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## Project Concept

**Project:** Create a brand identity for Trend Cycle including a logo, visual elements, color palette, brand voice, and digital assets. Develop and code a shopping website with 3 landing pages.

**Time Frame:** 4 full Week May 30, 2023 - June 26, 2023

**Brand Voice:** The brand voice for Trend Cycle should be youthful, inclusive, and enthusiastic. The tone should inspire creativity, promote community engagement, and emphasize the brand's commitment to sustainability and fashion-forwardness.

**Web Implementations:** The website development will involve coding HTML, CSS, and JavaScript to bring the design to life. The shopping cart functionality, cost calculator, field forms, and animations will be integrated into the website for a smooth user experience. Combining a strong brand identity with a well-designed and functional website will create a compelling online presence for Trend Cycle that resonates with the target audience and encourages active participation in shaping the brand's future design.

**Environmental Impact:** The fashion industry is known for its significant environmental footprint, including high levels of clothing waste and carbon emissions.

**Solution:** The company is built on sustainable practices, it only uses recycled materials and fabrics.

**Lack of Responsibility:** addressing social and environmental issues.

**Solution:** Trend Cycle strives to lead by example, promoting responsible practices such as inclusivity, diversity, and ethical sourcing. By doing so, the brand encourages other fashion industry players to prioritize these values as well.

**Collaborating with smaller creators:** With the fashion industry evolving, gaining recognition on a platform as a designer can be difficult.

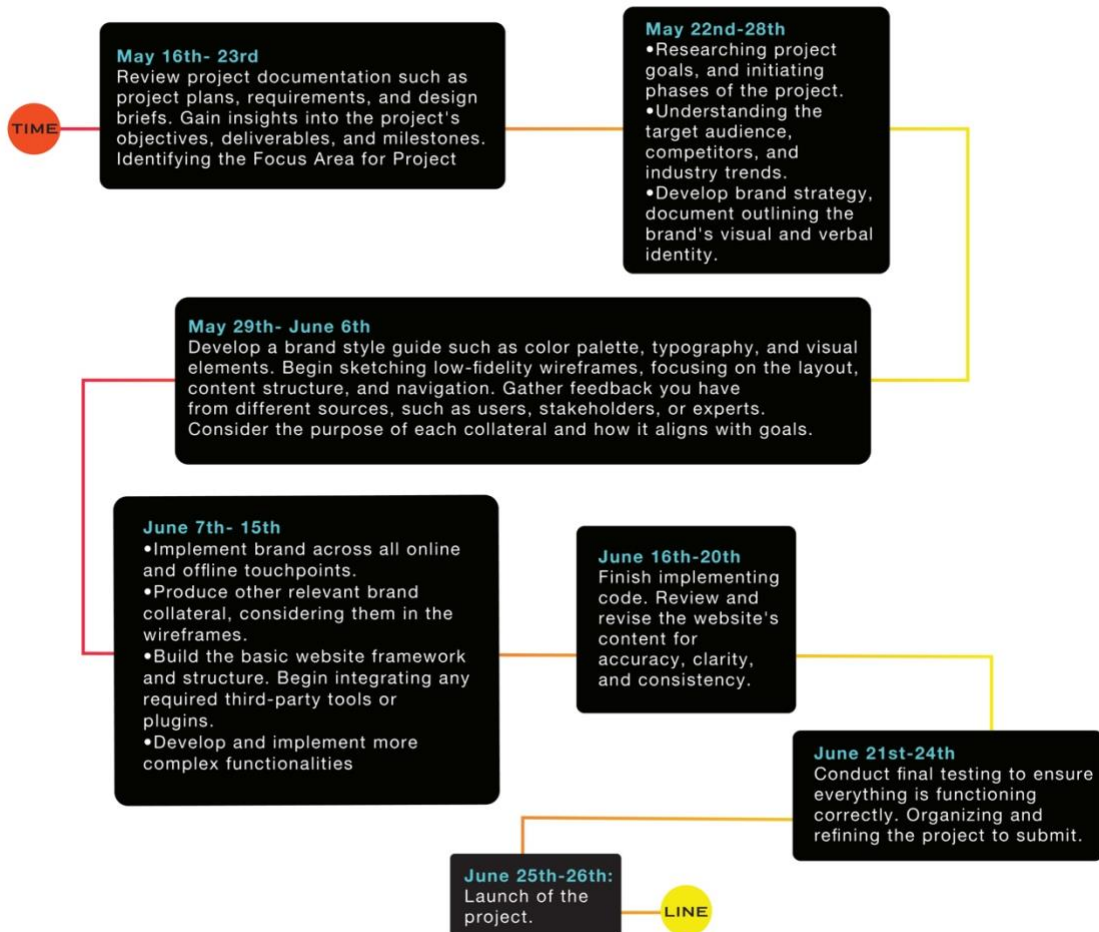
**Solution:** Trend Cycles platform facilitates collaborations between designers and allows them to showcase their designs. It would then be voted on the site based on what the next collaboration would be.



**Lack of Awareness:** Many consumers, especially the younger audience, may not be fully aware of the environmental consequences associated with the fashion industry.

**Solution:** Trend Cycle seeks to educate and raise awareness among its target audience about the importance of sustainable fashion choices and the need for responsible consumption.

## Identifying Goals



## Brand Ideation

**Mood Board**

These photo of models and website mock-ups were the first visual inspirations I had.

I named the aesthetic aimed for as "Modern retro." The showcased style is fun, trendy, and different, with garments that can make bold fashion statements.

**COLOR PALLET**

Blue: Versatile and trusted, blue represents reliability, professionalism, calmness, stability, and security. It suits finance, technology, and conveys intelligence and communication.

Orange: Associated with energy, enthusiasm, and creativity, grabs attention and evokes warmth, friendliness, and approachability. It symbolizes innovation and adventure.

Yellow-Green: Vibrant and refreshing, combines brightness and freshness. It signifies growth, vitality, harmony, Eco friendliness, health, and a positive outlook.

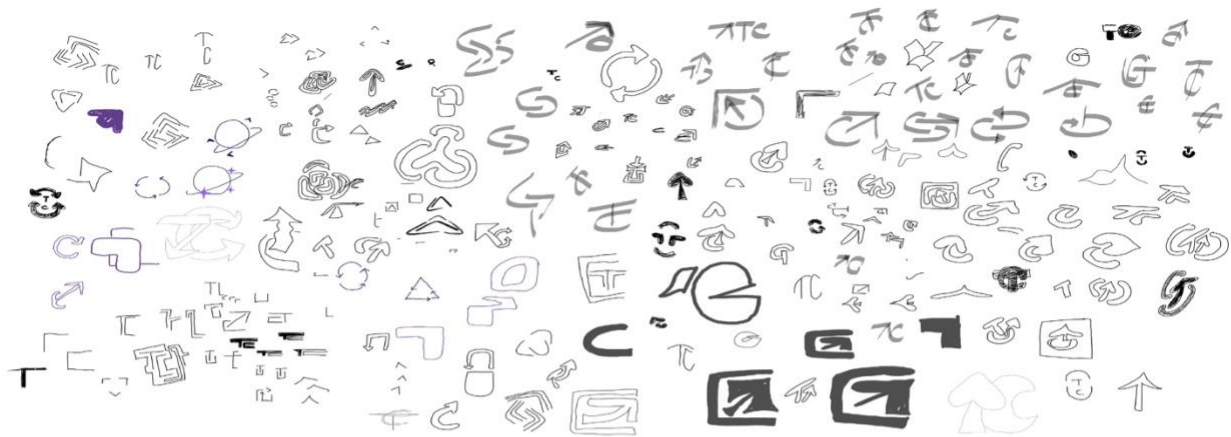
Pink-Red: Blends passion with softness. It evokes love, warmth, playfulness, creativity, compassion. It represents boldness and empowerment.

Chosen with Paletton

Color Swatches:

- 050100
- EAFFFF
- 317777
- 000303
- 00E6E6
- 0C4D4D
- 7E7F15
- 050500
- C67352
- FFF0EA
- 803315
- FF4900
- FCFF00
- FFFFEA
- C4C552
- B34A66
- 040001
- 74132D
- F90043
- FFEAFO





### Logo Creation

The logo is sleek and minimalist combination of a letter 'C' and an arrow, where the arrow is formed by utilizing half of a letter 'T'. This deliberate design choice was made with the intention of achieving a contemporary and clean appearance. The arrow within the logo carries a symbolic representation of the company's growth, mirroring the upward trajectory depicted on a graph. It serves as a visual metaphor, illustrating the progress and advancement the company aims to achieve. The arrow also is taken from inspiration of the recycling symbol.

**Aa**  
GOLDMAN  
Headlines

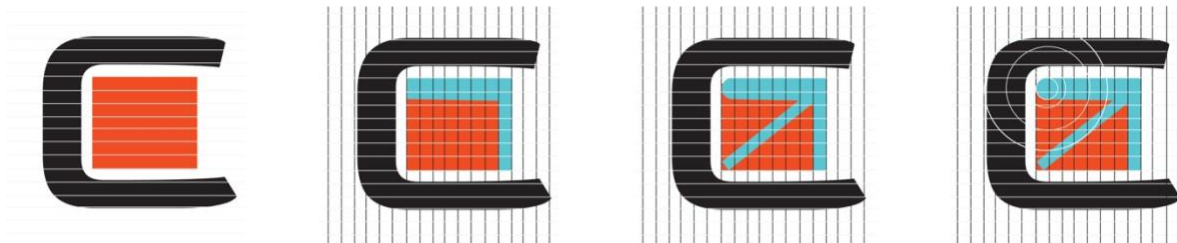
15pt 18pt 30pt

**Aa Aa**  
Alte Haas Grotesk  
Main Text & Titles

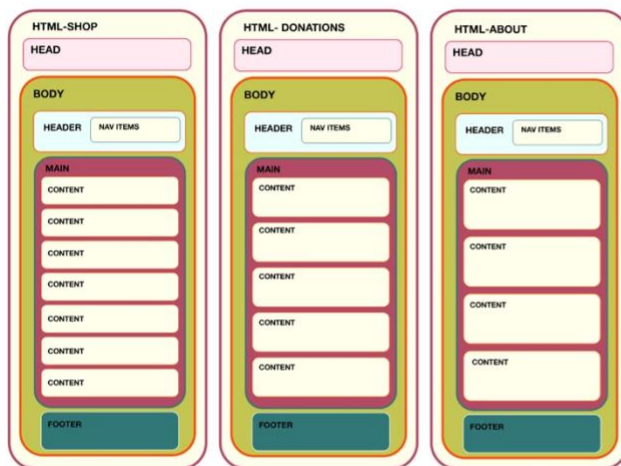
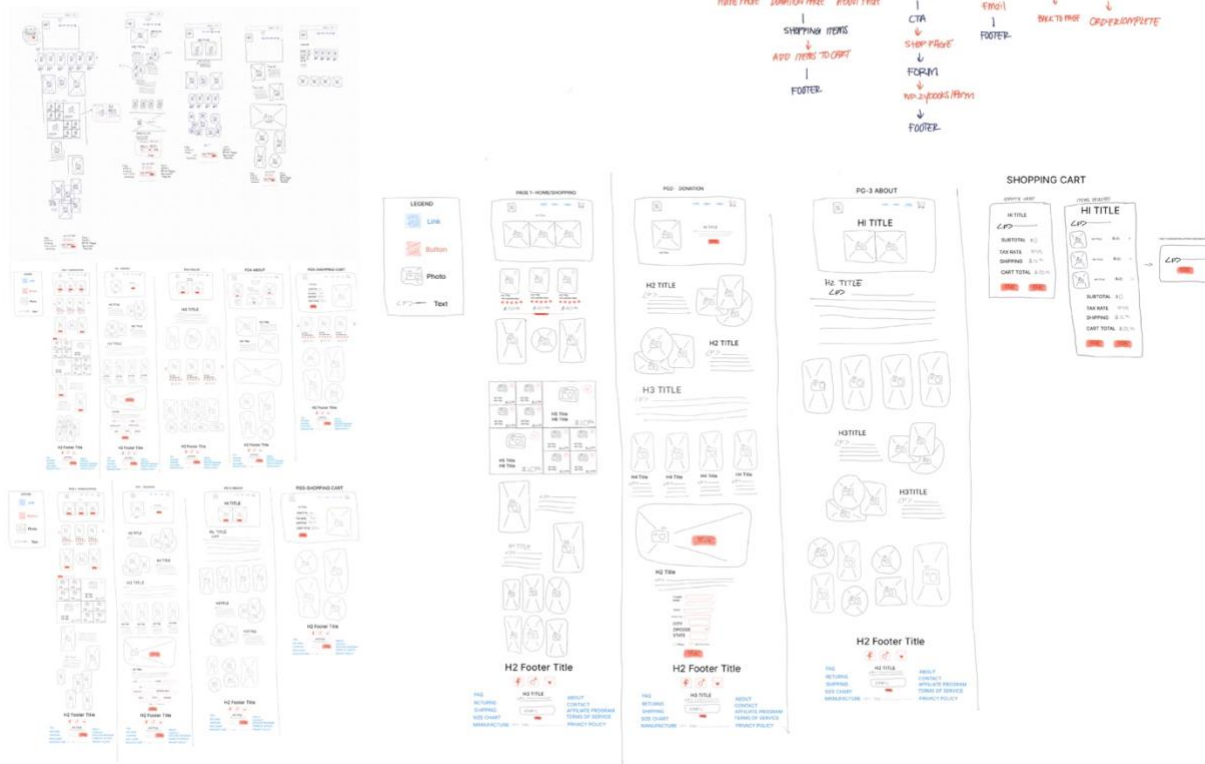
10pt 15pt 18pt

### Font Choice

Deliberating on font choices for the Trend Cycle, I carefully selected two fonts that prioritize readability while offering distinct styles that harmonize with each other and the aesthetic. Next, you'll see sketches that I did when producing the logo and graphics. I created these sketches with my iPad on the app Nebo.



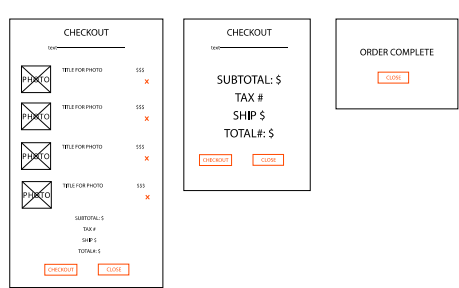
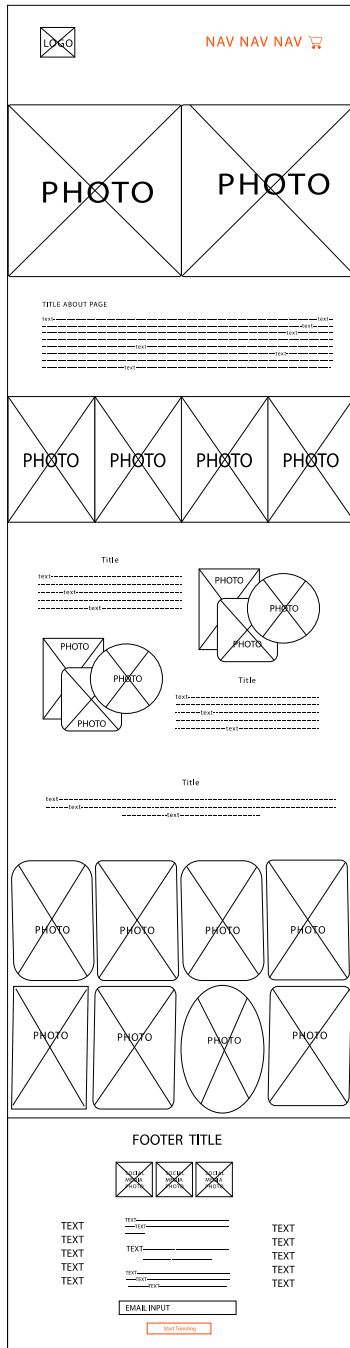
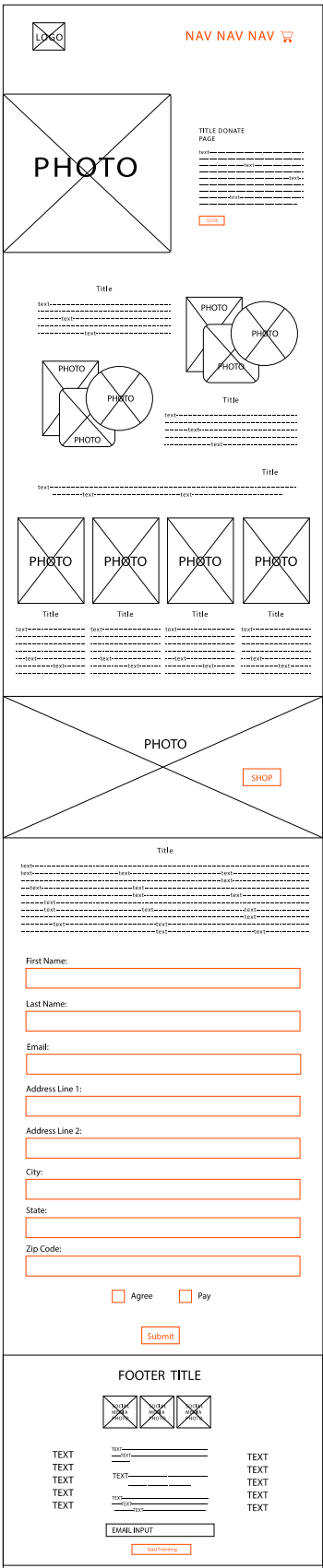
# Wireframe Sketches



## Prototype

During the development of this website, I utilized Visual Studio Code as my code editor and the Google Chrome live extension server for code testing. To ensure the proper functionality and appearance of the website, I followed a structured approach based on wire-frames that I had initially sketched out.

Obstacles: During the development of this website, I encountered a couple of challenges that required my attention and effort. The most significant obstacle I faced was ensuring the responsiveness of the website across multiple screen platforms. Additionally, I had some uncertainties regarding the placement of images and text.





## Implementation

As a graphic designer, I face the challenge of staying current with trends while juggling personal preferences and external opinions. Navigating the daunting task of shaping a brand's identity and visual direction was initially overwhelming. However, I conquered it, uncovering my preference for a structured brand-building process. As both creator and manager, I excelled in goal setting and achievement, effectively guiding the project within the timeline. While tweaks occurred, I remained dedicated to the schedule, successfully realizing all major project components. This project management prowess ensured focus and timely delivery

