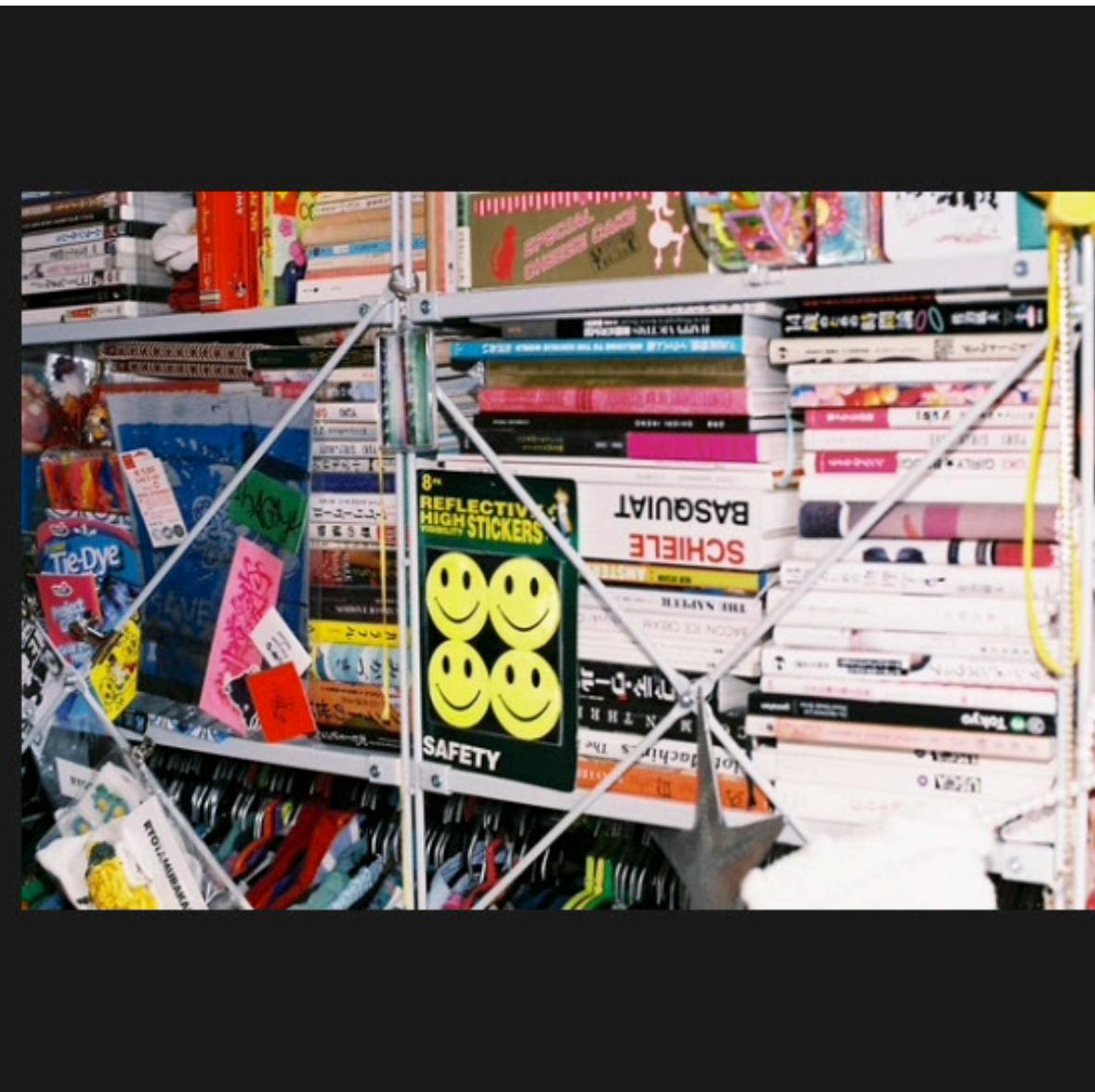
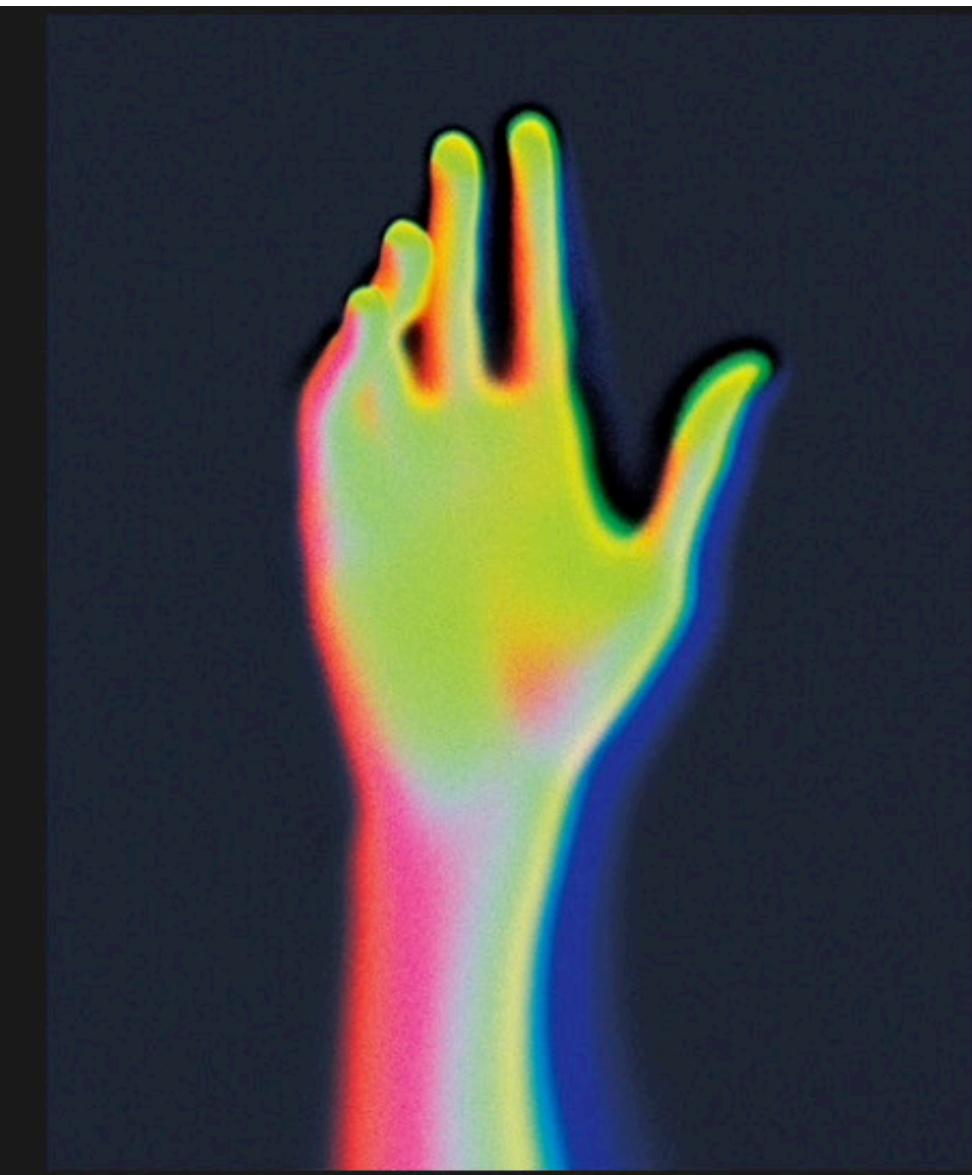
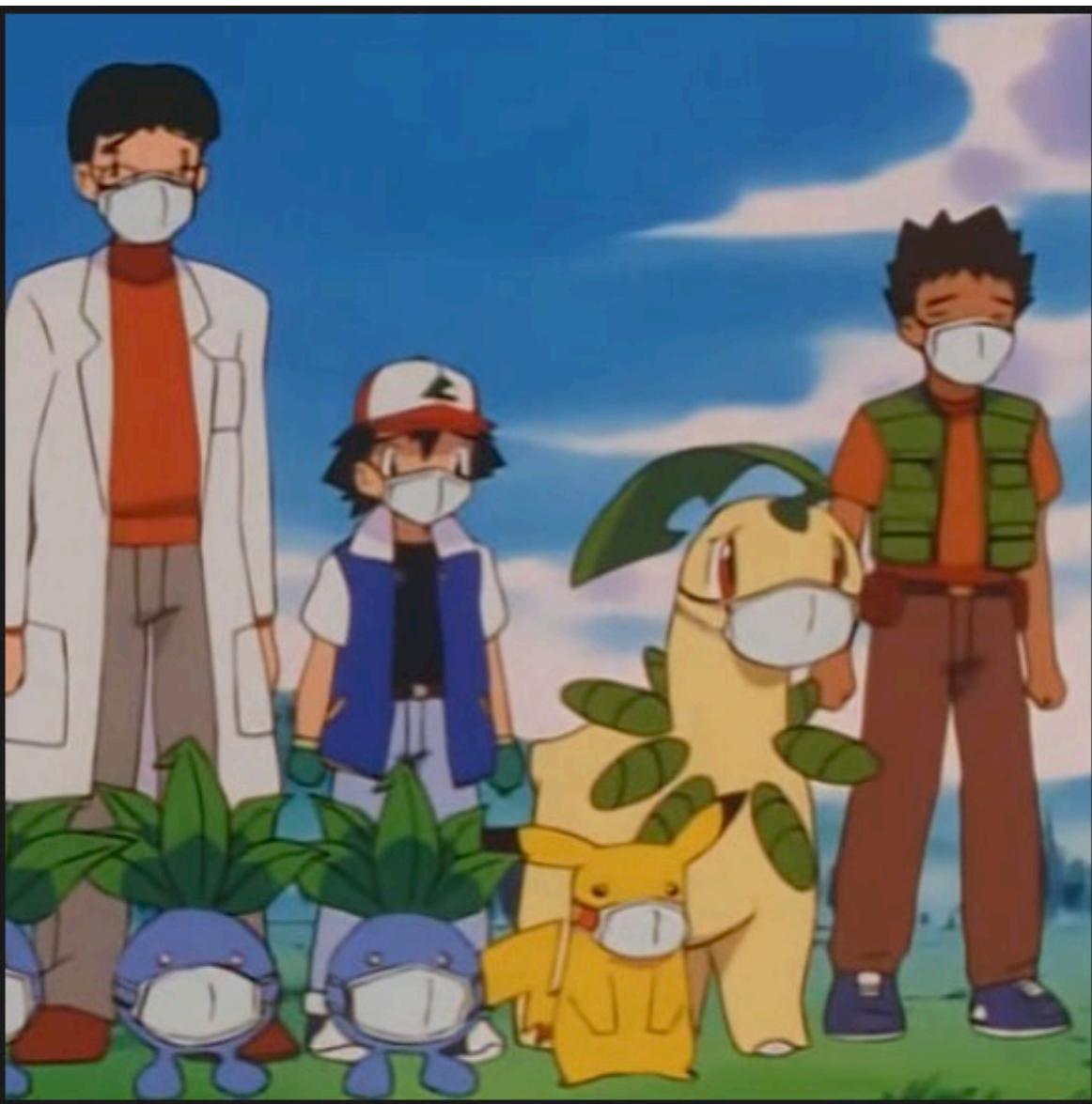
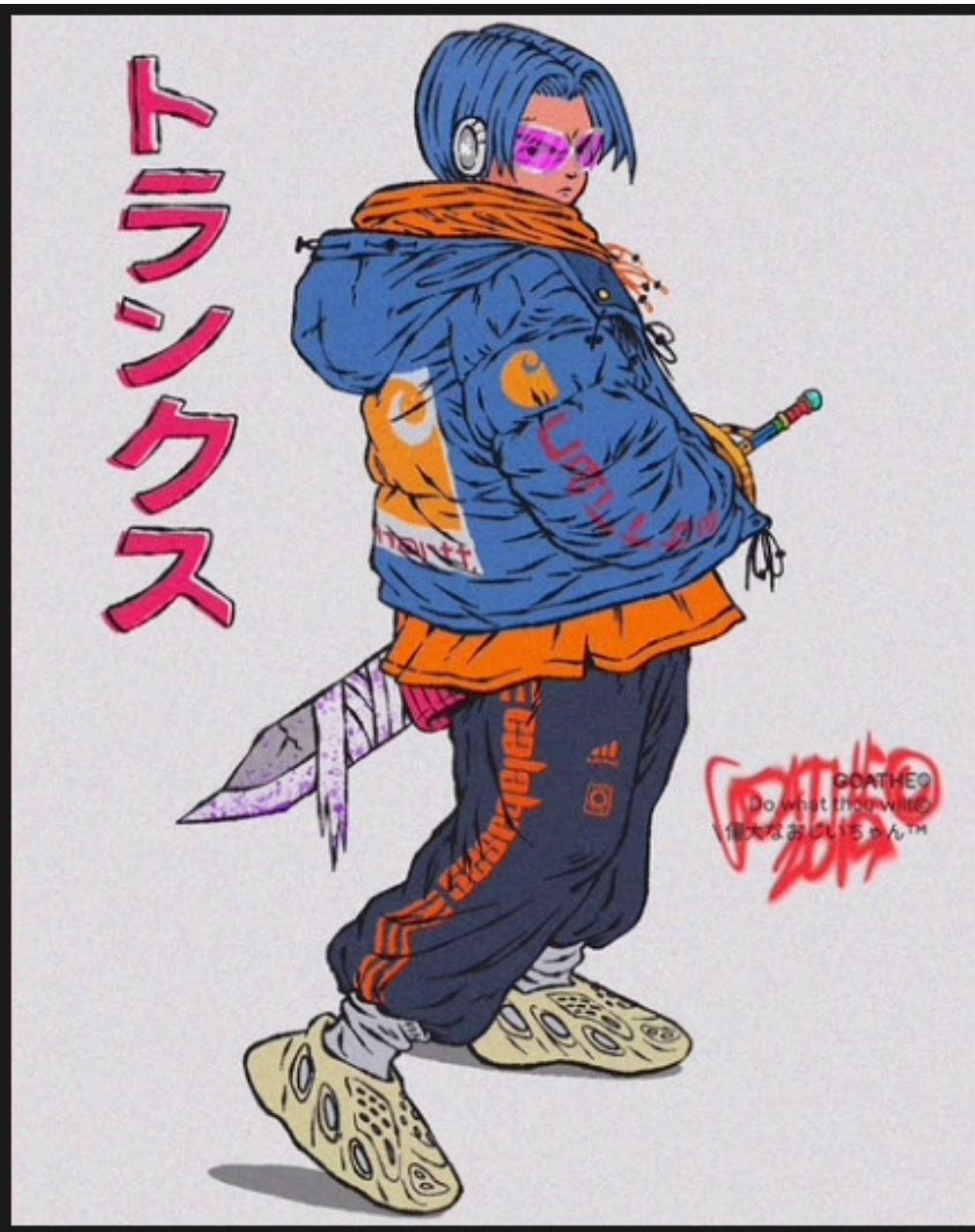
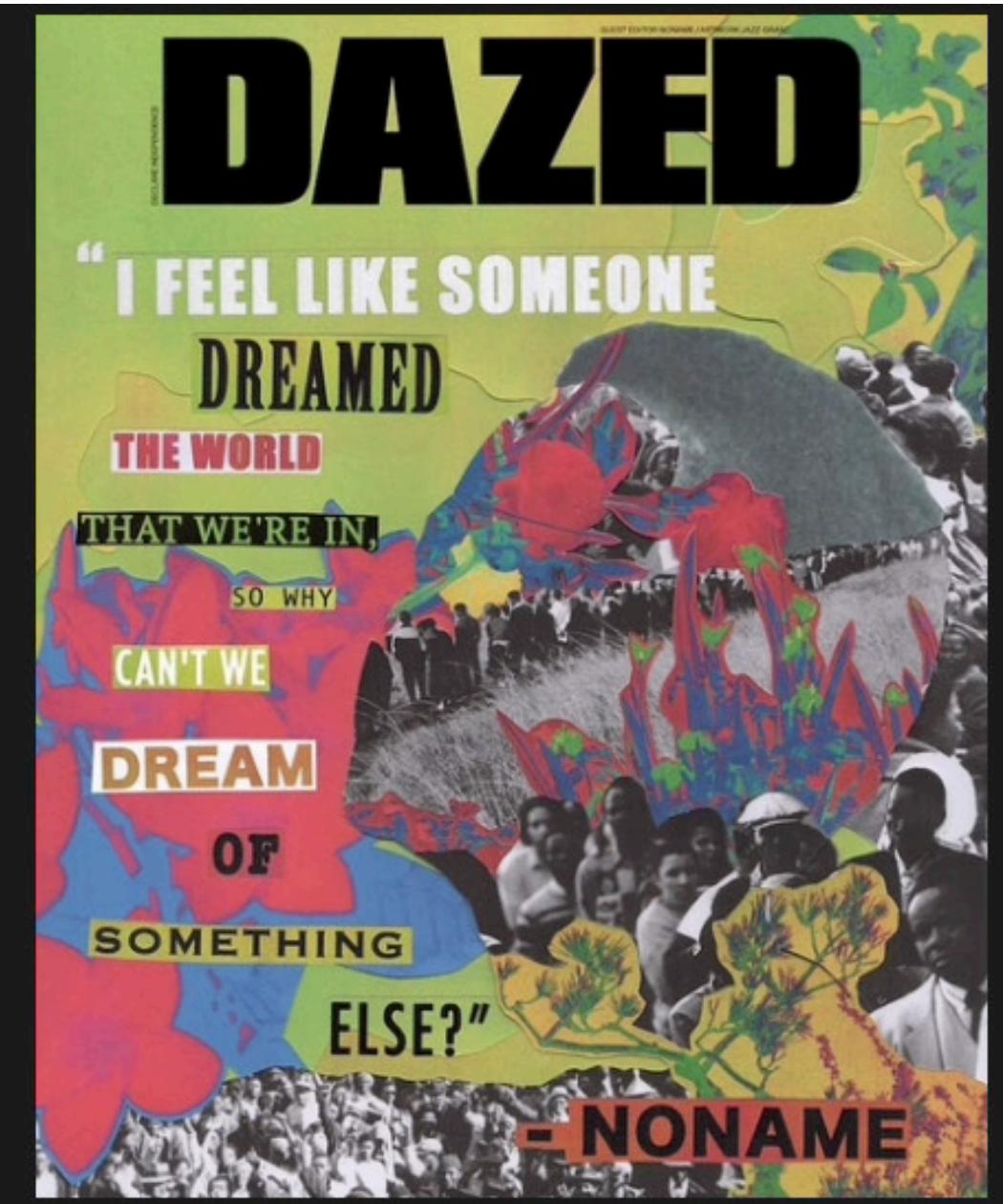
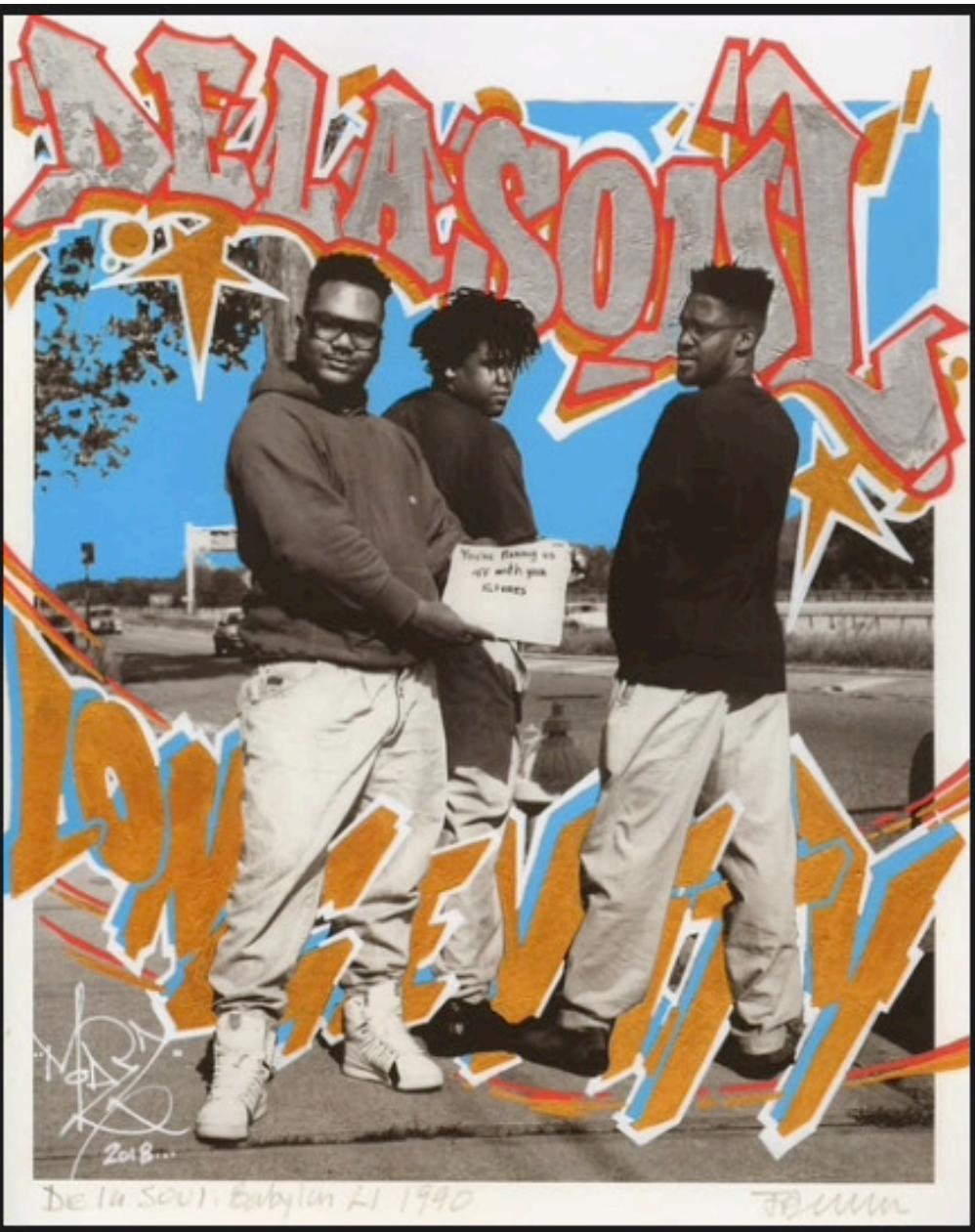


center earth

f/w twenty-twenty

moodboard



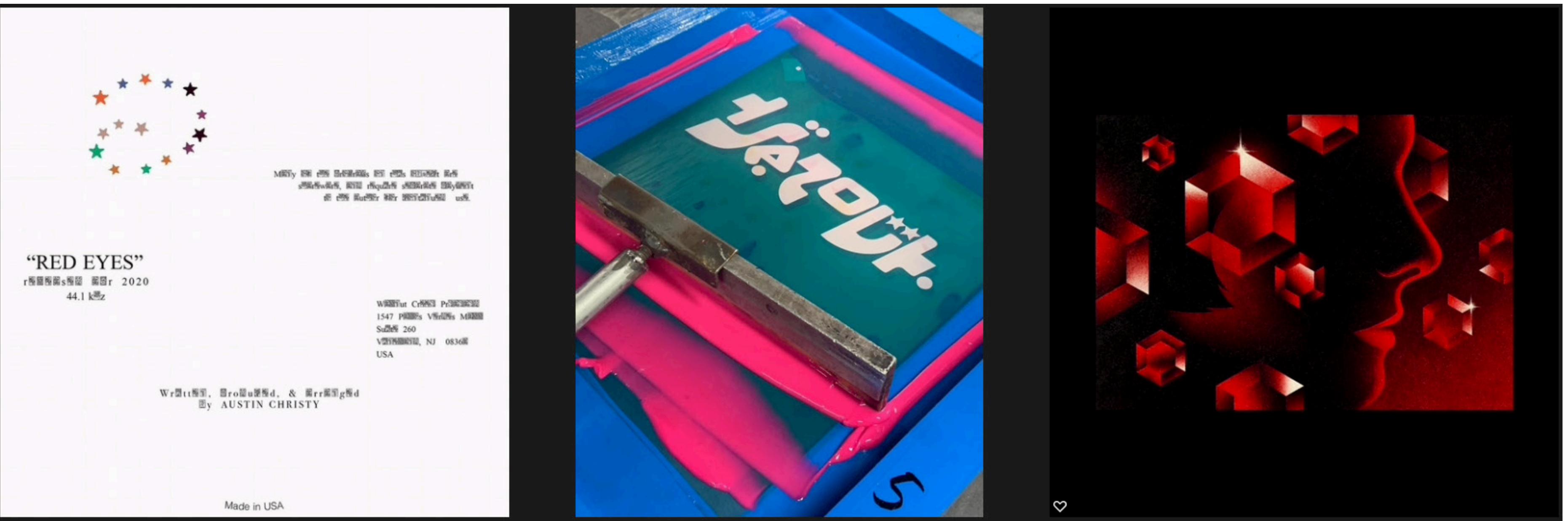
mood board



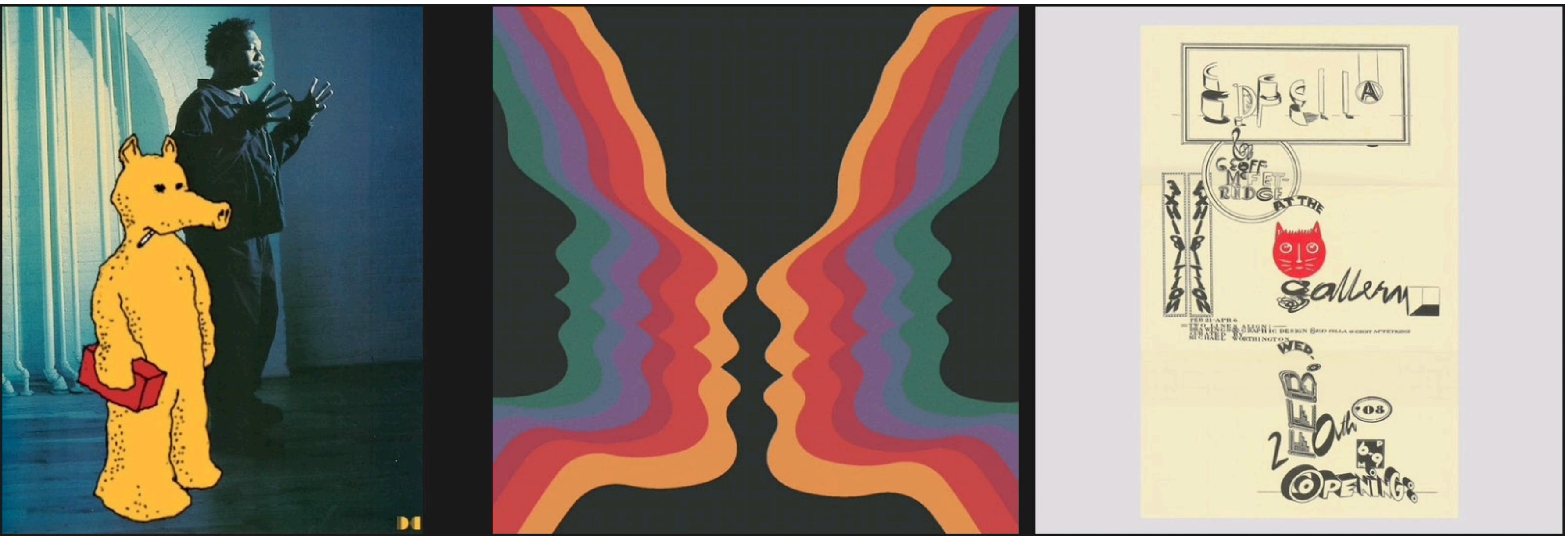
moodboard



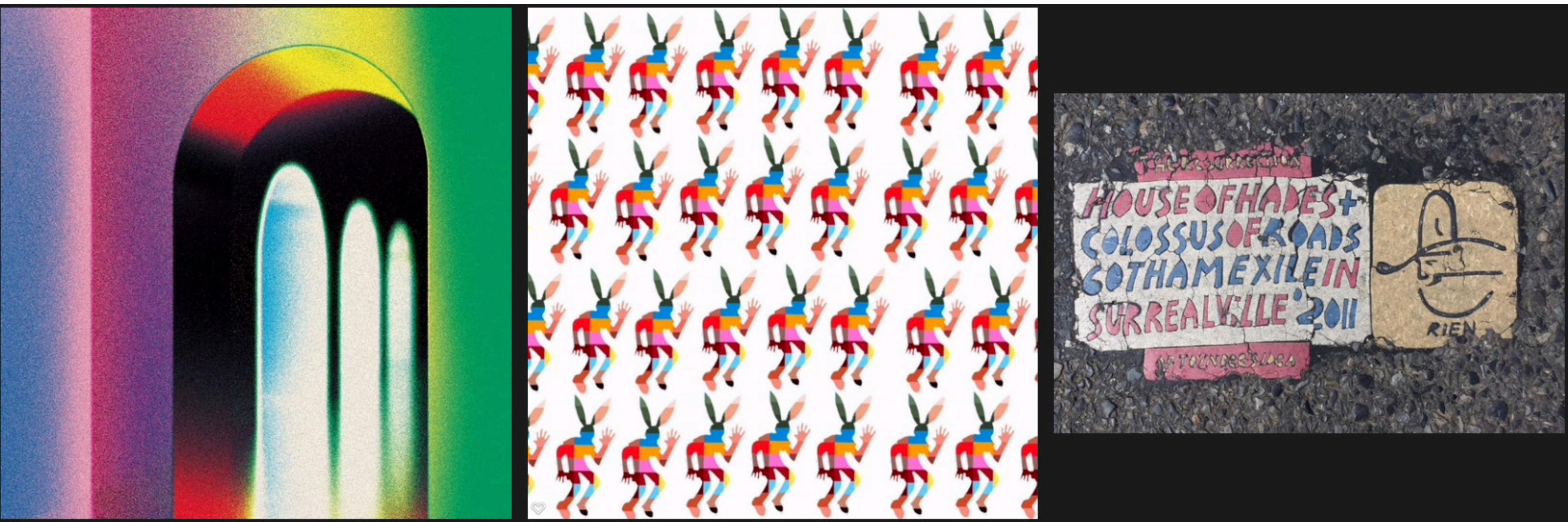
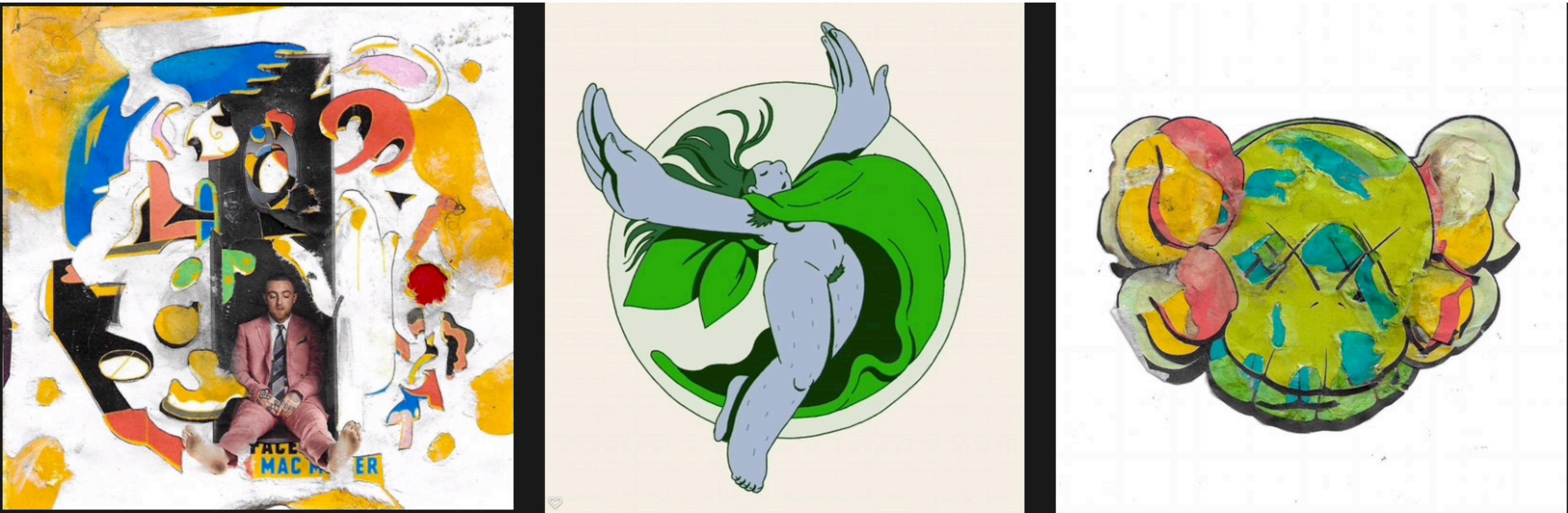
boardroom



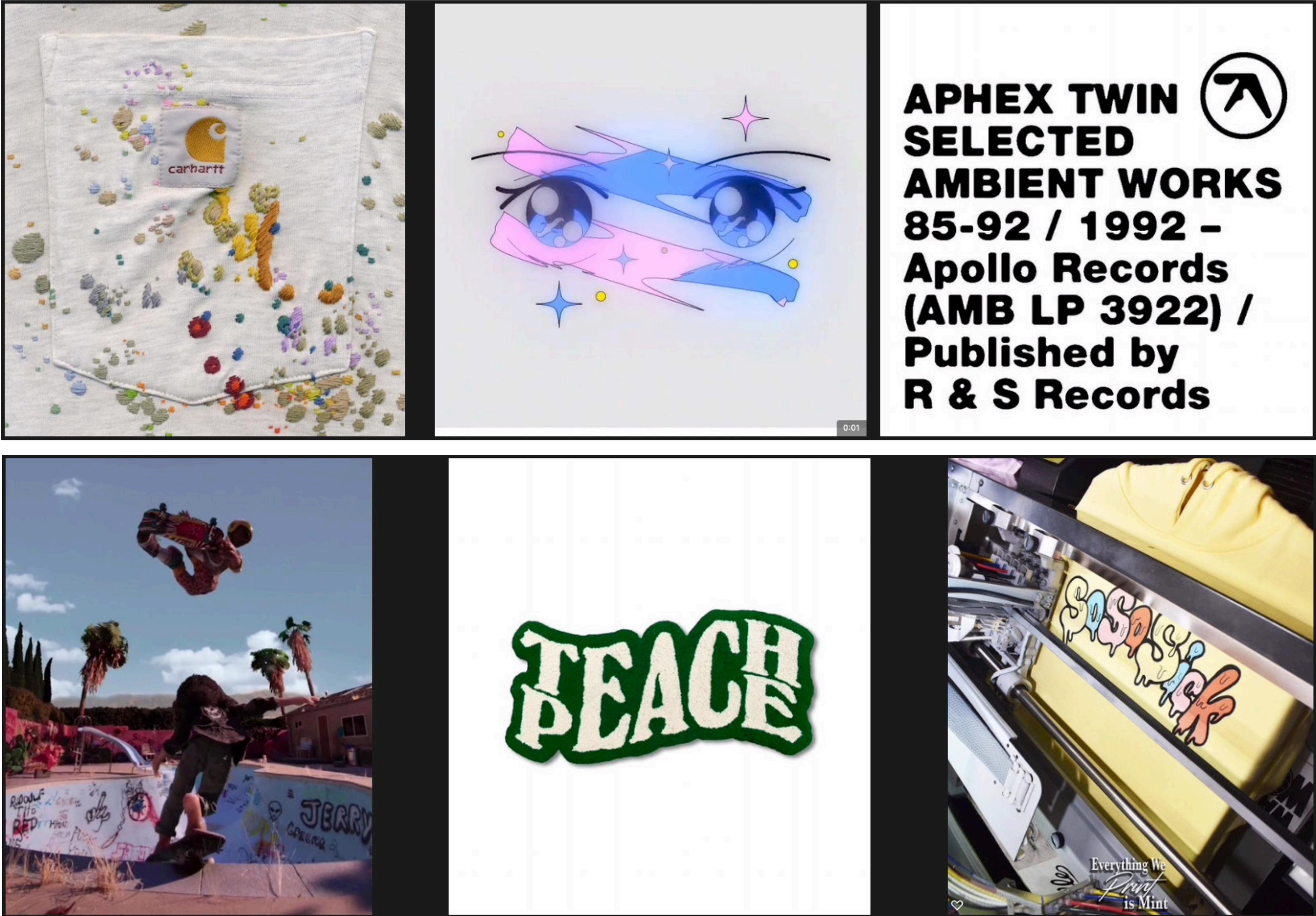
mood board



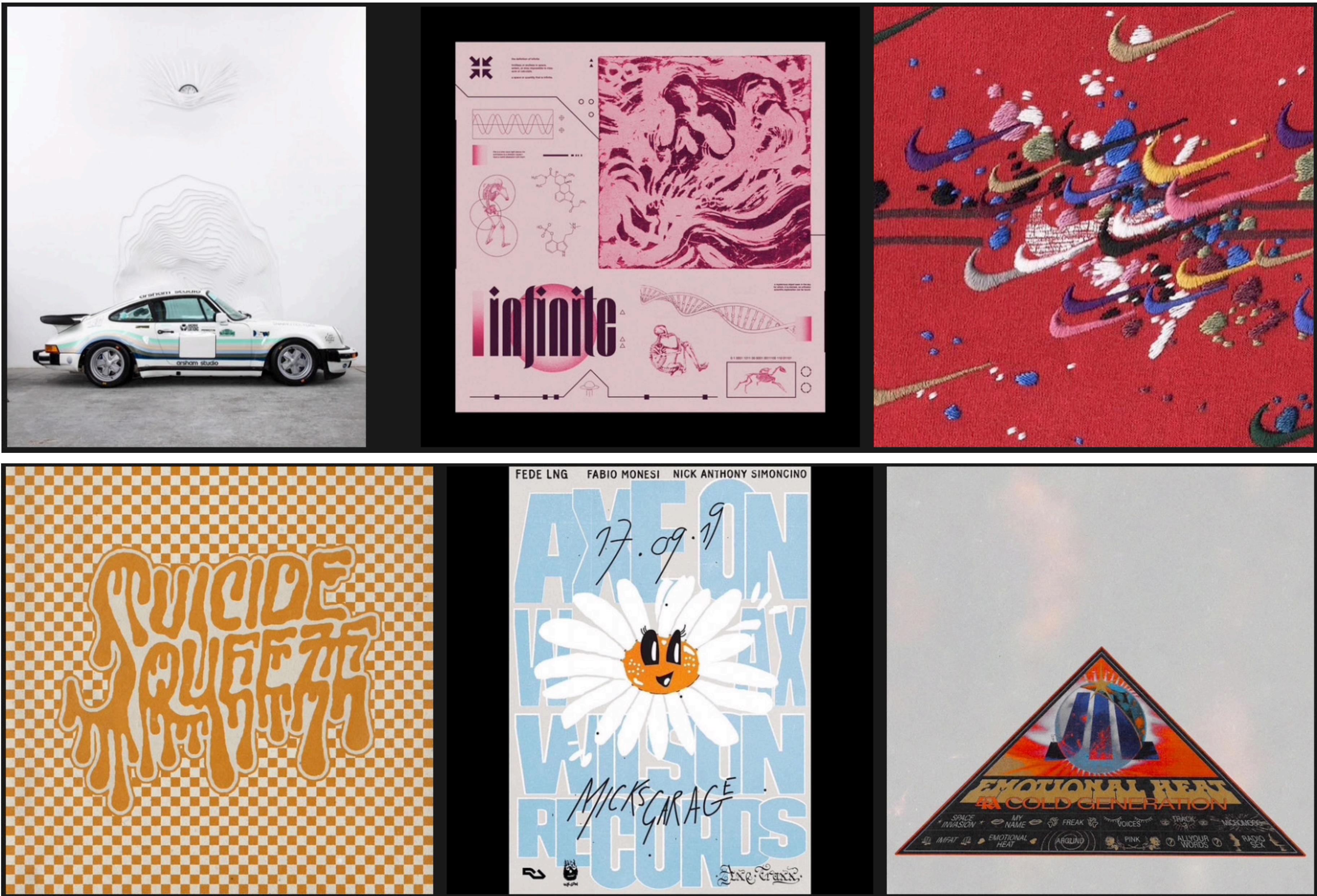
mood board



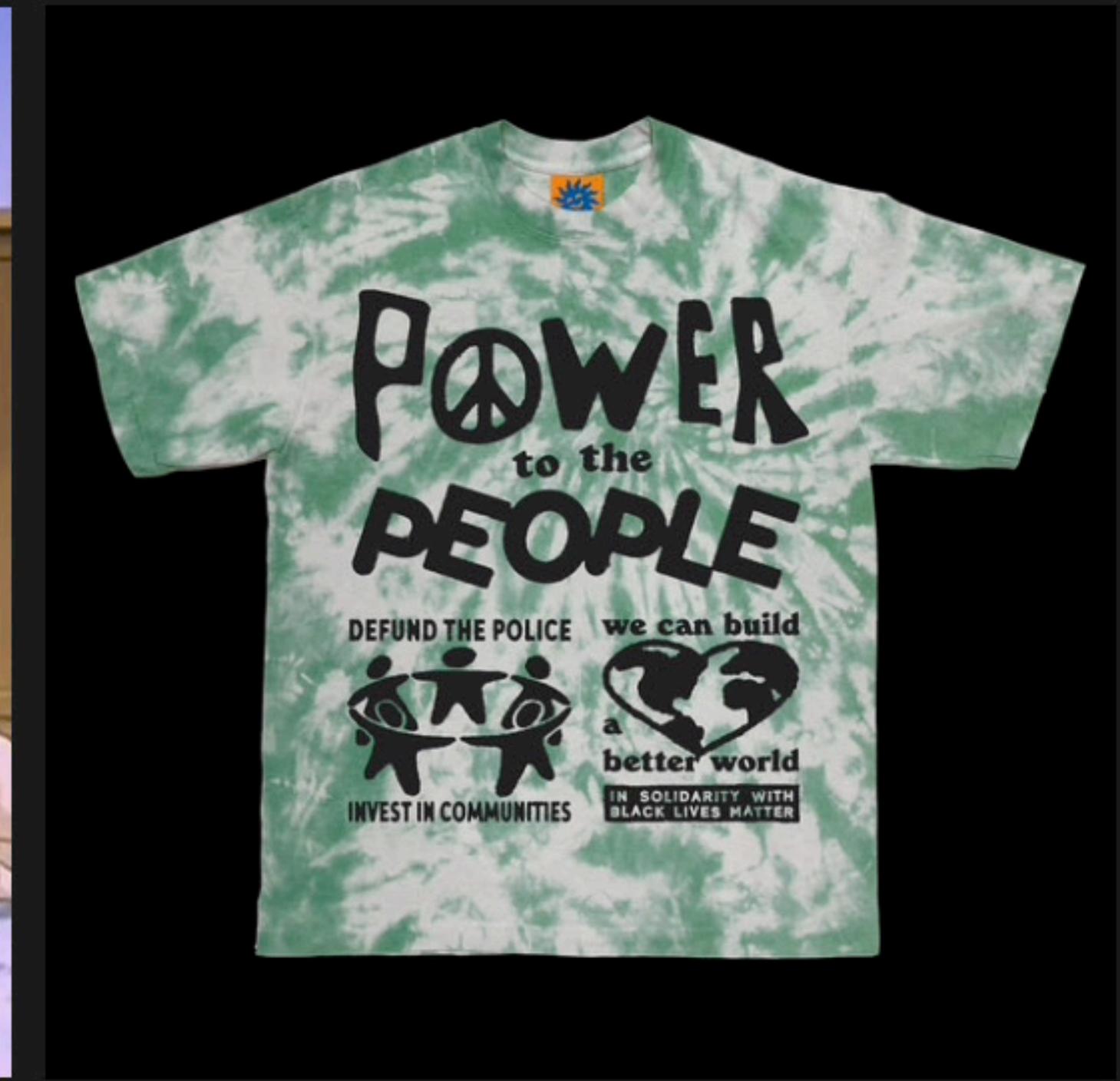
mood board



mood board



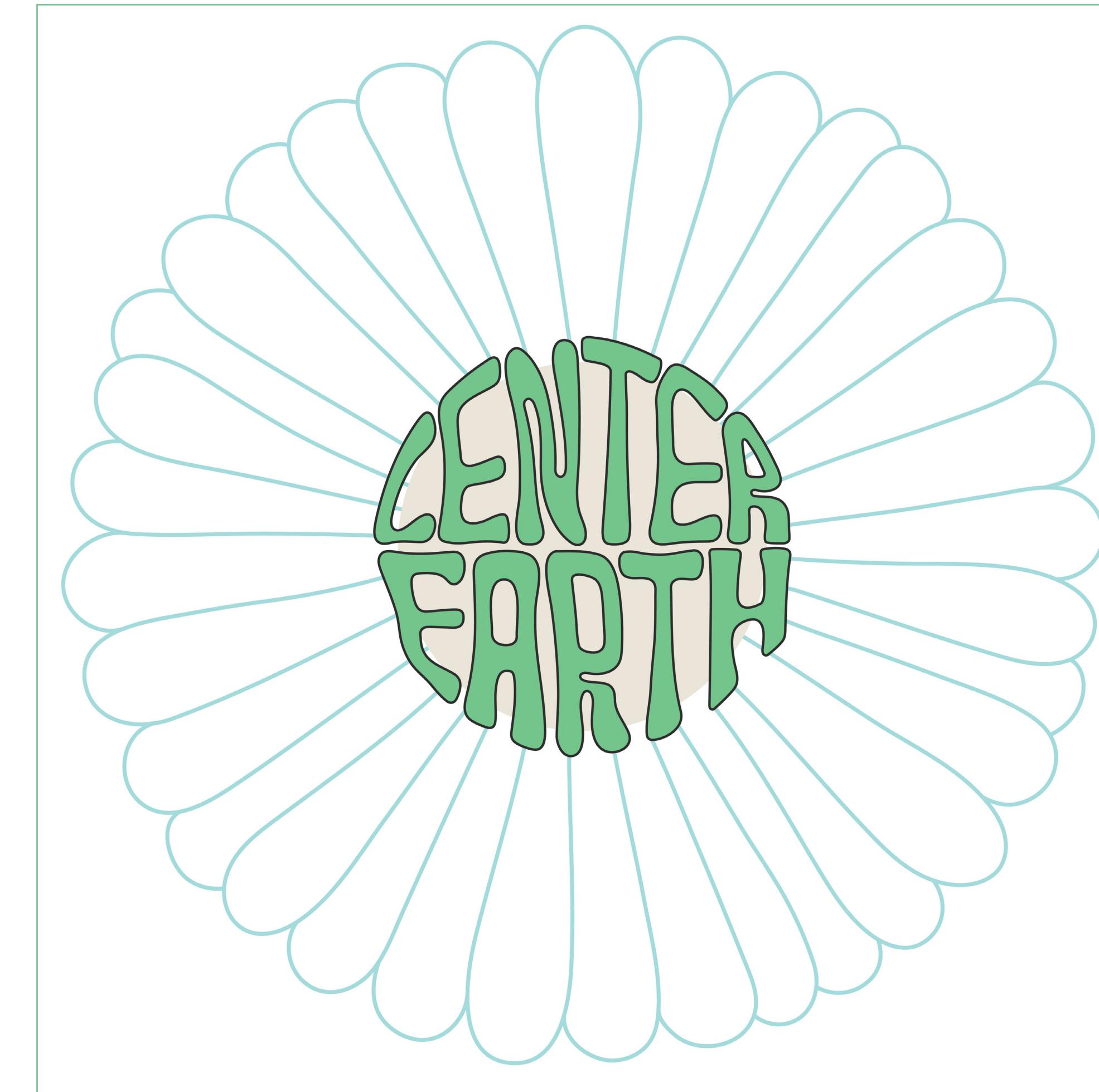
moodboard



brand logos



primary logo



current collection logo

branding guidelines

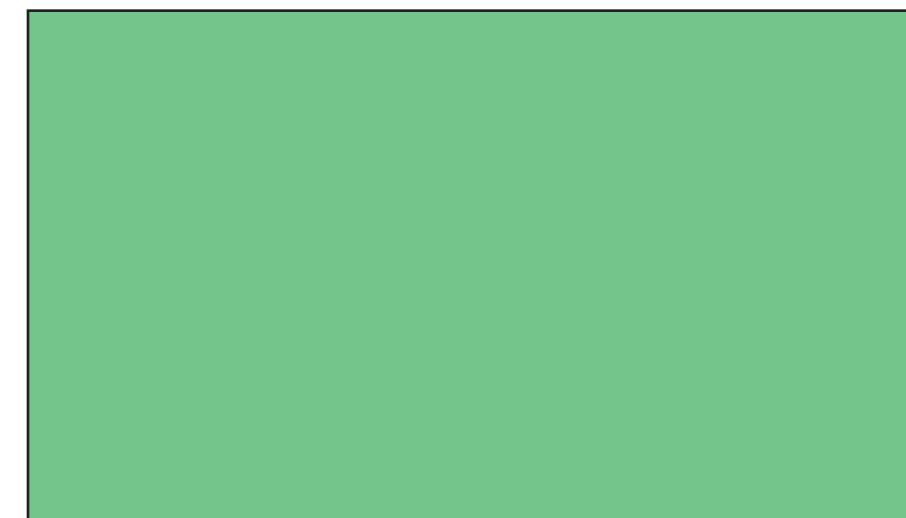
typeface selections:

CHEEE CONSARED

Neue Haas Grotesk Display Pro

Cooper Std Black

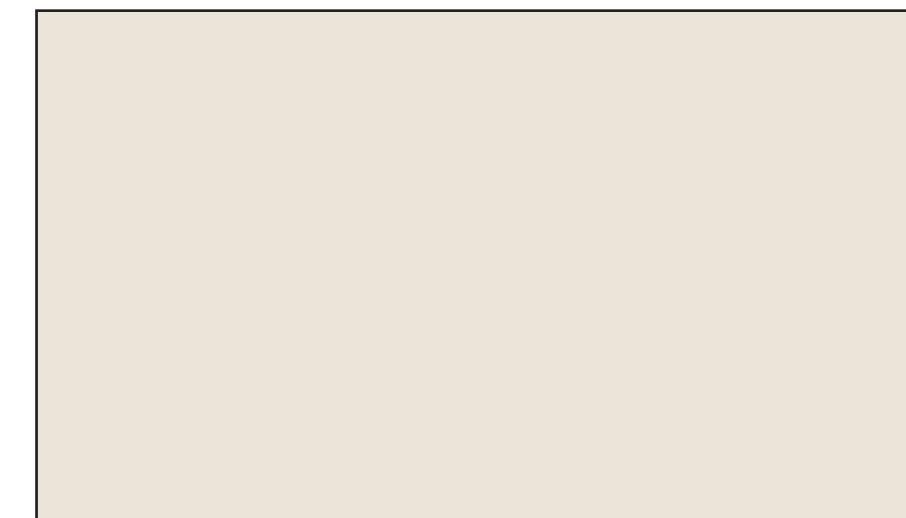
color selections:



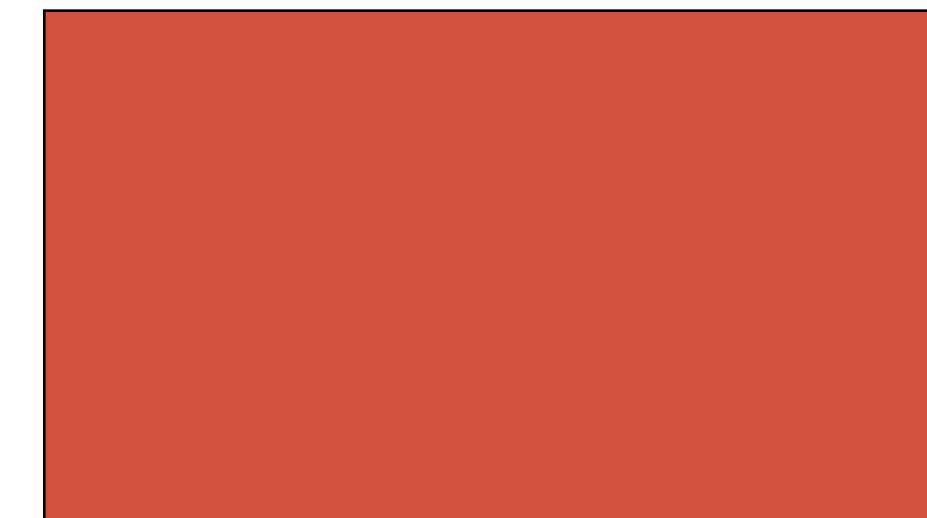
primary



secondary



tertiary



accent

brand identity

target audience: aiming for the younger generation who find the brand through social media and collaborations, focused on consumers who purchase sustainably and ethically-sourced products, influenced visually by psychedelic and street art, but prefer to dress in more comfortable clothes.

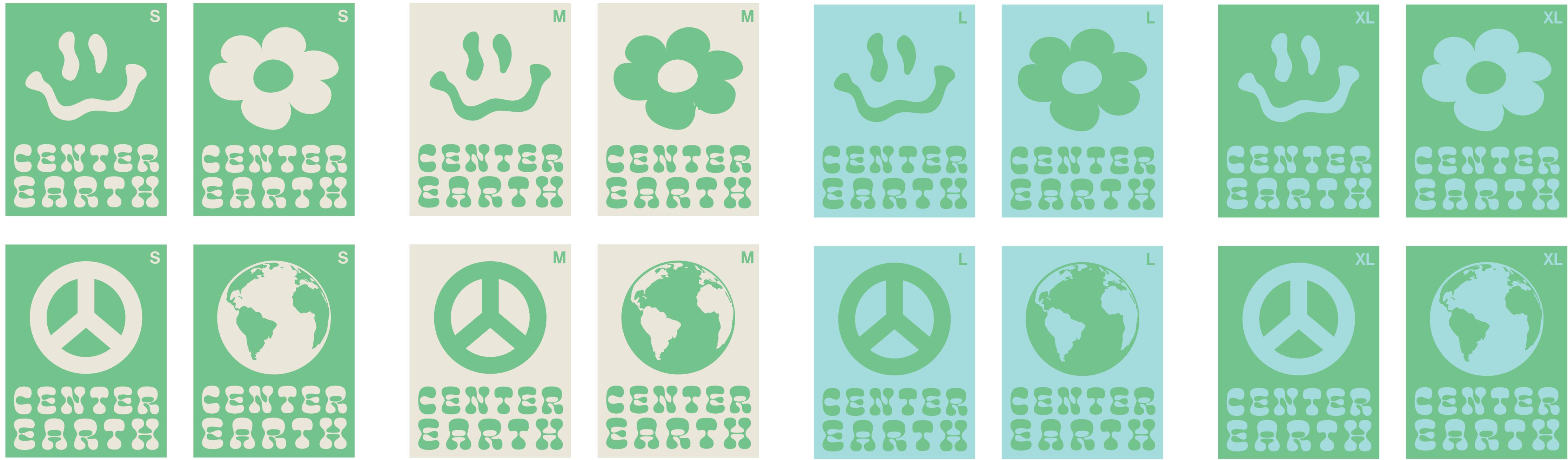
mission: produce high-quality clothing, made from sustainably and ethically-sourced products with a large emphasis on simple yet beautiful designs inspired by nature and handmade art.

hangtag



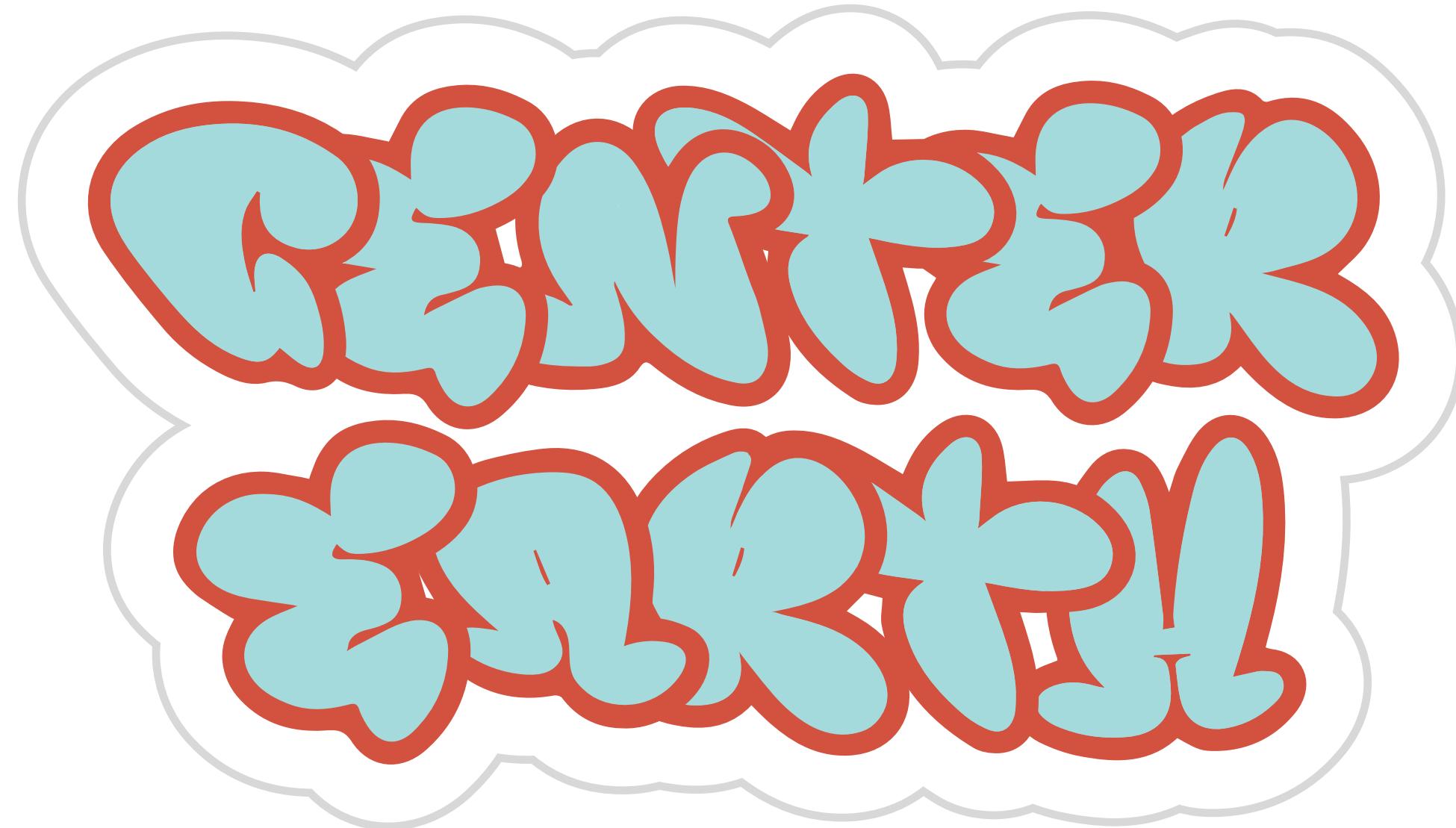
hangtag made using three layer construction, with each layer laser cut on 100% recycled paper to create depth. hangtag is then secured to the clothing item using recycled twine.

labels



center earth will support four clothing sizes (small, medium, large and extra large) and each item will have a clothing tag corresponding to the item's size. each size has four different styles which are randomly assigned to each clothing item.

brand collateral



sticker design



shopping bag design

brand ad



hand sample 1



hand sample 2

