



Customized BUFF® Products

STYLE GUIDE 2021

This Style Guide is meant to help you to easily describe your customer's needs and wishes.

We need to know two basic things:

1. Logo layouts

A- Styles are layout suggestions of where and how to place the logos regardless of the background.

2. Background styles

B- Styles are not background templates but inspirational designs. Your choice will provide us the base from which we will start working.

You can also combine both choices with some additional indications that help us understand why this style has been chosen: the more detailed information, the easier to achieve a quick and satisfying result.

In case you would like a solid background, please note we do not dye but print over white fabric. To ensure a good quality result, we will come up with a very discreet texture simulating the solid color.

EXAMPLE

BRIEFING:

"I'd like something as the style B-21 and an A-01 logo layout."

COMMENTS:

"We need two options: one in pink and another in blue. My customer is a sport shop focused on running: they're looking for a very young style with these sort of stripes."

RESULT



LOGO LAYOUTS



A-01



A-02



A-03



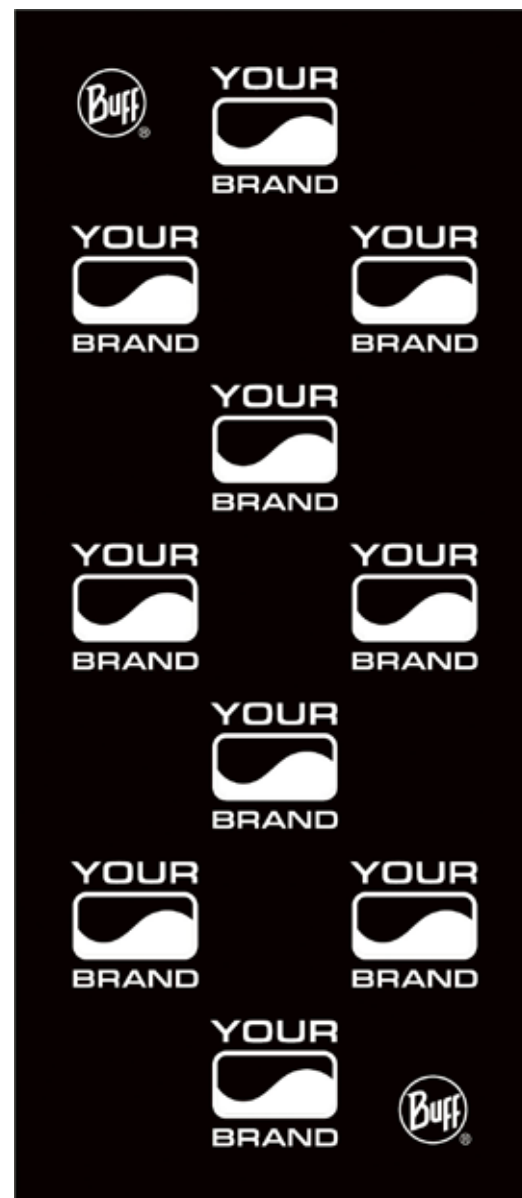
A-04



A-05



A-06



A-07



A-08



A-09



A-10

BACKGROUND STYLES



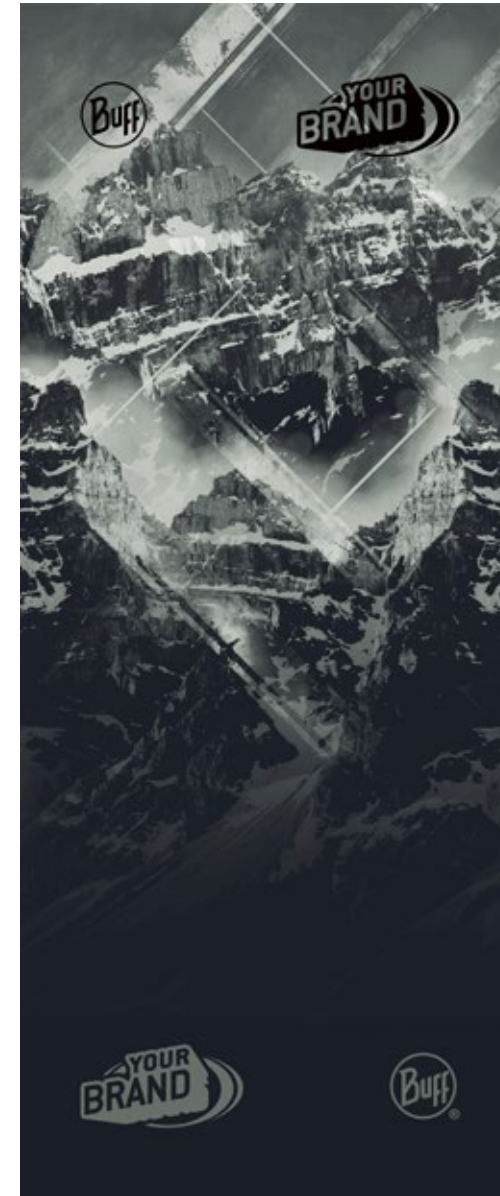
B-01



B-02



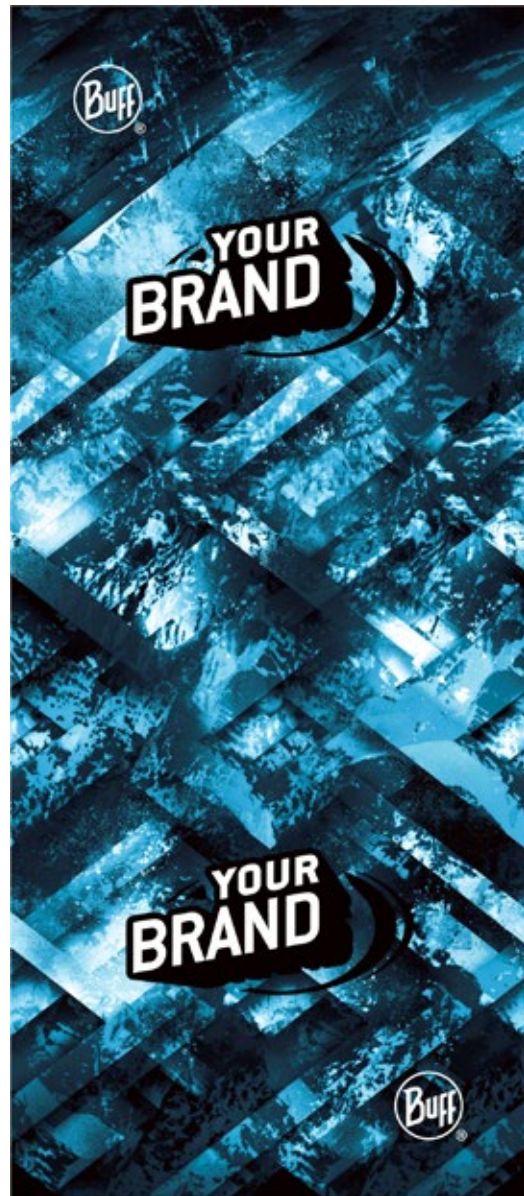
B-03



B-04



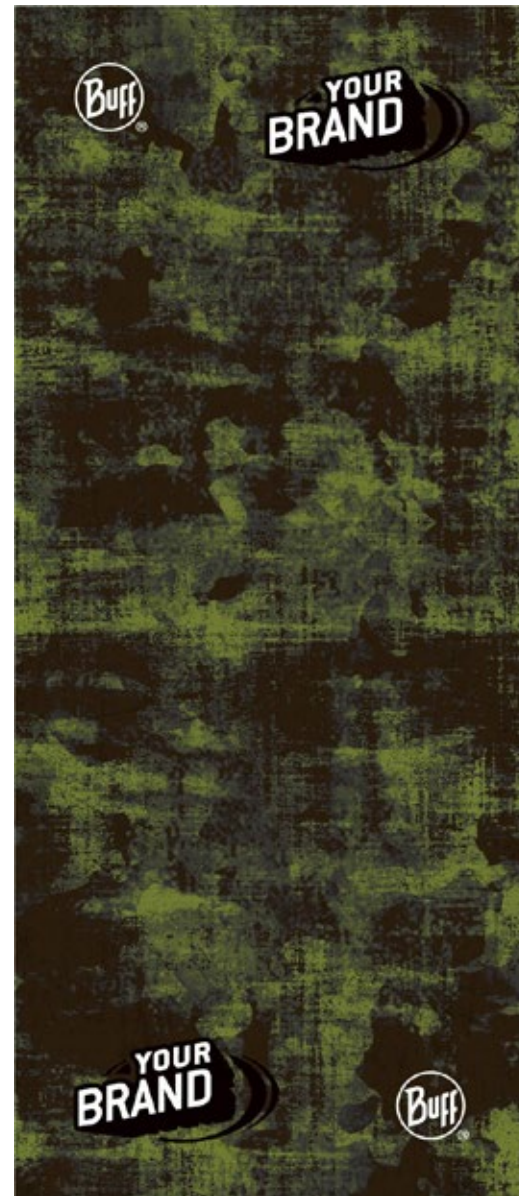
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B-06



B-07



B-08



B-09



B-10



B-11



B-12



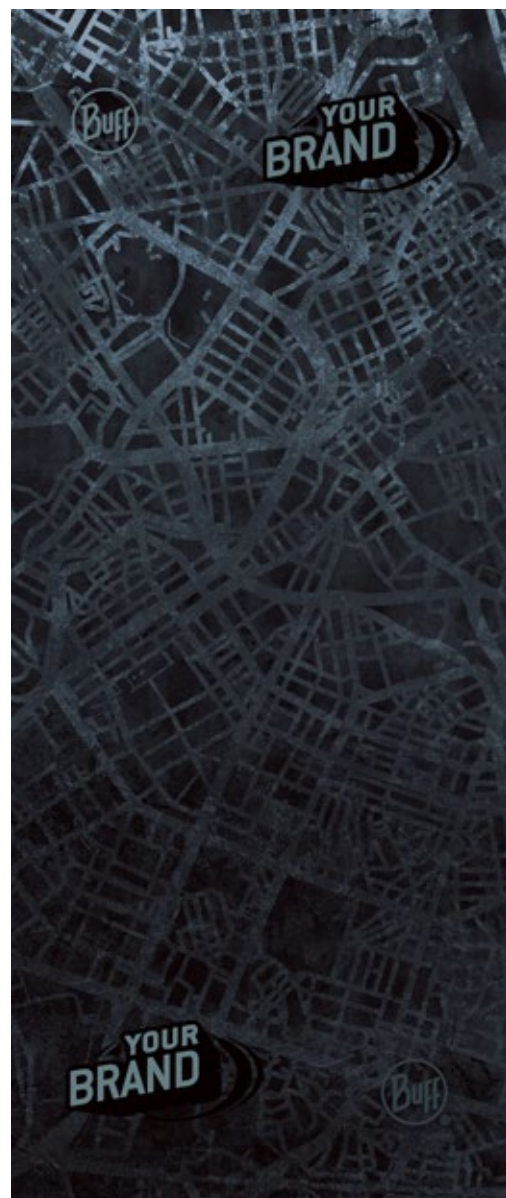
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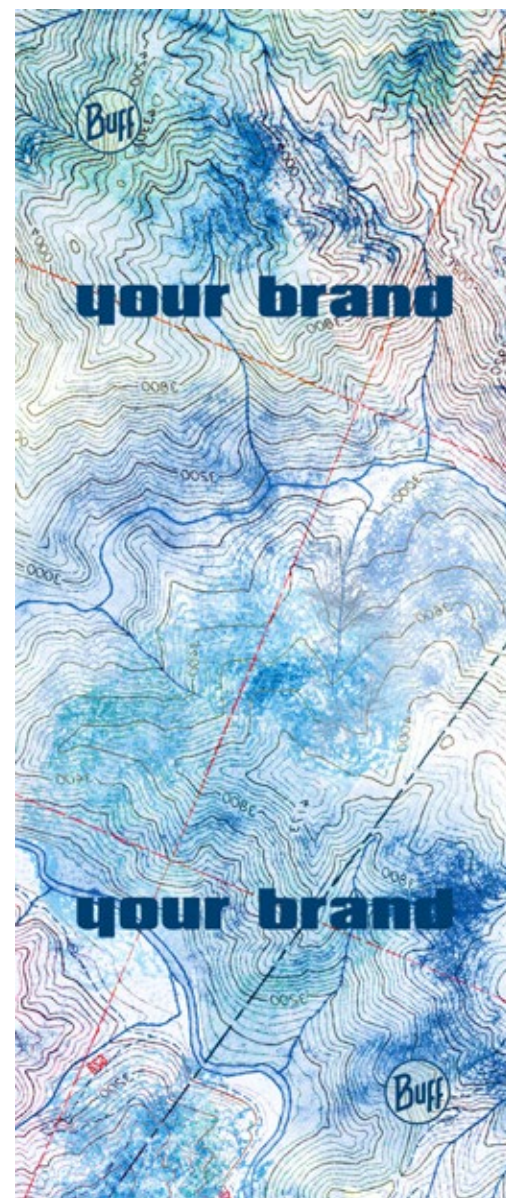
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B-15



B-16



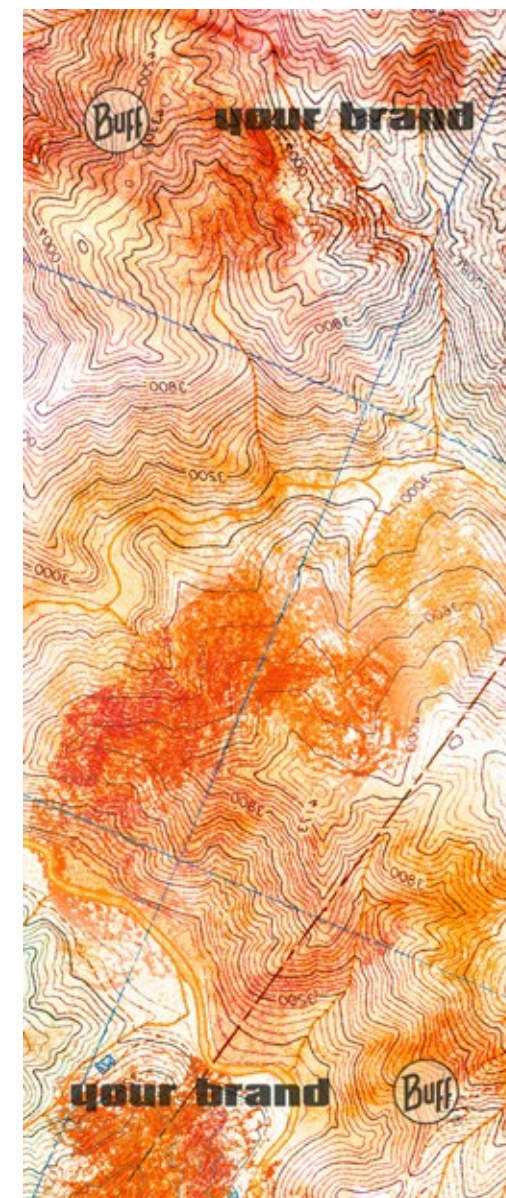
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B-18



B-19



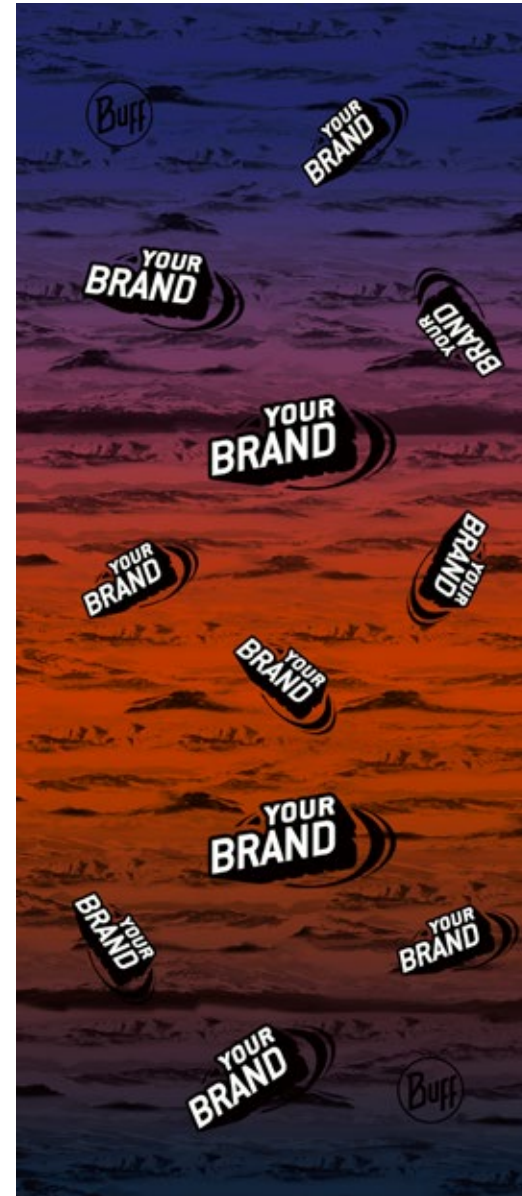
B-20



B-21



B-22



B-23



B-24



B-25



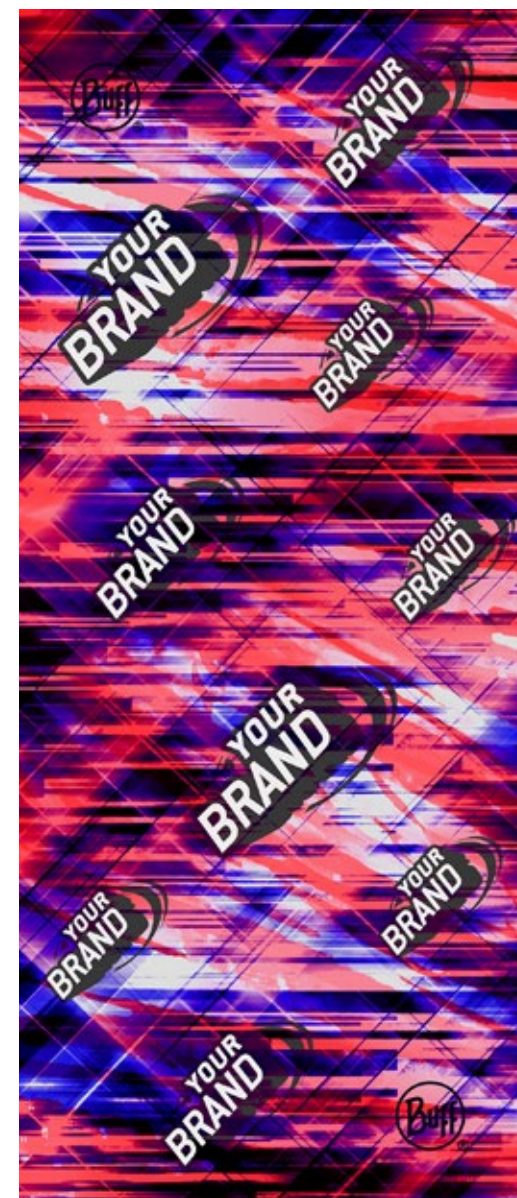
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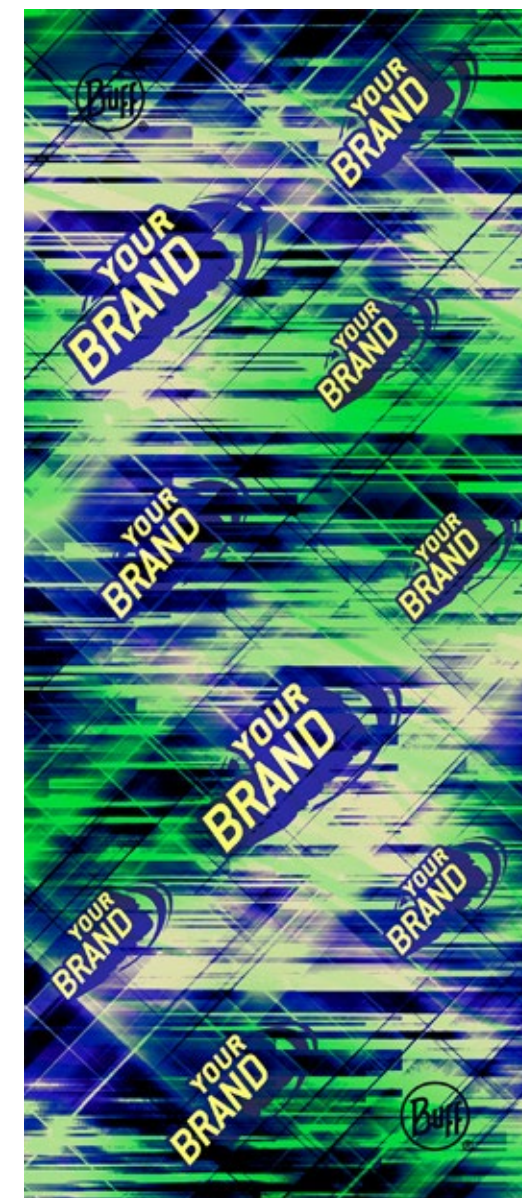
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B-28



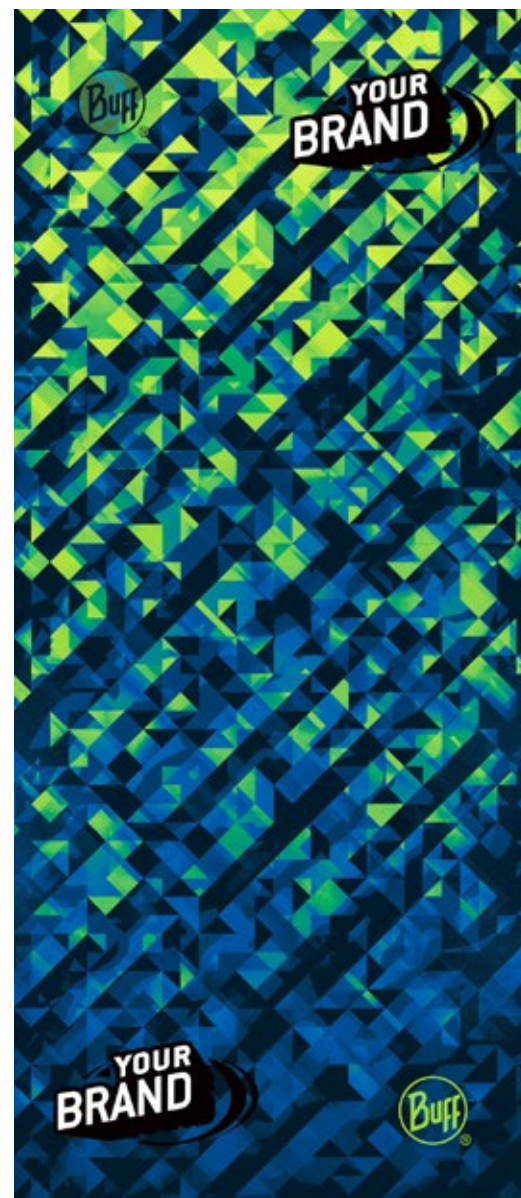
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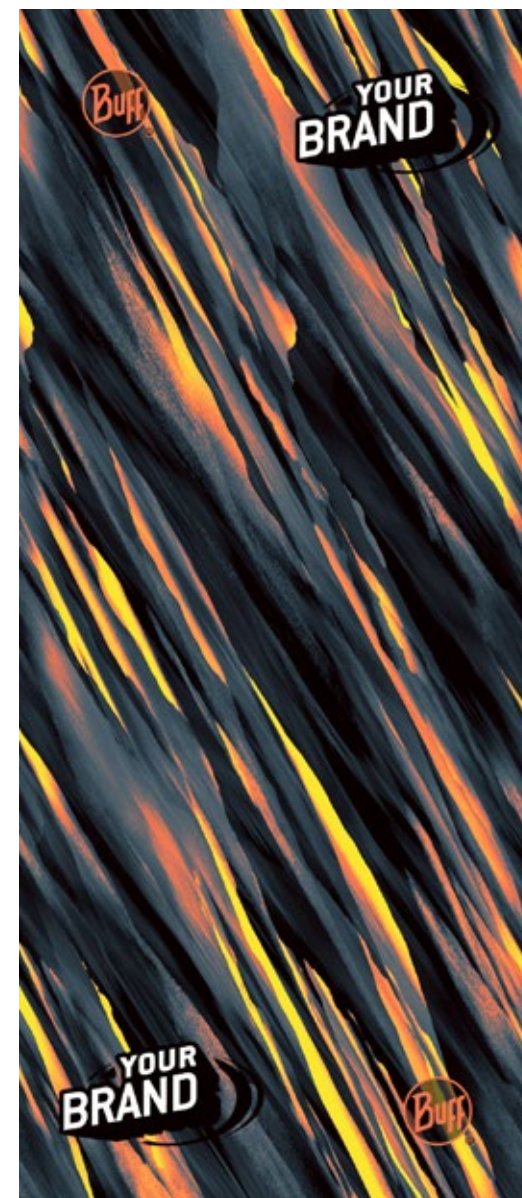
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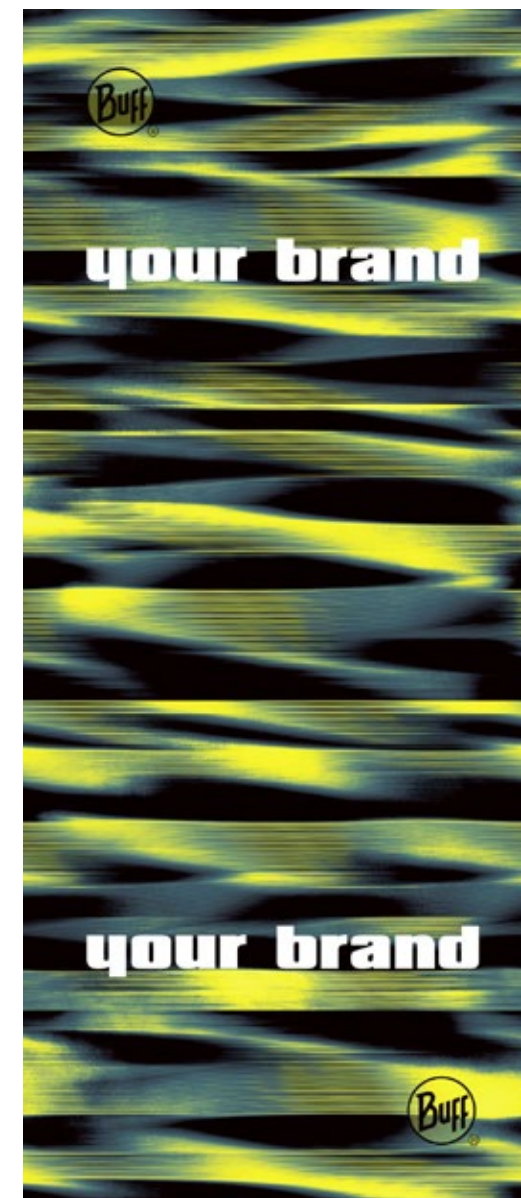
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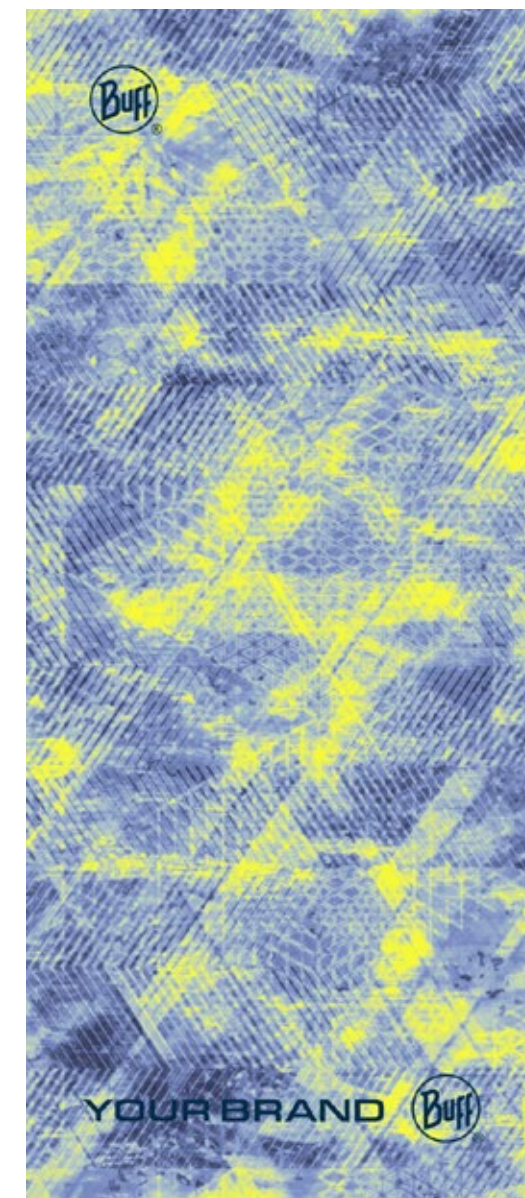
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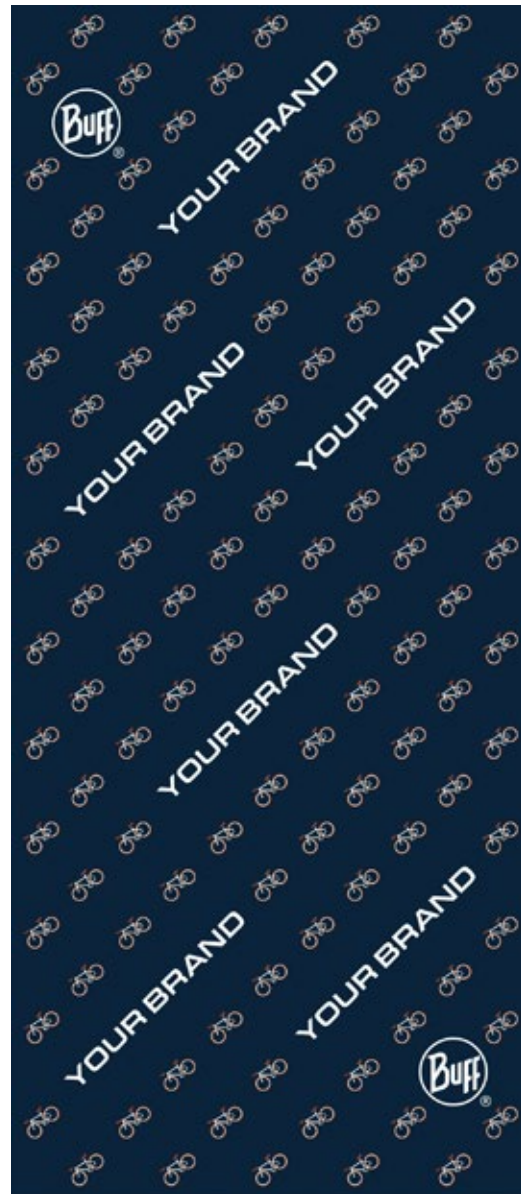
B-33



B-34



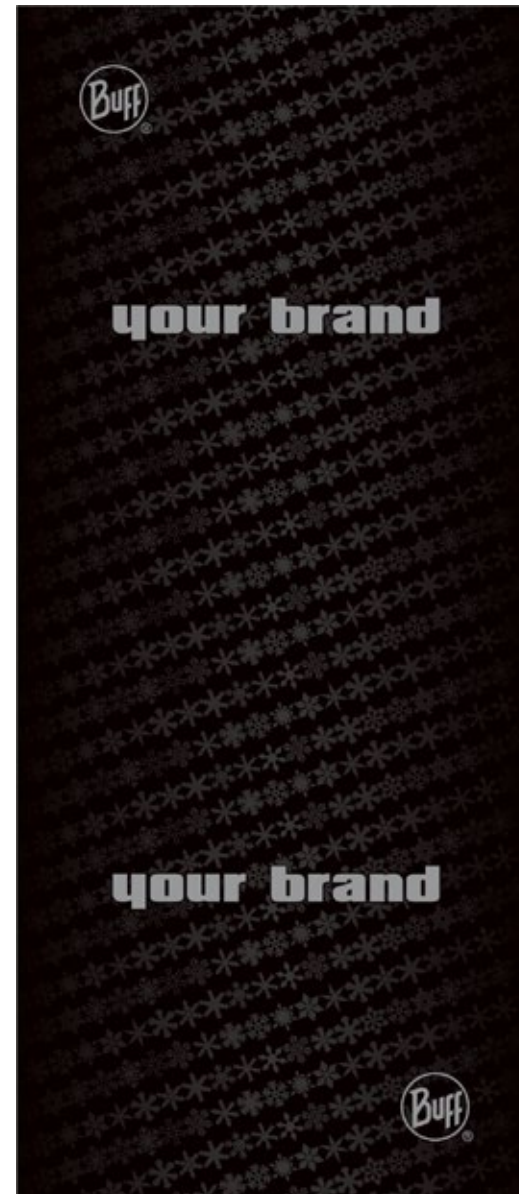
B-35



B-36



B-37



B-38



B-39



B-40