



Brand Development Guide

Contents

- 1 The company
- 2 Company history
- 3 Brainstorming
- 4 Philosophy and naming
- 5 Contemporary references
- 6 Historical references
- 7 Type explorations and
logotype development
- 8 Final logotype
- 9 Color palette and effects
- 10 Logomark and final logo
- 11 Secondary type
- 12 Image style
- 13 Modular system
- 14 Brand application

Company

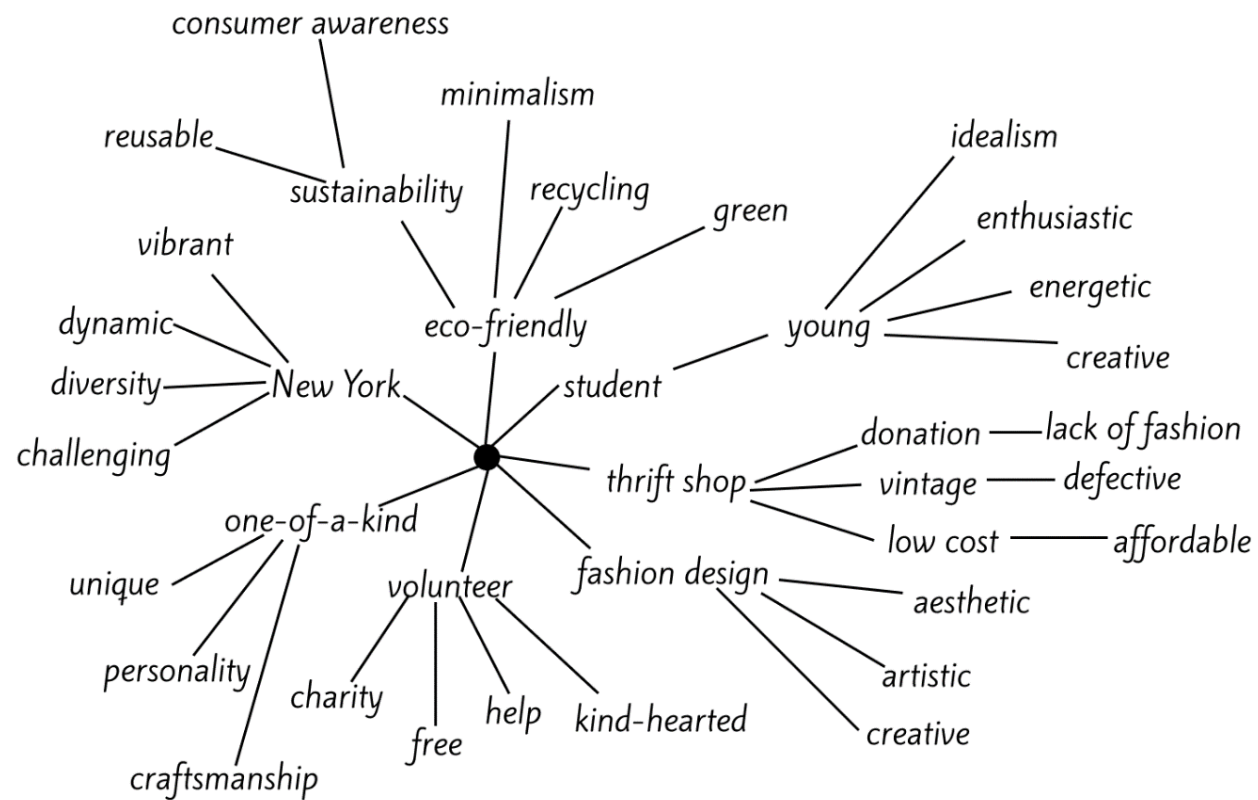
This start-up purchases unwanted clothes, then revamps them into unique, stylish pieces for resale.

History

Milo Hayes, an environmentalist, was a student of fashion design in New York. During the time when she was volunteering in a thrift store, she found some donated clothes, despite their good quality, struggled to find buyers due to a lack in style. Inspired by sustainability and creativity, she then had an idea of revamping these pieces into something unique and stylish. After graduation, Milo started working as a fashion designer. At the same time, she tried to make that idea come true by bringing together a team of enthusiastic and edgy fashion design students. Together they acquired unwanted clothes at affordable prices, transforming them into stylish, one-of-a-kind pieces for resale. 20% of the net income was donated to charity.



Brainstorming



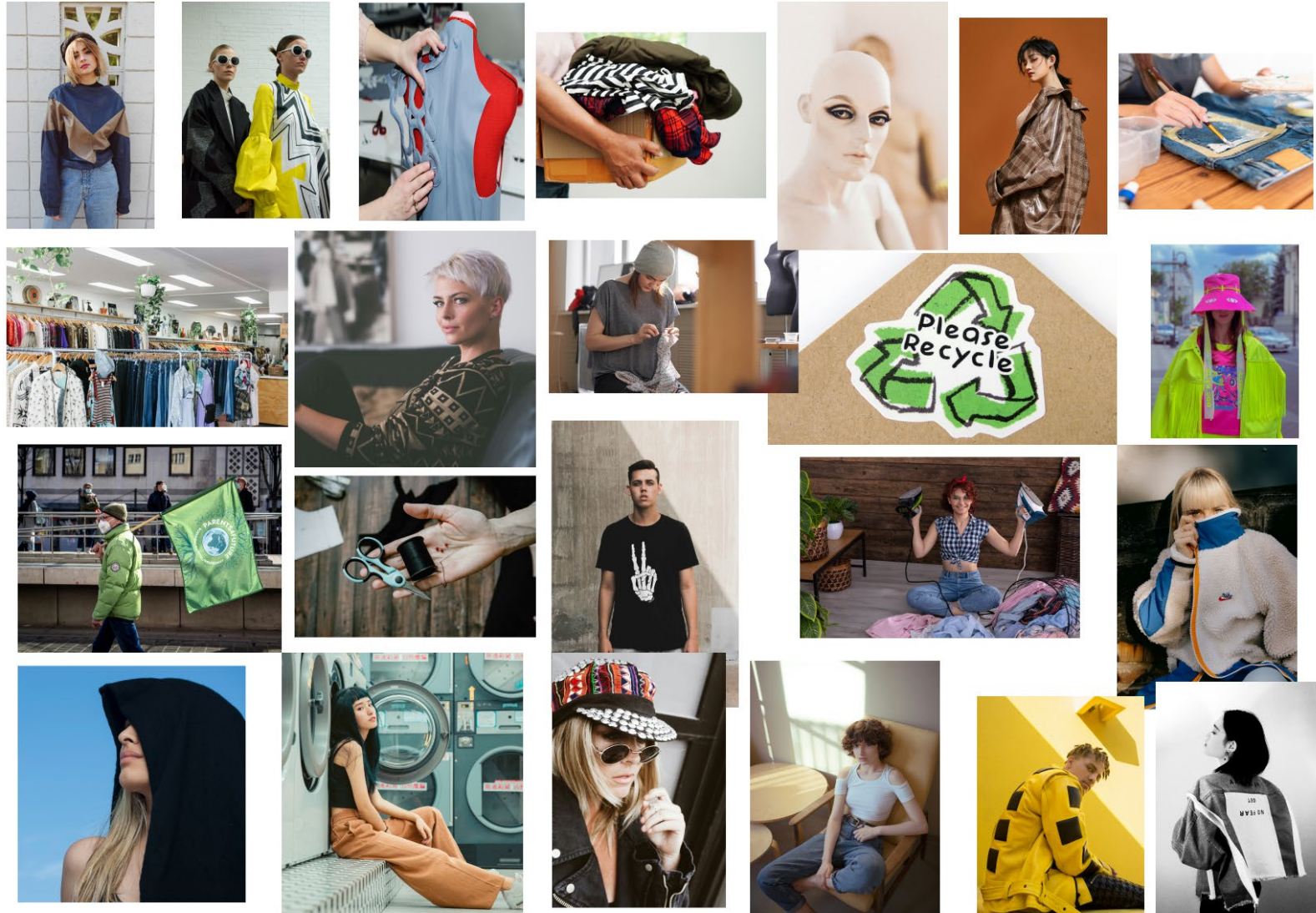
Philosophy

1. Environmentalist
2. One-of-a-kind
3. Personality
4. Stylish

Naming

1. **ReVamp**
2. RevampQuirk
3. RevampSter
4. VampSter

Contemporary References



Historical References



Type Exploration

REVAMP

ReVamp

REVAMP

ReVamp

ReVamp

Logotype Development

ReVamp

Re Vamp

Re Vamp

Re\amp

Re\amp

Re\amp

Final Logotype

ReVamp

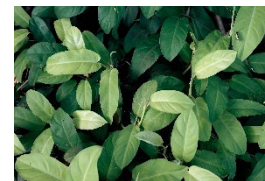
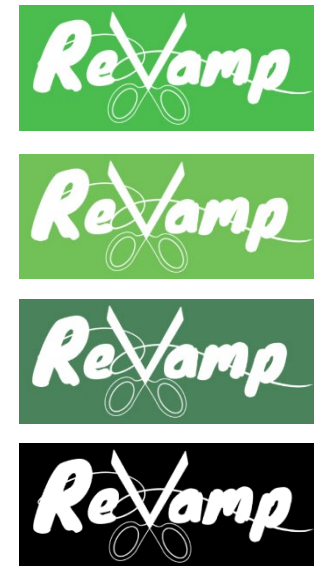
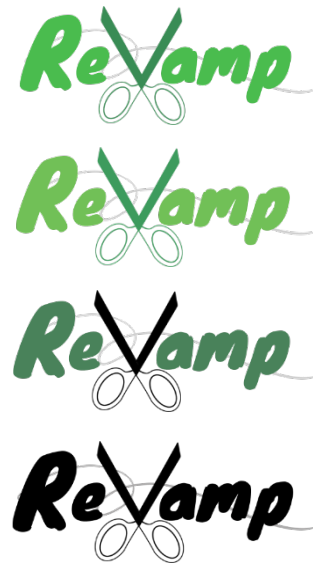
ReVamp

ReVamp

ReVamp

ReVamp

Color Palette and effects



Mark



Final Logo



Secondary Type

Fashioning wonder from waste

We purchase clothes you don't want

We purchase clothes you don't want

We purchase clothes you don't want

We purchase clothes you don't want

Milo Hayes, an environmentalist, was a student of fashion design in New York. During the time when she was volunteering in a thrift store, she found some donated clothes, despite their good quality, struggled to find buyers due to a lack in style. Inspired by sustainability and creativity, she then had an idea of revamping these pieces into something unique and stylish. After graduation, Milo started working as a fashion designer . At the same time, she tried to make that idea come true by bringing together a team of enthusiastic and edgy fashion design students. Together they acquired unwanted clothes at affordable prices, transforming them into stylish, one-of-a-kind pieces for resale. 20% of the net income was donated to charity.

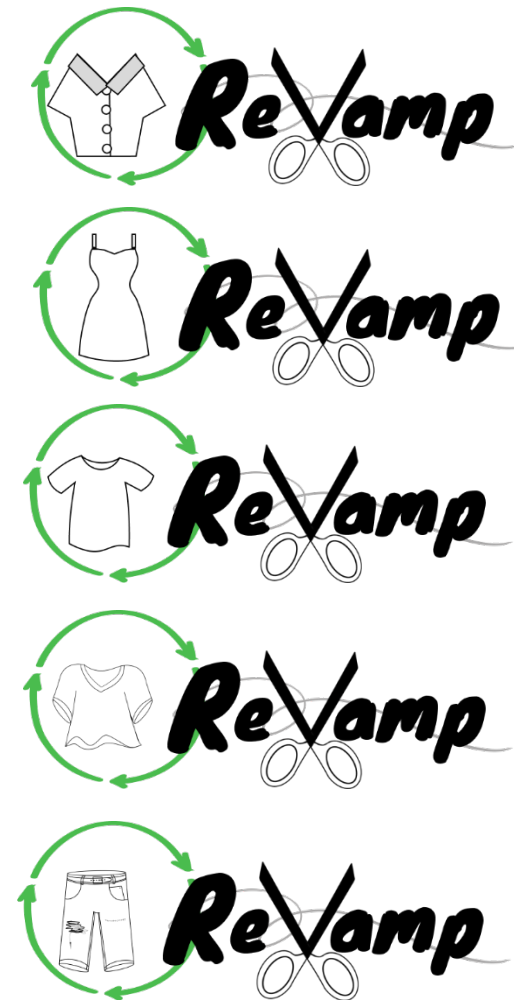
Image Style



Modular System



A series of custom designed clothes are used to replace the clothes icon in the green recycle circle. Customers will be able to design their own clothes icons and upload them to the Revamp website.



Brand Applications

Poster



T shirt



Shopping bag



Mobile app

