

ORIGIN WEAR



Brand Guidelines

Logo

01.

The Origin Ware logo is built to represent movement, individuality, and futuristic street culture. Its bold structure creates a recognizable identity that remains impactful across digital and physical applications.

COMPLETE LOGO

blending Y2K nostalgia with modern streetwear influences, the identity captures the spirit of a new generation that values creativity, confidence, and authenticity.

Symbol



Logo Symbol

The Origin Ware symbol merges the O and W into a single dynamic mark, finished with the signature four-point Y2K star. Inspired by early 2000s streetwear, motorsport graphics, and futuristic aesthetics, the icon represents originality, movement, and confidence.

Logotype

The logotype uses bold uppercase typography to create a strong visual presence. Its clean structure complements the angular icon while ensuring clarity and versatility across apparel, packaging, and digital platforms

logo type

LOGO CONSTRUCTION



THE ORIGIN MARK



The Origin Ware logo combines three key elements: O for Origin, W for Ware, and the iconic four-point Y2K star. Together, these symbols create a bold, futuristic mark inspired by early 2000s street culture, racing graphics, and digital aesthetics. The sharp angles and italicized form communicate speed, movement, and confidence while maintaining a clean, recognizable silhouette.

LOGO CLEAR SPACE



LOGO VARIATION



LOGO DESIGN OVERVIEW



ORIGIN WEAR



ORIGIN WEAR



ORIGIN WEAR

LOGO ICON OVERVIEW

Primary Icon

The icon is designed to remain recognizable at any size. Its geometric construction creates a bold silhouette that works across embroidery, labels, social media, and product applications.

Color Variations

The Origin Ware icon is available in orange, white, and black to maintain visibility across light and dark backgrounds. These approved variations preserve consistency while allowing flexibility for different branding applications.



LOGO MISUSES



Don't change the size relationship of the symbol to logotype



Do not skew, rotate, or stretch the logotype.



Don't outline logotype.



Do not use different colors.



Do not add effects such as shadows, gradients, or dimensions to the logo.



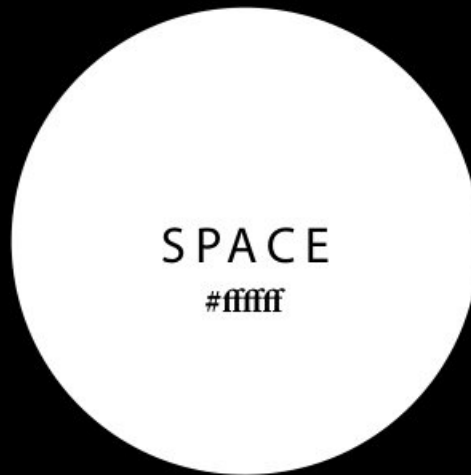
Do not place the logo on backgrounds that provide insufficient contrast.

Colors

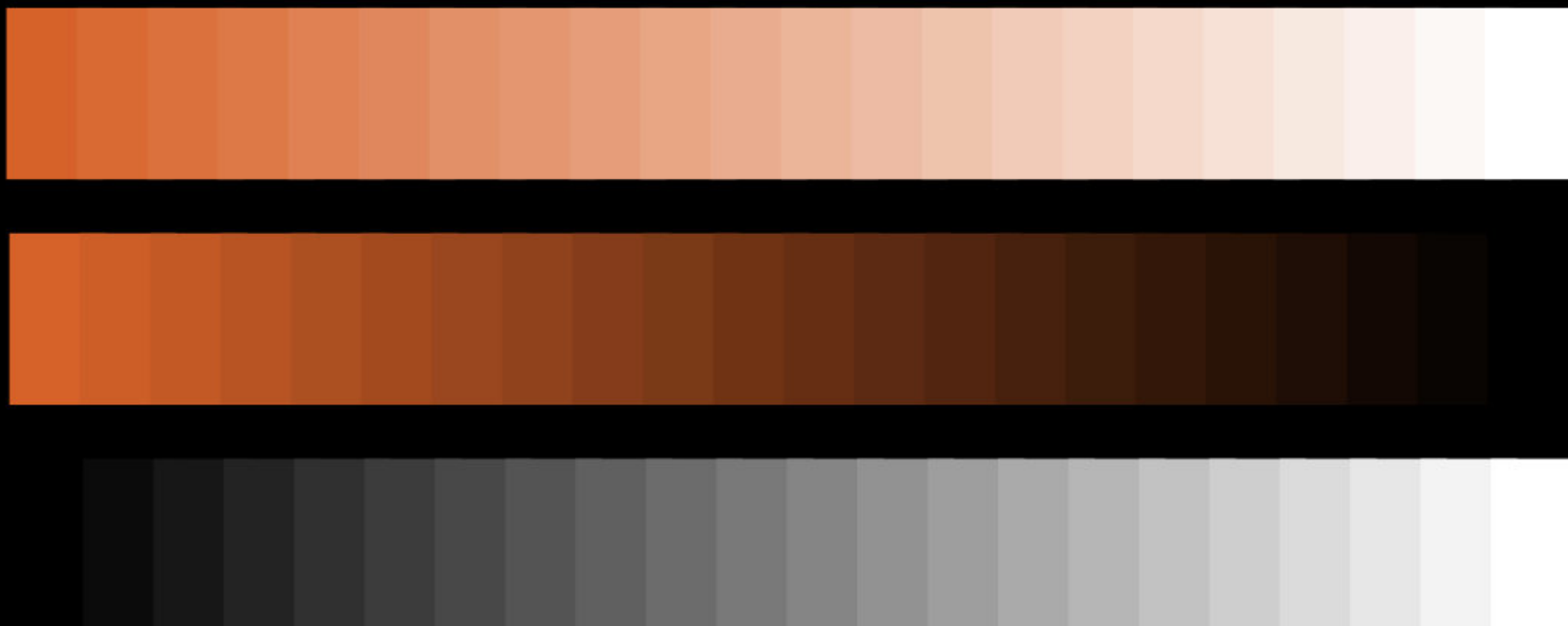
02.

The color palette combines energy, contrast, and sophistication. The signature orange symbolizes ambition and creativity, while black and white provide balance, clarity, and versatility.

BRAND COLOR - PALETTE



COLOR SCHEME - PALETTE



Typo

03.

Typography plays a key role in expressing the brand's modern identity. Clean, bold letterforms ensure readability while reinforcing Origin Ware's confident and contemporary aesthetic.

TYPOGRAPHY

Minion Variable
Concept

Aa

origin ware

H1 34pt Minion Variable Concept ExtraBold

origin ware

H2 22pt Minion Variable Concept Bold

origin ware

H3 18pt Minion Variable Concept SemiBold

origin ware

Body Text 14pt Minion Variable Concept Medium

origin ware

Description 14pt Minion Variable Concept Regular

TYPOGRAPHY

Myriad Variable
Concept
Aa

Origin Ware

H1 34pt Myriad Variable Concept ExtraBold

Origin Ware

H2 22pt Myriad Variable Concept Bold

Origin Ware

H3 18pt Myriad Variable Concept SemiBold

Origin Ware

Body Text 14pt Myriad Variable Concept light

Origin Ware

Description 14pt Myriad Variable Concept Regular

TYPOGRAPHY

Myriad
Pro

Aa

origin ware

H1 22pt Myriad Pro Bold

origin ware

Description 14pt Myriad Pro Regular

Prints

04.

The visual identity extends seamlessly across apparel, labels, packaging, and promotional materials. Consistent application strengthens brand recognition and creates a cohesive customer experience.











ON
ORIGIN WEAR

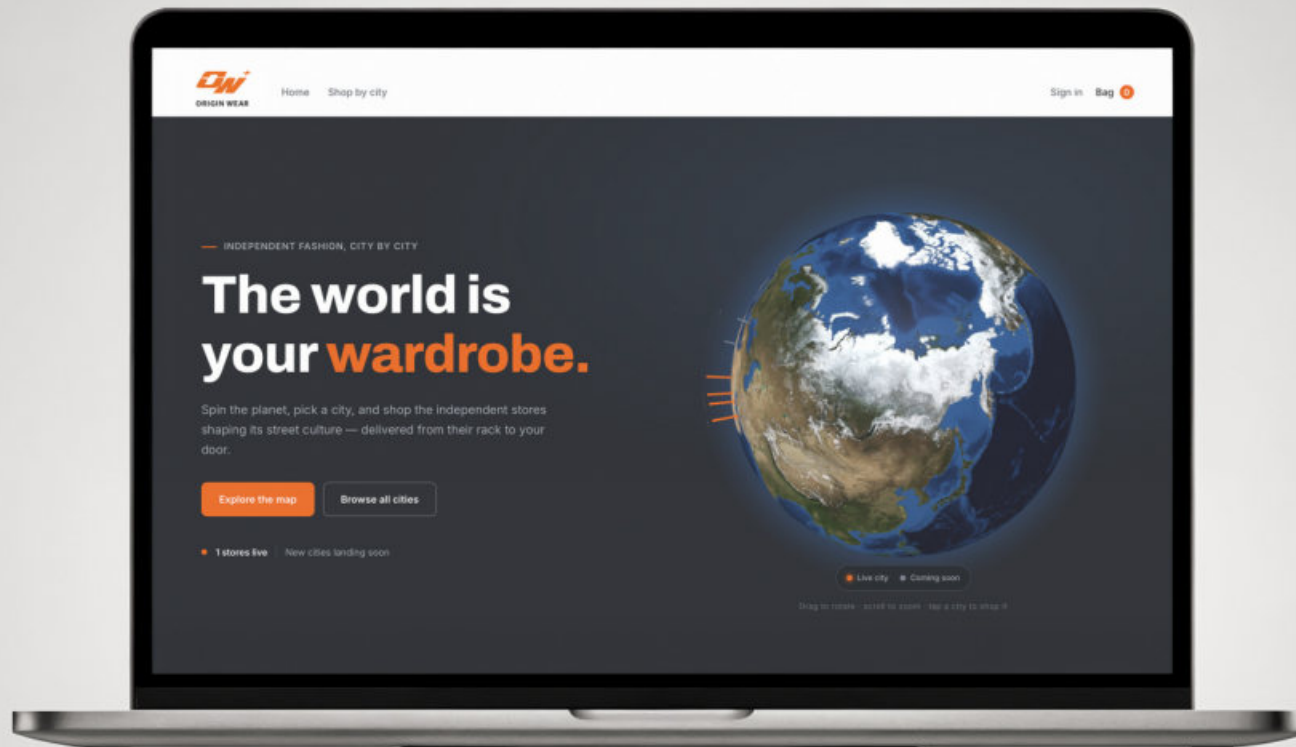
SIZE

S M L XL XXL

Every beginning has an
origin. Every original has a
story. This is where yours
starts

MADE FOR YOU







ORIGIN WARE

