

Primary Brand



OUTLINED
TRACING



DIGITALLY-PAINTED
LOGO

5 Key Points

- GENDER NEUTRAL DESIGN
- COOL, REFRESHING, BEACH-Y
- CASUAL, FRIENDLY, JOYFUL
- BOLD IDENTITY
- BRIGHT COLOR PALETTE

Secondary Brand



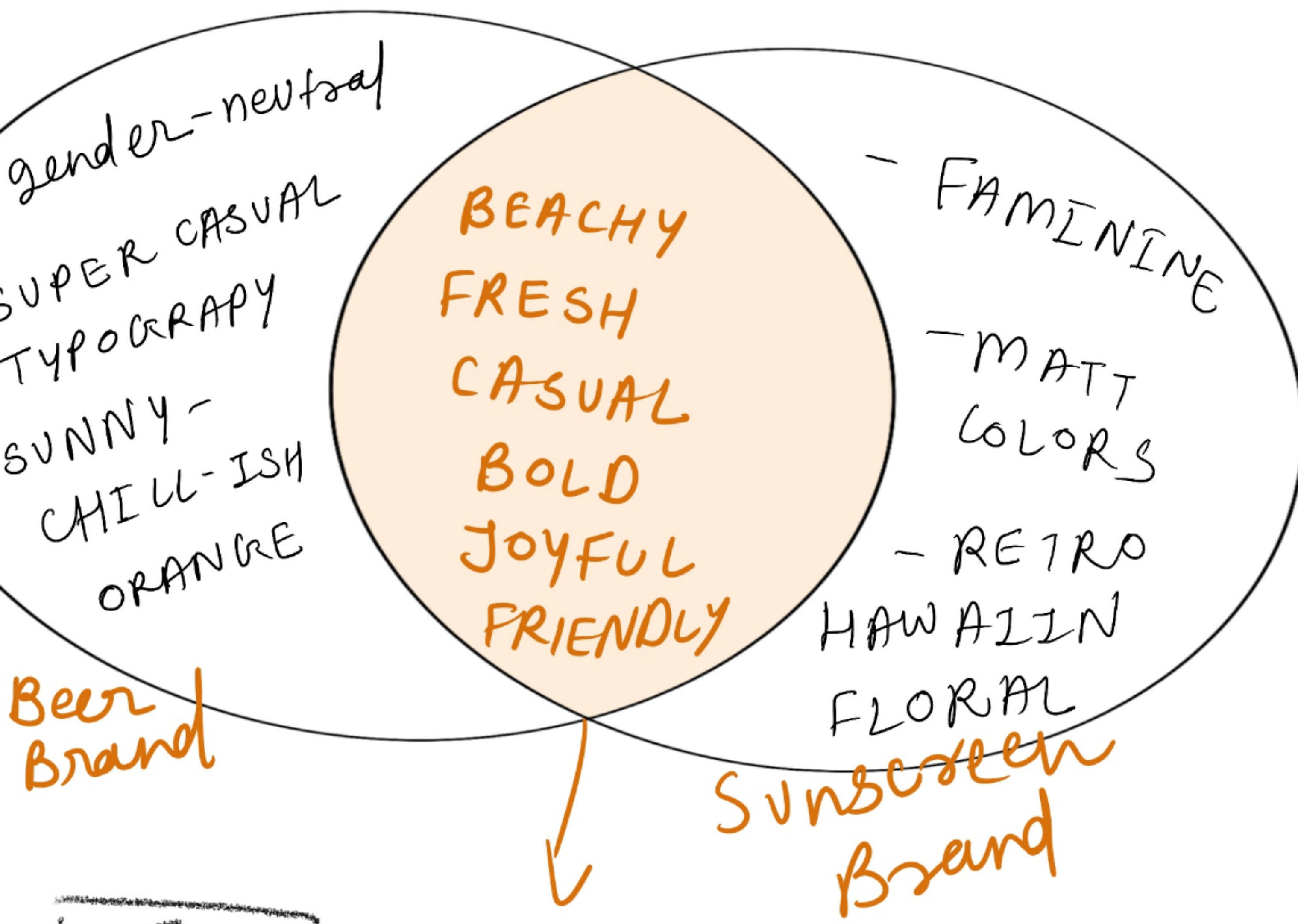
HAWAIIAN
Tropic

HAWAIIAN
Tropic



5 Key Points

- FEMININE LOOK & FEEL
- BEACH-Y, SUNNY, WARM
- CASUAL, GIRLISH, RETRO, HAWAIIAN
- FLORAL
- WARM AND MATT COLORS



Primary Brand



HAWAIIAN
Tropic

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