Clown tees

Brand Standards Guide

Wearable souvenirs. One city at a time.

Clown Tees is a fashion brand that celebrates the spirit of cities, neighborhoods, and point of origin. Inspired by vintage souvenirs, each collection includes a city-specific and brand-focused varsity graphic, designed to be worn everyday and to spark conversation. Our mission is to bring wearable souvenirs that feel fun, timeless, and proud.

Inspiration

Our design language draws from 1960s–1970s Americana, blending bold typography, and spirit of vintage souvenirs and varsity. Each collection includes a city-specific and brand-focused varsity graphic, designed to be worn everyday and to spark conversation. Our mission is to bring wearable souvenirs that feel fun, timeless, and proud.

Typeface

Local Bold — Local Bold, Varsity design is bold and collegiate, with a strong, slightly rounded shape that feels sporty and approachable. It's used for city-specific wordmarks and varsity-style graphics, giving each design a clear, readable, and confident voice that ties back to school logos.

Gudbershy — Gudbershy is a hand-lettered typeface, used for brand-level moments and taglines. It adds a playful, slightly imperfect contrast to the more structured varsity and school logos.

Every element is original.

A. Clown tees the brand mark, bold and varsity-inspired, is the foundation of the system. It's used on its own or paired with a city-specific wordmark to form a complete varsity graphic.

Primary Logo

The primary logo is the brand's most recognizable mark, and it should appear on most products and marketing materials. Variations of the logo are provided for use in special cases.

The wordmark can be used on a solid color background, or inside a shape such as a circle or a patch. Keep the logo centered and leave enough clear space around it so it stays readable. Do not place the wordmark on busy or low-contrast backgrounds.

Logo Variation

The primary logo should be used in most cases. Alternate versions are provided for use on dark or light backgrounds, and in black and white for one-color printing.

Spacing

Maintain clear space around the logo equal to one height of the letter "o" on all sides. This will keep the logo from feeling crowded and ensure it is easily recognized.

Secondary logos

The mark is a shorter, simpler version of the logo, used in places where the full wordmark doesn't fit.

Color Palette

Our palette is intentionally warm and vintage-inspired, pairing cream and muted tones with bold red and deep navy. Red is used for primary actions and emphasis, navy for text and structure, and cream as the default background. Accent colors are reserved for city-specific graphics and varsity details.

"You can wear clothes in variety, but the logo on yellow never leaves Kearney!"

White
#FFFFFF
255,255,255
cmyk

Vintage Cream
#F8F3E9
248,243,233
cmyk

"You can wear clothes in variety, but the logo on yellow never leaves Kearney!"

Light Red
#E8A0A0
232,160,160
cmyk

Varsity Red
#C0392B
192,57,43
cmyk

"Our palette is intentionally warm and vintage-inspired, pairing cream and muted tones with bold red and deep navy."
— Hilary Cooper, Clown Tees Brand Manager

Faded Black
#1A1A1A
26,26,26
cmyk

Bold Collegiate, Modern.

College Town Tees

Our typeface system is built for clarity, range, and personality. Local Bold is used for city-specific wordmarks and varsity-style graphics, giving each design a clear, readable, and confident voice that ties back to school logos. Gudbershy is used for brand-level moments and taglines, adding a playful, slightly imperfect contrast to the more structured varsity and school logos.

Brand Typefaces

Local Bold — Varsity, Bold, Collegiate, Modern, Clean, Sporty, Approachable, Confident, Readable, Structured, Versatile, Brand-ready

Gudbershy — Hand-lettered, Playful, Slightly imperfect, Warm, Friendly, Casual, Personal, Contrast, Brand moments, taglines

Headers

Local Bold

Up to the foundation of our collegiate, modern, and approachable identity, Local Bold ensures that every city-specific and varsity-style graphic is clear, readable, and confident.

Tomorrow Black

Madison, Wisconsin

Subheaders

Local Bold

Gudbershy

Gudbershy

Local Bold, Gudbershy, Tomorrow Black, Gudbershy, Local Bold, Gudbershy, Tomorrow Black, Gudbershy, Local Bold, Gudbershy, Tomorrow Black, Gudbershy,