



Vocational Training Authority OF Sri Lanka

Green Thread Fashion Brand

Brand Report

Graphic Project 2025

Submitted by: M.P.L Liyanage

Supervised by: MR.Nishantha

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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 brand 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.

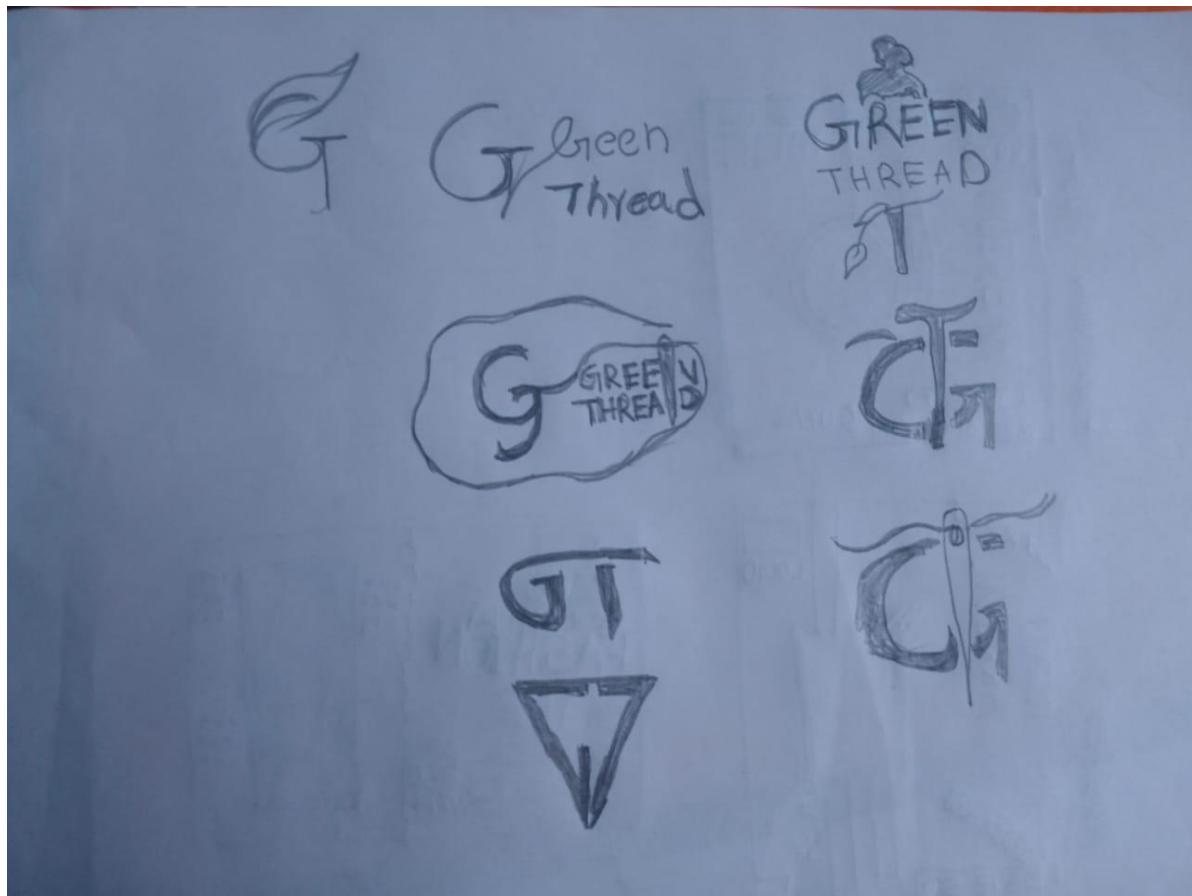
Typography & Colour Theory:

- 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



•Different Logo Type

Logo A

Black Background



Logo B

White Background



•Stationary

Envelop



Bussines card



•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
HSB :120% 17% 6%
RGB :14 17 14



CMYK :72 0 99 0
HSB :110% 68% 67%
RGB :73 173 54

•Typography

Aa

MARIAD PRO
ABCDEFGHIJKLMNP
abcdefghijklmnp

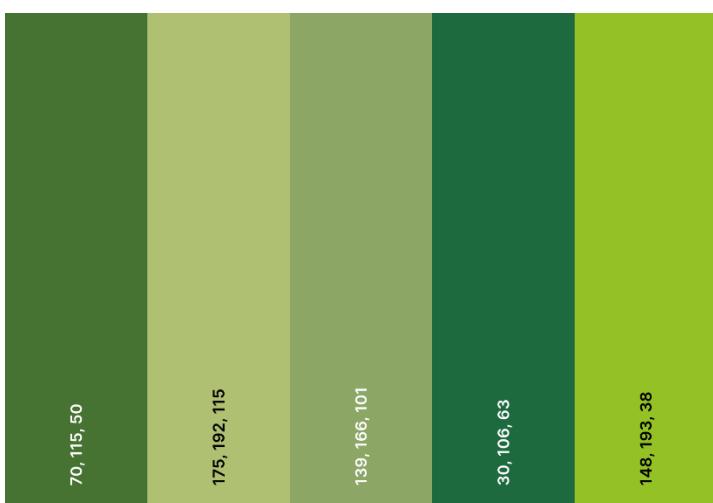
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CALLIGRAPHY ITALIC
ABCDEFGHIJKLMNP
abcdefghijklmnp

Mood Board



Used colours



Typography

Edwardian Script ITC

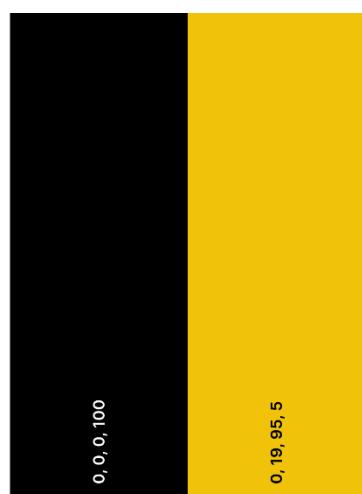
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Facebook/Instagram post:

1.



Used colours



Typography

Myriad Pro

Aa

Franklin Gothic Demi

Aa

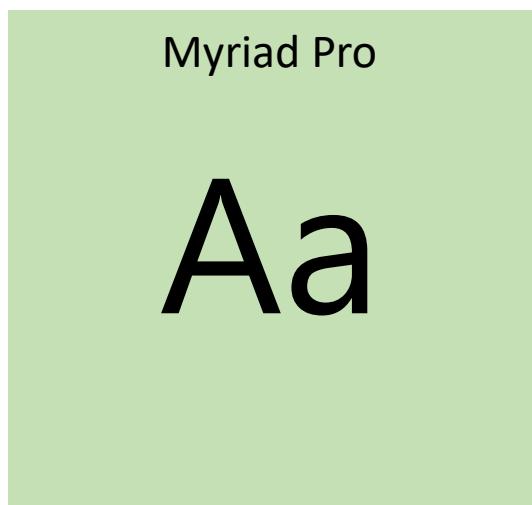
2.



Used colours



Typography

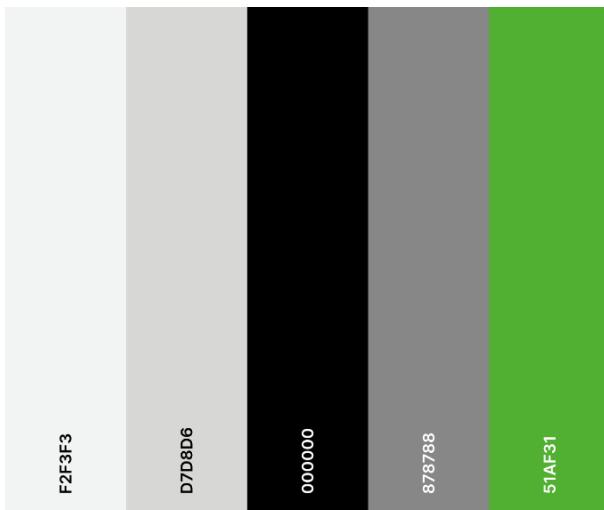


A2 Poster:

1.



Used colours



Typography

Arial Rounded MT Bold

Aa

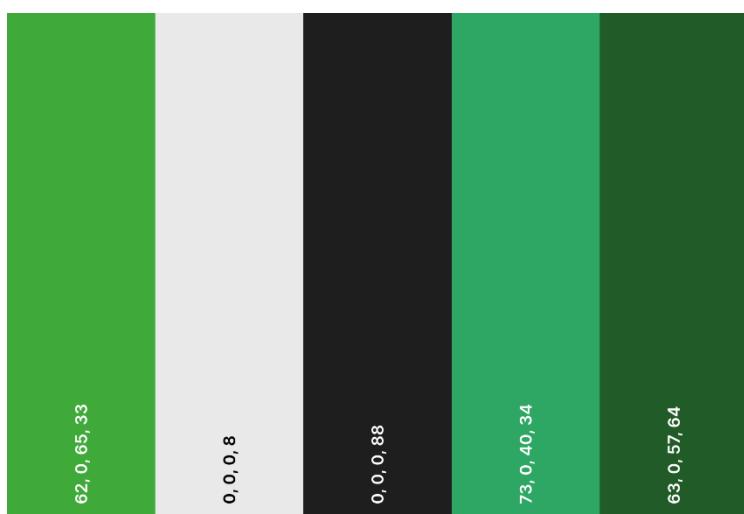
Myriad Pro

Aa

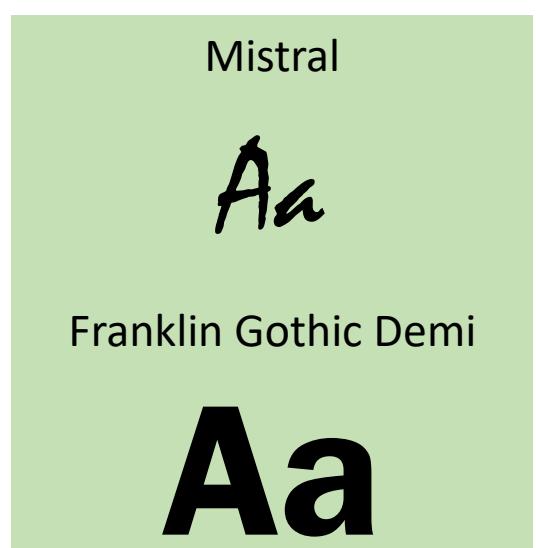
2.

The advertisement features a woman with long brown hair, wearing a green floral off-the-shoulder top and matching green pants, accessorized with a necklace and large green hoop earrings. She is wearing green sunglasses and has red lipstick. The background is a bright green with white decorative dots. On the left, there's a white torn-paper effect revealing a shopping cart icon and the 'GREEN THREAD' logo. Text includes 'NEW ARRIVAL FASHION SALE', 'GRAB YOUR CHOICE NOW', 'ORDER NOW', phone number '077 896 2346', and website 'www.greenthread.com'. A large '25%' discount is prominently displayed.

Used colours



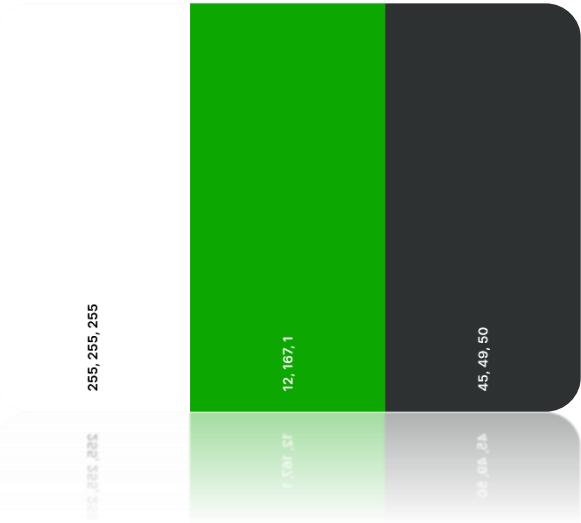
Typography



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	1weak	Done
Logo creation	Designer	2 nd day	1weak	Done
Mood board creation	Designer	2 nd day	1weak	Done
Style guide development	Designer	3 rd day	1weak	Done
Fb post Design	Designer	4 th day	1weak	Done
A2 post design	Designer	5 th day	1weak	Done
Tag Design	Designer	6 th day	1weak	Done
Tote Bag Design	Designer	6 th day	1weak	Done
Final project Report	Designer	7 th day	1weak	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

