

Brand Identity Guide:



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## Mission Statement

Our mission is to curate and connect pre-loved treasures with their new owners. Through thrifting, selling, and up-cycling, we transform and extend the life cycle of vintage pieces, creating a platform that celebrates the beauty of reinvention and the joy of discovery.

### Physique

- Modern
- Simplistic
- Creative

### Personality

- Friendly and approachable
- Creative and innovative

### Relationship

- Builds a sense of community among customers
- Offers personalized and memorable shopping experiences

### Culture

- Committed to environmental sustainability
- Values history and story telling of its items

### Reflection

- Eco-conscious, fashion-forward people, and part of a creative community

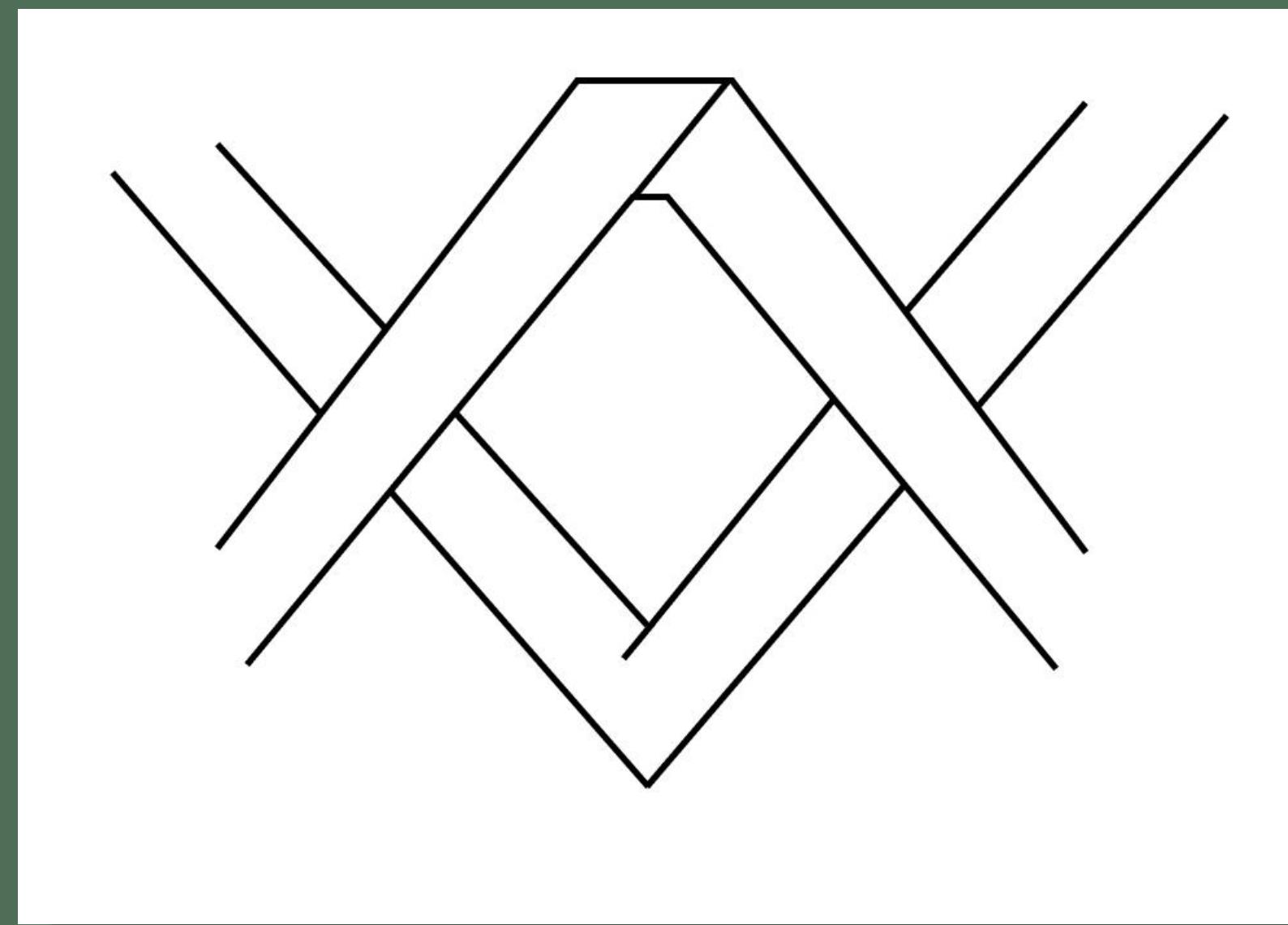
### Self Image

- Customers see themselves as trendsetters and feel a sense of pride in their finds
- Feel good in contributing to the sustainability movement

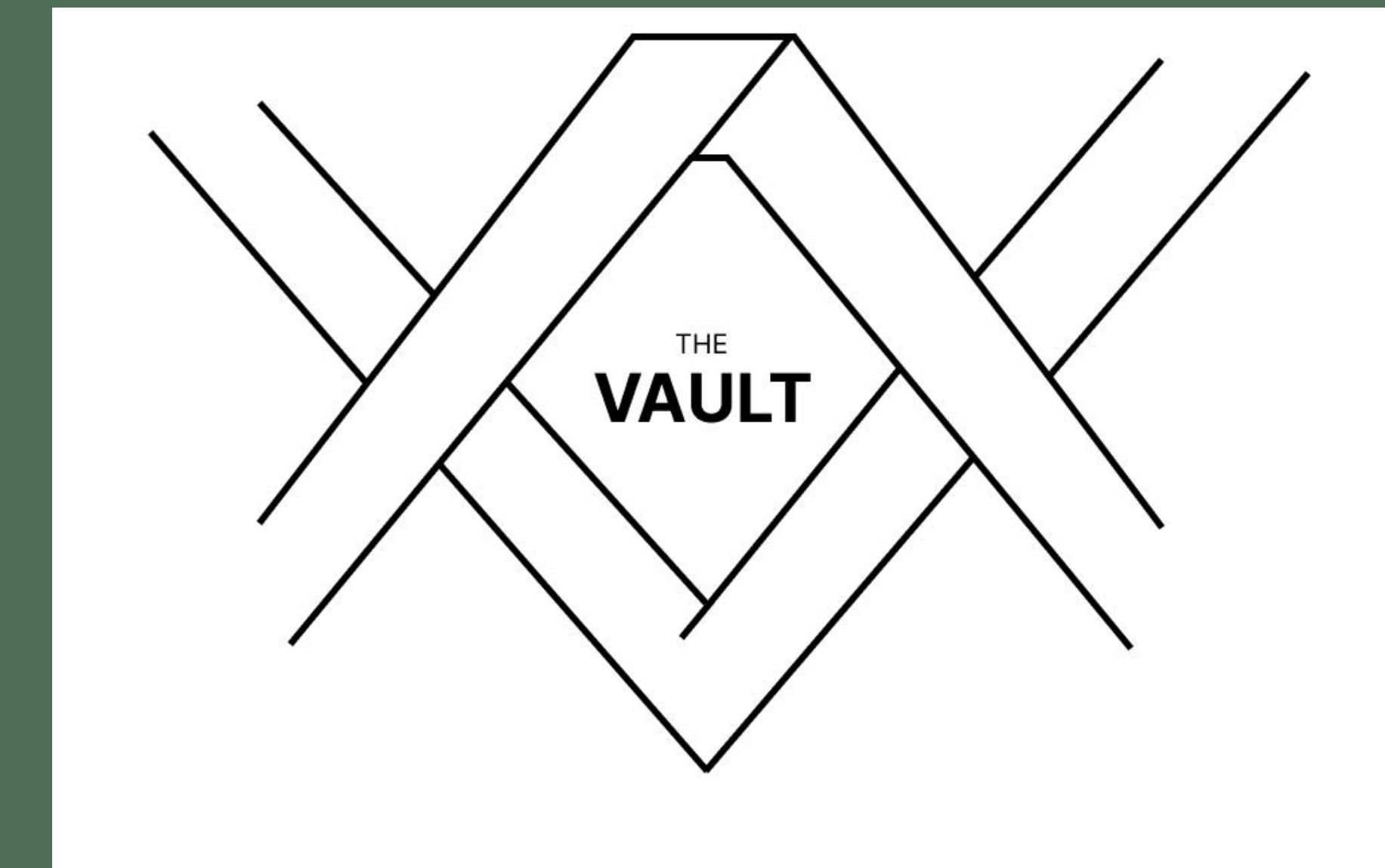
## Logos

- Incorporated a V in our design representing the Vault
- Resembles a vault which gives viewers a visual of our brand
- Vaults are also known to have valuable items which portrays value in our products

Main Logo



Icon Logo



Extended Logo

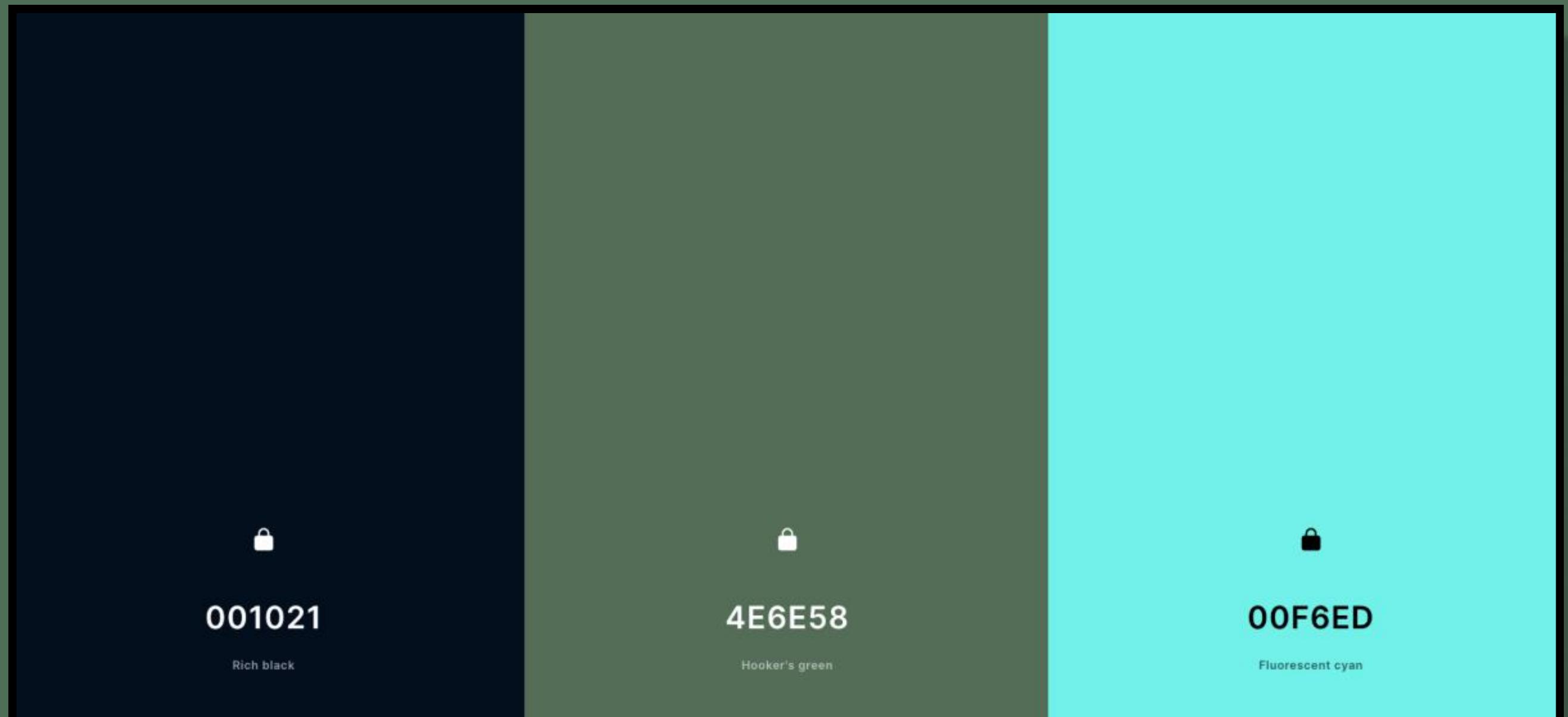
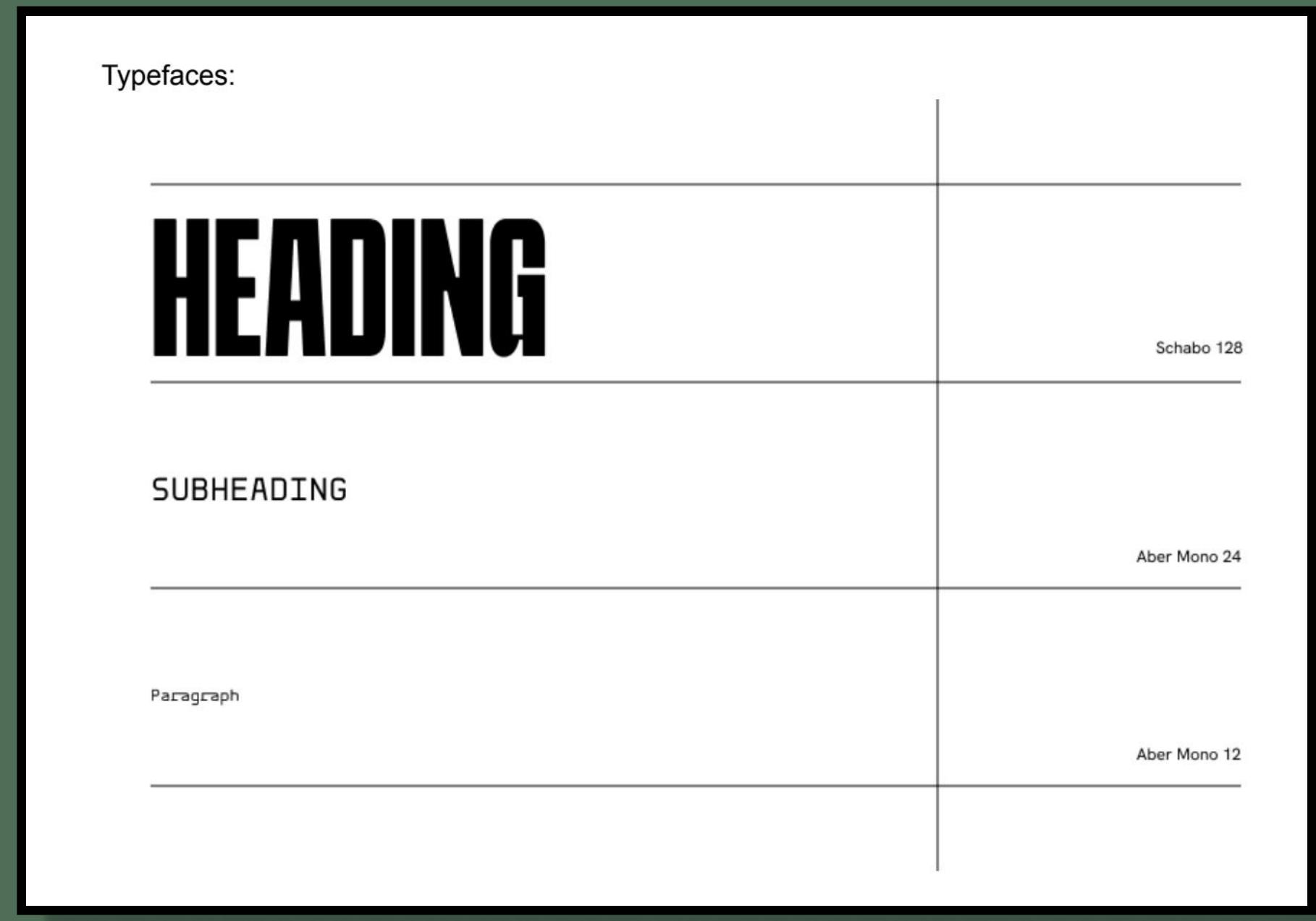


## Typefaces

- Strong
- Neat
- Modern

## Colors

- Bold
- Represents sustainable products
- Easily noticeable
- Eye catching
- Resemble colors associate with recycling and the planet



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 THE VAULT

Home Collections Brands About Us



# The newest, coolest, socially conscious brand

Through thrifting, selling, and upcycling, the Vault transforms and extends the life cycle of vintage pieces, creating a platform that celebrates the beauty of reinvention and the joy of discovery.

[Explore →](#)

## Trending Collections

Have a look on what's trending now!

The website aims to introduce "THE VAULT" as an innovative, sustainable brand in the vintage fashion industry. The design guides the user to explore and engage with the brand's narrative, collections, and values. The "Explore" CTA button is strategically placed to lead users into the product experience, showcasing the collections and encouraging them to be a part of the brand's journey towards sustainable fashion. This business card for "THE VAULT" efficiently promotes the eco-conscious vintage clothing with a sleek design that offers a first-purchase discount and easy digital access via a QR code.

## Trending Collections

Have a look on what's trending now!



Vintage Las Vegas Tee

Price: \$25.00



Blue Raglan Baseball Tee

Price: \$30.00



Cool White Shirt

Price: \$15.00

View All →

Wrap yourself in the luxury of rich, warm fabrics and classic designs that never go out of fashion. From luxurious wool coats to intricate knitwear, our pieces are poised to elevate your style as the temperature drops.



## Winter Collection

We consider your look and comfort on cold weather.

Explore →

Embrace the winter season with THE VAULT's exclusive Winter Collection, where vintage meets vogue in a symphony of sustainable style. Each item in our collection is handpicked for its timeless elegance and enduring quality, ensuring that your cold-weather wardrobe is both chic and eco-conscious.

## Summer Collection

We consider your look and comfort on scorching weather.



Revel in unique, vintage finds that blend classic charm with contemporary flair, all while making eco-friendly choices. From breezy linens to vibrant prints, our summer treasures await to add that special touch of history to your modern wardrobe.



Explore →

More of our website!