

Brand
Development
Guide



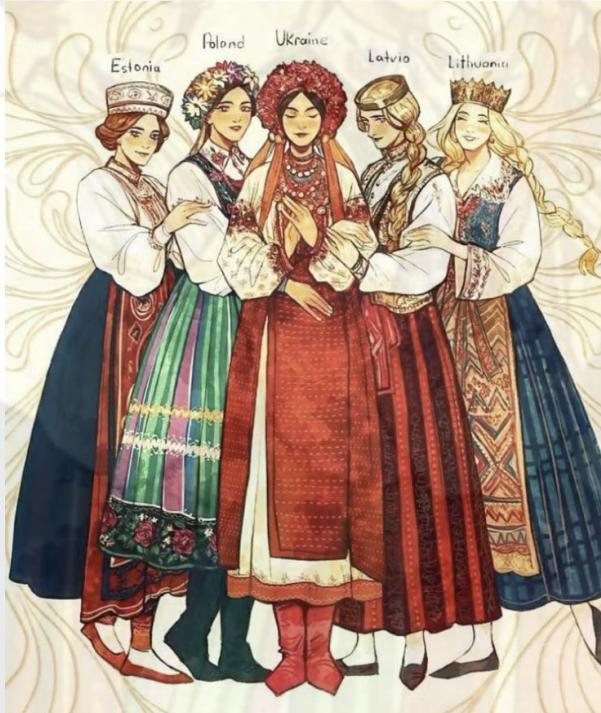
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A soft-focus photograph of a woman from the chest up. She has long, dark hair and is wearing a traditional Ukrainian vyshyvanka dress. The dress is white with intricate red floral embroidery. The background is a plain, light color.

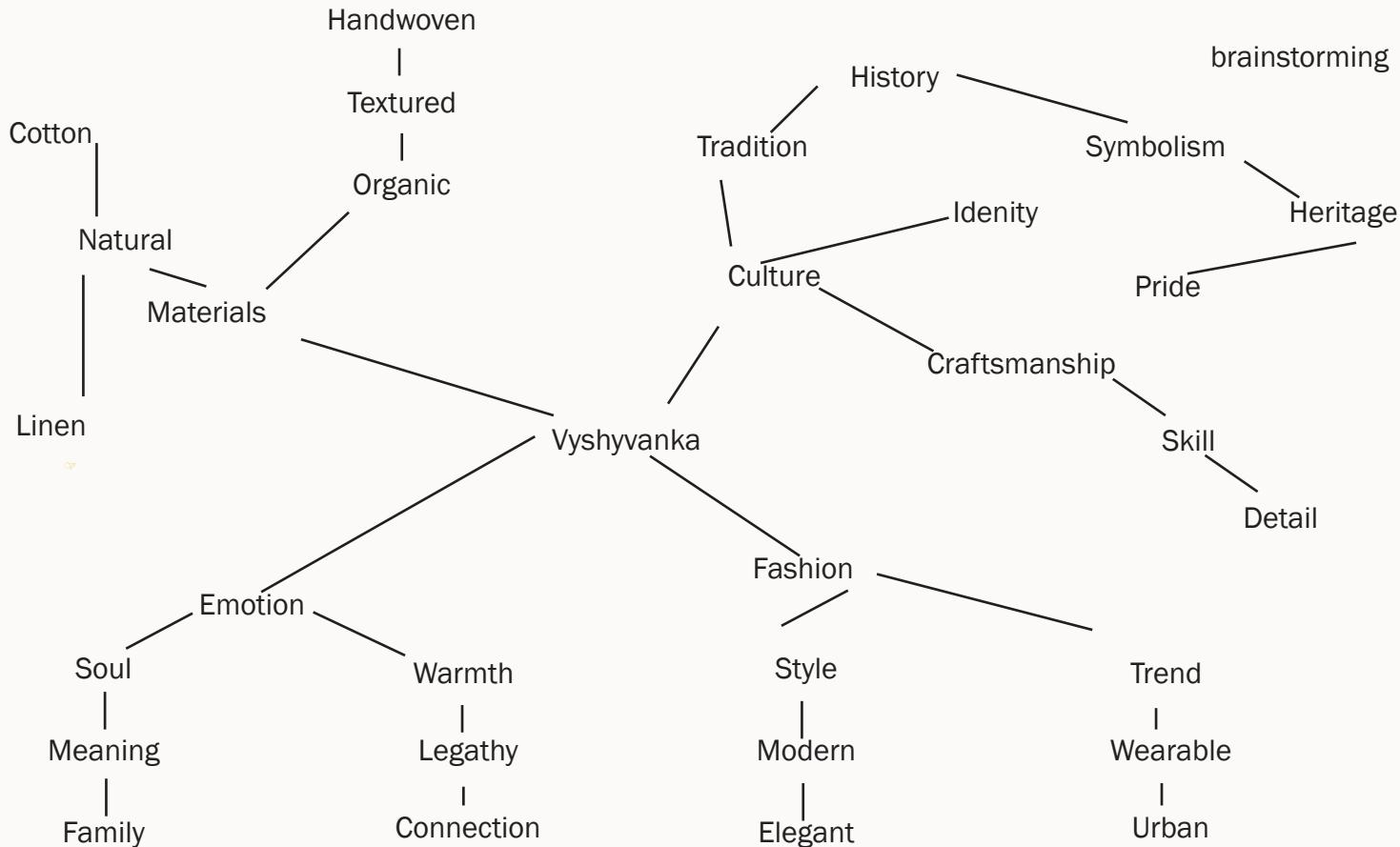
company

*Vyshyvanka Vibes brings heritage to
modern fashion by fusing traditional
Ukrainian embroidery with contemporary
design.*

history



Vyshyvanka Vibes began in 2020 year in a small Lviv workshop where a group of Ukrainian artists and fashion lovers came together to celebrate their cultural roots through embroidery. Initially creating custom pieces for friends and local festivals, their intricate designs quickly drew attention for reviving centuries-old patterns with fresh, modern flair. The founders—three women and one man—shared a vision: to preserve the soul of Ukrainian craftsmanship while opening it to a global audience. Over the years, Vyshyvanka Vibes has grown from humble beginnings into a beloved brand that graces boutiques and fashion events across Europe and beyond.



phylosophy

naming

1.

Authentic

2.

Elegant

3.

Cultural

1.

Embroidered Echo

(Poetic and expressive, but abstract)

2.

Stitch & Soul

(Suggests craftsmanship and meaning,
but less culturally grounded)

3.

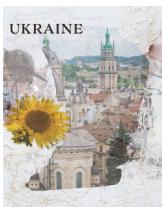
Vyshyvanka Vibes

(Top choice: evokes tradition and
modern rhythm)

contemporary reference



historical reference



type explorations

Vyshyvanka Vibes

VYSHYVANKA VIBES

Vyshyvanka Vibes

Vyshyvanka Vibes

Vyshyvanka Vibes

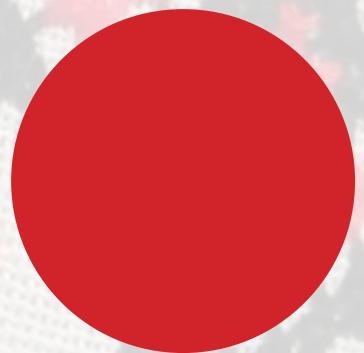
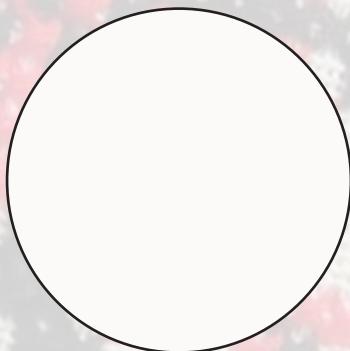
logotype development



final logotype



color palette



secondary type

Reviving the traditional Ukrainian artistry in every stitch.

Reviving the traditional Ukrainian artistry in every stitch.

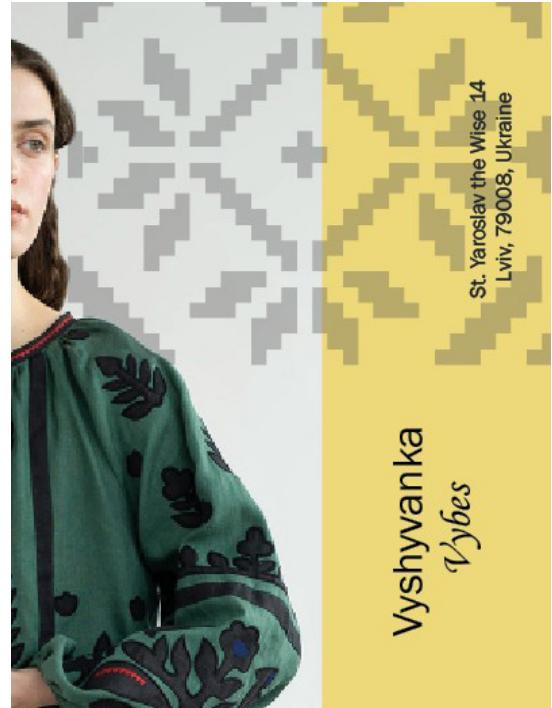
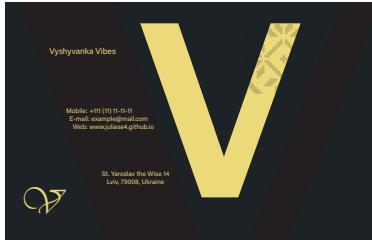
Reviving the traditional Ukrainian artistry in every stitch.

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Reviving the traditional Ukrainian artistry in every
stitch.

brand application



brand web page

The image displays a brand's website across three devices, illustrating its responsive design and branding consistency.

Desktop View: The website has a dark background. At the top, there is a navigation bar with links: ABOUT US, OUR COLLECTION, CUSTOMER ORDER, and TESTIMONIALS. On the right side of the header are social media icons for Facebook, Instagram, and YouTube, along with a phone number: +380 (68) 443-94-26. The main content area features a large image of a woman wearing a dark sweater with colorful embroidery. To the right of the image is the text: "Reviving the traditional **Ukrainian** artistry in every stitch." Below this text is a yellow sun icon with the text "all embroidery is made by hand". At the bottom of the main content area is a blue "ORDER" button with a small arrow icon.

Tablet View: The tablet shows the same website content as the desktop view. It includes the dark background, the navigation bar, the social media icons, the phone number, the image of the woman in the sweater, the text "Reviving the traditional **Ukrainian** artistry in every stitch.", the yellow sun icon, and the "ORDER" button.

Smartphone View: The smartphone also displays the website's content. It follows the same layout: dark background, navigation bar, social media icons, phone number, image of the woman, text, sun icon, and "ORDER" button.

brand application



A promotional graphic for an autumn collection. The word 'AUTUMN' is at the top in large black capital letters, with 'Vibes' written below it in a smaller, yellow, cursive font. To the left, the word 'Vyshyvanka' is written vertically in black. On the right, there is a photograph of a woman with long, wavy hair, wearing a white blouse with colorful embroidery and blue jeans. The bottom right corner contains the text 'New Collection'.

QV

