

californian free thinking

THINK PINK

*G*reat way of climbing
Think Pink was born in
Yosemite National Park to
relax your mind and under-
stand nature.

BRAND IDENTI- TY

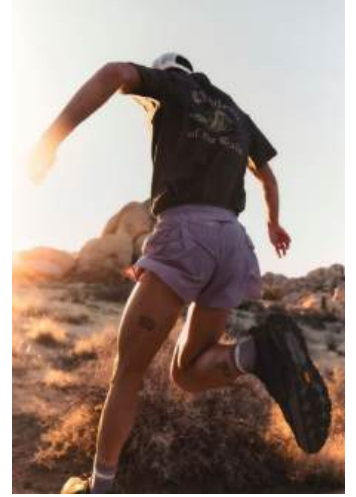
NEW CONCEPT

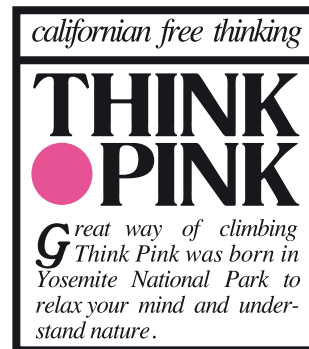
Style inspired by hiking and climbing apparel, but designed for the city.

GORP = Good Old Raisins and Peanuts
Referring to the classic trail mix of dried fruits and nuts, a long-time companion for hikers and outdoor enthusiasts. This style blends rugged, functional outdoor gear with urban practicality, perfect for navigating city life with a touch of adventure.



CREATIVE COLLAGE





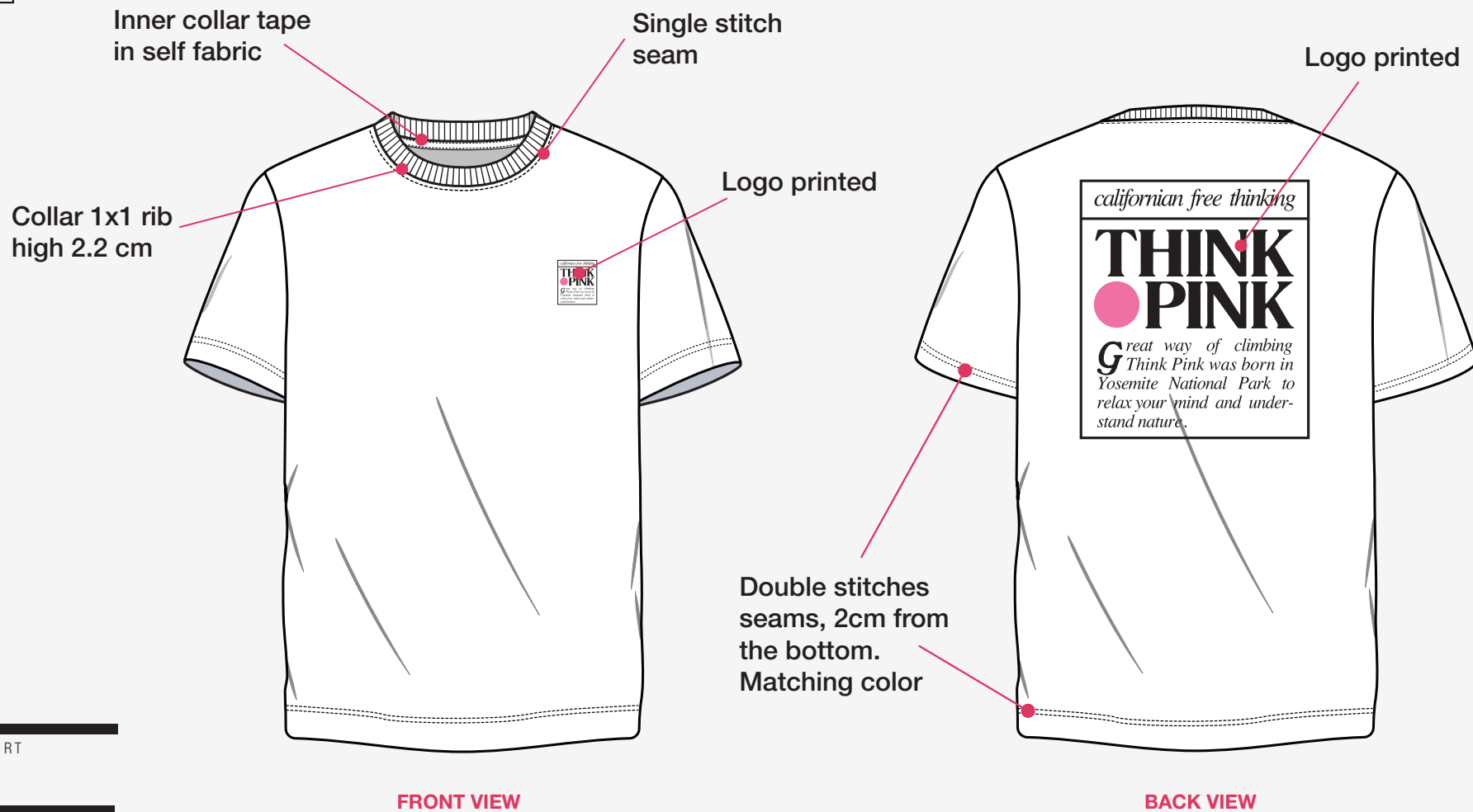
SUMMIT STYLE

SUMMIT STYLE

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STYLE no. **MAN ICONIC T/S**

DETAILS
COTTON

DETAILS

MAN ICONIC T/SHIRT



Inject A Ray Of Color Into Life

① **MOONLIGHT**

11-0108 TCX

② **PEAK BLUE**

19-4024 TCX

③ **ROSÈ SORBET**

18-2615 TCX

④ **PALE AQUA**

13-5305 TCX

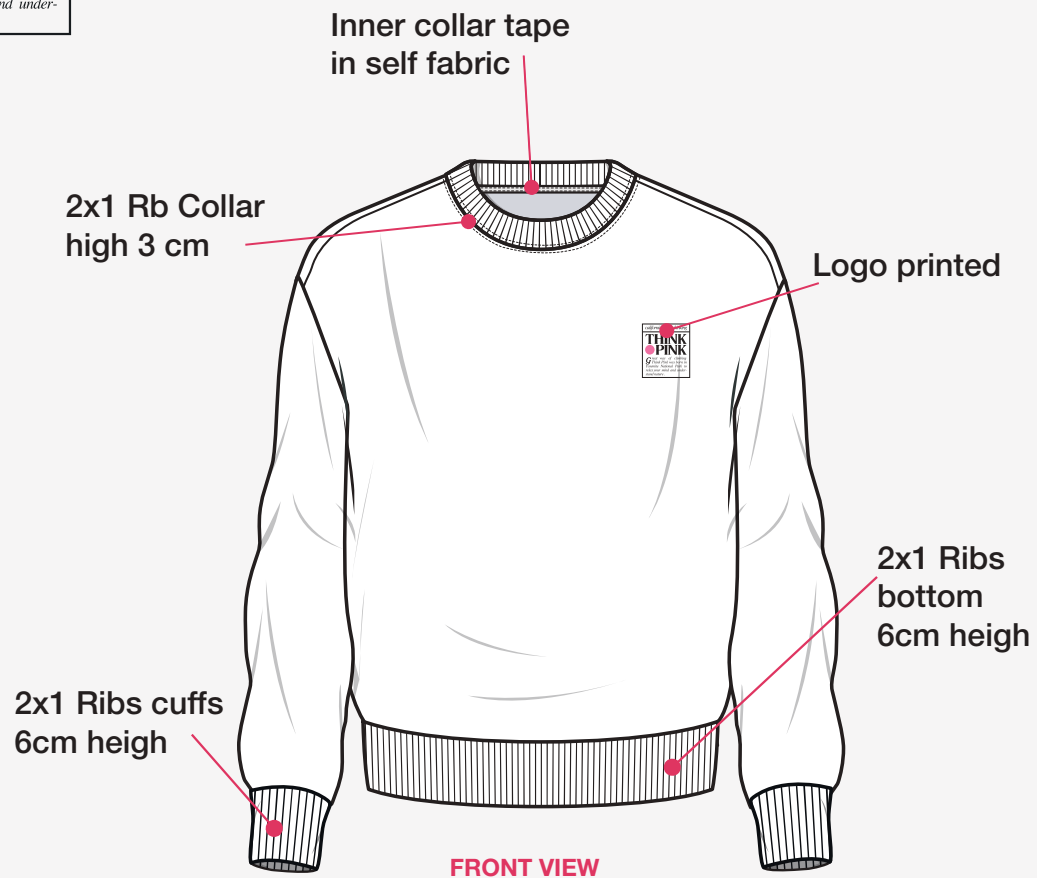
⑤ **COFFE EARTH**

19-1317 TCX

⑥ **ALPINE SKY**

14-4210 TCX

Color Options



STYLE no. **MAN ICONIC CREWNECK**

DETAILS
MAN ICONIC CREWNECK

DETAILS
MAN ICONIC CREWNECK



Inject A Ray Of Color Into Life

① MOONLIGHT

11-0108 TCX

② BLACK SAND

19-4007 TCX

③ ARTIC DUSK

18-1705 TCX

④ GOAT

16-0806 TCX

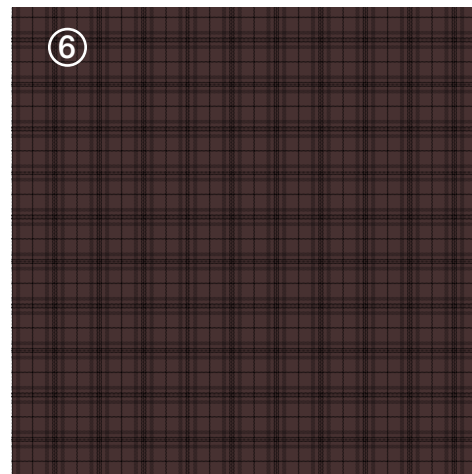
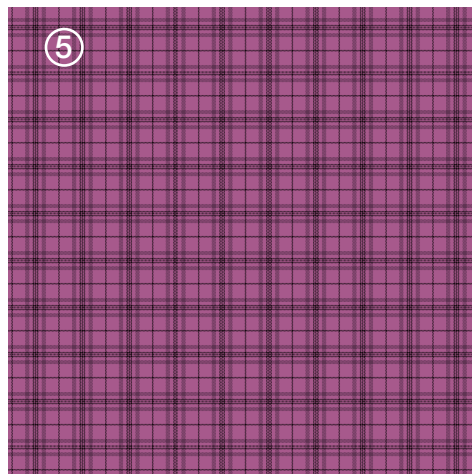
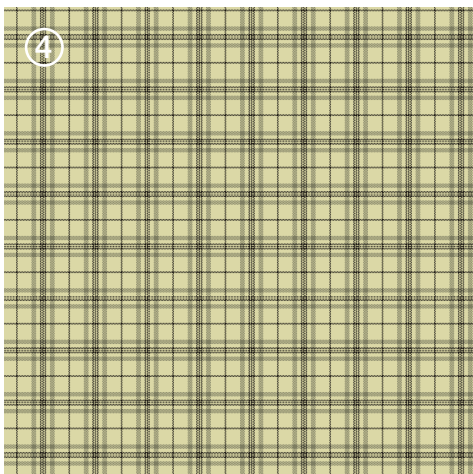
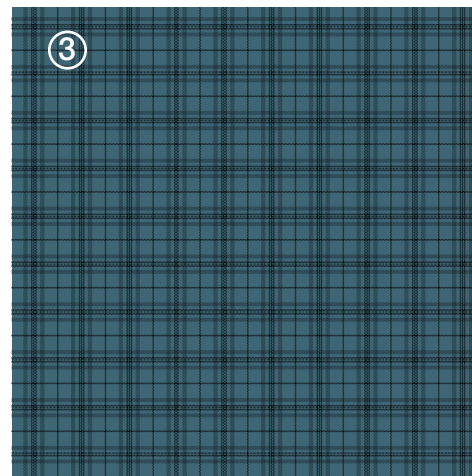
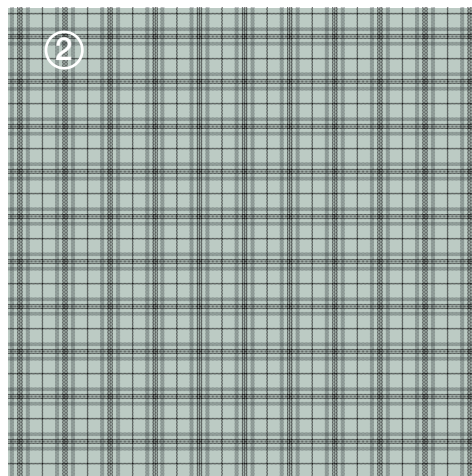
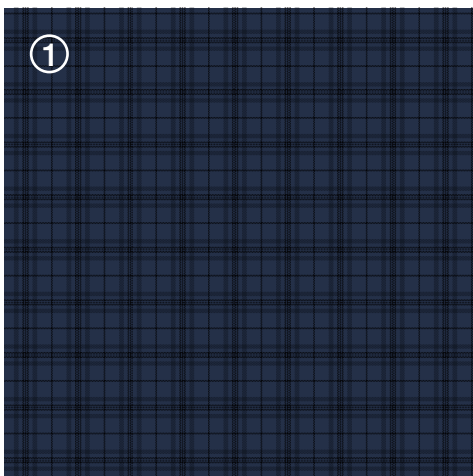
Color Options

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DETAILS
UNISEX ICONIC CALANQUE

Fishbone Tape As Bottom Drawstring

all seams and stitches must be matching color with background fabric color



Inject A Ray Of Color Into Life

① PEAK BLUE
19-4024 TCX

② PALE AQUA
13-5305 TCX

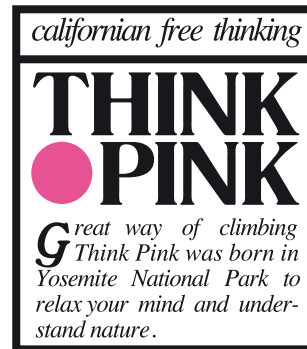
③ DEEP TEAL
18-4417 TCX

④ LIMELIGHT
13-0614 TCX

⑤ ROSÈ SORBET
18-2615 TCX

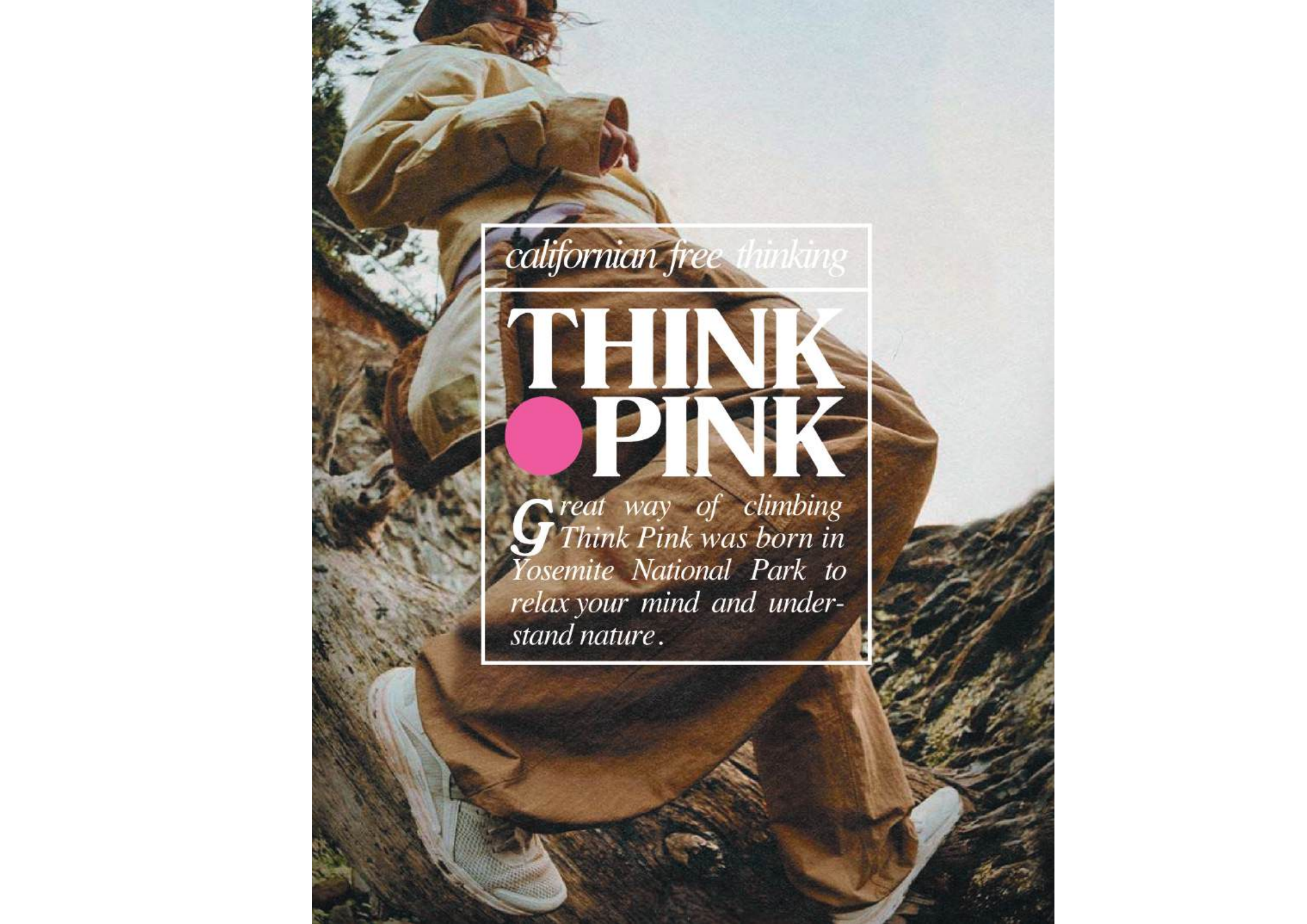
⑥ COFFE EARTH
19-1317 TCX

Color Options



GORPCORE

GORPCORE

A person is climbing a large, textured tree trunk. They are wearing a tan jacket, brown pants, and white sneakers. The background is a soft, hazy sky. A white rectangular box with a thin border is overlaid on the center of the image, containing text.

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UNTOWN-
CHER WILD



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OUTDO-
OR



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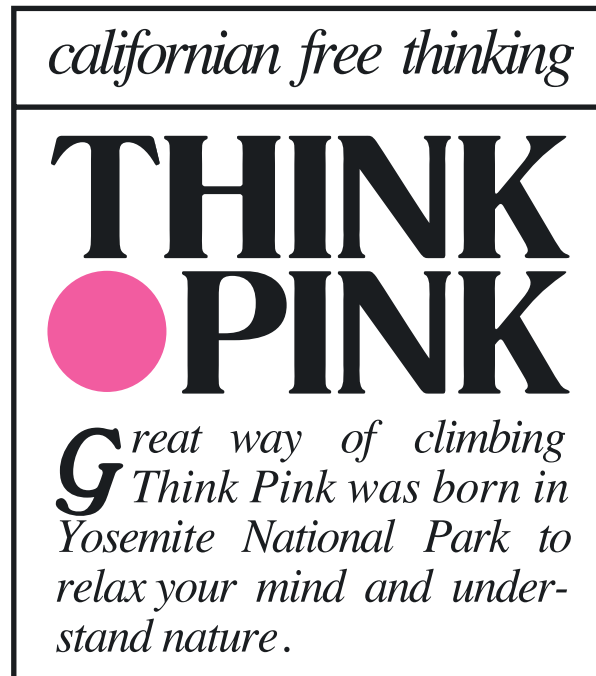
NATURE
BASED



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Brand Manual

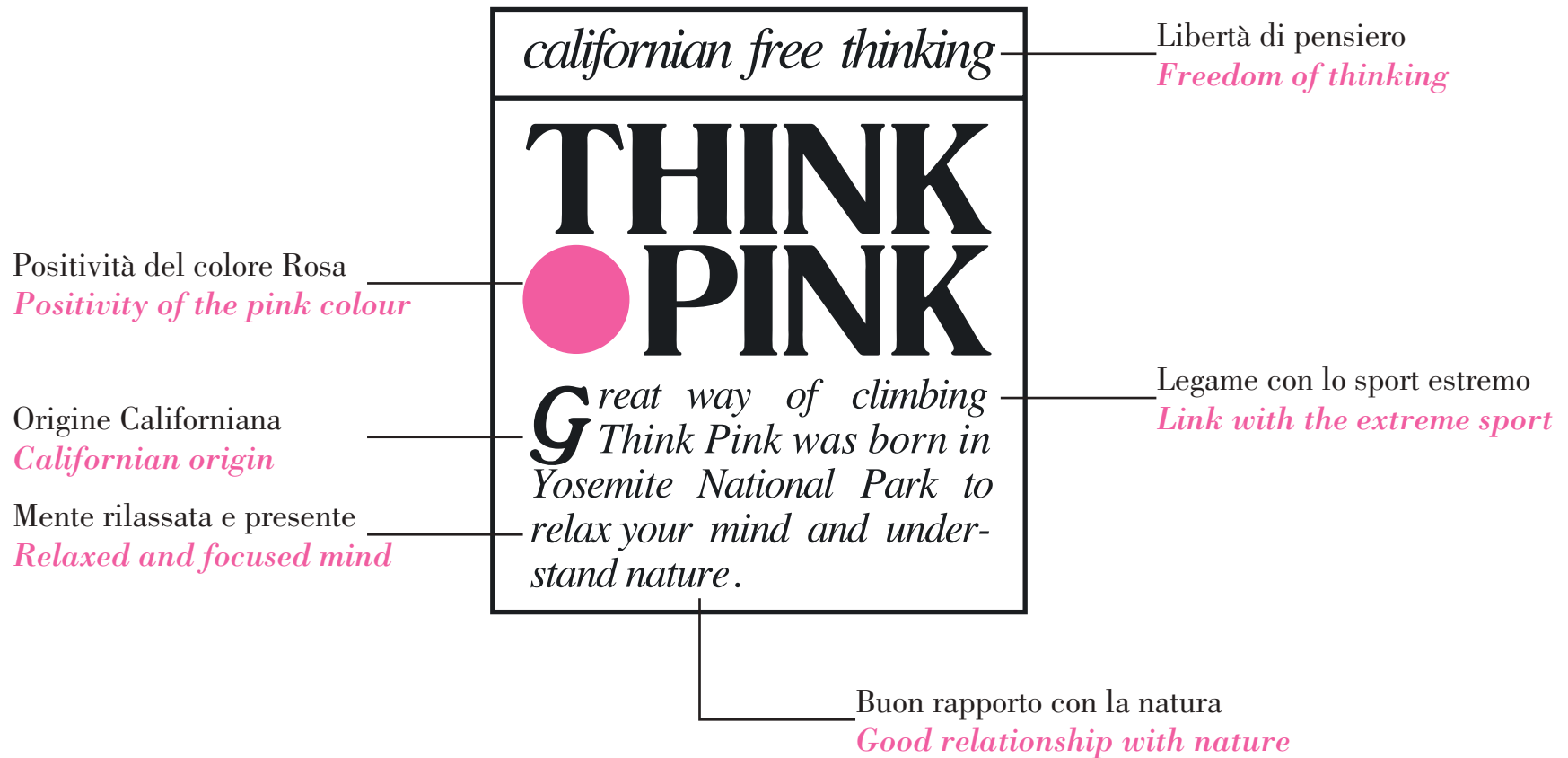
Intro

Think Pink è un marchio vivo, che comunica e si interfaccia con i cambiamenti e le evoluzioni sociali. Per questo motivo riteniamo importante creare delle regole che delimitino il suo utilizzo e si coordinino con il suo linguaggio. I valori che hanno dato forma a questo marchio, vanno coordinati nell'intero processo di comunicazione. Per queste ragioni suggeriamo di attenersi alle linee guida che caratterizzano i valori di Think Pink.

Think Pink is a living brand that communicates and interfaces with the changes and the social evolutions. For this reason we believe it is important to create rules which delimit its use and coordinate its language. The values, that have given form to this brand, must be coordinated with the entire process of communication. For these reasons we recommend to follow the guidelines that feature the values of Think Pink.

Significato del logo

Logo meanings





California State University

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Something is in the air today, an idea, a sense of
freedom, an urge to get away, far away.
Think Pink. It's not just another dress code.
It's a code for living.
It's the positive thinking of a world that's changing.
It's the title of a book you start to read
because the title grabs you and pull you in.

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