

RITOS DEL SOL

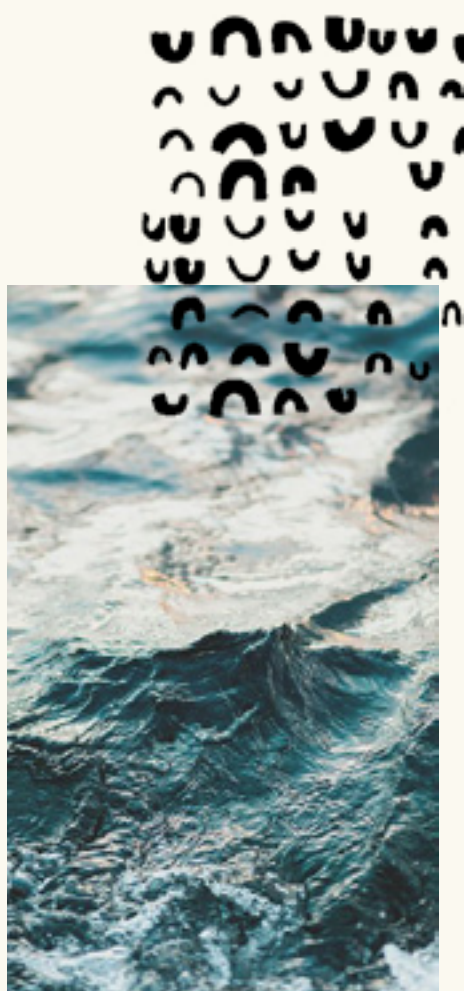
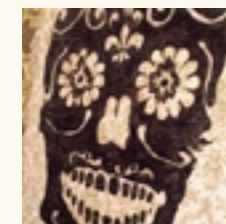
Un Proyecto de MANÁ

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MÚSICA. CULTURA. CAUSA. /

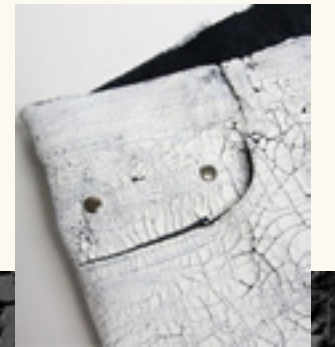
MUSIC. CULTURE. CAUSE.



Ritos del Sol surge de las entrañas de MANÁ.
Siendo así, una extensión de la pasión y la
potencia creativa de este grupo - con la meta
de abrir nuevos caminos a través de su cultura
y ser una influencia positiva en el mundo.

Born from the soul of MANÁ, Ritos del Sol
is an extension of the band's passion and creative
energy - endeavoring to forge new paths through
culture and positively influence the world.





Uniendo el espíritu de Rock & Roll con el mundo de la naturaleza y la creatividad con la conciencia; diseñamos productos de calidad y personalidad propia.

Fusing a rock-n-roll spirit with the natural world, originality with mindful innovation, we create quality goods with a distinct character.





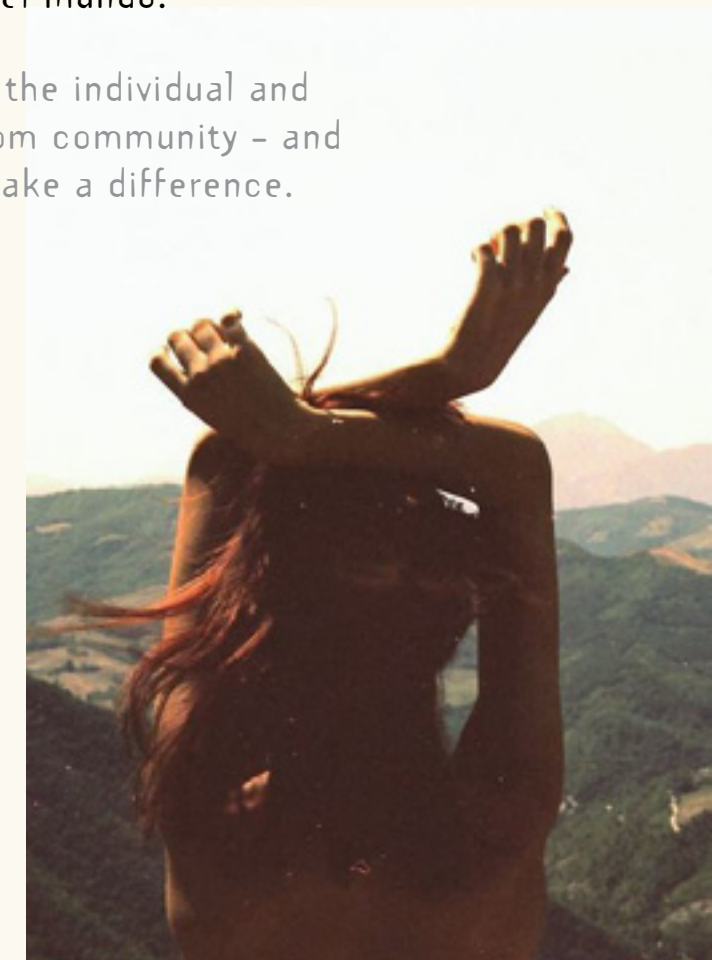
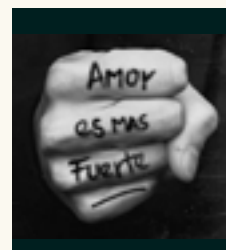
Y siempre hechos de la mejor manera.
And we always make them the right way.





Creemos en la fuerza individual de cada ser humano y el poder energético que nace de la comunidad en que habita - juntos podemos lograr grandes cambios en el mundo.

We believe in the power of the individual and the strength that comes from community - and that together, we can all make a difference.

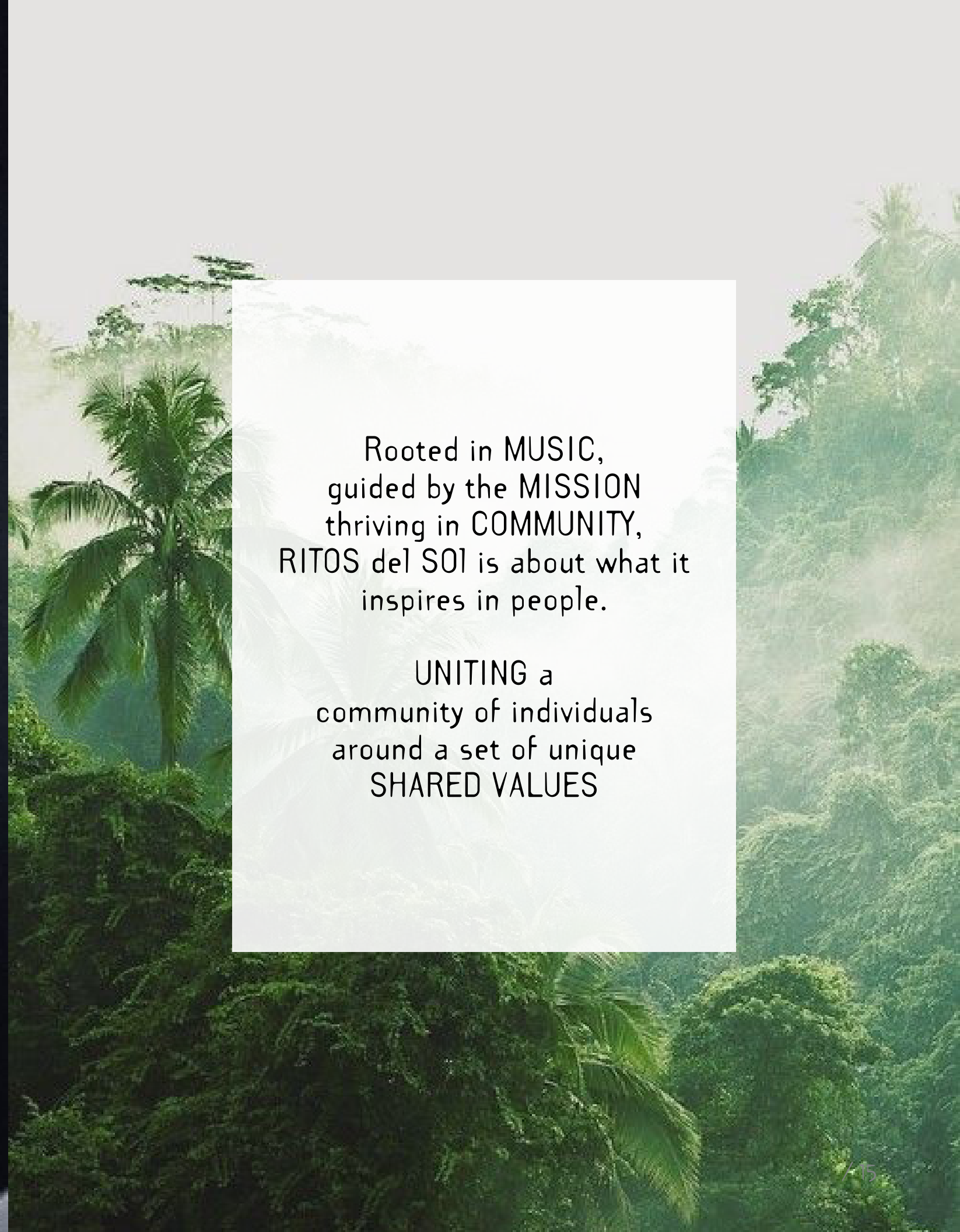


/ OUR CUSTOMER



Rooted in MUSIC,
guided by the MISSION
thriving in COMMUNITY,
RITOS del SOL is about what it
inspires in people.

UNITING a
community of individuals
around a set of unique
SHARED VALUES





Our brand is for those

REDEFINING THE MEANING of their CULTURE



Honoring
TRADITION + HERITAGE



while embracing the
CROSS-CULTURAL influences
of the NOW





For those who aspire to INDEPENDENCE,
FREEDOM, and a sense of ADVENTURE...



...while UNDERSTANDING
the power of UNITY



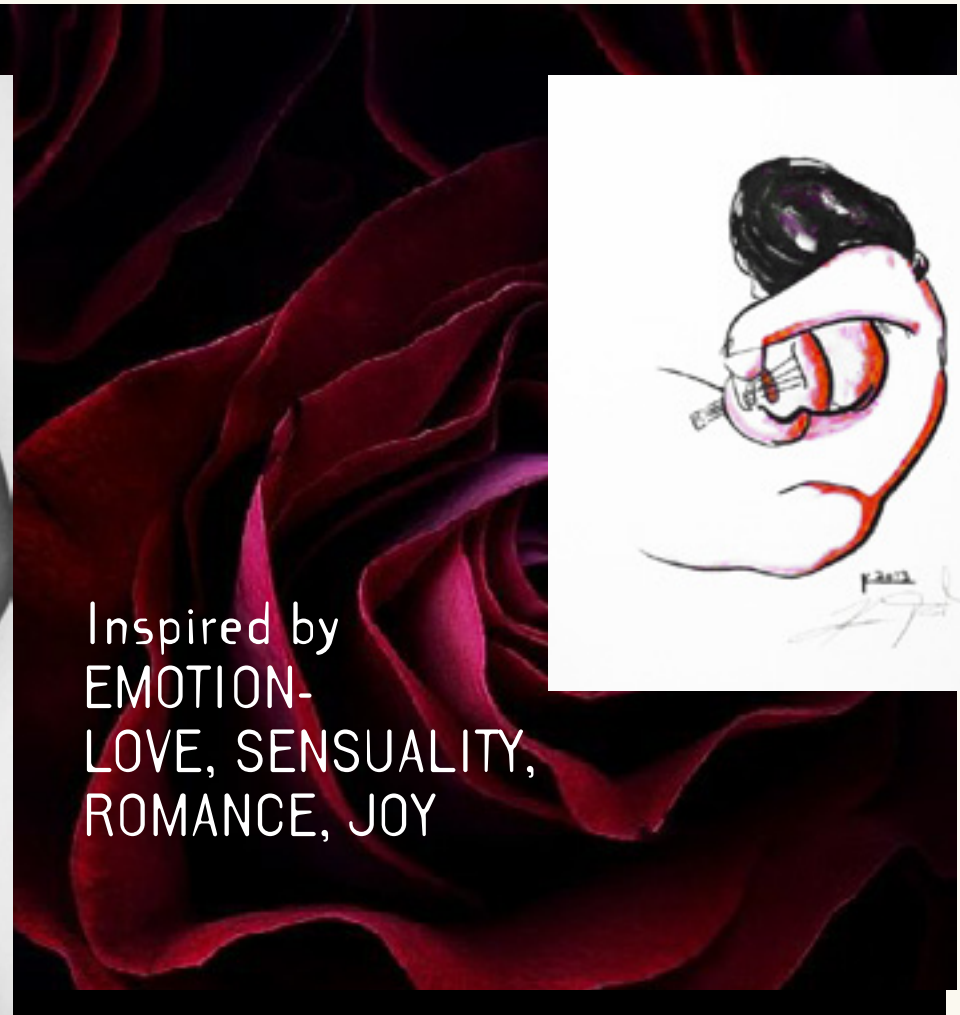


FAMILY, FRIENDS, BROTHERHOOD, SISTERHOOD, COMMUNITY



For the PASSIONATE ones...





For the SPIRITUAL...



Whose CONVICTIONS,
MORALS and BELIEFS extend
far beyond religion





For those WITH A VOICE...

SOCIALLY CONSCIOUS
individuals who value
EQUALITY, PEACE,
and RESPECT for people
and their ENVIRONMENT



For the EXPRESSIVES...

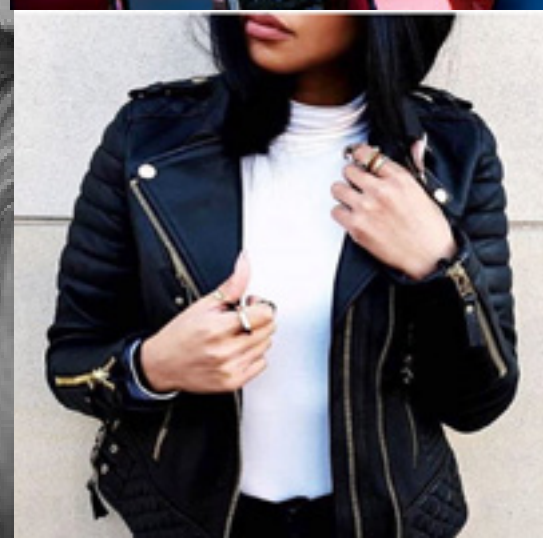
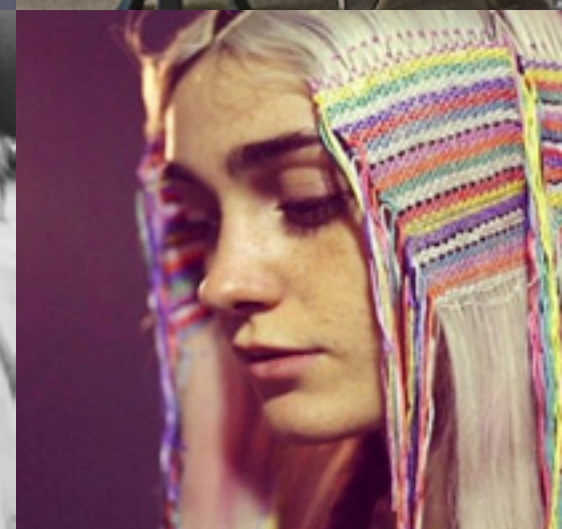
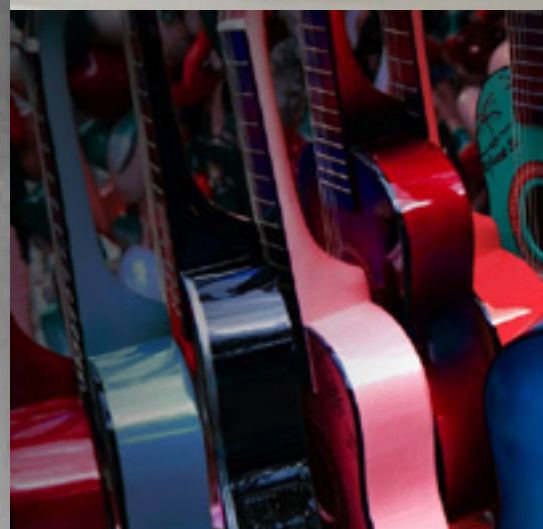
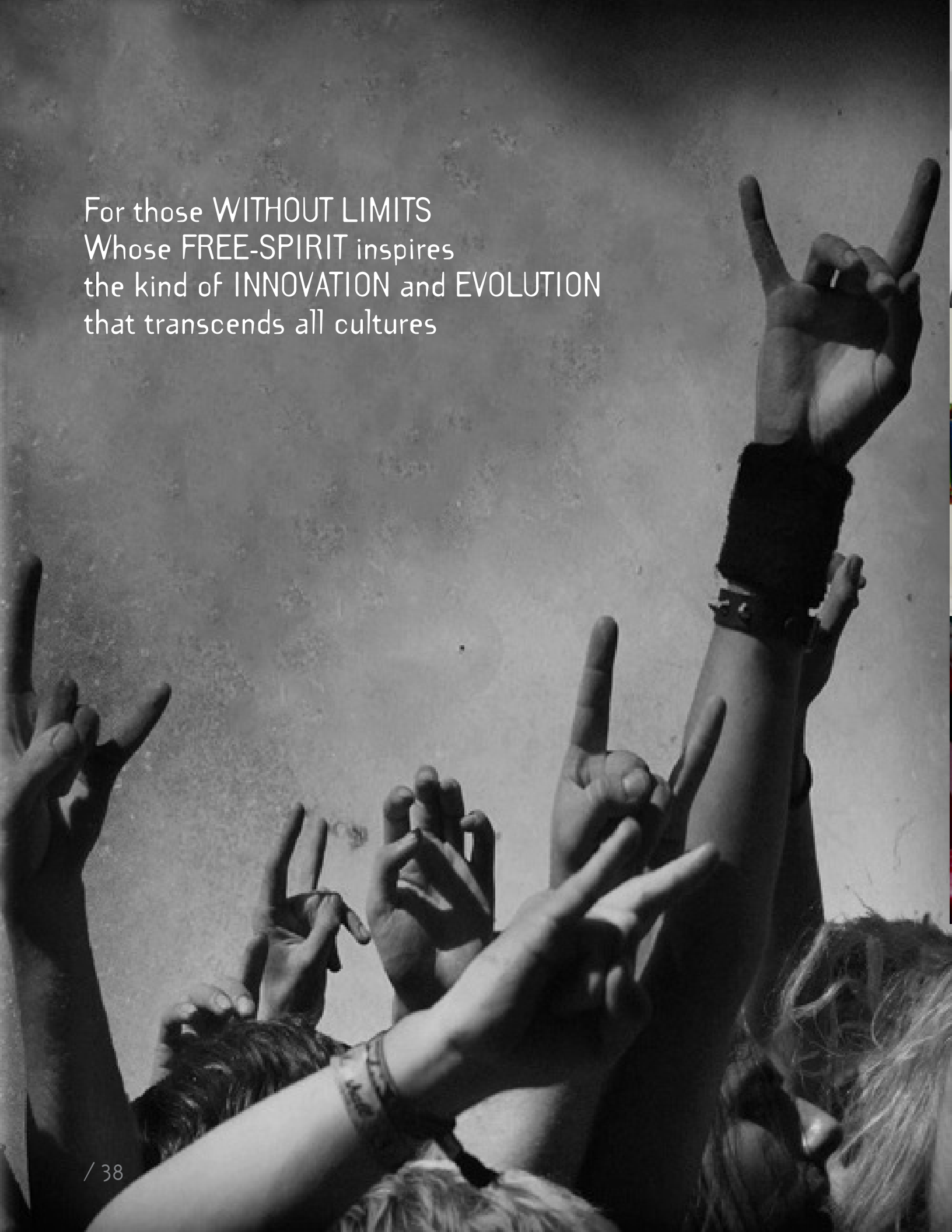


...and the art of

MUSIC, PERFORMANCE, LANGUAGE, and DESIGN



For those WITHOUT LIMITS
Whose FREE-SPIRIT inspires
the kind of INNOVATION and EVOLUTION
that transcends all cultures



NUESTRO CLIENTE / OUR CUSTOMER

18-36 YEARS OLD (MEDIAN AGE 28)

AMERICAN BORN

LATIN PROUD

FAMILY & COMMUNITY COME FIRST

BUT A TOTAL INDIVIDUAL

LOVES MUSIC

HAS A “ROCK N ROLL” STYLE

BUT ROCKS IT THEIR OWN WAY

EDGY BUT NEVER TRYING TOO HARD

SEXY THROUGH CONFIDENCE, NOT OVERTLY SEXY

DRIVEN, PASSIONATE, ADVENTUROUS, CREATIVE

HAS AN OPINION BUT IS OPEN-MINDED

WANTS TO HELP THE GREATER GOOD

/ BRAND PLATFORM

UNIENDO

seres humanos con valores y pasiones similares

PARA LOGRAR CAMBIOS EN EL MUNDO.

/

UNITING

individuals around shared values and passions

TO MAKE A DIFFERENCE.

Purpose:	Core mission of the brand.
Use:	Internally, as rallying cry for everything Ritos del SOI does as a brand

VERDADES UNICAS
Y ABSOLUTAS DE
NUESTRA MARCA/

OUR OWNABLE
BRAND TRUTHS

Tres verdades indiscutibles nos convierten
en una marca exclusiva en el mercado.

Por si solas, cada una de esta
verdades conllevan un gran poder en
lo que representan y convocan.

Unidas, forman un nuevo propósito, un
nuevo espíritu, una nueva meta.

Three undeniable truths make the
brand unique in the market.

Alone, each unique characteristic is powerful
in what it represents and invokes.

Together, they form a new meaning,
a new spirit, a new mission.

Purpose: To illustrate the Ritos del Sol brand truths and the core mission of the brand.
Use: Internally, to understand what the brand stands for and represents
Externally, as the Brand Statement

MÚSICA. CULTURA. CAUSA.
MUSIC. CULTURE. CAUSE.



/ BRAND PRINCIPLES

Our principles are what define our character. Every expression of the brand is projected through these filters, which guide and influence each touchpoint of the brand and each decision we make. We are not inhibited by our principles – rather we are strengthened and empowered to continue growing and creating.

1. RAICES PROFUNDAS / DEEP ROOTS

Our Latin heritage influences who we are and who we will be.
A fundamentally eclectic mix: melding old and new, native and foreign.

Always with us as we evolve
Never stuck in the past or afraid of the future.

2. COMUNIDAD / COMMUNITY

We are inspired by the world around us –
by both individuals and communities who do great things.

We inspire the world around us –
by sharing our creativity, purpose, and spirit at each point of contact.

3. INTEGRIDAD / INTEGRITY

We believe that, with a conscious effort, the man-made world and natural world can be held in perfect balance.
From how our products are made to how we give back, we respect both people and planet in each decision we make.

4. INTEGRADO / INCLUSIVE

We are an accessible brand –
not alienating people through price.
We are not one way of living –
encouraging people to be true to who they are and how they live.

5. ENERGÍA / ENERGY

We have a Positive, Youthful, Adventurous, Artful spirit.
We are unafraid to speak out, try new things, or do the unexpected.

6. CREATIVIDAD + CALIDAD

We combine innovation, experimentation, and expertise.
Thoughtfully creating expressive, functional products that have a distinct character and are built to last.

7. EQUILIBRIO / BALANCE

We believe in the power of contrasts –
opposites coming together to take on new meaning, creating balance and harmony.
We are never one note –
hard and soft, tough and soulful, edgy and restrained, natural and modern.

8. PASIÓN / PASSION

We pour our hearts into everything we do.
And everything we do is about making a difference.

/ BRAND FILTERS

Purpose:	To maintain a consistant brand expression
Use:	Applied to all brand areas

always ROCK-N-ROLL never EXTREME

always TOUGH never TOO SERIOUS

always CULTURALLY INSPIRED never CLICHE OR OBVIOUS

always A NATURAL ELEMENT never WITHOUT EDGE

always DESIGNED WELL never OVERLY DESIGNED

always A DEEPER STORY never FORCED OR MADE UP

always AFFORDABLE never COMPROMISING QUALITY

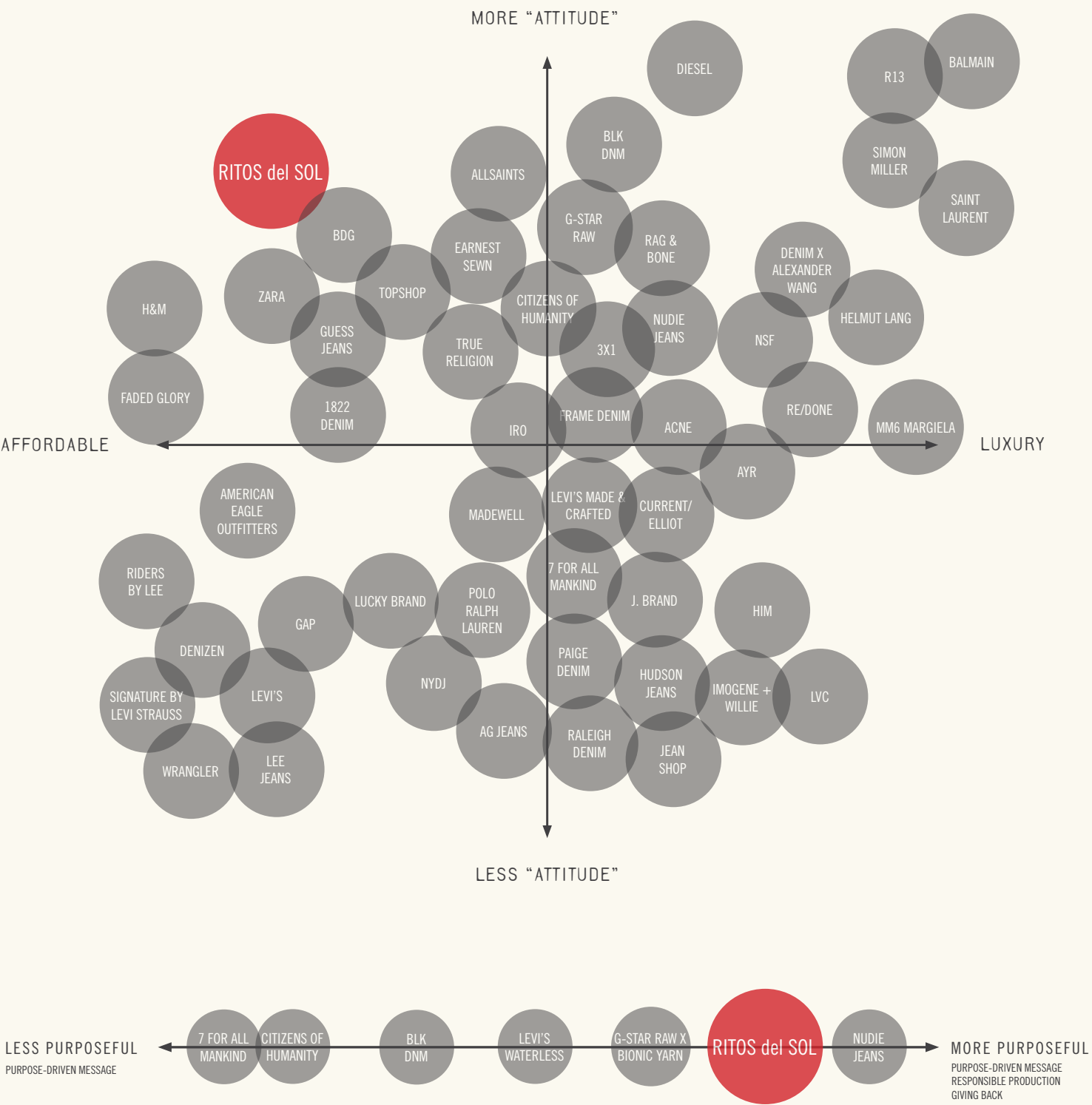
always ASPIRATIONAL never UNAPPROACHABLE

always BALANCED never ONE NOTE

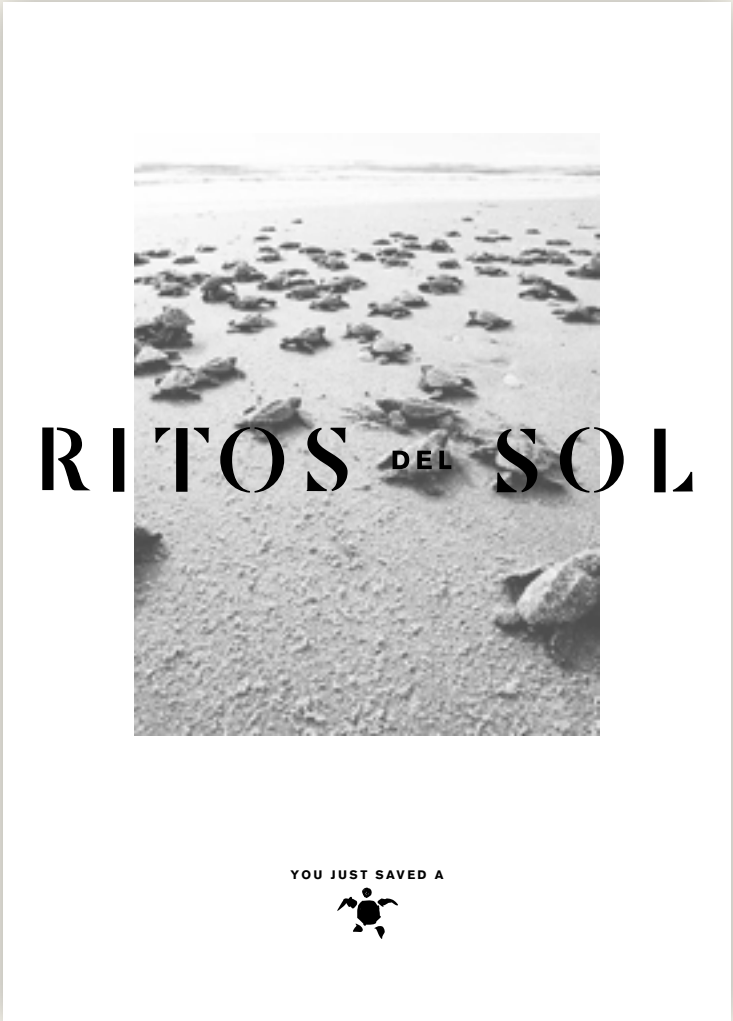
always SERVES A PURPOSE never COMPLICATED

/ MARKET POSITIONING

ASPIRATIONAL + ACCESSIBLE
ROCK N' ROLL
NATURAL
LATIN
PURPOSE-DRIVEN



/ COMMUNICATION



Purpose: To express the social, environmental and cultural cause of the brand, tying it to the Selva Negra foundation

Use: Collateral + Website

LA CAUSA

Ritos del Sol fue creado con la convicción que el equilibrio perfecto consiste de la relación entre la naturaleza y todo aquello hecho por los seres humanos. Siempre respetando el planeta y a todos sus habitantes con cada decisión que tomamos; desde nuestros productos, hasta la forma en que retribuimos.

Atravez de la fundación Selva Negra nos enfocamos en cuestiones sociales, culturales y también problemas que afectan el medio ambiente.

THE CAUSE

RITOS del SOL was created with a belief that, with a conscious effort, the man-made world and natural world can be held in perfect balance. From how our products are made to how we give back, we respect both people and planet in each decision we make.

Through the Selva Negra foundation we focus on addressing environmental, social, and cultural issues.



Purpose: To tell the cause story of the brand: helping save the endangered Sea Turtle
Use: Collateral + Website

PROYECTO TORTUGAS MARINAS

Las tortugas marinas pueden llegar a vivir hasta 200 años, por lo tanto se convierten en el eslabón perdido entre el pasado remoto y la vida actual. Siendo una de las especies mas antiguas que habitan en la tierra, las tortugas marinas son un símbolo imprescindible del destino de nuestros mares y nuestro planeta.

Sin embrago, casi todas las especies de tortugas marinas están en peligro de extinción. La destrucción del hábitat y los cambios climáticos, junto con la caza de tortugas para obtener sus huevos, carne, piel y carey, han resultado en una baja histórica en la población de tortugas marinas.

Ritos del Sol se compromete a rescatar estas criaturas increíbles, restaurar sus poblaciones y proteger sus hábitats. Con cada compra, usted contribuye directamente a los esfuerzos de Selva Negra para ayudar a salvar las Tortugas Marinas en peligro de extinción alrededor del mundo.

PROJECT SEA TURTLE

Living up to 200 years, the Sea Turtle acts a bridge between the remote past and life as we know it: one of the oldest species to still inhabit the earth they are a crucial symbol of the fate of our oceans and our planet.

Yet nearly all sea turtle species are endangered. Habitat destruction and climate change, combined with hunting for their eggs, meat, skin and shells have brought Sea Turtle populations to an all time low.

RITOS del SOL is committed to rescuing these amazing creatures, restoring their populations and protecting their habitats. Each purchase contributes directly to the efforts of Selva Negra to help save endangered Sea Turtles throughout the world.



Purpose: To tell the transparency story of the product: taking pride in where it's made and how it's made
Use: Collateral, Website, on Product

HECHO EN MEXICO.
JUSTO + ÉTICO.
AMBIENTALMENTE SANO.

/
MADE IN MEXICO.
FAIR + ETHICAL.
ENVIRONMENTALLY SOUND.

Hecho con orgullo en Puebla, Mexico,
75 millas SE de Ciudad Mexico

Proudly made in Puebla, Mexico,
75 miles SE of Mexico City

Certificado en Derechos Humanos
Proporcionando trabajo justo, salarios dignos
y un ambiente laboral vanguardista.

Human Rights Certified, Providing Fair Labor, Living
Wages, and a state of the art working environment.

Usando menos agua, menos energía, menos
desperdicios, menos productos químicos.

Using less water, less energy, less
waste, less chemicals.



Purpose: To tell the transparency story of the product: taking pride in where it's made and how it's made
Use: Collateral + Website

Mahones y Camisetas.
Eso es todo.
Denim and tees.
That's all.

Queríamos hacer dos cosa y hacerlas bien hechas. Una colección con propósito, haciendo hincapié en lograr un producto de primera, con diseño consciente, materiales y fabricación de calidad, ajuste perfecto y rematados y lavados eco-responsables.

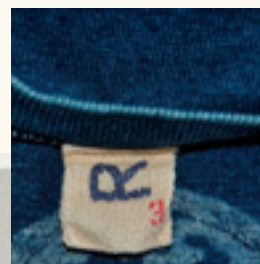
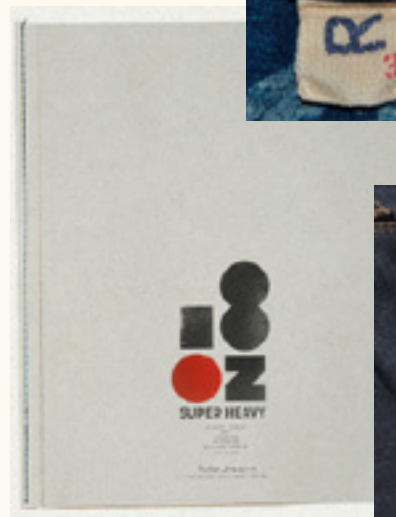
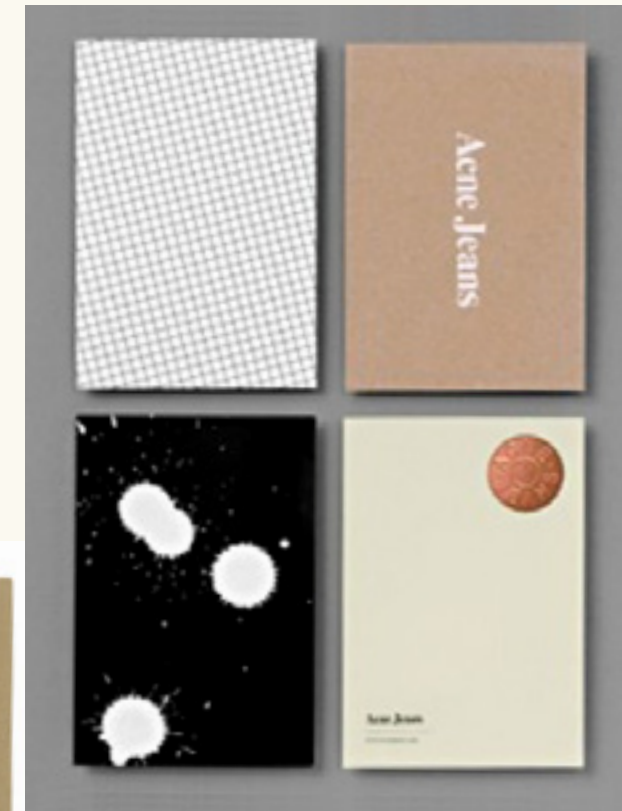
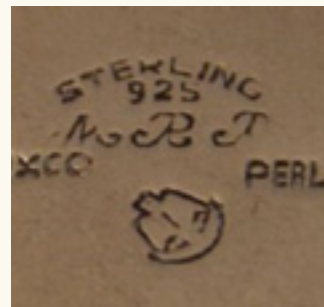
We wanted to make two things and make them great. A focused collection that emphasizes doing it the right way: deliberate design, quality materials and construction, the perfect fit, and eco-friendly washes and finishes.

Nuestra Mezclilla
Our Denim

Nosotros mismos confeccionamos cuidadosamente nuestra mezclilla. Produciendo y girando el algodón, cultivado en Estados Unidos y despues tejiendo, cortando y cosiendo el algodón hasta convertirlo en mahones rematados.

We carefully craft our own denim by producing and spinning yarns from US grown bales of cotton, then weaving, cutting and sewing up to our finished jeans.

/ IDENTITY + PACKAGING



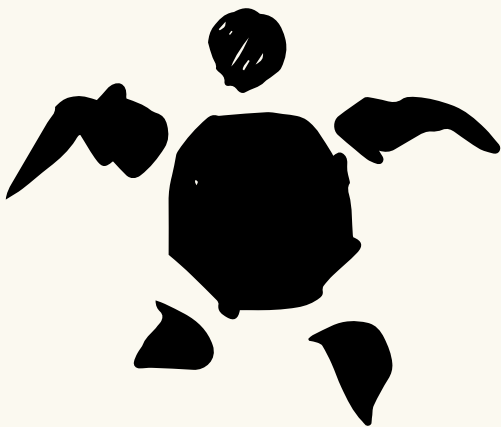
RITOS DEL SOL

RITOS
DEL
SOL



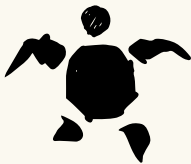
TORTUGA MARINA

The Sea Turtle represents the spirit of the Ritos del Sol brand and acts as a call to action to help support and save all Sea Turtle species across Earth and its oceans.



ICON

YOU JUST SAVED A



ICON LOCKUP

/ IDENTITY APPLICATION
TEES



LOCKER LOOP LABEL /
NECK LABEL



BRNAD STORY HANG TAG



SELVA NEGRA SERIES HANG TAG



SELVA NEGRA SERIES TEES



SIDE TAB



CARE LABEL



SELVA NEGRA SERIES NECK LABELS

/ IDENTITY APPLICATION
DENIM

INSIDE LABELS



BACK PATCH



RIVETS

BACK PATCH OPTION



SHANK



INSIDE POCKET

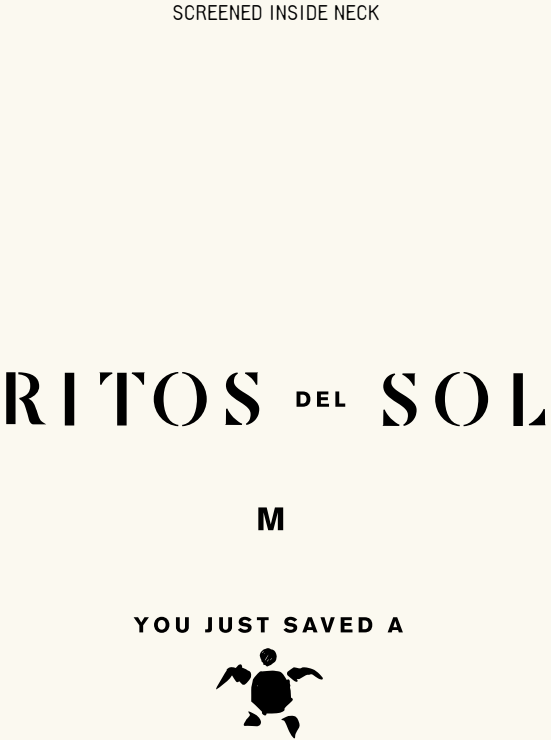


RIVET BACK



BACK POCKET TAB

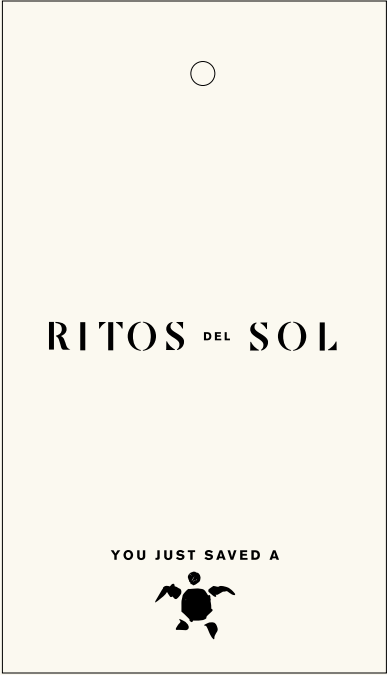
/ ON-PRODUCT ARTWORK: TEES



/ PACKAGING ARTWORK: BRAND STORY HANGTAG



/ PACKAGING ARTWORK: ANIMAL HANGTAG



CARD 1

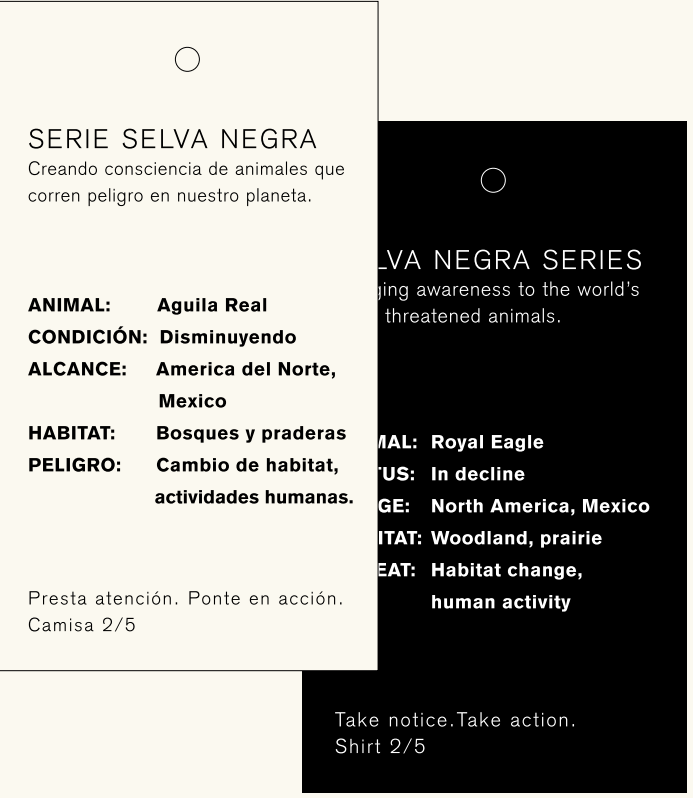


CARD 2: (ANIMAL STORY)
FRONT (SPANISH)

CARD 2: (ANIMAL STORY)
BACK (ENGLISH)



Take notice. Take action.
Shirt 3/5



Take notice. Take action.
Shirt 2/5

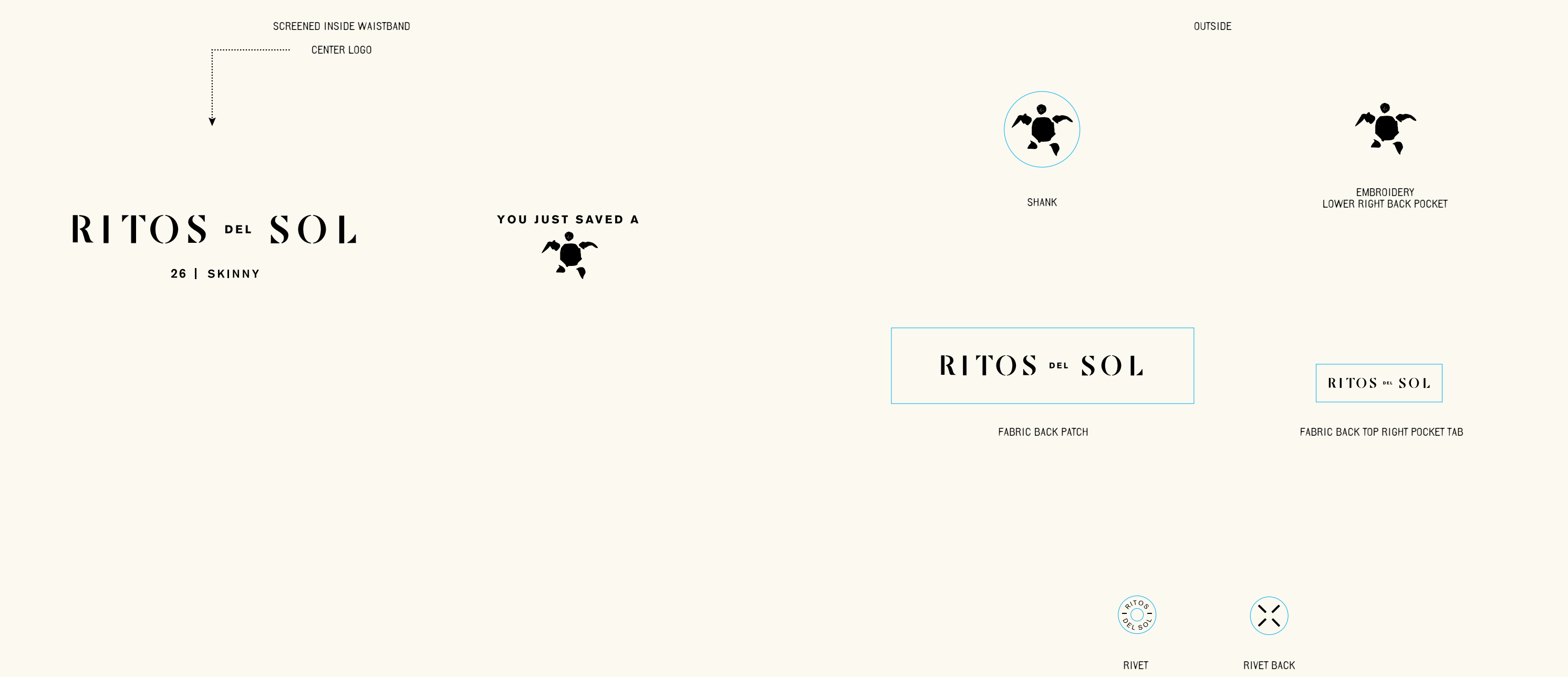


Take notice. Take action.
Shirt 5/5

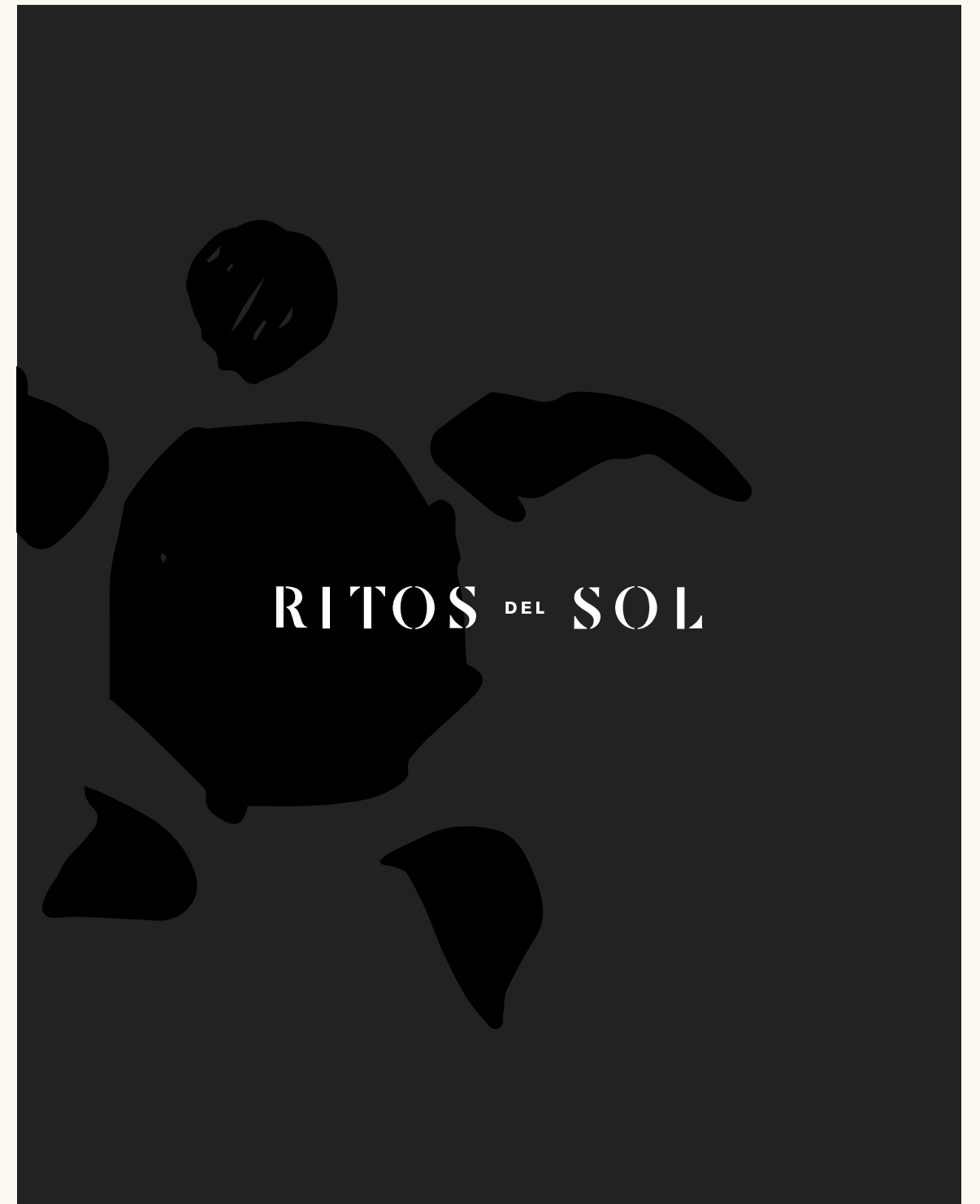


Take notice. Take action.
Shirt 4/5

/ ON-PRODUCT ARTWORK: DENIM



/ SHIPPING ENVELOPE ARTWORK





OPPOSITES / HORIZON

Suggesting the lightness that the sun brings when it rises and the darkness that comes when it sets. The dual power of the sun to bring and sustain all life with its infinite energy juxtaposed with its ability to take life away.

Without life you cannot have death, without death you cannot have life.

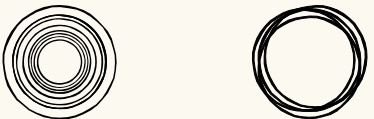
- Sunrise/Sunset
- Light/Dark
- Day/Night
- Life/Death



ECLIPSE / COSMOS

The sun and moon work in harmony, bringing all life to earth – the sun bringing eternal energy as force of the moon guides the tides of our oceans.

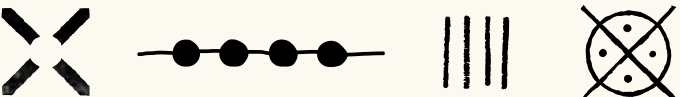
The same oceans that are home to the sea turtle, the symbolic creature muse of the brand.



CONCENTRICS

Speaks to the radiating energy of the sun and how it expands outward to touch all people, plants, animals on earth. Also speaks to the power that comes from within oneself and how that can affect the world around us.

- Community
- Growth
- Unity
- Cycles of life
- Earthly / Cosmos



4 POINTS

Inspired by the bond and balance of the four members of the MANÁ family. United by a common musical vision and cultural mission, the 4 points speaks to the integrity of the brand and the importance it places on equality and respect.

LOGOTYPE: (CUSTOM)

AVIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BRAND FONTS:

Azkidenz Grotesque Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Azkidenz Grotesque Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Azkidenz Grotesque Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Azkidenz Grotesque Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

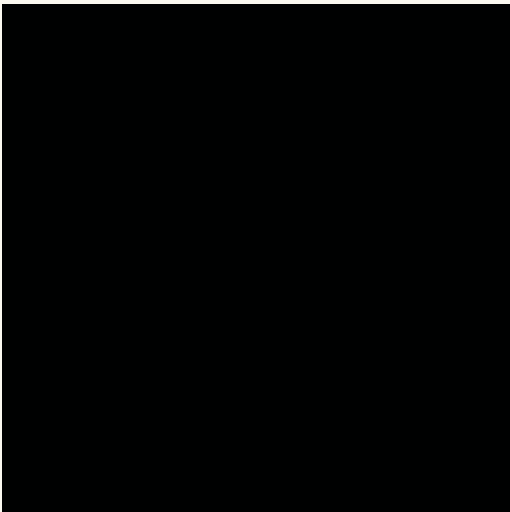
Template Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

/ COLOR PALETTE

Color palette is neutral with pops inspired by color tones found in nature and distilled through a rock-and-roll lens.

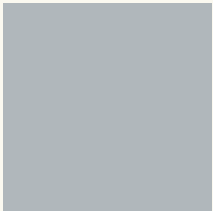
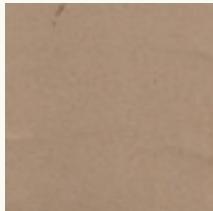
PRIMARY COLOR



RICH BLACK

75c 68m 67y 90k

SECONDARY COLORS

					
PANTONE 9080 C	PANTONE 429 U	CRAFT	PANTONE BLACK 5 U	PANTONE 549 U	PANTONE 173 U

/ MATERIALS

Brand elements have a soulful yet modern edge.

Materials and messages are conscious and purposeful, aware of Cultural (Human) and Environmental (Nature) impacts.

Made from 100% natural and recyclable / reusable / compostable materials

Paper comes from well managed forests – FSC Certified

Unbleached/Natural Processes

Organic/Natural Inks

Organic if possible.

MATTE FINISHES THAT LOOK BETTER WITH ABUSE



A SOFT ELEMENT

NATURAL WHITES

FUNCTIONAL /
SIMPLE /
NO FRILLS



TEXTURES FROM
NATURE / NATURAL
TEXTURES + DISTRESS

IMPERFECT /
WORN IN



HARD MEETS SOFT



NATURAL
COLOR POPS



/ BRAND COLLATERAL

/ THANK YOU CARD

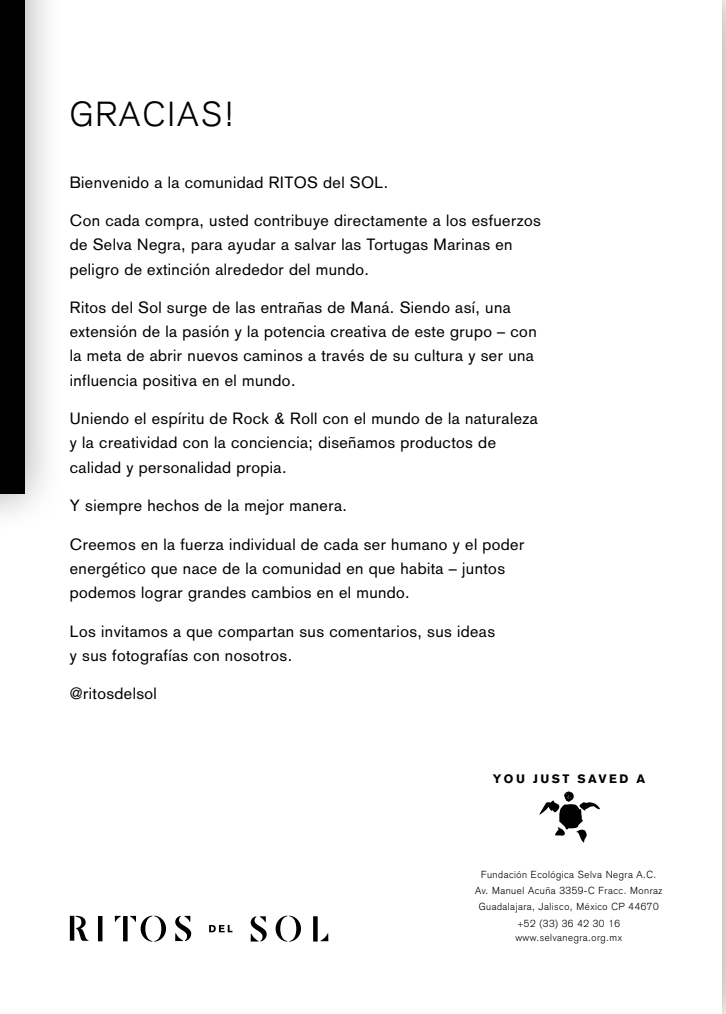
- Purpose:

Thank customers for their purchase
- Inform them that they are helping to save sea turtles
- Tell the story of the brand
- Invite them to share ideas, photos, etc.
- Use:

In shipment/package to consumer



FRONT



BACK

/ LA CAUSA NEWSPRINT +
MAILER CARD (TURTLE VERSION)



LA CAUSA

YOU JUST SAVED A



RITOS DEL SOL

Ritos del Sol surge de las entrañas de Maná. Siendo así, una extensión de la pasión y la potencia creativa de este grupo - con la meta de abrir nuevos caminos a través de su cultura y ser una influencia positiva en el mundo.

Uniendo el espíritu de Rock & Roll con el mundo de la naturaleza y la creatividad con la conciencia; diseñamos productos de calidad y personalidad propia.

Y siempre hechos de la mejor manera.

Creemos en la fuerza individual de cada ser humano y el poder energético que nace de la comunidad en que habita - juntos podemos lograr grandes cambios en el mundo.

Born from the soul of MANÁ, Ritos del Sol is an extension of the band's passion and creative energy - endeavoring to forge new paths through culture and positively influence the world.

Fusing a rock-n-roll spirit with the natural world, originality with mindful innovation, we create quality goods with a distinct character.

And we always make them the right way.

We believe in the power of the individual and the strength that comes from community - and that together, we can all make a difference.

UN PROYECTO DE MANÁ
EDICIONES 1: 2015

FRONT

Purpose: To tell the cause story of the brand: helping save the endangered Sea Turtle

Use: Collateral + Website



RITOS DEL SOL

YOU JUST SAVED A



MAILER CARD

PROYECTO TORTUGAS MARINAS

Las tortugas marinas pueden llegar a vivir hasta 200 años, por lo tanto se convierten en el eslabón perdido entre el pasado remoto y la vida actual. Siendo una de las especies mas antiguas que habitan en la tierra, las tortugas marinas son un simbolo imprescindible del destino de nuestros mares y nuestro planeta.

Sin embargo, casi todas las especies de tortugas marinas están en peligro de extinción. La destrucción del hábitat y los cambios climáticos, junto con la caza de tortugas para obtener sus huevos, carne, piel y carey, han resultado en una baja histórica en la población de tortugas marinas.

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Yet nearly all sea turtle species are endangered. Habitat destruction and climate change, combined with hunting for their eggs, meat, skin and shells have brought Sea Turtle populations to an all time low.

Ritos del Sol is committed to rescuing these amazing creatures, restoring their populations and protecting their habitats. Each purchase contributes directly to the efforts of Selva Negra to help save endangered Sea Turtles throughout the world.



Six of the seven species of sea turtles that inhabit the planet nest each year on the beaches of Mexico.



The Proyecto Tortugas Marinas Limited Edition Tee.

“When we created Ritos del Sol, one of our goals was to give something back to the earth.”

— Fher Olivera
Founding member of MANÁ and Selva Negra



Over the course of 14 years, Selva Negra has delivered more than three million baby turtles to the sea.

LA CAUSA

Ritos del Sol fue creado con la convicción que el equilibrio perfecto consiste de la relación entre la naturaleza y todo aquello hecho por los seres humanos. Siempre respetando el planeta y a todos sus habitantes con cada decisión que tomamos; desde nuestros productos, hasta la forma en que retribuimos.

Atravez de la fundación Selva Negra nos enfocamos en cuestiones sociales, culturales y también problemas que afectan el medio ambiente.

RITOS del SOL was created with a belief that, with a conscious effort, the man-made world and natural world can be held in perfect balance. From how our products are made to how we give back, we respect both people and planet in each decision we make.

Through the Selva Negra foundation we focus on addressing environmental, social, and cultural issues.



Six of the seven species of sea turtles that inhabit the planet nest each year on the beaches of Mexico.



The Proyecto Tortugas Marinas Limited Edition Tee.

“When we created Ritos del Sol, one of our goals was to give something back to the earth.”

— Fher Olivera —
Founding member of MANÁ and Selva Negra



Over the course of 14 years, Selva Negra has delivered more than three million baby turtles to the sea.

PROYECTO TORTUGAS MARINAS

Las tortugas marinas pueden llegar a vivir hasta 200 años, por lo tanto se convierten en el eslabón perdido entre el pasado remoto y la vida actual. Siendo una de las especies mas antiguas que habitan en la tierra, las tortugas marinas son un símbolo imprescindible del destino de nuestros mares y nuestro planeta.

Sin embargo, casi todas las especies de tortugas marinas están en peligro de extinción. La destrucción del hábitat y los cambios climáticos, junto con la caza de tortugas para obtener sus huevos, carne, piel y carey, han resultado en una baja histórica en la población de tortugas marinas.

Ritos del Sol se compromete a rescatar estas criaturas increíbles, restaurar sus poblaciones y proteger sus hábitats. Con cada compra, usted contribuye directamente a los esfuerzos de Selva Negra para ayudar a salvar las Tortugas Marinas en peligro de extinción alrededor del mundo.

Living up to 200 years, the Sea Turtle acts a bridge between the remote past and life as we know it: one of the oldest species to still inhabit the earth they are a crucial symbol of the fate of our oceans and our planet.

Yet nearly all sea turtle species are endangered. Habitat destruction and climate change, combined with hunting for their eggs, meat, skin and shells have brought Sea Turtle populations to an all time low.

RITOS del SOL is committed to rescuing these amazing creatures, restoring their populations and protecting their habitats. Each purchase contributes directly to the efforts of Selva Negra to help save endangered Sea Turtles throughout the world.

BACK



FRONT

Purpose: To tell the transparency story of the product:
taking pride in where it's made and how it's made

Use: Collateral + Website



BACK





RITOS DEL SOL

UN PROYECTO DE MANÁ
EDICIONES 1: 2015

LA COLECCIÓN

YOU JUST SAVED A



RITOS DEL SOL

Ritos del Sol surge de las entrañas de Maná. Siendo así, una extensión de la pasión y la potencia creativa de este grupo - con la meta de abrir nuevos caminos a través de su cultura y ser una influencia positiva en el mundo.

Uniendo el espíritu de Rock & Roll con el mundo de la naturaleza y la creatividad con la conciencia; diseñamos productos de calidad y personalidad propia.

Y siempre hechos de la mejor manera.

Creemos en la fuerza individual de cada ser humano y el poder energético que nace de la comunidad en que habita - juntos podemos lograr grandes cambios en el mundo.

Born from the soul of MANÁ, Ritos del Sol is an extension of the band's passion and creative energy - endeavoring to forge new paths through culture and positively influence the world.

Fusing a rock-n-roll spirit with the natural world, originality with mindful innovation, we create quality goods with a distinct character.

And we always make them the right way.

We believe in the power of the individual and the strength that comes from community - and that together, we can all make a difference.

FRONT

Nuestros Colección / Our Collection

Mahones y Camisetas,
Eso es todo.
Denim and Tees.
That's all.

Queríamos hacer dos cosa y hacerlas bien hechas. Una colección con propósito, haciendo hincapié en lograr un producto de primera, con diseño consciente, materiales y fabricación de calidad, ajuste perfecto y rematados y lavados eco-responsables.

We wanted to make two things and make them great. A focused collection that emphasizes doing it the right way: deliberate design, quality materials and construction, the perfect fit, and Eco-friendly washes and finishes.

INFRAMUNDO

 STYLE: #H001	 STYLE: #H002	 STYLE: #H003	 STYLE: #H004
 STYLE: #H005	 STYLE: #H006	 STYLE: #H007	 STYLE: #H008
 STYLE: #H009	 STYLE: #H010	 STYLE: #H011	 STYLE: #H012



The Proyecto Tortugas Marinas Limited Edition Tee.

ritosdelsol.com

BACK

RITOS DEL SOL

GRACIAS! / THANK YOU!

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Created by Graj + Gustavsen

for

Ritos del Sol

