

PRESS · PARTNERS · AFFILIATES

BRAND KIT

EVERYTHING YOU NEED TO FEATURE US

Logo, colors, typography, voice and messaging — the official identity behind the original rubber shirt tucker belt. Designed in Los Angeles. Worn by thousands of professionals who don't have time to re-tuck.

[View this kit online → shirt-tucker.com/brand-kit](https://shirt-tucker.com/brand-kit)

BRAND IDENTITY

A one-line summary of what we make, who it's for, and why we're different from every other shirt stay on the market.

BRAND NAME

Shirt Tucker

FOUNDED IN

Los Angeles, CA

CATEGORY

Rubber Shirt Stay Belt

PRICE

\$19.99 USD

MISSION

Make sharp dressing effortless for people who can't fuss with their clothes during the day — officers on patrol, golfers mid-round, teachers between classes, anyone who has to look pulled together while doing real work.

POSITIONING

The original rubber shirt tucker belt — simpler than competitor clasp belts, more comfortable than leg-strap shirt stays. One purchase lasts years. 30 seconds to put on. Invisible under a regular belt.

TAGLINE

NEVER RE-TUCK YOUR SHIRT AGAIN.

LOGO & WORDMARK

Our wordmark is always set in Barlow Condensed Black with a colored period between SHIRT and TUCKER — the period is part of the mark. Keep clear space around the wordmark equal to the cap height. Don't stretch, recolor, or outline the logo.

SHIRT.TUCKER

PRIMARY · ON LIGHT

SHIRT.TUCKER

REVERSED · ON DARK



APP ICON · FAVICON

"ST" monogram on navy with accent dot

ICON · SQUARE

CLEAR SPACE \geq CAP HEIGHT

SHIRT.TUCKER

SPACING EXAMPLE

COLOR PALETTE

Navy is the base, accent blue is for action and emphasis, gold flags premium and reward moments. White is used generously to keep the brand calm and confident — never crowded.



TUCKER NAVY

HEX #0D1B2E

RGB 13, 27, 46

Role Primary / backgrounds



ACTION BLUE

HEX #1A73E8

RGB 26, 115, 232

Role CTAs / links

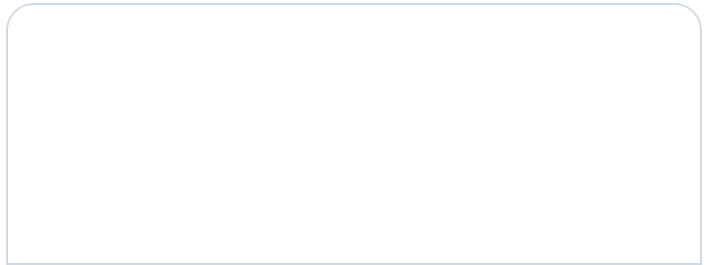


SHARP GOLD

HEX #F5C518

RGB 245, 197, 24

Role Stars / rewards / accents



CRISP WHITE

HEX #FFFFFF

RGB 255, 255, 255

Role Surfaces / breathing room



NAVY MID

#162540



NAVY PALE

#E8EDF3



MUTED

#5A6A7A

TYPOGRAPHY

Two typefaces, used with strong contrast. Headlines shout in condensed black weight. Body copy speaks in a clean, readable sans. Never mix in a third family.

DISPLAY / HEADLINE

BARLOW CONDENSED

NEVER RE-TUCK YOUR SHIRT AGAIN.

Used at weight 900 (Black) for all headlines, eyebrows, and section labels. Always uppercase. Tight line-height (.93–1).

400 600 700 800 900

BODY / UI

DM SANS

Sharp dressing, effortlessly.

DM Sans handles paragraphs, microcopy, buttons, and form fields. Weights 400 (regular), 500 (medium), and 700 (bold). Line-height ~1.6 for body, ~1.4 for UI.

400 500 700 italic 400

VOICE & TONE

Direct, practical, and a little bit deadpan. We talk to people who solve real problems for a living — they don't want fashion-speak, they want a product that works. Confident without being loud. Honest about what we are and aren't.

✓ SOUND LIKE THIS

- "Wraps around the outside of your shirt. 30 seconds. Done."
- "Built for people who can't re-tuck during a shift."
- "Lasts years, not months. One purchase, then you forget about it."
- "More comfortable than nothing — the rubber cushions a duty belt."
- Plain numbers: 22–46" waist. \$19.99. 30-day returns.

✗ NOT LIKE THIS

- "Revolutionize your wardrobe with the world's most innovative shirt-securing solution."
- "Game-changing." "Disruptive." "Best-in-class."
- Specific star ratings or review counts unless verified — never invent social proof.
- Hedging language ("might help," "may work for some") — we either stand behind it or fix it.
- Fashion jargon, lifestyle filler, or anything that sounds like a luxury brand.

CONFIDENT, NOT LOUD

We don't yell. The product does the talking. Short sentences, declarative claims, no exclamation marks unless someone is genuinely excited.

PRACTICAL, NOT POETIC

We describe what happens when you wear it, not how it makes you feel. Time, fit, durability, comfort — measurable things.

HONEST, NOT HYPEY

We tell people who it's for and who it isn't. If a competitor wins on a specific use case, we say so. Trust is earned by being right, not by being loud.

MESSAGING PILLARS

Four claims we make and can back up. Every piece of marketing should reinforce at least one — and never contradict any of them.

1 • SIMPLEST SHIRT STAY MADE

No leg straps. No complex metal clasp. Wrap rubber around your waistband, lock the flex peg, done in 30 seconds.

2 • BUILT FOR WORKING PROFESSIONALS

Law enforcement, military, medical staff, hospitality — people who can't re-tuck during a 12-hour shift. We're built around their day.

3 • ACTUALLY COMFORTABLE

Rubber cushions pressure from a duty belt or hip holster instead of adding to it. No leg restriction. No bathroom unhooking.

4 • LASTS YEARS, NOT MONTHS

Simple flex peg closure — fewer parts to break than competitors with metal hinges and rivets. Typical life: 2–4 years of daily wear.

APPROVED TAGLINES

PRIMARY

NEVER RE-TUCK YOUR SHIRT AGAIN.

FUNCTIONAL

TUCKS ONCE. HOLDS ALL DAY.

AUDIENCE-LED

BUILT FOR THE SHIFT, NOT THE PHOTO.

COMPARISON

NO STRAPS. NO CLASPS. JUST RUBBER.

PROOF POINTS

SETUP TIME

30 seconds

WAIST RANGE

22–46 inches

CUSTOMERS SERVED

10,000+

TYPICAL LIFESPAN

2-4 years

AUDIENCE SEGMENTS

We don't talk to "everyone." We talk to people who tuck a shirt as part of their job, sport, or formal occasion. Priority order is based on proven fit, not on segment size alone.

Law Enforcement & Military

CORE · 1

Golf & Active Sports

CORE · 2

Office Professionals

SCALING · 3

Weddings & Formal

SCALING · 4

Teachers & Hospitality

TESTING · 5

Women (blouses, scrubs)

TESTING · 6

IMAGERY GUIDELINES

- Real environments — patrol cars, golf courses, classrooms, kitchens. Avoid studio-only shots.
- Show before/after tucking when explaining the product. The contrast is the message.
- Diverse representation across age, gender, and profession — match the audience priority order.
- Keep product close to the body in shots; the belt is invisible under a regular belt, so context matters.
- Never doctor reviews or stars into hero images. Star icons are decorative; numbers must be real.

DOWNLOAD ASSETS

Pre-approved assets for press, retail partners, affiliates, and influencers. Right-click and save, or open in a new tab for high-resolution versions. For anything you don't see here, email press@shirt-tucker.com.



BRAND ICON

PNG · 512×512

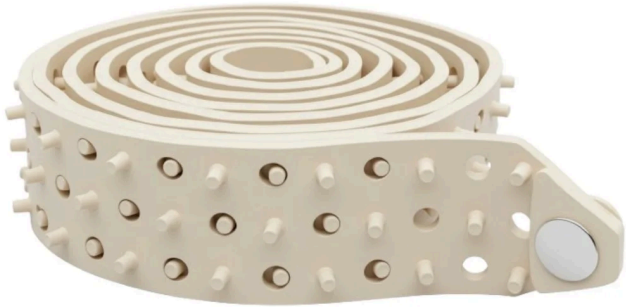
[Download →](#)



PRODUCT · BLACK

WEBP · Main PDP shot

[Download →](#)



PRODUCT · WHITE

WEBP

[Download →](#)



PRODUCT · GREY

WEBP

[Download →](#)



BUNDLE · 2-PACK

Black + Grey

[Download →](#)



BUNDLE · 3-PACK

Black + Grey + White

[Download →](#)



LIFESTYLE · ON SHIRT

PNG · High res

[Download →](#)

SHIRT.TUCKER

WORDMARK

Recreate with Barlow Condensed 900

[Icon SVG →](#)

PRESS & PARTNERSHIPS

For interviews, product samples, affiliate programs, bulk orders for departments and teams, or anything not covered above — reach out directly. We typically respond within one business day, Monday through Friday.

TALK TO A REAL PERSON.

Press, affiliate, retail, and partnership inquiries go to press@shirt-tucker.com. General support questions go to support@shirt-tucker.com.

Want to share Shirt Tucker with your audience and earn \$5 per sale? Check out our [affiliate program](#).

SHIRT TUCKER

Los Angeles, California · USA

shirt-tucker.com

[YouTube](#) · [Instagram](#) · [TikTok](#)