

NO RULES!



2024



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## INTRODUCTION

NO RULES® is a cool and funky lifestyle brand for the “Tween” youth of today. This fun and edgy brand is a mix of urban skate and surf scene influences, together with cheeky street smarts. The brand aspires to have an “in your face” attitude, and epitomizes an “against the norm” way of life. The result is a compelling breadth of creative, urban inspired, cutting edge graphics and trendy styles, celebrating individuality, fun, and friendship — all the key elements for a “Tween” lifestyle brand.

### Target Consumer:

- Primary consumer target: Boys ages 7-14
- Secondary consumer target: Girls ages 7-14

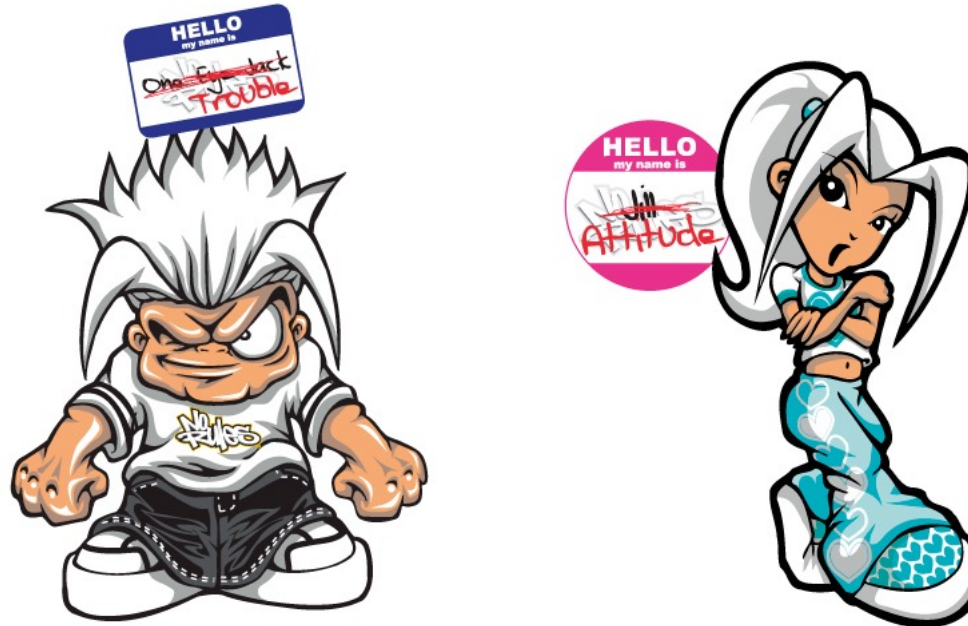
### Key Attributes:

- Cool / Edgy
- Attitude / Cheeky
- Individuality
- Urban / Street Smarts
- Action Sports
- Diversity / Camaraderie



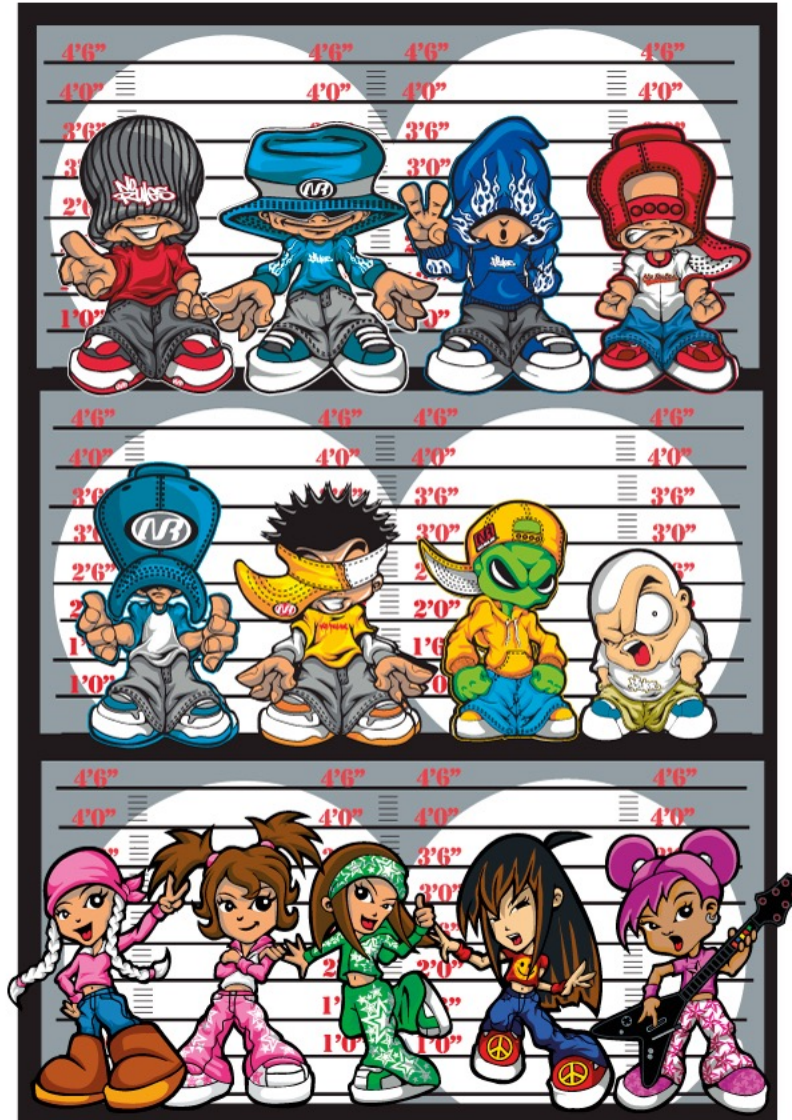
## MAIN CHARACTERS

The brand features “One Eye Jack”, the leader of the NO RULES® Crew” and his tough little sister “Jill”, both have a fun and free spirited lifestyle, with plenty of attitude and are two of the main characters of the brand.



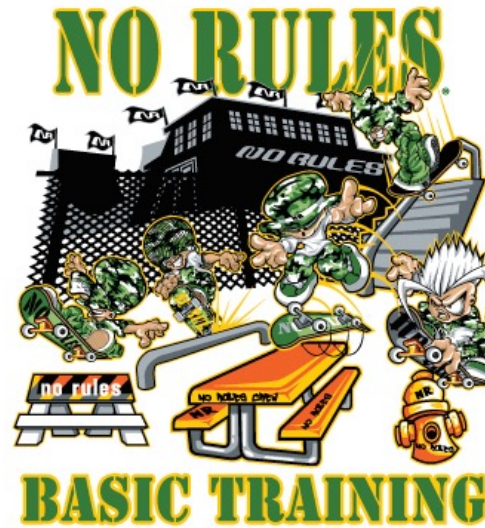


# NO RULES® CREW



No Rules

# CONCEPT DESIGN: NR SCHOOL





# CONCEPT DESIGN: MOST WANTED



**WANTED**  
**ONE EYE JACK**  
HEAD OF THE "NO RULES." CREW

**WANTED BY HIS MOM**  
**FOR SKATING IN THE HOUSE**

**WANTED**  
**JUSTIN**  
MEMBER OF THE "NO RULES." CREW

**WANTED BY HIS DAD**  
**FOR BIKING ON THE LAWN**

**WANTED**  
**SLICK**  
MEMBER OF THE "NO RULES." CREW

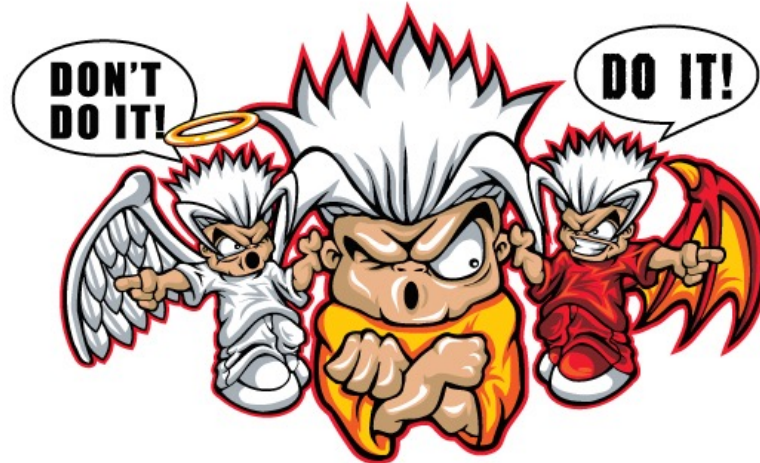
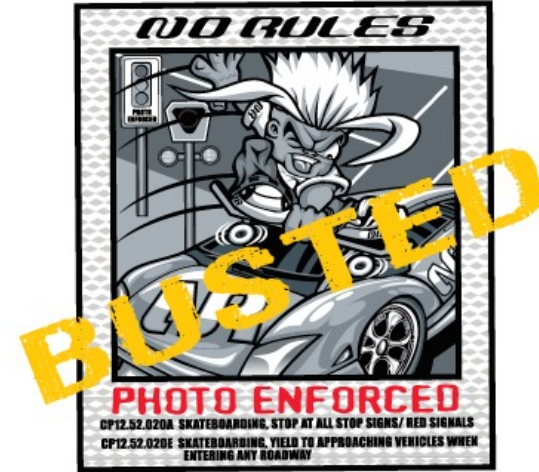
**WANTED BY THE CITY**  
**FOR BOISTEROUS BIKE RIDING**

**WANTED**  
**P.J. BUTTER**  
MEMBER OF THE "NO RULES." CREW

**WANTED BY THE NEIGHBOUR**  
**FOR DESTROYING HIS TRASH CAN**

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# CONCEPT DESIGN MISC



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CONCEPT DESIGN MISC (CONT'D)

LET ME TAKE



THE TRASH OUT

GIVE ME CANDY



OR YOUR TRASH CAN GETS IT!

GOT CANDIES



OR BEWARE  
NO RULES



No Rules

EXAMPLES





# EXAMPLES (cont'd)



EXAMPLES (cont'd)





## EXAMPLES (cont'd)





## EXAMPLES (cont'd)





www.norules.com

On the Move Product Archive the Crew Attitude Contact

No Pain. No Gain. No Rules

# NR NO RULES

What's new...

- No Rules® 2015-2016 Longboard - Scooter - Skate board new products**  
MAR 15, 2014
- No Rules® Scooter 2015**  
MAR 15, 2014
- No Rules® Scooter Designs**  
MAR 15, 2014

On the Move Product Archive the Crew Attitude Contact

## the Crew

On the Move Product Archive the Crew Attitude Contact

## Attitude

what are you looking at.

WHO ARE WE?

No Rules® is an attitude brand for today's youth, 7-14 years, with a skate/extreme sports/street focus. The graphics are edgy and provocative, No Rules® epitomizes an "In your Face" and "Against the Norm" attitude embraced by the today's active youth market.

On the Move Product Archive the Crew Attitude Contact

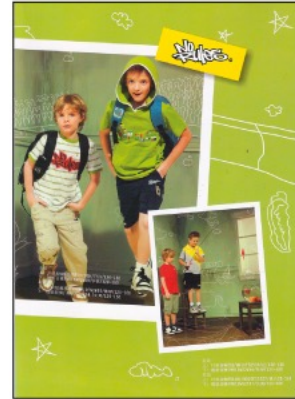
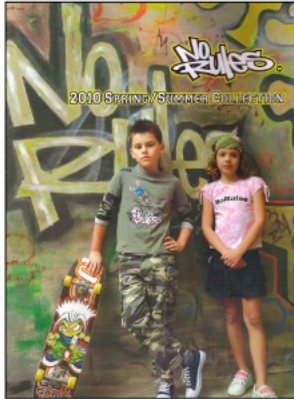
## Skateboard

### Skateboard Abec 5

Board made of high-quality Sply Maple  
Double Kick  
Deck surface with anti-slip sand grip  
5" Strong Aluminum Truck  
PUJ wheels, Ø 50 x 36 mm  
Bullbearing ABEC 5, Carbon  
Measurements 78,8 x 20,3 cm  
Max. user weight 100kg

SKU: 4360419208  
Category: Skateboards

## CATALOG



**No Rules**

# CATALOG (CONT'D)





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MISC ARTWORK





# MISC ARTWORK (cont'd)

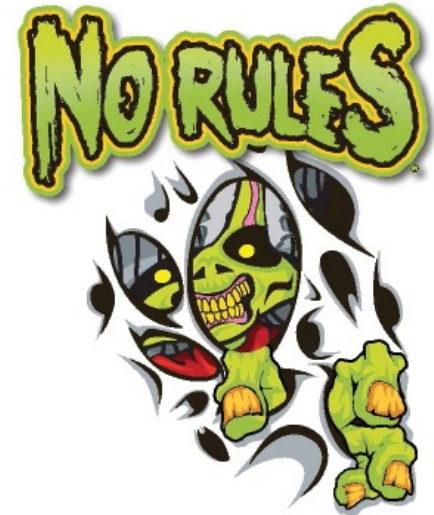


## MISC ARTWORK (cont'd)



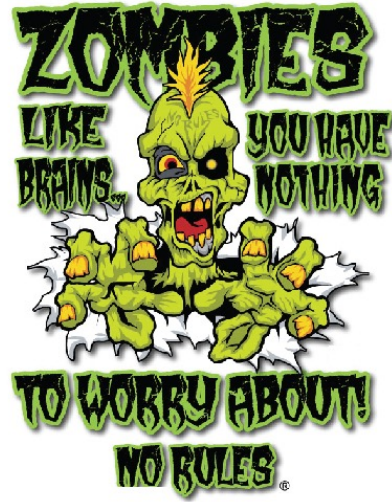
No Rules

NEW ARTWORK – ZOMBIE

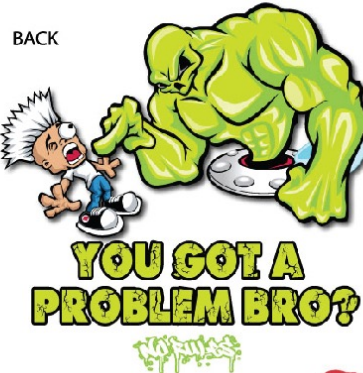


**No Rules**

**NEW ARTWORK**



NEW ARTWORK (CONT'D)



# NEW SKATE

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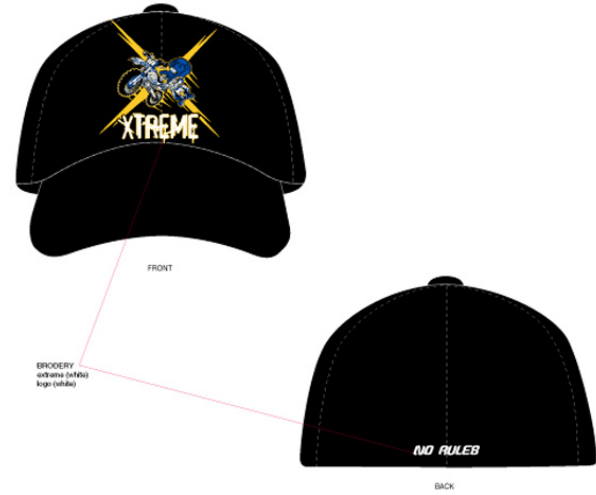
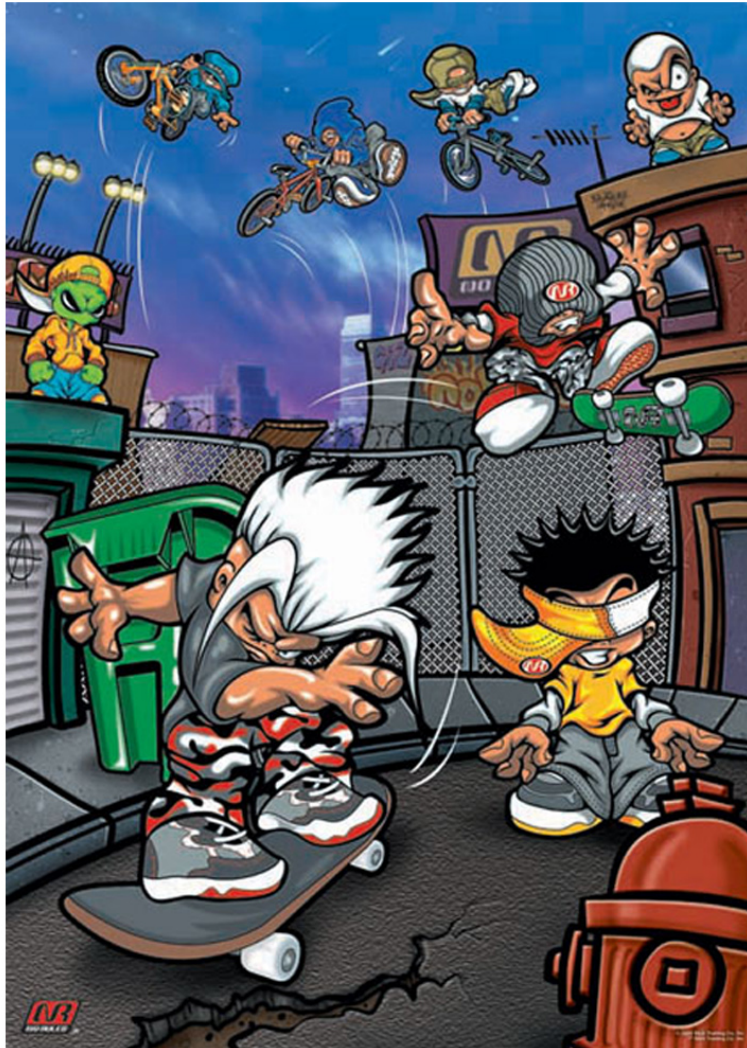
# NEW SCOOTER





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## POSTER & CAP



	FRONT												BACK												EMBROIDERY												STITCH											
A	[Color swatches]												[Color swatches]												[Color swatches]												[Color swatches]											
B	[Color swatches]												[Color swatches]												[Color swatches]												[Color swatches]											
C	[Color swatches]												[Color swatches]												[Color swatches]												[Color swatches]											
D	[Color swatches]												[Color swatches]												[Color swatches]												[Color swatches]											



No Rules

MISC



# NO RULES® STORE



# NO RULES® STORE (CONT'D)





# NO RULES® STORE (CONT'D)

