

THREADS

01 — VISUAL FEEL

Visual DNA & Core Aesthetic Principles

02 — LOGO

Logo Application, Colour, Alignment & Distribution

03 — SOCIAL PROFILE

Brand Statements & Social Bios; Social Thumbnails & Highlights

04 — COLOUR

Colour ID, Supporting Accents
& Colour Range; Gradients,
Colour Distribution & Combinations;
Colour Conversion to Print

05 — TYPOGRAPHY

Typography Uses & Application

06 — STRUCTURE, GRID & EDITORIAL DESIGN

Layout Grid & Editorial Framework;
Social Media Title Cards, Editorial
Design & CTA's

Visual DNA & Core Aesthetic Principles



High—Impact
Relevant & Playful
Bold *yet* Refined

WE MAKE **High—Impact** CONTENT THAT FEELS **Relevant & Playful**
AND DELIVER IT IN A **Bold yet Refined** WAY BY:

1.

HAVING A BOLD IDEA
FOR HIGH-IMPACT,
ENERGETIC SOCIAL
EDITORIAL

2.

CURATING A DYNAMIC
MIX OF ELEMENTS TO SCULPT
A UNIQUE PERSPECTIVE THAT
FEELS AUTHENTIC & RELEVANT

3.

WORKING WITH A REFINED
AND PRECISE EXECUTION TO
ELEVATE AND GIVE LIGHT TO
THE CORE IDEA AND ELEMENTS

4.

PRESENTING IT IN A PLAYFUL
YET ELEGANT WAY TO EXPRESS
OUR PASSION FOR STYLE, ART
AND DESIGN

5.

BEING FUN AND
CONVERSATIONAL IN OUR
DELIVERY TO CELEBRATE AND
UPLIFT OUR COMMUNITY

Logo Application, Colour, Alignment & Adaptation

THREADS

THREADS

THREADS

LOGO ADAPTATION BY FRANCHISE
(BRAND PARTNERSHIP / LIMITED USE)

THREADS
@THREADSSTYLING

THREADS
@THREADSGEN

THREADS
@THREADSINTERIORS

THREADS
@THREADSGOWNS

THREADS
@THREADSMENSWEAR

Brand Statements & Social Bios; Social Thumbnails & Highlights

SHORT BRAND STATEMENT

Personalised Luxury Shopping. Style Inspiration. Global Community.

DESCRIPTIVE BRAND STATEMENT

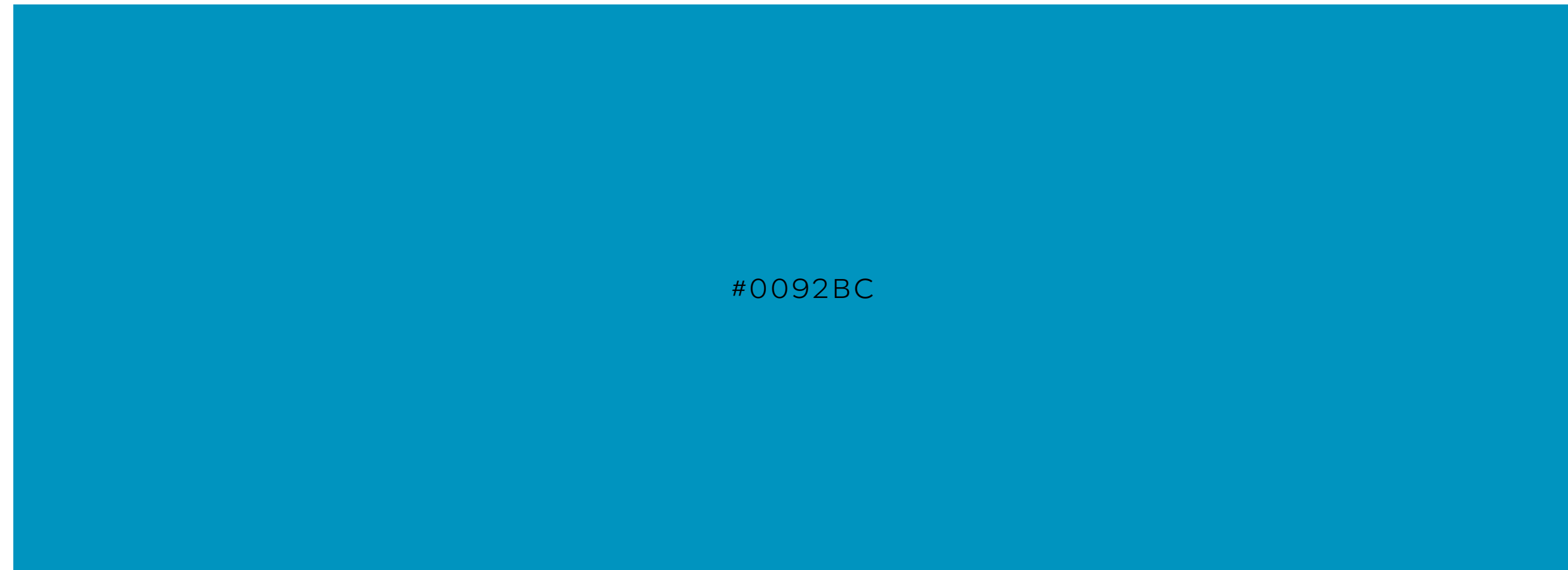
A personalised luxury shopping service from chat to delivery - whatever our clients want, wherever they are. We're here to uplift and inspire the #ThreadsCollective

BRAND INTRODUCTION

Threads is the leading luxury shopping experience in the world. We provide a personalised service entirely over social media and text, and we're always connected - whatever our clients want, wherever they are. We're here to uplift and inspire the global #ThreadsCollective

Colour ID, Primary Colours & Supporting
Colour Accents, Gradients & Colour
Combination; Colour Use & Distribution;
Colour Conversion to Print

Resembling the sky at sunrise, our Cerulean hue suggests the beginning of a New Day and a New Era.



#0092BC

Packed with Energy, Vibrancy and Life, it brings a sense of Alertness and Attention in a Calm and Resilient way.
Bold, Confident and Timeless.

BOLD LOYAL STABLE HONEST SENSITIVE WORLDLY MODERN TECHNOLOGICAL TIMELESS TRUSTING ENERGETIC OPEN-MINDED RESILIENT CALMING ELEGANT

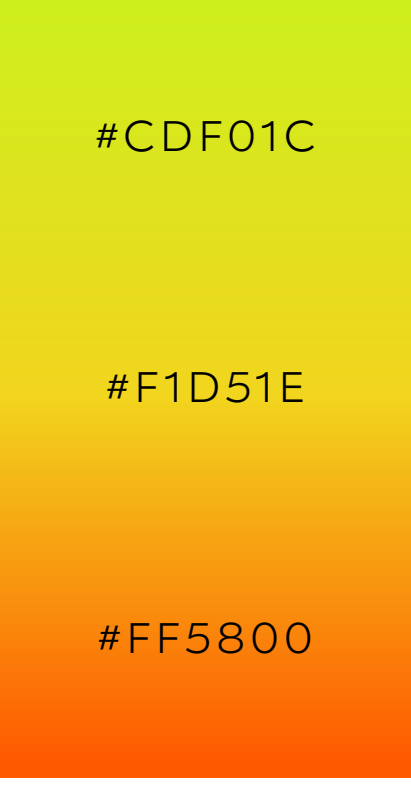
Supporting Accent Tones should be used sparingly,
over Image & Video Content or over White backgrounds as
Pops of Personality (eg. Social Stickers)

#054886 #0092BC #66F2F7 #CDF01C #F1D51E #FF5800 #FF5599

Only use a full screen of colour ID (#0092BC) for
an important brand message

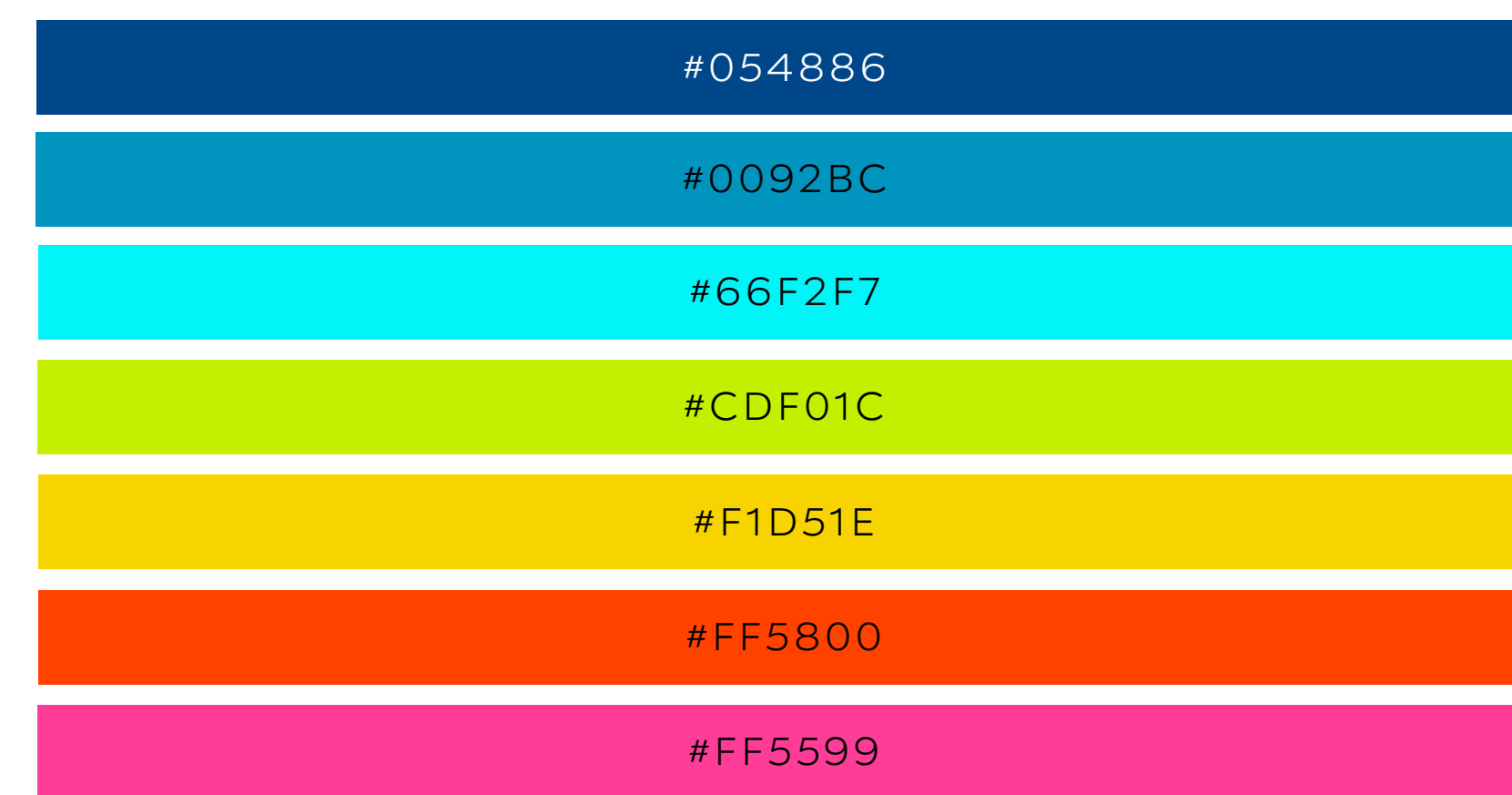
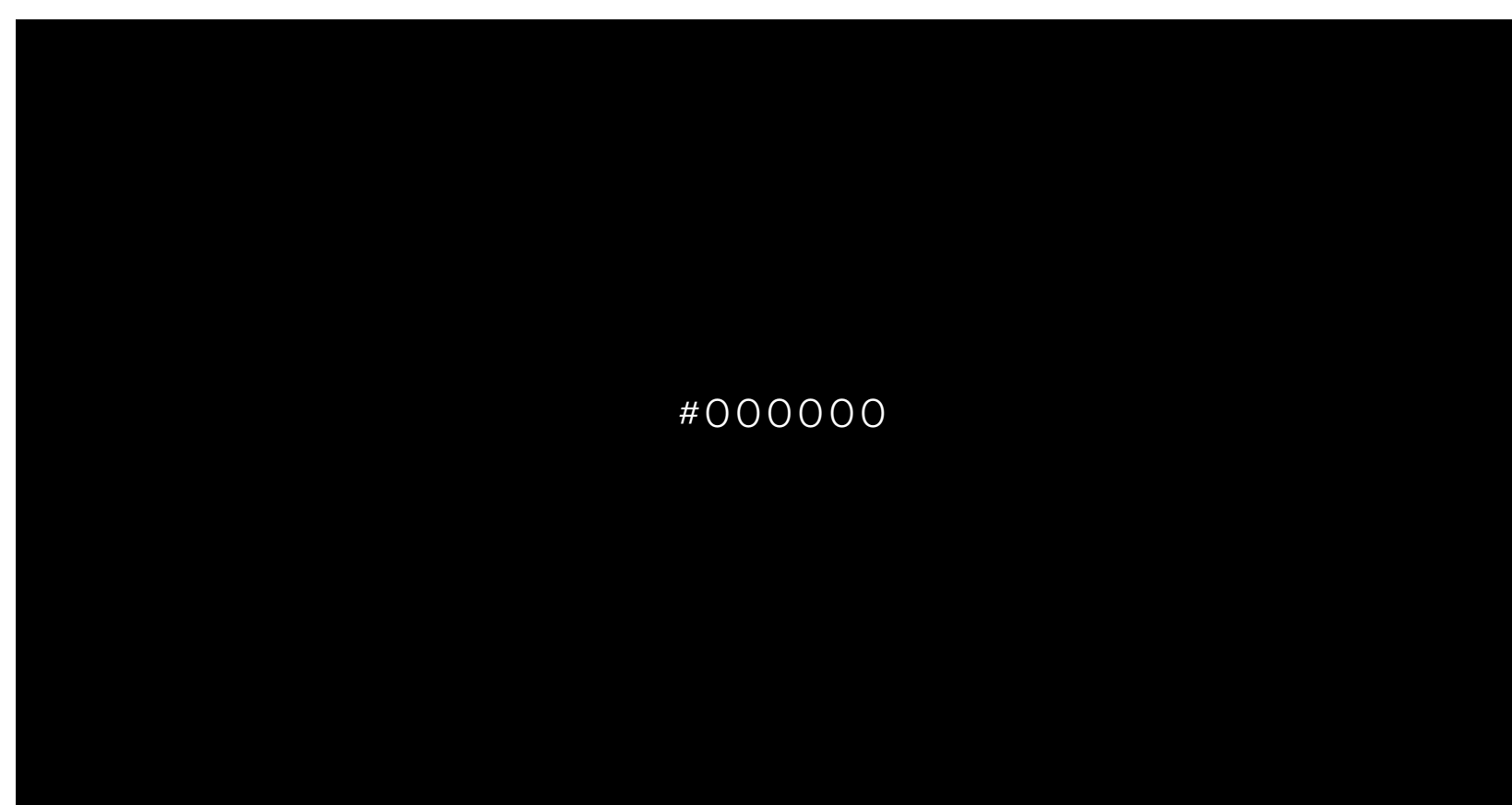
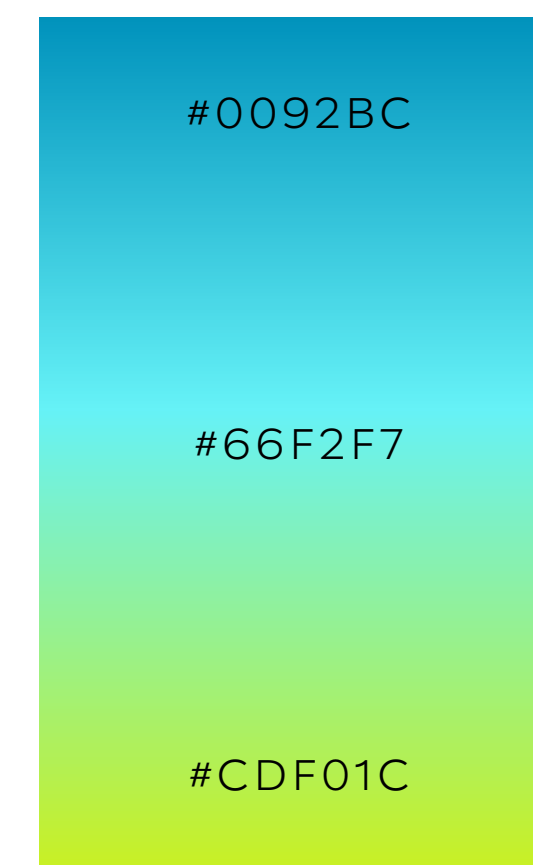
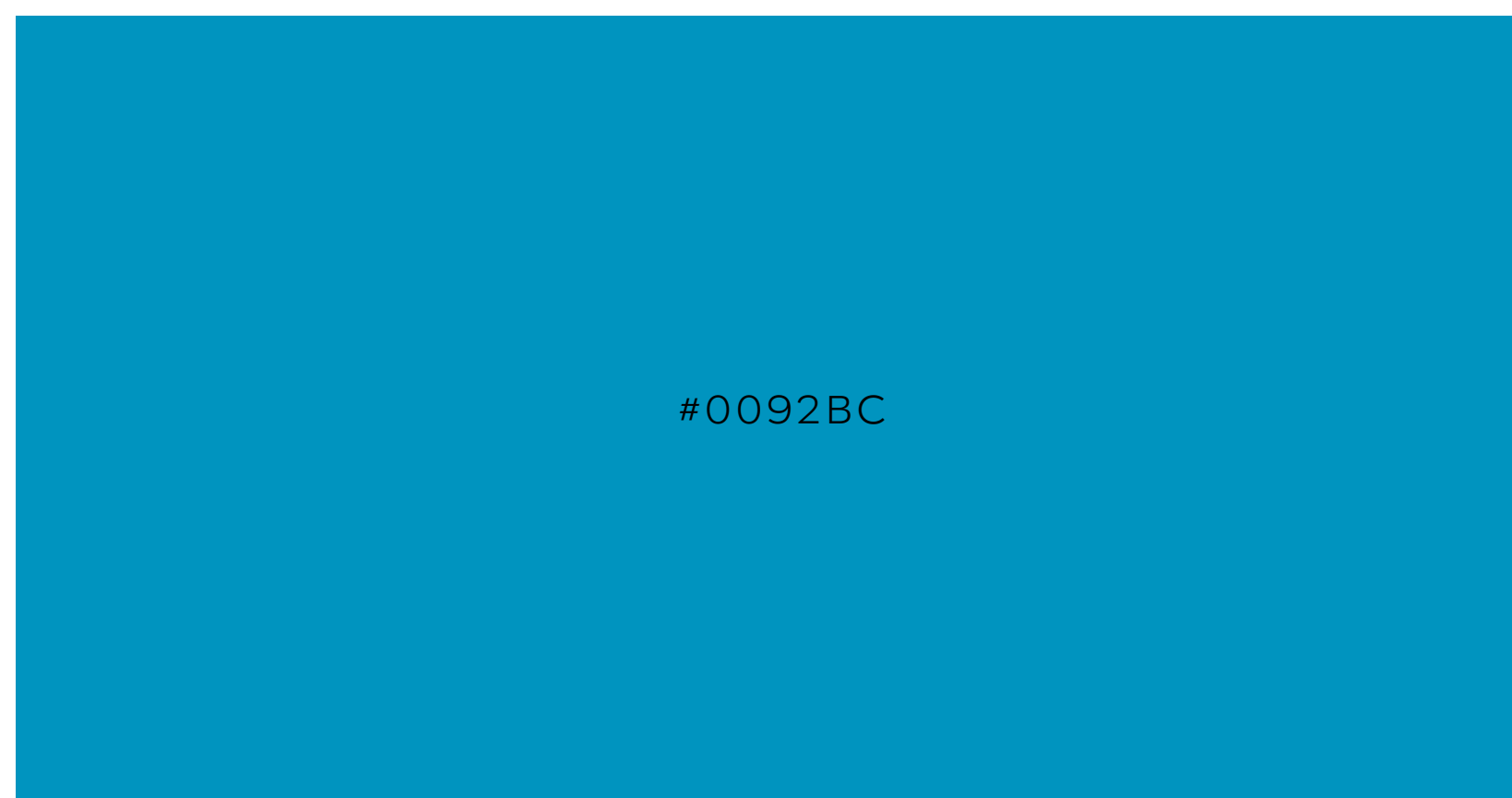
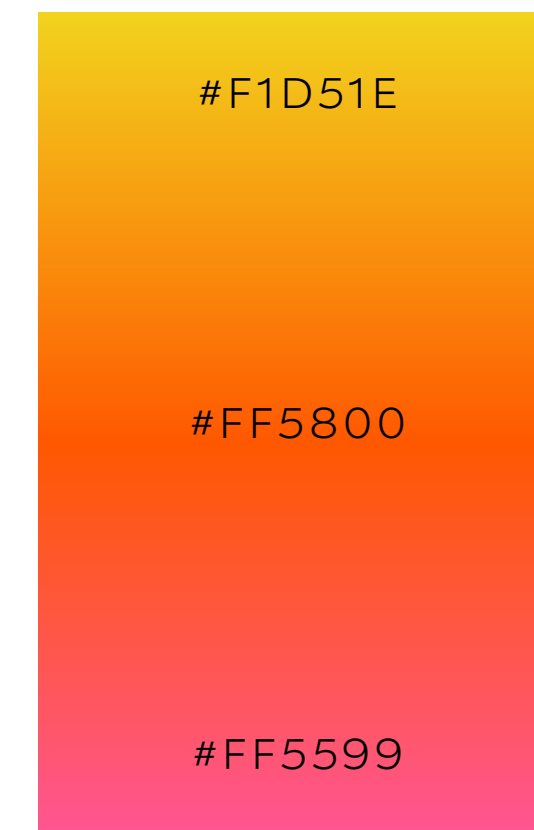
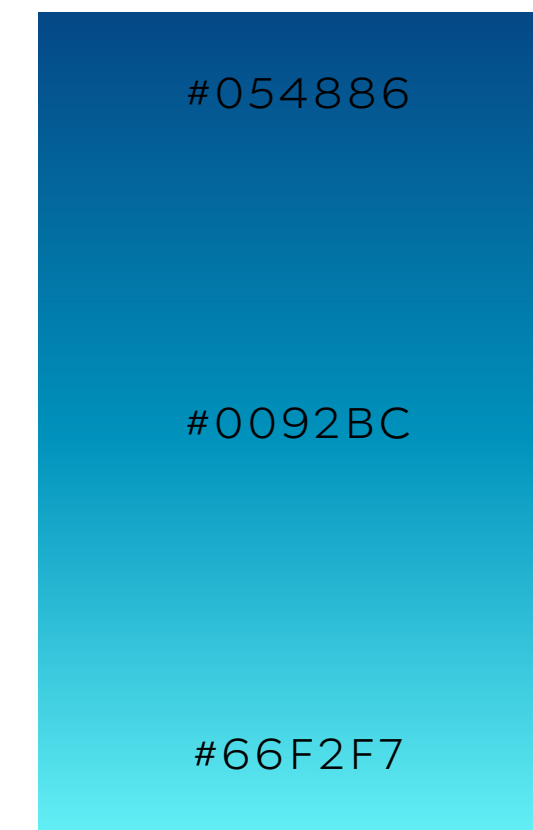
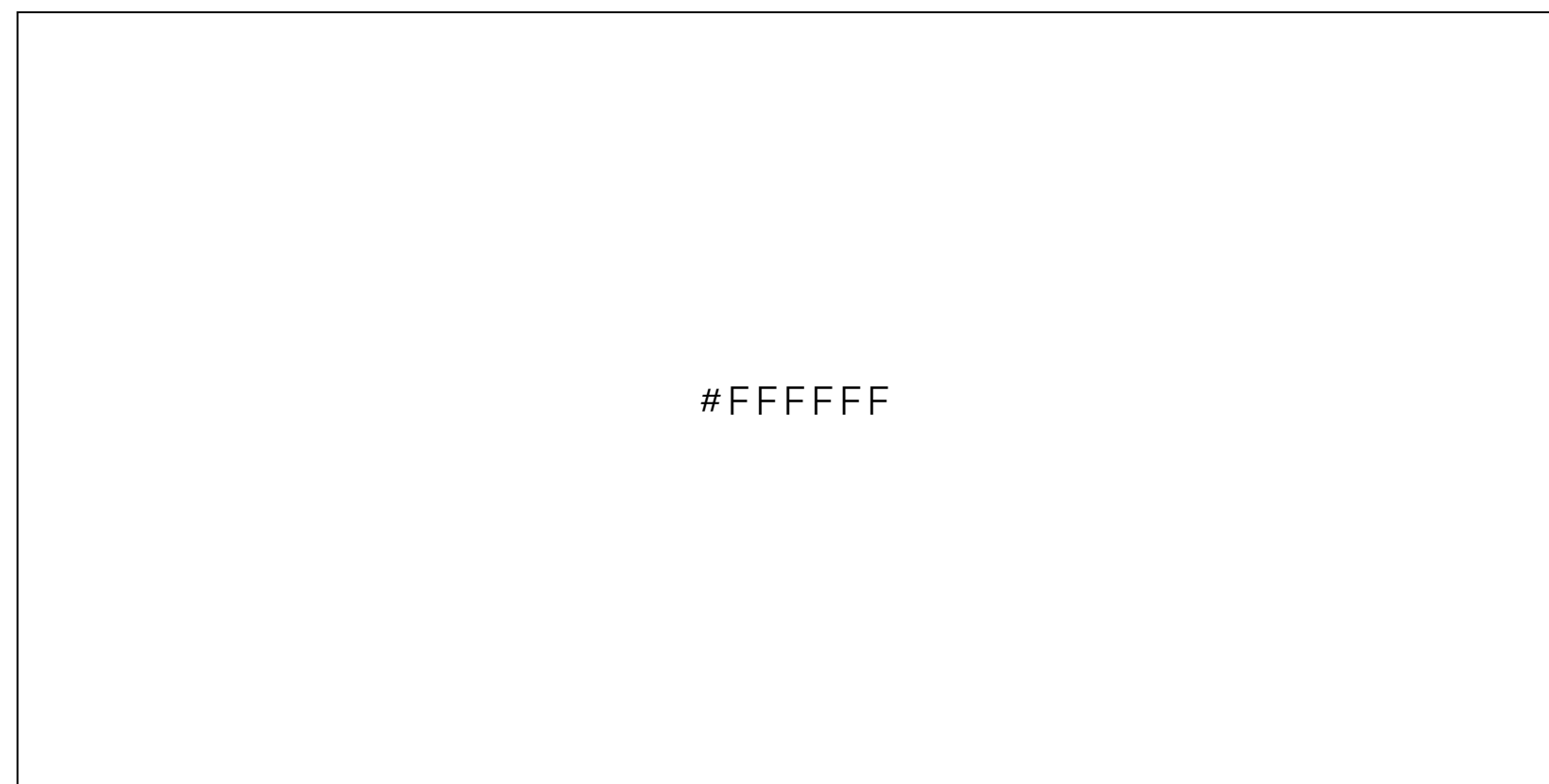


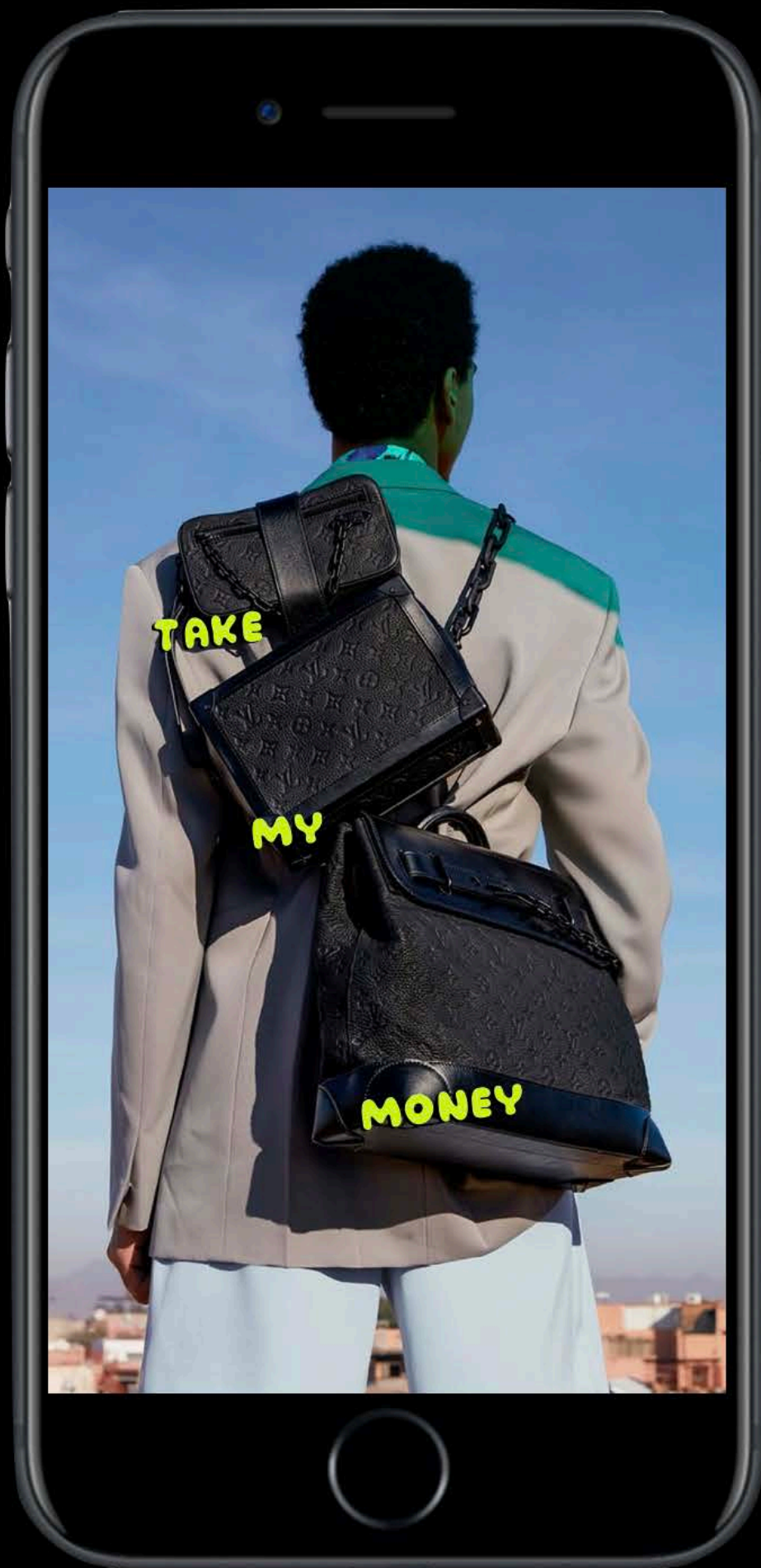
(RARE USE)



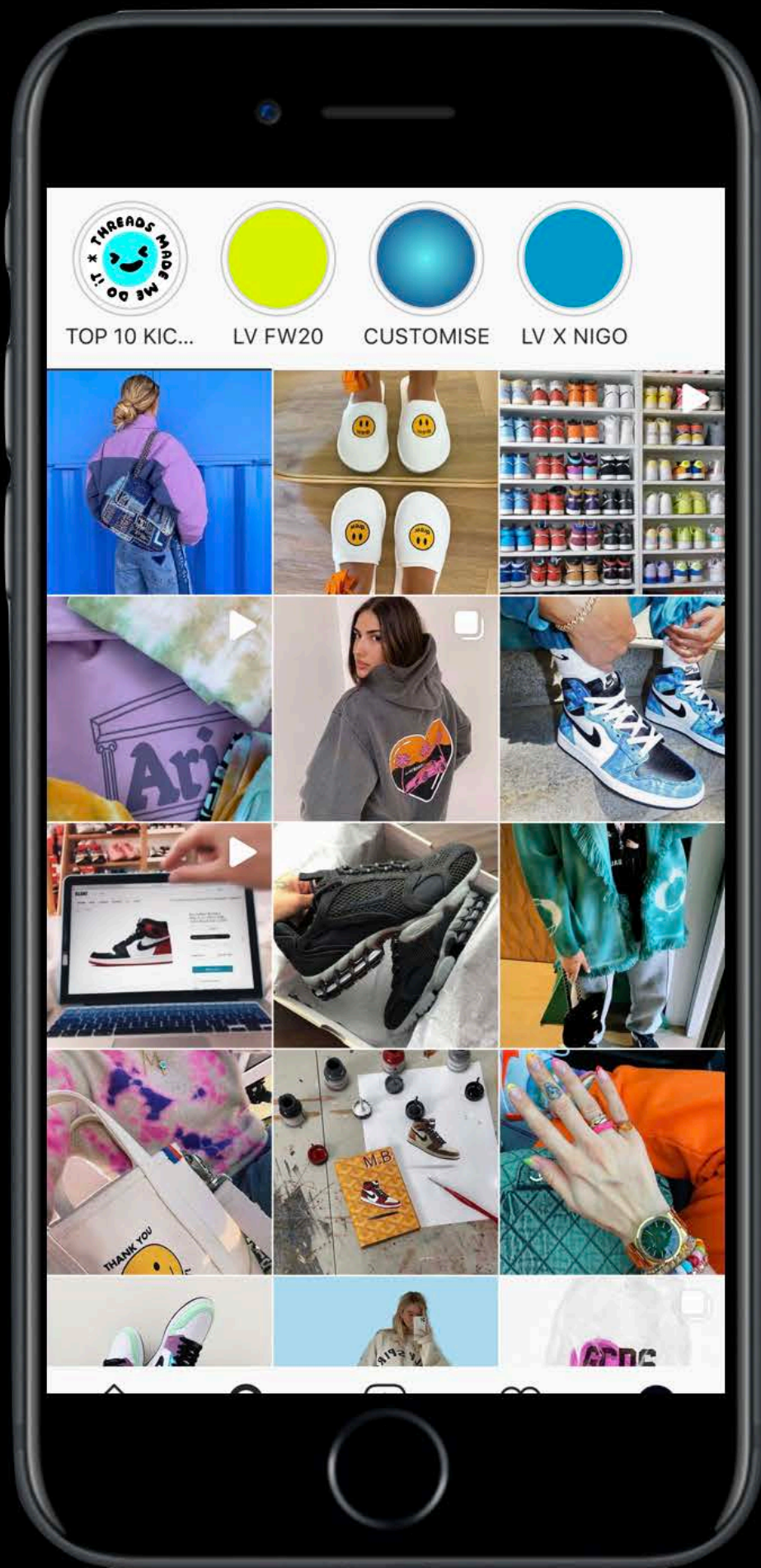
(RARE USE)

ONLY USE BLACK TEXT OVER GRADIENTS

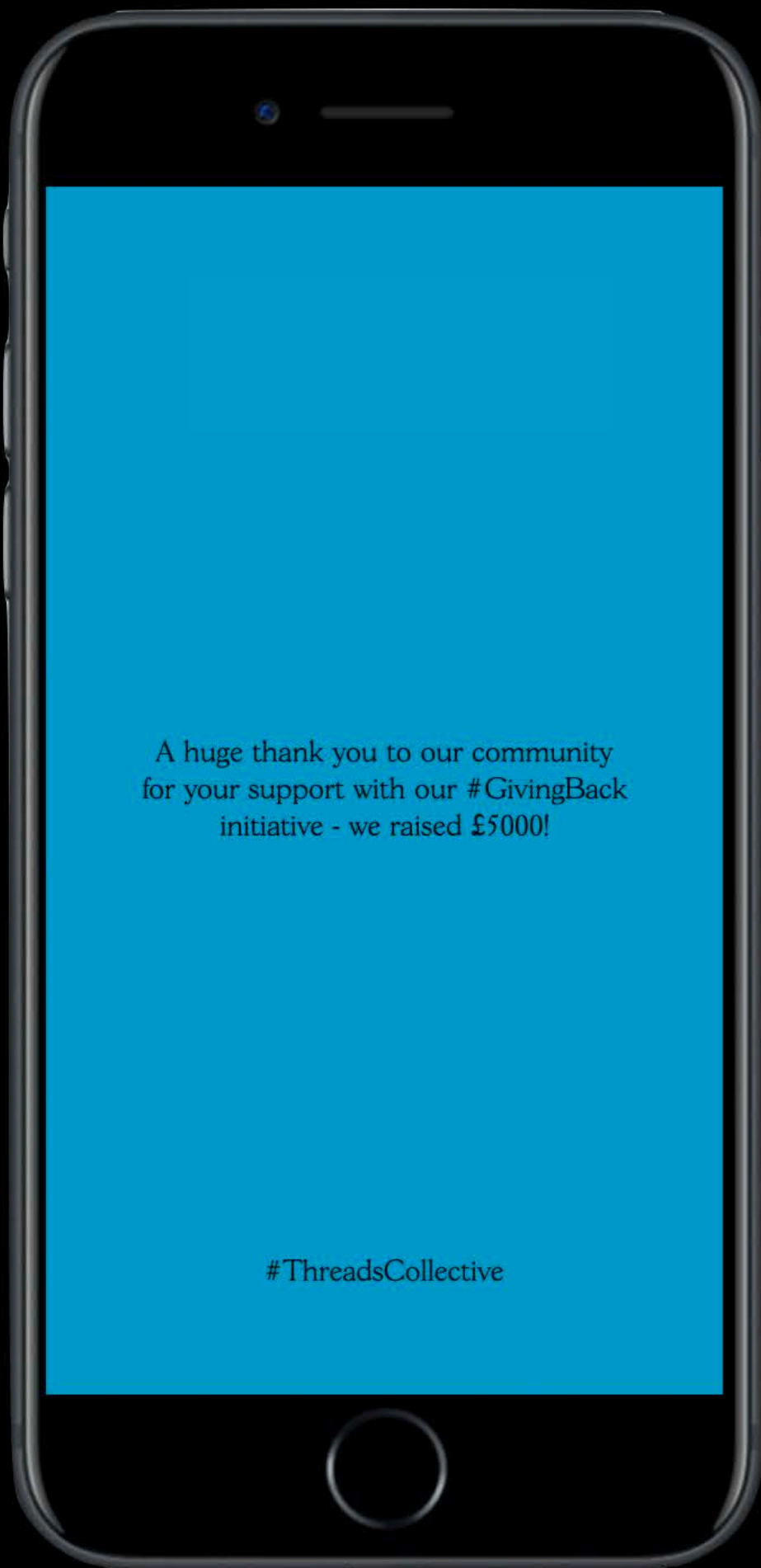




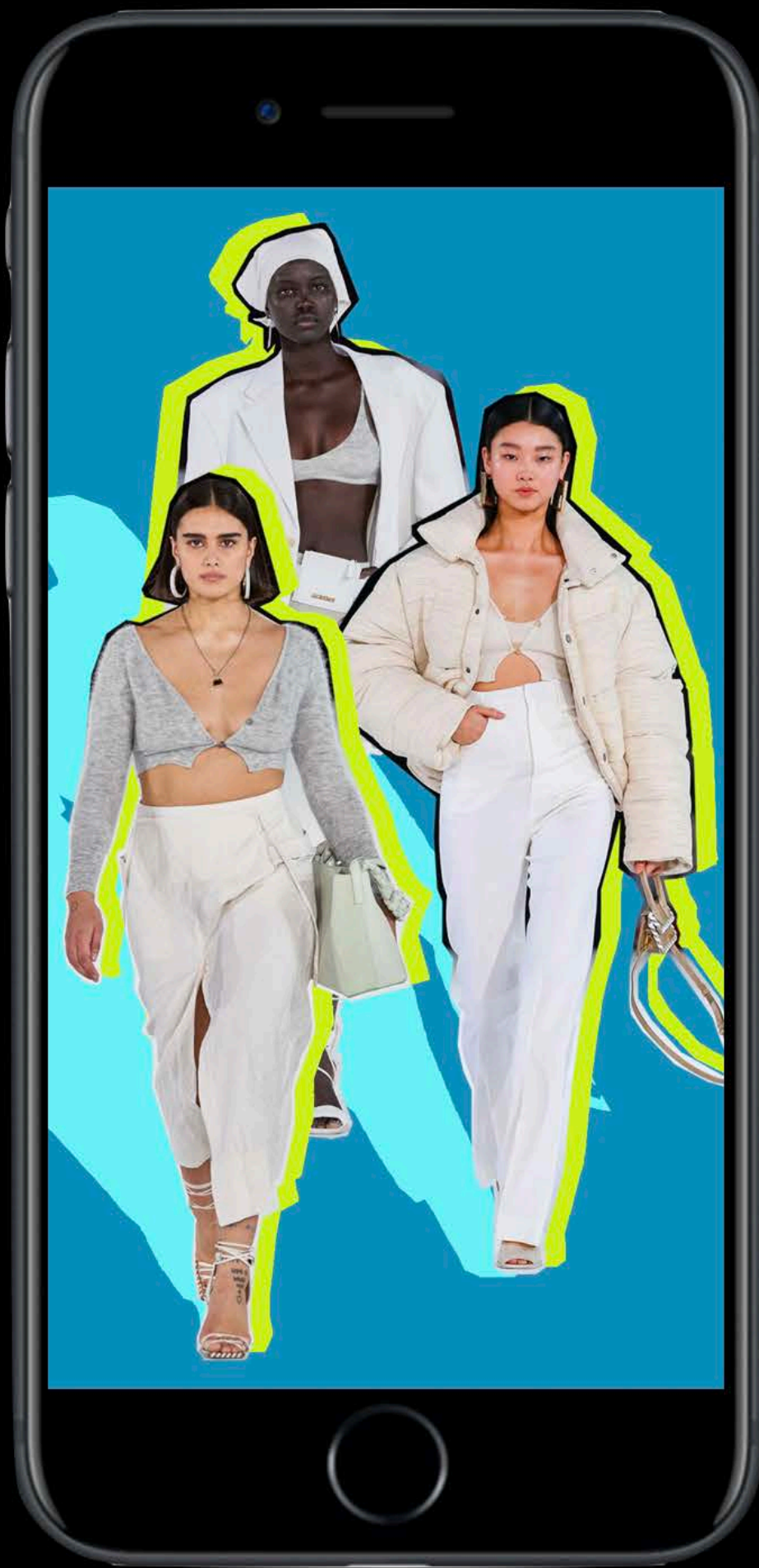
SOCIAL STICKER COLOUR POPS



HIGHLIGHT COLOUR POPS



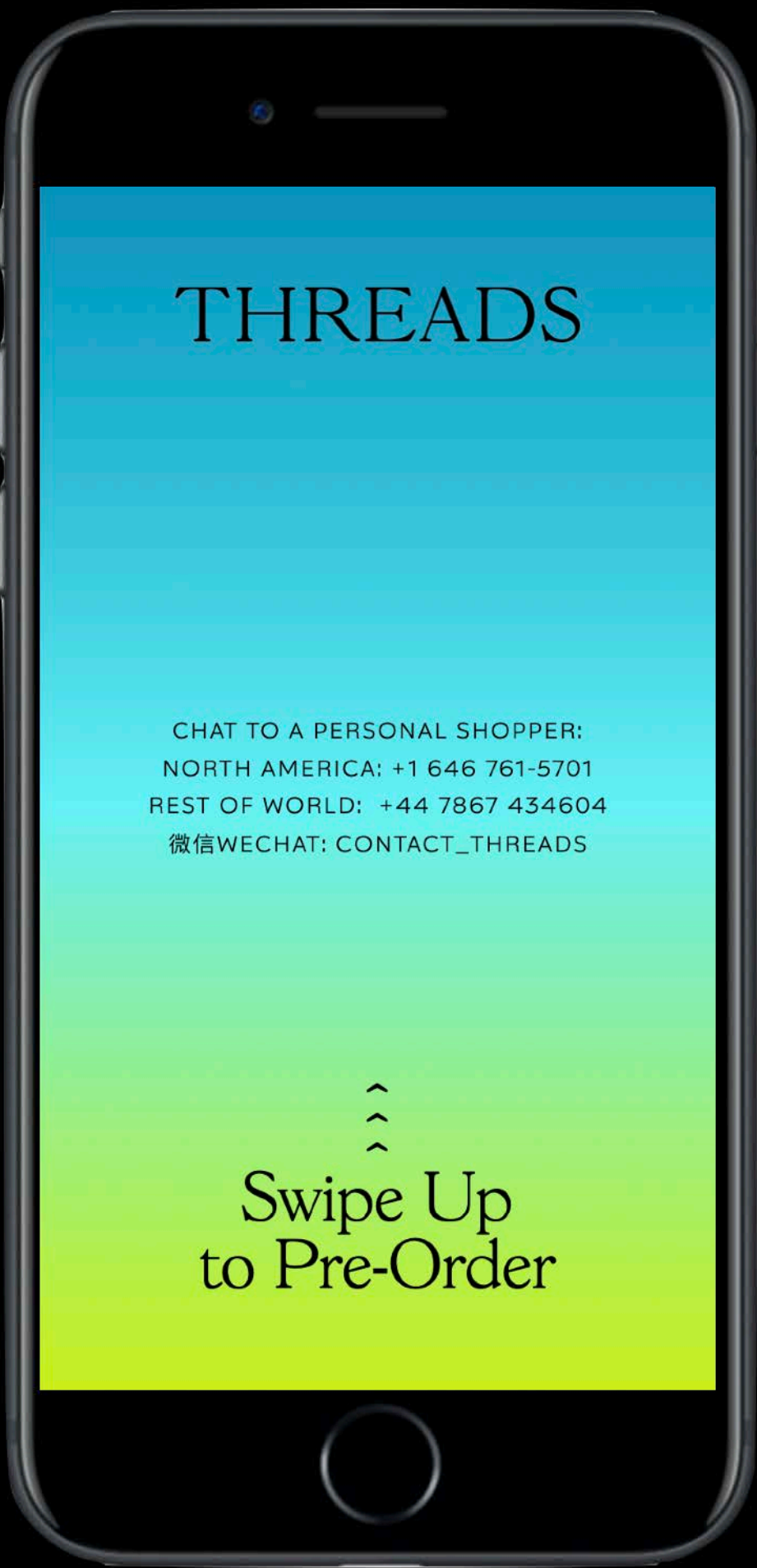
BRAND MESSAGE (BRAND ID)



EDITORIAL ACCENT TRIO



SOCIAL STICKER COLOUR POPS



CTA GRADIENTS

Typography, Uses & Application

CATALPA (LIGHT)

Gascoigne Serial(xLight)

MONTEL (REGULAR)

PERSONALITY/ SOCIAL TOUCHES

MONTEL

EDITORIAL DETAILS

Gascogne Serial^(xlight)

Aa

- *SENTENCE CASE
- *EXTRA LARGE LETTER SIZE
- *BLACK / WHITE
- *-2% LETTER SPACING

SUB-HEADINGS/ CAPTIONS

CATALPA^(LIGHT)

A

- *UPPERCASE
- *SMALL LETTER SIZE
- *BLACK / WHITE
- *12% LETTER SPACING

EDITORIAL KEYWORDS

CATALPA^(LIGHT)

A

- *UPPERCASE
- *LARGE LETTER SIZE
- *BLACK / WHITE
- *6% LETTER SPACING

BRAND MESSAGE

Gascogne Serial^(xlight)

Aa

- *SENTENCE CASE
- *MEDIUM LETTER SIZE
- *BLACK / WHITE
- *2% LETTER SPACING

HEADINGS

Gascogne Serial^(xlight)

Aa

- *SENTENCE CASE
- *LARGE LETTER SIZE
- *BLACK / WHITE
- *2% LETTER SPACING

PERSONALITY/ SOCIAL TOUCHES

MONTEL

WOW

EDITORIAL DETAILS

Gascogne Serial(xlight)

01.

- *SENTENCE CASE
- *EXTRA LARGE LETTER SIZE
- *BLACK / WHITE
- *-2% LETTER SPACING

SUB-HEADINGS/ CAPTIONS

CATALPA(LIGHT)

FRESH OFF THE RUNWAY

- *UPPERCASE
- *SMALL LETTER SIZE
- *BLACK / WHITE
- *12% LETTER SPACING

EDITORIAL KEYWORDS

CATALPA(LIGHT)

PRADA

- *UPPERCASE
- *LARGE LETTER SIZE
- *BLACK / WHITE
- *6% LETTER SPACING

BRAND MESSAGE

Gascogne Serial(xlight)

Thank you to our community.

- *SENTENCE CASE
- *MEDIUM LETTER SIZE
- *BLACK / WHITE
- *2% LETTER SPACING

HEADINGS

Gascogne Serial(xlight)

New Season

- *SENTENCE CASE
- *LARGE LETTER SIZE
- *BLACK / WHITE
- *2% LETTER SPACING

Social Media Editorial; Title Cards
& CTA's; Layout Grid & Editorial
Framework;

Concise & Playful

The main purpose of the story title is to encourage our audience to click through and watch our content - it needs to be attention-grabbing, enticing, and snappy. Keep the tone positive, encouraging, and playful (where appropriate) - remember we're here to uplift, inspire, and empower the #ThreadsCollective.

Love Chanel? Keep Watching... ✓

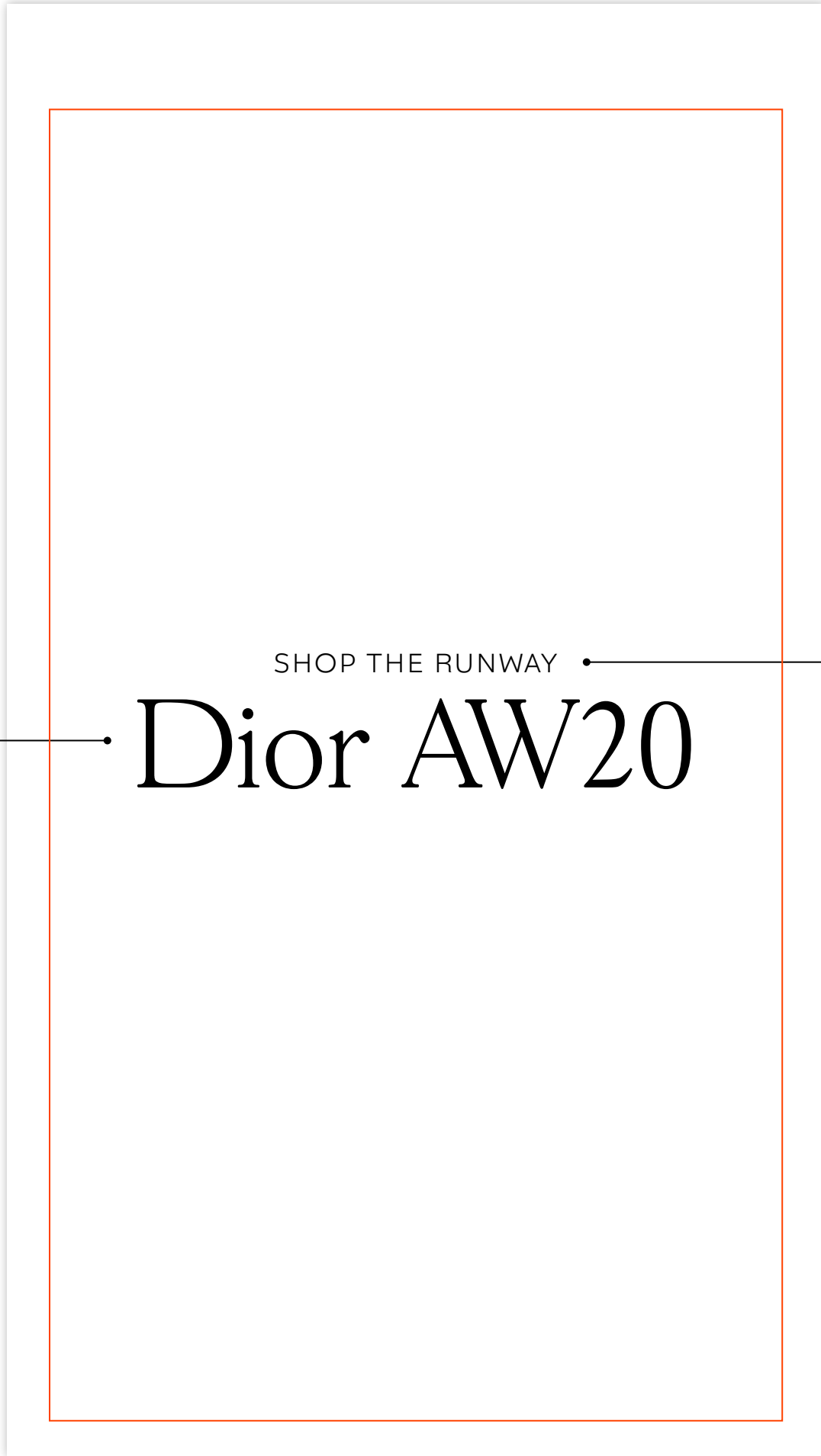
Treat Your Feet With Amina Muaddi ✓

Re. Your Dream Hermès... We Found It! ✓

'SPOTLIGHT' - SINGLE BRAND / TREND / HOT PRODUCT LED

'CONVERSATIONAL' - AROUND A KEY BRAND / TREND / HOT PRODUCT

'THR'EDIT' - OUR EDIT OF THE MOST WANTED PIECES OF THE SEASON



Sent. Case (Gascogne)
OR
CAP. (CATALPA)

SHOP THE RUNWAY

Dior AW20

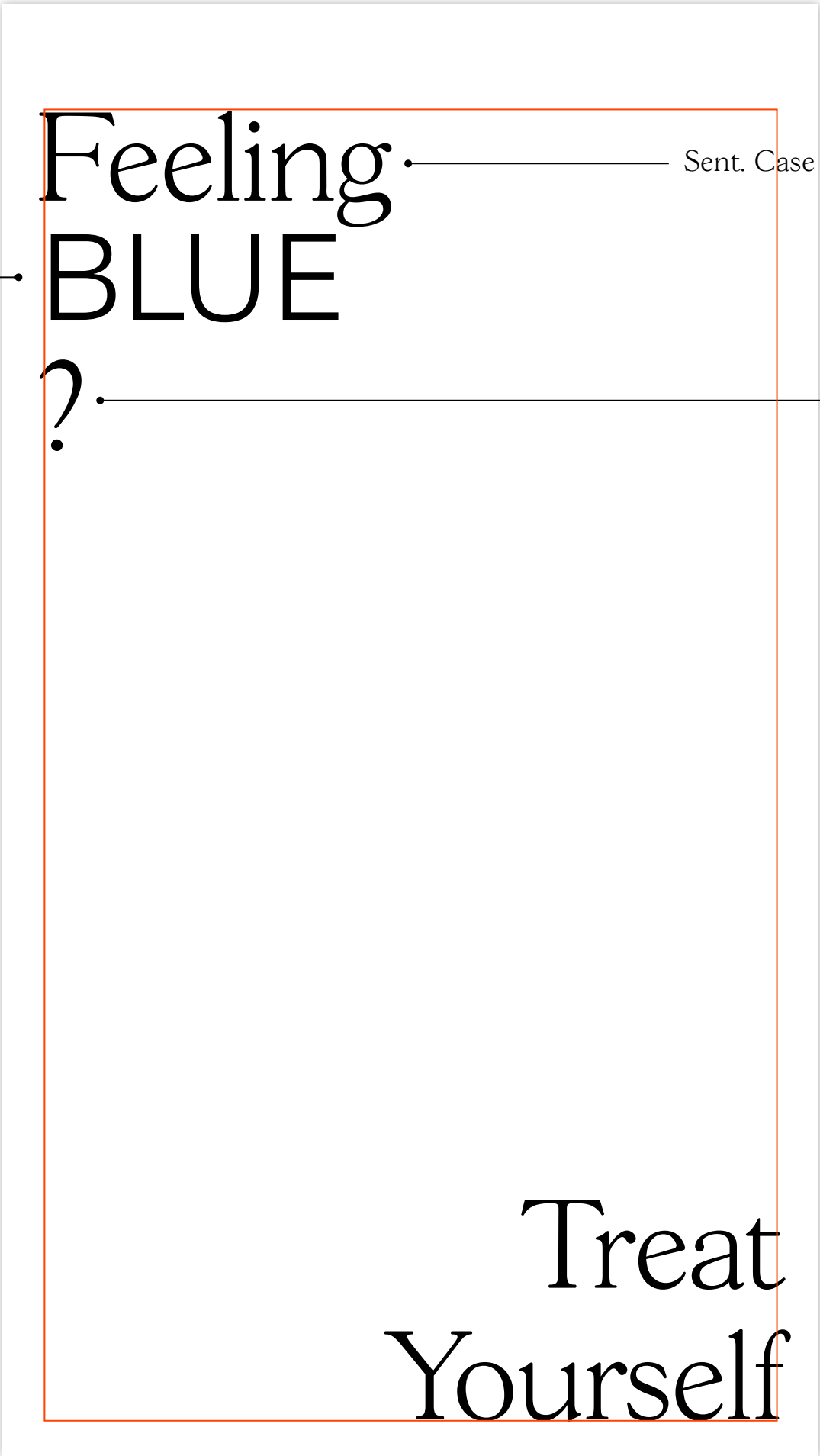
CAP. (CATALPA)

CAP. (CATALPA)

1/2X

1/2X

INTRO CAPTION +
(SINGLE LINE) HERO TITLE
+ PHOTO/ VIDEO BACKGROUND



Feeling
BLUE
?

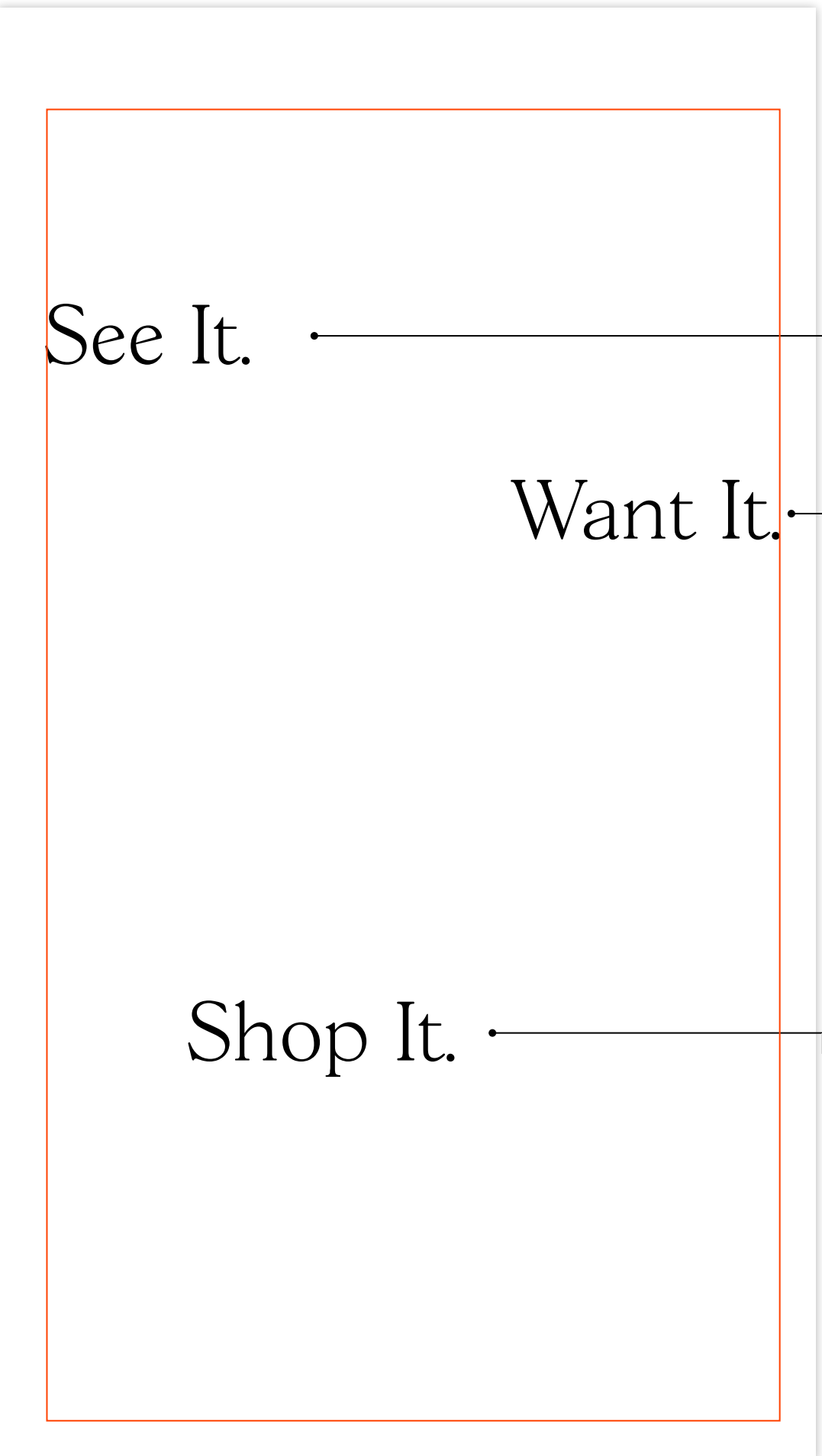
Sent. Case (Gascogne)

Treat
Yourself

1/2X

1/2X

CONVERSATIONAL SENTENCE
(GASCOGNE) + KEY TOPIC (CATALPA)
+ PHOTO/ VIDEO BACKGROUND



See It.

Want It.

Shop It.

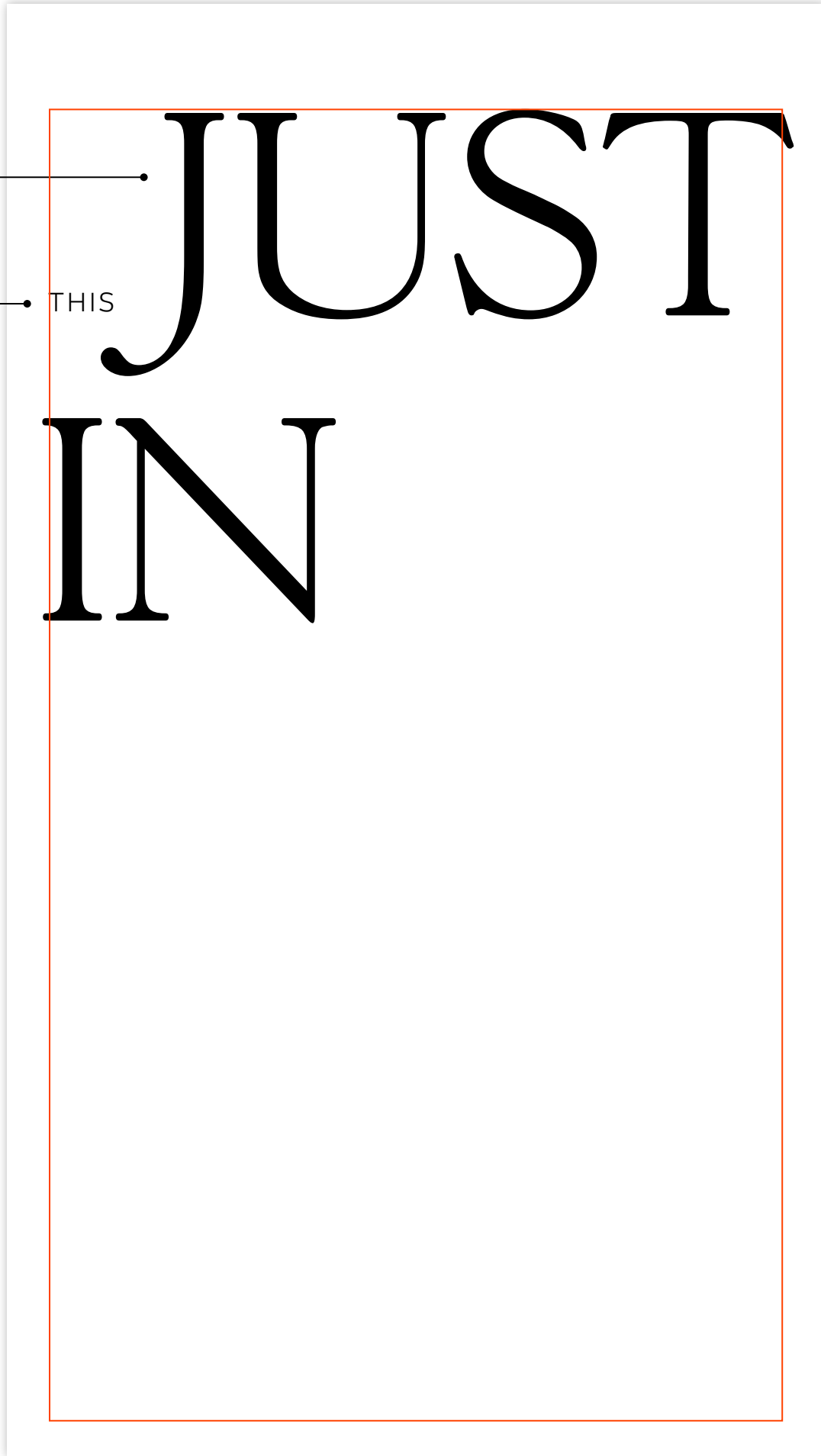
Sent. Case (Gascogne)
OR
CAP. (CATALPA)

1/2X

1/2X

DYNAMIC PLAY OF 'RHYTHMIC'
TITLES TO SUIT THE PHOTO/ VIDEO
BACKGROUND

'EDITORIAL' - DYNAMIC EDITORIAL TYPE STORY ON A 'HOT' TOPIC RIGHT NOW



CAP. (Gascogne) [capitalised Gascogne only ever used with single syllable words]

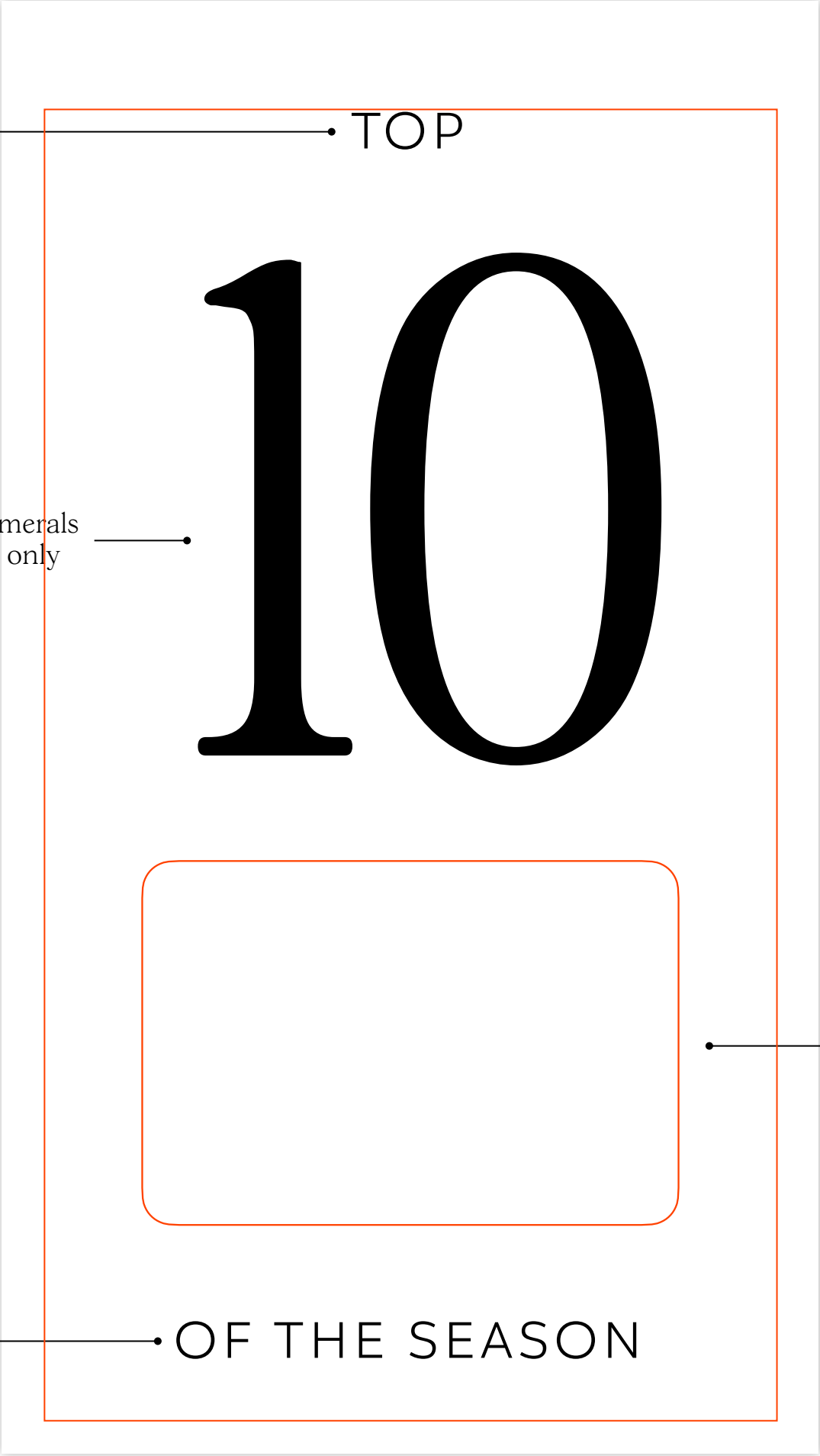
CAP. (CATALPA) THIS

1/2X

1/2X

MIX OF BIG KEY WORDS (GASCOGNE) + SUPPORTING 'CAPTION' WORDS (CATALPA) + PHOTO/ VIDEO BACKGROUND

'COUNTDOWN' - THREADS EDIT OF TOP 10 PIECES TO HAVE RIGHT NOW



CAP. (CATALPA) TOP

Editorial Numerals (Gascogne) only

(PRODUCT)

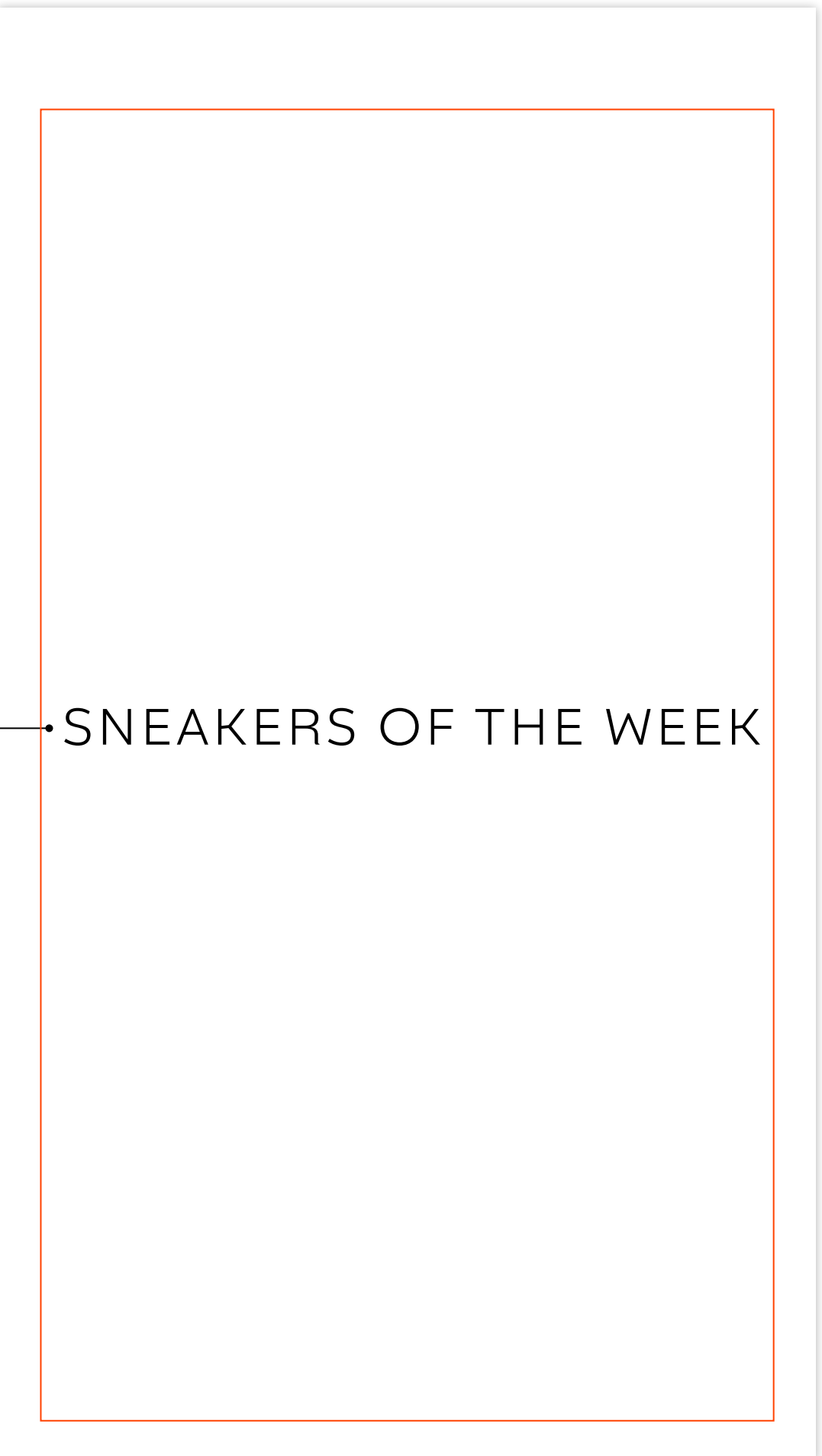
CAP. (CATALPA) OF THE SEASON

1/2X

1/2X

INTRO TITLE WITH BOLD EDITORIAL STYLE NUMERAL + IMAGE SLIDESHOW OF 10 PRODUCTS FEATURED IN THE STORY

'ROUND-UP' - OUR RECAP OF THE MOST WANTED PIECES OF THE WEEK



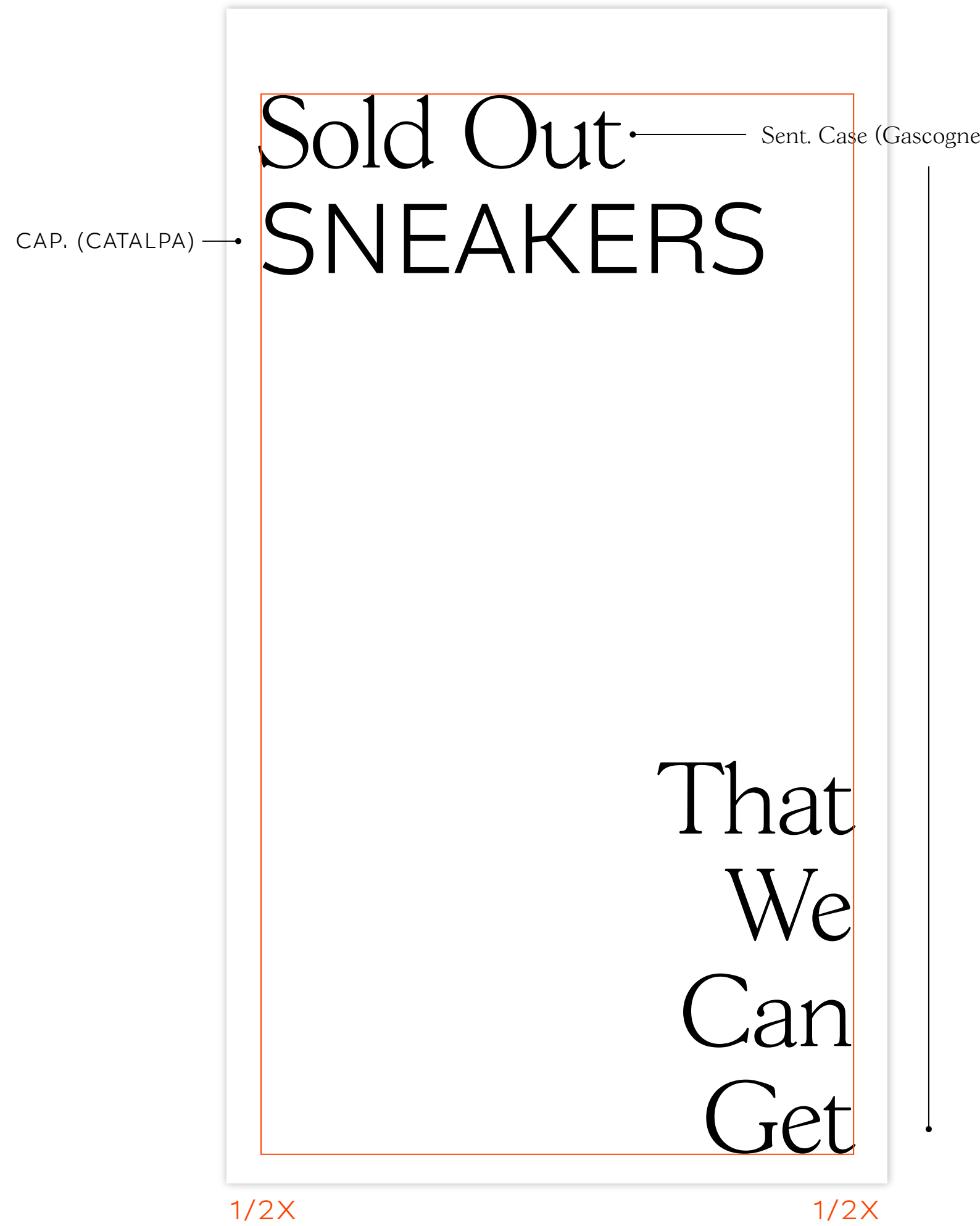
CAP. (CATALPA) SNEAKERS OF THE WEEK

1/2X

1/2X

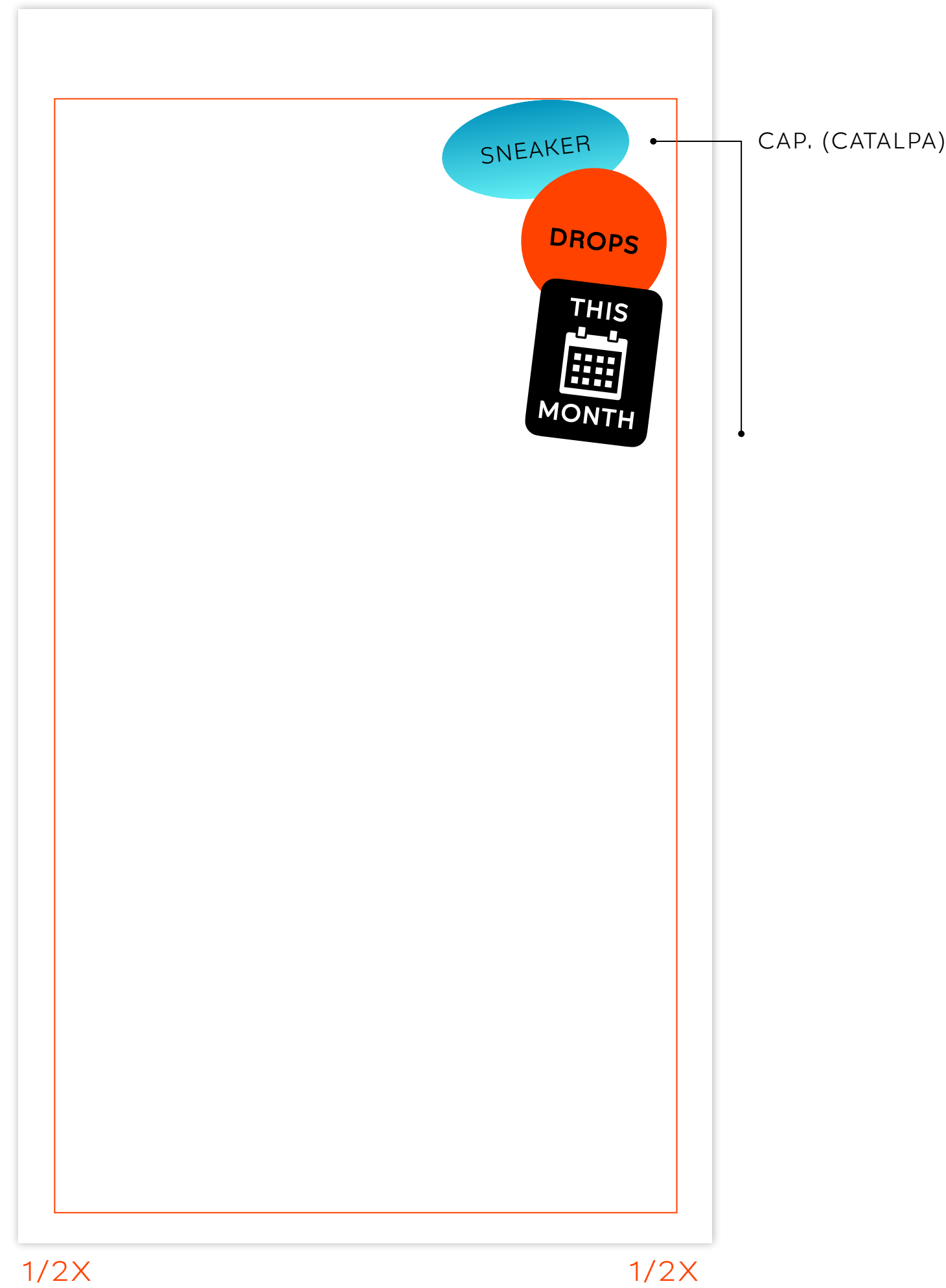
SIMPLE INTRODUCTION TITLE + PHOTO/ VIDEO BACKGROUND

'CONVERSATIONAL' - AROUND A KEY BRAND / TREND / HOT PRODUCT



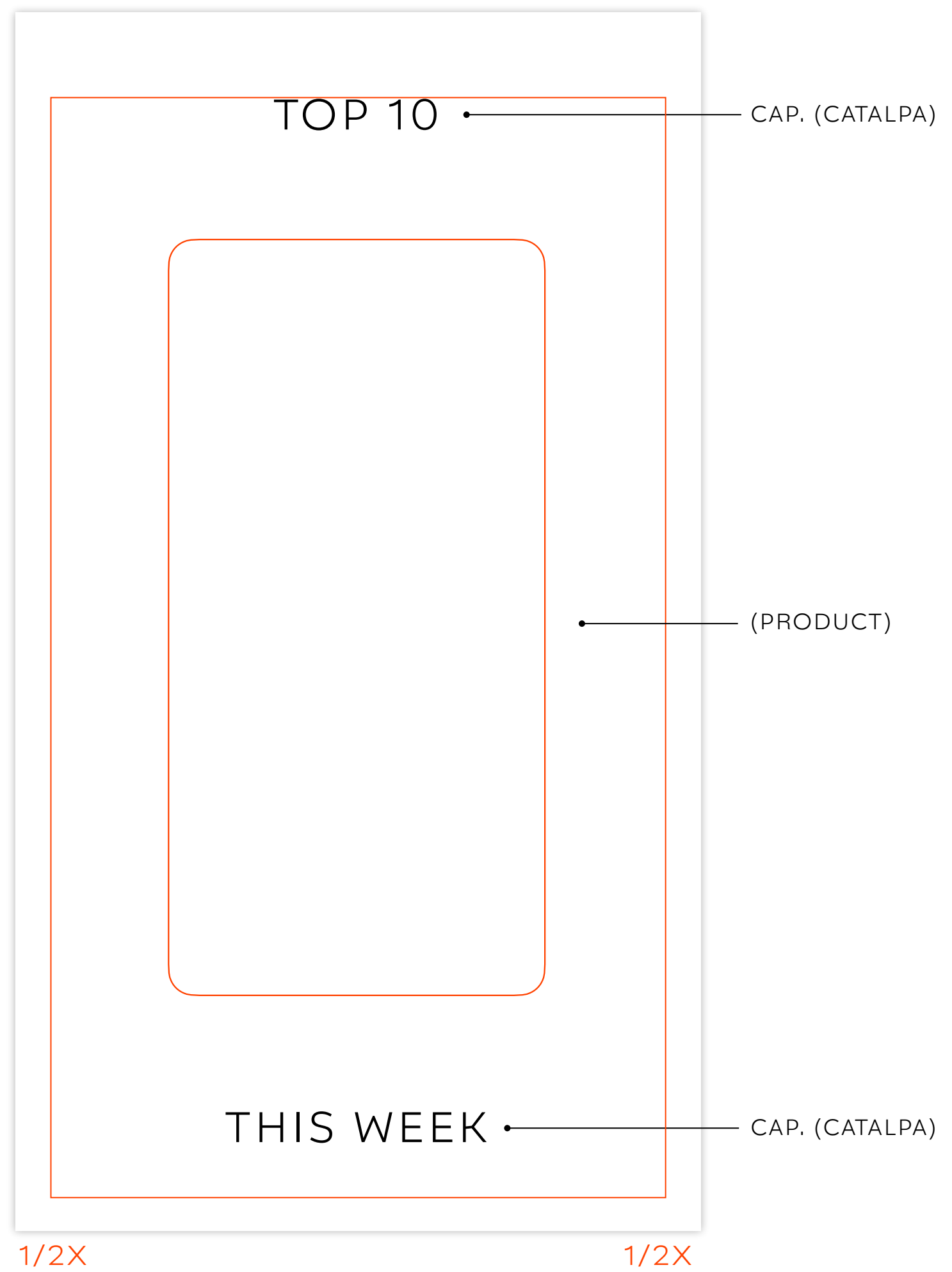
CONVERSATIONAL SENTENCE (GASCOGNE) + KEY TOPIC (CATALPA) + PHOTO/ VIDEO BACKGROUND

'NOTIFICATION' TITLE CARD USED FOR DROPS / COLLABORATIONS ETC.



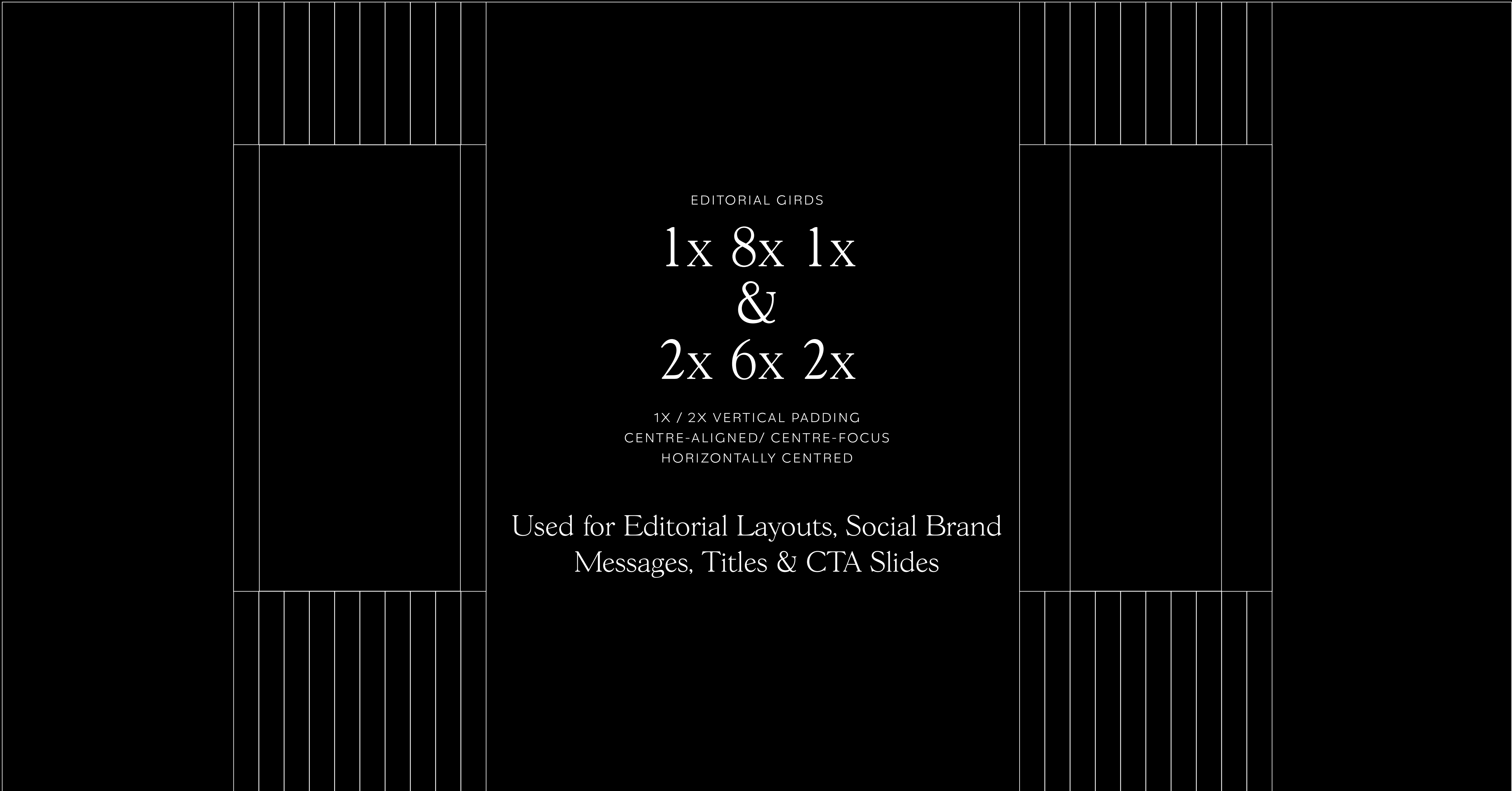
PLAYFULLY ANIMATED 'ITEMISED' STICKER STYLE TITLE

(VERTICAL PRODUCT) 'COUNTDOWN' - THREADS EDIT OF TOP 10 PIECES



INTRO TITLE + IMAGE SLIDESHOW OF 10 PRODUCTS FEATURED IN THE STORY





EDITORIAL GRIDS

1x 8x 1x
 &
 2x 6x 2x

1X / 2X VERTICAL PADDING
 CENTRE-ALIGNED/ CENTRE-FOCUS
 HORIZONTALLY CENTRED

Used for Editorial Layouts, Social Brand
 Messages, Titles & CTA Slides

DETAIL PRODUCT CROP



10X

EDITORIAL



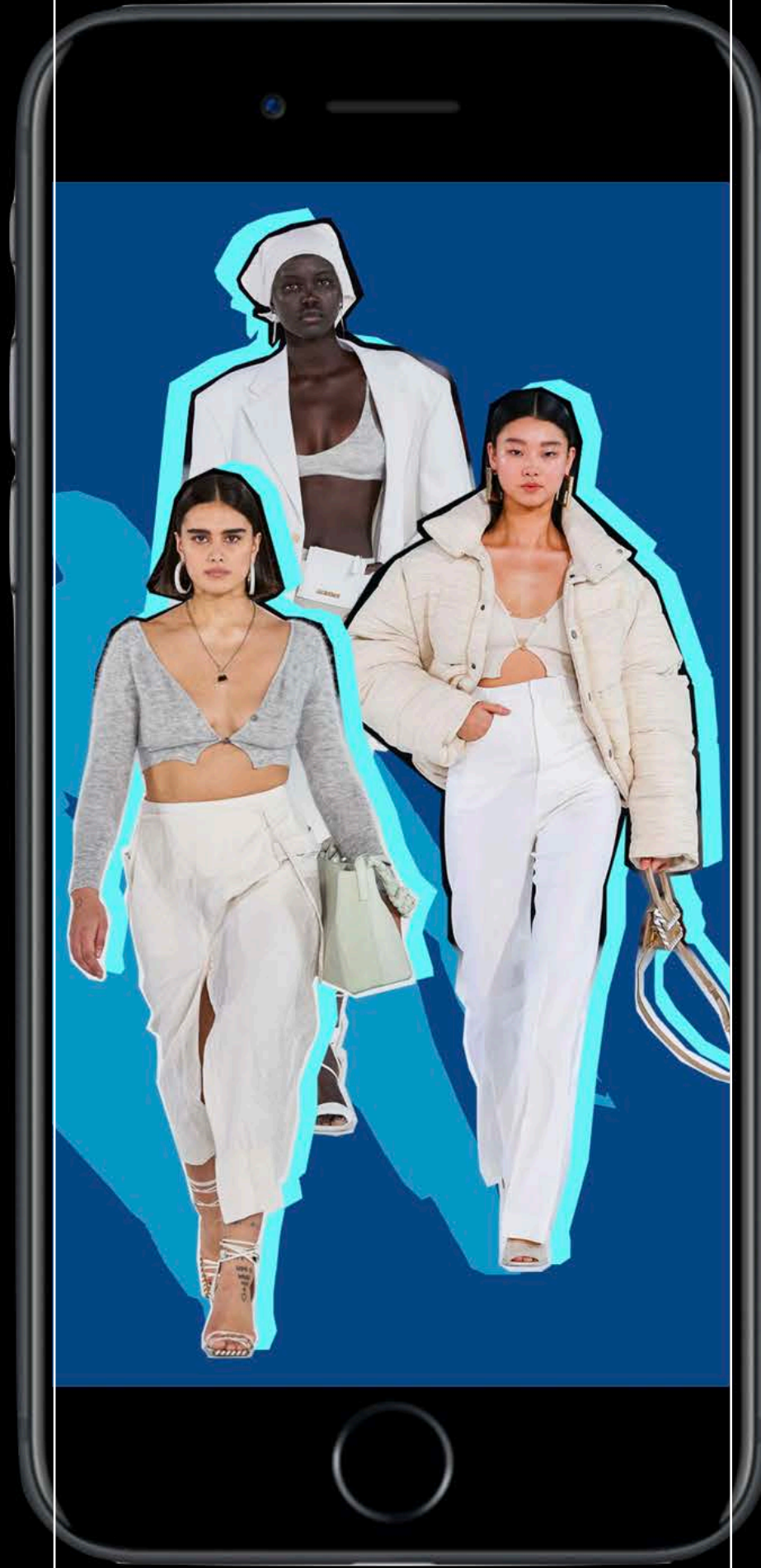
1X 8X 1X

EDITORIAL



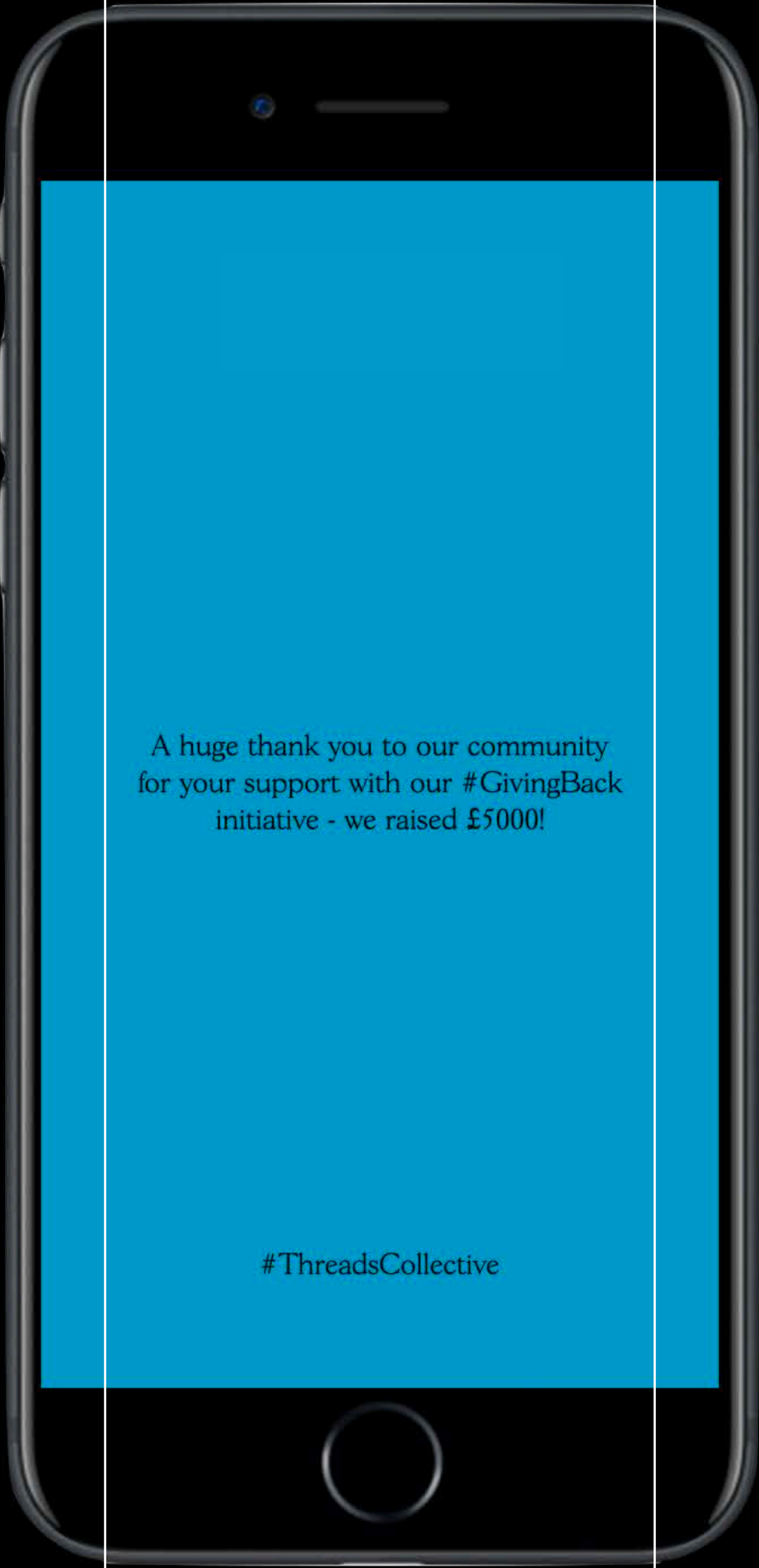
2X 6X 1X

HEAD-TO-TOE EDITORIAL



10X

EDITORIAL



1X 8X 1X

EDITORIAL



2X 6X 1X

FULL PRODUCT FEATURE



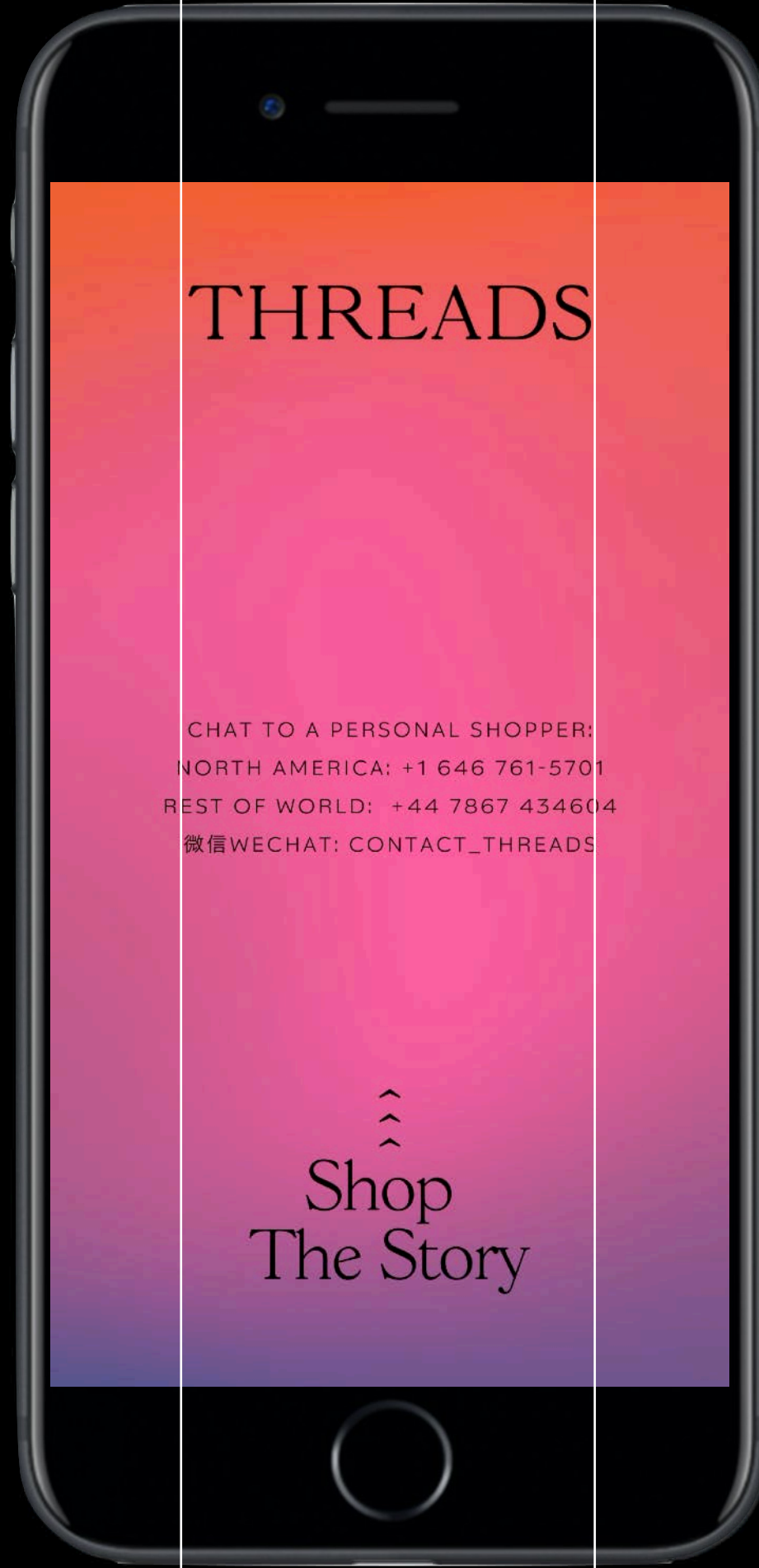
10X

EDITORIAL



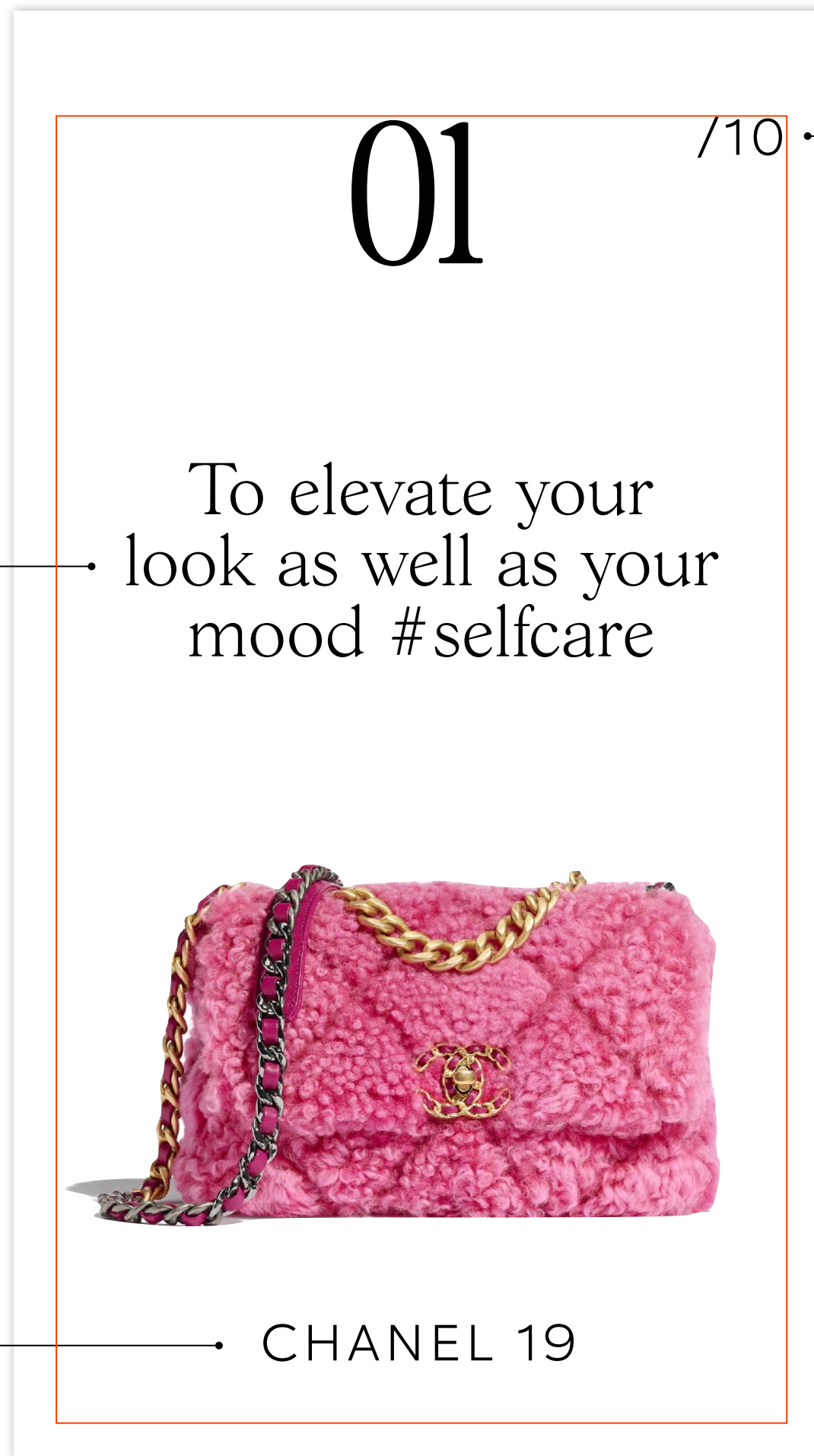
1X 8X 1X

EDITORIAL



2X 6X 2X

'EDITORIAL'



Sent. Case (Gascogne)

CAP. (CATALPA)

CAP. (CATALPA)

1/2X

1/2X

BOLD EDITORIAL NUMERALS + CONVERSATIONAL COPY + ECOM IMAGES + PRODUCT TITLE + WHITE BACKGROUND

'OUTFITTING'

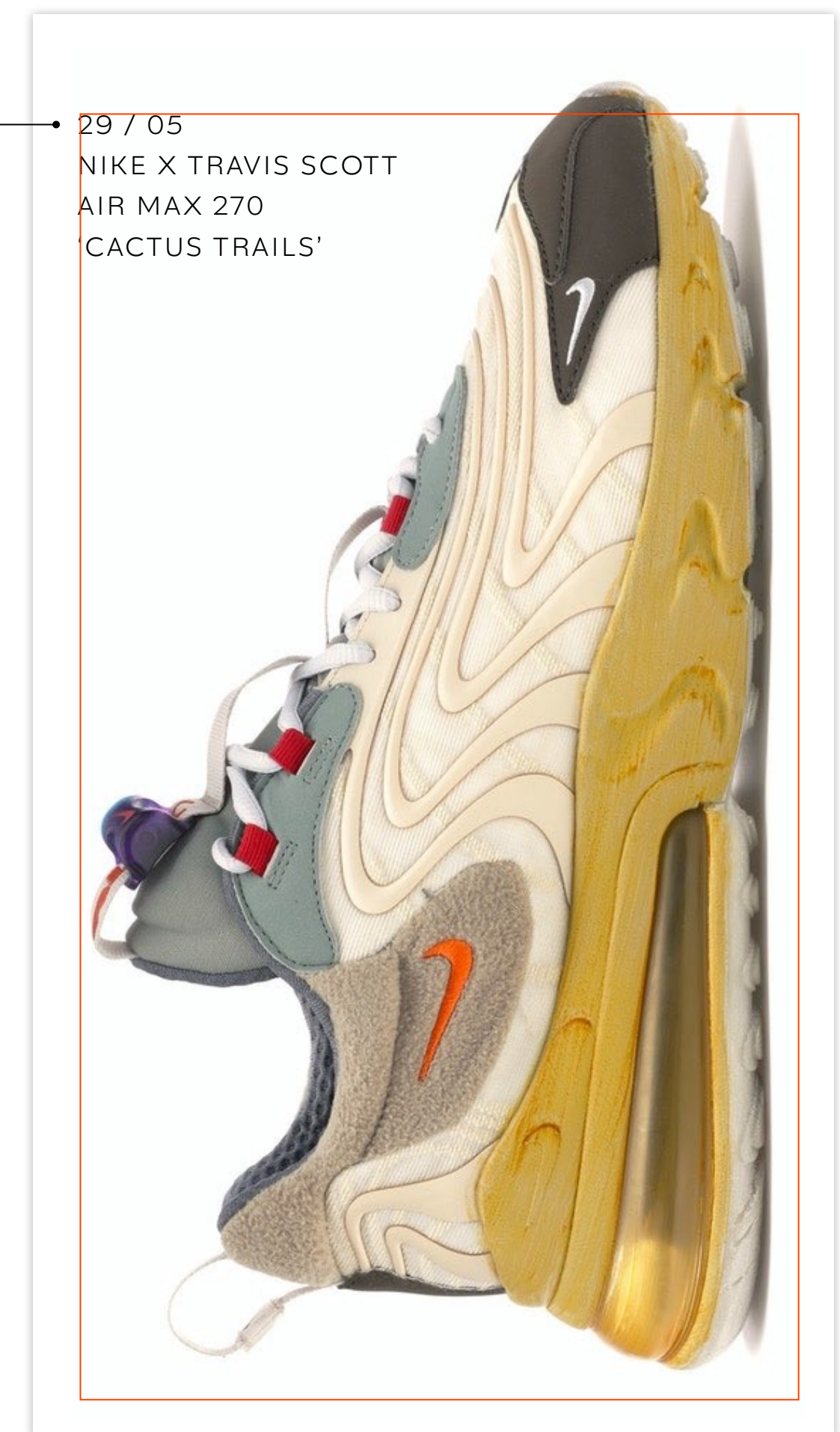


1/2X

1/2X

STYLE INSPO IMAGE + ECOM PRODUCT IMAGES OUTFITTING + WHITE BACKGROUND

'TECHNICAL'



CAP. (CATALPA)

1/2X

1/2X

HIGH RESOLUTION/ DETAIL FOCUSED ECOM PRODUCT IMAGES + SUPPORTING TECHNICAL NOTES + OPTIONAL COLOUR BACKGROUND

'STUDIO SHOOT'



FULL BLEED, HIGH-RES, HIGH-DEF
IMAGE STILLS & VIDEO

'PARTNER' CONTENT



FULL BLEED, HIGH-RES, HIGH-DEF
IMAGE STILLS & VIDEO

'COLLAGE'



1/2X

1/2X

CUT-OUT COLLECTION RUNWAY IMAGES
+ VECTOR SHADOWS + COLOUR BACKGROUND

'SHOPPERS-FINDS'



1/2X + 1/2X

1/2X + 1/2X

IN STORE PHOTO TAKE BY THREADS
TEAM+ SLIGHT 'GRAIN' FILTER + (VECTOR)
'POLAROID' FRAME (LIGHT GREY) +
WHITE BACKGROUND



1/2X + 1/2X

1/2X + 1/2X

OR GRADIENT BACKGROUND (TWO SPOT
COLOURS FROM FEATURED PRODUCT)

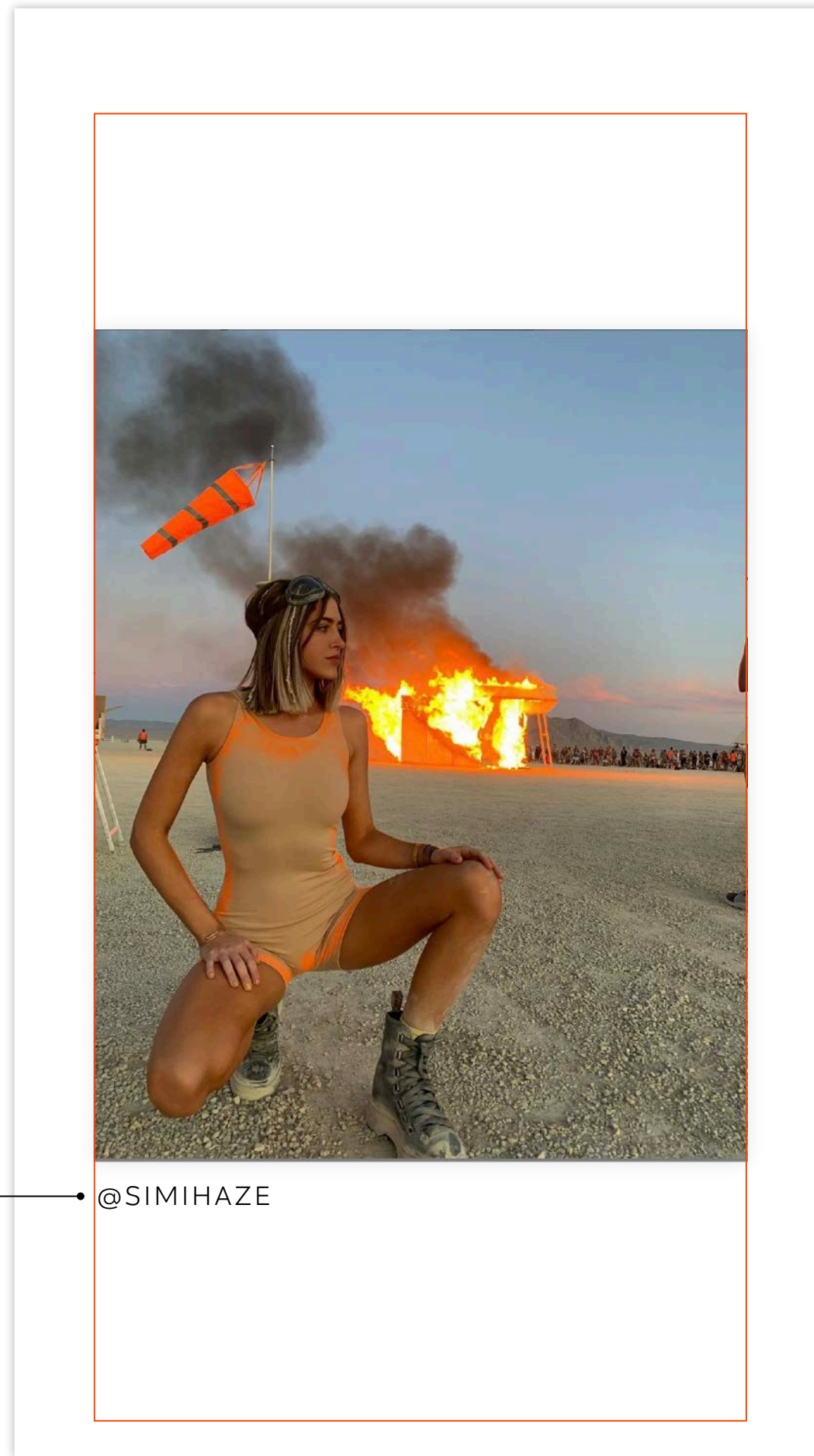


1/2X + 1/2X

1/2X + 1/2X

COLOUR PALETTE (VECTOR) 'POLAROID'
FRAME + WHITE BACKGROUND

'REPOST'



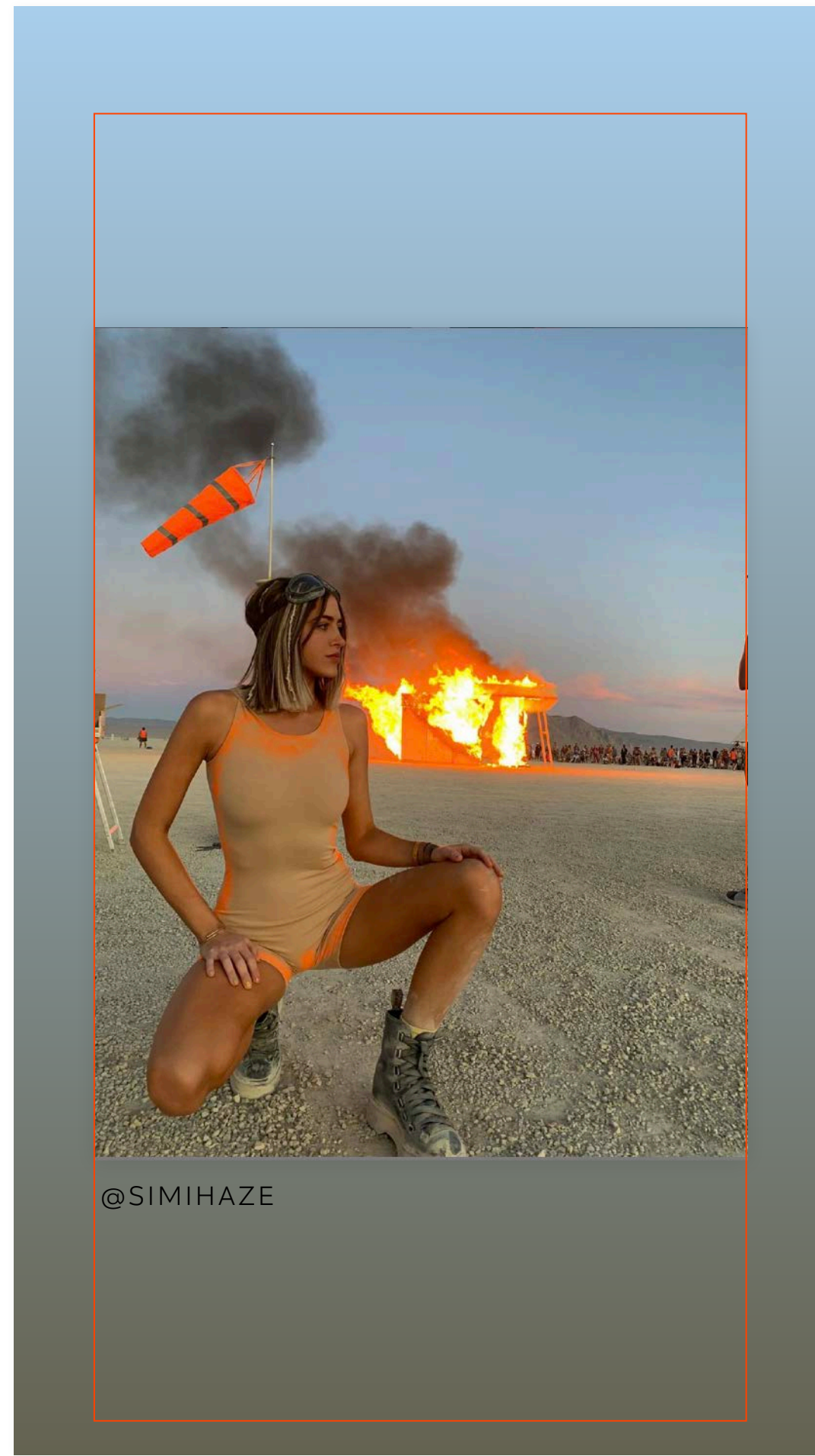
CAP. (CATALPA) — @SIMIHAZE

1X

1X

SOCIAL REPOST PHOTO WITH A SLIGHT
DROP SHADOW (10% OP. 10% BLUR)
+ @ PHOTO CREDIT + WHITE
BACKGROUND

'REPOST'

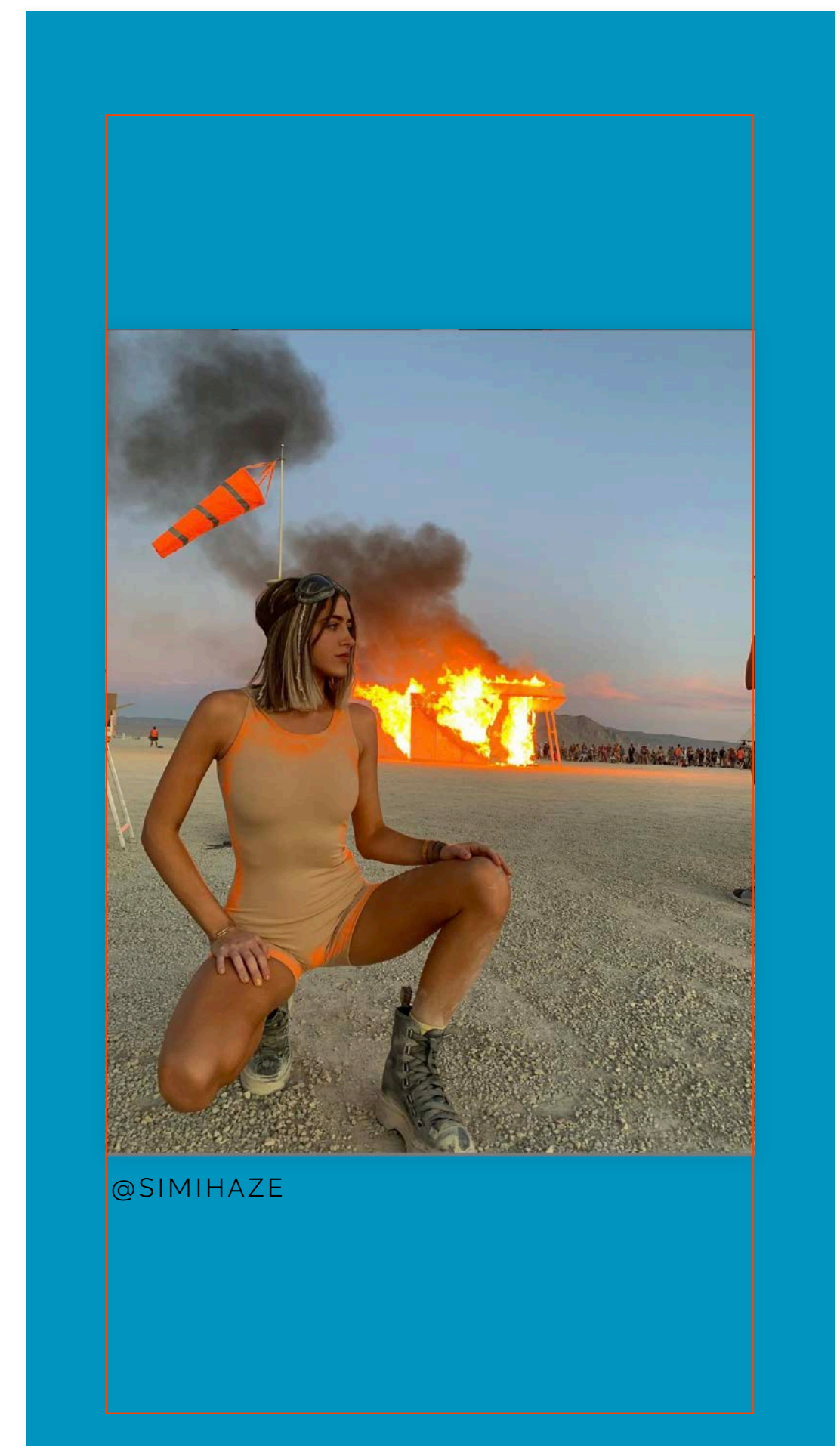


1X

1X

OR GRADIENT BACKGROUND (TWO SPOT
COLOURS FROM FEATURED PRODUCT)

'REPOST'



1X

1X

OR COLOUR PALETTE BACKGROUND

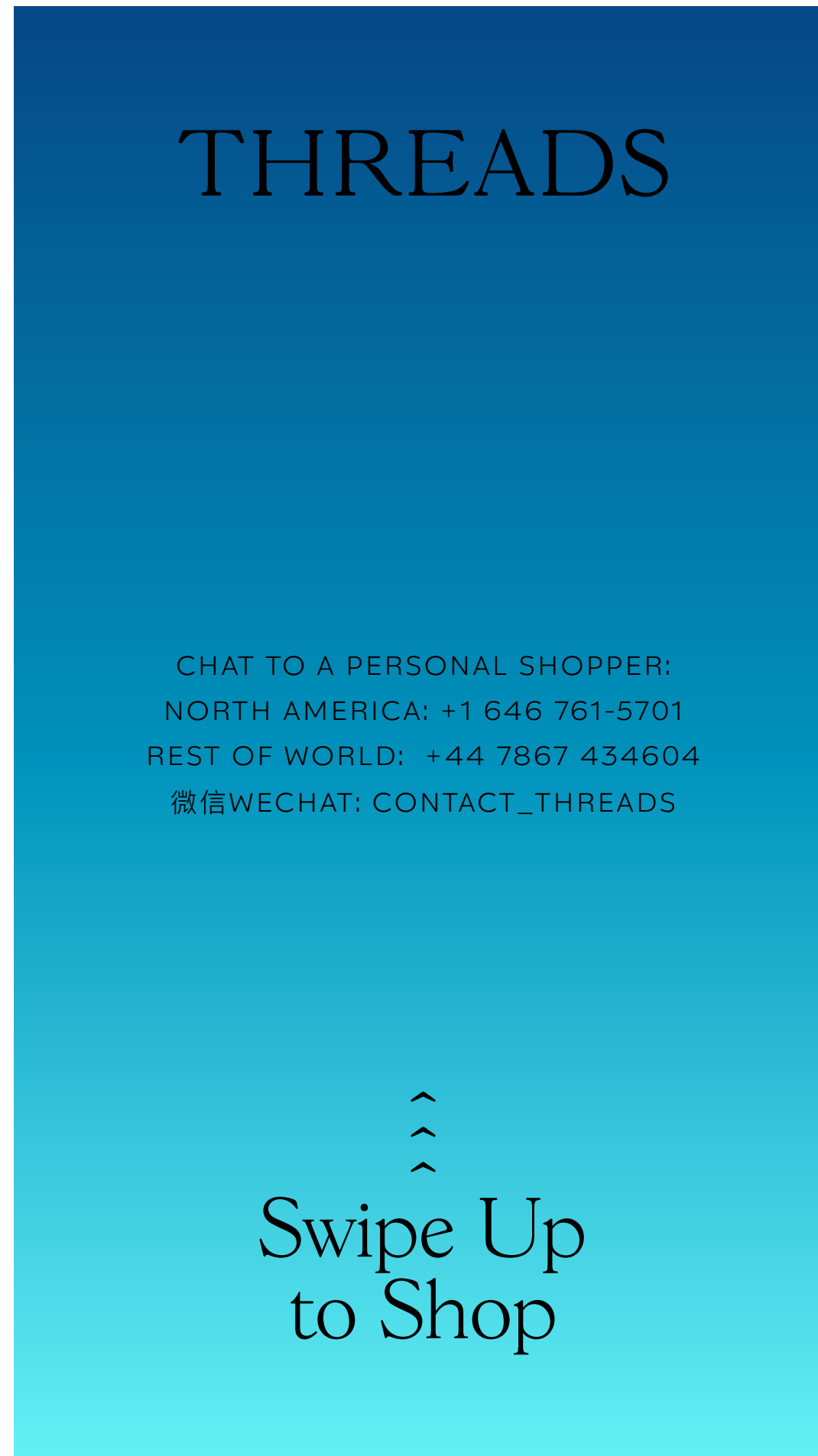
At the end of each story, we include a Call to Action directing the viewer to 'swipe up'. This is a vital step in converting content to sales, so the messaging needs to be attention-grabbing and explain clearly the viewer's next steps

⋆
⋆
⋆
Swipe Up
to Shop

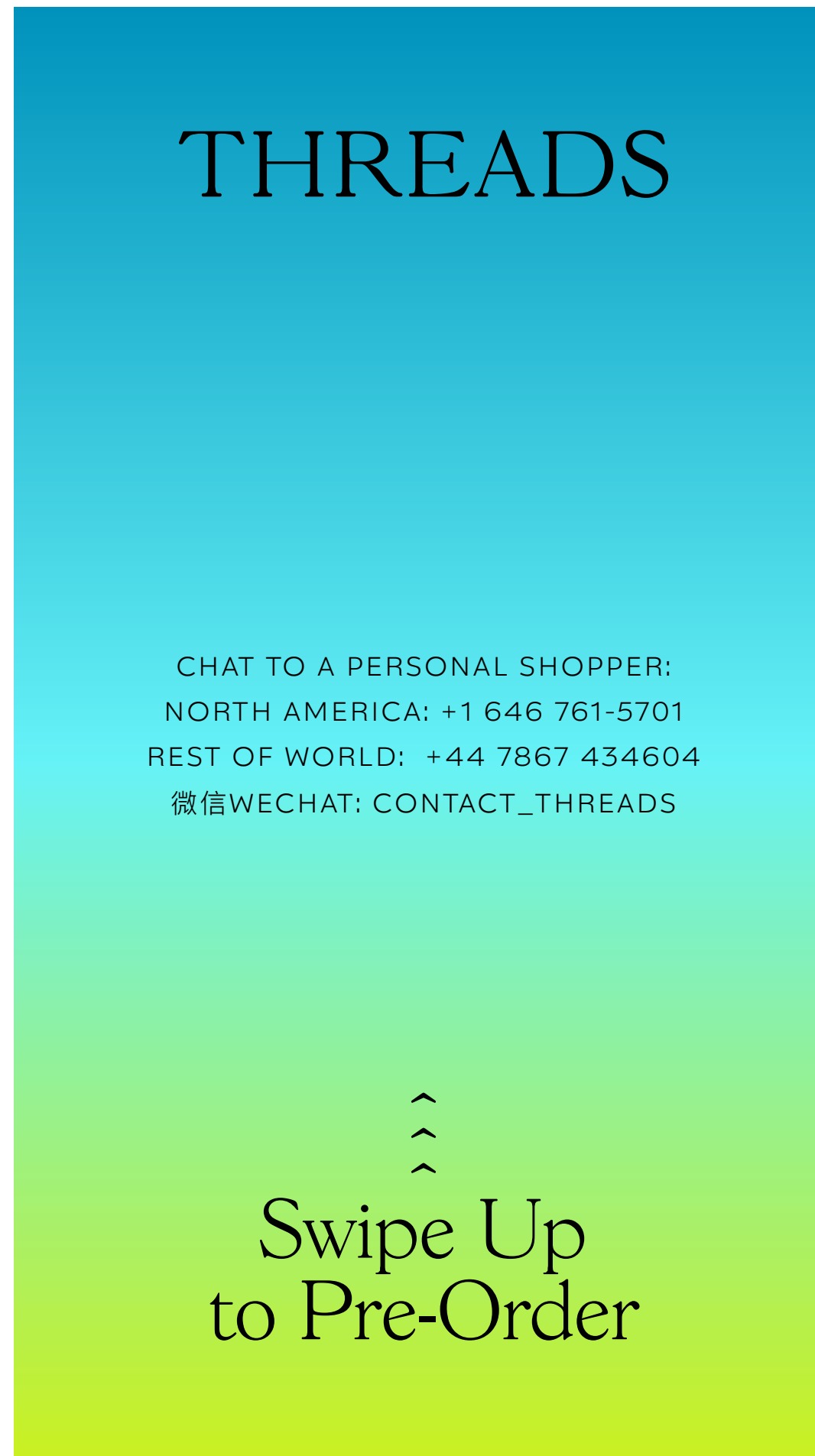
⋆
⋆
⋆
Shop
The Story

⋆
⋆
⋆
Ready to Shop?
Swipe Up

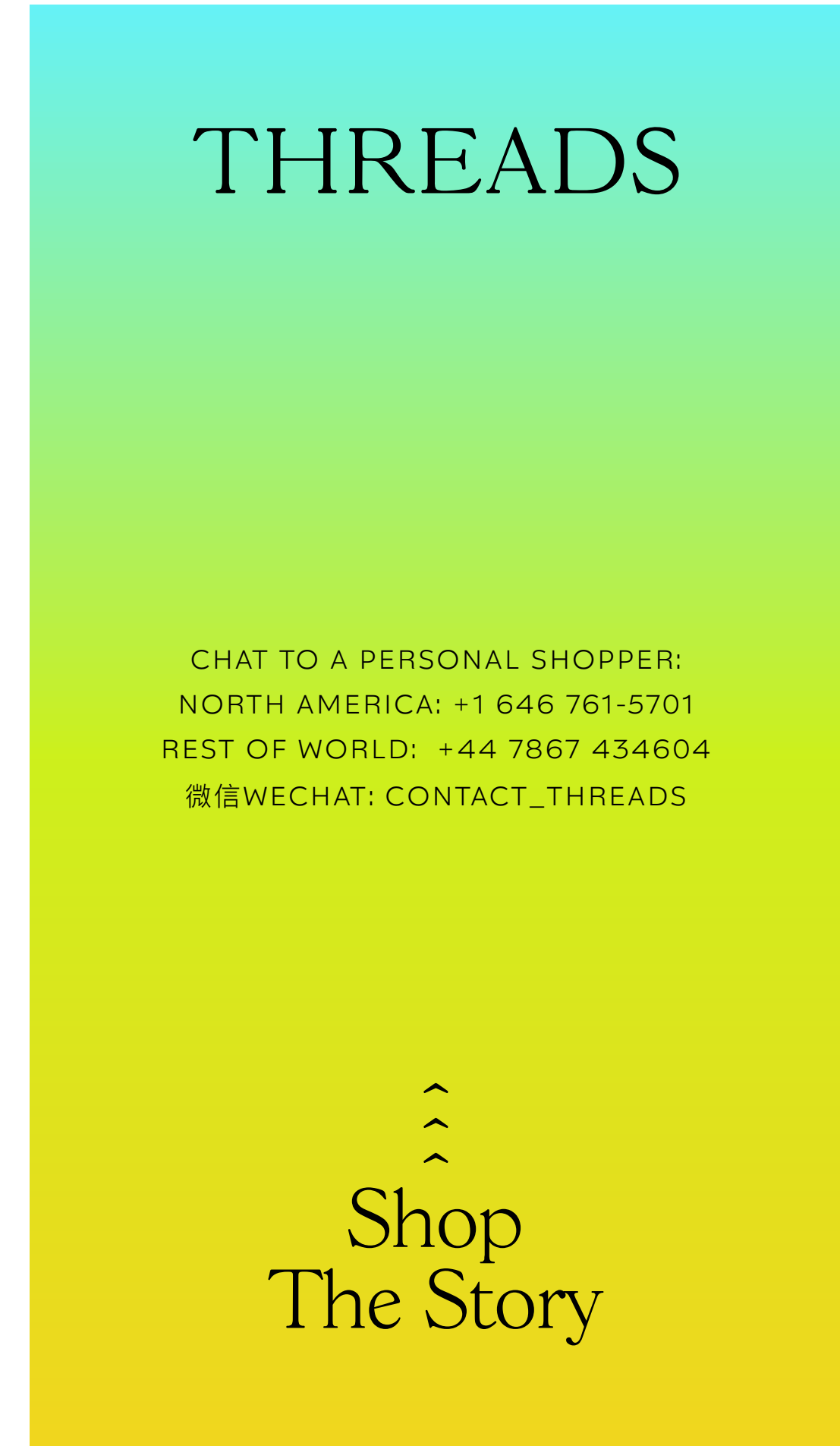
⋆
⋆
⋆
Swipe Up
to Pre-Order



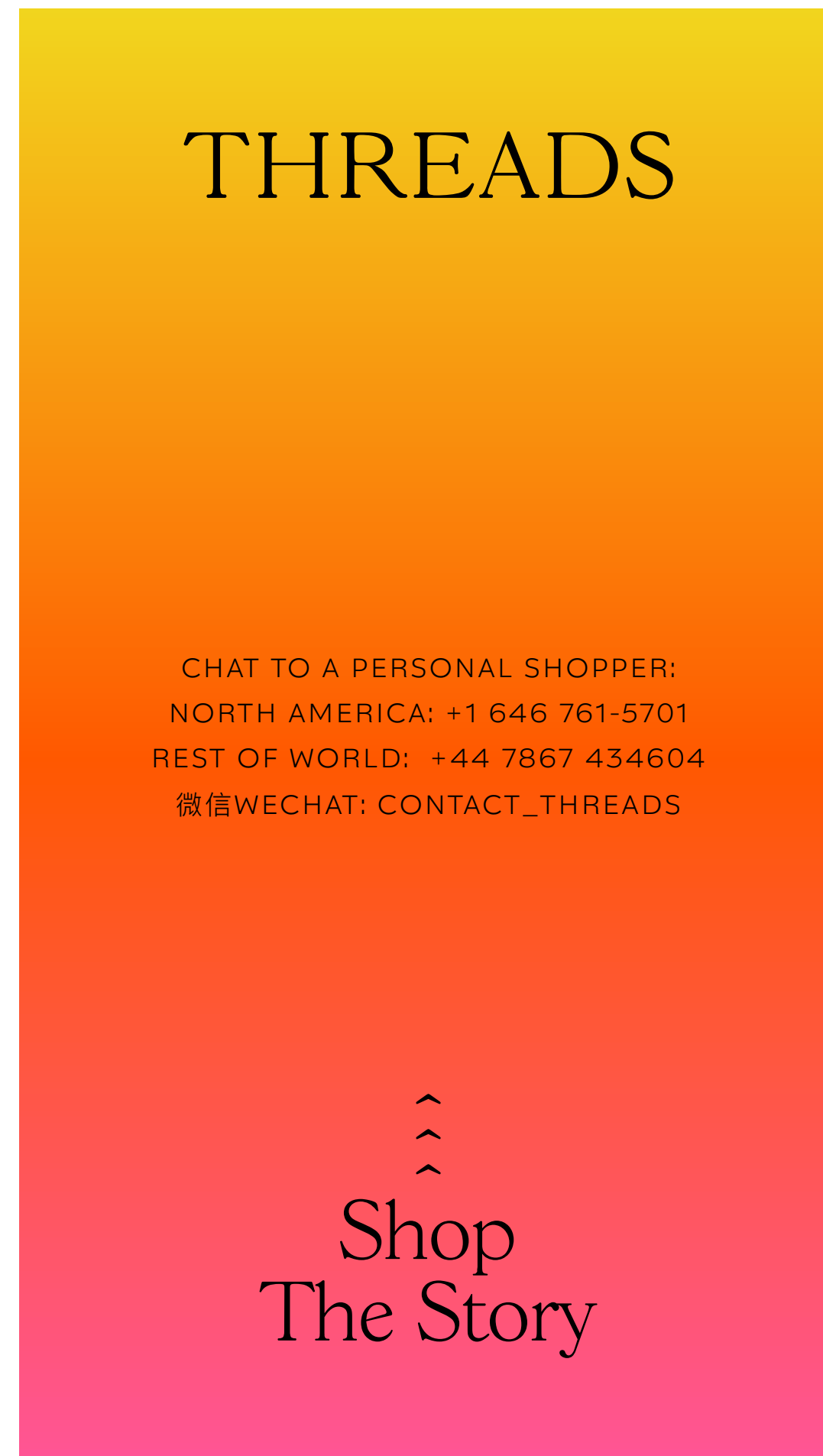
LOGO + CONTACT INFO + CTA



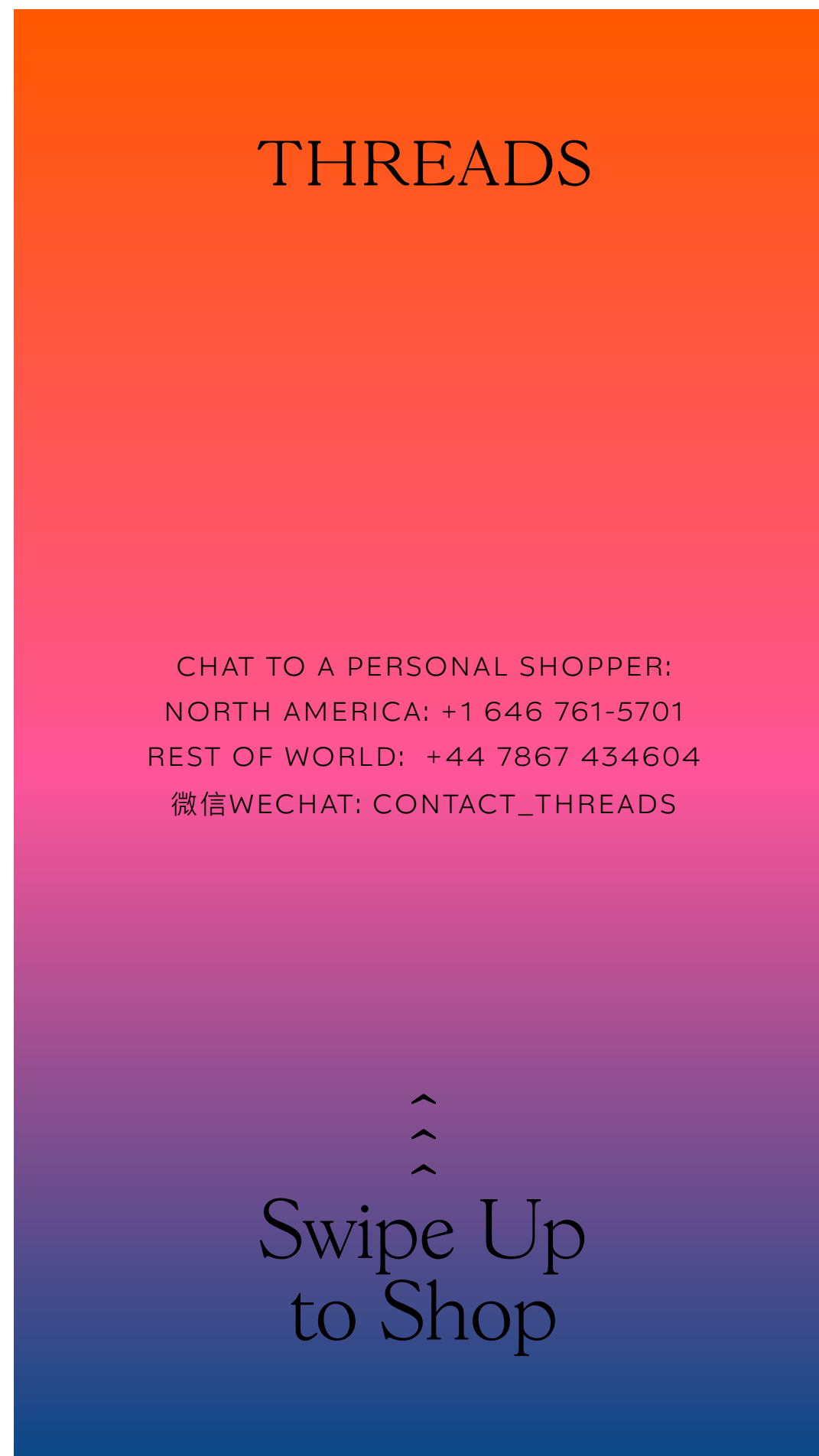
LOGO + CONTACT INFO + CTA



LOGO + CONTACT INFO + CTA



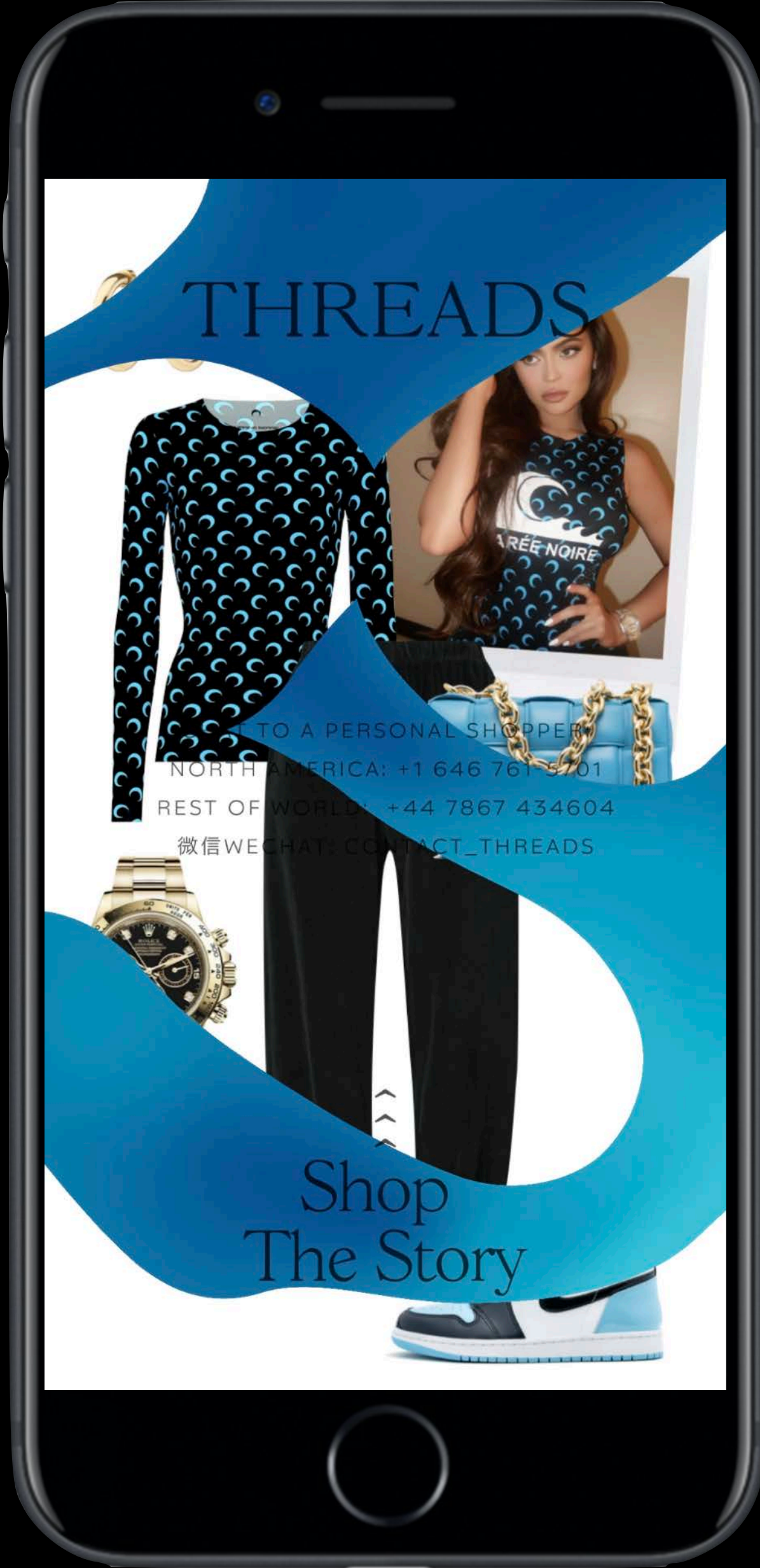
LOGO + CONTACT INFO + CTA



LOGO + CONTACT INFO + CTA



0 SEC. ANIMATION



1 SEC. ANIMATION



2 SEC. FULL LOAD CTA SCREEN

Social Media Editorial Preview



'SPOTLIGHT' TITLE CARD



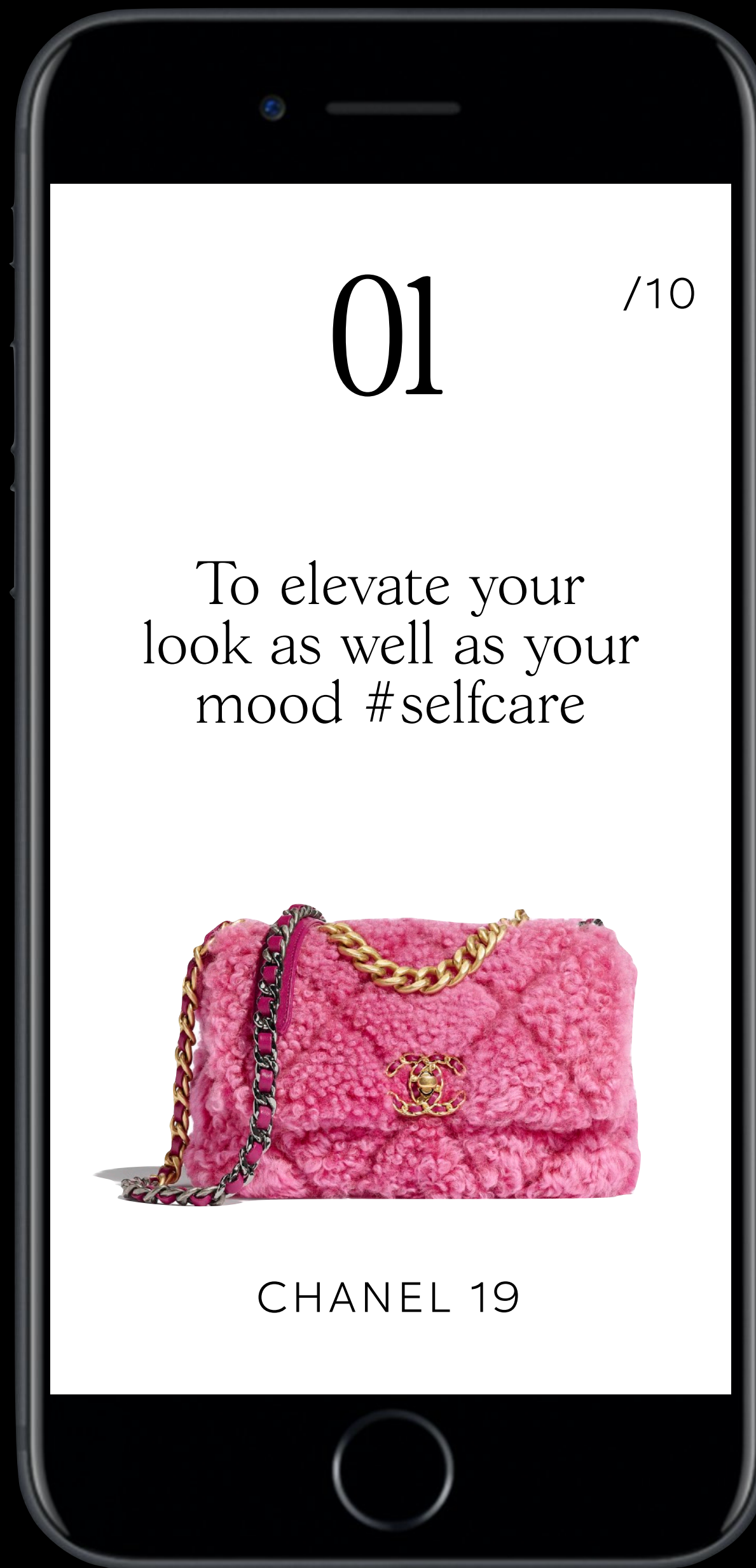
'OUTFITTING' SLIDE DESIGN



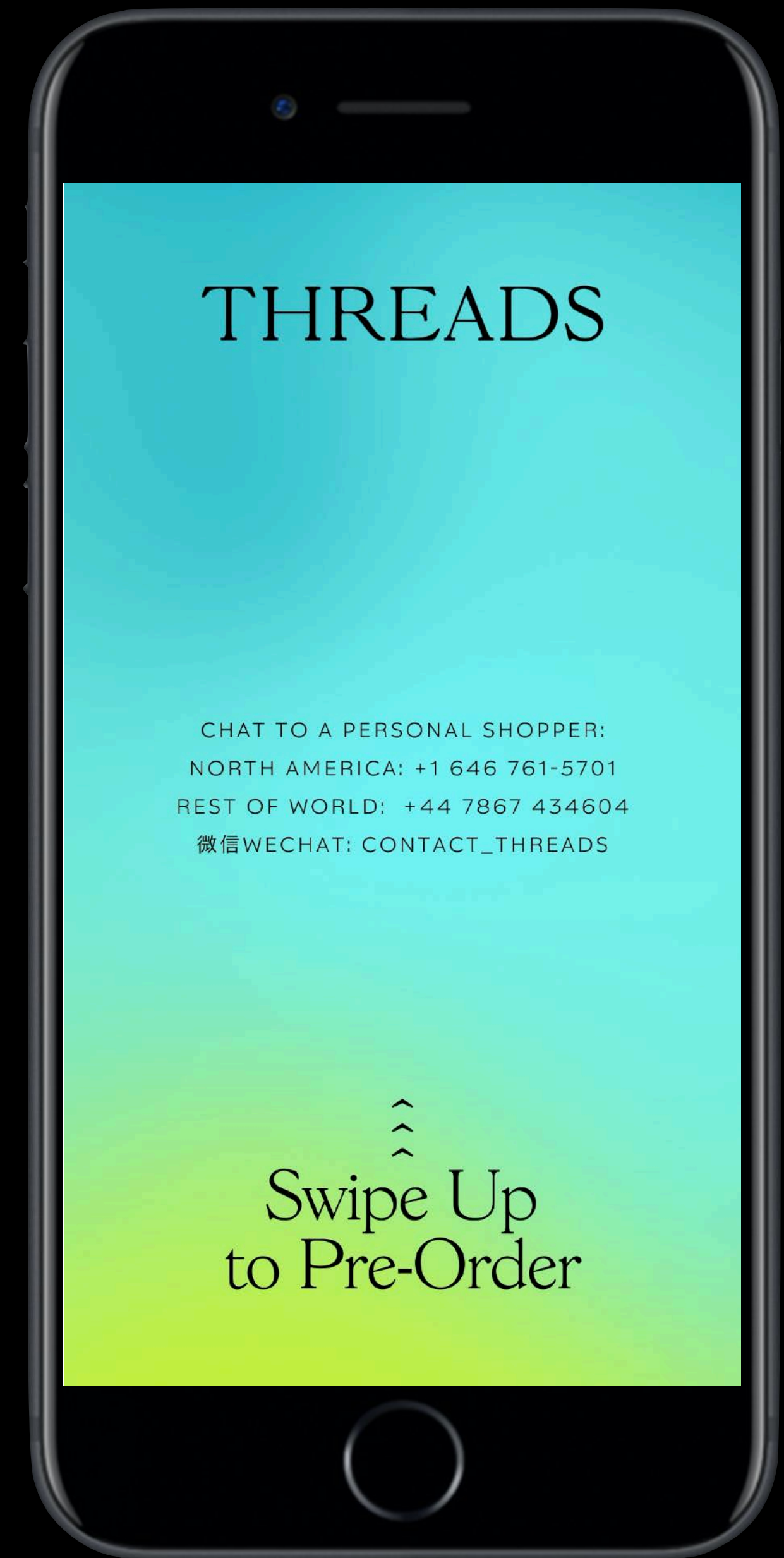
CTA SCREEN ANIMATION



'COUNTDOWN' TITLE CARD



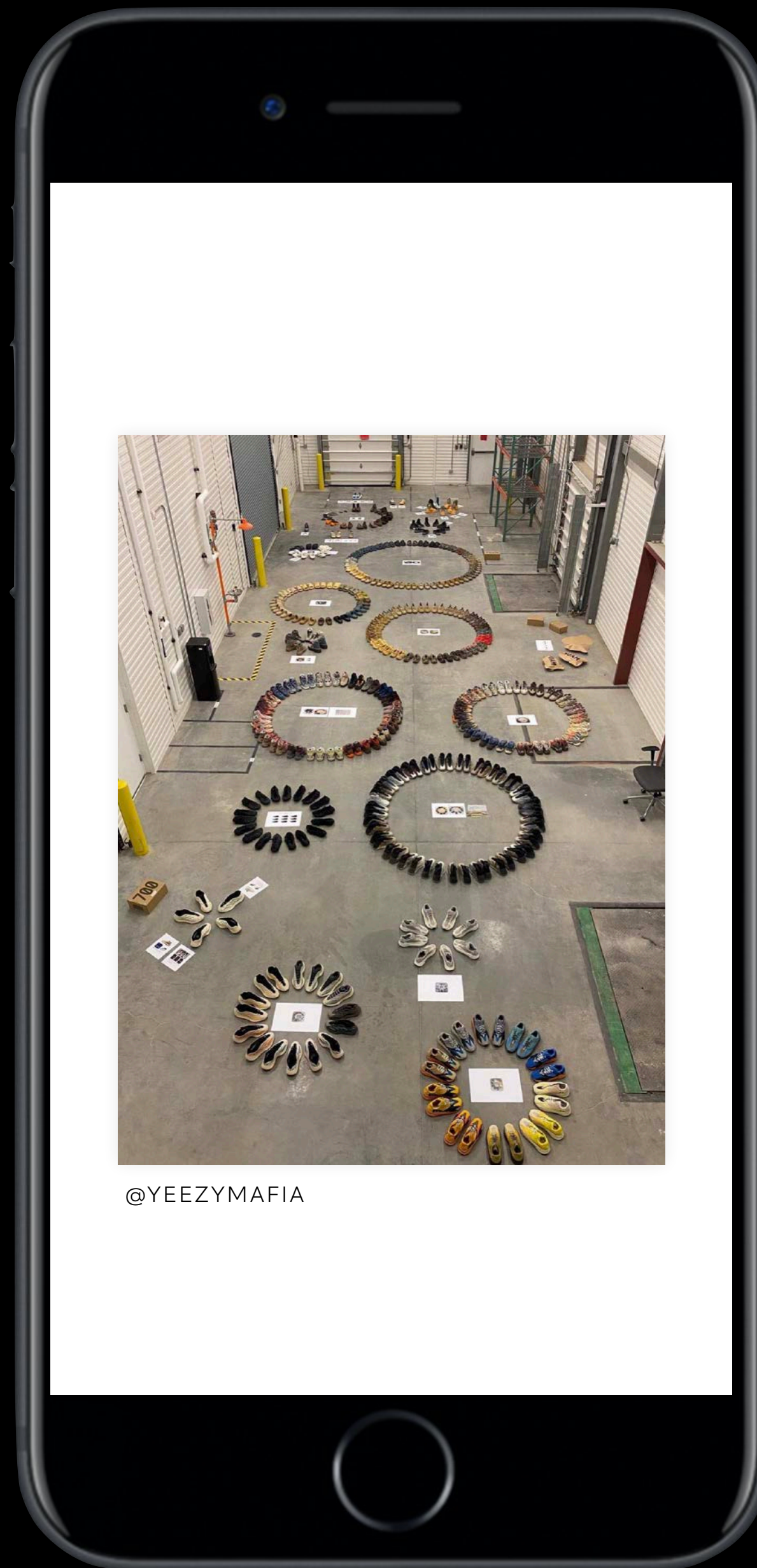
'EDITORIAL' SLIDE DESIGN



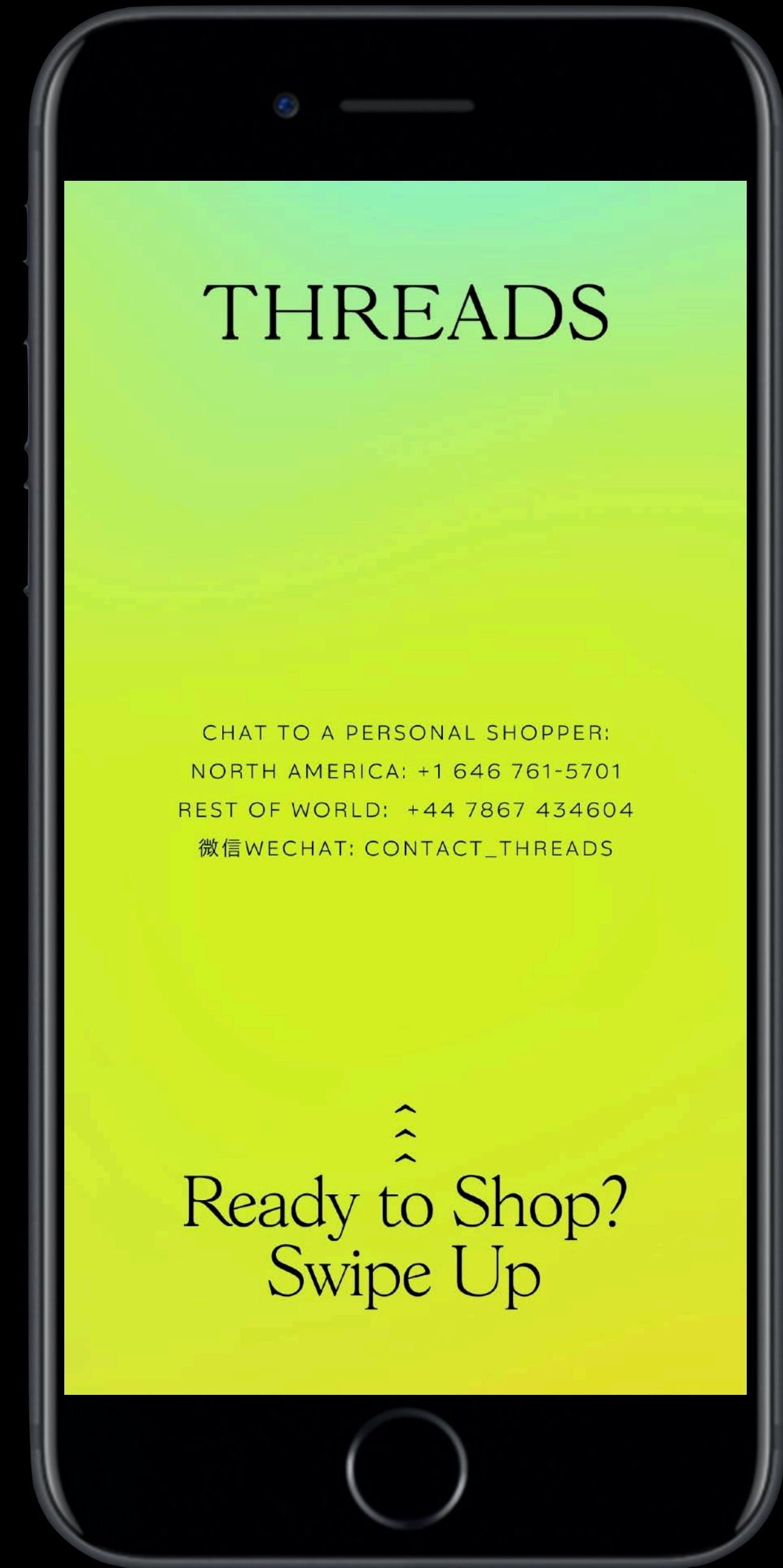
CTA SCREEN ANIMATION



'THR'EDIT' TITLE CARD



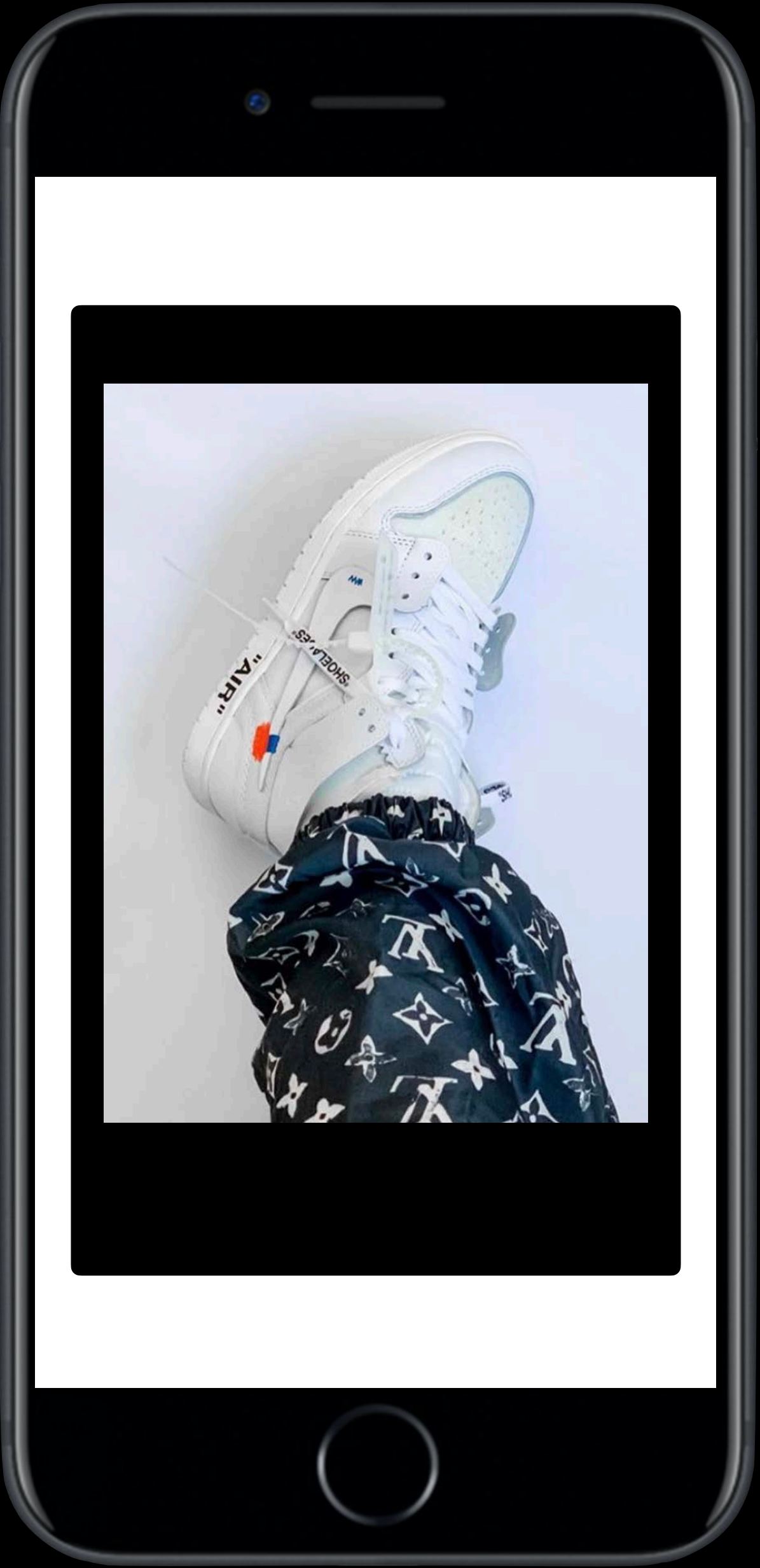
'REPOST' SLIDE DESIGN



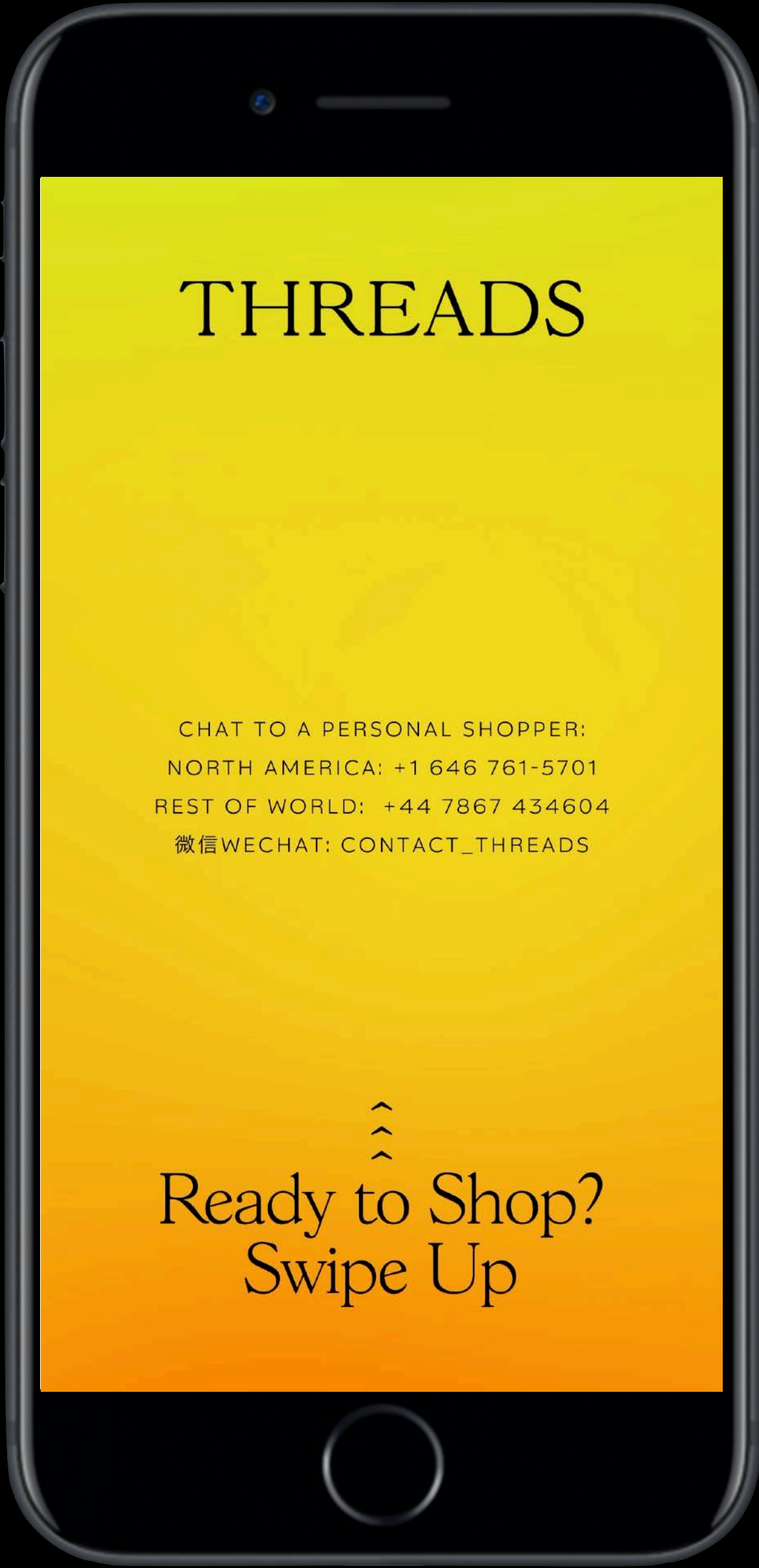
CTA SCREEN ANIMATION



'ROUND-UP' TITLE CARD



'SHOPPERS-FINDS' SLIDES



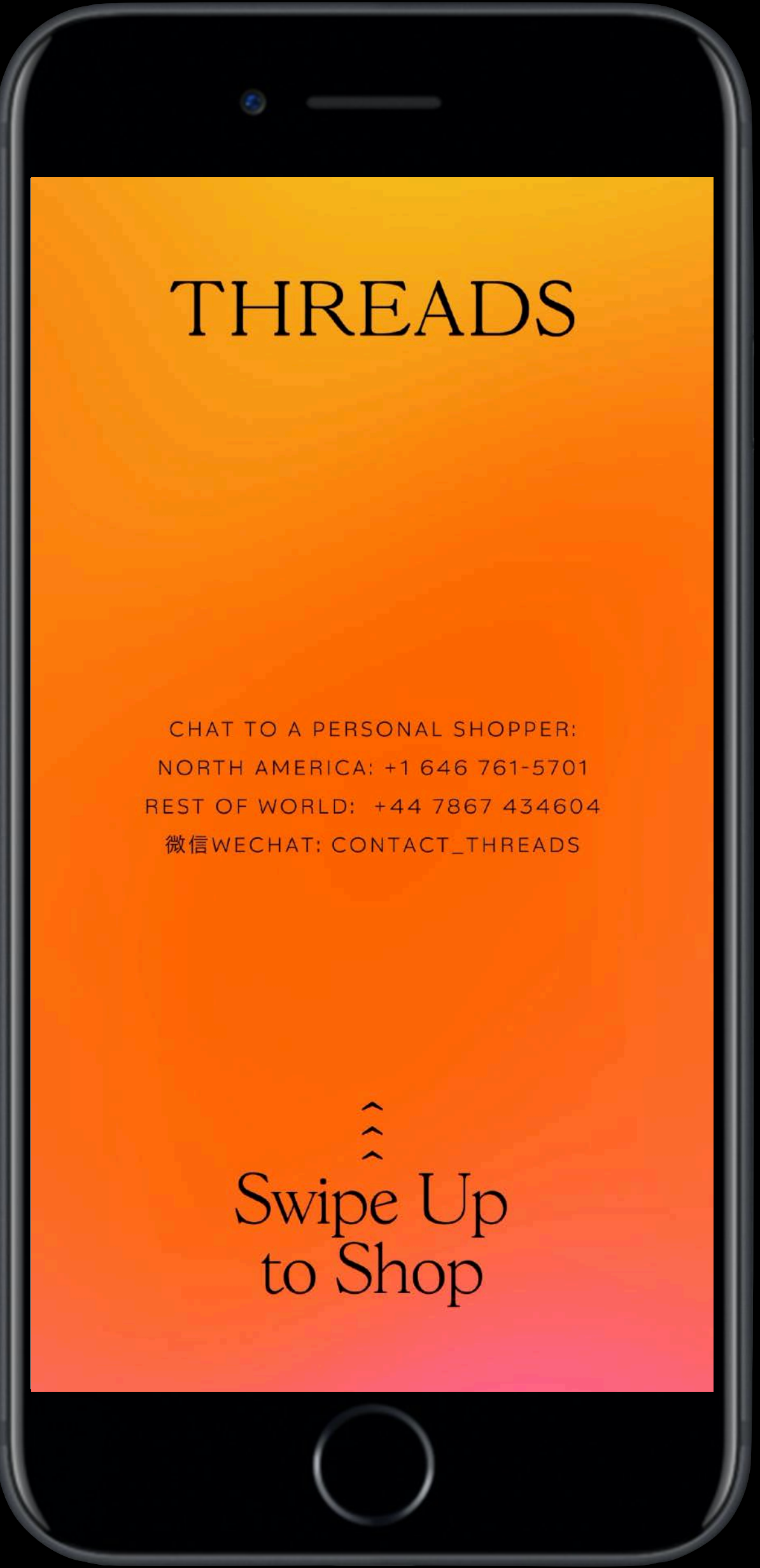
CTA SCREEN ANIMATION



'EDITORIAL' TITLE CARD



'SOCIAL-FINDS' SLIDE



CTA SCREEN ANIMATION



'CONVERSATIONAL' TITLE CARD



'STUDIO SHOOT' SLIDES



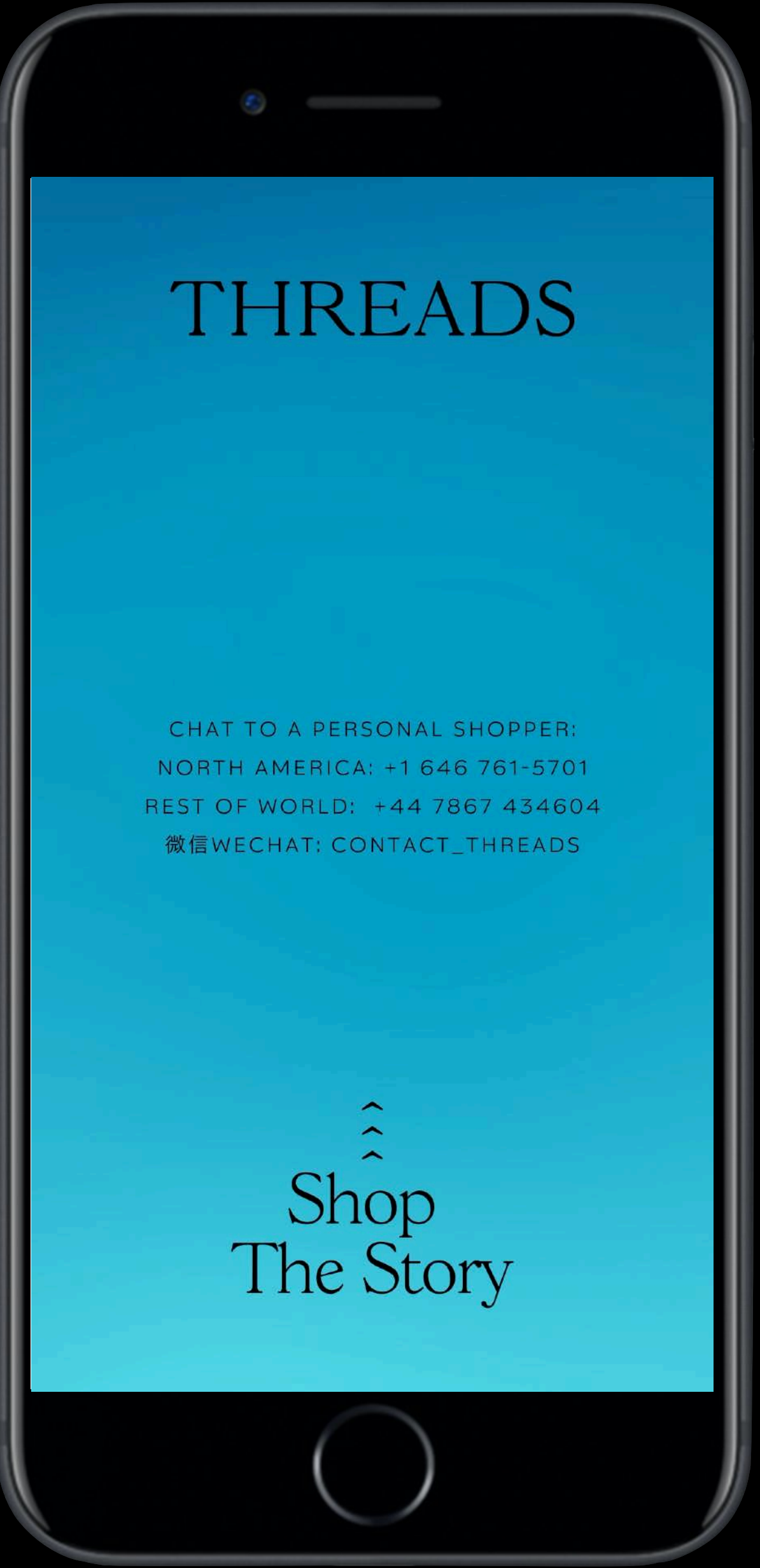
CTA SCREEN ANIMATION



'COUNT-DOWN' TITLE CARD



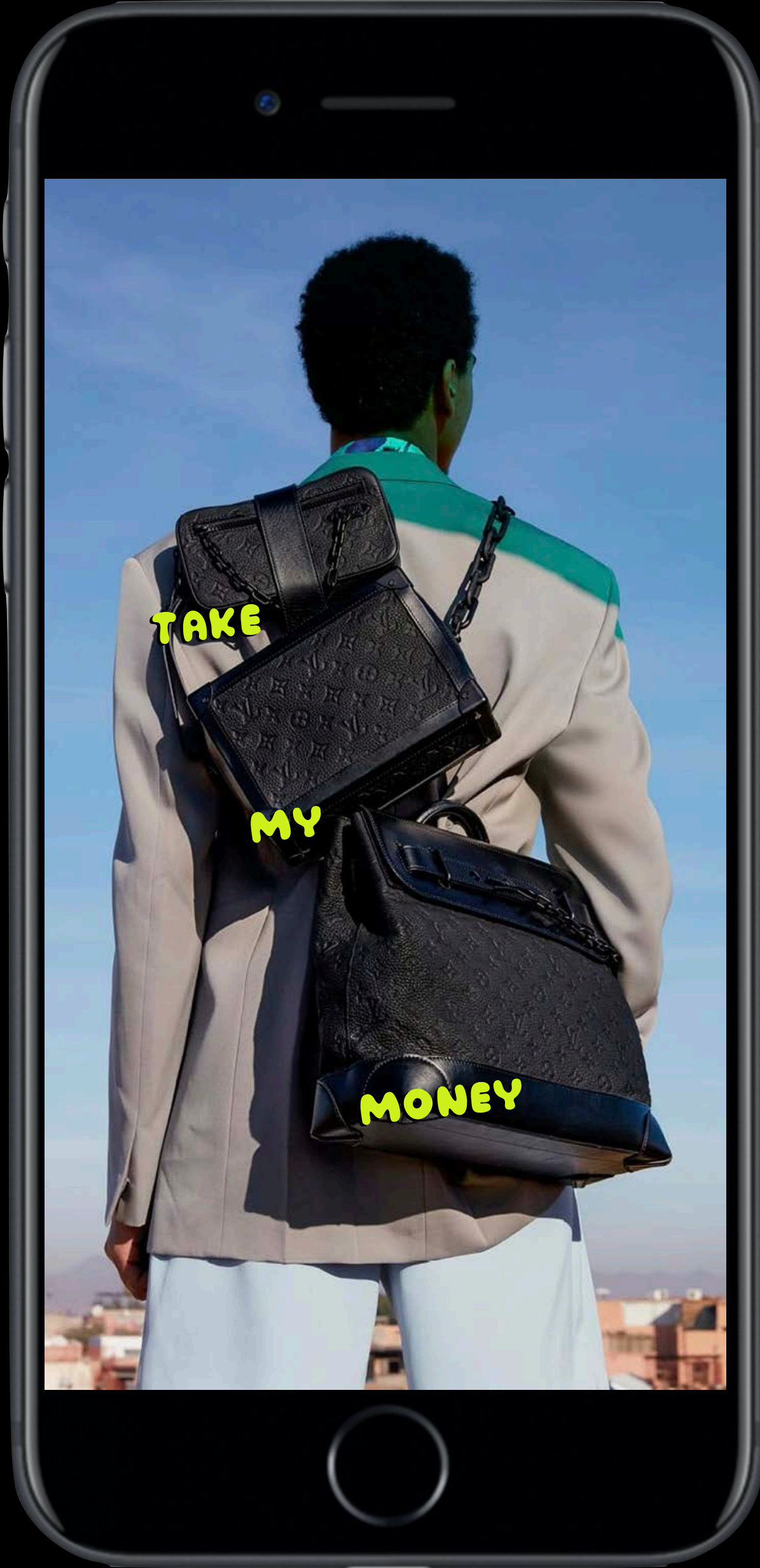
'EDITORIAL' SLIDES



CTA SCREEN ANIMATION



'EDITORIAL' TITLE CARD



'PARTNER' CONTENT SLIDES



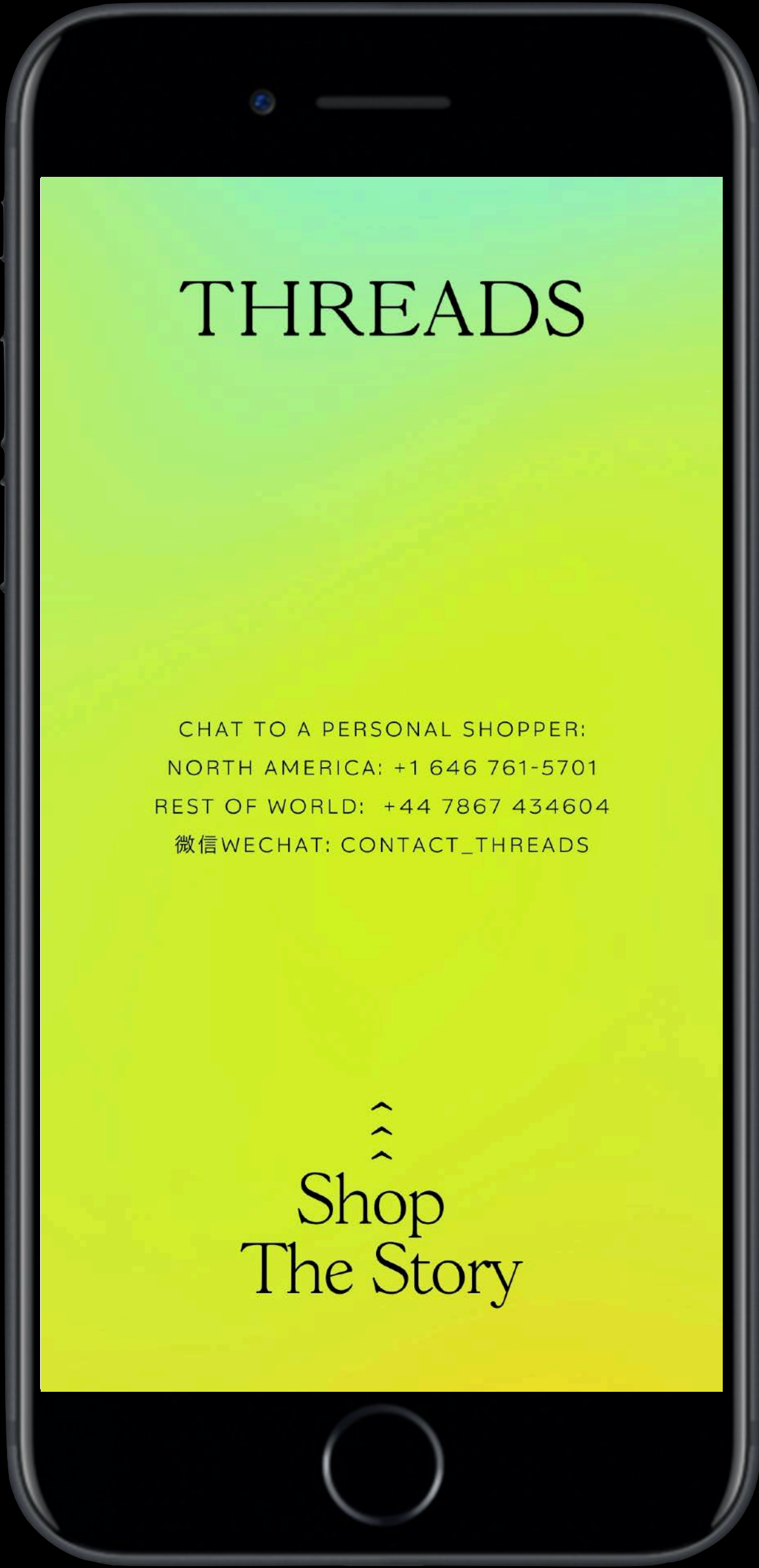
CTA SCREEN ANIMATION



'NOTIFICATION' TITLE CARD



'TECHNICAL' SLIDES



CTA SCREEN ANIMATION

THREADS