

Brand Kit

Brand Name Choices

Safe Space Sweaters

Feedback:

- Inviting and warm name
- Would definitely make people ask questions about the brand
- Might be too long
- Alliteration

Sarah's Sweaters

Feedback:

- Feels more personal and family-like
- Is a better length and keeps the alliteration
- Could be too vague and doesn't keep brand idea in mind like the other one does

My responses were almost evenly split in preferences, but I have decided to go with Sarah's Sweaters as the name because of length purposes and brand versatility purposes. Safe Space Sweaters sets too much of a narrative.

Font Choices

Bright Retro

Garet Book

Argent

Feedback:

- Easier to read
- Not as artsy/creative

TAN Meringue

Garet Book

Argent

Feedback:

- Pretty artsy
- Could be difficult to read

Bright Retro will be my main font as it is easy to read but has some flair. Garet book will be my font for subheadings and Argent will be my main paragraph text font.

Mission Statement Choices

Option A:

Our mission at Safe Space Sweaters is to bring warmth and empathy to thoughtful individuals by donating sweaters to those in need.

Option B:

Safe Space Sweaters offers a unique fashion experience for thoughtful shoppers by donating a sweater to an underserved community for every sweater purchased.

The consensus was option B, however it was suggested to find a way to shorten it. For now, I will stick with option B.

Color Swatch Choices

A: muted reds and browns



Everyone preferred the warmth of the red tones.

B: muted greens and browns



Logo Options

logo A



logo B



Logo A was too confusing as the drawing is small and dark, whereas logo B is much more obvious.

Slogan Options

slogan A

Share the warmth with Sarah's
Sweaters.

slogan B

Bundle up with Sarah's Sweaters.

Slogan A was preferred because it is more descriptive of the brand purpose.
Slogan B could be utilized in a different marketing scheme.

brand kit:

Sarah's Sweaters

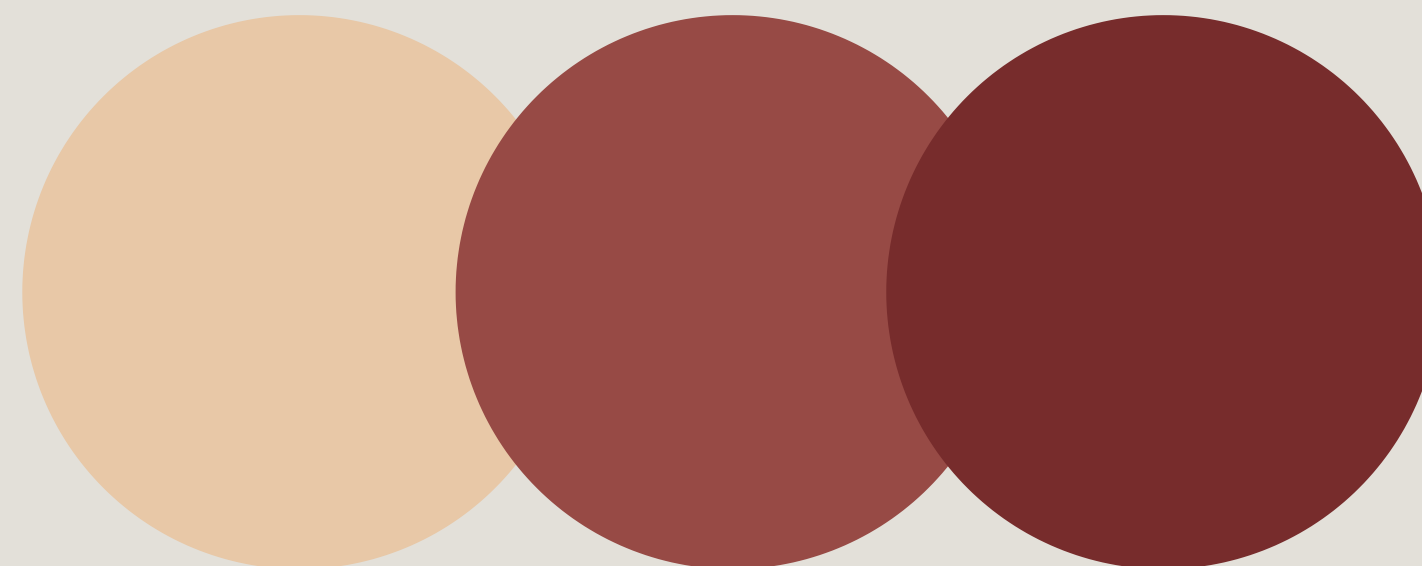
designed by Sarah Pell

Share the warmth with
Sarah's Sweaters.



Sarah's sweaters

Safe Space Sweaters offers a unique fashion
experience for thoughtful shoppers by donating
a sweater to an underserved community for
every sweater purchased.



Appendix

Brand Script and Responses
