

THE
sewing
COLLECTIVE



brand identity
created by Juliet Gobran

contents

logo variations	3
colour	6
type	5
illustration	6
collateral	7

logo variations

#1 - lock up

THE
sewing
COLLECTIVE

logo variations

#2 - horizontal stack

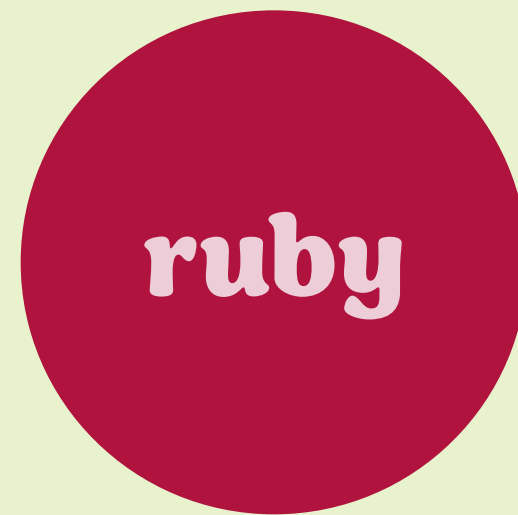
THE sewing **COLLECTIVE**

logo variations

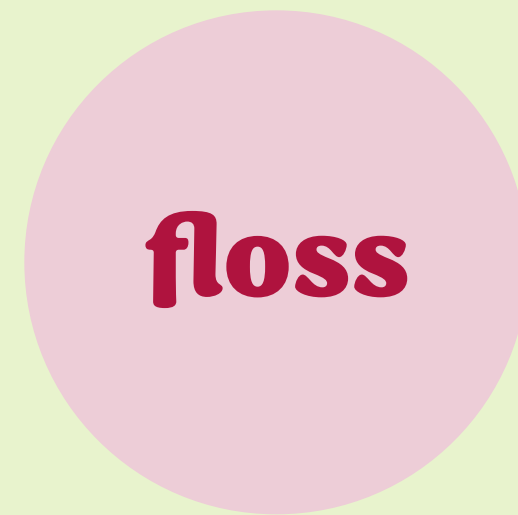
#3 - short & sweet

sc.

colour



#AF133E
R:175 G:19 B:62



#EDCDD7
R:237 G:205 B:215



#2D6320
R:45 G:99 B:32



#E8F3CD
R:237 G:205 B:215

type

primary type

Sirena - Bold

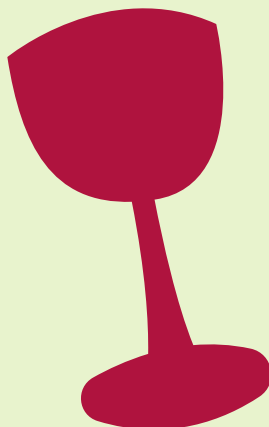
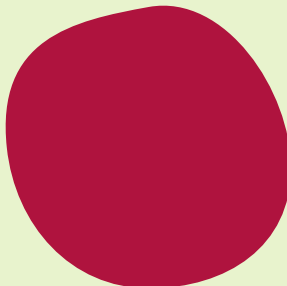
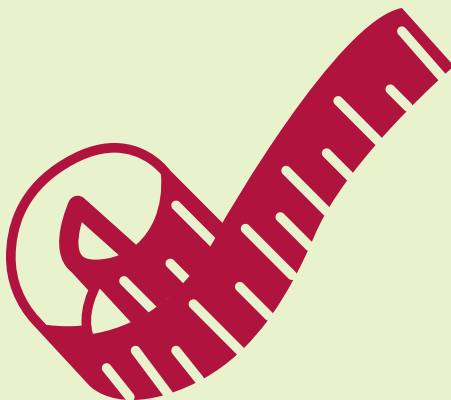
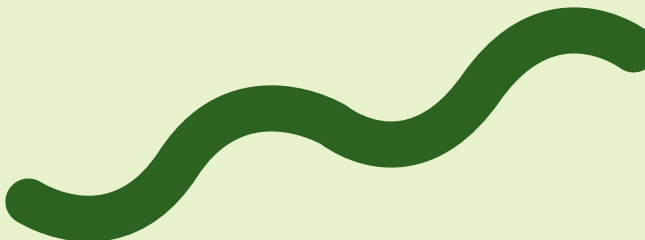
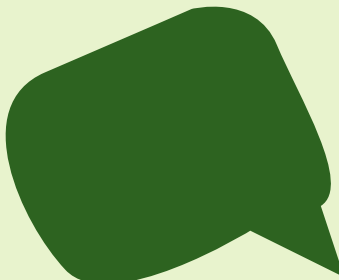
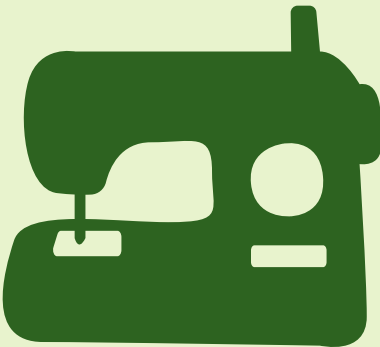
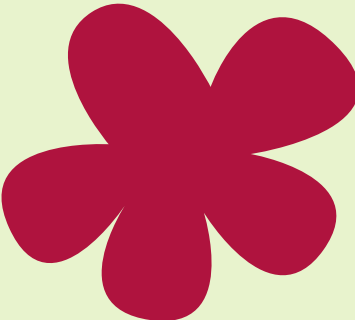
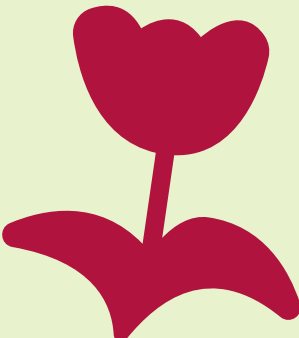
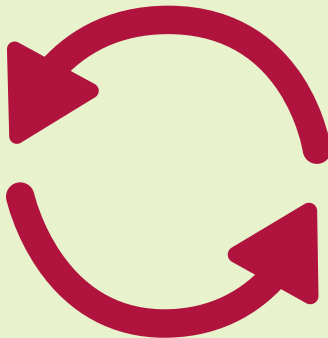
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 . / ?) ! @ # \$ %

secondary type

Avenir Next - Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 . / ?) ! @ # \$ %

illustration



socials



flyer

