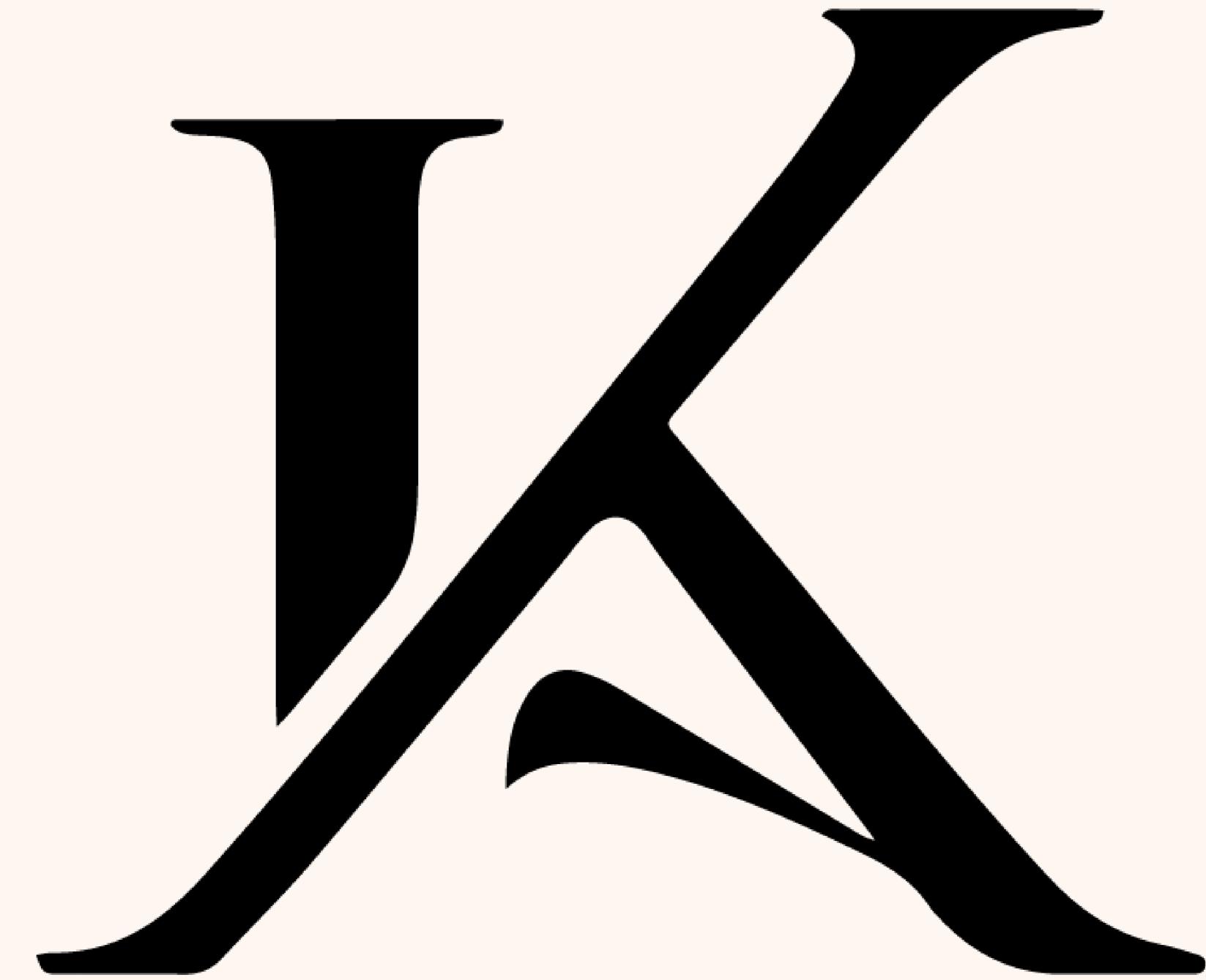


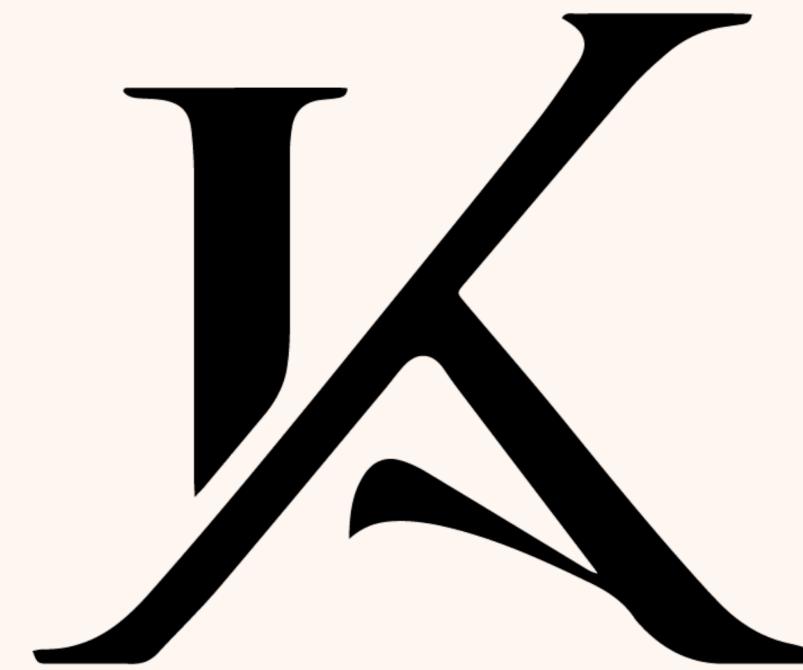
HANZ DONGUINES - ASSIGNMENT 07



**KRYSTLARRZ**  
apparel

# KRYSTLARRZ APPAREL

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KRYSTLARRZ  
apparel

## BRAND GUIDELINES

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# ABOUT THE BRAND



Krystlarrz Apparel aims to promote high quality, luxurious, sustainable and affordable apparel that is suitable for harsh winter in Yukon Territory. The company will pay attention to customer feedback on what they want from the product because it is a win-win situation for the business. The company would like to compete with household names like Nike, The North Face, and H&M for the top spot in the clothing industry.

"STAYING WARM IS THE NORM"



# LOGO

## BLACK ON WHITE

### About Logo

The logo signifies that even though something is not perfectly symmetrical, it is still visually appealing. This can be compared to people because nobody is perfect, and through our logo, we support the equality of all people.

The logo has a modern, elegant appearance that has a clear message to consumer which is the initial for krystlarrz apparel.



WHITE  
ON  
BLACK



FULL  
COLORED  
LOGO

# MINION PRO

## SERIF

### Heading

Minion Pro resembles classic, vintage typefaces from the late Renaissance, a time when aesthetic beauty and elegance coexisted. This typeface was designed for body text in a classic style, although slightly condensed and with large apertures to increase legibility.

Having said that, I chose this heading because it aligns with my company's vision of modernity.

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

# CENTURY GOTHIC

## SANS SERIF

### Subheading

Century Gothic sustains the basic design of 20th Century but has an enlarged 'x' height and has been modified to ensure suitable output from modern digital systems. Its design is influenced by the geometric style sans serif faces. It is a clean and clear typeface that makes the small size text readable and clear to the people and also a balance look, making it good as a subheading.

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

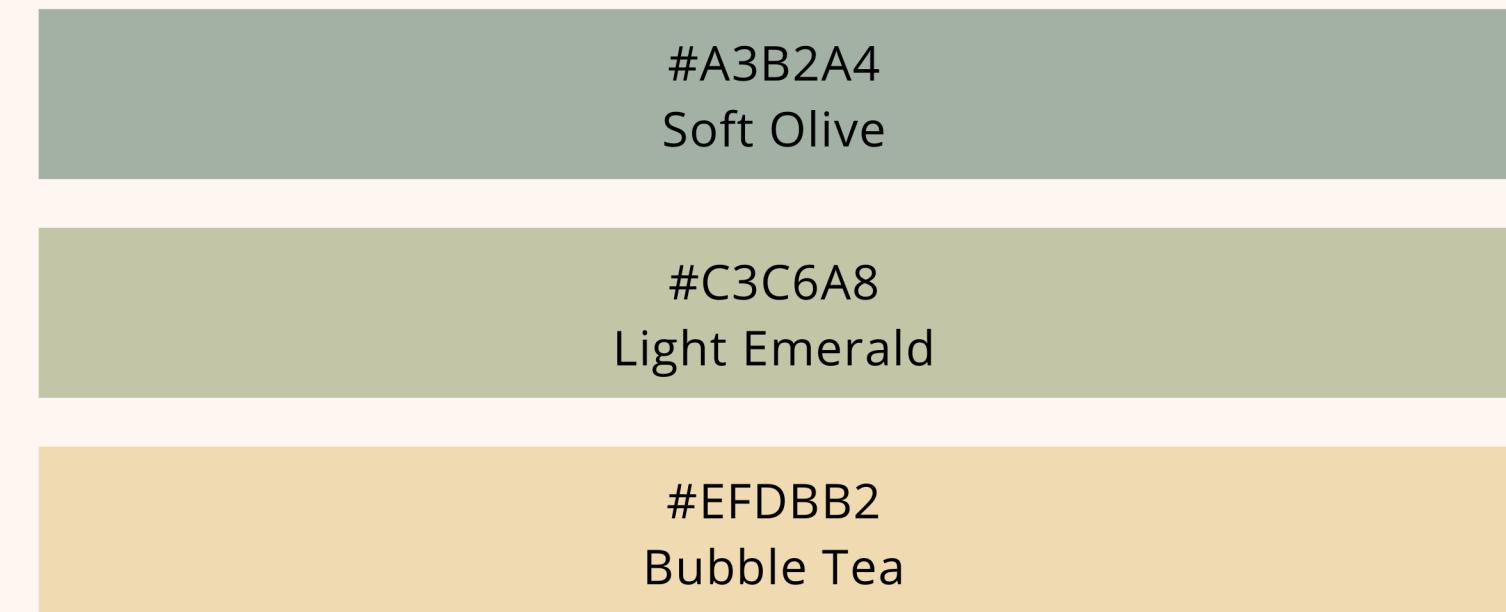
# 10 DIFFERENT TYPEFACES

KRYSTLARRZ  
apparel

# COLOR PALETTE

Soft Olive, Light Emerald, and Bubble Tea stands out as the colors of a timeless classic that never goes out of style. Instead, this calming color scheme of pastels produces a pleasant atmosphere that is easy on the eyes.

I chose this color because, despite not being particularly vibrant, it stands out visually and is somewhat underrated in the fashion industry.



# DESIGN PROCESS

## Sketches

As I was sketching the logo, I tried to make it modern and straightforward yet elegant. I experimented with the typeface while going through some sketches, making it thick and thin, but I ended up with both because I couldn't decide what it should be.

The logo was created with the idea of having an asymmetrical type to illustrate the point that nobody is perfect, including non-materialistic things, but you can find beauty in those flaws. The size variations and seemingly haphazard arrangement of the stem slabs of the typeface evokes creativity while also conveying a sense of imperfection.

Burberry Hero, one of my favorite perfume brands, was the source of the font's inspiration under the brand symbol.



# DESIGN PROCESS

When thinking of colors for the color scheme, I kept in mind that it should go well with everything else, including the overall design and brand objectives. Colors that aren't vibrant and underrated in the fashion industry should be used because the logo conveys a sense of imperfection, and they should also make it look aesthetically pleasing to the eye.

## Color Palette

The colour Soft Olive symbolises the company's passion and commitment to environmental responsibility and the sustainability of its products in a natural, refreshing, and calming way. Despite being a color that represents balance and harmony, the second color from the palette, Light Emerald effortlessly oozes a sense of prestige and luxury. While the first two colors are shades of green, the third and final color, Bubble Tea, is a combination of orange, brown, and yellow. This specifically denotes that it is devoted to the company's principles and is also straightforward, stable, and highly reliable.

