

GUNGI Brand Guide

Mission Statement

GUNGI is a community-based streetwear brand representing the celebration of the grind. We believe success is philosophy in action-- a journey requiring equal parts hustle and resilience. Our collection of casual essentials and statement pieces embody the spirit of a hustler's ambition and the eternal commitment to continued success amidst adversity.

Vision Statement

GUNGI aims to be undeniably anti-conformity, a powerful yet accessible brand for urban fashion and alternative apparel. When people shop GUNGI, they will do more than buy clothes — they will commit to their goals and unapologetically embrace their unique identity. GUNGI clothes are designed for change makers and disruptors. Our brand will be the definitive source of fashion that goes from streetwear to the hustle. No boundaries, no limits, no BS.

Brand Narrative

GUNGI is an urban streetwear clothing line that breaks away from conventional or fake-fashion brands and instead embraces the drive and passion of urban lifestyles. It is designed to embody our determination and create a movement centered around one powerful mantra, “ Get Up N Get It”. The world doesn’t care who you are or what you do for a living. You have to get up every day and attack your goal of success. GUNGI is here for the future, for everyone who wants authentic apparel — whether you’re hustling, training, or chilling.

GUNGI is:

Authentic but still aspirational
Innovative but not trendy
Elegant but not stuffy
Ambitious but not combative
Confident but not arrogant
Luxurious but not bougie
Collaborative but still unique

Brand Values

Togetherness: What connects us is what motivates us — and vice versa. GUNGI isn’t about class divisions or bougie style. We have real, amazing fashion for everyone.

Determination: Dreams only get you so far; grit takes you the rest of the way. GUNGI’s clothing is what you wear to tackle each day with ambition.

Resilience: We are socially conscious, community-driven, and ready to defy convention. GUNGI apparel is your suit of armor against a tough world.

Passion: Our mantra, Get Up N Get It, means dedication to the daily grind — whatever that means for you. Motivate yourself and make it happen.

Accessibility: GUNGI is affordable, authentic, and designed for your self-expression. No limits, no boundaries.

Purpose: You're here for a reason, and so is GUNGI. Every stitch is part of the big picture, every design is made for an important and authentic purpose.

Brand Voice

GUNGI's brand voice is an extension of its values: accessible, aspirational, powerful, and driven. We don't speak in fluffy language or BS claims, and we're not afraid to share our passions. GUNGI's voice doesn't play it safe. It's straightforward, passionate, and ready to tell it like it is. Yet we're not here to dominate the conversation or trick anyone. We embrace authentic conversation and motivational messages.

The Six Dimensions of Voice

GUNGI's voice reflects its personality: driven, good-hearted, and real, yet gritty and defiant.

Funny ←————→ Serious				
		x		
Calm ←————→ Vivacious				
			x	
Matter-of-Fact ←————→ Enthusiastic				
		x		
Authoritative ←————→ Deferential				
		x		
Sympathetic ←————→ Dominating				
		x		
Succinct ←————→ Verbose				
	x			

Word Bank and Tone Guidelines

All copy should be simple and direct. Keep sentences short and conversational, with lots of “you” statements. Use the approachable tone of a friend, an older brother, or a cool mentor to create a feeling of trust, inspiration, and connection. Nothing should seem condescending, bougie, or arrogant. Focus on declarative or inquisitive statements rather than demanding answers or challenging.

The Six Dimensions of Tone

When speaking to customers, GUNGI’s tone is down-to-earth and a bit raw, yet speaks to the mission. We’re here to motivate and empower them, not instruct or BS them.

Formal ←————→ Casual				
				x
Conversational ←————→ Captivating				
		x		
Inquisitive ←————→ Declarative				
			x	
Didactic ←————→ Persuasive				
		x		
Irreverent ←————→ Respectful				
	x			
Voluble ←————→ Measured				
			x	

Word Bank

These are words that resonate with our target audience and exemplify our brand voice and tone. Use these in marketing copy to entice GUNGI leads and customers.

- Fresh
- Authentic
- Pursue

- Emerge
- Collective
- Expression
- Hustle
- Ambition
- Motivation
- Success
- Spirit
- Grit
- Notorious
- Hype
- Raw
- Rise
- Dominate
- Dope
- Amazing
- Dapper

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SOURCES USED:

[documents provided]