brand book



FRIENDLY BLUES



ABOUT FRIENDLY BLUES

We are a family business that has been producing and selling our recycled denim since 2012. In 2022, we launched 'Friendly Blues,' an exclusive recycled denim brand that is environmentally responsible, eco-friendly, and delivers unrivaled comfort.

MISSION STATEMENT

To provide eco-conscious consumers with a premium, sustainably produced, affordable denim product that is eco-friendly, but doesn’t sacrifice quality and comfort.

VISION STATEMENT

To expand our sustainable fashion offering and help lessen the impact on the environment by producing eco-friendly jeans that put a premium on both quality and comfort.

TARGET AUDIENCE

Men aged 16-35 who are Eco-conscious and looking for a premium product that is comfortable, stylish, affordable, and adaptable to both business and leisure.

They are socially responsible, have embraced sustainable practices, and are looking to support brands that share their ideology about protecting the environment and adhere to ethical practices in a meaningful way.

They are prepared to pay more for sustainably produced products.



PRODUCT

All our jeans are made from recycled bottles, with a certification from Repreve - the world’s leading recycled performance fibre. To date, Repreve has repurposed 15 billion plastic bottles. That's real change and something we are proud to be a part of.

THE SLIM

A looser fit, with a more relaxed look, and feel around the legs, 'The Slim' is a combination of style, comfort, and freedom of movement.



THE SKINNY

Made with style, and comfort, in mind, 'The Skinny' is for the man who wants a sleeker fit around the legs, while still maintaining movability.



TAG LINE

‘Comfort with a conscience’

ALTERNATE TAG LINES

'Feel the Change'
'A Sustainable Fit'
'Durable Sustainability'
'Sustainable Blue
'Sustainable Change'
'Fit for Change'
‘Earth-Friendly, Fit-Friendly for the Eco-conscious’
‘Comfort AND Sustainability = Friendly Blues’
‘The Future is Friendly and Blue’
‘A Comfortable, Sustainable Fit’
‘Comfortable Fit, Positive Impact’
‘Premium Comfort, Sustainable Fit’
‘Comfortable, Sustainable, Friendly’
‘Friendly Blues, Happy Planet’
‘Comfortable Fit, Sustainable Planet’
‘A Friendly, Sustainable Fit’
‘Fit-Friendly, Eco-Friendly’
‘Let’s Be Friends’ - (a phrase for when talking about following/ subscribers.)



KEYWORDS

Comfort
Sustainability
Eco-Friendly
Ethical
Commitment
Fit-Friendly
Longevity
Future
Fashion
Denim
Innovative
Durability
Recycling
Positive impact

TONE

Aspirational
Inspirational
Impactful
Thoughtful
Authentic



COMFORTABLE STATEMENTS

Friendly Blues doesn’t want you to choose style over substance or substance over style and by using Recycled French Terry Fabric in all our jeans, you don’t need to, because our super soft jeans are a fusion of style, comfort, and sustainability. Friendly Blues are style and substance and they’re also ridiculously comfortable.

With the infusion of Recycled French Terry Fabric in every one of our Friendly Blues jeans, we can deliver super soft jeans that are eco-friendly and unrivaled in comfort and moveability.

‘Eco-friendly’ doesn’t have to translate to ‘uncomfortable’. The use of Recycled French Terry Fabric in Friendly Blues delivers sweatpants-level comfort. It’s innovative and sustainable.

Eco-friendly, innovative, stylish, and comfortable, Friendly Blues puts a premium on it all. The infusion of Recycled French Terry Fabric in our jeans allows us to deliver stylish, sustainable jeans, with the supreme comfort of sweatpants.

To drive real change, you need a fresh, innovative approach. By using Recycled French Terry Fabric in our Friendly Blues, we have created eco-friendly jeans that are not only sustainable but super soft and comfortable too.

SUSTAINABLE STATEMENTS

Our Recycled French Terry Fabric provides you with supreme comfort, not just in fit, but also in the knowledge that you are making a positive impact on the environment.

We're dedicated to being 100% Eco-friendly. With an exclusively recycled denim brand, we're changing the industry with every pair of 'Friendly Blues' that we produce.

We believe sustainable fashion is the only way forward and are fully committed to championing a clean, Eco-friendly industry. Our recycled cotton yarn fabrics provide you with comfort and a clean conscience.
All our jeans are made from recycled bottles, with a certification from Repreve - the world’s leading recycled performance fiber. To date, Repreve has repurposed 15 billion plastic bottles. Why would you not want to be a part of the change?

Friendly’ isn’t just in our name. It also defines our relationship with the earth. Every single pair of jeans we produce is a fusion of comfort, style, and sustainable practices. That means it’s a friendly fit - for you and the planet we share.

In a perfect world, all fashion would be sustainable, but until then, Friendly Blues is proud to be playing its part in making the world a better place through our mindful, ethical process. All our jeans are made with recycled cotton yarn fabrics, meaning you are part of the solution with every pair of ‘Friendly Blues’ you buy.

With all our jeans made with the earth’s health in mind, the future is looking friendly and just the right kind of blue.

SOCIAL MEDIA

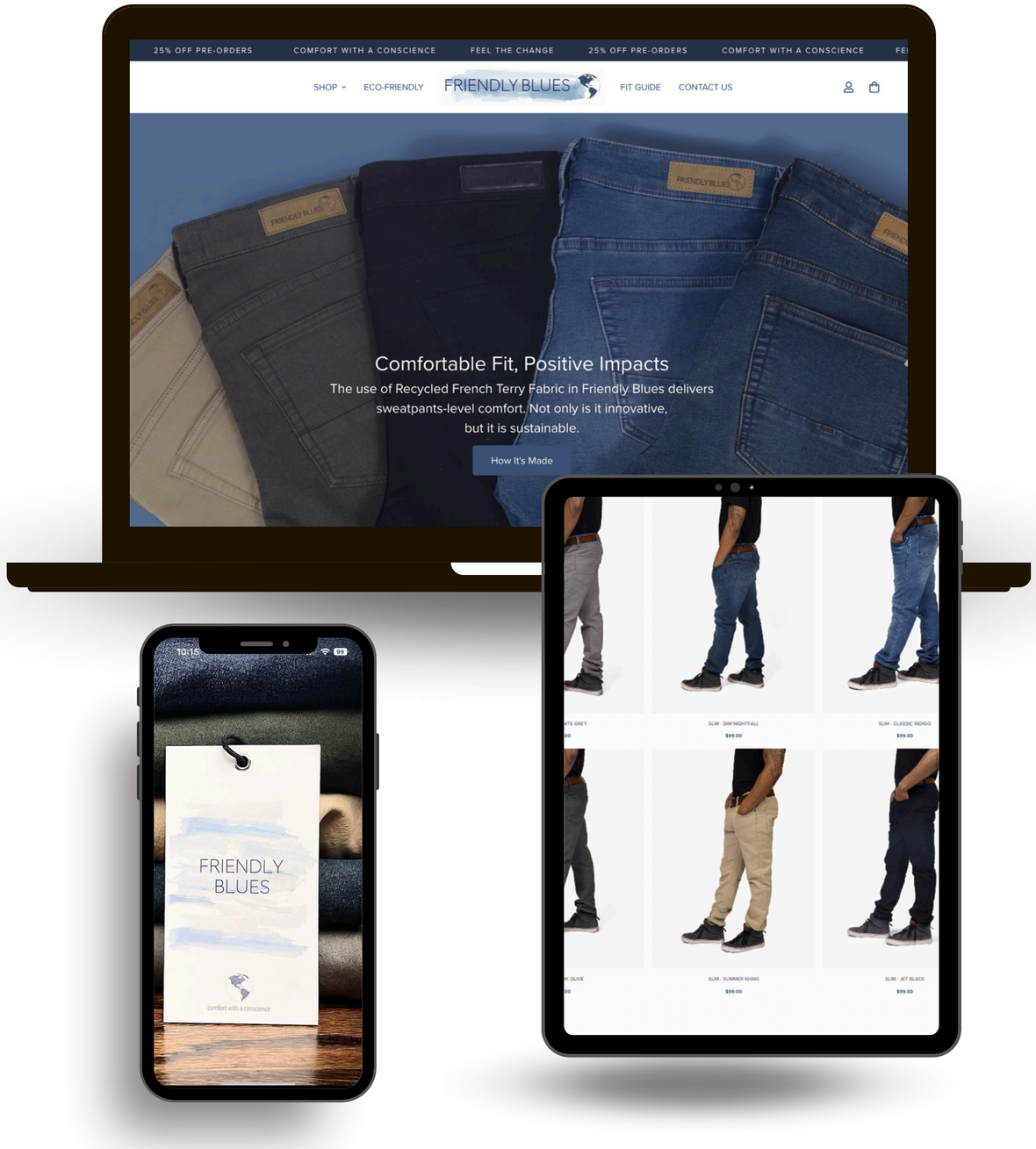
Messaging is impactful, thoughtful, and authentic. It is colloquial but not quirky.

Social Media posts/videos speak to the luxurious nature and premier quality of the product while highlighting the Eco-friendly process in how it is made.

Friendly Blues understands its role in leaving a little-to-no impact on the planet. We want to engage and collaborate with people looking to follow and support ethical, Eco-friendly fashion brands.

'Friendly Blues' is more than just a name, it's a promise, a motivator to make a difference, and a call to action for others to join the movement.

Facebook: https://www.facebook.com/friendlyblues
Instagram – @friendly.blues
TikTok – @friendlyblues
Twitter – @friendlyblues_



TYPEFACE

Proxima Nova

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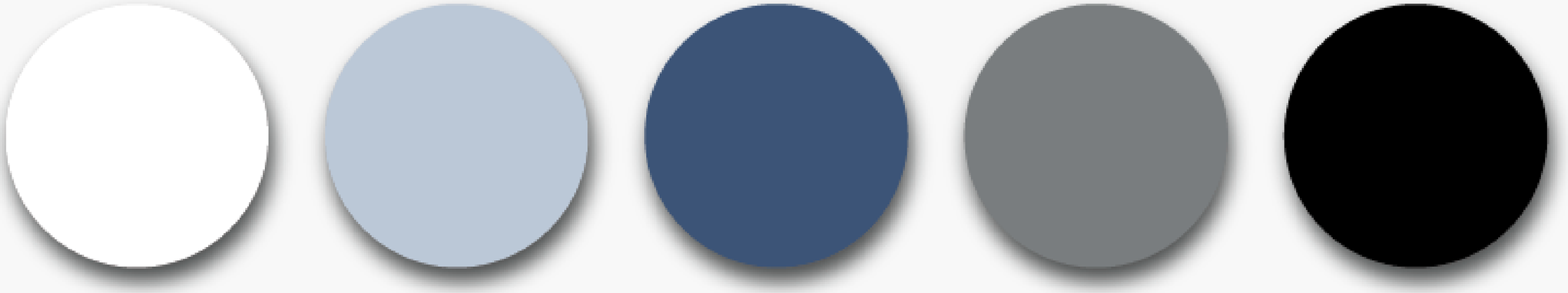
A FRIENDLY COLOR PALETTE



Pure White

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RGB
255,255,255

Light Blue

HEX
#bbc8d6
RGB
187,200,214

Denim Blue

HEX
#3c5376
RGB
60,83,118

Grey

HEX
#787b7d
RGB
120,123,125

Stark Black

HEX
#000000
RGB
(0,0,0)

OUR VALUES

mindful

authentic

honest

sustainability

eco-friendly

respectful