



Vocational Training Authority OF Sri Lanka

Green Thread Fashion Brand

Brand Report

Graphic Project 2025

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1. Executive Summary / Abstract

❖ This project develops a **comprehensive visual identity and marketing material** for *Green Thread*, an eco-friendly fashion brand focusing on sustainable clothing. The design process involved market research, concept ideation, mood board creation, and final outputs including:

- A Facebook post design
- An A2 promotional poster
- A tag design
- A tote bag design
- A mood board
- A style guide
- A project management sheet

❖ The designs embody the brand's values of sustainability, minimalism, and modern eco-conscious aesthetics.



2. Introduction

❖ *Green Thread* is a sustainable fashion that emphasizes eco-friendly fabrics and ethical production.

Purpose & Objectives:

- To create a consistent and appealing brand identity.
- To develop marketing materials that engage eco-conscious consumers.
- To establish guidelines for future branding and promotions.

Target Audience:

❖ Young adults (18–35) interested in sustainable fashion, eco-friendly lifestyles, and modern minimal design.

Scope:

❖ Deliverables include digital and print promotional designs, branding elements, and supporting materials.

3. Research and Analysis

- Industry Trends: Growing consumer demand for sustainability in fashion.

Competitor Analysis:

- Brands like *Patagonia*, *Everlane*, and *Eco love* emphasize minimal, earthy tones with strong eco-messaging.

Audience Insights:

- The target market values authenticity, environmental responsibility, and stylish yet simple design.

Mood Board:

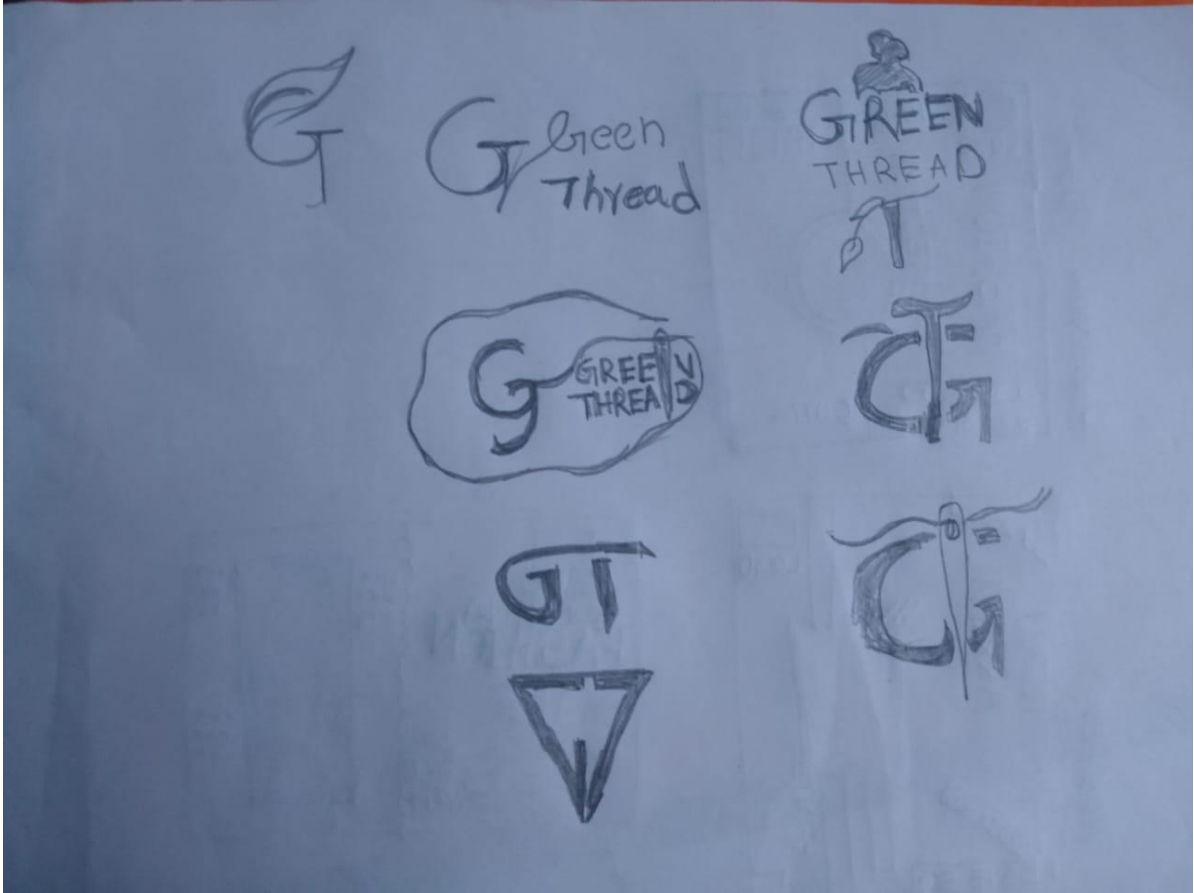
- Includes natural textures (linen, cotton), earthy green and beige tones, modern sans-serif typography.

Typography & Colour Theory:

- Fonts: Clean, sans-serif, calligraphy italic (Montserrat / Poppins).
- Palette: Variants of green colour

4. Concept Development

- **Ideas:** Sustainability, modern minimalism, organic textures.
- **Sketches:**



- **Design Rationale:** A clean, modern look that communicates eco-friendliness while appealing to fashion-conscious audiences.
- **Theme Selection:** “Sustainable Style, Naturally.”


5. Design Process

- **Tools Used:** Adobe Illustrator, Photoshop for mock-ups, Post and Poster designing.
- **Steps:**
 - ✓ Created logo refinements and tag mock-ups.
 - ✓ Built mood board for tone consistency.
 - ✓ Designed poster and Facebook ad with bold typography and nature-inspired imagery.
 - ✓ Developed tote bag design featuring Brand Logo
- **Colours:** Used green theme colours for designs.
- **Challenges:**
 - Balancing trendy fashion aesthetics with sustainability themes.
 - Resolved through simplified layouts and organic textures.

6. Final Designs

Style Guide

Style Guide



www.greenthread.com

•Brand Logo Type

1.Full Logo 2.Logo Symbol 3.Logo Type

1.



2.

3.

•Different Logo Type


Logo A Logo B

Black Background White Background




•Stationary

Envelop



Letter





•Tone Of Voice

Brand Personality: Professional, sustainable, Ecofriendly and creative.

Voice: Friendly but confident.

Keywords: Sustainable, Creative, Precise, Modern.

•Color Palette



CMYK	:81 68 65 89	CMYK	:72 0 99 0
HSB	:120% 17% 6%	HSB	:110% 68% 67%
RGB	:14 17 14	RGB	:73 173 54

•Typography

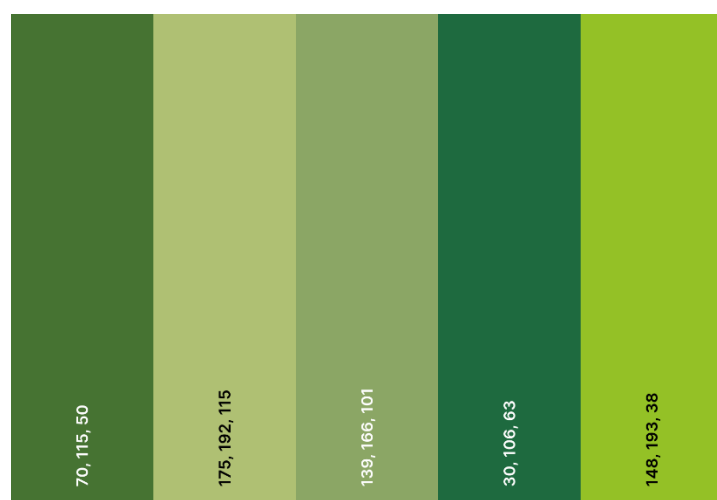
Aa MARIAD PRO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa CALLIGRAPHY ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

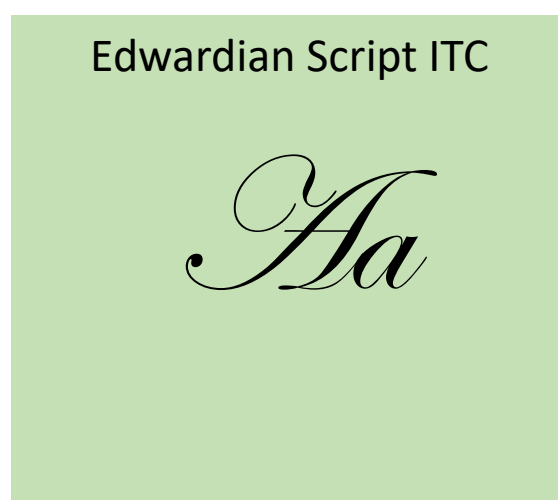
Mood Board



Used colours



Typography



Facebook/Instagram post:

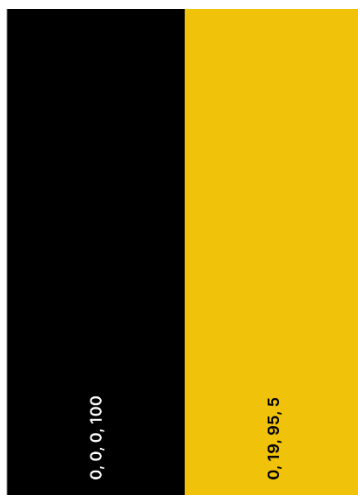
1.



Used colours



0, 0, 0, 0



Typography

Myriad Pro

Aa

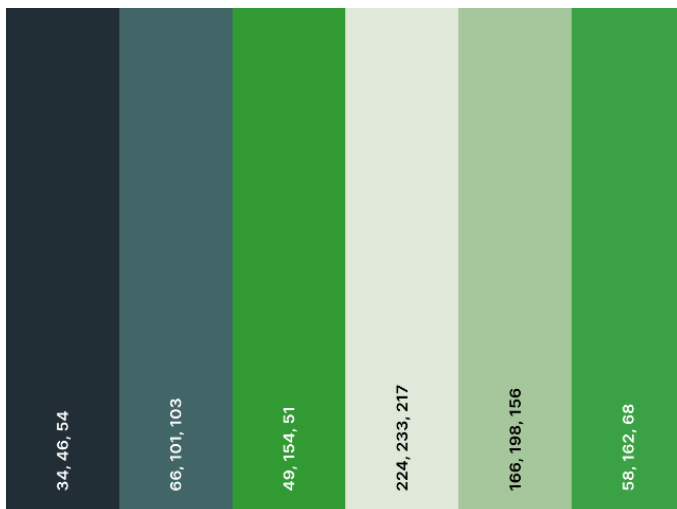
Franklin Gothic Demi

Aa

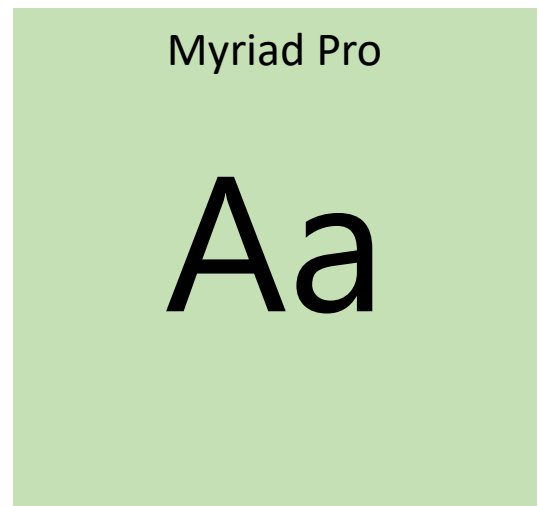
2.



Used colours



Typography

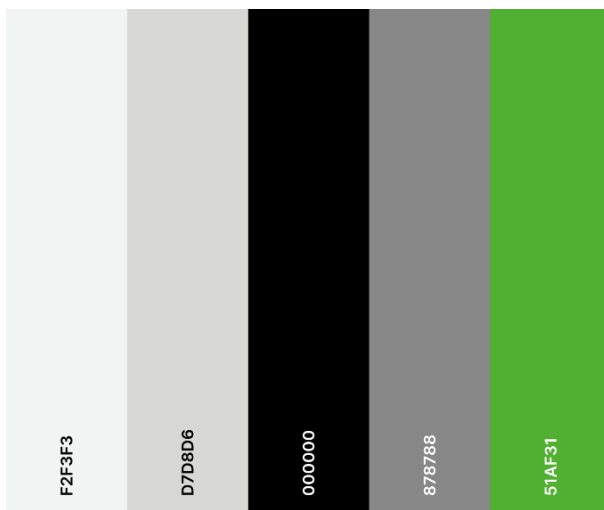


A2 Poster:

1.



Used colours



Typography

Arial Rounded MT Bold

Aa

Myriad Pro

Aa

2.

The banner is split into a light grey left half and a vibrant green right half. On the left, a shopping cart icon and the 'GREEN THREAD' logo are at the top. Below them is a 3x3 grid of dots. The text 'NEW ARRIVAL' is in a handwritten-style font, followed by 'FASHION SALE' in large, bold, sans-serif letters. A button-like box contains the text 'GRAB YOUR CHOICE NOW'. Below this is another 3x3 grid of dots, followed by a green button with 'ORDER NOW' in white. The phone number '077 896 2346' and website 'www.greenthread.com' are at the bottom. A large, torn-paper effect reveals a '25%' discount on the green background. On the right, a woman with long brown hair, wearing green sunglasses, large green earrings, and a green floral crop top with matching high-waisted trousers, stands with her hands in her pockets. The green background is decorated with several 3x3 grids of white dots.

GREEN THREAD

NEW ARRIVAL
FASHION SALE

GRAB YOUR CHOICE NOW

ORDER NOW

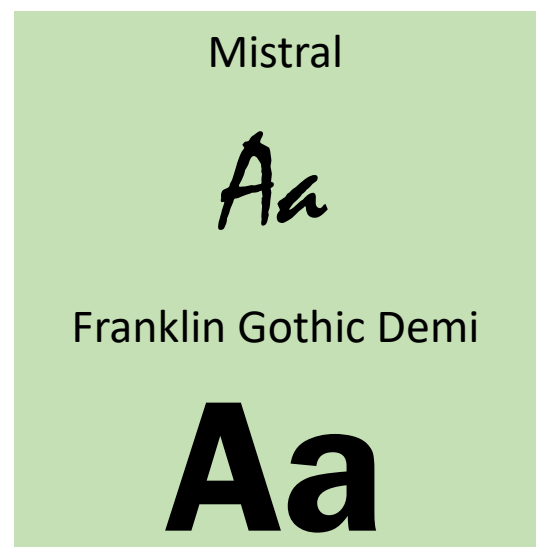
077 896 2346
www.greenthread.com

25%

Used colours



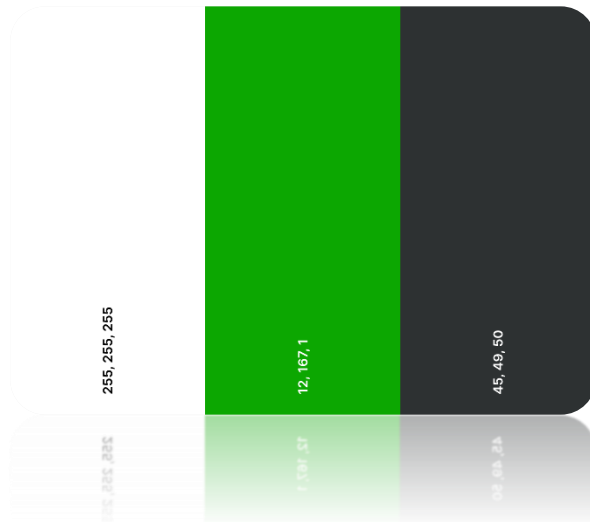
Typography



Brand Tag:



Used Colours



Brand Tot Bag:



7. Feedback and Revisions

❖ Feedback from peers, clients, or supervisors

- Nice and very attractive poster and Post.
- Logo need to be more simple.

Before



After



8. Outcome and Evaluation

- Designs met objectives by creating a consistent, sustainable visual identity.
- Audience testing showed high appeal among eco-conscious individuals.
- **Lesson learned:** clarity and minimalism strengthen brand communication.
- **Improvement area:** expand identity into packaging and e-commerce platforms.

9. Management Table

Task	Responsible	Days	Deadline	Status
Brand concept Development	Designer	1 st day	1week	Done
Logo creation	Designer	2 nd day	1week	Done
Mood board creation	Designer	2 nd day	1week	Done
Style guide development	Designer	3 rd day	1week	Done
Fb post Design	Designer	4 th day	1week	Done
A2 post design	Designer	5 th day	1week	Done
Tag Design	Designer	6 th day	1week	Done
Tote Bag Design	Designer	6 th day	1week	Done
Final project Report	Designer	7 th day	1week	Done

10.Budget Simulation

Deliverable/Task	Hours	Cost per hour	Total cost
Brand concept Development	3hours	Rs.200	Rs.600
Logo creation	5hours	Rs.200	Rs.1000
Mood board creation	3hours	Rs.200	Rs.600
Style guide development	2hours	Rs.200	Rs.400
Fb post Design	3hours	Rs.200	Rs.600
A2 post design	4hours	Rs.200	Rs.800
Tag Design	30min	Rs.200	Rs.100
Tote Bag Design	30min	Rs.200	Rs.100
Final project Report	3hours	Rs.200	Rs.600

Total cost: Rs.4800

Software Cost

Software/application used	Hours	Cost per hour	Total cost
Adobe illustrator	8hours	Rs.100	Rs.800
Adobe Photoshop	5hours	Rs.100	Rs.500
MS word	3hours	Rs.50	Rs.150

Total cost: Rs.1450

Total Budget: Rs.6250

11. Conclusion

The *Green Thread* project successfully established a cohesive visual identity aligned with sustainability and fashion-forward aesthetics. Future work could expand into digital campaigns, e-commerce design, and packaging innovation.

12. References

<https://www.pinterest.com/>

<https://www.cleanpng.com/>

<https://www.google.com/>

13. Appendices

