

shoepurifier

CUSTOM SHOEWEAR

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WHAT

The brand of Antonia Saint New York was in desperate need of a new name and strong brand identity. The shoe company makes custom high heels with innovative cushion technology to make it the most comfortable high heel on the market.

WHY

The high heel company needed a brand identity that communicated their sassy, confident, and supportive of woman all shapes, sizes, colors, and ambitions message. They have a very unique and empowering product, and they need a brand identity that speaks to that.

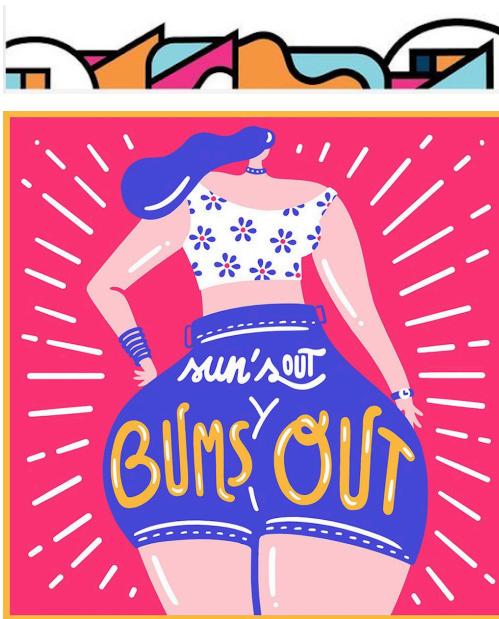
HOW

The company's new identity will speak more towards their audience and their brand message as a whole:

SASSY
CONFIDENT
INDIVIDUALISTIC
FEMINIST
SUPPORTIVE

To develop a brand identity that fits with this company, a new name, logo, mark, and several different design elements will be developed.

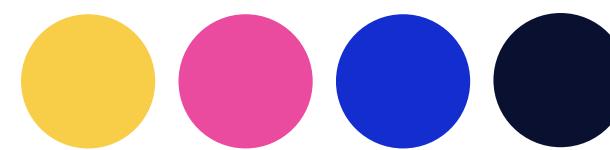
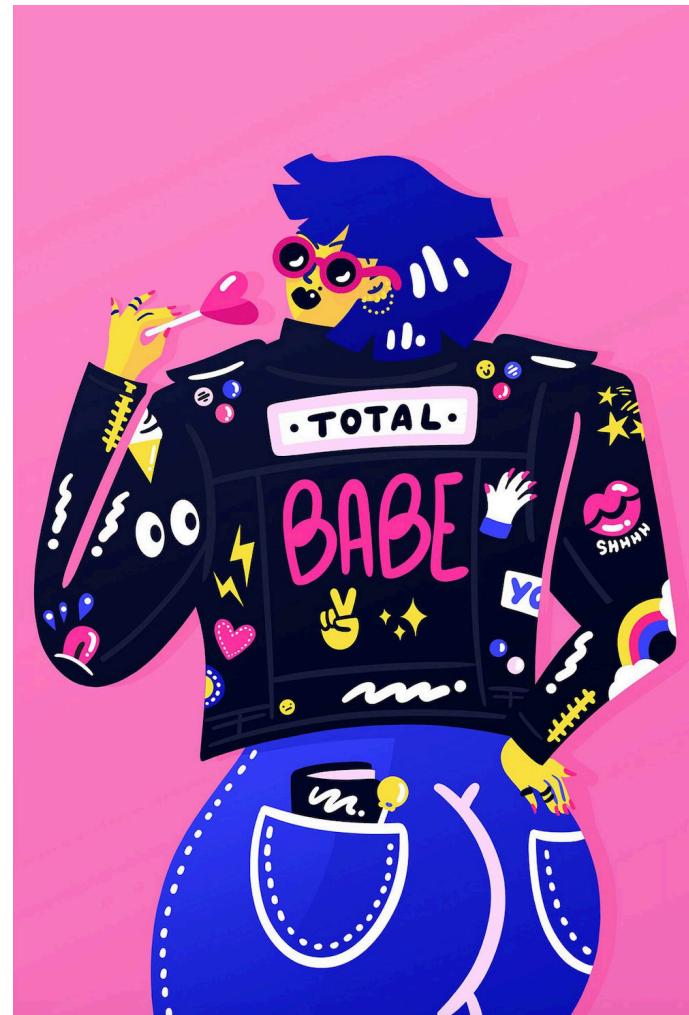
Mood Board



Yes



matey



Logo Type Exploration

Struttin'

STRUTTIN'

struttin'

Struttin'

Struttin'

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STRUTTIN'

STRUTTIN'

Logo Custom Type Exploration



Scattin'

Scattin'

Logo Final Type Exploration

STRUTTIN' STRUTTIN' STROLLIN'-
STRUTTIN'

C U S T O M S H O E W E A R

Logo Symbol Ideations



Logo Final



StPuttij

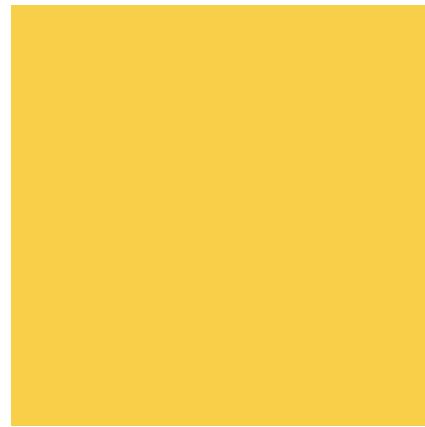
CUSTOM SHOEWEAR

Brand Identity

#eb4b9f



#f8ce48



#142dce



#102249

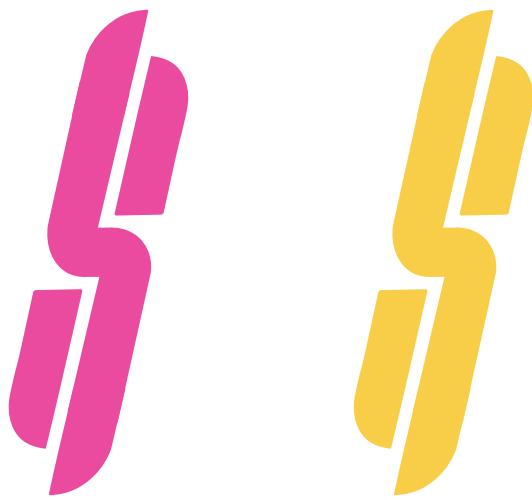


MUSEO SANS 900

MUSEO SANS 700

MUSEO SANS 500 ITALIC

Acceptable Logo Variations



Unacceptable Logo Variations

Unacceptable Colors



Unacceptable Sizing/Stretching



Acceptable Logo Backgrounds



Unacceptable Logo Backgrounds









Dear Emma Favilli,

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCIATIONE ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERET IN VOLUPTATE VELET ESSE CILUM DOLORE EU FUGIAT NULLA PARIATUR. EXCEPTEUR SINT OCCEACAT CUPIDAT NON PROIDENT, SINT IN CULPA QUI OFFICIA DESERUNT MOLIT ANIM ID EST LABORUM.

Sed ut persipiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.

Sed ut persipiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Sincerely,

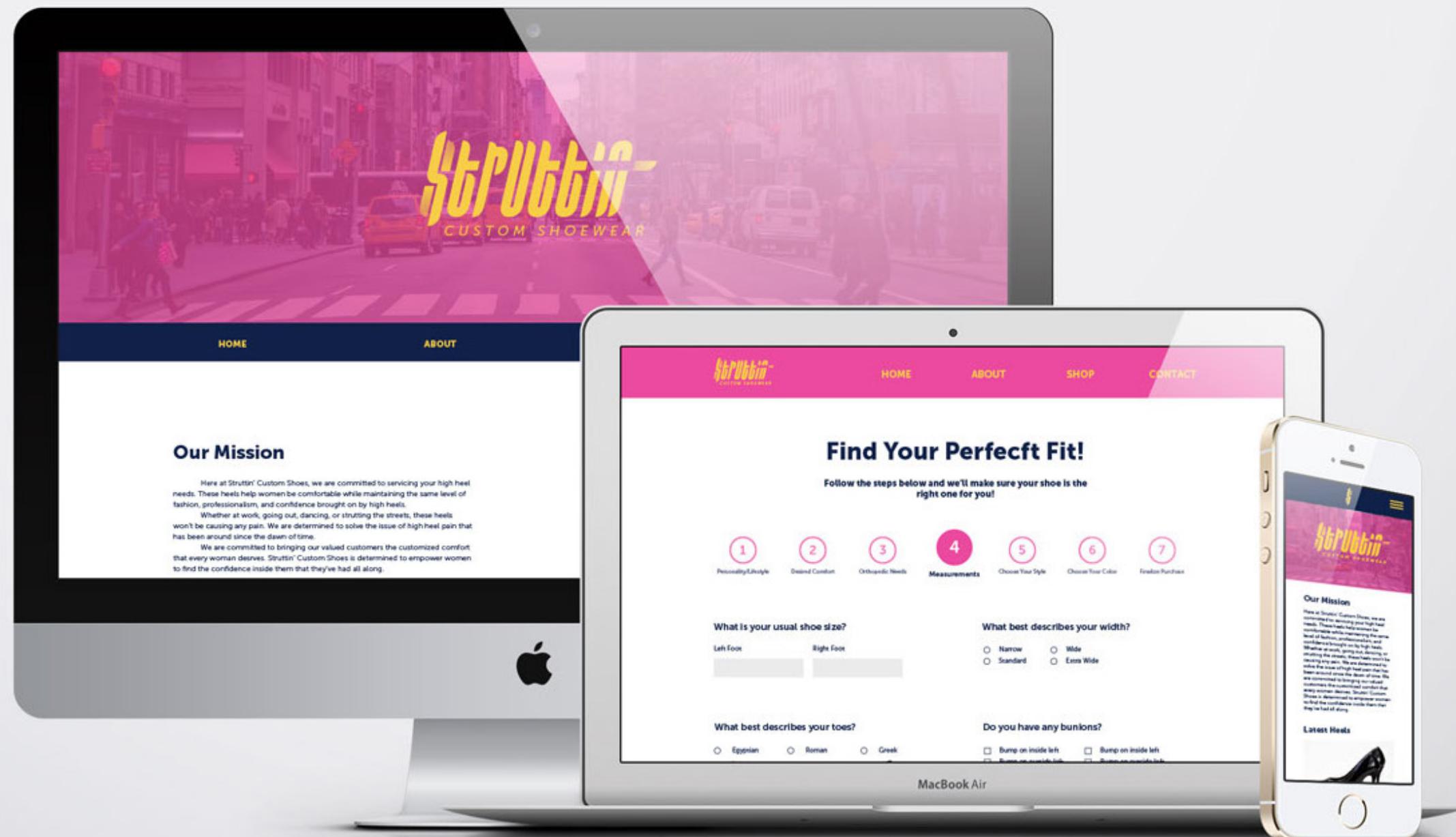
Eleanor McKinley

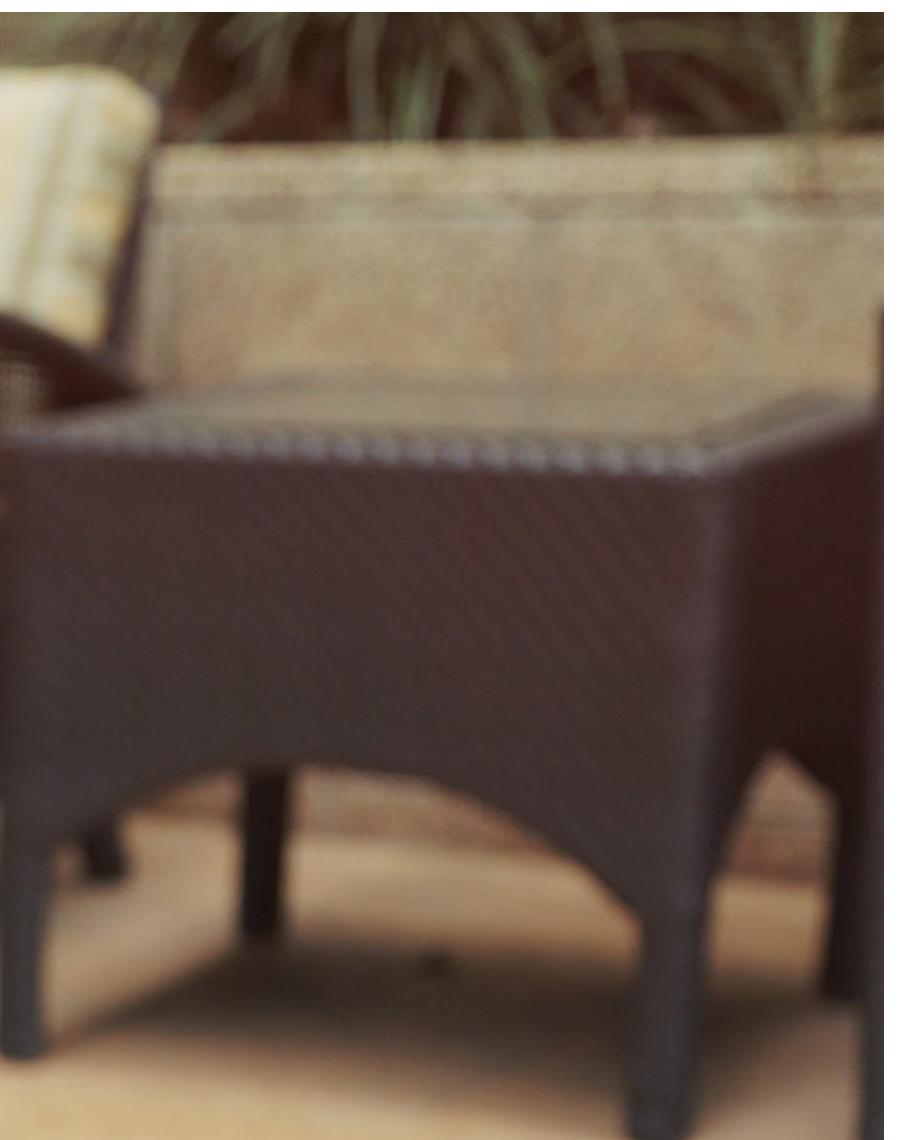
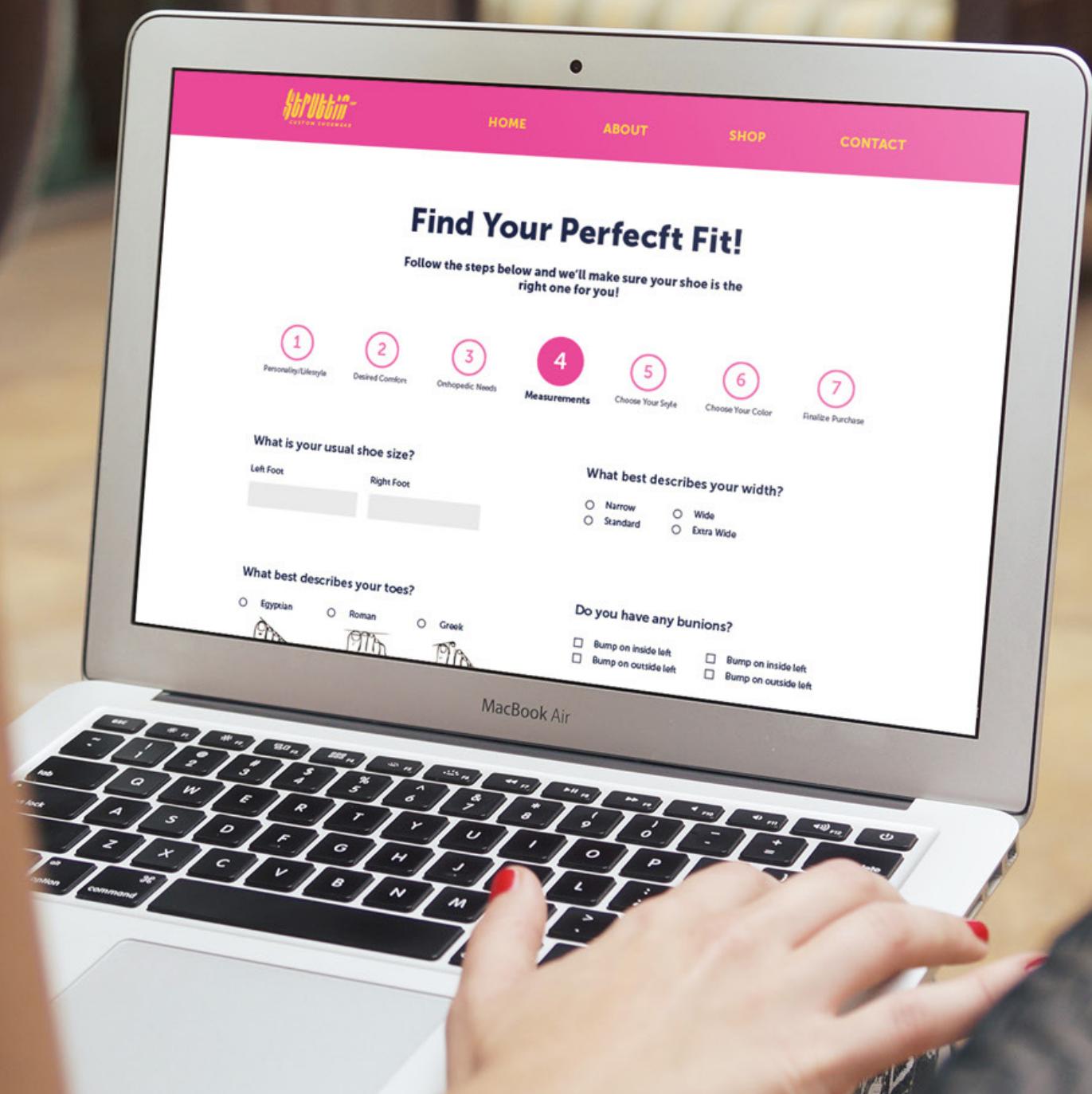
ELEANOR MCKINLEY

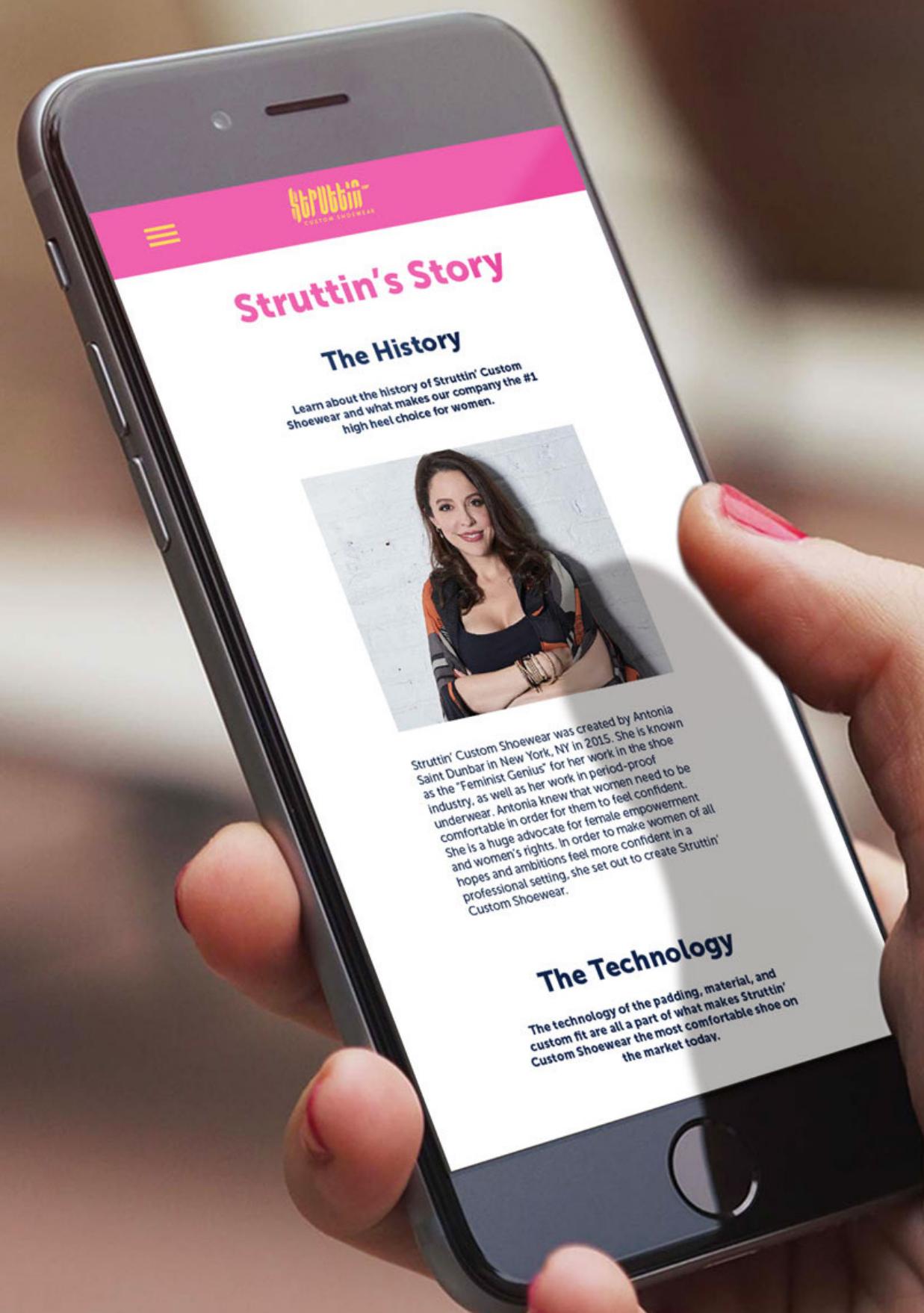
Head of East Coast Management & Programming

Phone: (715) 590-3998
Email: eleanormckinley@gmail.com









Struttin' Custom Shoewear was created by Antonia Saint Dunbar in New York, NY in 2015. She is known as the 'Feminist Genius' for her work in the shoe industry, as well as her work in period-proof underwear. Antonia knew that women need to be comfortable in order for them to feel confident. She is a huge advocate for female empowerment and women's rights. In order to make women of all hopes and ambitions feel more confident in a professional setting, she set out to create Struttin' Custom Shoewear.

The Technology

The technology of the padding, material, and custom fit are all a part of what makes Struttin' Custom Shoewear the most comfortable shoe on the market today.





