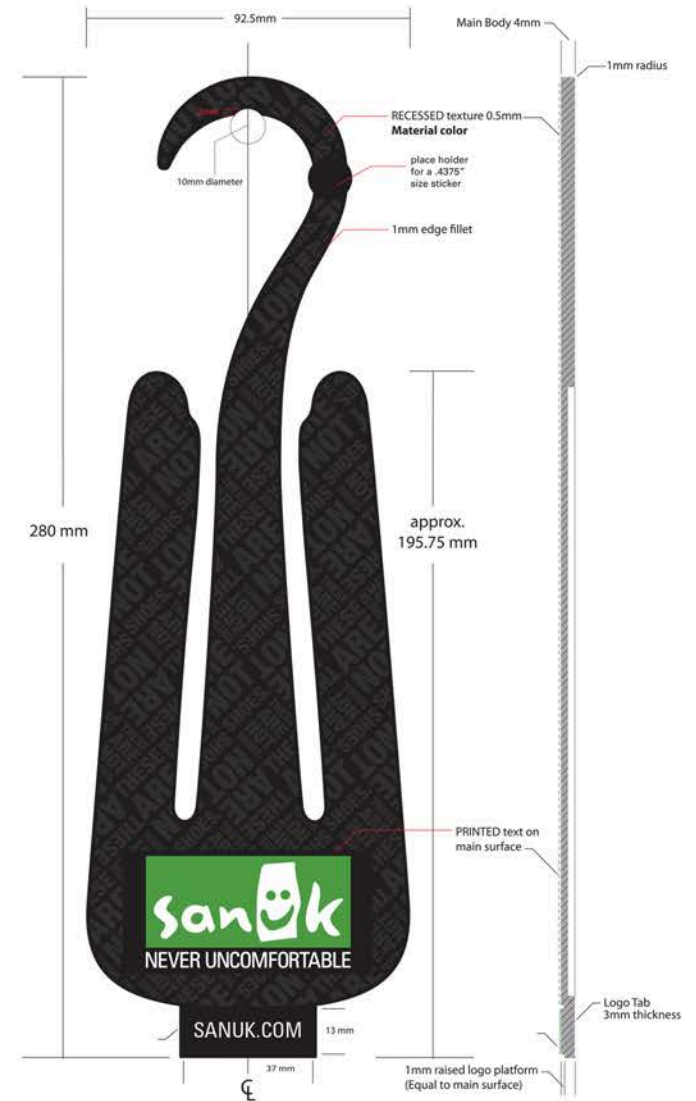


BLACK CARDBOARD Sandal Hanger - Men/Women



KEYLINES FOR VISUAL REFERENCE ONLY
DOES NOT PRINT

FRONT:



SIDE:

PACKAGING SYSTEM

These small tabs run with the main hangtags to support any and all additional product features.



THIS NOT A SHOE
1.75" W X 1.55" H HANGTAG



DTC 1.75" W X 1.55" H HANGTAG



HAWAII 1.75" W X 1.55" H HANGTAG



BEER COZY LIGHT
1.75" W X 1.55" H HANGTAG



BEER COZY
1.75" W X 1.55" H HANGTAG



ROOT BEER COZY
1.75" W X 1.55" H HANGTAG



ROOT BEER COZY LIGHT
1.75" W X 1.55" H HANGTAG



YOGA MAT
1.75" W X 1.55" H HANGTAG



HIDDEN YOGA MAT COMFORT INSOLE
1.75" W X 1.55" H HANGTAG



LEATHER 1.75" W X 1.55" H HANGTAG



FRONT/BACK



WEATHER BUMPER 1.75" W X 1.55" H HANGTAG



FRONT/BACK



YOGA SLING 1.75" W X 1.55" H HANGTAG



FRONT/BACK



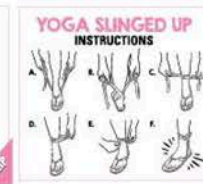
HEMP 1.75" W X 1.55" H HANGTAG



INSTAPLAY 1.75" W X 1.55" H HANGTAG



YOGA SLINGED UP 1.75" W X 1.55" H HANGTAG



PACKAGING SYSTEM

New Box Design



Tissue Paper Art

