THE REAL MAN CHRONICLES

Campaign manual

URBAN OUTFITTERS
I am Keath, also known as ‘Babe Magnet’. I am Fun, fearless and I will shine you up. Rumors says that the metal structure decorating my flawed teeth have magical powers!

But more important, I am a REAL MAN and I will introduces you to the look and feel of the Urban Outfitters new men’s campaign.

This guide contains all the ingredients to bring the concept to life, from the look and feel to the fonts size and the shapes to the general structure. Let me guide you!
COLOR PALETTE

Color Palette 6
Fonts and sizes 8
Shapes 10
The logo 14
Meet my friends 16

GENERAL STRUCTURE

A question 18
A tip 19
Activation 20
The colour palette in the Real Man Chronicles draws hues from Urban Outfitters’s vintage and colourful identity and collections. We opt to capture the wildness of the 80’s era with bold tones that pops. This handful of colors is the perfect combo to keep the campaign together!
Many fonts are used in the campaign in order to keep a certain dynamic and evoke nostalgia. The real man chronicles cataloged the best 80’s fonts, making sure that the idiosyncrasies of 80’s culture remain steadfast.
The 80’s are the king of geometrical shapes. The real man chronicles has a vectorized style and because it is an Instagram campaign, keep every images squared. Be careful of sharp edges!
READ BETWEEN THE LINES!

The design is accented with plenty of strokes and straight lines to provide navigation cues. It is allowed to add one to three lines up and down the titles.
THE LOGO

THE REAL MAN CHRONICLES

Urban Outfitters

PUT THE LOGO IN THE CORNER!

GUARANTEED RESULTS!

HIDE BALDNESS

COLOR PALETTE

THE REAL MAN CHRONICLES

Urban Outfitters

THE REAL MAN CHRONICLES

Urban Outfitters

THE REAL MAN CHRONICLES

Urban Outfitters
Meet the awkwardly sophisticated, VIRGIN DANNY. He is looking for excitement and hoping to be something more than just another romantic holiday flirt. Almost all of his friend did it, don’t let him be the last one.

Meet the elevated and intellectual, NERDY HALL. He has proves that true beauty comes from within and he will get you with long and intense conversations. For him the physical act of love is a scientific exercise and he is more than eager to experiment.
1. IT STARTS WITH A QUESTION

1- A question or a statement: The aim is to trigger the target group with a big title.

The first image is a picture and a title.

2. A TIP

2-A tip: The second ‘image’ can be a video tutorial, a gif animated, a picture, a sequence of images.

Here we give a tip, the aim is to solve the problem of the first image.
3. Activation of the target audience:
Here the target group have to choose their favorite. The first image of the sequence is a statement title with a colorful background.

The images they can choose from are numbered. The third ‘image’ can be a gif, a sequence of images or an images regrouping the different choices.
CONGRATULATIONS!
Now, you’ve got all the ingredients to be a real man!