

# PURPLE SILK

---

**BRAND BOOK**

# *CONTENTS*

---

Introduction

---

The brand

---

Logo

---

Color Pallet

---

Typography

---

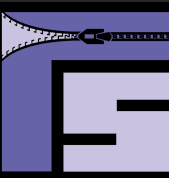
Key words

---

Swag

---

Website

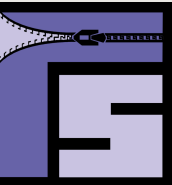


# ***Introduction***

---

**“Inject the purple into the body”**

Welcome to my clothing store, a start-up luxury clothing store. We hope that every time people see our unique purple in the store, they will think of Purple Silk. We will introduce the best design materials and silks in the Chinese market to satisfy our customers.



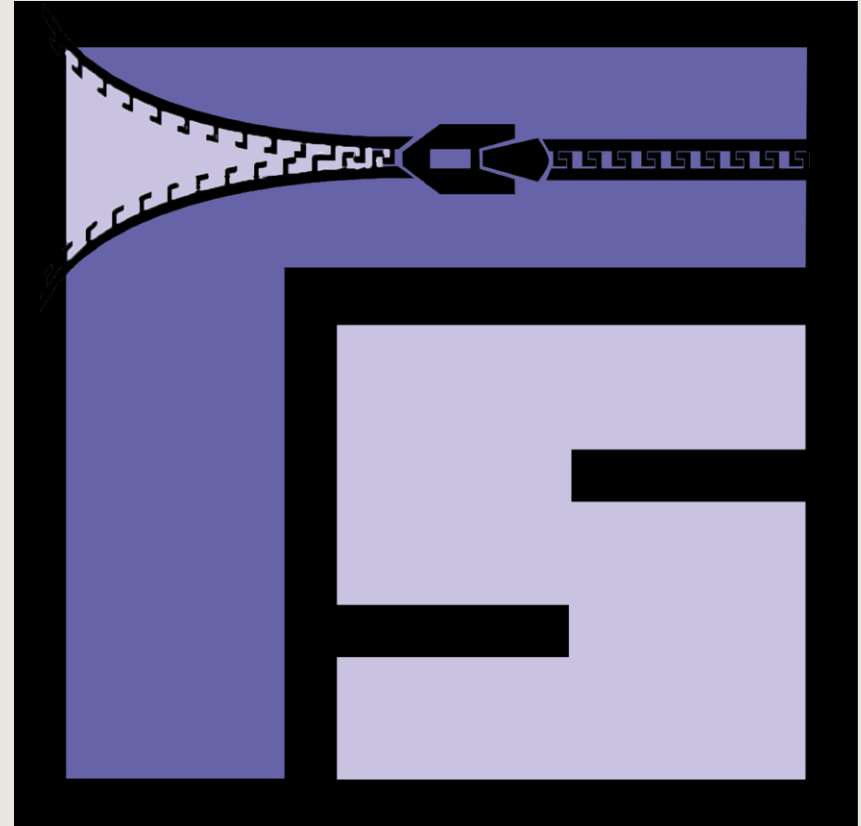
# ***The brand***

## **“project purple”**

**Focus on online and offline physical store operation, selling purple as the main color of clothing and all kinds of silk fashion items. You can search for our products on all major platforms and some offline stores.**



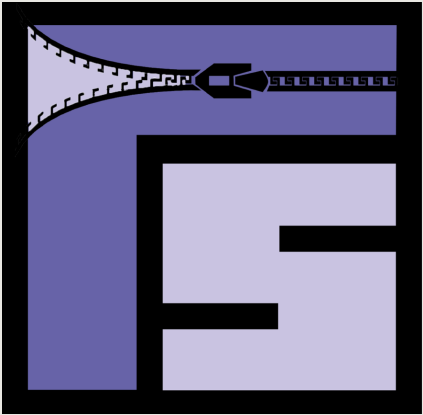
*logo*



*Purple Silk*

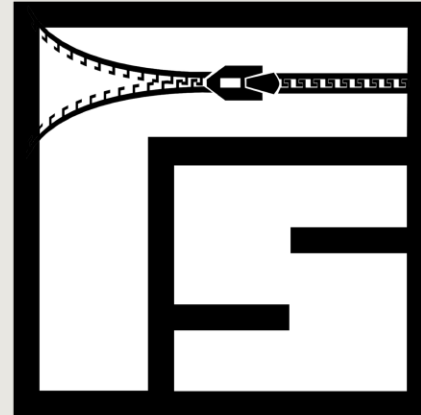
# *logo versions*

---



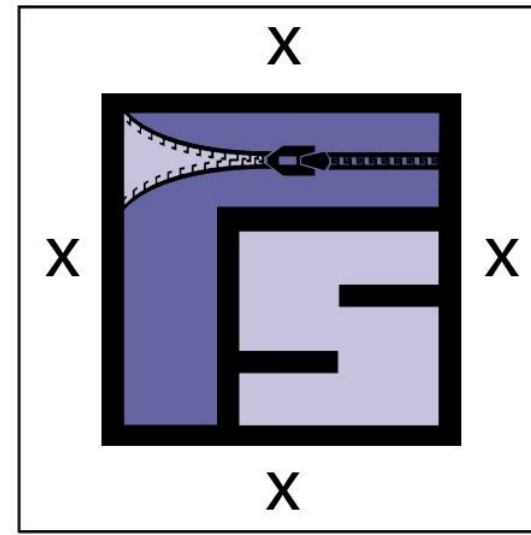
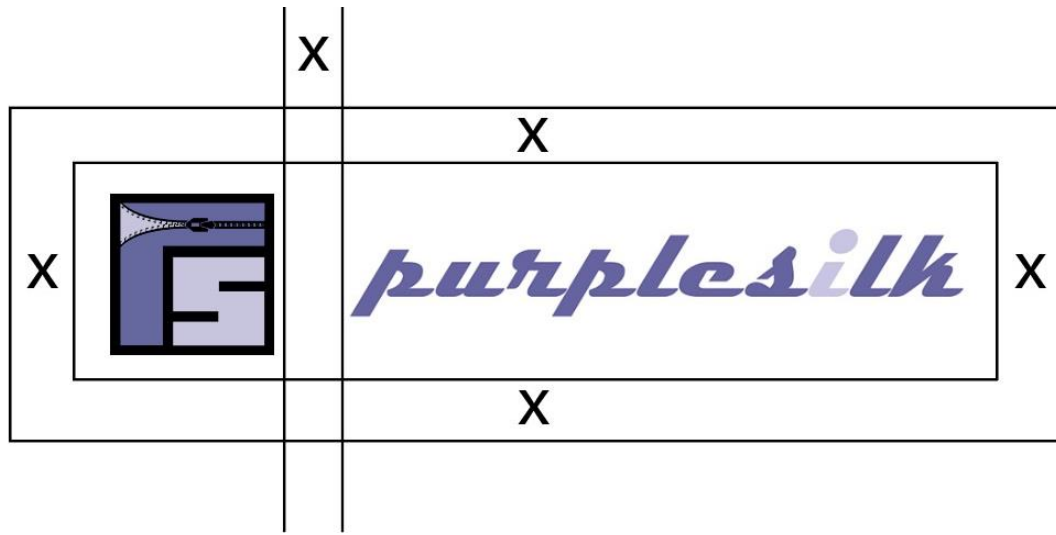
## **Original logo**

The original logo was mostly on clothing whose main color is purple.



## **Black**

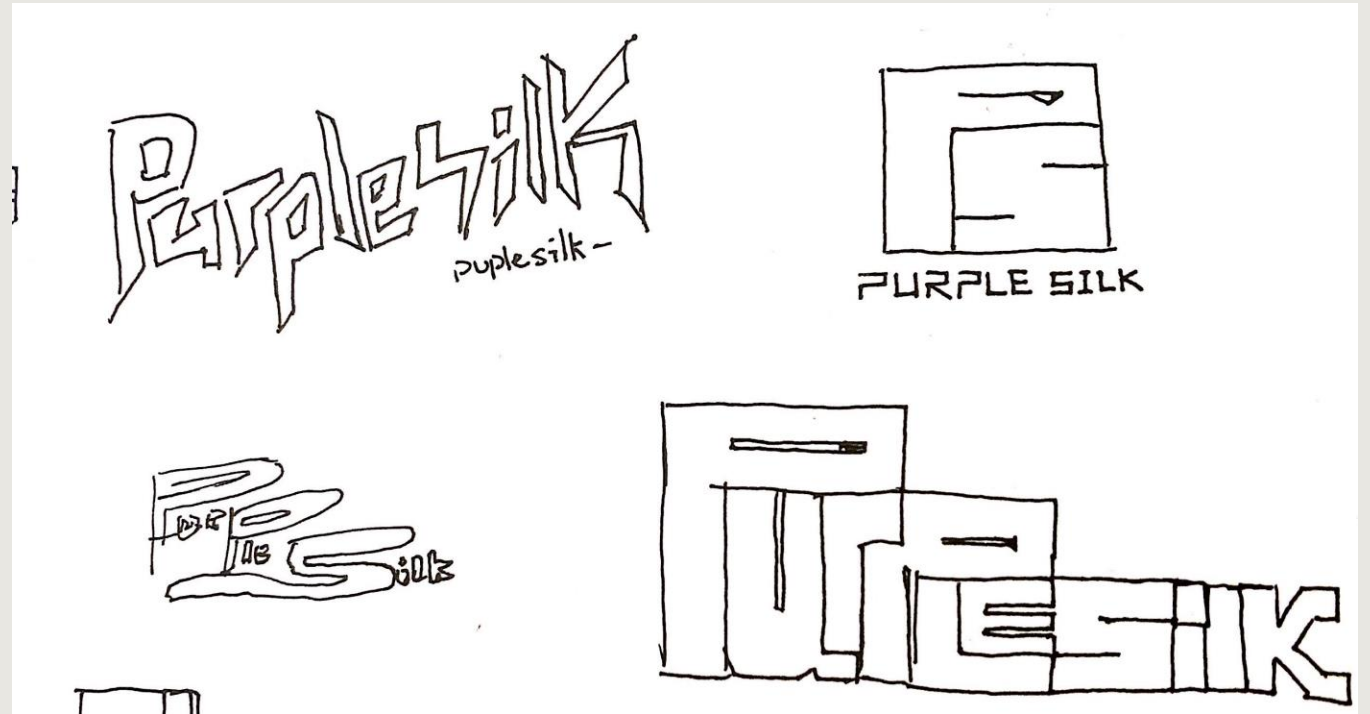
The black logo is mainly on the main color of black and white clothing.



# *logo clear spece*

Left 5mm in the margin, make sure there is no other logo, lock, text or phrase that intrudes on the logo.

# *logo design process*



Designed 4 styles of patterns on the draft, and selected the most simple and inclusive logo







+

**P**

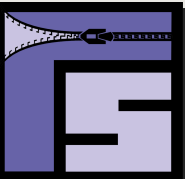
+

**S**

# Design inspiration

---

- Zipper: The zipper design on the logo is due to the corresponding brand theme.
- Purple : Purple is the color theme element of clothing store.
- Silk : Silk is the main material used in clothing.



# ***Color Pallet***



- #6762a8
- Red : 103
- Green : 99
- Blue : 168
- C.70 M.65 Y.9

- #c9c3e6
- Red : 201
- Green : 195
- Blue : 225
- C.25 M.24 Y.2

Purple



# Typography

*Magneto*

*ABCDEF GHIJK LM*

*NOPQR STUVW XYZ*

*abcdefghijklm*

*nopqrstuvwxyz*

*1234567890*

Calibri

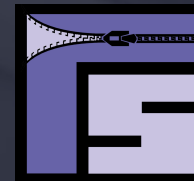
ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890



# ***Keywords***

- Silk clothes
- Silk pants
- Purple hoodie
- purple T-shirt
- purple hat
- purple coat
- purple socks
- Silk cloth
- Silk accessories
- Double fleece
- Purple wool sweater

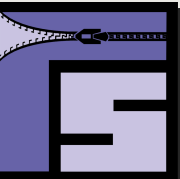
# *Swag Items*

---



# ***Email subject line***

- You can get 20% discount and free shipping if you buy more than \$200.
- In addition, more than \$500 of consumers can register our store members, members of the points system to exchange part of the free items.



# website

