

Branding Sheet



Branding Sheet

Analogy 
For The Design Company Harwarden



Fonts

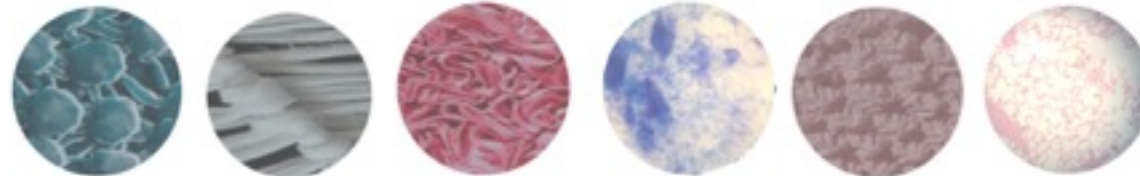
The Design Studio Harwarden

The Design Studio Harwarden

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Textures



Logo

Swing Ticket



Swing Tickets

Analogy Swing Ticket Samples



Rationale

I have chose to create a sub-culture for The design Company Harwarden which I have renamed Analogy. The meaning behind this is the similar aspects of The design company Harwarden will be translated into my new brand; however Analogy will attract an older target audience due to the products; consisting of blazers, trousers/ culottes and co-ords. I have decided to specify the minimal use of products due to the original brand only selling Faux Fur bomber jackets and shrugs. This also highlights the word definition Analogy due to the meaning of partial similarity; relating to both the initial brand and the sub-culture I am creating.

I started off by creating the illustrations that will be the focal points to my moodboard by using the illustrator software. Firstly I used the paintbrush tool to do a basic outline of the images. I proceeded to open this in photoshop which I then transferred my primary image of a cell and reduced the opacity. This was then placed over the clothing of the illustration drawing which I then used the magnetic lasso tool to crop around it. I then did the same for another image which inspired my project, this shows a variety of colours and techniques but also translates some of the ideas behind my mood board. I gathered both primary and secondary images of both cells and The design Studio Harwardens products. I continued to change the opacity, hue, Saturation, colours whilst overlaying the images. By adding both colour and texture swatches translates my ideas of combining the cell patterns and fabrics in order to create individual products.

I used illustrator to edit and create my logo which was then translated onto both of the branding sheet and swing ticket. This is to show continuity across each of the products following through to brand identity. In order to create the swing ticket I used the oval tool with my initial logo placed on it. I then researched into different swing tickets and closely looked at the common layouts to influence my own design. I experimented with different shapes and outlines in order for the swing tickets to suit the products and appeal to the customers.

Bibliography

Faux Fur Jackets

<http://thedesignstudiohawarden.co.uk/gallery/>

Coords

<http://www.whowhatwear.com/ultimate-fall-shopping-guide-fall-2014/slide21>

Blazer

<http://www.acnestudios.com/shop/women/suit-jackets/reims-shet-ch-red-blue-check.html>

Bomber Jacket

<https://www.instagram.com/thedesignstudiohawarden/?hl=en>

Cell

<https://www.pinterest.com/pin/536913586798745298/>

Shibori Texture

<http://www.upcyclist.co.uk/2011/07/textured-textiles.html>