



Brand identity at a glance

Introduction

At *fatsew*, we're all about handmade crochet goodness! From charming bags to adorable plushies, cozy scarves, beanies, and stylish tops, we've got you covered in all things crochet. What sets us apart? We're masters of customization. We believe every item should reflect your unique style and personality. That's why we take pride in crafting tailor-made pieces just for you. Our motto, "Created with love <3," isn't just a slogan—it's our guiding principle. With every stitch, we pour our heart and soul into each creation, ensuring that every piece is not just a product, but a labor of love.

Description

In designing my logo for *fatsew*, I deliberately chose a vibrant palette of three distinct colors to infuse vitality into the design, mirroring the rich tapestry of hues found in crochet creations. The seamless blend of dark and light pinks evokes elegance, femininity, and creativity, reflecting the intricate artistry of crochet. Introducing a touch of blue adds a refreshing contrast and symbolizes trust, professionalism, and confidence, enhancing the overall balance of the composition. For the font, I used for the Chicago and Country Wedding typefaces, their graceful curves mirroring the loops and stitches of crochet patterns. Employing these fonts in lowercase maintains a sense of approachability and fluidity, echoing the organic, handmade nature of my products. Within the typography, the letter "t" cleverly resembles a crochet hook, subtly nodding to the core of my craft. The integration of a heart shape connecting the "t" and "s" underscores the love and passion woven into every creation, echoing the sentiment of my slogan, "Created with love <3".

Logo suite

Classic logo



Use this logo for letter head , business card, envelope with white background.

Plexy logo for bags



Use the logo on gold or silver plexy,oval form with 2 holes to sew them on the bags.

Fabric label logo for plushies



Use one of the primary colors as a background with the logo in white for the fabric labels of plushies .

Fabric label logo for clothes



Use the logo in black on the white fabric labels of clothes.

Logo for instagram posts



Use shadow or offset for the classic logo before sharing the photos on instagram.

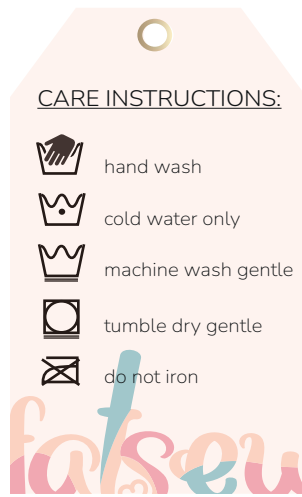
Sticker



Use 40x40 mm sticker with dark pink border, used on the packaging .

Hang tag

Use the logo with 50% opacity, on a light pink background with 15% opacity for the hang tag.

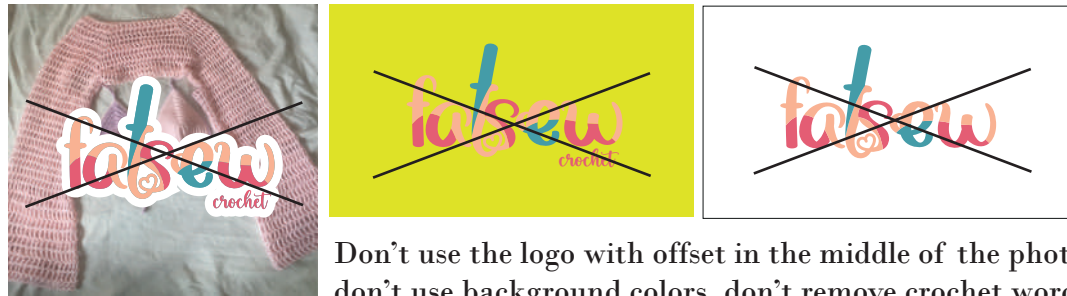


Do's



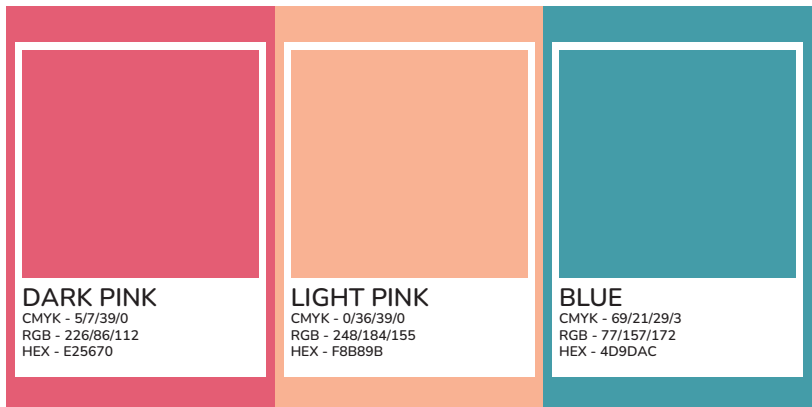
Use the logo in the middle of the photo with shadow, use on only one dark color (#141F35).

Dont's



Don't use the logo with offset in the middle of the photo, don't use background colors, don't remove crochet word.

Color breakdowns



Typography

Information	
Name and use	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz Bodoni MT is a classic typeface known for its elegance and high contrast between thick and thin strokes used for print design, logo design, typography art and much more.
Weights	Bold for heads. Italic for the subheads and for <i>fatsew</i> word. Regular for copy body.
Cases	Upper and lower case.
Colors	Colors used in the logo for the heads and subheads. Black for copy body.