

BRAND GUIDELINES

THE COMPLETE GUIDELINES OF STRIKE9



01 — BRAND STORY

Who we are

Strike9 was born from after-hours blocks, basement shows, and the instinct to move before the city catches up. Built for people who treat clothing like a signal, Strike9 delivers sharp streetwear staples with impact, restraint, and edge.

01

Defiant

Challenges the expected without shouting.

02

Sharp

Clean cuts, hard contrast, precise attitude.

03

Nocturnal

Built for night streets and late energy.

04

Focused

Every detail earns its place.

“To create streetwear that feels disciplined, disruptive, and ready for the next move.”

Our mark



Primary



On dark



On primary



Monochrome

Clear space

Keep clear space around the logo equal to at least the logo mark's own width on all sides.



Minimum size

Use the full logo no smaller than 120 px wide on screens or 32 mm wide in print.



32 px

03 — LOGO MISUSE

Please don't

These examples are rendered from the real logo so there is no ambiguity about what each rule means.



Do not stretch or squash



Do not rotate the mark



Do not add new colours



Do not place on busy crops

Palette

Every colour is measured from the logo itself. Use the exact values below across print and digital.

PRIMARY

Flash White

Main negative space, logo contrast, product labels.

#FDFDFD

RGB 253 · 253 · 253

C0 M0 Y0 K1

NEUTRAL

Asphalt Ink

Core backgrounds, type, packaging, heavyweight basics.

#141213

RGB 20 · 18 · 19

C0 M10 Y5 K92

SECONDARY

Night Plum

Deep panels, campaign backdrops, layered trims.

#280F1C

RGB 40 · 15 · 28

C0 M62 Y30 K84

SECONDARY

Bruise Plum

Drops, capsules, inner labels, hover states.

#4D0D2E

RGB 77 · 13 · 46

C0 M83 Y40 K70

ACCENT

Strike Wine

Limited hits, calls-to-action, logo accents.

#660A3A

RGB 102 · 10 · 58

C0 M90 Y43 K60

Recommended usage proportions across brand applications.

05 — TYPOGRAPHY

How we set type

Anton delivers compressed street-poster impact while Space Grotesk keeps copy modern, readable, and controlled.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Aa

Anton

Headings • 600–800

Regular

Semibold

Extrabold

Aa

Space Grotesk

Body • 400–600

Regular

Semibold

06 — VOICE & TONE

How we sound

01

Direct

Short lines. No wasted words.

02

Charged

Energy under control, never chaotic.

03

Streetwise

Grounded in real movement and culture.

We say

“Nine moves ahead.”

“Built for the after-hours.”

“No noise. Just impact.”

We avoid

“Cute fits for everyone.”

“Luxury lifestyle essentials.”

“Bright happy everyday vibes.”

07 — IMAGERY

Photography direction

- 01 Shoot at night with hard shadows and concrete texture.
- 02 Use high-contrast flash and tight, cropped movement.
- 03 Style layered blacks, off-whites, and deep plum accents.

08 — APPLICATIONS

The brand in the wild

Real applications generated for this brand. Every new touchpoint should feel like it belongs to this family.





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