



YOUSSTEX INT



A Paper Mentor

The book you're holding is the Yousstex 101, a bible on who we are, a guide on how we present ourselves and a little helper in case we ever feel like we're losing touch with our core, which, let's be honest, is never gonna happen.

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Humane Pioneers

For Yousstex International sustainability is a given, innovation is a tool and employees are family. We're producing best quality denim with a focus on the human side of the business, after all without our Jeaniuses (yes, that's what we call our workers) we'd be basically a ghost town of unused machines. That's why as a family we are on a mission to raise awareness about the makers amongst the wearers.

Oh, also, we're taking care of our planet cause it's the only one we have (until Elon conquers Mars).







BRAGFACTS*: OZONE

Take a cup of water, some ozone and a washing machine under pressure and throw in some dark blue jeans and you get what's called an ozone wash, a bleach without chemicals. It's like putting your jeans in the sun for a year, but then different.

*Bragfacts: facts about Yousstex Int. that make us a supersonic factory from the future and you can tell your friends and family about.



STORY

A Journey

Yousstex International started out as a jeans manufacturer in 1990 in Touza. Building up a reputation amongst denim brands we produced for pretty much every big European denim brand think G-Star, Replay, Diesel, Pepe Jeans, Tommy Hilfiger, Calvin Klein, Massimo Dutti,... But all good things come to an... wait no: after taking a hit from the fast fashion movement and the Tunisian revolution our founder Mr. Habib decided to step up his game by building a super sonic, sustainable laundry and thus ensured work for the factory employees. Pretty cool, you think? Hold your horses cause the best is yet to come: By focussing on sustainability and humanising the denim production Yousstex International aims to be the cleanest factory the dirty denim industry has to offer.

“

To us work relations are just like family relations this is how we do it with our employees, and also with our customers

- Habib Mansour, Owner

”

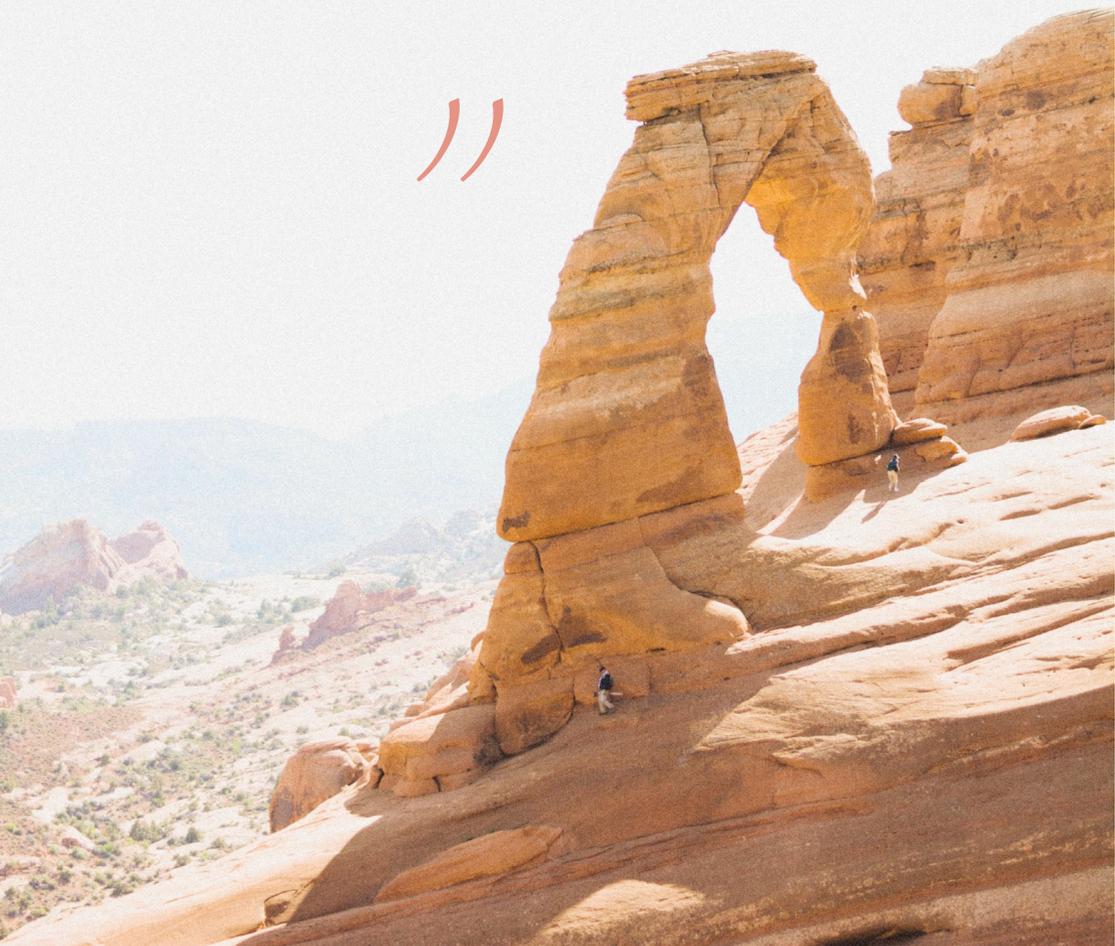


“

A friend once told me: you know why the lion can't catch the gazelle? Because the gazelle never looks back

- Ahmed Ibtissem, Employee

”



**Learning from nature
is what makes us pioneers,
sharing our stories
is what makes us human.**

MISSION

**Humanising the jeans production
by introducing the smiles behind
the seam while producing jeans in
an innovative and sustainable way**





Altruistic

We need to take a little care of each other, think about others and every now and then leave our ego behind cause after all money can't buy you happiness but friends are.

“

We work as a group, one united team, we help each other out and make sure everything goes well

- Chakib Farhat, Employee

”



VALUES

Transparent

There's no need to be secretive where there's nothing to hide. We don't believe in plagiarism we believe in hive creativity, communal innovation and joined progress. Radical Transparency is what we live by.





BRAGFACTS: WATER

The water used in our factory started out as rain water and was promoted to our permanent production water. We have a supersonic, reverse Osmosis water recycling plant which filters the used blue indigo water into the cleanest water out there, like purified water clean. Like this we recycle 90% of the water over and over again. The other 10% are evaporation and used to water plants at our factory. So basically we don't use any fresh (blue) water, ever.



Light-hearted

Where there's people there's humour, there's energy, there's life. The clothing manufacturing side has a gloomy serious tone hanging above it like a heavy cloud, we let the sun out and embrace the human side of the business.

VALUES

Sustainable

Sustainability is a given, not an option.
We need to take care of our planet for our
future generations, it's that simple.





BRAGFACTS E-FLOW:

Imagine blowing soap bubbles into the air and shrinking them et voila, you have nanobubbles. That's not actually how it works but it's a nice way to visualise it. What actually happens is that a load full of water, chemicals and electricity is replaced by 5% of the water, 10% of the agent that creates a certain effect on the fabric (e.g. stone wash) and a machine which saves 40% of electricity and makes teeny-tiny bubbles that work their magic on the fabric. And the best thing, the chemicals can be reused rather than contaminating the air and water they are mixed with.

VALUES

Natural

Nature is our source of life, it's our source of wisdom and it's our source of inspiration. We learn from it and in return we promise not to harm it, cause that's the kind of people we are.

“

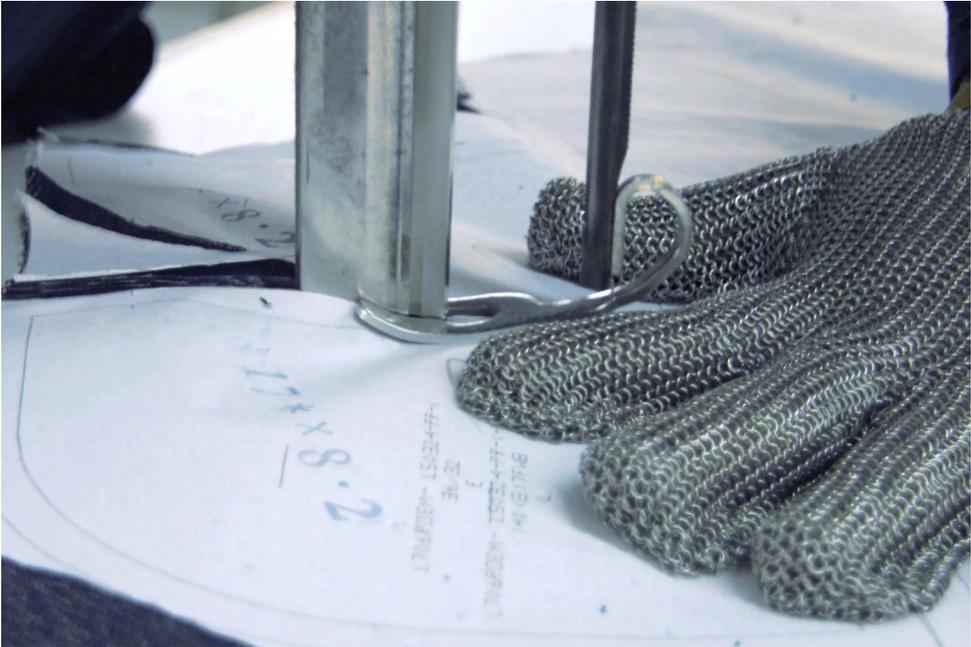
Our objective is to take brands with us on this sustainable journey and make noble products; a jeans that is 100% sustainable

- Habib Mansour, Owner

”









BRAGFACTS LASER:

What if we told you we had Luke Skywalker fading your jeans with his laser in our factory? Ok, we don't have Luke but the laser part was true. We use it to burn off the top layer of the fabric that holds the colour pigment making the jeans lighter and giving them a moustache (horizontal stripes around crotch)

If I were...

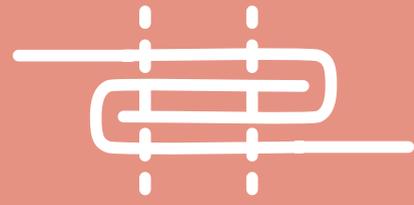
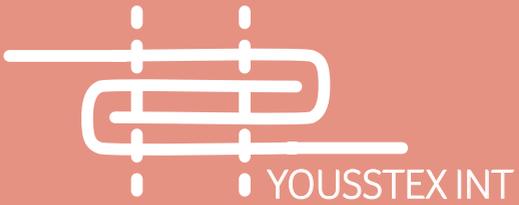
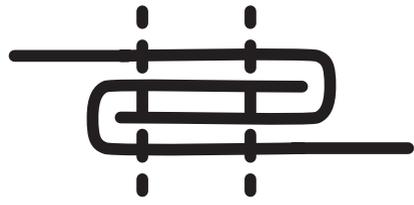
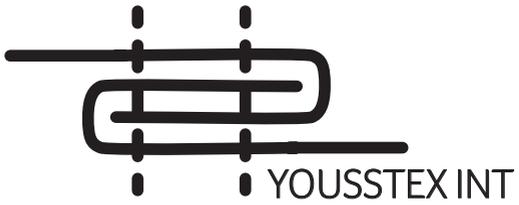
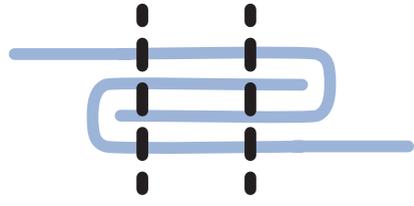
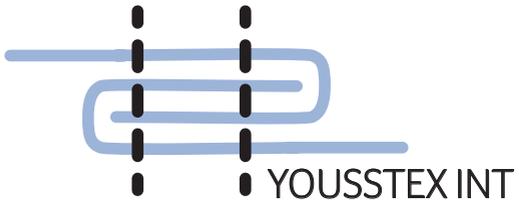
If I were a person, I'd be a modern, independent Tunisian woman, a mother figure that has the sassy sarcasm as well as the trustworthiness and comfort that you need in a person you admire. I'd be the kind of person snapping my fingers if something needs to be done but at the same time my arms would always be open for a hug. I'd be a pioneer, always looking for the next step to take, finding my inspiration in nature and expressing myself in a feminine way of quirky minimalism. People would call me a change optimist and I'm convinced that whatever we want to achieve, we can, together. I'd believe behind every strong person stands an even stronger community, that's why my family would mean everything to me, as without it I would not be. (booyah that rhyme right there!)





A Blue Thread...





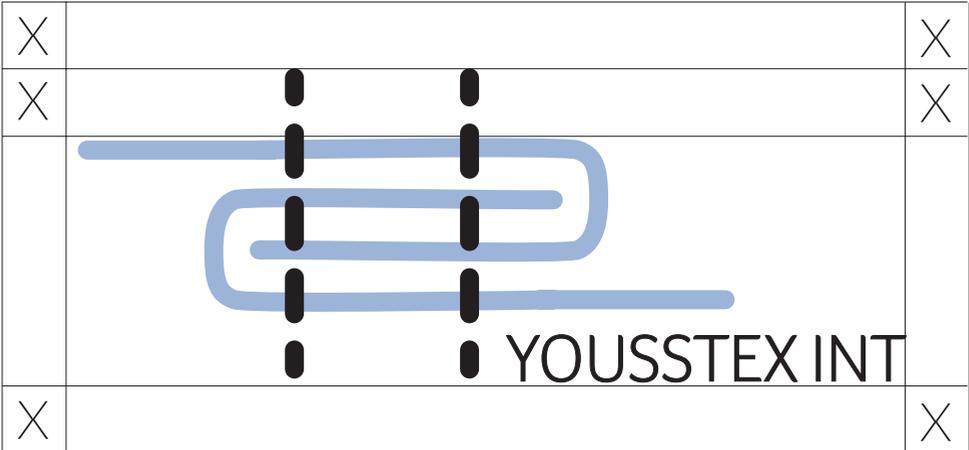
Let me introduce you

Wild guess: You saw our logo and you immediately noticed all the meanings behind it, right? In case this is a little too optimistic, here's why our logo is our logo: Let's start with the obvious, the sign itself stands for the type of seam used when stitching a pair of jeans, the two blue lines are the denim fabric, the dotted lines are the stitching. But guess what, it also represents togetherness and interconnectivity, the way we are supporting each other and the way we are connected to each other at Yousstex International. Pretty obvious, right?

Usually we embrace creative shenanigans but when it comes to our logo we're about as flexible as non-stretch denim. To make sure nothing goes wrong we'll show you how it's done.

Spacing & Size

Our logo has quite a big personality, that's why it needs some space around it, always. See the x-zones.



LOGO GUIDELINES

Also our logo is quite thin and includes letters, that's why there's a minimum height, taken from the icon, which varies for the logo variations (48px and 38 px) as well as for web and print (15mm).

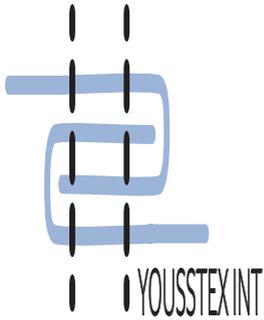
WEB



PRINT



Logo No-No's



No stretching of the logo in any direction. Logo's have feelings too you know.

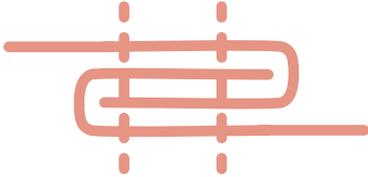


Rotation makes our logo dizzy, let's not do that.



Without the stitching lines our logo just doesn't hold together like a seam without a yarn.

LOGO GUIDELINES



Don't change our logo into colours that are not included in the logo already



Drop shadows are way 2001, we're not, so no shadows around the logo



Also don't place our logo on crowded imagery. No fun pun, we just don't like it.

Print

Header - Lato Thin Caps

Title - Lato Thin

Subtitle/Statement- Lato Book

Quotes - Lato Thin Skew 30°

Bragfacts - Lato Medium

Body - Lato Thin

HEADER

Title

Statement

'Quotes'

Bragfacts

Body lquatquid qui odi officias quaspic iassincte suntias itatem. Git aut quat. At dolores erfercimet qui autas voluptatus ma qui nus aut estis estet, idelit, to disquae cullore ma volor reperchiciet hita que doluptaque dolor aut quamusa menecer natectur sum et pratem.

Web

Categories - Ubuntu Light
Caps 17pt

Title - Lato Thin 100pt

Subtitle/Links - Alwyn New
Rounded Thin 35pt

Body - Alwyn New Rounded
Thin 22pt

CATEGORIES

Title

Subtitle

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Shades of Yousstex

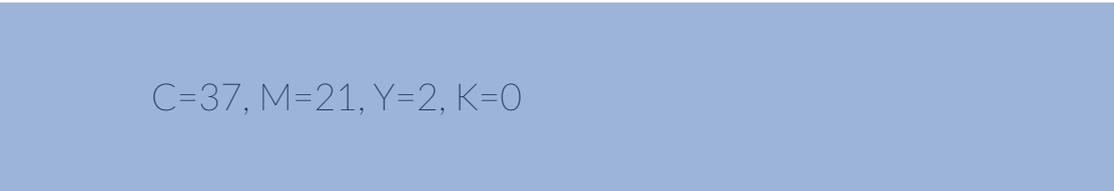
Some pretty colours to keep our communication consistent. As a denim company indigo runs practically in our veins and to us blue stands for innovation. Why pastels, you ask? The pastels are used for our human, soft and empathic side.



C=2, M=10, Y=13, K=0



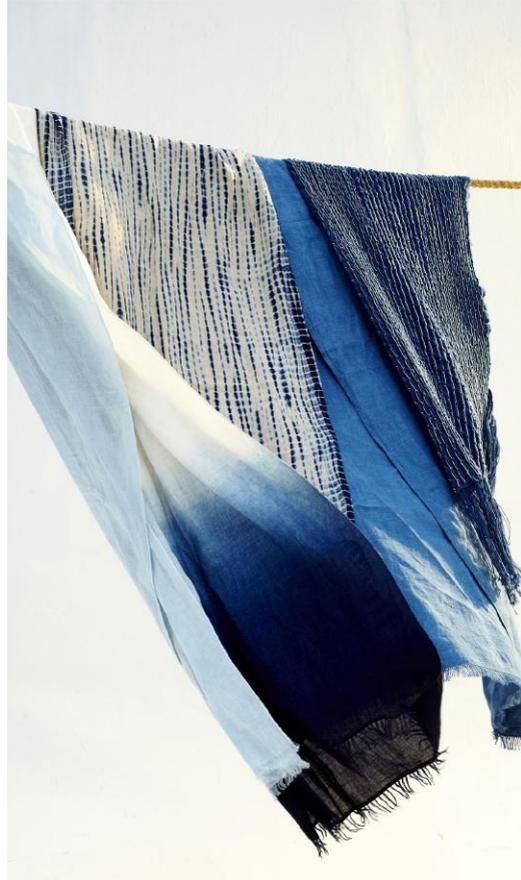
C=7, M=50, Y=43, K=0



C=37, M=21, Y=2, K=0



C=99, M=85, Y=39, K=32



Looks

The images we use usually stem from 3 types:

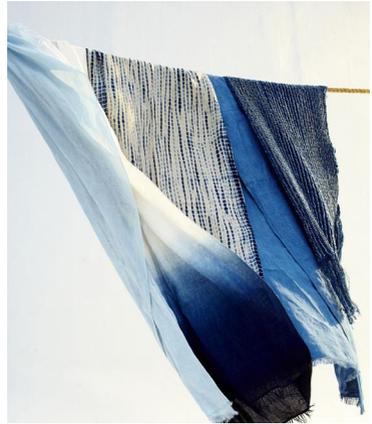
our jeans; we love to catch them off guard during their work and love it even more when we catch a smile on the camera

nature; but never the grass-green kinda pictures, just stick to pastel tones and you'll be on the safe side

our factory; crisp and clean imagery, as light as possible and we love ourselves some indigo blue accents.

... oh and sometimes we use illustrations, the super simple ones that look really cute and like they've been drawn in a minute (while they probably took hours to make), also they are mostly hands as they are a point of human contact, as well as the tools that our jeans use to create beautiful denim.

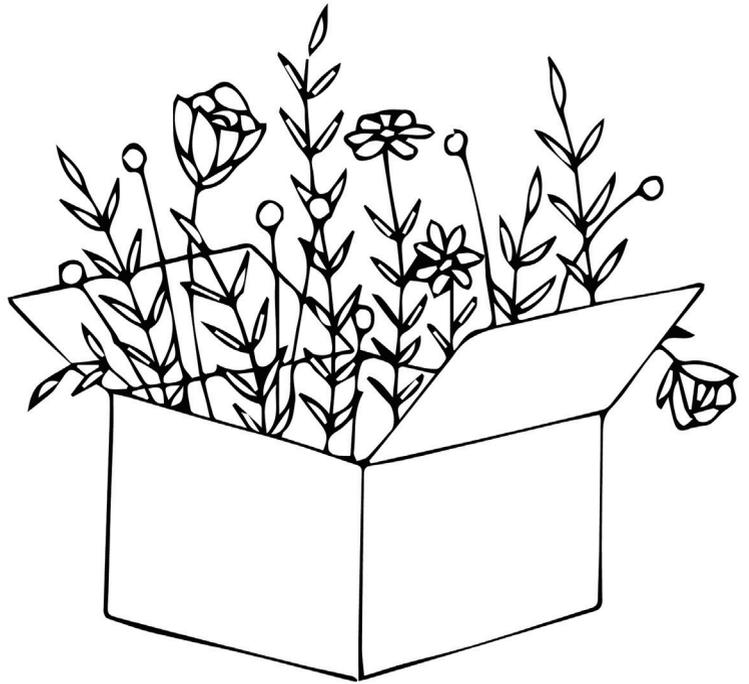




tone of voice

Sounds like...

You might have noticed that we have a specific tone of voice, we are personal, sometimes sarcastic and always light-hearted. We believe that every piece of information we put out into the great wide world deserves to put a smile on people's faces (factories are funny too, get over it). We are change optimists and therefore spread the word on ethical and sustainable matters with a smile on our lips, we just can't stand all these serious gloomy look-at-our-sustainability-report-that-is-longer-than-a-thesis companies.... booooooring! But watch out, don't pack sustainable facts into fairytales, be direct, honest and sprinkle some wit on top of that and you're all set to go.



Let the journey begin

So by now you know Youstex International inside out, quite intimate huh? I guess we're almost part of the same family now. Well, from here on there is only one thing left to say: use your knowledge about us for the better, spread the word, spread the love and spread the Nutella on your bread and always keep in mind that we're here to make the world a better place.

