

BARINA ALE FINESSE

a tailoring brand



Logo Identity Presentation

May, 2024.

WHat's In Store

- 1- Project Recap
- 2- Concept Territories
- 3- Creative Solutions

Barinaal Finesse



1- Project Recap

Understand the task ahead.

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BARINAALE FINESSE will signify a tailoring business that offers refined, elegant, and expertly crafted garments or services. It implies a focus on quality, style, and attention to detail.

Motto is "**Every Woman's BestFriend...**"



Create a fresh new Logo which can apply across a wide range of colatral from print to digital.

Logo doest have to illustrate needles and thread like conventional tailoring brand.



A logo design will feel **unique, Elegance, femininity Boldness and Confidence** that Ladies both young and old will feel attracted to.



Project Recap

Key Considerations

Femininity

Elegance

Luxury

Boldness

Trust

Love

BestFriend

Confidence





2- Concept Territories

Identify appropriate ideas to base design on

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Create a stand out Logo to reflect the Elegance, love and friendship of Barinaale Finesse that works well on clothing and wearable machandise as part of marketing and promotion.



Concept Territories

Key Ideas

From reasearch discovery and brainstorming, We identified and awesome concept idea that we would like to base the logo on.

Trust' Friendship

The Barinaal Finesse implies a place where women will feel: **Confident, Elegant, Connected and friendship**





3– Creative Solution

Developing visual ideas and turning them into final design

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Trust' Friendship

This Territory is about Barinaal Finesse is a place where women will feel: **Confident, Elegant, Connected and friendship**



Concept Territories

Territory Qualities & focus

This territory will focus on the qualities listed to communicate the brands identity.

Trust' Friendship

Trust

Love

BestFriend

Confidence





Developing


bring ideas into life and visualize possible solutions

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Creative Solution Sketches


femininity

110/ 
Royal / luxury

* Strength / Cost

 Godson Chibueze

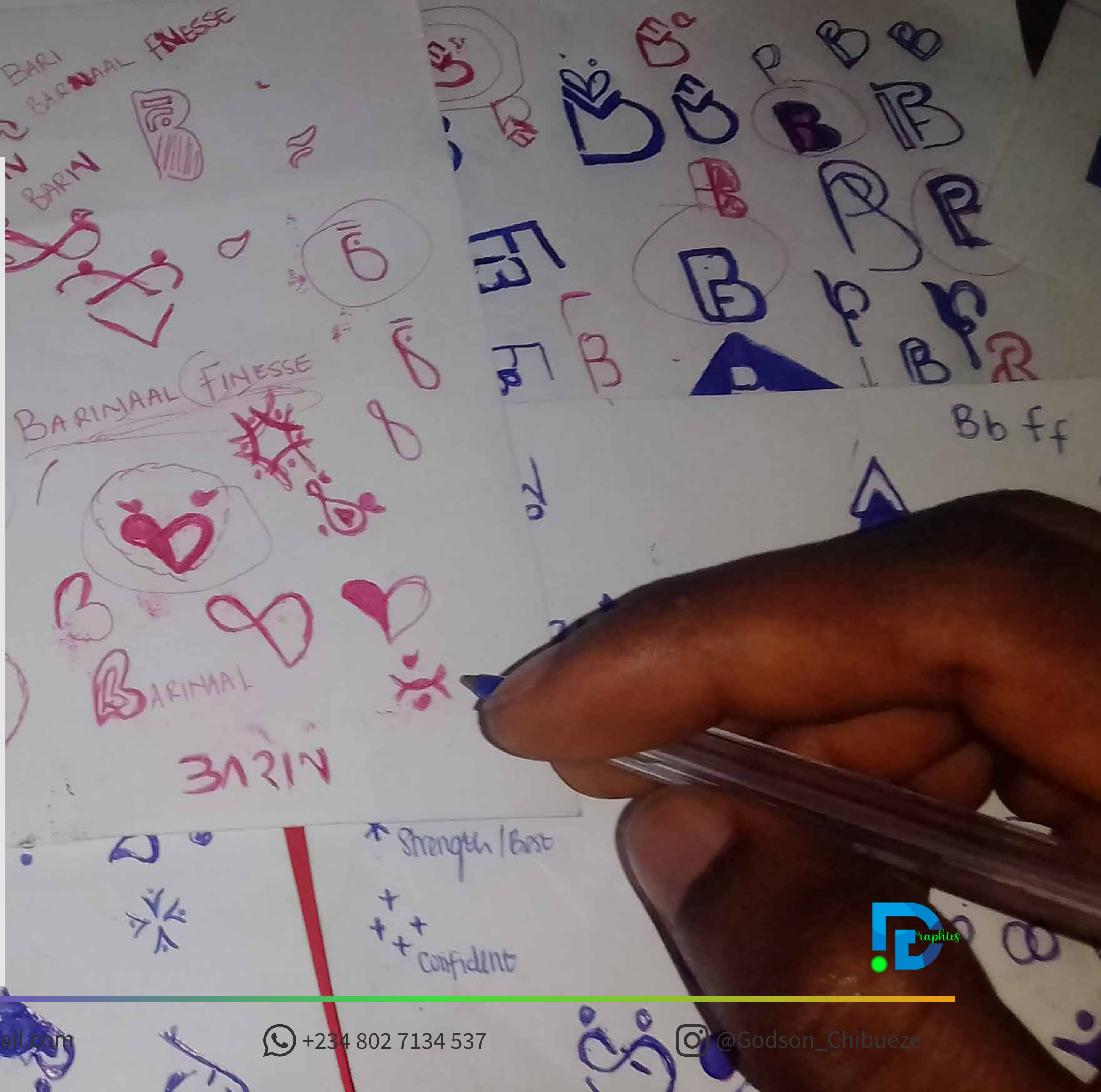
 godsonchibuez@gmail.com

 +234 802 7134 537

 @Godson_Chibueze



Creative Solution Sketches



Concept Territories

LOGOMARK

This territory will focus on the qualities listed to communicate the brands identity.



Concept Territories

Word Mark

This territory will focus on the qualities listed to communicate the brands identity.

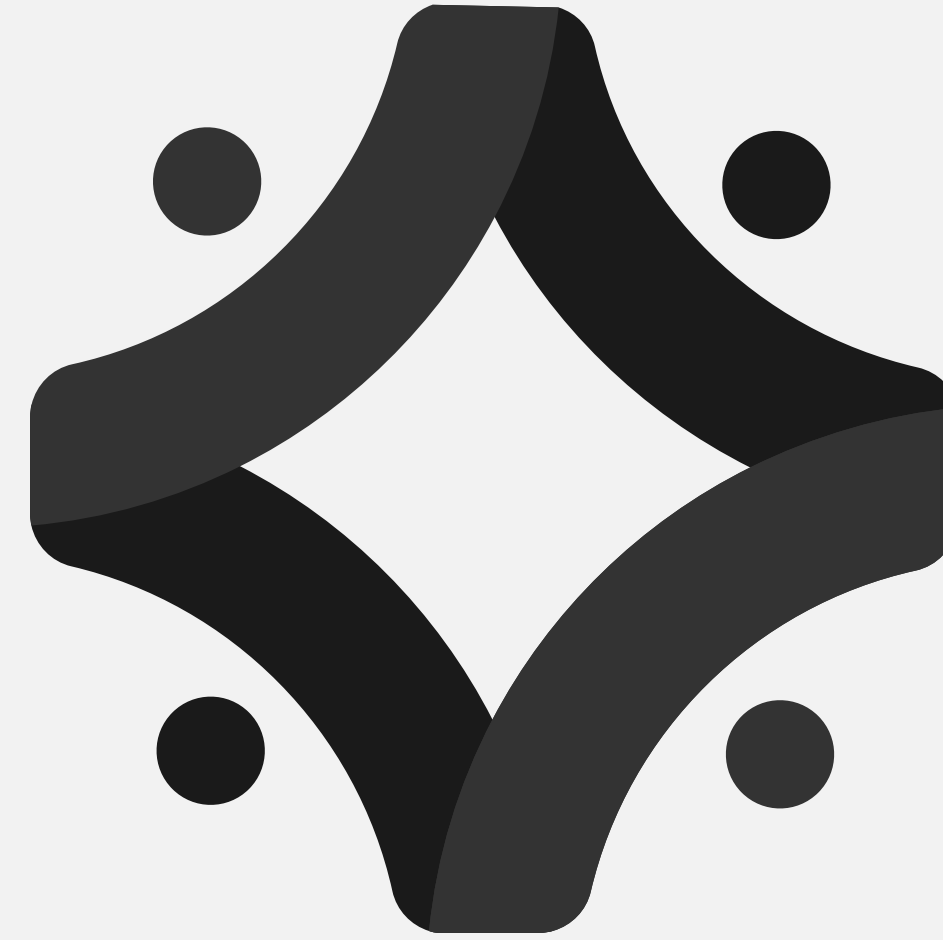
BARINAAL FINESSE



Concept Territories

Combination Mark

This territory will focus on the qualities listed to communicate the brands identity.



BARINAAL FINESSE

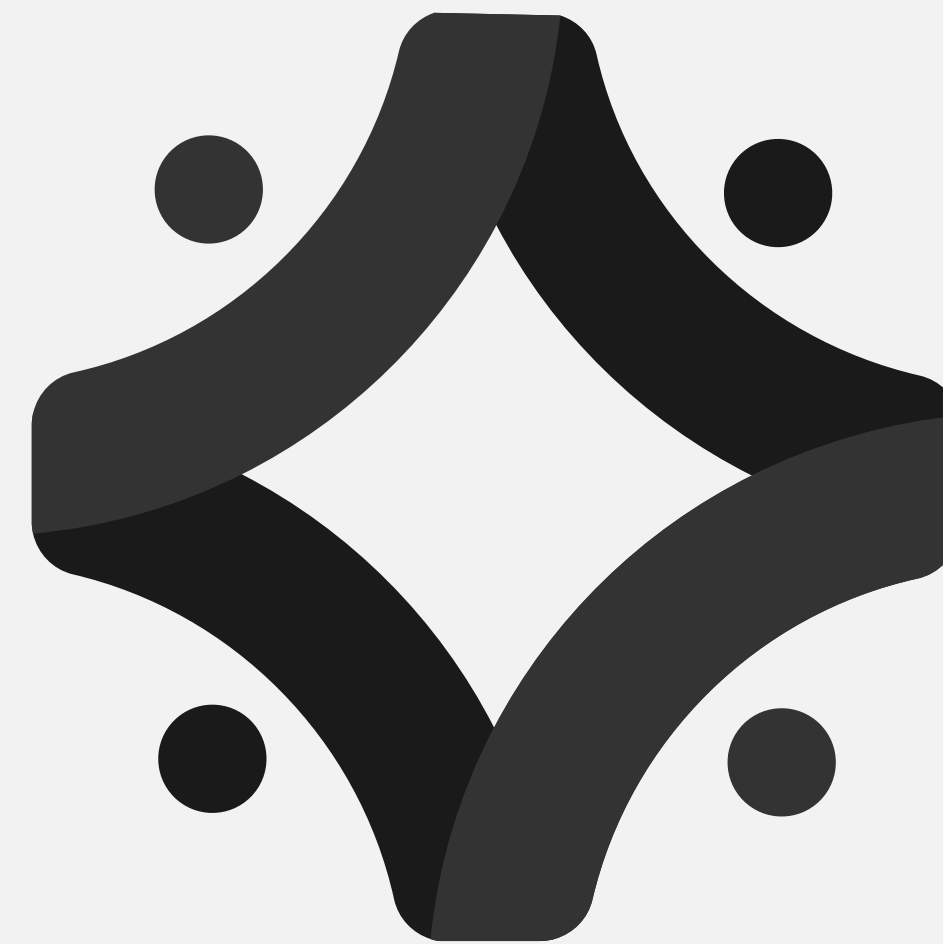


Concept Territories

Combination Mark

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Alternative 2 Emblem Logo



**BARINAAL
FINESSE**

Every Woman's BestFriend...

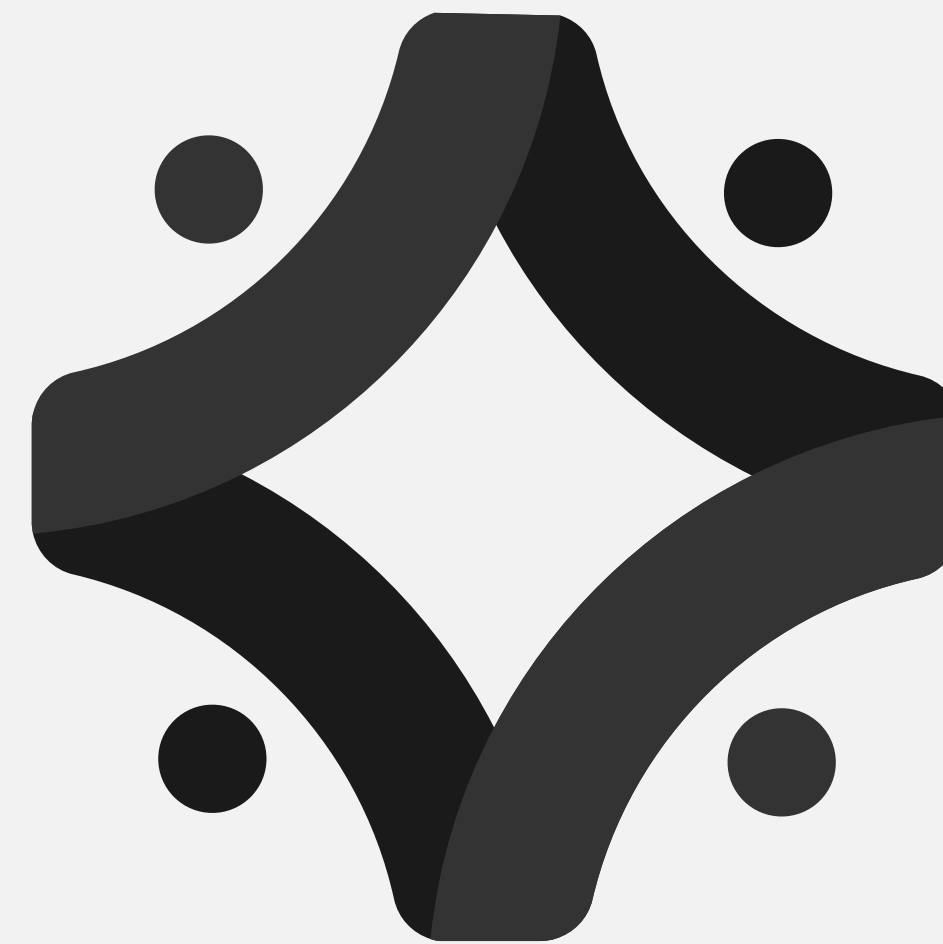


Concept Territories

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Alternative 2 Emblem Logo



**BARINAAL
FINESSE**

Every Woman's BestFriend...



Concept Territories

Colour Palette

Pure White

HEX: #FFFFFF
RGBA:
CMYK: 0 0 0 0

Royal Indigo

HEX: #37265D
RGBA: 55 38 93
CMYK: 93 97 28 22

Lavender Twilight

HEX: #675589
RGBA: 103 37 137
CMYK: 69 71 20 4

Base Black

HEX: #0000
RGBA: 0 0 0 0
CMYK: 91 79 62 97



Concept Territories

Conclusion

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Looks

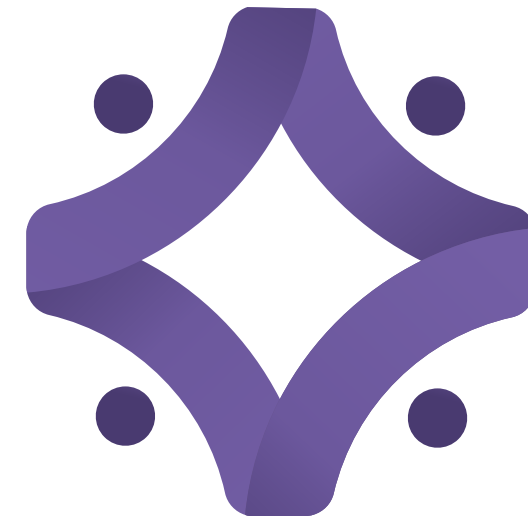
Iconic, Elegant, Attractive, Distinct & Fun

Feels:

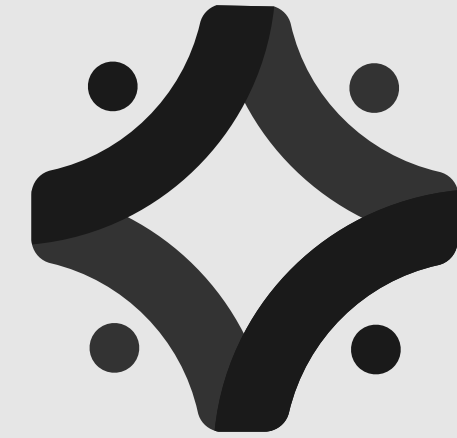
Fun, Vibrant, Confidence,

Creates:

Connectivity, Trust, Value



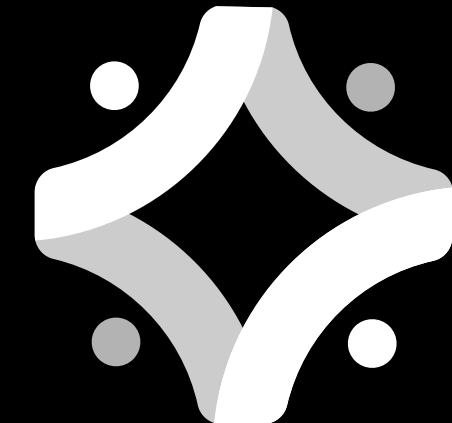
**BARINAAL
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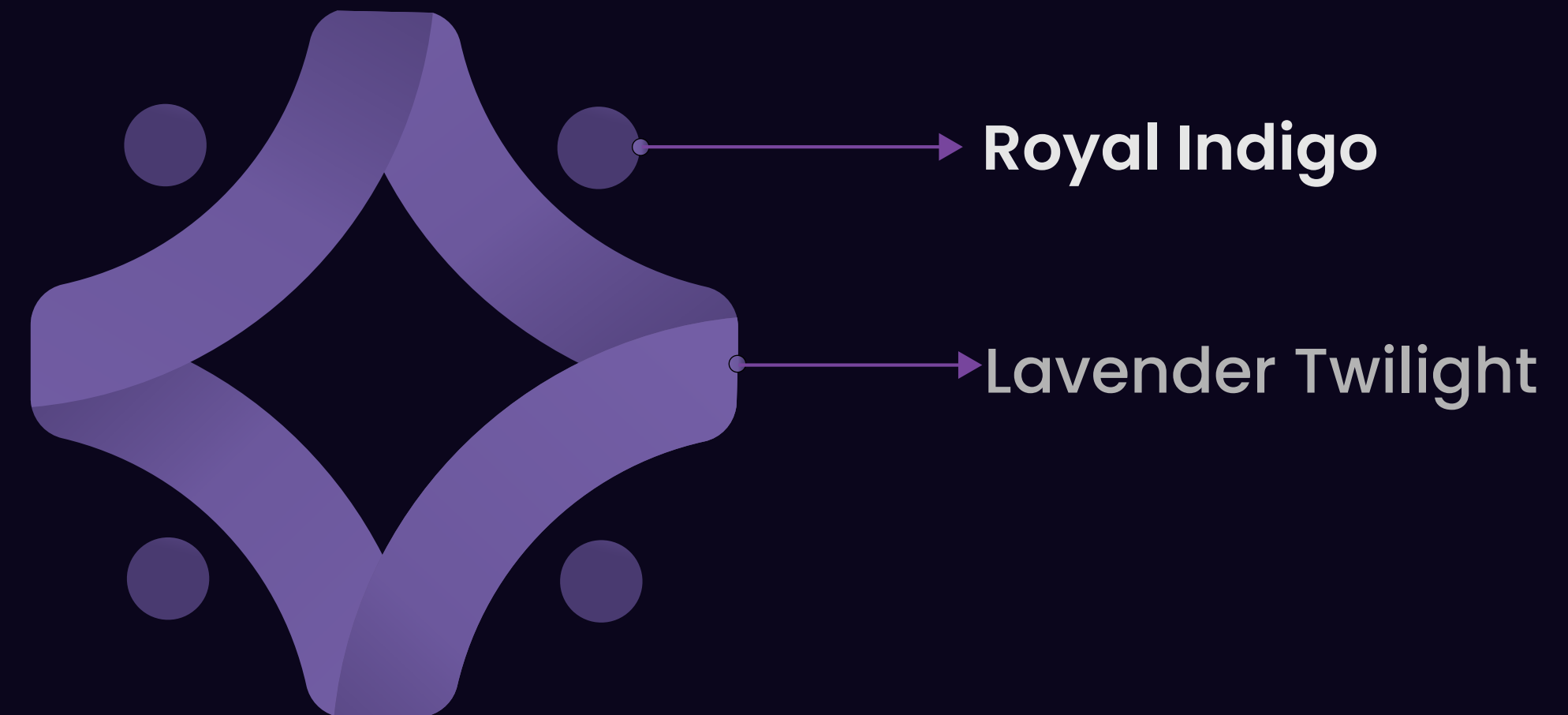
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Ways Logo can be Used

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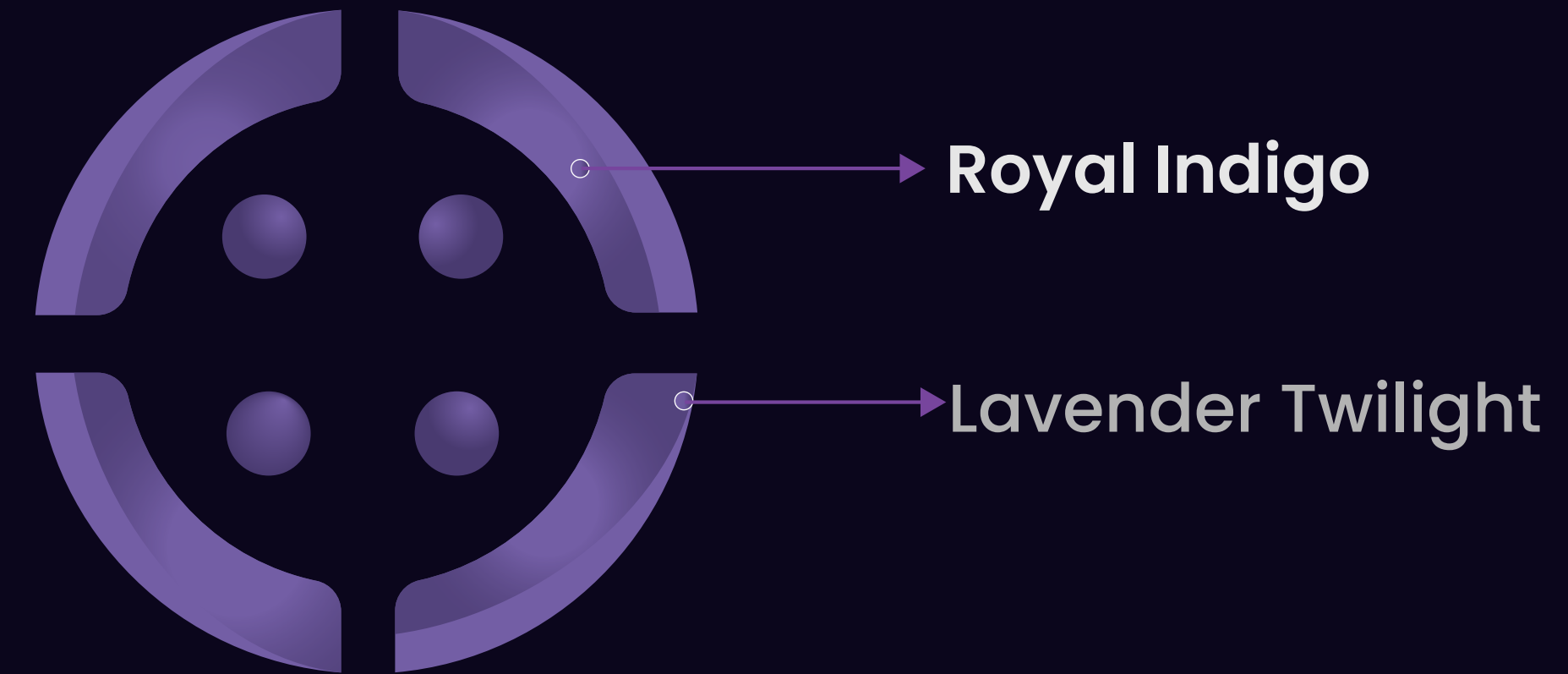
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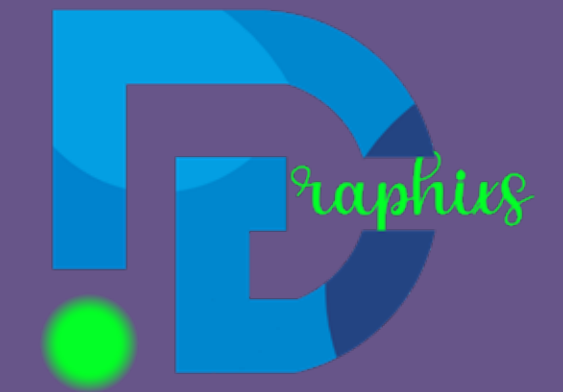
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