

# **GRAPHIC DESIGN PROJECT REPORT**



- Project Title- Logo and Poster Design for Green Thread Fashion Brand
- Designer's Name-Dinuj Duranga Rathnaweera
- Institution or Organization-
- Date-August 22, 2025

- Course or Supervisor (if applicable)

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## **Executive Summary / Abstract**

- This graphic design project focused on creating a series of logo variations and a promotional poster for "Green Thread," a fictional sustainable fashion brand emphasizing eco-friendly materials and ethical production. The purpose was to develop a visual identity that conveys sustainability, creativity, and modernity. Methods included market research, sketching, and digital design using Adobe Illustrator. Key decisions involved selecting green color palettes to symbolize environmental themes and thread motifs to represent fashion. The final outcomes include six logo variations and one poster design, which effectively meet the objectives of appealing to eco-conscious consumers. The project highlighted the importance of iterative feedback in refining designs.

## **Background of the Project**

The "Green Thread" brand is imagined as a startup in the sustainable fashion industry, offering clothing made from recycled threads and organic fabrics. This project arose from the need to establish a strong visual brand identity in a competitive market where environmental consciousness is key.

## **Purpose and Objectives**

The primary purpose was to design logos and a poster that capture the essence of sustainability and fashion. Objectives included:

- Creating versatile logos suitable for digital and print media.
- Developing a poster for promotional offers.
- Ensuring the designs are modern, memorable, and aligned with brand values.

## **Target Audience**

The target audience consists of young adults aged 18-35, primarily urban dwellers interested in eco-friendly products. They value sustainability, quality, and, with leaning toward environmentally aware lifestyles.

## **Scope of the Project**

The scope covered logo ideation, development, and a single poster design. It did not include full branding guidelines or website UI/UX.

## 4. Style Guide

*Style Guide* **GREEN THREAD**

A · Different logo type B

For White Background



For Black Background



·Brand logo Type

Full logo



Logo Symbol



Logo type



·Stationary

Bussiness Card

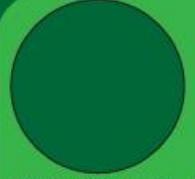


Letter



Color Plate

CMYK : 100%, 0%, 43%, 59%  
RGB : 0, 104, 59



CMYK: 69%, 0%, 59%, 29%  
RGB: 0, 104, 59



Typography

**A** MYRIAD PRO  
HDGGSJFJGJ

*Aa* Edwardian Script ITC  
*Edwardian Script*

[www.greenthread.com](http://www.greenthread.com)

# 5.Mood Board



CMW/K 29%, 0%, 31%, 76%

CMW/K 58%, 0%, 4%, 54%

CMW/K 24%, 0%, 26%, 17%

CMW/K 27%, 0%, 56%, 49%

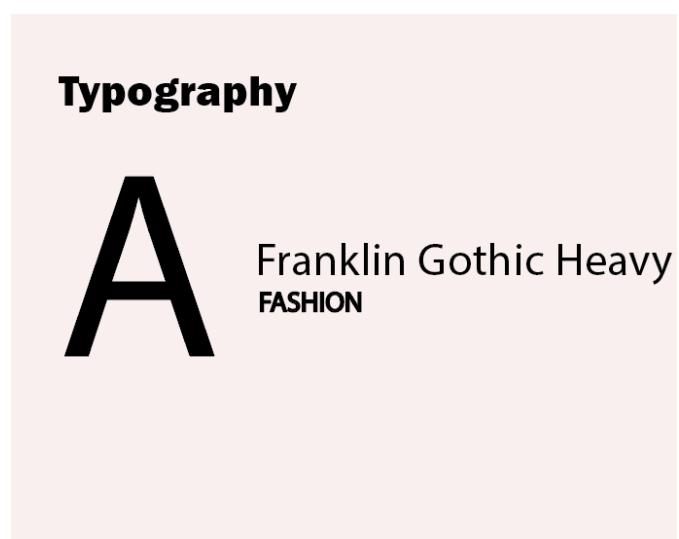
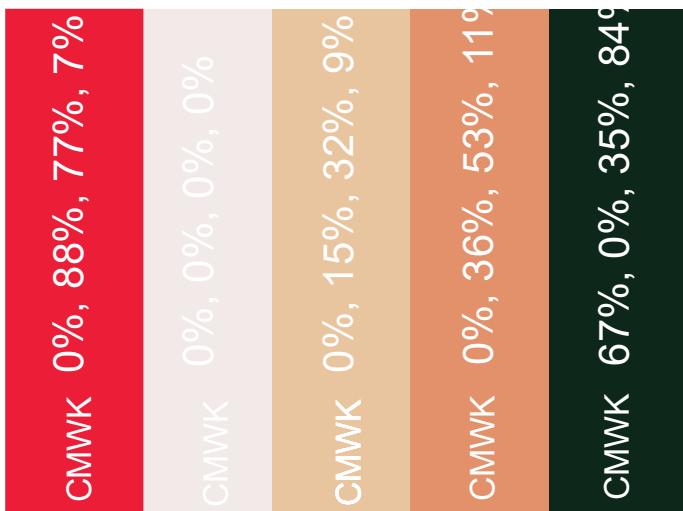
CMW/K 20%, 0%, 24%, 90%

## Typography

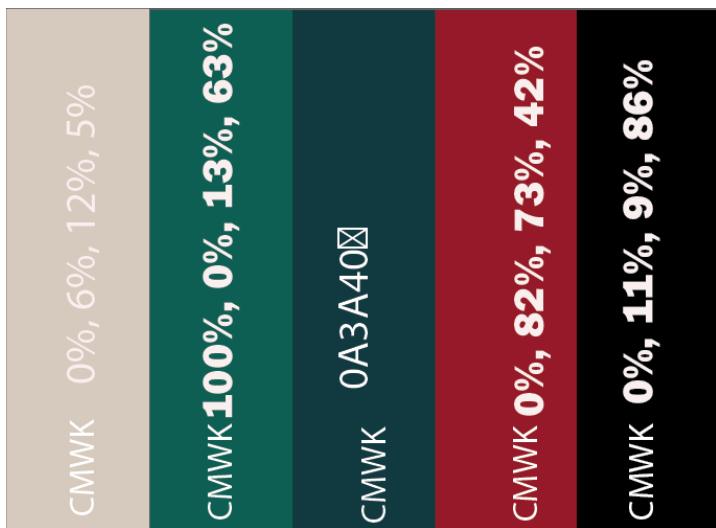
*H* Franklin Gothic Heavy  
FASHION

- Adobe illustrator: used to design the mood board add photos and others

## 6. Facebook/Instagram Post



## 7.A2 Poster



### Typography

A

- Franklin Gothic Heavy
- Cooper Black

## 8.Brand Tag



CMWK 0%, 10%, 22%, 55%

CMWK 0%, 22%, 45%, 23%

CMWK 67%, 0%, 35%, 84%

### Typography

A

- Franklin Gothic Heavy
- Cooper Black

- Adobe Photoshop:used to add logo to tag

## 9.Tot bag



## Used Software

- Adobe Photoshop: used to add logo to tag

# 10.Project Management Sheet

Task	Responsible	Days	Deadline	Status
Brand concept Development	Designer	1 <sup>st</sup> day	1weak	Done
Logo creation	Designer	2 <sup>nd</sup> day	1weak	Done
Mood board creation	Designer	2 <sup>nd</sup> day	1weak	Done
Style guide development	Designer	3 <sup>rd</sup> day	1weak	Done
Fb post Design	Designer	4 <sup>th</sup> day	1weak	Done
A2 post design	Designer	4 <sup>th</sup> day	1weak	Done
Tag Design	Designer	4 <sup>th</sup> day	1weak	Done
Tote Bag Design	Designer	4 <sup>th</sup> day	1weak	Done
Final project Report	Designer	7 <sup>th</sup> day	1weak	Done

# 10.Budget Simulation

Deliverable/Task	Hours	Cost per hour	Total cost
Brand concept Development	4hours	Rs.200	Rs.800
Logo creation	4hours	Rs.200	Rs.800
Mood board creation	3hours	Rs.200	Rs.600
Style guide development	2hours	Rs.200	Rs.400
Fb post Design	3hours	Rs.200	Rs.600
A2 post design	4hours	Rs.200	Rs.800
Tag Design	30min	Rs.200	Rs.100
Tote Bag Design	30min	Rs.200	Rs.100
Final project Report	4hours	Rs.200	Rs.800

Total cost: