

2026



# BRAND

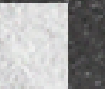
# GUIDELINES

By.  
Kuba

Introduction

**01**

**INTRODUCTION**



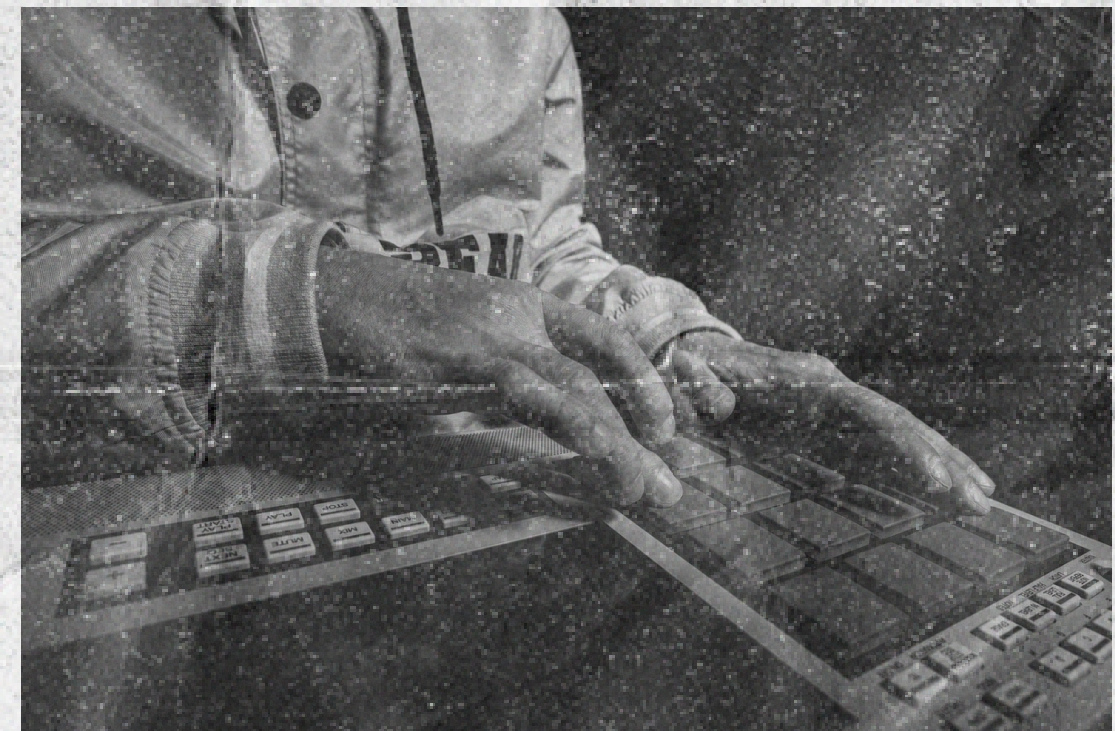


## Brand Story

Clout Corner was born from the idea that hip hop is more than music—it's a lifestyle, a language, and a form of self-expression. Built from the ground up by people who lived and breathed the culture, the shop started as a small creative hub where sound and style collided.

At its core, Clout Corner is a space for discovery. From rare CDs and underground releases to bold clothing and statement overalls, every piece in the store tells a story rooted in authenticity. It's not about chasing trends—it's about representing identity, confidence, and creativity.

Designed for young adults who move between playlists and streetwear effortlessly, Clout Corner brings together music and fashion under one roof. It's where you don't just shop—you find your vibe, your voice, and your corner of the culture.



Logo

02

LOGO





## Brand Overview

### Who We Are

The Clout Corner is an independent hip hop concept store built for those who live and breathe the culture. We bring together music, fashion, and identity under one roof – stocking CDs, clothing, and workwear-inspired fits that speak to the streets and the scene.

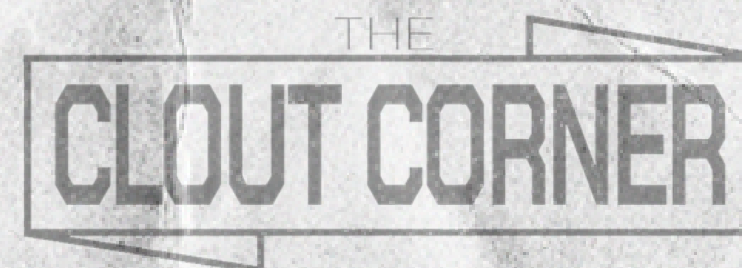
### The Aesthetic

Raw, authentic, and rooted in hip hop heritage. The deep forest green and gold of our brand reflects a sense of prestige without the price tag – bold enough to stand out, refined enough to be taken seriously.

Think independent hustle meets curated taste.

### Our People

Young adults who don't follow trends – they set them. Fans of rap, collectors of culture, and individuals who see fashion as self-expression. Our customers know what's real.



Logo

## Logo Scale

The Clout Corner logo should always be reproduced with intention and care, ensuring the bold identity of the brand is never compromised by poor sizing or placement. At its largest, the logo commands space – the full lockup including "THE" wordmark, the central "CLOUT CORNER" banner, and the geometric arrow framing should all remain clearly visible and proportionally balanced. When scaling down, care must be taken to ensure the fine geometric lines that flank the banner do not become lost or distorted, as these details are integral to the logo's character – a minimum width of 150px is recommended for digital use and no smaller than 30mm for print. At smaller scales where detail begins to suffer, a simplified version of the logo featuring only the "CLOUT CORNER" banner text should be considered as an alternative.

Horizontal Logo Size



Horizontal Small Size



Logo Icon





'CLOUT CORNER' is the main subject its the representation of the shop 'clout' is the fame that music brings to artist and 'corner' represents the shops location its at a corner.



The gold frame represents status its something that is expensive and exclusie only for the member of clout corner it also calling well with the idea od a corner and everying bening geometric.

The green is also and representation of status weath and money as its one of the main things that is associated with rap artists.

Typography

03

TYPOGRAPHY





## Brand Typeface

The typography used in "CLOUT CORNER" is Chakra Petch Bold, a modern geometric sans-serif typeface with a distinctly technical and industrial edge. The letterforms are wide, confident, and built with sharp angular cuts that give the font a mechanical, almost utilitarian feel – as though the letters have been engineered rather than drawn. The characters sit with a slight forward-leaning tension, carrying a sense of momentum and urgency without being a true italic.

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# CHAKRA PETCH

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AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890.,?1#@%

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Colors

# 04 COLORS





## Color Palette

Lorem ipsum is a placeholder text commonly used to demonstrate the visual form of a document or a typeface. Lorem Ipsum may be used as body copy placeholder text in your templates. Headings, subheadings and feature text need to remain 'in use' and should always reflect the design theme of your template.

BBA874	234922	2E2D2D	000000	FFFFFF
Sand Gold	Forest Green	Graphite	Black	White

**05**

**MOCKUP**



THE  
CLOUT CORNER



THE  
CLOUT CORNER

THE  
CLOUT CORNER

THE  
CLOUT CORNER

Mockup



Thankyou

**THANKYOU!**

