



THE EMPEROR

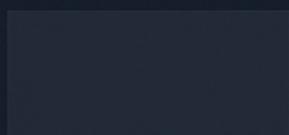
BESPOKE CLOTHING

Typography

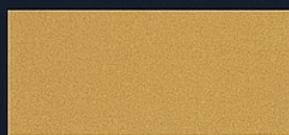
Name of Elegant Serif Font

Name of Clean Supporting Font

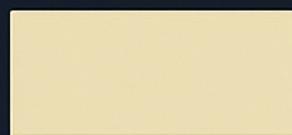
Color Palette



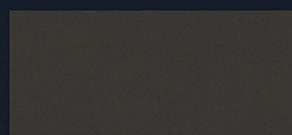
Midnight Navy



Heritage Gold



Ivory White



Charcoal Gray

Imagery



Project Scope

- The Emperor is a new label for fully customized clothing
- Development of brand guidelines to serve as a blueprint for all branding and marketing efforts
- Ensure a cohesive and sophisticated brand identity across all customer touchpoints

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Step 5: Brand Applications

Consistency across all applications ensures our brand feels premium at every touchpoint, whether a client is interacting with us in person or through a digital medium.

BRAND MANUAL