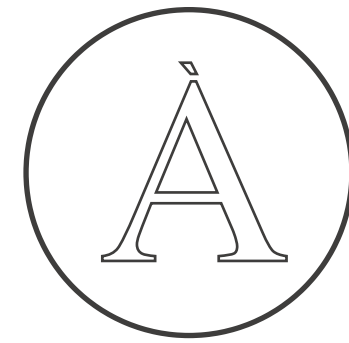
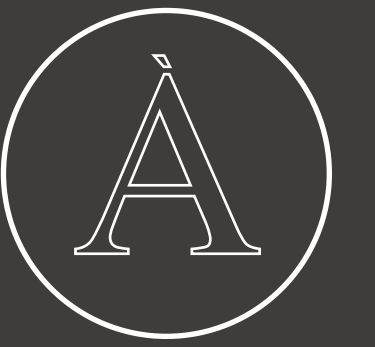
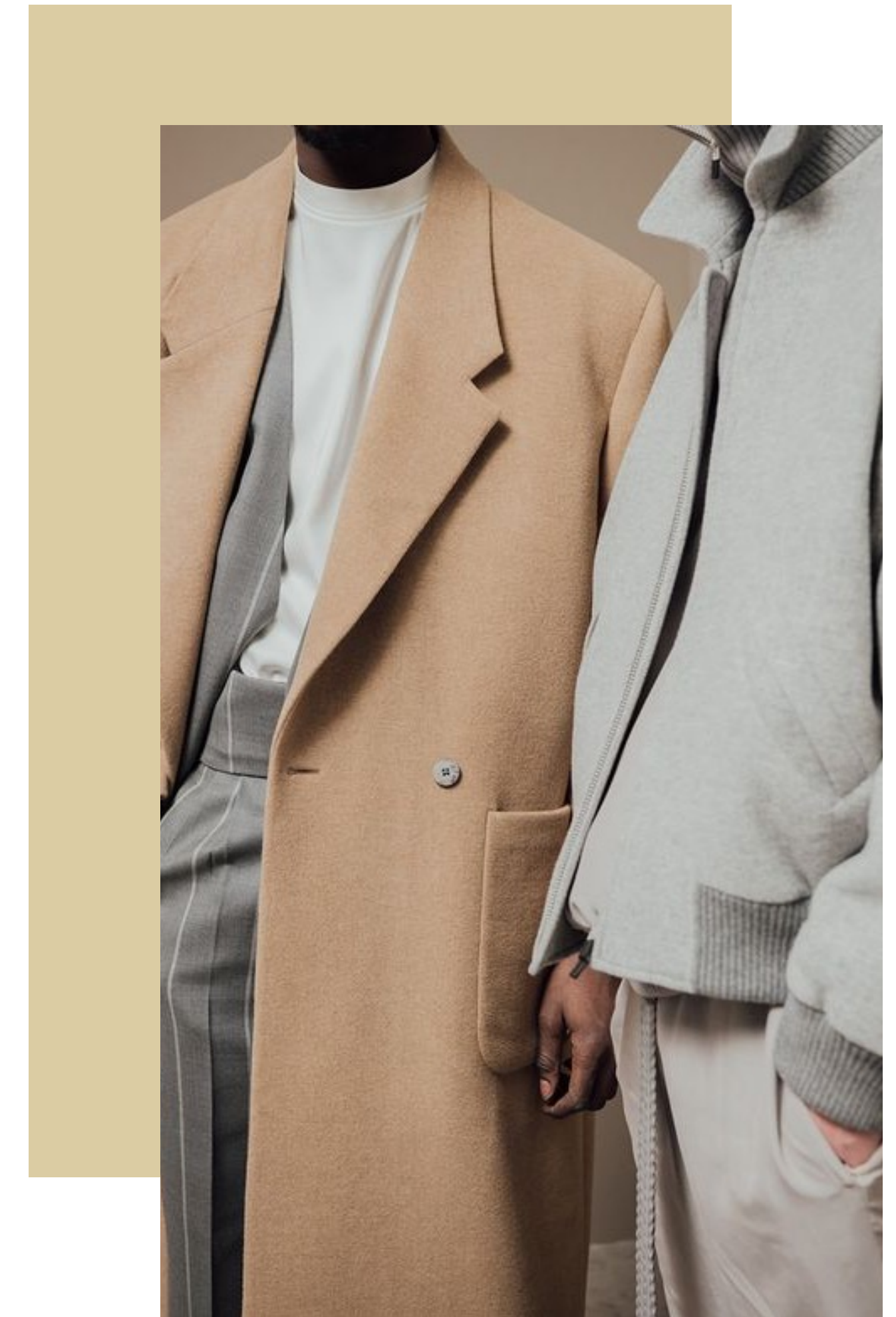


# Vision



ALM STUDIO

**“We believe in providing a seamless and efficient approach to modern day online shopping. Our aim is to develop our brand in becoming a global destination for premium men’s contemporary streetwear. It is our duty to deliver expert advice and inspire the modern man in making his fashion and lifestyle choices. We are proud to provide a platform for up and coming talents who exhibit authenticity and originality through their work, allowing them to establish their name to the world through us first.”**



# Colour Palette

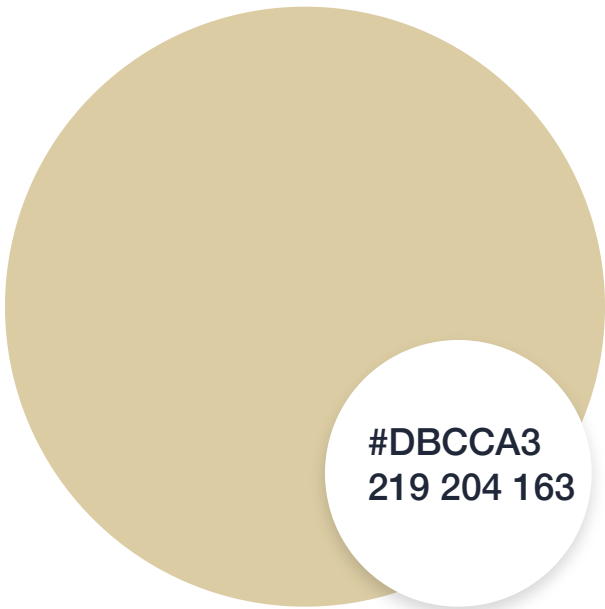
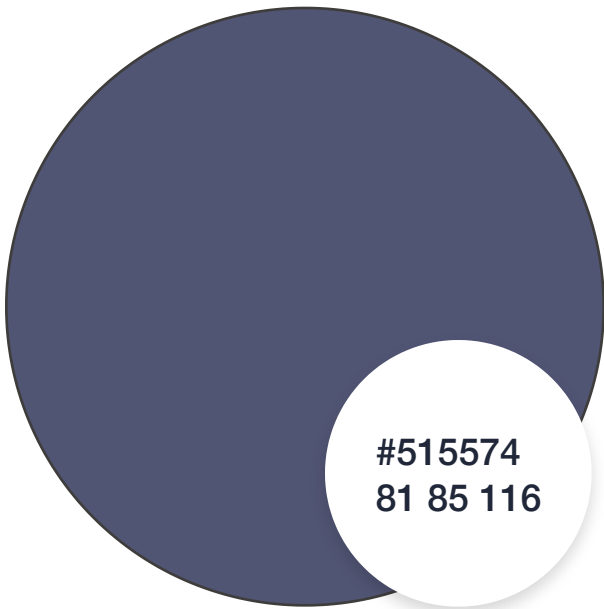


Our colour palette uses strong but balanced tones together which will  
Be used consistently throughout the brands outlets. Primary colours  
Consist of a Dusty Brown, Deep Night Blue and Platinum White. While the  
Secondary colours are muted Pastel Blue and a Golden Haze.

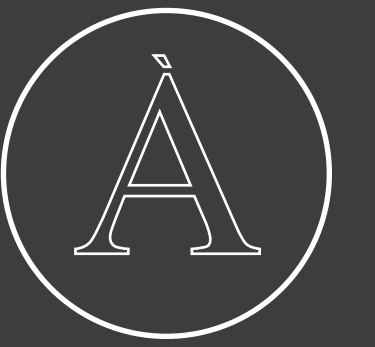
## Primary Colours



## Secondary Colours



# Logo



A minimum amount of spacing is required to ensure legibility and That there is a reasonable distance from any other type of image, Text or graphic. As shown the A is 26pt this height is the mark of The defined spacing.



## Mobile App Logo



The 2 primary colours are used as the background. For the Dusty Brown the logo is in white. For the Deep Night Blue the logo is in Golden Haze.

**The logo has a minimalistic feel which is easily recognisable and ÀLM is the abbreviation for à la mode derived from the French saying which means “in fashion” or simply “stylish”. this approach gives the logo a clean and refined feel that conveys a modern touch.**

# Typography



Typography is an important aspect that should convey our professionalism, honesty and give our brand a timeless feel. For the Headlines Acumin Pro Condensed bold is used and for body copy Times regular.

## Acumin Pro Condensed

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

1234567890

## Times

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

1234567890

## Website Layout



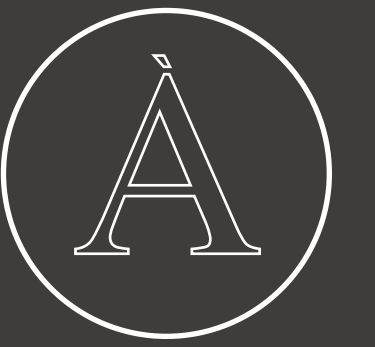
## Polo Ralph Lauren

Cotton-Blend Jersey Sweatshirt

£145



# Photography



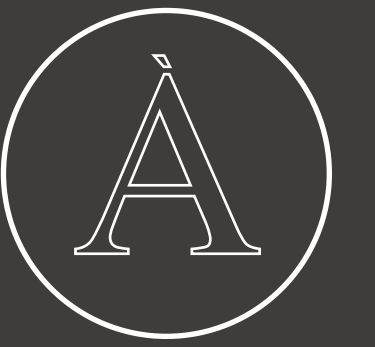
Photography has to be to a professional standard providing the resolution is of high definition. Full length pictures of models should only be taken in front of light clear backgrounds no dark backgrounds or anything shots in an outdoor environment.

All products must be shot individually and should depict a strong clear message to the consumer, as this reflects how they would be viewed firsthand in real life. Each product will be styled accordingly with other pieces within current season collections by our in house stylist.





# Values



## Brand ethos and principles

**Craftsmanship:** All brands should display excellent craftsmanship this should reflect in the quality of their product.

**Passion:** Translate the love for the culture and lifestyle that our brands represent.

**Trustworthy:** We want to retain clientele and build their trust in us by providing outstanding service in all departments.

**Reliable:** To uphold our promise in everything we say; to the advice we give, descriptions of our products and services we offer.

**Knowledge:** Every employee will undergo regular training in product knowledge, seasonal trends and must have a key understanding of our core brand value.

