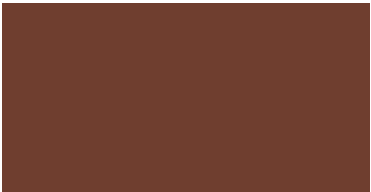
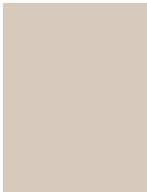
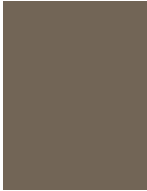
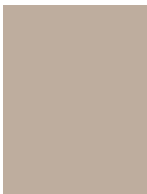
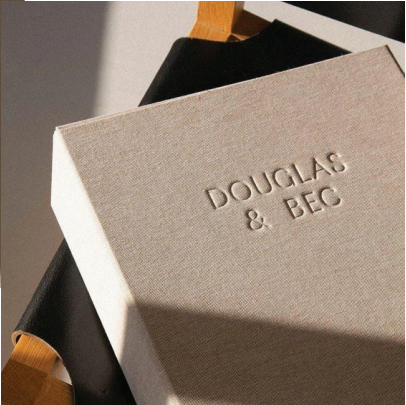


ROUSE CREATIVE

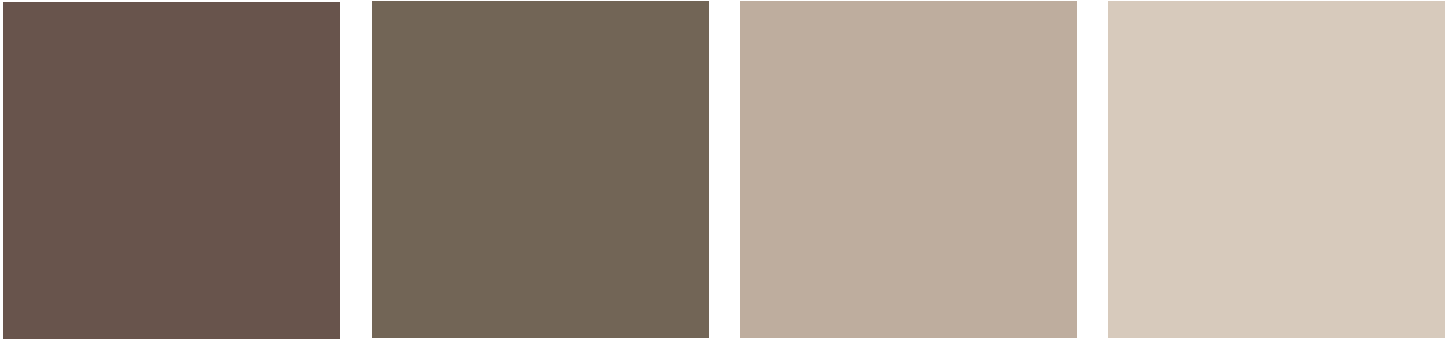
ADEA BRAND IDENTITY

BRAND MOODBOARD
Timeless and Elegant Neutrals



adea

COLOR PALETTE



BRAND FONTS

HEADLINE

Clio Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

BODY COPY

Proxima Nova Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

PHOTOGRAPHY ART DIRECTION

PHOTOGRAPHY ART DIRECTION

Timeless and Elegant Neutral color tones with soft light and shadows



FLAT LAY STYLING

Play with light and shadows and shoot on a consistent color background to reinforce brand awareness.

PHOTOGRAPHY ART DIRECTION



RACK STYLING

Shoot on a similar colored background as the flat lays.
Play with soft light and shadows across the clothing.

PHOTOGRAPHY ART DIRECTION



INSTAGRAM FEED COLOR PALETTE

Keep the newsfeed color palette consistent. Soft neutrals - if we need to edit the photos afterwards to achieve this we can.

