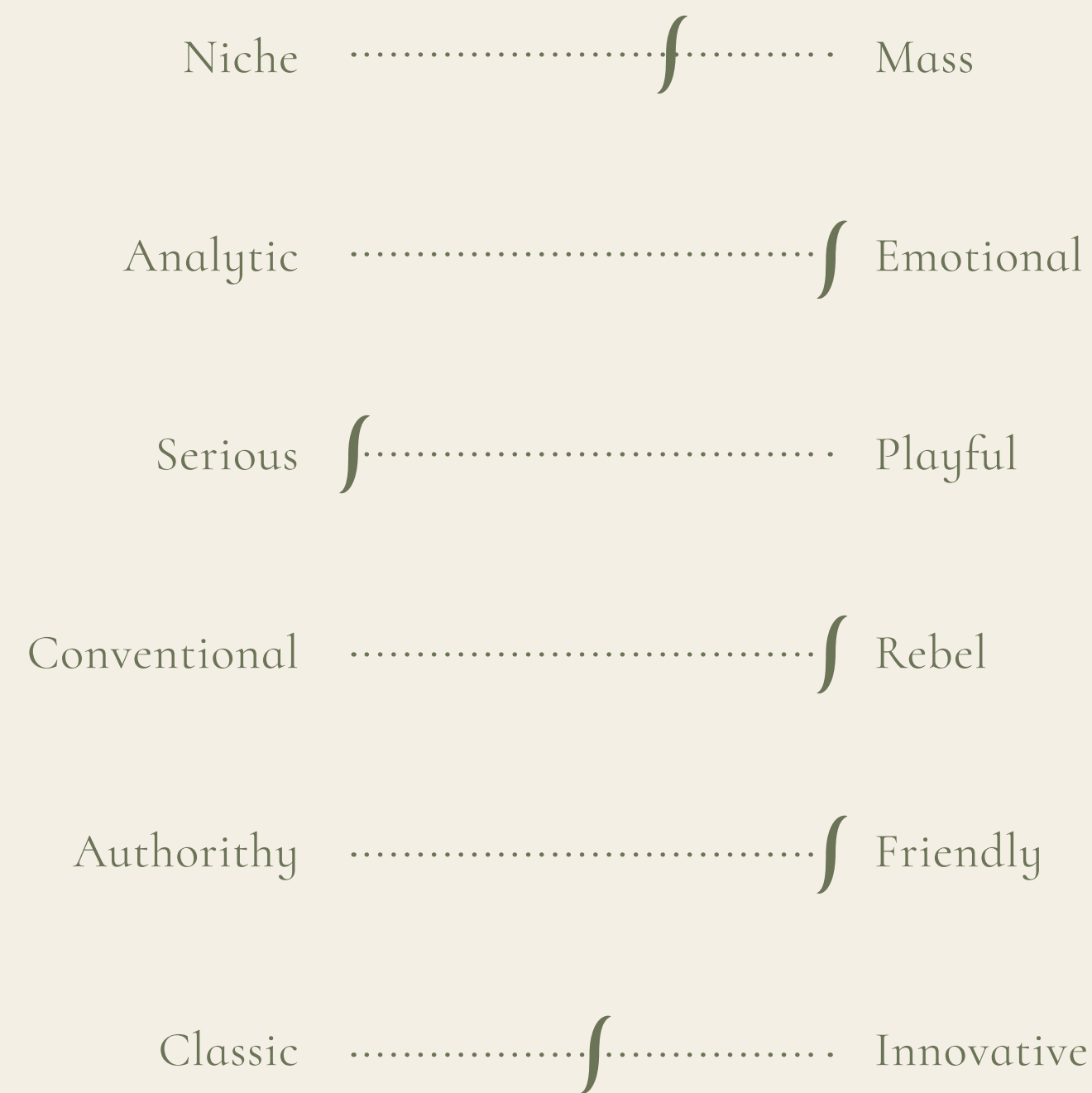


Ginko Organic Clothing

Brand Identity Project
By Maggie Yip

Brand Personality



Keywords

- Apparel
Clothing
Sustainability
Organic
Affordable
Customer first
High-quality
Leisurewear
Loungewear
Comfortable
Green
Eco-friendly
Forest
Fabric
- Textile
Nature
Recycled
Lyocell
Casual
Timeless
Tree
Vegan
Embroidery

Name propositions

Key visuals

Ocio

Leisure in Spanish

Lizur

Pronunciation of leisure

Komfy

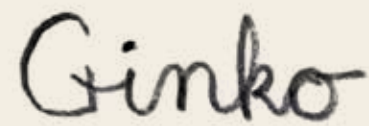
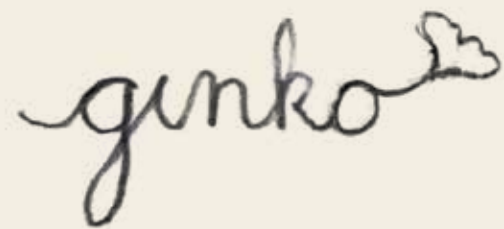
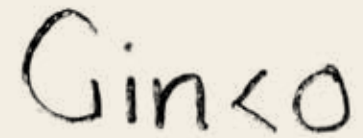
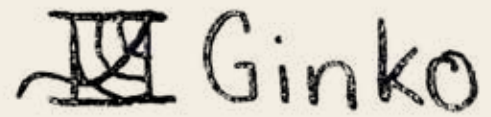
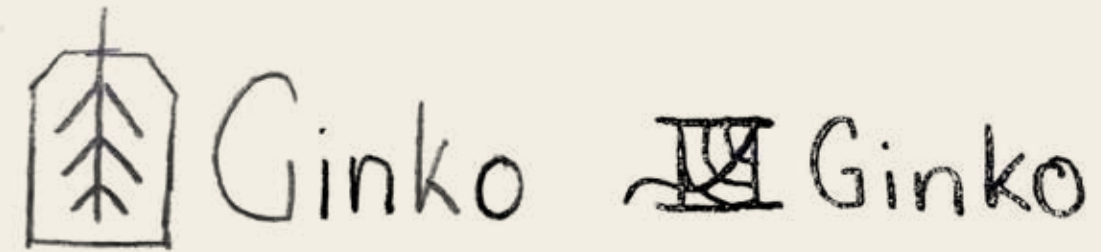
Ginko

Ginkgo leaf
symbolizes longevity

Flora



Sketches



Logo propositions

