

Fetz Otto Swimwear

Branding

Print Design



Fetz Otto Swimwear is a luxury brand blending beauty, detail, and comfort, designed for women in their 20s to 40s who value quality over price.

This project focused on creating a cohesive identity with a wave inspired logo, elegant typography, and a refined color palette, as well as Instagram post mockups and business cards, capturing the brand's vibrant yet sophisticated essence.

Typography

Minion Variable Concept

Titles

Tracking: 200

Leading: 150% of the font size

Adorn Garland

Key Words in Titles

Tracking: 200

Font Size: 150% of the subtitle size

Avenir Light

Body Text

Tracking: 100

Leading: 143% of the font size

Font Size: No more than 85% of the title font size

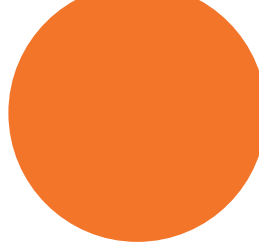
Colors

#F2E0D5

#877266

#F3752A

Graphic Elements



Circles to represent the sun and balance

Non-rounded rectangles of any proportion to frame sections



These wave lines mirroring the lettermark and representing waves and intricate stitching

Example Usage



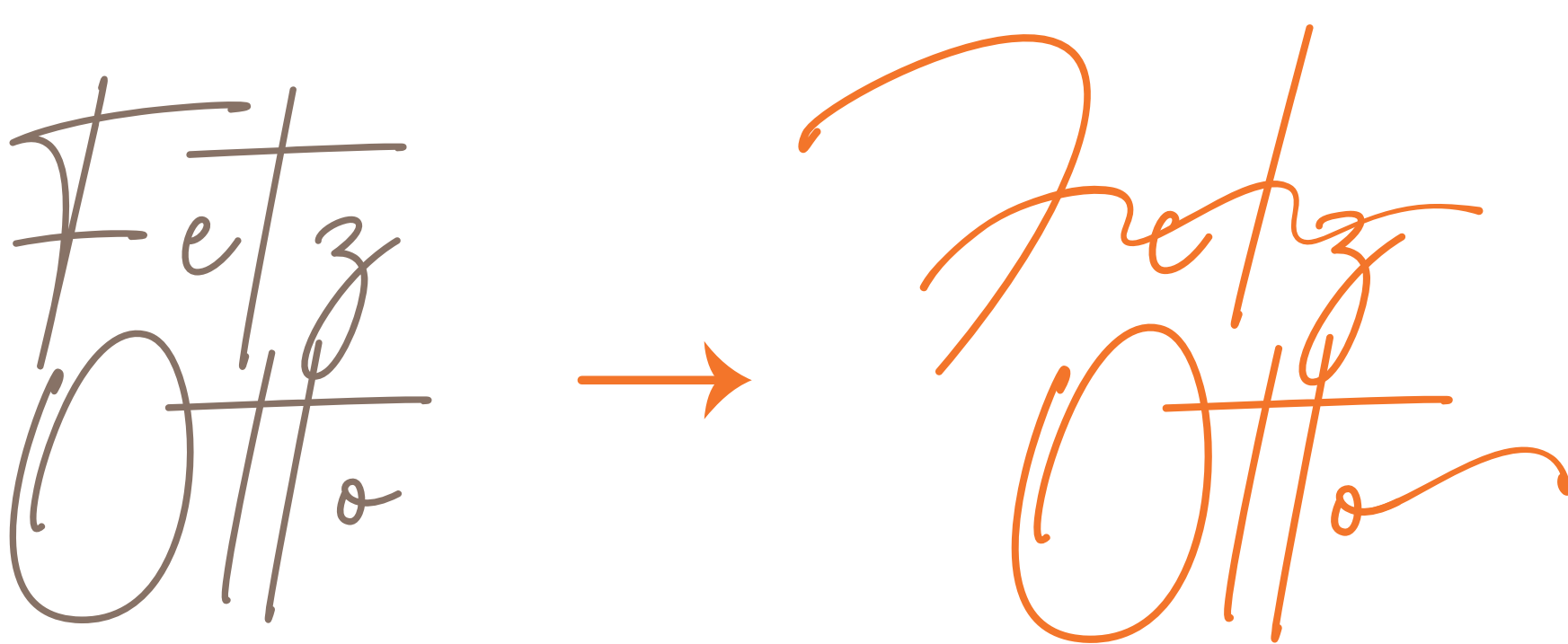
emphasizing your key words in subtitles.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat vo.

Fetz Otto Style Guide

Logo

The logo wordmark is a modified version of a script font.



Logo Font:

South Australia
ABCabcdeghijklmnopqrstuvwxyz
123456789

Business Card



Front



Back

Instagram Mockup

