

Brand Creative Brief - True Classic

Website

<https://www.trueclassictees.com>

Overview

True Classic is a direct-to-consumer apparel brand specializing in high-quality, slim-fitted t-shirts, polos, and everyday basics for men. Their mission is to help men of all shapes look and feel their best with premium, affordably priced staples. The brand emphasizes inclusive sizing, flattering fits, and comfort through soft, durable materials.

Branding and Creative Direction

The tone is confident, relatable, and uplifting. Messaging focuses on transformation and practicality, often with a humorous and conversational edge. Visuals showcase real people, “before and after” fits, and clear benefits around comfort and confidence.

Typography leans on bold, modern sans-serifs for high legibility. Color use is minimal and masculine—primarily black, white, heather grays, and deep product-aligned tones such as navy and olive.

The logo is minimalist and typographic, typically in black or white. The design emphasizes clean lines and clarity, matching the rest of the visual identity. Layouts are high-contrast with generous white space and clean presentation. Fit photos, product-focused lifestyle images, and comparison visuals are all key storytelling tools.

Marketing content often includes side-by-side fit transformations, customer testimonials, and product benefits in action. Many campaigns promote the flattering shoulder and chest fit with relaxed midsections—especially targeting men with “dad bod” proportions. Visuals feel authentic and intentionally unpolished to highlight relatability.

Products to Promote

Primary SKUs include The Staple Crew Neck T-Shirt, V-Necks, Polos, and the Henley collection. Additional product lines include long-sleeve shirts, activewear, and a newer men’s bottoms collection. Multi-pack bundles are a key part of the value proposition, offering affordable premium quality.

Key Benefits to Highlight

True Classic shirts are tailored to flatter broader shoulders and arms while remaining forgiving around the midsection. The brand’s signature fabric blend (60% cotton, 40% polyester) offers comfort, breathability, and longevity. Pricing is intentionally below competitors, often promoted as “three shirts for less than one designer tee.” True Classic also offers a 100-day return or exchange guarantee and supports veteran and homelessness-focused nonprofits through monthly shirt donations.

Mandatory Messaging

“Perfect Fit, Made to Last Guarantee — 100 days for free replacement/exchange”

“Affordable premium quality — get three shirts for less than one designer tee”

“True Classic donates over 15,000 shirts each month to homeless shelters and veteran causes”

“No risk: 100-day returns”

Reference Links and Files

Official Website: trueclassictees.com

Social Media

Instagram: [@trueclassic](https://www.instagram.com/trueclassic)

Facebook: True Classic Tees

TikTok: [@trueclassic](https://www.tiktok.com/@trueclassic)

YouTube: True Classic

Brand Assets

Logos, product images, and campaign assets available on the brand site or directories like Brandfetch.

Example Campaigns

“Find My Fit” personalization tool

GIF-based homepage comparisons of traditional vs. True Classic fit

“Dad bod transformation” influencer partnerships

Customer review reels, donation recaps, and side-by-side comparisons

For detailed brand files or permission-based content, refer to their website or contact the press/media team.