



# Case Study For **Jannah Fit Wear**

## **PREPARED BY:**

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## Chapter 1:

# Kickoff

### **Client's Vision:**

The client's vision for Jannah Fitwear was deeply rooted in simplicity and cultural resonance. They sought a brand identity that not only reflected their values and mission but also celebrated the rich cultural heritage of Muslim women. At the heart of their vision was the desire to provide modest and fashionable workout clothing options that honored religious beliefs while promoting inclusivity and empowerment.

In their quest for simplicity, the client emphasized the importance of a minimalist approach to design, focusing on clean lines, understated elegance, and timeless aesthetics. They believed that simplicity not only conveys sophistication but also allows the cultural aspects of the brand to shine through without overwhelming the audience. Furthermore, the client was keen on ensuring that the brand identity encapsulated the cultural heritage of Muslim women. They sought to infuse elements of tradition, heritage, and identity into the brand's visual identity, creating a sense of connection and pride among their target audience.



## **Logo Design:**

During the logo design phase for Jannah Fitwear, the focus was on creating a symbol that encapsulated the brand's essence of modesty, empowerment, and cultural resonance. The process involved brainstorming, sketching, and refining ideas to develop a minimalist yet meaningful logo. Embracing simplicity, the final design incorporated subtle cultural elements while maintaining a clean and contemporary aesthetic. The logo served as a visual representation of Jannah Fitwear's values and mission, fostering instant recognition and connection with the target audience.

## **Brand Look and Feel:**

The brand look and feel of Jannah Fitwear exudes simplicity, elegance, and cultural pride. With a minimalist design approach, the brand's visual identity is characterized by clean lines, understated sophistication, and timeless aesthetics. Vibrant yet tasteful colors are used to evoke a sense of vibrancy and inclusivity, while subtle cultural elements add depth and richness to the overall brand experience. Through its distinctive look and feel, Jannah Fitwear communicates a message of empowerment, confidence, and celebration of cultural heritage, resonating with women who seek modest yet fashionable activewear options.



## **Our Approach:**

Fowzi Media, an innovative creative agency, took on the challenge of translating Jannah Fitwear's vision into a cohesive and impactful brand. Specializing in video production, branding, and website development, our mission is clear: transform messages into compelling narratives that captivate and engage. Through innovative storytelling and strategic design, we aim to turn vision into impactful outcomes.

## **Challenges Faced:**

Jannah Fitwear encountered several challenges during its development:

- **Modesty vs. Fashion:** Balancing modesty with contemporary fashion without compromising on style or comfort.
- **Cultural Sensitivity:** Ensuring inclusivity for diverse cultural backgrounds while maintaining a cohesive brand identity.
- **Fabric Selection:** Choosing materials that met modesty requirements while providing breathability and flexibility.
- **Inclusive Sizing:** Developing sizing options that catered to a wide range of body types and sizes.
- **Marketing Competition:** Standing out in a competitive active-wear market dominated by established brands.



## Chapter 2:

# Define

### **Goal:**

The primary objective of the Jannah Fitwear Branding Project is to cultivate a unified and compelling brand identity for the activewear company, catering specifically to Muslim women. The aim is to craft a visual and narrative identity that deeply resonates with the target demographic, effectively communicates the brand's values, and nurtures a sense of confidence and rapport. Through this extensive branding endeavor, the goal is to position Jannah Fitwear as a beacon of modernity and empowerment, championing modesty, inclusivity, and cultural pride.

### **To Do list:**

- Analysis
- Research
- Collect
- Stylescape



## **Analysis phase:**

In the endeavor to carve out a unique brand identity for Jannah Fitwear, our analysis phase was centered on unraveling the fundamental aspects that encapsulate the essence of the brand. To authentically convey its commitment to modesty, empowerment, and cultural celebration, we undertook a thorough exploration of key-words integral to its identity.

## **Research Phase:**

We must reinforce our analysis with thorough research to validate our approach and examine the logos of both competitors and industry leaders. This critical step is commonly known as the Industry Discovery phase.

## **Collect:**

We initiated the gathering of designs, images, shapes, symbols, colors, and any visual elements that articulate our direction and embody the brand. This process involved utilizing the image-sharing websites listed below.

## **Collect:**

Stylescape is very likely to mood boards taken to the next level. It helps represent the whole direction to get approval from the client before designing anything. We quoted visuals from the collection we made before to discuss and exchange ideas before starting the process of logo design and brand identity.



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## Chapter 3:

# Logo Design

With reference to the idea they shared, we designed some logos. Our main goal was highlighting their core values with their cultural perspective. We made some logos which are most suitable for this kind of project.





Chapter 4:

# The Decision

The Client chose the following logo





# The Corporate Fonts and Typography

## The Full Logotype

A full logotype is a type of logo design that uses only text, typically the full name of a brand or company, to represent the brand visually. In a full logotype, the typography itself becomes the logo, without any additional symbols or graphics.

### 1 - The Logo Symbol



This is how the logo should be differentiated



1 - Light Version



1 - Dark Version

### Light Version

A light version of a logo refers to a variation of a logo design that is created specifically for use in certain contexts where the original logo may not be appropriate or effective.

### Dark Version

A dark version of a logo refers to a variation of a logo design that is created specifically for use on dark backgrounds or in situations where the original logo may not be clearly visible.



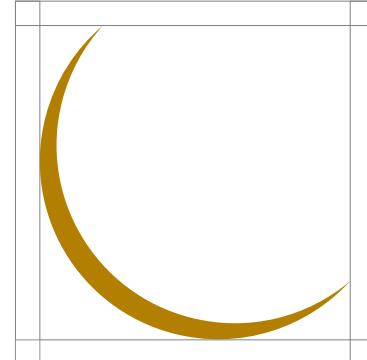
# Logo Construction, Clearspace and Computation

Logo construction, clear space, and computation are important design principles that are used to create effective and professional logos.

**Clear Space  
Full Logo**



**Logo Symbol**





# Application on a Background

When applying a logo on a background, it is important to consider the contrast, use clear space, maintain proportions, consider the background color, and test on different backgrounds. Make sure that the logo has enough contrast against the background, and there is enough clear space around the logo. Maintain the proportions of the logo when resizing it, and avoid stretching or compressing it.

**Negative Version 1**



**Positive Version 1**



**Negative Version 2**



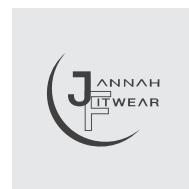
**Positive Version 2**



## Minimum Size



**40mm**



**30mm**



**20mm**



# **Headings ,Titles Subtitles**

## **Primary Font: Lexend**

### **Semi Bold**

A B C D E F G H I J K L M N O P Q R S T U V W X -  
a b c d e f g h i j k l m n o p q r s t u v w x y z

### **Light**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

### **Number**

0 1 2 3 4 5 6 7 8 9 !



# Headings ,Titles Subtitles

**Secondary Font: Montserrat**

## Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Number

0 1 2 3 4 5 6 7 8 9 !



# Context Text and inner Headlines

Caption Text Your Text Here

-  
Lexend light  
5 pt type / 8 pt leading

Copy Text Your Text Here

-  
Lexend light  
16 pt type /  
116 pt leading

Headlines Your Text Here

copytext -  
**Lexend Bold - Capital**  
16 pt type / 16 pt leading

## Headlines and Typobreaks

**Sublines  
Sections**

**YOUR TEXT HERE**  
Lexend Bold - Capital

**Big  
Haedlines**

**YOUR TEXT HERE**  
Lexend Bold - Capital



# Primary Color System

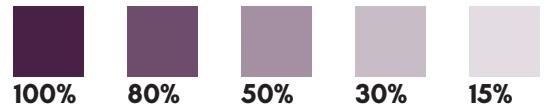


## Primary Color Bule (Jetski Race)

### COLOR CODES

CMYK : C069/M092/Y042/K042  
PANTONE : 7645 C  
RGB : R073/G033/B70  
WEB : #333333

### Color Tones





# Secondary Color System



RGB: R178 / G127 / B01

WEB: #b27f01



RGB: R000 / G000 / B000

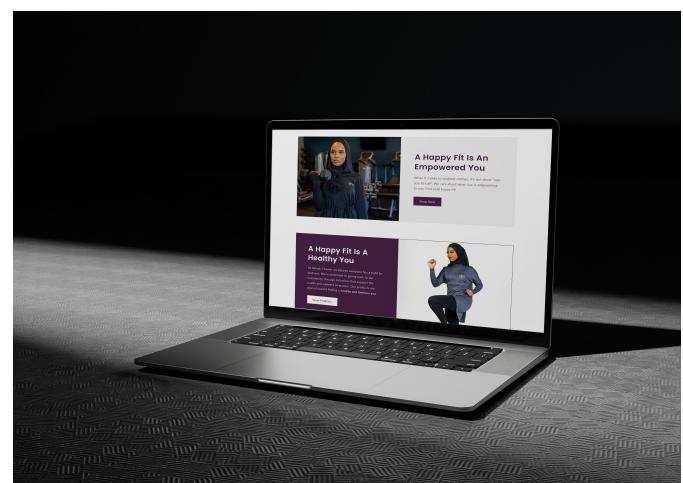
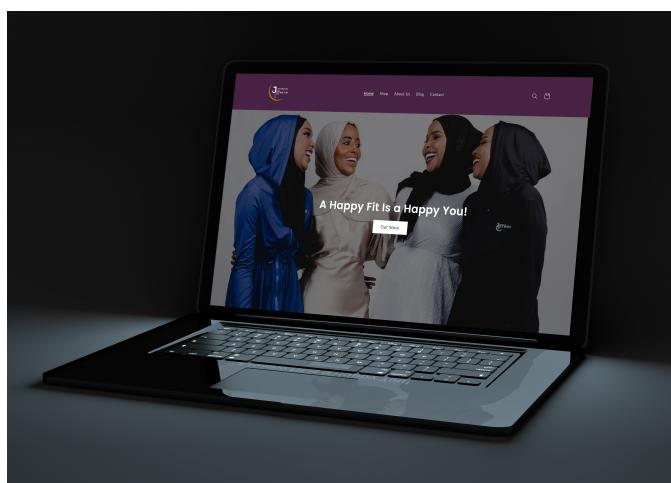
WEB: #000000



## Chapter 6:

# Website Design and Development

The website design and development phase for Jannah Fitwear entailed a thorough process aimed at crafting an immersive, informative, and user-friendly online platform tailored to resonate with its diverse audience. Here are the key steps undertaken to ensure a seamless online experience:





## **1. Requirement Gathering:**

Initiating with a deep dive into understanding the specific needs and aspirations of Jannah Fitwear, we engaged in extensive discussions to pinpoint essential features, content requirements, and design preferences.

## **2. Responsive Design:**

Recognizing the importance of accessibility across various devices, we implemented a responsive design approach. This ensured optimal user experience on desktops, tablets, and mobile devices, enhancing usability and engagement.

## **3. Content Development:**

Collaborating closely with the Jannah Fitwear team, we curated and developed captivating content for the website. This included product descriptions, sizing guides, style tips, and multimedia elements, enriching the user experience and fostering brand engagement.

## **4. User-Friendly Navigation:**

Intuitive navigation is paramount for seamless user interaction. We designed user-friendly menus, clear pathways, and strategically positioned calls-to-action to guide visitors effortlessly through the website and facilitate smooth browsing.



## **5. Integration of Interactive Elements:**

To enhance user engagement and interaction, we integrated various interactive elements such as size charts, virtual try-on tools, and customer reviews. These features encouraged active participation and facilitated informed decision-making for potential customers.

## **6. Security Measures:**

The implementation of stringent security measures was imperative to safeguard sensitive customer information and maintain the integrity of the website. We employed robust encryption protocols and conducted regular security audits to ensure data protection and privacy compliance.

## **7. Testing and Feedback:**

Prior to the website's official launch, rigorous testing was conducted to identify and address any potential issues or glitches. Feedback from both internal stakeholders and external users was solicited to refine the website further and optimize its functionality for an exceptional user experience.



## Chapter 7:

# Social media designs

The social media design phase was an active and challenging endeavor, with a strong emphasis on daily posts. Our key objective was to utilize captivating visuals, predominantly showcasing product highlights and brand messages, to connect with our diverse audience effectively

