



Špela Dobrovoljc, Goodwill studio Škofja Loka, Slovenija 2021.

GOODWILL

People are increasingly aware of the need to protect the planet

GOODWILL is a small Slovenian brand that comes from a family business Atelje Dobrovoljc. The name itself comes from their last name. The company strives for local production, use of natural materials, comfort and positive energy. All pieces are made of material produced in Slovenia with the OKO-TEX certificate, which means that the goods are free of carcinogenic dyes, pesticides and dyes that trigger allergies. Špela Dobrovoljc sews all the products herself in her home studio. Her sister Polona helps me sew tracksuits. Everything is designed and manufactured in Slovenia. The prints are made in the manual screen printing technique, which is considered to be one of the most durable prints on textiles. The latest chapter (certainly not the last) was added on October 16, 2020, when the doors of the amazing

Goodwill shop in Škofja Loka, Slovenia opened its doors. April is a Fashion revolution month and there is no better time to talk about fashion. Before the Fashion revolution week starts on 19th of April I'm happy to introduce some amazing sustainable fashion brands in my 5 questions for sustainable brands. This offers customers, as well as other sustainable brands, the chance to learn more about the brand and their work, struggles. Hopefully, brands can also connect and help each other out. Transparency and collaboration. This time I'm introducing Slovenian brand Goodwill. Sustainable fashion, also known as eco-fashion or ethical fashion, is a movement within the fashion industry that aims to reduce its environmental and social impact. It encompasses a range of practices and principles that prioritize.



Špela Dobrovoljc, fotografije osebnega arhiva,
Ljubljana, Slovenija 2019.

ENVIRONMENTAL RESPONSIBILITY

Sustainable fashion strives to minimize its environmental footprint. This includes using eco-friendly materials like organic cotton, hemp, and recycled fabrics. It also focuses on reducing water usage, energy consumption, and waste in the production process. Sustainable fashion is a response to the negative environmental and social impacts of the tradi mass production, low-cost labor, and rapid turnover of styles. By promoting responsible and ethical practices, sustainable fashion seeks to create a more environmentally friendly and socially conscious approach to clothing design, production, and consumption.

“Labeling something environmentally friendly does not mean it is sustainable.”



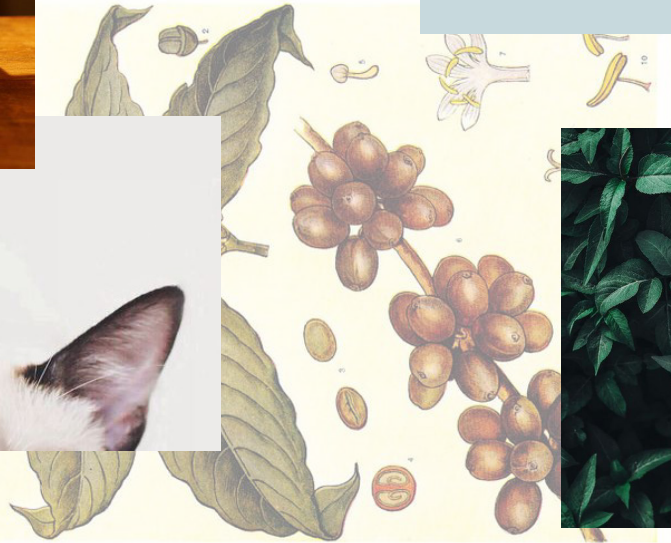
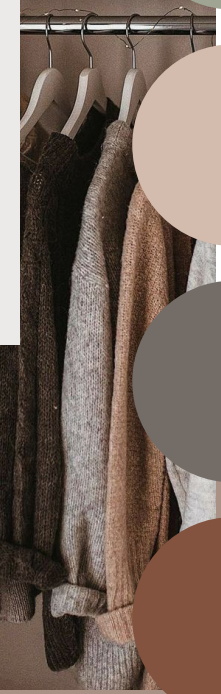


Catfé is here.



"I used to love dogs until I discovered cats."

– Nafisa Joseph

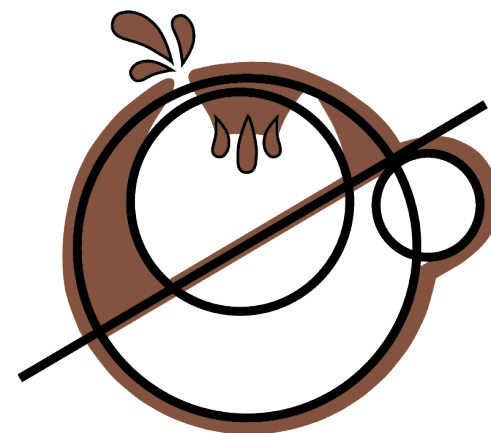


Perhaps one reason we are fascinated by cats is because such a small animal can contain so much independence, dignity, and freedom of spirit. Unlike the dog, the cat's personality is never let on a human's. He demands acceptance on his own terms.



Logotype

The logotype for “Catfé” includes the café’s name and a graphic of a cat. Its form is simplified and made out of three circles crossed by a diagonal line designing a mug outline. Coffee spilling out of the mug shapes the negative space into a cat-face-like form. A splash of coffee creates three drops. The same shape is used once again on top of the cat’s face representing classic tabby accents.





#83533f

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R=132 G=83 B=63
Pantone 18-1137 tcx



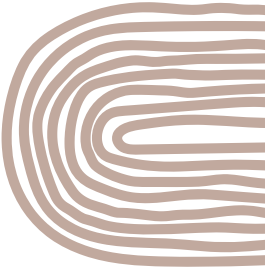
#ab9286

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R=171 G=146 B=134
Pantone 16-1210 tcx



#a1a593

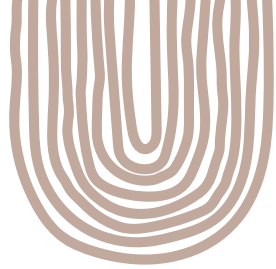
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R=161 G=165 B=147
Pantone 16-0110 tcx



Brand Colors

The main color of the brand is #83533f. Warm brown tones represent our aesthetic as well as the whole feel of the "Catfé". Color #ab9286 and #a1a593 can be used anytime as well. Generally, the logotype can be portrayed outside of brand colors if the need for that arises. For example through the month of October light pink can be used for breast cancer awareness month.

However, no color should be overly saturated, or too intense. Pastel, smokey, and beige colors are preferred.



Rockwell — **Catfé**

Brand typeface

“Tw Cen MT” is the primary typeface that represents our brand as a whole. It is simple, straightforward, and easy to implement into various products “Catfé” offers. The use of any other weights except bold should be avoided. Even though “Rockwell” is used for the wordmark in the logotype it shouldn’t be used for any other purpose.

Tw Cen MT

Tw Cen MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

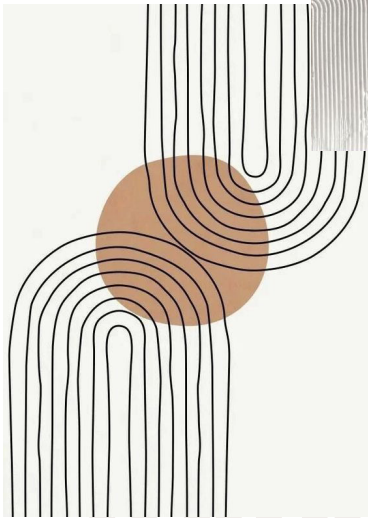
Rockwell

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890





Brand pattern

An Arch made out of 8 lines represents the “Catfé” pattern. Arches are structures of deep resonance. They embody and symbolize strength, support openness within density, and a new beginning. The same can be said about the brand. Its purpose is not only to brighten people’s day but also to serve as cat adoption locations. The brand aims to aid and support our feline companions on their journey in finding a forever home.

