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BRAND MANUAL

ANAYA B
7YDA1A4BB014

ANYA:
That Indian Thrift Store

WHAT WE DID
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LOGO, COLOR PALETTE & TYPOGRAPHY

ANYA

ANYA

Anya represents something special: we're all about thrifting Indian-style clothing, a unique concept in itself. I chose the name because there aren't many brands like us out there. Our logo, a threadball, symbolizes not only the blending of diverse cultures and styles in our collections but also the connection between people sharing their pre-loved clothes. It's like the threads woven together in a ball, signifying the interwoven stories and the shared experiences of sustainability, craftsmanship, connectivity, and the timeless elegance of Indian fashion. It shows how we carefully select each garment and prioritize sustainability. With our logo, we invite you to explore the stories behind every piece and rediscover the beauty of Indian fashion through Anya.

Construction

DO's: Maintain space, use approved colors(#7E1018,#E5D5A7), size correctly, use correct orientation, scale accordingly.
DON'T's: Alter design, misuse colors, Overuse, use poor quality.

#7E1018 (Burgundy) radiates a sense of timeless elegance, evoking the opulence and sophistication found in Indian textiles. This rich hue embodies the depth of tradition and heritage.

#E5A3DA (Goldenrod) exudes a vibrant warmth, reminiscent of the sun-kissed hues of Indian landscapes, while still maintaining an air of sophistication.

DO's: Stick to the provided color palette for consistency, Ensure chosen colors align with brand identity, Use colors consistently across all branding materials,
DON'T's: Avoid deviating from the provided color palette, Don't choose colors that clash with brand identity, Inconsistency in using colors across materials.

Typeface: Bell MT Std
LEMON MILK

Bell MT and Lemon Milk fonts were chosen for their ability to capture the essence of the brand. Bell MT's classic serif style evokes tradition and elegance, reflecting the timeless richness of Indian textiles, while Lemon Milk brings a modern and approachable touch with its clean lines and rounded edges. Together, they strike a balance between tradition and modernity, sophistication, and approachability.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Abc
Regular

Abc
Semibold

ABC
REGULAR

ABC
MEDIUM

Abc
Bold

Abc
Italics

#7E1018 (Burgundy)

#7E1018 (BURGUNDY)

#7E1018 (Burgundy)

#7E1018 (BURGUNDY)

VISUAL

BRANDVISION

Anya's brand vision is to redefine Indian-style clothing with a curated collection that celebrates heritage and sustainability. We aim to inspire self-expression and environmental consciousness through quality, affordable fashion, fostering a community where individuality and cultural identity thrive. Our vision is to lead a global movement towards mindful consumption, reshaping the fashion industry one thread at a time.

BRANDMISSION

Anya's brand mission is to provide a curated selection of thrifty Indian-style clothing that embodies elegance, authenticity, and sustainability. We strive to empower individuals to express their unique style while honoring cultural heritage and promoting environmental consciousness. Through our commitment to quality, affordability, and community engagement, we aim to redefine the fashion landscape and inspire a mindful approach to consumption.

BRANDAIM

Anya's brand aim is to become the go-to destination for individuals seeking thrifty Indian-style clothing that combines elegance, authenticity, and sustainability. We aim to foster a community of conscious consumers who value quality, affordability, and cultural heritage in their fashion choices. By offering a curated collection of timeless pieces, we aspire to reshape the fashion industry and promote a more mindful approach to style and consumption.

BRANDVALUES

1. Authenticity: We prioritize authenticity in everything we do, from our curated collections to our interactions with our community.
2. Sustainability: We are committed to promoting sustainability and environmental stewardship through our thrifting practices and eco-conscious initiatives.
3. Quality: We uphold the highest standards of quality in our products, ensuring that our customers receive garments that exceed their expectations.
4. Inclusivity: We celebrate diversity and inclusivity, embracing the richness of cultural heritage and fostering a sense of belonging within our community.
5. Empowerment: We empower individuals to express their unique style and cultural identity, promoting self-confidence and self-expression through fashion.
6. Community: We value community engagement and collaboration, building meaningful connections with our customers, partners, and supporters.

CONCEPTNOTE

Concept Overview

Anya's concept centers on reimagining Indian-style clothing by focusing on thrifting high-quality garments made from authentic Indian textiles. We aim to create a collection that celebrates the richness and diversity of Indian materials, while also promoting sustainability and environmental consciousness. Our concept prioritizes the use of traditional Indian fabrics and craftsmanship, offering elegant yet affordable pieces that empower individuals to embrace their cultural heritage and express their unique style. Through our commitment to thrifting and community engagement, Anya seeks to redefine the fashion landscape and inspire a more mindful approach to consumption.

Key Features

1. Curated Collection: Carefully selected Indian-style clothing, blending traditional and contemporary designs.
2. Authenticity: High-quality garments reflecting India's rich cultural heritage and craftsmanship.
3. Sustainability: Thrifting practices and eco-conscious initiatives for a more sustainable fashion industry.
4. Individuality: Empowering customers to express their unique style and cultural identity.
5. Affordability: Offering elegant pieces at accessible prices, making Indian fashion accessible to all.
6. Community Engagement: Building meaningful connections and positive impact through collaboration and community involvement.

Target Audience

1. Fashion Enthusiasts: Individuals who appreciate stylish and unique clothing.
2. Cultural Enthusiasts: Those interested in diverse cultures and authentic craftsmanship.
3. Eco-conscious Consumers: People prioritizing sustainability in their purchases.
4. Budget-conscious Shoppers: Individuals seeking quality fashion at affordable prices.
5. Community-oriented Individuals: Those valuing collaboration and meaningful connections.

Unique Selling Proposition

1. Authenticity: Anya offers a curated collection of thrifty Indian-style clothing that celebrates the rich heritage and craftsmanship of Indian textiles.
2. Sustainability: By focusing on thrifting practices and eco-conscious initiatives, Anya promotes sustainability in the fashion industry. Our commitment to reducing waste and promoting environmental consciousness sets us apart from other retailers.
3. Affordability: Despite the high-quality and authenticity of our products, Anya strives to make Indian-style clothing accessible to all.