

A man with short brown hair and a light beard is sitting on a wooden picnic table outdoors. He is wearing a white long-sleeved button-down shirt, dark green or olive pants, and brown suede chukka boots. He is smiling and looking towards the camera. The background consists of trees with light-colored foliage, possibly in a park or a wooded area. The overall lighting is bright and natural.

SATURDAY

by *Van Gils*

INTRODUCTION

This brand book will take you through our story and how we came to be. This book guides you through our new brand and illustrates the different elements that will be used to create consistency in developing brand touchpoints. In this book you will find our passion, our DNA, our brand principles and values, and our collective potential.

This is our story.

We would like to introduce to you,

SATURDAY

by *Van Gils*

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SATURDAY

by *Van Gils*

01.

OUR BRAND



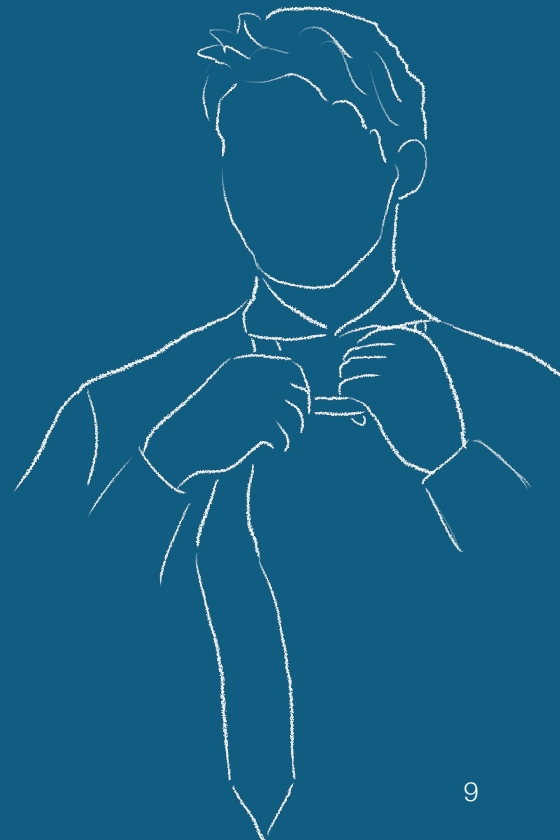
OUR LEGACY AND BRAND STORY

Our story begins in 1948, when Van Gils is founded by H.C. Van Gils. Ever since, we have always been known for our tailored clothing and distinctive style within formal menswear. Our tailored clothing is characterised by quality and unique details.

During our more than 70 years of existence, we have seen a large variety of changes in the fashion industry. Especially over the last couple of years where a casualization trend has greatly influenced our formal brand. A change can be seen in what is considered a traditional dress code. The nature of workplaces are changing generally in favour of a more casual environment. We embrace this casualization and reach out to a younger generation by introducing a lifestyle brand that focuses on casual dress, while, of course, still wanting to look stylish.

A time of revitalization has come where we embrace casualization and combine casual with comfort and style.

We would like to introduce to you our new brand, SATURDAY.



OUR PASSION

1.

PURPOSE

Make men feel confident by providing the ability to express who they are and who they want to be.

We exist to enable potential, make men feel confident and comfortable in the way that they dress, to make sure that they are able to reach their own potential and be the best version of themselves.

2.

VISION

Be a man's preferred choice as menswear brand in the mid- to premium segment of the fashion industry.

Creating a desirable brand by offering the best quality products and embracing fun by incorporating playful twists and hidden messages in our garments as well as creating pieces that stand out.

3.

MISSION

Create garments that make Van Gils men feel comfortable and confident in every occasion in their life.

Whether men need to dress up for a special occasion or dress down for a casual social activity, we provide garments for every moment in life.

Brand promise

Offering the best quality products, always with a fun twist.





OUR DNA

It is very important to us to have similar DNA elements that are the foundation of both our brands.

FUN
Always with a smile



**DNA
ELEMENTS**

TIMELESS
Classics with a modern twist

DETAILS MATTER
Quality and fun twists

FUN

Always with a smile

We will always try to enjoy life.
We don't take life too seriously. Whether it is about jumping in the pool with your clothes on or grabbing drinks with friends or family.



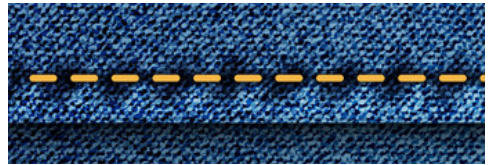
Enjoying life

Social

Having fun

Playful





DETAILS MATTER

Quality and fun twists

Whether it is about the quality of our garments or a secret message hidden within the lining of a piece of clothing, details matter greatly to us. Focusing on the small things and always implementing playful details in our garments.

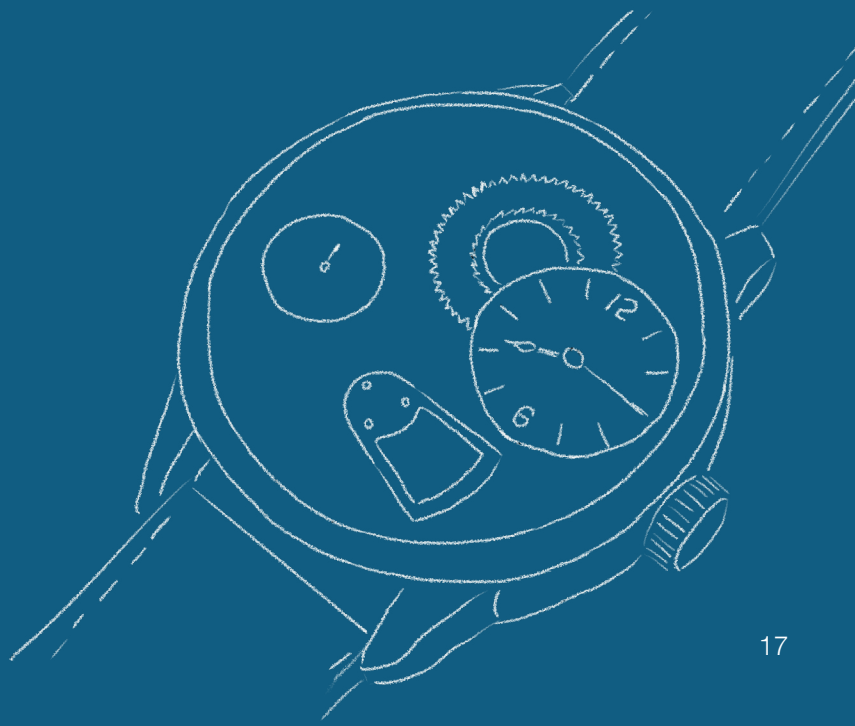
Craftsmanship

Hidden twist

Fun twist

Finish

Materials











*We always keep the environment
in our minds.*



*Only the best
meets our standards*

OUR BRAND PRINCIPLES

THIS IS WHAT WE STAND FOR

Be sustainable

We have taken a commitment to respect the environment. Our garments are made with eco-friendly materials like organic cotton and recycled wool. Together with our resellers we take a collective responsibility and unite forces to create positive change in the industry.

Be transparent

It is essential for us to be open and honest about operations. Also, our products are approved by the Business Social Compliance Initiative, an organisation that vouches for better circumstances for workers participating in production processes.

Quality first

We stay true to our roots of craftsmanship and always offer quality products. When it comes to fabrics and materials, only the best measures our standards.

OUR BRAND VALUES

THIS IS WHAT WE STAND FOR

Enable potential

We want to challenge people to make sure they are reaching their own potential.

Enable confidence and desirability

Our garments make men feel comfortable and stylish to provide a feeling of confidence and desirability.

Never too serious

We always have a smile on our face. Sometimes life is about fun and games. We always implement an aspect of playfulness.

Be consistent

You know what to expect from us. Whether it is about quality or size-fit consistency.

Details matter

We care greatly about details. Focusing on the small things and always implementing playful details in our garments.

Dare to be different

We always try to be a little bit different and a little bit out there.



Style is an expression of your true identity and who you want to be.



02.

OUR VOICE

OUR PERSONALITY

Our brand personality translates in a voice with the following characteristics.

We are

EASY-GOING.

We are calm and relaxed. We like to do what brings us joy and happiness in life. We are all about that Saturday feeling.

SOCIAL.

We are excited, talkative and a people person.

CONFIDENT.

We are comfortable in the way we dress which gives us the confidence to be true to ourselves.

GENUINE.

We are authentic and realistic. We are also trying to find the right balance between work and personal life just like everybody else.

A LITTLE BIT OUT THERE.

We like to be a little bit different. Make statements in a subtle way and being true to our unique identity.

SMART.

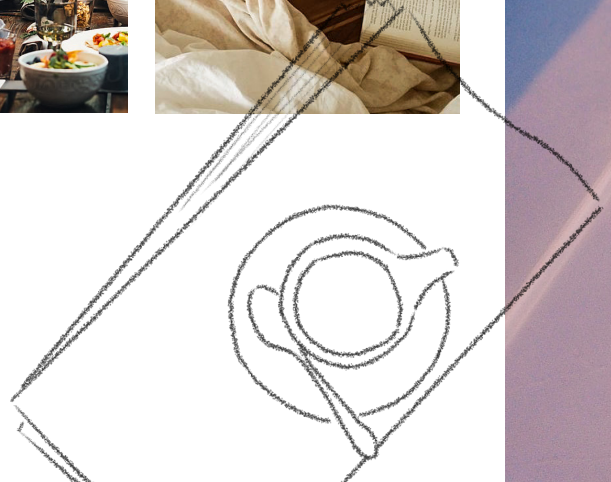
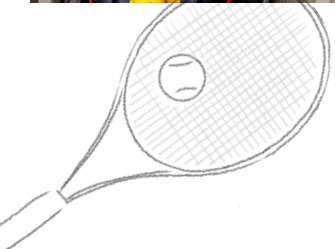
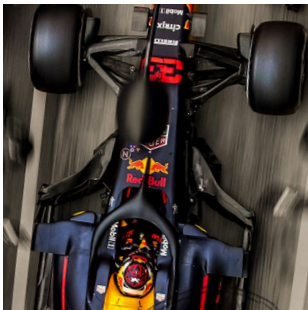
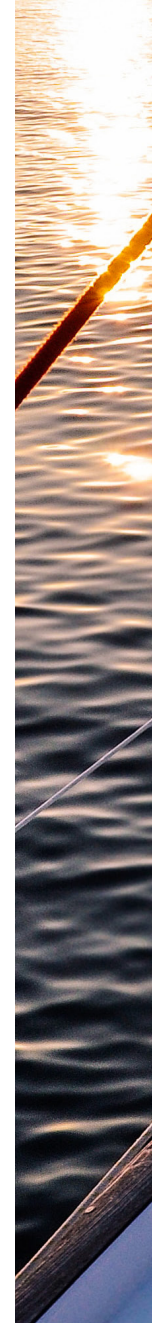
If you cannot put smart in front of it, it is not our brand. Smart FUN. Smart CASUAL. Smart DETAILS. Smart TWISTS.

We are ~~NOT~~
~~Arrogant.~~
~~Too serious.~~
~~Slick.~~
~~Old-fashioned.~~
~~Fashion sensitive.~~



We embrace that

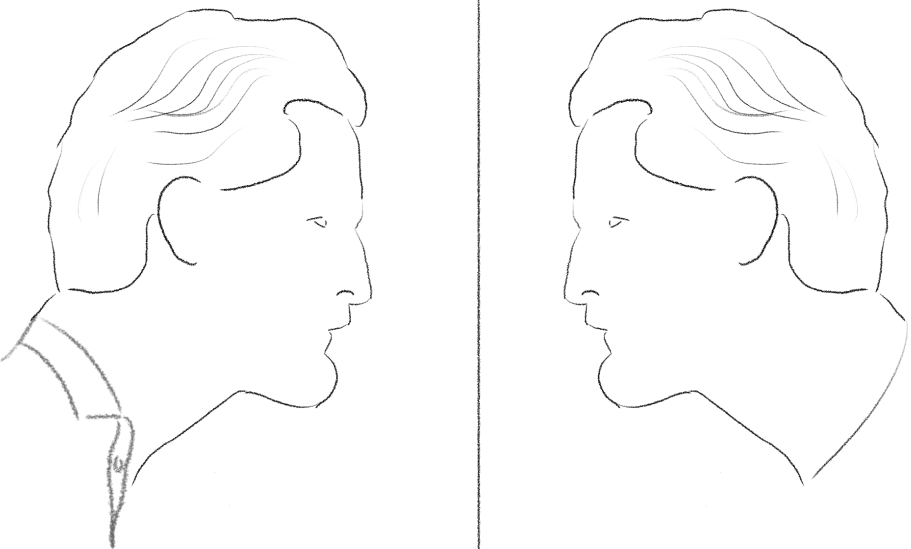
Saturday feeling







OUR AUDIENCE



OUR CUSTOMER

We have defined our core customers that will identify with our brand personality and values. Our core customer has two faces, which means he has different means of expression when being in different situations. He will dress differently when, for example, having an important meeting and making sure he comes across as professional and ambitious. When he is having drinks with friends, he wants to be a bit more casual and come across as easy-going and approachable while still looking stylish and feeling comfortable.

Functional needs

Functional needs are the needs that customers are initially drawn to. These are mostly product attributes, for example quality of garments.

Clean and neat designs

Originality and distinction

Sustainability

Durability

Quality

Value for money

Consistency in fit

Be comfortable

Ability to mix and match

Emotional needs

Emotional needs are needs that the customers are generally unaware of. These are the latent needs that help create brand loyalty.

Ability to self-express

Ability to be authentic, stay true to self and thus distinguish yourself from others

Be (self) conscious





OUR BRAND PROPOSITION

VALUE WE OFFER CONSUMERS

Offering two brands, Van Gils and SATURDAY, means consumers are able to switch between formal and casual wear whenever they want. We will offer garments that suit every occasion.

When consumers are in need of a suit for an important business meeting or other special occasion, consumers will find the right fit at Van Gils.

When consumers are in need for something a bit more casual but still stylish, SATURDAY will have the right fit.

And, of course, consumers are able to blend by always offering mix and match possibilities between both brands.

Whatever occasion, we will always make sure consumers will look stylish and feel comfortable and confident wherever they go.



SATURDAY

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04.

OUR DESIGN

OUR DESIGN PRINCIPLES

Our design principles are the foundation of our visual style, based on our brand DNA, brand principles and values, and our tone of voice. These support creatives in developing brand touchpoints that are consistent with the brand.

1.

PERSONAL

Make it human and personal. It is essential to be able to feel connected to the person shown in imagery. Show facial expressions and emotions and don't always hide behind sunglasses.

- **Portray lifestyle**
- **Show emotion**

2.

POSITIVE VIBES

Since we are a glass half full kind of person and enjoy what life brings us, we use positive vibes in our communications. We try to minimize the use of black and white photography and show our true colours.

- **Enjoying life**

3.

BE BOLD

Our confidence is translated into subtle boldness. Daring to be a little bit different. This means using large imagery and hints of colourful elements.

- **Portray confidence by looking directly at you**
- **Use hints of colourful elements**





SATURDAY

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OUR VISUAL GUIDELINES

COLOUR PALETTE

The primary colours used for the brand are influenced by our personality, brand name and design principles.

A colder tone like blue is perceived as relaxing and calm as well as dependable and high quality and that is what we stand for.

Black is associated with powerful. Additionally, grey and black hues represent neutrality and sophistication which relates to our confidence and smart traits.

A warm tone portrays warmth and happiness. Such a tone is used as an accent colour that will be used occasionally to show those small elements that stand out.

The combination of these colours capture us as being easy-going, stylish, confident and a little bit out there. It captivates our ultimate Saturday feeling, enjoying life, being relaxed and a little bit out there.

R=0, G=0, B=0
#000000

R=17, G=93, B=130
#115D82

R=152, G=188, B=213
#98BCD5

R=234, G=236, B=235
#EAECEB

R=192, G=202, B=214
#C0CAD6

R=241, G=134, B=99
#F18663

LOGO

A logo is an important part of a brand, since it has a significant influence on how the brand is perceived and remembered. The use of the logo is consistent throughout all our brand touchpoints. Thus, our logo is simple and easy to recognize. Due to our name 'Van Gils' being related to high quality pieces, we want to make sure our customers know that we will guarantee this quality for our new brand as well by using the original Van Gils logo.



TYPOGRAPHY

Two fonts are being used in our communication and our logo. They are visually appealing and easy to read.

HELVETICA NEUE - We like to use 'Helvetica Neue Bold' capitalized for our headers and 'Helvetica Neue Light' for our main text. For our vertical chapter titles we use a font size of 36 pt. For our horizontal headers we use a font size of 14 pt. For our main text we use a font size of 11 pt.

Spartwell - We occasionally like to use 'Spartwell' as our handwritten font to make it a bit more casual and real. We use font size 24 pt.

IMPACT - For our logo we use 'Impact Regular' to make it stand out a bit more, but not too much. It is easy to use with 'Helvetica Neue' when necessary. For our logo we use the font with a tracking of 120 (in thousandths of an em).



Note: reference for these measures is A4, as this brand book.

USE OF LABELS

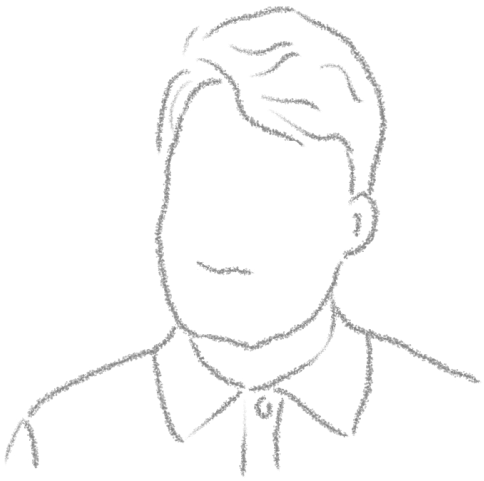








OUR COLLECTIVE POTENTIAL



OUR BRAND AMBASSADORS

We are looking for brand ambassadors that embody our DNA, personality and values. Since we are a Dutch brand, we are looking for men who are familiar to us and speak to a younger generation. Tapping into our collective potential also means co-creating together.



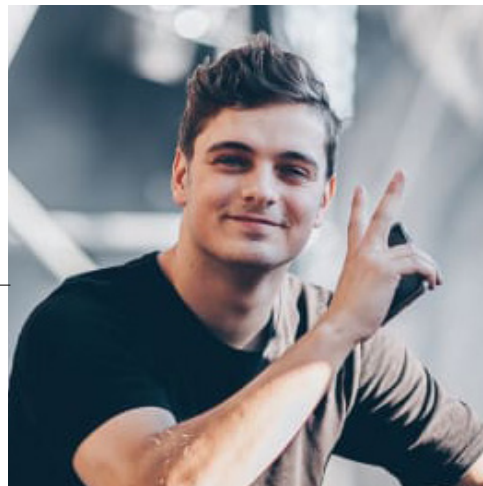
OLIVER **HELDENS**

Proud to be Dutch

Not too serious

Young

Fun



MARTIN **GARRIX**



KAJ **GORGELS**

OUR COLLABORATIONS

We know what our strengths are.
We will always focus on our strengths.

We collaborate to tap into our collective
potential. Offering the best products a man
can get, ours and those of our partners.



He rides

VANMOOF





He drinks

BOBBY'S[®]
SCHIEDAM DRY GIN



He wears

NUBIKK

A man with short brown hair and a beard, wearing a black long-sleeved sweater and black pants, stands on a metal staircase. He is holding a black duffel bag in his right hand and a grey rolling suitcase in his left hand. He is wearing white sneakers. The background shows a building with a white door and a metal railing.

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