

# Cleptomanicx

STYLEGUIDE FALL/WINTER  
2022

## LOOKBOOK © JAN REISER

## PROPOSALS FOR BANNER



400 × 80px



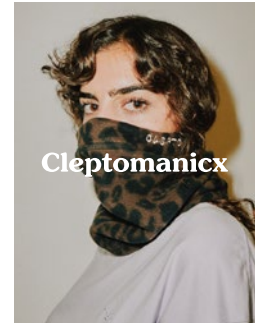
200 × 300px



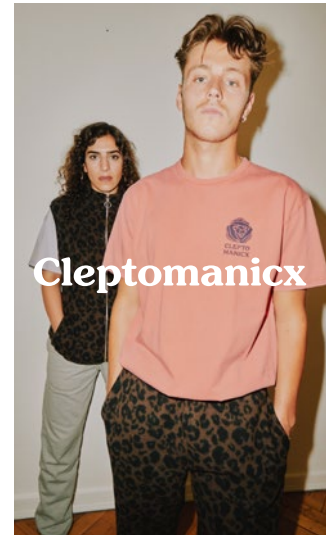
336 × 280px



120 × 400px

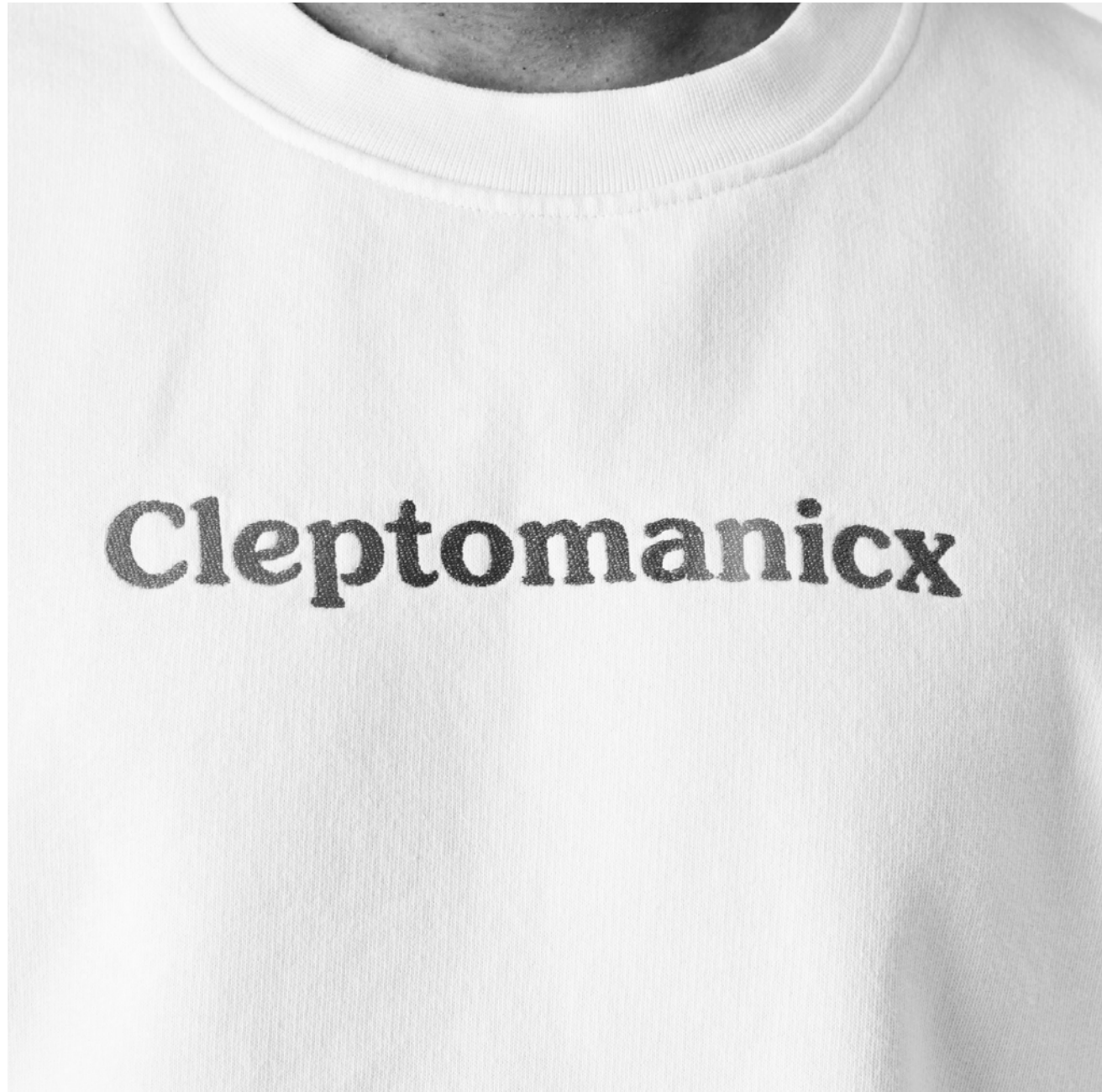


90 × 120px



120 × 200px





## OUR LOGO

---

Our Logo is typeset in Souvenir, originally designed by Morris Fuller Benton in 1914 and redesigned in 1971 by Ed Benguiat. The Souvenir combines both the faith in a need for technical construction of Fuller Benton as an engineer and the belief in the qualitative superiority of the handmade of Benguiat as a calligrapher — which makes it the perfect logofont for us. The new logo is independent and down to earth at the same time and connects functionality with charm just as our clothes do.

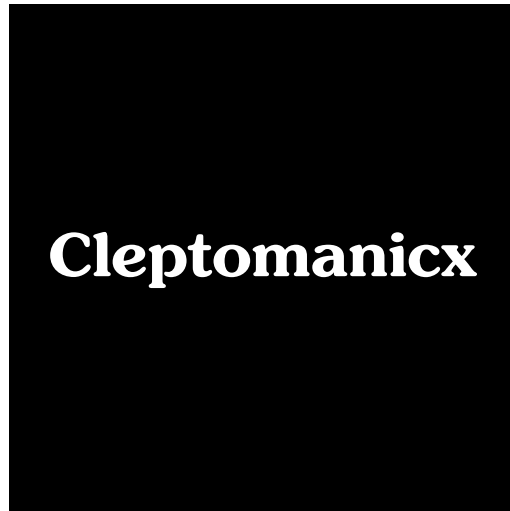
---

## OUR LOGO

Black

**Cleptomanicx**

Negative



Old: DON'T USE

  
***Cleptomanicx***

Info

The *Oneliner Logo* is our main logo version that should be used with priority in web applications, printed matter, film titles or any kind of advertisements.

File: CLPMCX\_Logo.eps  
Smallest printable size: 15mm width

## USAGE

### Info

---

Please make sure to center align the *Oneliner Logo* on the middle of it's x-height (A) and the *CI-Logo* on the ascender height of the letter *t* (B). The *CI-Logo* without the gull is center aligned on the middle of it's x-height (D) too. Avoid getting other Logos to close through using the width of *Cle* (C) as a minimum distance.

---



PLEASE AVOID THE FOLLOWING MISTAKES:

USAGE

Reflecting

Distorting

Unproportional scaling

Adding any kind of shadow, glow or fancy effect

**xcin6motq9lC**

**Cleptomanicx**

**Cleptomanicx**

**Cleptomanicx**

WE'RE USING THE *DIATYPE*  
IN THE REGULAR AND BOLD CUT.

## TYPOGRAPHY

Diatype Regular, 26pt

---

Lorem ipsum dolor sit amet,  
consectetuer adipiscing  
elit. Aenean commodo ligula.

Diatype Regular, 18pt

---

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Aenean commodo ligula eget  
dolor. Aenean massa. Cum sociis natoque  
penatibus et magnis dis parturient montesna.

Diatype Regular, 8pt

---

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quis que.

Diatype Bold, 26pt

---

Lorem ipsum dolor sit amet,  
consectetuer adipiscing  
elit. Aenean commodo ligula.

Diatype Bold, 18pt

---

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Aenean commodo ligula eget  
dolor. Aenean massa. Cum sociis natoque  
penatibus et magnis dis parturient montesna.

Diatype Bold, 8pt

---

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quis que.

## Contact

Welfare Distribution GmbH  
Wendenstrasse 255  
D-20537 Hamburg

+49 (0) 40 253 062 70

info@welfare-distribution.com  
www.welfare-distribution.com

www.cleptomanicx.com

Sales: Doreen Kruppa  
doreen.kruppa@welfare-distribution.com

Art Direction / Grafik / Kommunikation:  
Mikel Kanne  
Mikel.Kanne@cleptomanicx.de

Art Direction / Grafik / Kommunikation:  
Fabio Schöneweihs  
Fabio@cleptomanicx.de

Production: Lisa Eisermann  
lisa.eisermann@cleptomanicx.de