



Table of Contents



- | | |
|----|-------------------------------------------------------------|
| 2 | Logo Development
Color, Black/White, Improper use |
| 6 | Color Representation
Color Swatches |
| 8 | Typefaces |
| 11 | Mockups
Storecard |
| 12 | Mockups
Labels and tags |
| 14 | Mockups
Bag and tissue paper |
| 16 | Advertisement
Mockup and description |
| 18 | Images
Color and content |

Logo Development

Logo



C L O T H I N G

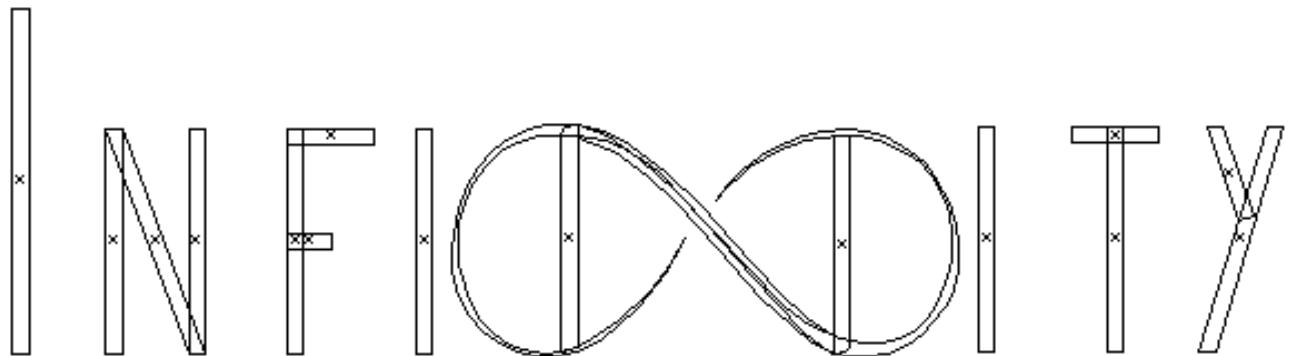
| N F |  I T Y

| N F |  I T Y

| N F |  I T Y

Logo Development

Font



The font was created specifically for this brand with the use of shapes and vectors in Adobe Illustrator. The font was created to be seen as neat and simple.



Sizing

Logotype should never appear smaller than 1 inch.



Proportions

Keep logotype at orginal proportion. Do not stretch the width or height of logo alone



Coloring

Keep coloring consistent with orginal color scheme. Do not alter colors or add opacity.

Color palette

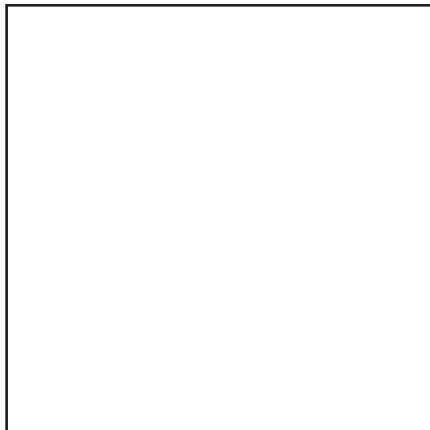
Description



This brand is built on simplicity, using primarily the colors white and black with a minor splash of color.

The minor color used is purple, meant to symbolize royalty, luxury, and mystery.





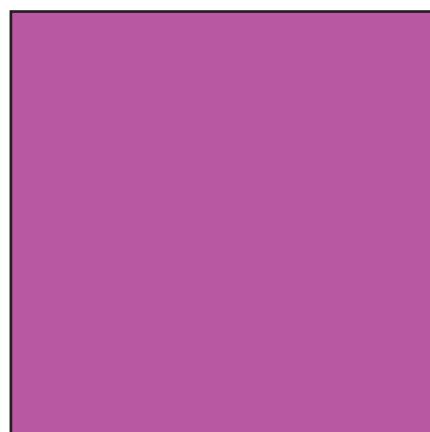
R: 255 G: 255 B: 255

White



R: 0 G: 0 B: 0

Black



R: 185 G: 88 B: 161

Pantone Purple U

Typefaces

Typefaces used

Light



Jura

Regular



Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0



a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0



a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

Mockups

Storecard





The front of the store card contains all of the information. The logo rests at the top appearing the largest. Followed by the location and contact details (Jura light, 8pt).

The back of the card is just plain black with the sole infinity sign on the card.

Mockups

Clothing label





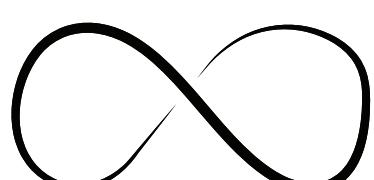
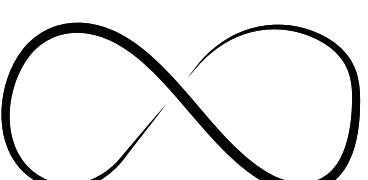
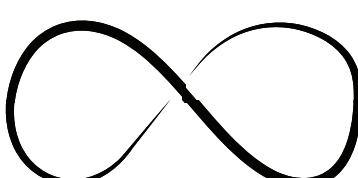
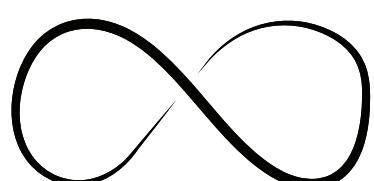
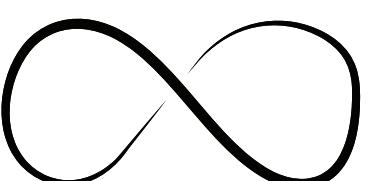
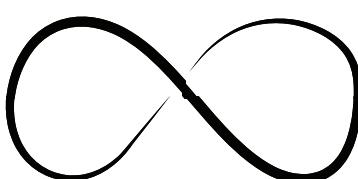
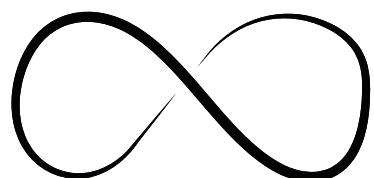
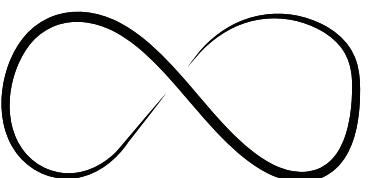
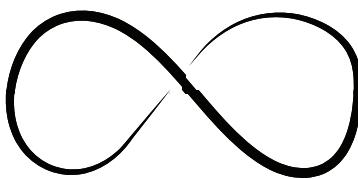
Mockups

Shopping bag



Mockups

Tissue paper



Mockups

Advertisement



Advertisement

INFINITY

∞

CLOTHING

SPRING COLLECTION
COMING SOON

(123) 456 - 7890 2 Patriot Place,
Foxborough MA 02035 infinityclothing.com

Sticking with the idea of the brand, the advertisement is built on the idea of simplicity and mystery. The idea was to make the new collection the first item you see, and after that all that you need is the store name and where to find it.

Mockups

Images

The use of images going further should reflect on what you see here. Images should represent the ideals of the brand: royalty, luxury, and mystery.



