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DDX181.1

Design Process & Rationale

Contents

03 Overview

04 Research

08 Business Details

09 User Research

17 Design Ideation

29 Reflections

33 Rationale

35 References

Overview

In this project, I'll learn how to communicate through visual design. I'll explore ways to effectively portray identity through digital and print materials for a specific audience. Additionally, I'll focus on raising awareness about the ethical and environmental concerns of the imaginary B-Corp brand, figuring out how to communicate these issues. I'll consider how genre, style, content, and form can be used to reach and engage with the target audience. Along the way, I'll also work on improving my teamwork and project management skills.

B-Corp

Topic: Slow Fashion

Product/Service: A sustainable B-Corp slow fashion company called "NW Boutique". Its unique value proposition is the exclusive use of repurposed and recycled materials. "NW" translates to - "No Waste" which is an underlying mission of the company.

Research

1 - Sustainability has become a key purchase criterion in Australia, with over 38% of consumers in a 2022 survey always considering it in their purchase decisions. Only 5% reported never considering sustainability when shopping. (Statista, 2023)

2 - Online shopper preference for ethical, sustainable, and locally produced goods is growing in Australia. A 2023 survey found that 58% prefer Australian-owned brands, and 47% prefer brands known for sustainability. (Statista, 2024)

3 - The fashion industry generates 2 to 8% of global carbon emissions. Textile dyeing is the second-largest water polluter, using 2,000 gallons per pair of jeans. Every second, a garbage truck's worth of textiles is discarded. By 2050, it could consume a quarter of the world's carbon budget. Apx 9% of microplastic in the ocean is a result of fast fashion. (UNEP, 2018)

4 - Gen Z prefers online shopping, with 64% favouring it over in-person shopping. They value convenience, the ability to compare stores and reading reviews. Nearly one in five have abandoned purchases due to payment method issues. Many prefer buy now, pay later options, with 58% using them in the last year. (SQUARE, 2023)

Research

5- At least 82% of global shoppers aged 26 to 35 had bought fashion items online in the past year, marking the highest usage rate for e-commerce in this age group. In contrast, a smaller percentage, 73%, of consumers aged 65 or older had shopped for clothes online during the same period. (Statista Research Department, 2024)

6- Global climate change presents urgent challenges, with the industrial sector ranking as the third-largest contributor to carbon emissions. The fashion industry, in particular, faces scrutiny for its significant environmental impact. Leading brands, like H&M, are working to reduce their emissions, with Scope 1 and Scope 2 emissions totalling 55 thousand tonnes in 2023. (Smith, 2022)

7 - Growing environmental awareness is shifting consumer preferences towards ethical and sustainable fashion. Young and middle-aged men are leading this trend, opting for sustainable brands and embracing second-hand clothing. Gen Z prioritises pre-owned items to reduce consumption, while Millennials are willing to invest more in sustainable products despite lower incomes, with 73% willing to pay extra for ethical brands. (Ruiz, 2022)

8 - The global apparel market is expected to grow steadily, reaching 196.1 billion pieces by 2028, a new peak after eight years of consecutive increases. (Statista Research Department, 2024)

Research

9 - B Corp certification is rapidly growing globally, especially in Latin America and Europe, with a record number of certifications in Asia in Q1 2022, including fashion brands. Search interest in "B Corp certification" has been steadily increasing since 2018. This certification prioritises being "best for the world," fostering positive impacts such as job creation and environmental sustainability, particularly in Southeast Asia. (WGSN Insider, 2022)

10 - In today's fast fashion industry, there are a lot of countries that force or use child labour (Some of them - Argentina, Brazil, China, India, Vietnam and many more) (Bureau of International Labor Affairs, n.d.)

Business Details

Ideas for what our business does:

- Repurposing recyclable clothing that people don't want to wear and are about to throw out into new fashion pieces
- Recyclable clothing
- Working with influencers to expand the market reach
- Sustainable manufacturing process
- Good working conditions
- Equal rights to everyone who's working for us

User Research

After investigating the market and current trends, I have managed to:

- Gain a deeper understanding of the situation surrounding fast fashion.
- Determine the target market, including their age, life situation, and preferences.
- Create two user personas, with research validation backing them up.
- Understand the behavioral patterns of the target group.
- Understand the psychology behind the decision-making process of the target market users.

Ahmed, A. (n.d.). Man wearing blue suit [Photograph]. Unsplash.



Name: Bruce

Gender: Male

Age: 31

Profession: SMM Manager

Lives in: Melbourne, Australia

Education: Bachelor's Degree in Marketing

Income: 84.000\$ annually

Martial Status: Engaged

Children: None

Generation: Millennial

Ethnicity: Turkish

Preferred Device: Mobile

Shops: Mostly Online, but likes to go in-store

Validation: Social Media / Recommendation

Values: Sustainability, quality, ethical consumption

Descriptives:

Proactive

Responsible

Socially-Responsible

Extravert

Bio: Bruce was born and raised in Australia by a Turkish father and an Australian mother. His parents were hikers and environmental activists, and they instilled in her a deep appreciation for the natural world. Trips from Melbourne to rural areas for hiking activities were a weekend activity for his family. He is currently working as an SMM Manager for a digital marketing agency, and he spends a lot of time monitoring and scanning through popular social media channels. There, he finds many ads and channels about sustainable clothing and sometimes spends a lot of time looking at different clothing options. He doesn't make impulsive decisions, so before ordering a new fashion piece, he scans the internet and social media to see what kind of reviews a certain brand has. He wants to be sure that the brand he buys from will deliver a high-quality product, and he's ready to pay more for a product that is sustainable and eco-friendly. He also wants a brand to follow the values he holds.

At least 82 percent of shoppers worldwide between 26 and 35 years old had purchased fashion online in the previous 12 months, according to an August 2022 survey. This was the age range showing the highest fashion e-commerce usage rate. - (Statista Research Department, 2022)

"So search is a leading channel for product discovery for Millennials, but how are they searching? 74% use their mobile phones most often, compared to just 16% who use a computer, highlighting the importance of optimizing your site to be mobile-first. "When it comes to online shopping, 68% of Millennials use their phones most often, while 22% use a computer." - (Iskiev, 2023)

Millennials have the highest percentage of total online purchases. In the past year, 37% of Millennials made more than 11 purchases, followed by 30% of Gen Z, 26% of Gen X, and 19% of Boomers. - (ESW, 2022)

"50% of Millennials have discovered new products on social media in the past three months, and 59% of them say it's where they discover new products most often." - (Iskiev, 2023)

Millennials shop on social media the most—55% of people aged 18 to 24 in the United States have made a purchase on social media. In 2021, more than half of 18- to 24-year-old social media users in the U.S. placed at least one online order via social media. While these millennials make up the age group that shopped the most on social media, 25 to 34 years earn the second place spot. - (Snyder, 2024)

A key millennial shopping behavior is trusting recommendations from friends and family more than advertising and direct marketing. Because they place a lot of importance on value and quality, they rely on recommendations and advice to ensure they buy the best products. - (Millennial and Gen Z Online Shopping Behavior on Mobile | Shopney, 2023)

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Statista Research Department. (2022, October). Global fashion e-shoppers, by age group 2022. Statista. <https://www.statista.com/statistics/1375956/share-e-commerce-fashion-buyers-age-group/#:~:text=At%20least%2082%20percent%20of>

Iskiev, M. (2023). How Each Generation Shops in 2022 [New Data from Our State of Consumer Trends Report]. Blog.hubspot.com. <https://blog.hubspot.com/marketing/how-each-generation-shops-differently#millennials>

ESW. (2022). GLOBAL VOICES 2022 CONTENTS. https://esw.com/wp-content/uploads/2022/01/global_voices_2022.pdf

Snyder, K. (2024, March 28). 38 eCommerce statistics of 2023 – Forbes advisor. Forbes; [www.forbes.com](https://www.forbes.com/advisor/business/e-commerce-statistics/). <https://www.forbes.com/advisor/business/e-commerce-statistics/>

Millennial and Gen Z online shopping behavior on mobile | Shopney. (2023, November 27). Shopney | Learn How to Build Shopify Mobile Apps and Grow Your ECommerce Business. <https://shopney.co/blog/millennial-and-genz-online-shopping-behavior/#:~:text=A%20key%20millennial%20shopping%20behavior>



Benkerroum, R. (n.d.). Man in black suit jacket [Photograph]. Unsplash.

Name: Xavier

Gender: Male

Age: 26

Profession: Part-Time Barista

Lives in: Brisbane, Australia

Education: Studies Computer Science

Income: 28.000\$ annually.

Martial Status: Single

Children: None

Generation: Gen Z

Ethnicity: Australian

Preferred Device: Mobile

Shops: Mostly Online

Validation: Social Media / Infuencers

Values: Price/Quality, Sustainability, Ethics

Descriptives:

Proactive

Responsible

Socially-Responsible

Extravert

Bio: Xavier was born and raised in Ipswich, so a move to Brisbane was a logical next step in his life after graduating from school. His father owns a chain of small local cafes, and his mother helps with the accounting side of the business. Growing up, his dad had only just started his business, so there was not a lot of extra money to spend. Back then, his mother used to work part-time at a local gardening shop to help keep the family afloat, and often took Xavier with her to keep an eye on him after school. Spending afternoons for a couple of years in that store made Xavier talk to a lot of people who care about the environment, which planted the seeds of appreciating sustainability and the usage of eco-friendly materials. When he was 15, his dad's business started blooming, and Xavier helped out as a part-time barista. He moved to Brisbane to start his degree in Computer Science at Brisbane University. To support himself through uni, Xavier works part-time as a barista at a local coffee shop known for its fair-trade beans and commitment to reducing waste. Outside of school and work, Xavier leads a lifestyle that reflects his commitment to sustainability. He's quite a good vegan cook, often sharing his plant-based recipes on social media to inspire others to consider more eco-friendly dietary choices. His weekends are spent exploring thrift stores for unique, second-hand clothing items and attending local music festivals.

"60% of Gen Z say they're more likely to buy from a brand actively trying to reduce its environmental impact, while 46% are more likely to purchase products from small businesses." - Hubspot

"One other thing to note is that recommendations from influencers drive Gen Z purchase decisions even more than recommendations from their friends and family (55% vs. 24%, respectively)" - HubSpot

Many of its members are engaged with social and political issues and they're known for their activism on topics such as climate change, racial justice and LGBTQI+ rights.

In a retail setting, they care deeply about sustainability and understand the link between excessive consumption and global warming. After all, climate change will affect this generation far more than those before it.

Of the more than 4,000 consumers Afterpay surveyed in Australia, New Zealand, the US, UK and Canada, 57% said they buy sustainable products when possible. They're also more likely to cancel brands that do not meet their ethical standards: one in five Gen Zs abandoned a brand in the last year based on its reputation for sustainability and ethics. - (SQUARE, 2023)

- Gen Z consumers want more from brands than just affordable and high-quality products. Brand authenticity, transparency, and sustainability are higher priorities for this age cohort than for older consumers.
- Social media plays an increasingly important role in purchasing decisions, with Gen Zers more likely to use social media to connect with their favorite brands, seek inspiration, and research products.
- Gen Zers embrace mobile payments and digital wallets to make purchases with apps like Cash App, Venmo, and Apple Pay leading the way ((Gutierrez, 2021))

"60% of Gen Z say they're more likely to buy from a brand actively trying to reduce its environmental impact, while 46% are more likely to purchase products from small businesses." - Hubspot

Being extremely online, Gen Z is incredibly savvy and does much of its research and purchasing over the internet. In Afterpay's survey, 64% of Gen Zs and millennials alike said they preferred to shop online rather than in person. They like the convenience of being able to shop from anywhere 24/7, the ease of being able to compare multiple stores as they search for what they want, and the reassurance of reading reviews and ratings. And they expect to be able to shop on their own terms. Almost one in five Gen Zs have abandoned a purchase in the last 12 months because their preferred payment method was not available. For many of them, this preferred payment method is buy now, pay later (BNPL), with 58% of Gen Zs using BNPL in the last 12 months. - (SQUARE, 2023)

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SQUARE. (2023, March 8). Understanding Generation Z: Their Values, Shopping Habits, and How to Reach Them | Square. The Bottom Line by Square. <https://squareup.com/au/en/the-bottom-line/reaching-customers/gen-z-shoppers>

Gutierrez, S. (2021). Gen Z: Social Media and Shopping Habits. SurveyMonkey. <https://www.surveymonkey.com/curiosity/gen-z-social-media-and-shopping-habits/>

Brand Words

Slow Fashion



Free, Happy, Classic, transparent,
Timeless, bold, colourful,

Name Ideas

Chosen Name:
NW Boutique

Top Names

Iterum Boutqie
iterum
NW Boutqie
NoSweatShop

moralmade
fashoforward
outdated
beyondwaste
DHRLD

Revert
R.R.R
Process
Processed
Upcycle
For the Earth

Revert
Originem
iterum
Adonis
NW
Reuselt
~~salvage~~

Brand Story

We believe that fashion can and should have a positive impact on the external environment. The fashion industry generates approximately a truckload of waste every minute, and a huge amount of clothing waste pollutes the environment and negatively affects our lives. This is all happening under the dictation of large companies that produce an incredible amount of clothing that can not be recycled.

Wear the change - this is our message to people who decided to choose us

Founded in 2024, NoWaste Boutique is more than a fashion brand.

It's a movement dedicated to creating a circular economy in the fashion industry.

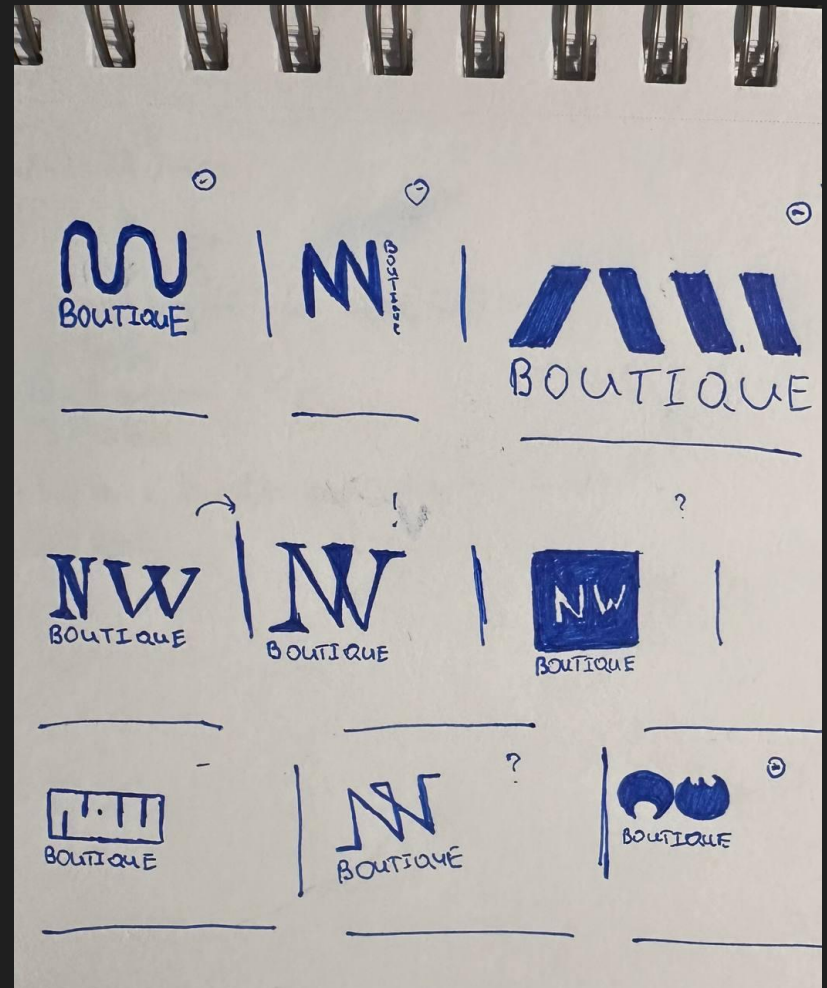
We believe that the clothes we wear should tell a story—one of sustainability, ethics, and timeless style.

Sketches

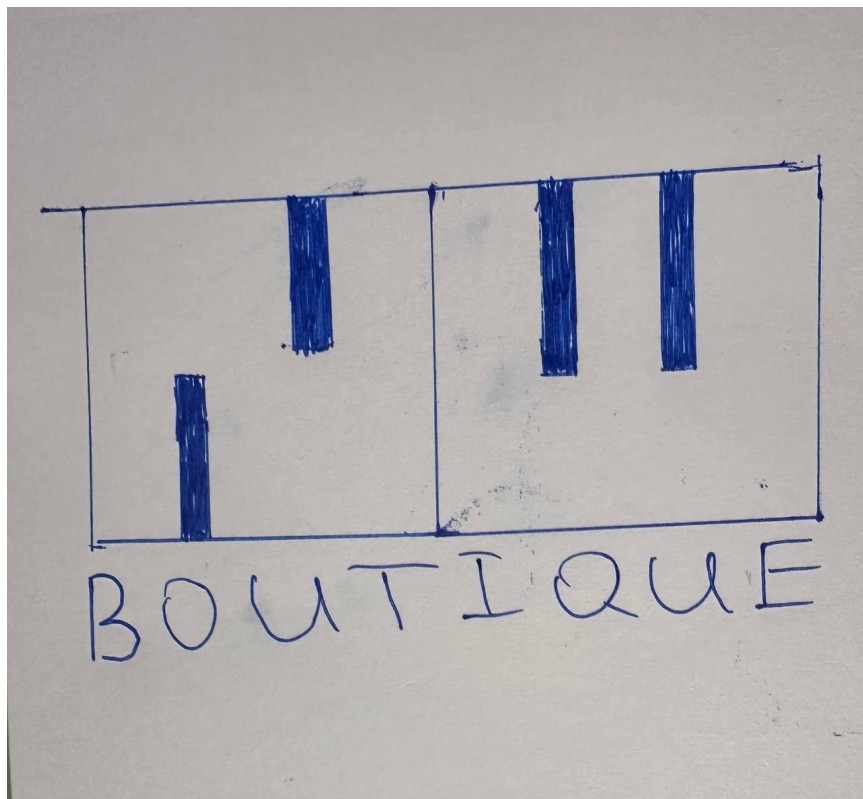
After deciding the name for the B-Corp, I have started to experiment with different logo variations that would resonate with the direction i want to take.

I want to create a smart-casual clothing brand for men, with potential to open lines of cloth for other genders as well.

My plan is to connect N and W in a way that it can still be easily recognisable, so that i could use it as an icon.



Roughs



Mood Board

Images from Unsplash

Graham, P. (2018). Person wearing round silver-colored chronograph watch [Photograph]. Unsplash.



Do, P. (n.d.). A room with a table and chairs [Photograph]. Unsplash.



Halmen, S. (n.d.). Focus photography of vehicle steering wheel [Photograph]. Unsplash.

Logo

Created the logo following the next process:

- Recreated the N and W (based on Rough)
- Found a typeface that resonated with brand's personality
- Using Illustrator capacities, connected N and D, compared to the primary font, fixed the lining issues and serif parts.

Our Logo

Our logo represents the essence of our brand—sophisticated, connected, and timeless. As the visual cornerstone of our identity, it is crucial that our logo is used consistently and correctly across all mediums to maintain the integrity of our brand. Our logo features the letters “NW” crafted in a classic serif font. The serif style conveys elegance and tradition, while the connected letters form a unique and cohesive icon.

Logo Variations

To ensure flexibility and readability across various applications, we offer the following logo variations:

Primary Logo: The standard NW Boutique logo in its full form, used for most applications.

Monochrome Logo: A single-color version for use on backgrounds where the primary logo may not be clearly visible.

Inverted Logo: A version with the logo in white, designed for use on dark backgrounds.



Colour

Primary

C: 100%
M: 84%
Y: 0%
K: 82%

R: 0
G: 7
B: 45

Oxford Blue

Hex: #00072D

Pantone: 282 C

C: 8%
M: 7%
Y: 0%
K: 0%

R: 235
G: 238
B: 255

Lavender

Hex: #EBEEFF

Pantone: 656 C

Secondary

C: 59%
M: 0%
Y: 82%
K: 81%

R: 20
G: 49
B: 9

Pakistan Green

Hex: #143109

Pantone: 5535 C

C: 0%
M: 8%
Y: 46%
K: 12%

R: 225
G: 206
B: 122

Citron

Hex: #E1CE7A

Pantone: 460 C

Typography

Typography

Primary Font

Baskerville

Baskerville is a transitional serif typeface designed by John Baskerville in the 1750s. Known for its clarity and readability, Baskerville remains a timeless choice for both print and digital media.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Secondary Font

Raleway

Font features both old style and lining numerals, standard and discretionary ligatures, as well as a stylistic alternate inspired by more geometric sans-serif typefaces than its neo-grotesque inspired default character set.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Usage

Primary

Headings/Subheading

Secondary

Body Copy, Pull Quotes and Captions/Small print

Sizes

Primary

A - A

32pt - 72pt+

Secondary

A - A

10pt - 28pt

Image Tone

Image Use

The image style for NW Boutique reflects the brand's ethos of sophistication, sustainability, and modern elegance. Our visuals should consistently convey the smart casual aesthetic tailored for the discerning modern man, blending timeless fashion with contemporary trends.

Clinton, L. (n.d.). A man sitting in front of a tree with his arms crossed [Photograph]. Unsplash.



Husni, T. (n.d.). Man taking selfie outdoors [Photograph]. Unsplash.

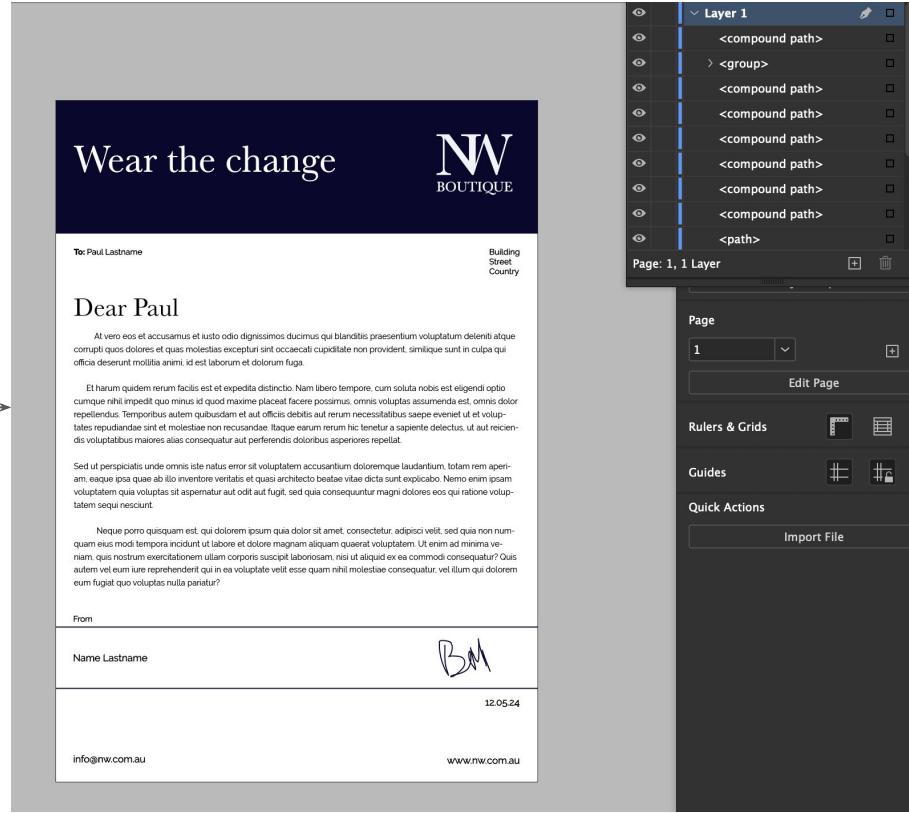
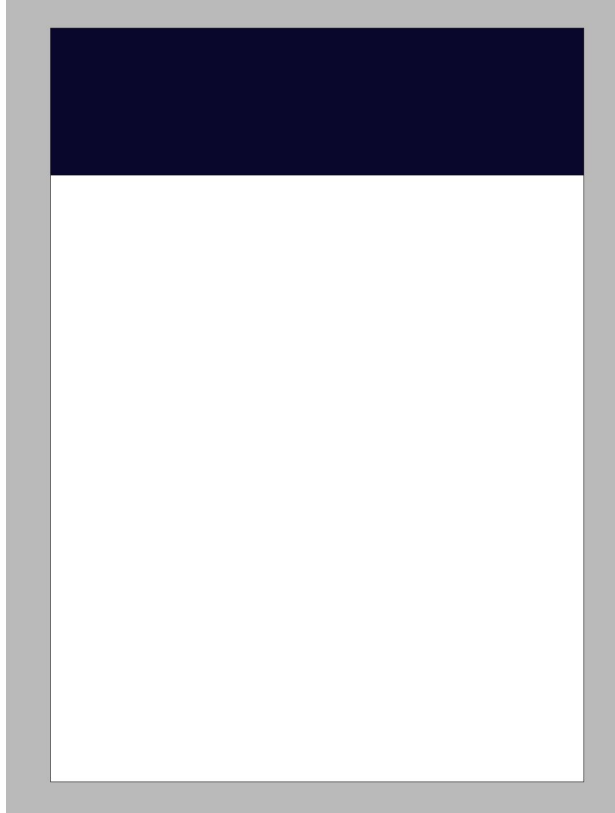


Shirinda, T. (n.d.). Man wearing crew neck sweater [Photograph]. Unsplash.

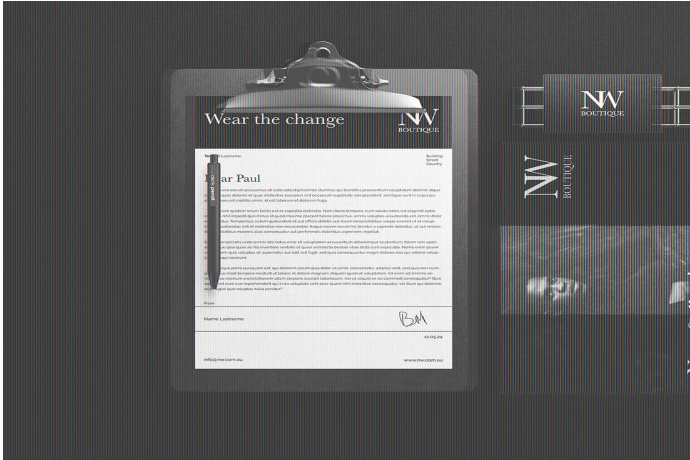
Business Card Development



Letterhead Development



Mockups



Mid Project Reflection 1/2

Process

Working on this project requires a certain level of planning and execution skills, the ability to prioritize work, and a capacity for project management, including communication skills. This is the first project that we've worked on in teams, which comes with its own set of challenges. During this project, I discovered a couple of gaps in my knowledge, particularly in InDesign, a program I thought I was familiar with. I need to prioritize getting more comfortable with that program, as it's something I'm going to be using in my career quite often. I've also been learning quite a bit about design identity, and I believe that look and feel are some of the most important visual qualities that allow immediate recognition of a brand in a broader market. It's astonishing how an overall look that includes all visual elements of the brand "resonates in the mind of the customer and rises above the clutter of a visual environment" (Wheeler A, Milman D, p.152).

Person

This project requires us to work in teams, but also to spend quite a bit of time by ourselves, as our top-level ideas should be united, but it's an individual task to create an actual brand. So, I will keep in touch with people in my team so we can always keep each other updated. I've created a Slack channel, a Miro board, and a shared Google Drive for us to share and store our findings in one place, which I believe will positively contribute to the overall success of this project. In terms of communication skills, I think I need to work a bit more on being proactive during the initial parts of the conversation on our project-related topics so that I can share more of my ideas with my team members and potentially get more ideas out of them. In terms of ethical practices, I want to help other people achieve better results by providing constructive feedback or praising someone's work. I think it's important to share my opinion, but it's as important not to be self-centered, as different people have different preferences and like different styles.

Mid Project Reflection 2/2

Proficiency

In terms of researching genre and style, I want to understand the potential user more before I make any decisions. I think that overall style is dictated by the current market, but I don't want my decisions to be assumption-based. For example, during my research, I found out that a lot of potential customers will be from the Gen Z generation, and that the way they make decisions differs from other generations. Many people are concerned with environmental problems, and I think that the brand I'm going to develop should speak directly to them. At the same time, the style of the clothing that my imaginative B-Corp will be producing will lean more towards high-end smart casual garments. So I need to be careful not to step too far away from this market. I will examine what other brands in my niche market look like and try to understand why they have made certain brand decisions.

Ref List:

Alina Wheeler; Debbie Millman, (2016). *Designing Brand Identity*. Wiley

Project Completion Reflection 1/2

I think that overall, this project can be called a success. I have achieved the results that I wanted to achieve, but I still think that I could have done a little bit more. I think that the user research part went extremely well, and I have gained all the information about the potential customer that I wanted, which helped me determine the visual qualities of the brand. Obviously, I've faced quite a few challenges along the way, but I think that I've been able to overcome them. The first challenge, and probably the biggest one, was working in InDesign. I am not the biggest fan of the application, as I find it irritatingly user-unfriendly. It got better once I became more familiar with the logic of the application, which sped up the process of creating a style guide and other deliverables. I still feel quite a bit of frustration when it comes to working in InDesign, but I think that the technical skills I've gained during this project will help me both in my future career and in my next projects.

For my future projects, I will probably improve my initial project layout and preparation skills, as it would save me a lot of time if I had everything prepared and stored in one place.

My research had a bit of an impact on my design choices, as it allowed me to see current trends. By looking at and analyzing different brands, I was able to get a deeper understanding of what resonated with the customers. For example, I've noticed that a lot of companies in my niche use darker and colder colors as their primary palette, use serif fonts for their branding and communication, and have a minimalistic approach to design that works towards elegance and sophistication rather than visual excess and graphical richness.

Project Completion Reflection 1/2

I was surprised at how sometimes a brand name can evoke negative feelings or make people confused. We went through quite a process when deciding on a brand name and eliminated quite a lot of different variants because they were not directly speaking to our customers. During this time, our lecturer provided us with an example of why it's important to know how the brand is going to be perceived by a client, as sometimes users will see a different meaning in what we as designers say. "It is necessary to analyze in detail whether or not the brand evokes any negative images, or whether or not there have been any drastic crises that would suggest rebuilding the brand under a completely new name." (Malinowska-Olszowy, M., 2005, p. 9)

Ref List:

Malinowska-Olszowy, M. (2005). Brand strategy in the clothing and textile market. *Fibres & Textiles in Eastern Europe*, 13(1), 49.

Project Rationale 1/2

During the process of creating a brand for an imaginative B-Corp business in the fashion industry, it was important to start by determining the core principles of the brand, which are dictated by the mission statement and the vision of the brand. Before doing that, we had to establish the actual list of services that we were going to provide, emphasizing creating a unique value proposition that would allow us to differentiate ourselves from our direct competition. The core values of a B-Corp were integrated into the core idea of the business (the issue that our business is trying to resolve is the amount of pollution produced by the fast-fashion industry. Another problem is the waste generated by the industry - every second, a garbage truck's worth of textiles is discarded (UNEP, 2018)), allowing us to focus on identifying our target market. The unique value proposition we developed is around the idea of creating a circulating economy within the fashion industry. Instead of throwing the fashion piece out, we encourage the customer to bring the piece to one of our stores, where we would recycle the materials and create another piece of cloth, eliminating the waste that is being generated by the industry.

After an insightful investigation, we realised that most people who care about the sustainability and recyclability of clothing items belong to certain generations. From our findings, we discovered that Gen Z and Millennials are the two generations most concerned about the sustainability of processes and the environmental impact of businesses. With this information, the design iteration process began. This brand focuses on selling sustainable and easily recyclable fashion pieces, and the overall style conveyed through every aspect of the brand identity is smart-casual. This determined the overall justification for most of the design choices made during this process.

Project Rationale 2/2

Branding should convey the message without overtly emphasising what it does and how it helps the environment. The general approach taken was determined by the overall genre of high-end brands in the same industry. The words I would use to describe the approach taken in terms of creating brand identity would be Elegance, Sophistication, Simplicity, Timelessness, Transparency, and Boldness.

I took an elegant and sophisticated approach towards the logo creation, with the main goal of making the visual side of the brand timeless. When developing the core message and the tagline, we emphasised transparency and boldness and came up with “Wear the change” as our tagline. This tagline is bold, as it is quite a statement, but also transparent, as it clearly shows what the B-Corp does.

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<https://www.unep.org/news-and-stories/story/putting-brakes-fast-fashion>

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<https://www.statista.com/statistics/1361365/australia-online-shopper-preference-for-ethical-and-sustainable-brands/>

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<https://squareup.com/au/en/the-bottom-line/reaching-customers/gen-z-shoppers>

Smith, P. (2022, June 15). Carbon footprint of Europe-based fashion retailers 2019. Statista.
<https://www.statista.com/statistics/1102998/carbon-footprint-of-european-fashion-brands/>

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<https://www.wgsn.com/en/blogs/b-corp-status-rising-demand-globally>

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<https://www.unep.org/news-and-stories/story/putting-brakes-fast-fashion>

Image References

All images used were taken from Unsplash

Unsplash. (n.d.). Beautiful free images & pictures. Unsplash. Retrieved from:
<https://unsplash.com/>

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Thank you.

Working on this project requires a certain level of planning and execution skills, the ability to prioritize work, and a capacity for project management, including communication skills. This is the first project that we've worked on in teams, which comes with its own set of challenges. During this project, I discovered a couple of gaps in my knowledge, particularly in InDesign, a program I thought I was familiar with. I need to prioritize getting more comfortable with that program, as it's something I'm going to be using in my career quite often. I've also been learning quite a bit about design identity, and I believe that look and feel are some of the most important visual qualities that allow immediate recognition of a brand in a broader market. It's astonishing how an overall look that includes all visual elements of the brand "resonates in the mind of the customer and rises above the clutter of a visual environment" (*Wheeler A, Milman D, p.152*).

This project requires us to work in teams but also to spend quite a bit of time by ourselves, as our top-level ideas should be united, but it's an individual task to create an actual brand. So, I will keep in touch with people in my team so we can always keep each other updated. I've created a Slack channel, a Miro board, and a shared Google Drive for us to share and store our findings in one place, which I believe will positively contribute to the overall success of this project. In terms of communication skills, I think I need to work a bit more on being proactive during the initial parts of the conversation on our project-related topics so that I can share more of my ideas with my team members and potentially get more ideas out of them. In terms of ethical practices, I want to help other people achieve better results by providing constructive feedback or appraising someone's work. I think it's important to share my opinion, but it's as important not to be self-centred, as different people have different preferences and like different styles.

In terms of researching genre and style, I want to understand the potential user more before I make any decisions. I think that overall style is dictated by the current market, but I don't want my decisions to be assumption-based. For example, during my research, I found out that a lot of potential customers will be from the Gen Z generation, and that the way they make decisions differs from other generations. Many people are concerned with environmental problems, and I think that the brand I'm going to develop should speak directly to them. At the same time, the style of the clothing that my imaginative B-Corp will be producing will lean more towards high-end smart casual garments. So I need to be careful not to step too far away from this market. I will examine what other brands in my niche market look like and try to understand why they have made certain brand decisions.

Reference List:

Alina Wheeler; Debbie Millman, (2016). *Designing Brand Identity*. Wiley

I think that overall, this project can be called a success. I have achieved the results that I wanted to achieve, but I still think that I could have done a little bit more. I think that the user research part went extremely well, and I gained all the information about the potential customer that I wanted, which helped me determine the visual qualities of the brand. Obviously, I've faced quite a few challenges along the way, but I think that I've been able to overcome them. The first challenge, and probably the biggest one, was working in InDesign. I am not the biggest fan of the application, as I find it irritatingly user-unfriendly. It got better once I became more familiar with the logic of the application, which sped up the process of creating a style guide and other deliverables. I still feel quite a bit of frustration when it comes to working in InDesign, but I think that the technical skills I've gained during this project will help me both in my future career and in my next projects.

For my future projects, I will probably improve my initial project layout and preparation skills, as it would save me a lot of time if I had everything prepared and stored in one place.

My research had a bit of an impact on my design choices, as it allowed me to see current trends. By looking at and analyzing different brands, I was able to get a deeper understanding of what resonated with the customers. For example, I've noticed that a lot of companies in my niche use darker and colder colours as their primary palette, use serif fonts for their branding and communication, and have a minimalistic approach to design that works towards elegance and sophistication rather than visual excess and graphical richness.

I was surprised at how sometimes a brand name can evoke negative feelings or make people confused. We went through quite a process when deciding on a brand name and eliminated quite a lot of different variants because they were not directly speaking to our customers. During this time, our lecturer provided us with an example of why it's important to know how the brand is going to be perceived by a client, as sometimes users will see a different meaning in what we as designers say. "It is necessary to analyze in detail whether or not the brand evokes any negative images, or whether or not there have been any drastic crises that would suggest rebuilding the brand under a completely new name." (Malinowska-Olszowy, M., 2005, p. 9)

Reference List:

Malinowska-Olszowy, M. (2005). Brand strategy in the clothing and textile market. *Fibres & Textiles in Eastern Europe*, 13(1), 49.

NW
BOUTIQUE

Brand Style Guide

Contents

1.

p. 02

Brand Story

2.

p. 03

Brand Mission & Vision

3.

p. 04

Brand Tone of Voice

4.

p. 05

Our Logo

5.

p. 06

Logo Usage

6.

p. 07

Logo Application

7.

p. 08

Primary Colours

8.

p. 09

Typography

9.

p. 10

Image Style

10.

p. 11

Brand Use Examples

Brand Story

Wear the change

We believe that fashion can and should have a positive impact on the external environment.

The fashion industry generates approximately a truckload of waste every minute, and a huge amount of clothing waste pollutes the environment and negatively affects our lives.

This is all happening under the dictation of large companies that produce an incredible amount of clothing that can not be recycled.

Wear the change - this is our message to people who decided to choose us

Founded in 2024, NoWaste Boutique is more than a fashion brand.

It's a movement dedicated to creating a circular economy in the fashion industry.

We believe that the clothes we wear should tell a story—one of sustainability, ethics, and timeless style.

Mission

To lead the fashion revolution by focusing on our core principles

Principles

No Waste: We use high-quality, reclaimed materials to create our collections. Our innovative buy-back program invites customers to return their NW Boutique cloath when they no longer need them. We then carefully refurbish these pieces, giving them a new life and continuing their story.

Ethical Production: We partner with ethical manufacturers who share our commitment to fair labor practices

Recycable Only: We use only recycable materials in our manufacturing process ensuring our commitment to leading zero-waste fashion revolution

Vision

At NW Boutique, our vision is simple yet profound: to craft beautiful, enduring garments that respect the planet and honor the people who make them.

We envision a world where fashion is slow and deeply connected to the lives of its wearers.

We envision an industry, that is no longer committing to the pollution of the planet we're living on.

We envision a process, that would inspire millions to take a lead and make a positive change.

We envision people who are proud to wear our garments knowing that they are helping us out on our revolutionaly journey

Tone of Voice

Our tone of voice embodies our commitment to sustainability, ethics, and style.

Warm

Inspiring

Welcoming

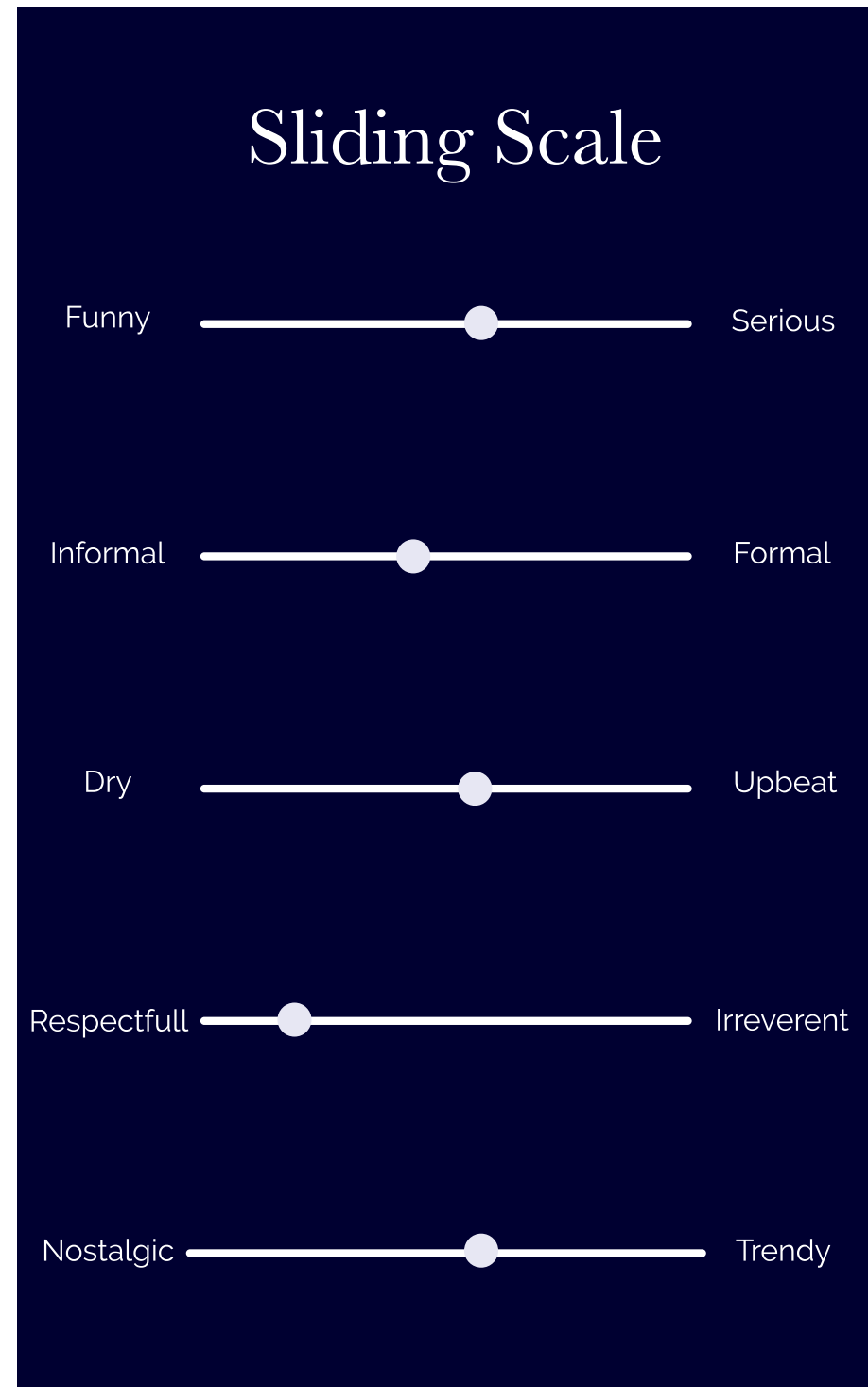
Informational

Motivational

Elegant

Passionate

Committed



Our Logo

Our logo represents the essence of our brand—sophisticated, connected, and timeless. As the visual cornerstone of our identity, it is crucial that our logo is used consistently and correctly across all mediums to maintain the integrity of our brand. Our logo features the letters “NW” crafted in a classic serif font. The serif style conveys elegance and tradition, while the connected letters form a unique and cohesive icon

Logo Variations

To ensure flexibility and readability across various applications, we offer the following logo variations:

Primary Logo: The standard NW Boutique logo in its full form, used for most applications.

Monochrome Logo: A single-color version for use on backgrounds where the primary logo may not be clearly visible.

Inverted Logo: A version with the logo in white, designed for use on dark backgrounds.

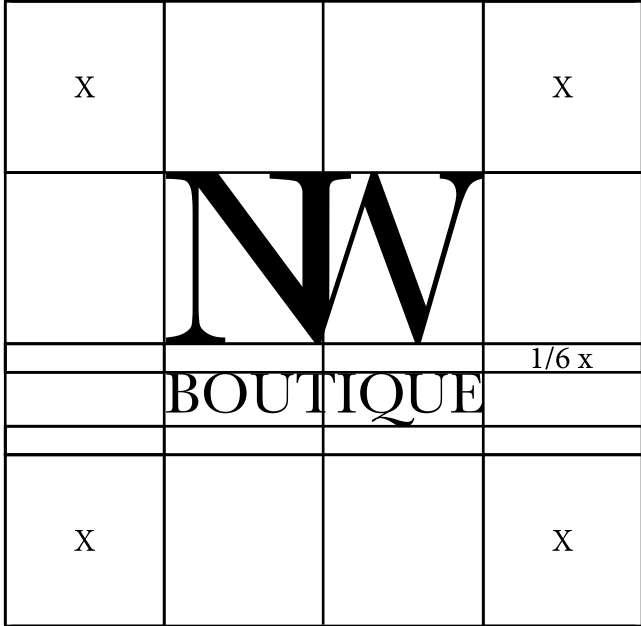


Logo Usage

Clear Space

When using the NW Boutique logo, ensure to allow enough space around it. For our logo, the clear space should be at least half of its "NW" icon width and full height to maintain visual clarity.

X = Minimal Clear space



Minimal Size

When scaling the NW Boutique logo, ensure that all elements of the logo, including text and design details, are clear and readable at smaller sizes.

Print

Business Cards: At least 1 inch (25.4 mm) wide.
Letterheads: At least 1.5 inches (38.1 mm) wide.
Brochures/Flyers: At least 1.5 inches (38.1 mm) wide.

Digital

Website Headers: At least 120 pixels wide.
Social Media Profile Pictures: At least 180x180 pixels.

Logo Application

When using the NW Boutique logo, ensure that you follow the ground rules of logo application.

	<p>Don't change proportions of the logo Don't skew or distort logo in any way</p>
 <p>Don't introduce new colours to the logo</p>	 <p>Don't change the solid fill of the logo to outline</p>

Colours

When using NW Boutique colours, it's important to know how exactly to combine them. Colours can be used for background / foreground elements

Primary colours and Secondary colours should not be mixed!

Primary

C: 100%	R: 0
M: 84%	G: 7
Y: 0%	B: 45
K: 82%	

Oxford Blue

Hex: #00072D Pantone: 282 C

C: 8%	R: 235
M: 7%	G: 238
Y: 0%	B: 255
K: 0%	

Lavender

Hex: #EBEEFF Pantone: 656 C

Secondary

C: 59%	R: 20
M: 0%	G: 49
Y: 82%	B: 9
K: 81%	

Pakistan Green

Hex: #143109 Pantone: 5535 C

C: 0%	R: 225
M: 8%	G: 206
Y: 46%	B: 122
K: 12%	

Citron

Hex: #E1CE7A Pantone: 460 C

Typography

Primary Font

Baskerville

Baskerville is a transitional serif typeface designed by John Baskerville in the 1750s. Known for its clarity and readability, Baskerville remains a timeless choice for both print and digital media.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Secondary Font

Raleway

Font features both old style and lining numerals, standard and discretionary ligatures, as well as a stylistic alternate inspired by more geometric sans-serif typefaces than its neo-grotesque inspired default character set.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Usage

Primary

Headings/Subheading

Secondary

Body Copy, Pull Quotes and Captions/Small print

Sizes

Primary

A - A

32pt - 72pt+

Secondary

A - A

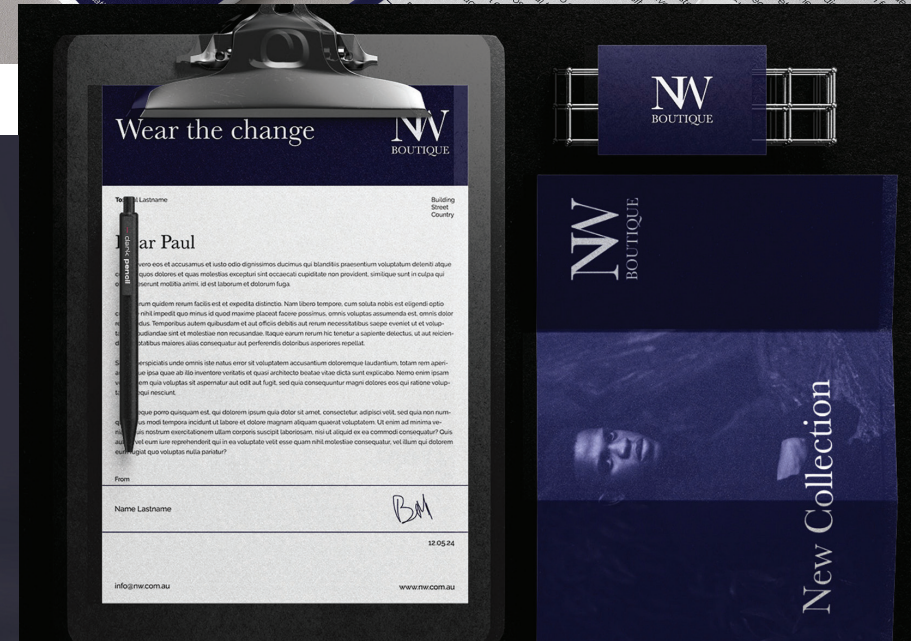
10pt - 28pt

Image Use

The image style for NW Boutique reflects the brand's ethos of sophistication, sustainability, and modern elegance. Our visuals should consistently convey the smart casual aesthetic tailored for the discerning modern man, blending timeless fashion with contemporary trends.



Brand Application



NW

BOUTIQUE

Wear the change

NW
BOUTIQUE

To: Paul Lastname

Building
Street
Country

Dear Paul

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

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From

Name Lastname



12.05.24



NW
BOUTIQUE

Name Lastname

info@nw.com.au

Wear the change

+61 441 158 951

Location Manager