

The background features a dramatic landscape of dark, rugged mountains silhouetted against a vibrant sunset or sunrise. In the foreground, a person is performing a handstand on a rocky ledge, their body forming a vertical line against the warm colors of the sky.

EDRIO

CLOTHING MOVEMENT
FROM OSWAL

BRAND GUIDELINES



**From darkness to the light,
let this be our lighthouse
guide and compass**

ENEMY

Too happy staying at home and phenomena of cocooning cum shelling are leading to increasing problems of inertness and a sedentary lifestyle.

STAND

Practicing movement out in the sun feels good and helps to regain vitality and flow

MANTRA

Energised Living



FUNCTIONAL BENEFIT

**Effortlessly comfortable in
clothing movement as a means
to add vitality to everyday life.**



REASON TO BELIEF

Size shape and style to move,
groove, gaze, and chase with
perfect fit to do everything
under the sun.

POSITIONING AND PROMISING

Welcome to Edrio, where the spirit of energized living comes to life through every thread and seam.

Deliver high-quality, affordable athleisure wear that ignites your inner spark and gets you moving.

**High-quality & affordable
athleisure wear**

**Challenging
sedentary lifestyle,
inspires movement**

**Energized
Living**

**Comfort
in motion**

**Style
& Function**

Vitality: Promote an energized lifestyle for a healthy and happy life /
Community: Foster a sense of belonging through shared experiences / Celebrate inclusivity

BELIEF

MISSION

VISION

IDEA

VALUES

PROMISES

SPIRIT

We believe in the transformative power of movement in the sun to ignite joy and energize life.

Promote the power of movement leading to physically and mentally healthy youth lifestyles from India to the world

To inspire everyone to find their path to movement through accessible and joyful experiences.

Comfort in motion

Vitality: To promote movement for a healthy and happy life, promoting products and experiences that energize the inside out.

Community: Shared experiences are believed to be more motivating and foster belonging through group activities and social connections

Inclusivity: Movement is for everyone, regardless of age, ability or background. We celebrate diversity and create a welcoming space for all.

Invigor Movement delivers high-quality, affordable athleisure wear that feels good on your body and ignites your inner spark. Our products are designed to move, wherever your movement takes you. We offer a variety of resources and inspiration to help you find movement you love.

Effortlessly comfortable, brimming with positivity, and always up for a movement.

MANIFESTO

Edrio empowers people to embrace the energizing power of sunshine through comfortable, stylish athleisure wear that allows for movement and enjoyment of the outdoors.

We believe in the connection between physical and mental well-being and design our clothes to bridge the gap between style and function.

Edrio celebrates inclusivity, so everyone can move, groove, gaze, and chase their dreams under the sun.



BRAND PURPOSE

**Intricately woven into the very fabric of energized living.
We believe in transcending the conventional boundaries
of athleisure and embracing a lifestyle that pulsates with
short movement, vitality, and dynamism.**

WHO ARE SUNHEADS

26 -32

- Entered the job market.
- Learning to become adults.
- Aspires to be more, have more.
- Plans for premium experiences.

33+

- Settled in life.
- Married with infant/toddlers.
- Mindful of what they spend their money on.
- Willing to spend more if they see value or if it adds to the premiumness of their life.

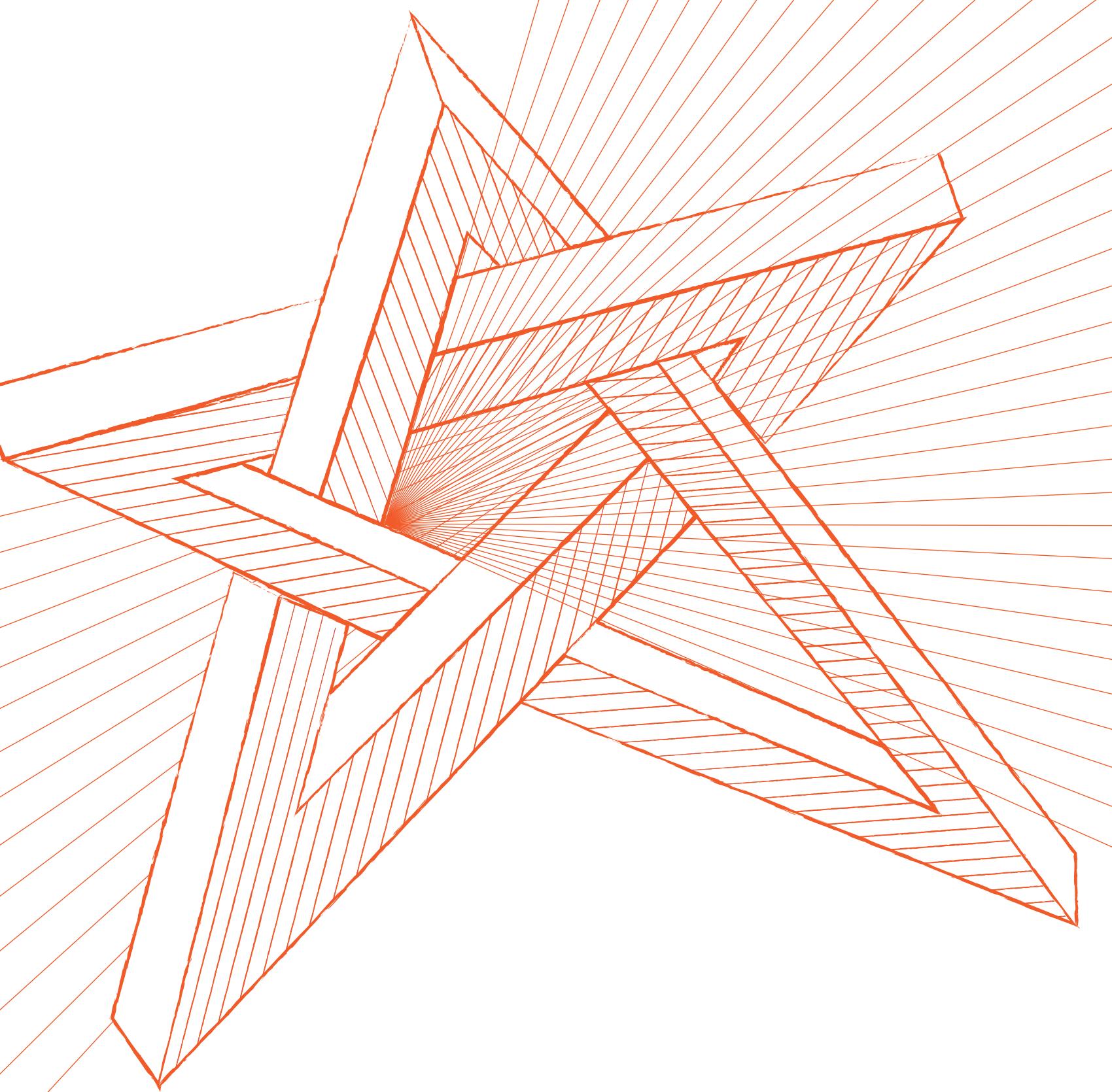


SUNHEADS - IDENTIFIERS

BELIEVE YOUTHFULNESS EXTENDABLE
LIFE POSITIVE VITALITY FOR EVERYDAY
FOCUSSES ON GOODNESS OF LIFE
EFFORTLESSLY COMFORTABLE
TAKES OUT TIME FOR SELF **SELF INSPIRED**
FEELING ALIVE IS KEY TO LIFE
BODY POSITIVE EXPERIMENTATIVE
EARLY RISERS, WILLING TO BEND THE RULE WHEN THE OCCASSION CALL FOR IT
PRACTICE OUTDOORS
THEY MAKE HAY WHEN THE SUN SHINES

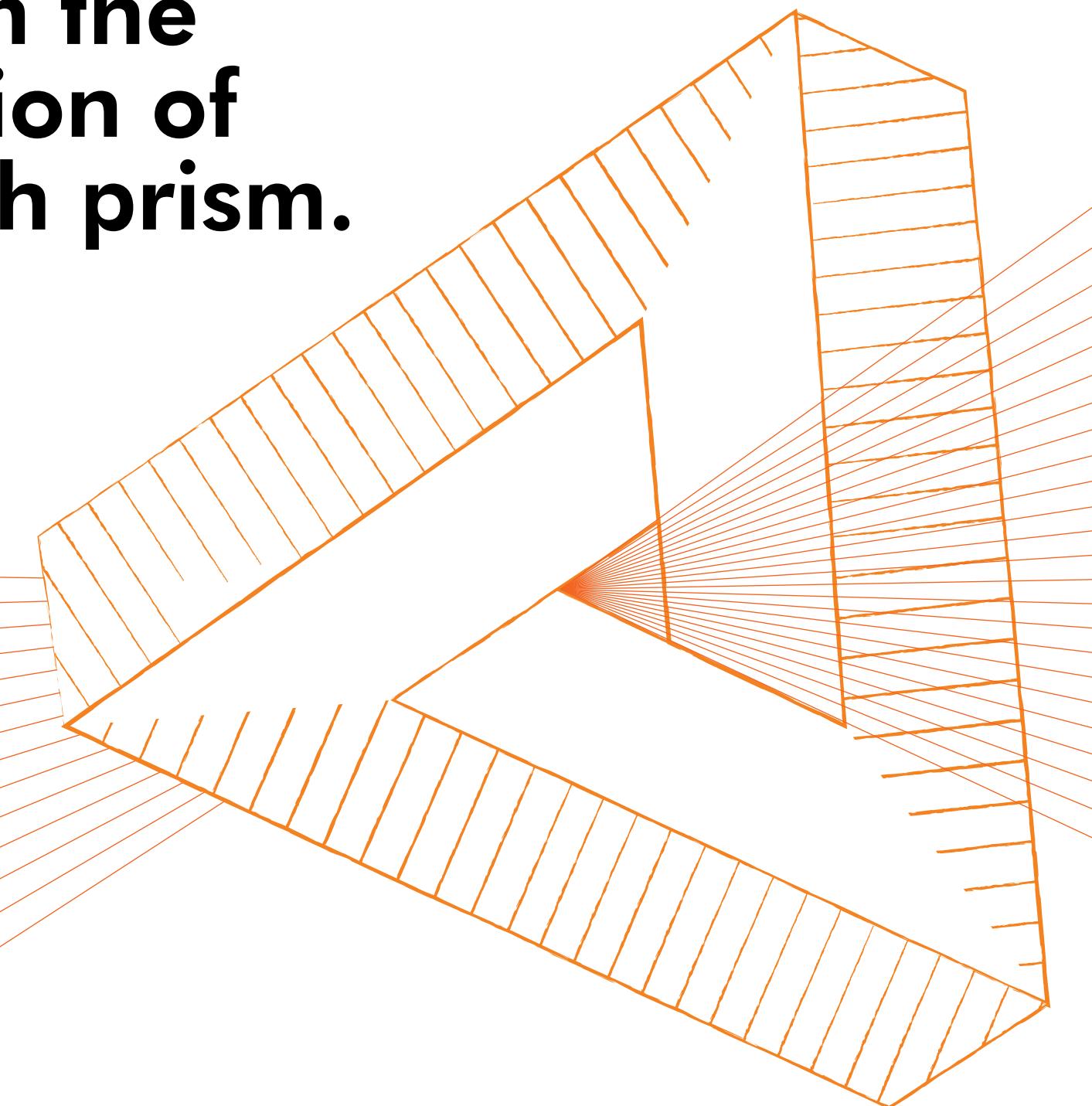
Brightest Star

**Inspired from the 'Sun'
which is the brightest
star of the universe.**



Kiss Of Light

**Inspired from the
forward motion of
lights through prism.**



BRAND LOOK & FEEL

LOGO DESIGN - without tagline

EDRIO **EDRIO**

The logo without tagline should be used in few instances.

LOGO DESIGN - with tagline

Variation 1



Variation 2



The logo with tagline should be used primarily in instances where its required. such as Brand campaign, Tags, Shopping bag, Shop signage etc.

CLEAR SPACE

Variation 1



Variation 2



The logo is most effective when surrounded by as much clear space as possible.

A minimum area of clear space around the logo, equal to the 1/2 height of the letter 'E' in the wordmark 'EDRIO'.

This clear space must surround the logo in all situations.

DO'S AND DONT'S



DO NOT stretch or alter the proportion of the logo



DO NOT change the proportion of the logo



DO NOT change the colour of the logo



DO NOT change the spacing of the logo



DO NOT add the border around the logo



DO NOT use an outline version of the logo

Here are some examples of ways the logo should never be used under any circumstances.

DIGITAL ICONS



App Icon



App Icon



Favicon



Favicon

Favicons are used for the profile icon of the social media handles of the brand.

COLOUR PALETTE

EDRIO

CLOTHING MOVEMENT
FROM OSWAL

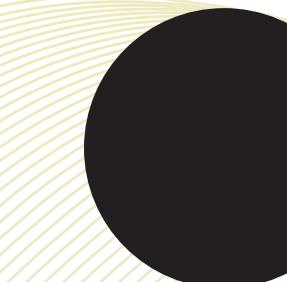
Primary Colour

Black and White is the primary colour for the brand.

Secondary Colour

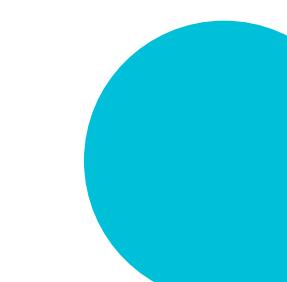
Inspired from the 'Rising Sun'

Primary Colour

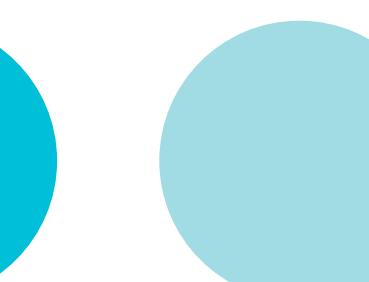


C00 M00 Y00 K100
R35 G35 B35
HEX: #232323

Secondary Colour



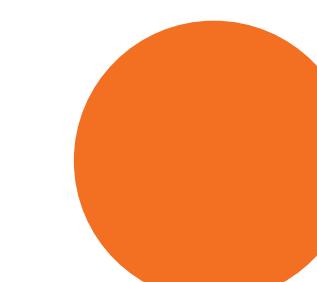
C70 M00 Y14 K00
R00 G191 B217
HEX: #00BFD9



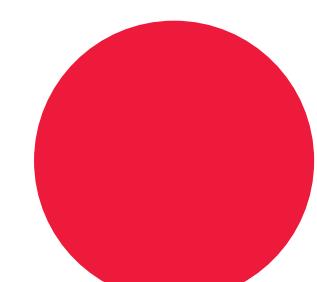
C35 M00 Y10 K00
R161 G219 B228
HEX: #A1DBE4



C05 M15 Y90 K00
R244 G208 B54
HEX: #F4D036



C00 M70 Y100 K00
R243 G112 B33
HEX: #F37021



C00 M100 Y80 K00
R237 G26 B59
HEX: #ED1A3B

TYPOGRAPHY - OFFLINE FONT

FOR HEADLINE FUTURA

Light *Light Italic*
Regular *Regular Italic*
Medium *Medium Italic*
Bold ***Bold Italic***
Black ***Black Italic***

FOR BODYCOPY AVENIR NEXT

Regular *Regular Italic*
Medium *Medium Italic*
Demi Bold *Demi Bold Italic*
Bold ***Bold Italic***
Heavy ***Heavy Italic***

Offline fonts are basically used for the print work of the brand.

TYPOGRAPHY - ONLINE FONT

FOR HEADLINE JOST

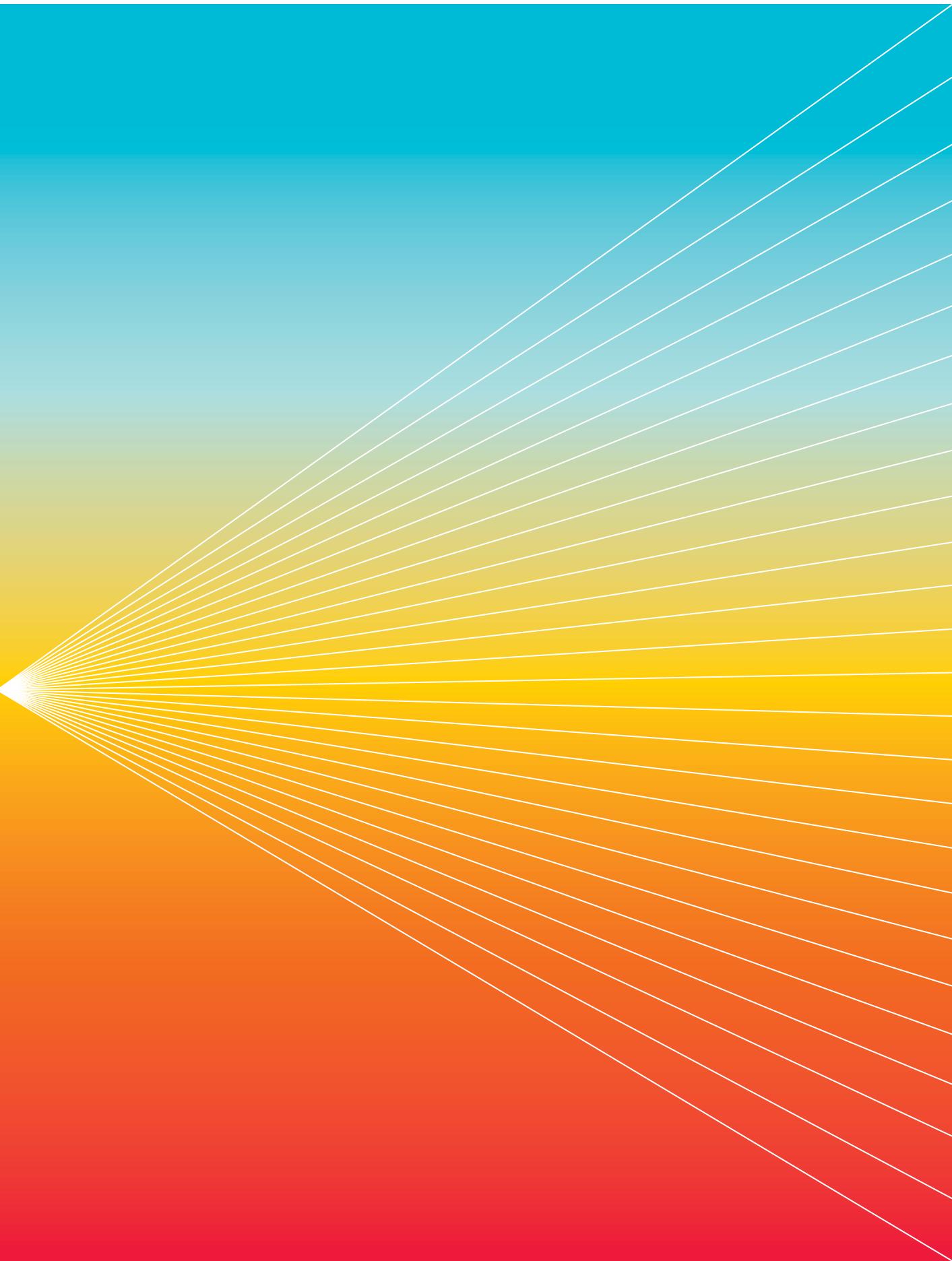
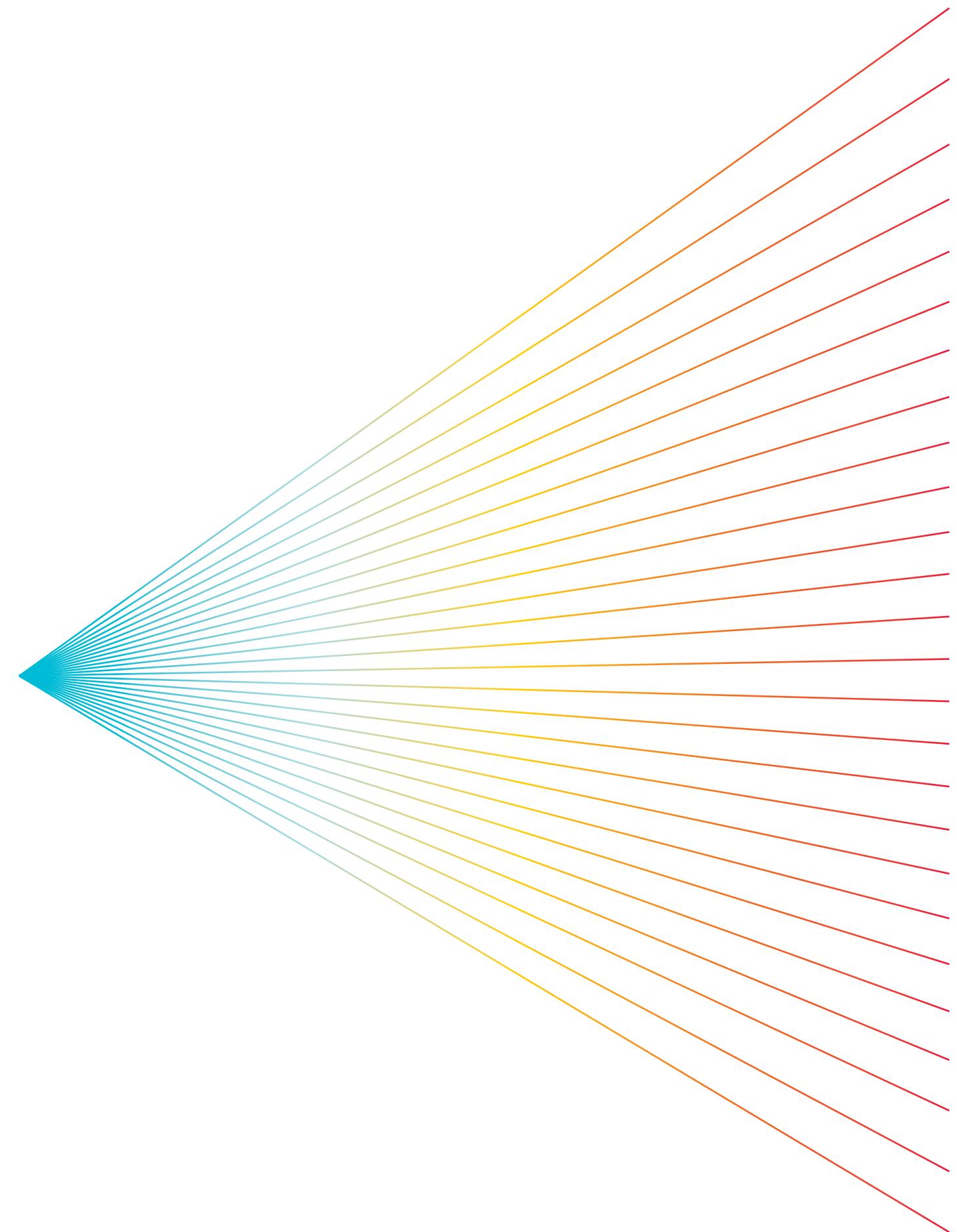
Light *Light Italic*
Regular *Regular Italic*
Medium *Medium Italic*
Bold ***Bold Italic***
Black ***Black Italic***

FOR BODYCOPY OPEN SANS

Light *Light Italic*
Regular *Regular Italic*
Medium *Medium Italic*
Bold ***Bold Italic***
Extra Bold ***Extra Bold Italic***

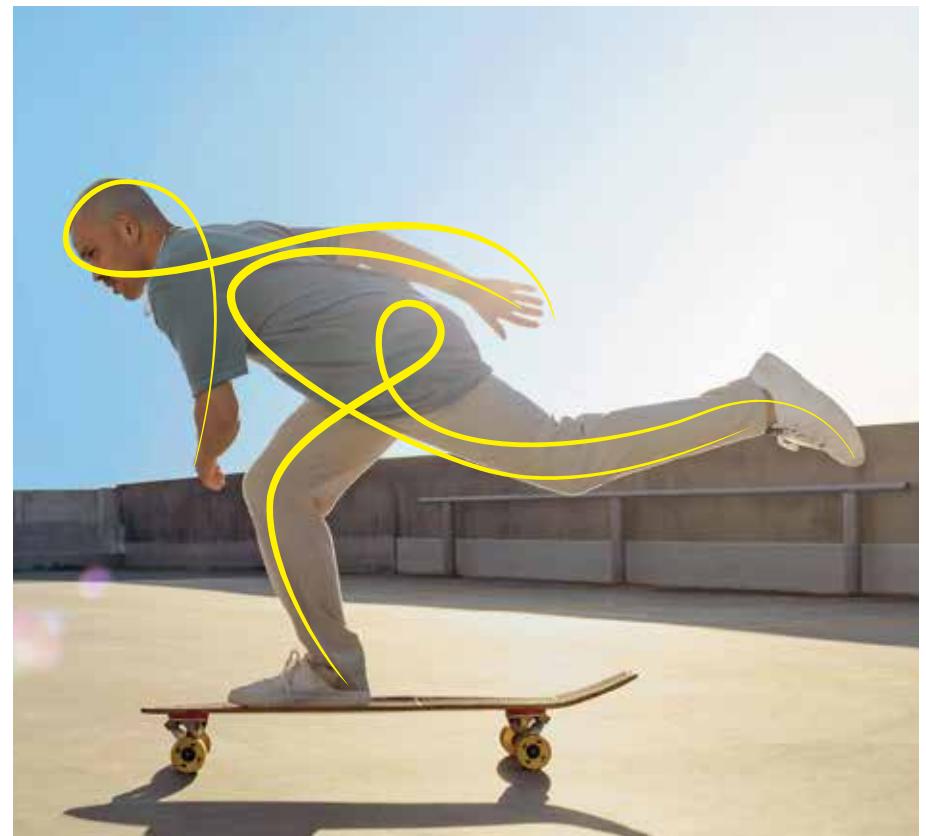
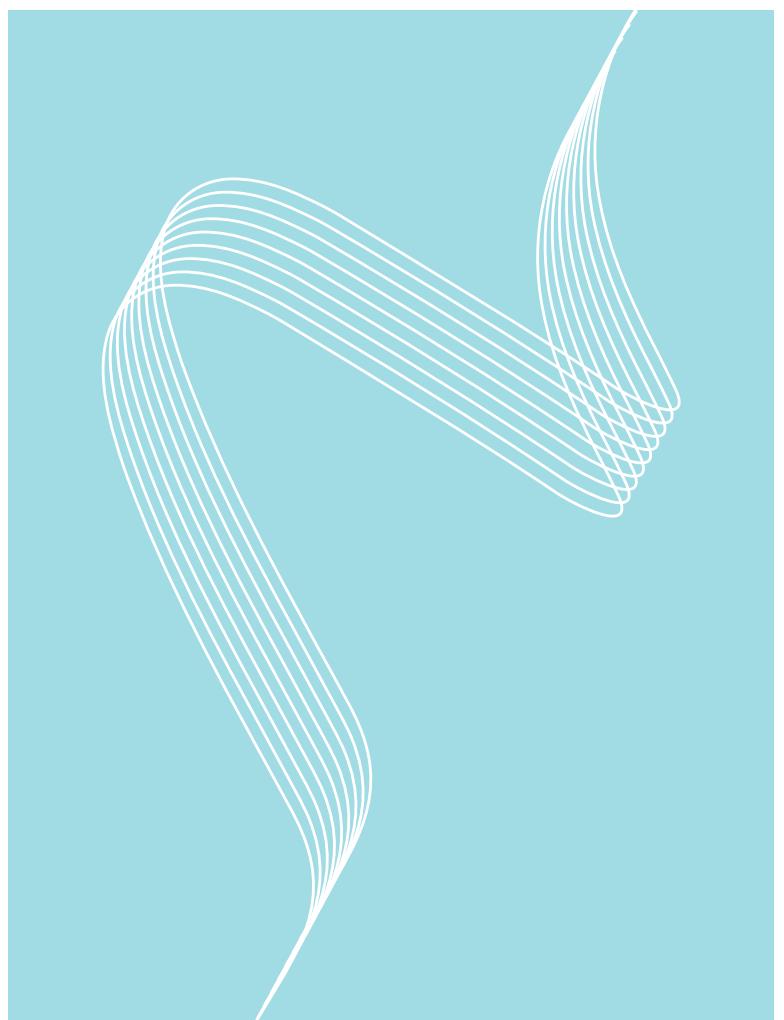
Online fonts are basically used for the digital work of the brand.

BRAND ASSETS



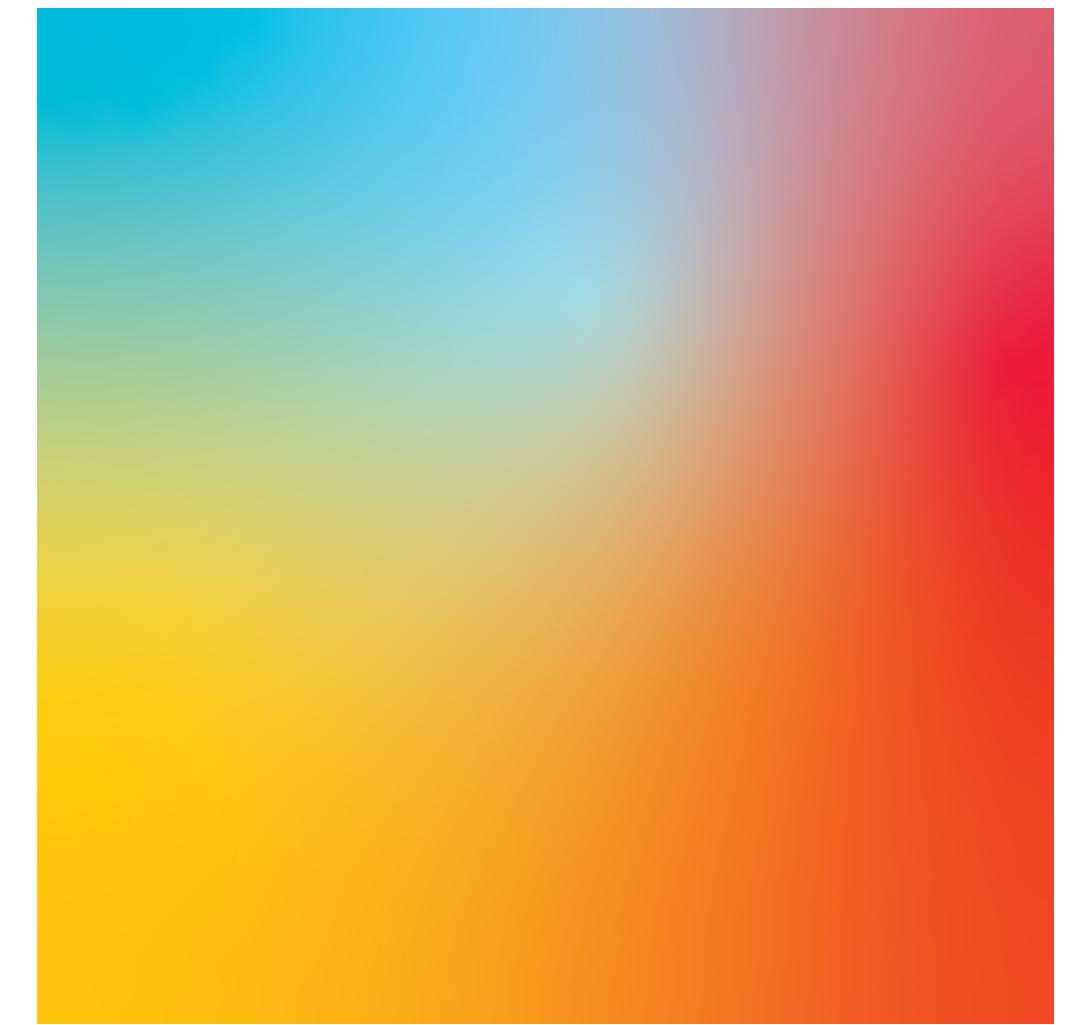
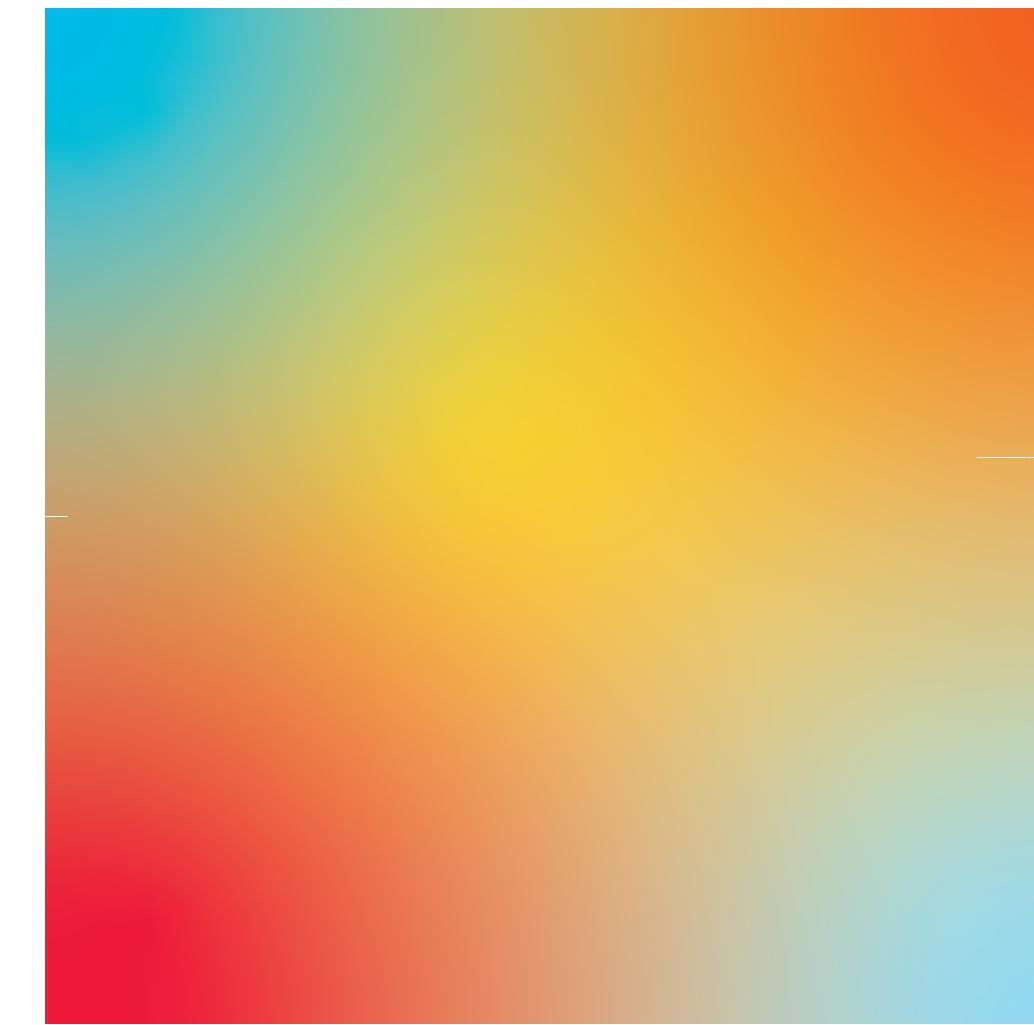
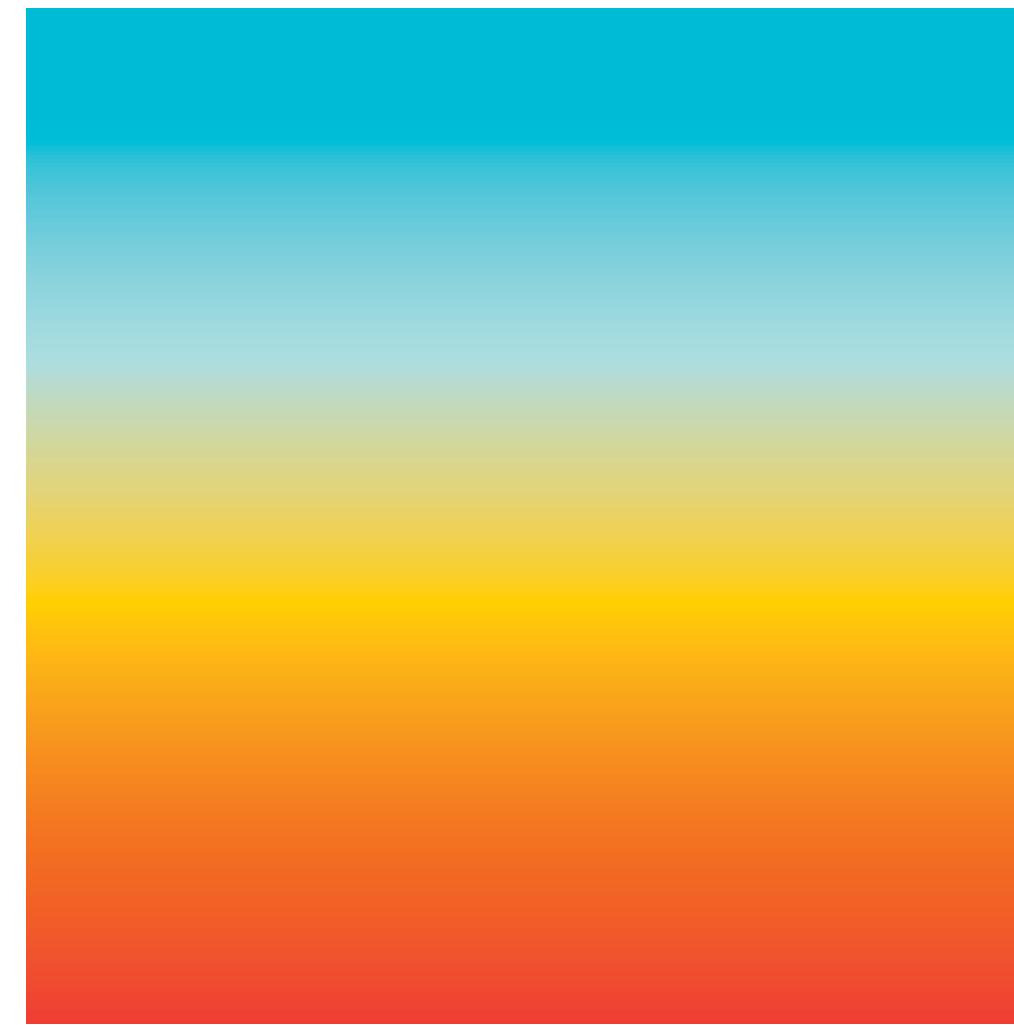
Sunrays graphic in colour and white can be used as a brand language in most of the collaterals of the brand.

BRAND ASSETS



Can create infinite shapes based on the human movement and can be used as a brand language in most of the collaterals of the brand.

BRAND ASSETS

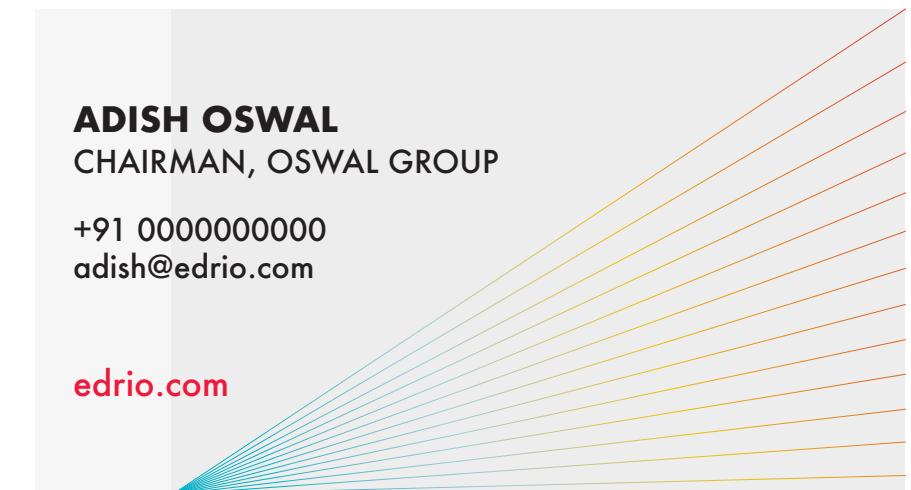


Can create multiple Gradients using Secondary colour palette

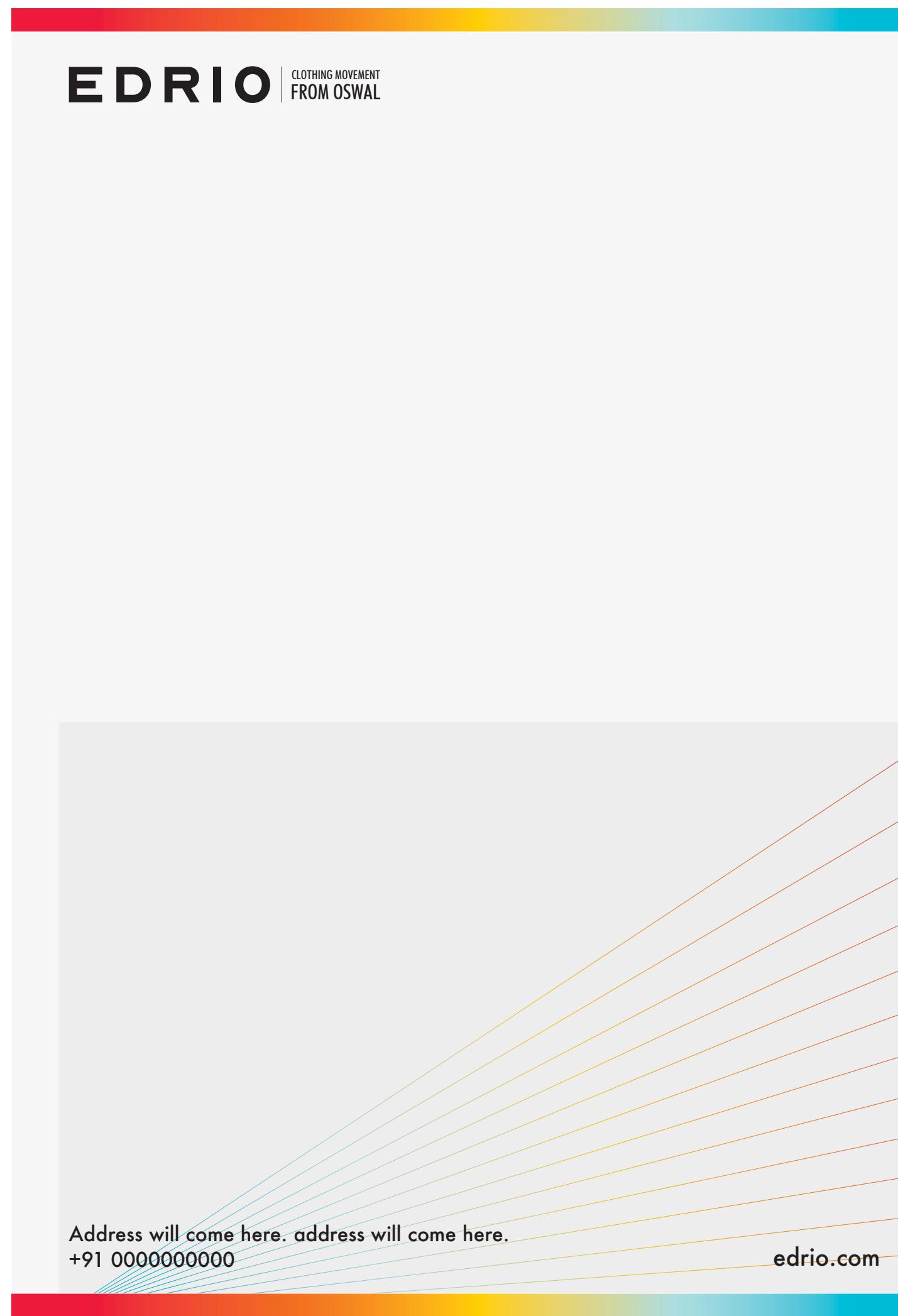
Gradient inspired from the rising sun are the brand assets and can be used as a brand language in most of the collaterals of the brand.

BRAND STATIONERY

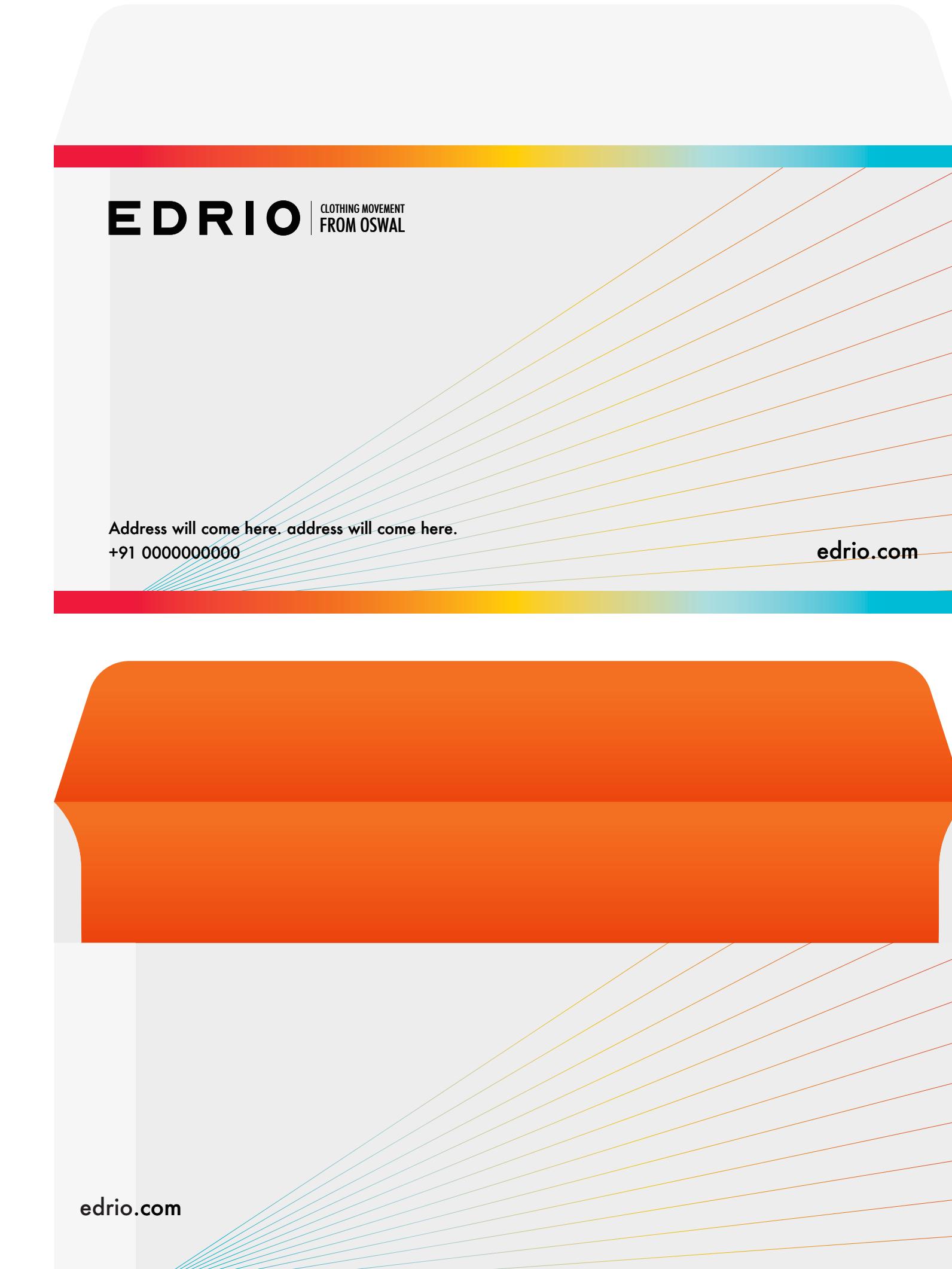
BUSINESS CARD



LETTERHEAD



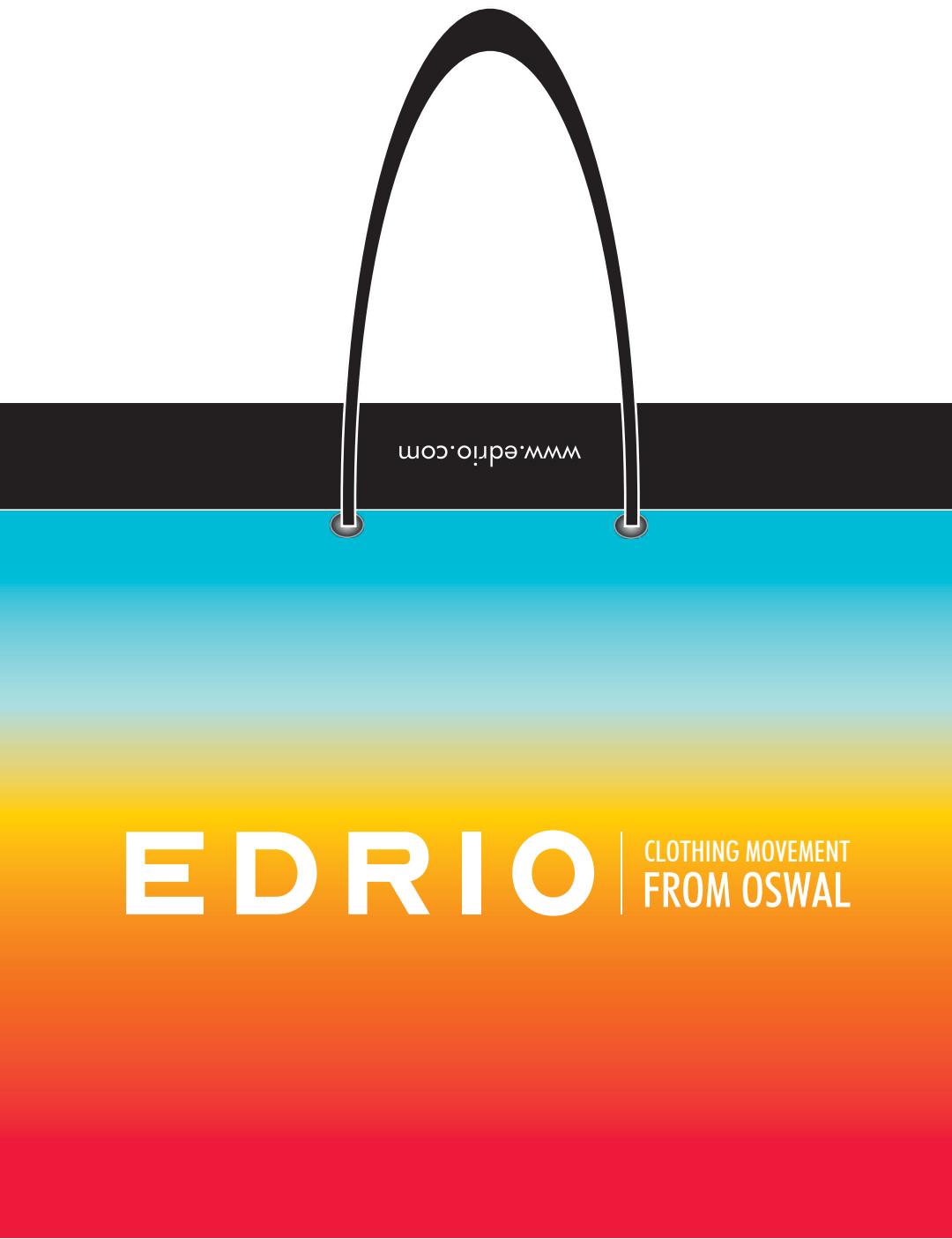
ENVELOPE DESIGN



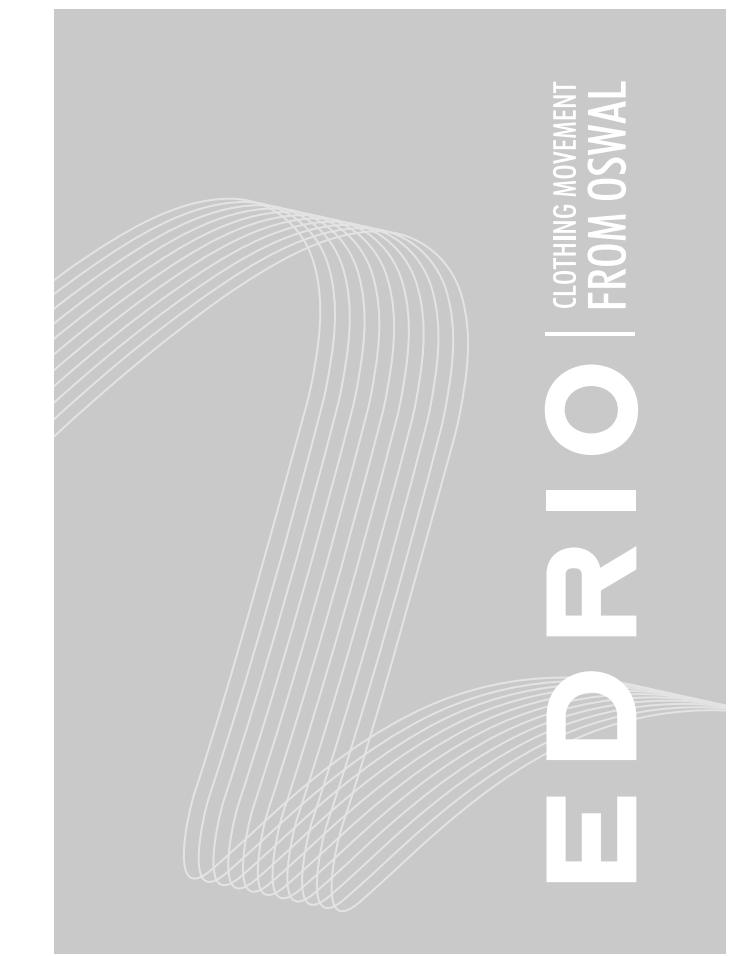
COLLATERALS



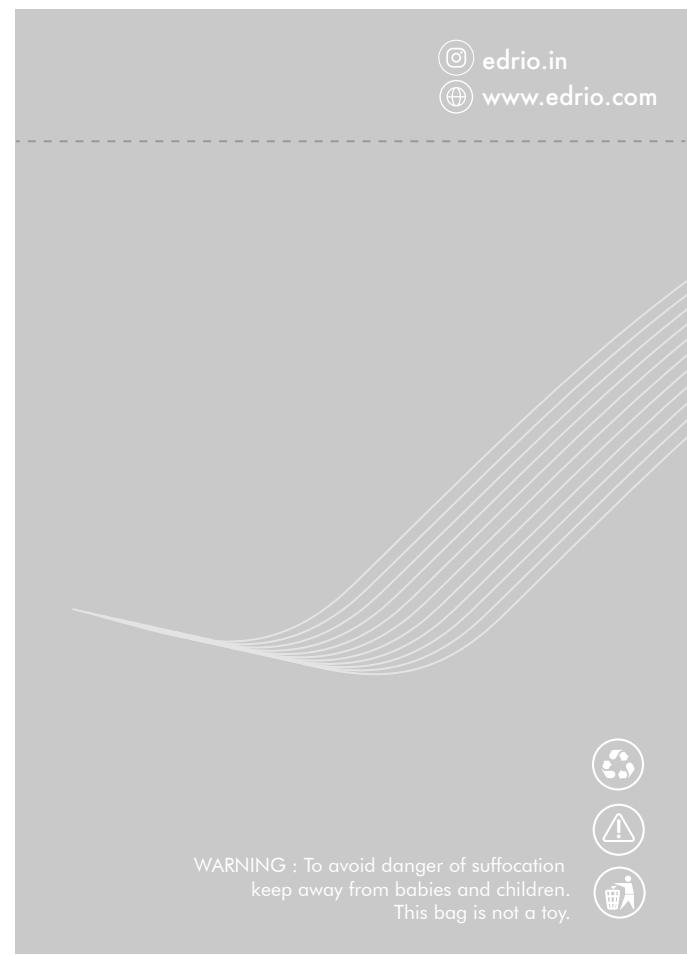
Gift Wrap



Bag Design



Polybag



Main Label and Size Label

POWERPOINT PRESENTATION



1.

CONTENTS

- 1. LOREM IPSUM
- 2. DOLOR SIT AMET
- 3. CONSECTETUER
- 4. ADIPISCING ELIT

1.

ABOUT THE COMPANY

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Name Surname
Lorem ipsum dolor

Name Surname
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2.

LOREM IPSUM DOLOR SIT AMET

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LOREM IPSUM DOLOR SIT AMET CONSECTETUER ADIPISCING ELIT SED DIAM

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DOLOR SIT AMET

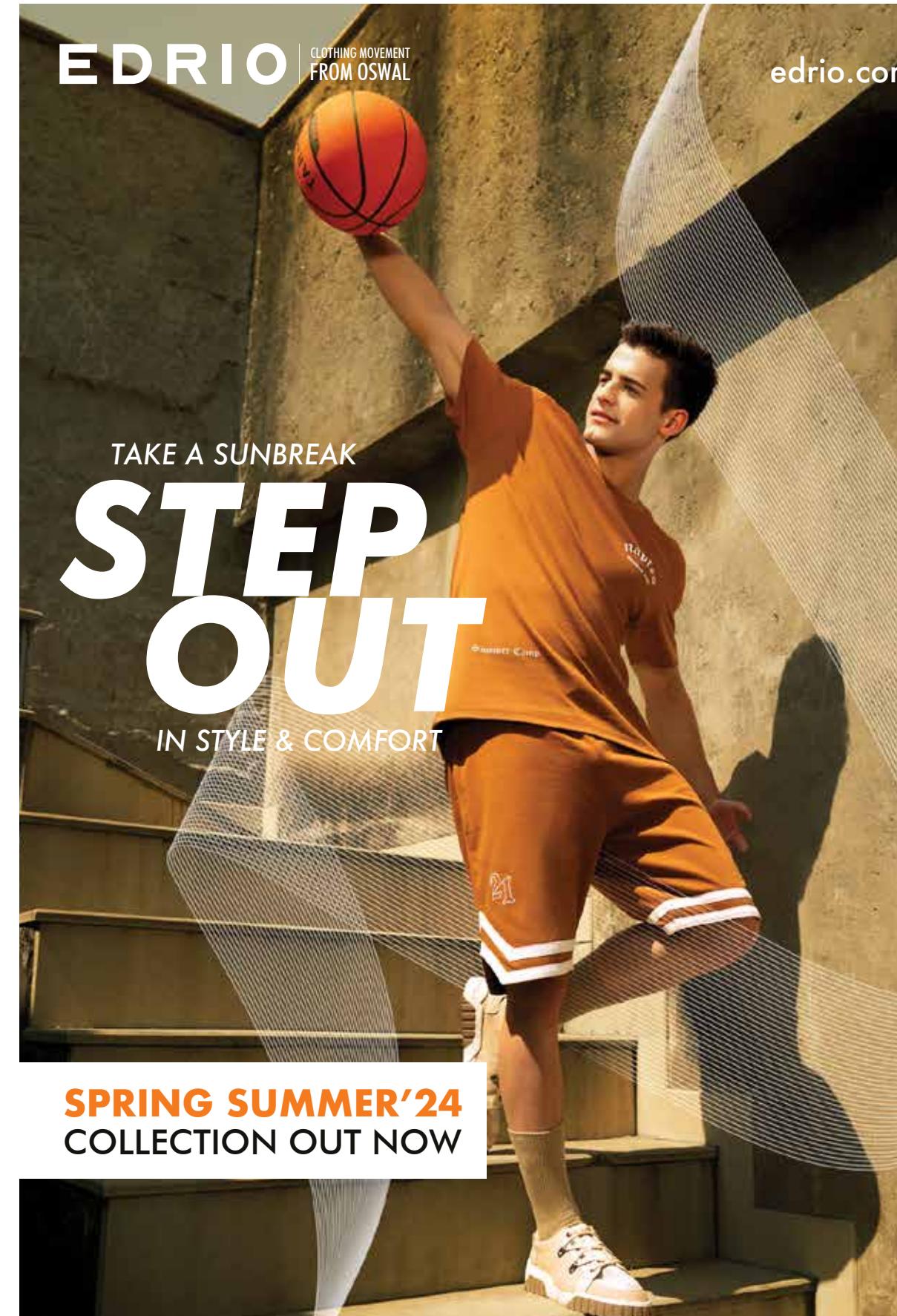
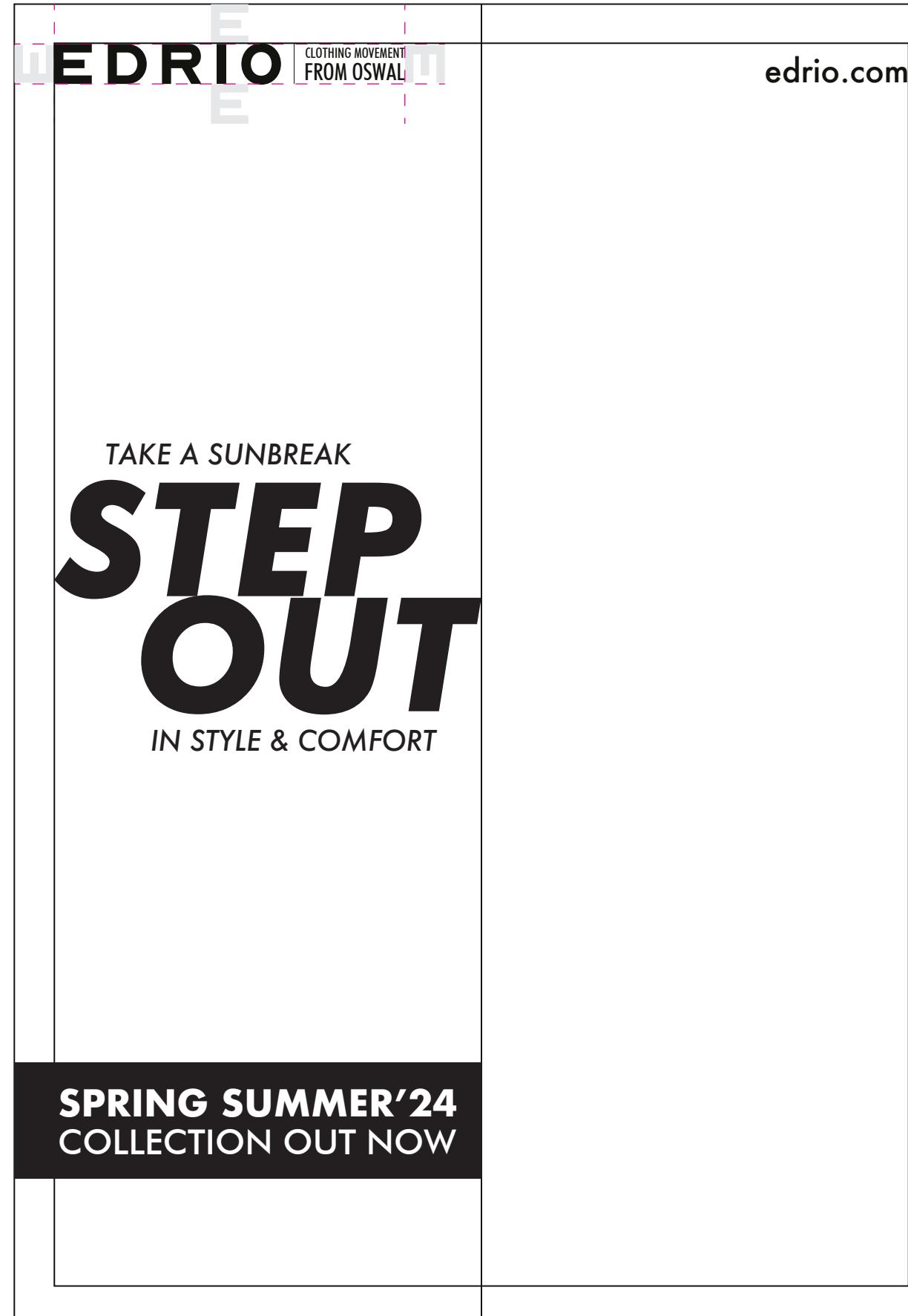
Lore ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud

OPENING SOON BANNER



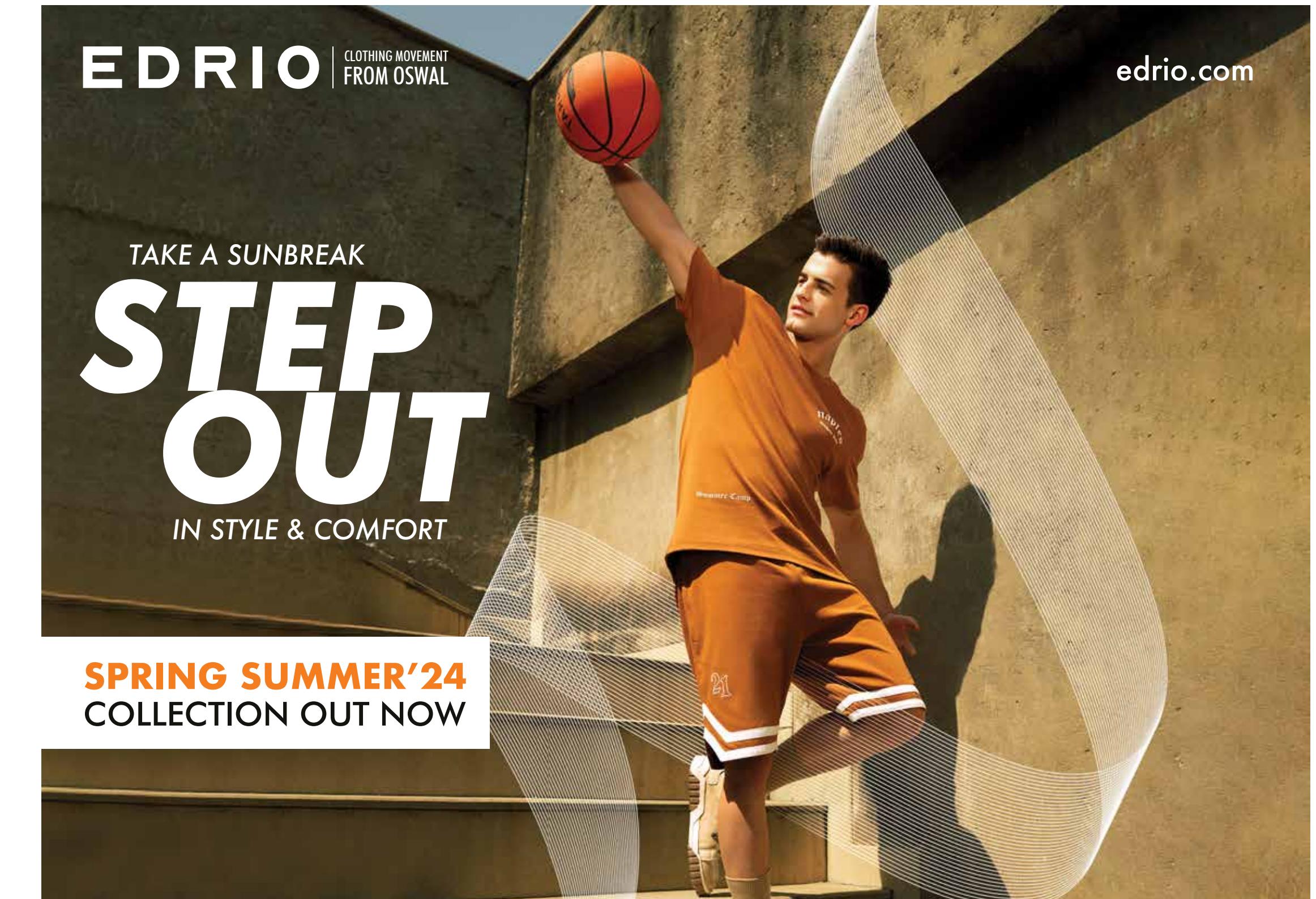
Retail Banner for 'opening soon' sign for a new outlet.

PRINT AD - VARIATION 1



Grid layout for Vertical Poster / Print AD / Flyer.

PRINT AD - VARIATION 1



Grid layout for Horizontal Poster / Print AD / Flyer.

PRINT AD - VARIATION 2



Grid layout for Vertical Poster / Print AD / Flyer.

PRINT AD - VARIATION 2

EDRIO CLOTHING MOVEMENT FROM OSWAL

TAKE A SUNBREAK
STEP OUT
IN STYLE & COMFORT

SPRING SUMMER'24
COLLECTION OUT NOW

edrio.com

EDRIO CLOTHING MOVEMENT FROM OSWAL

TAKE A SUNBREAK
STEP OUT
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edrio.com



Grid layout for Horizontal Poster / Print AD / Flyer.

SOCIAL MEDIA POST - VARIATION 1

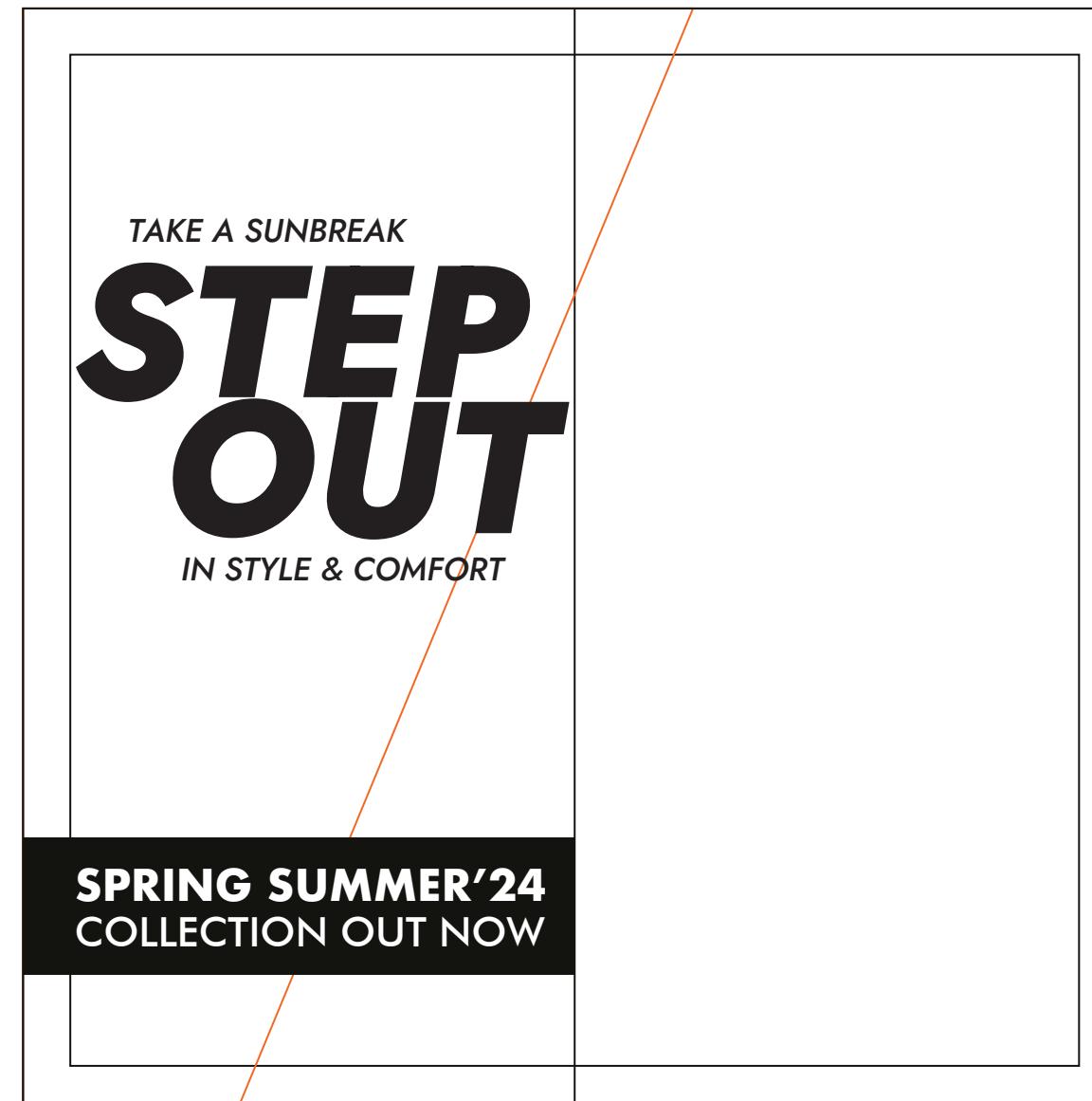


815 x 315 px

1080 x1080 px

Layout can be adapted to different sizes without loosing its look and feel and styling of the brand assets.

SOCIAL MEDIA POST - VARIATION 2



815 x 315 px

1080 x1080 px

Layout can be adapted to different sizes without loosing its look and feel and styling of the brand assets.

EDRIO | CLOTHING MOVEMENT
FROM OSWAL

THANK YOU