Brand Design

Roperes

Clothing Brand

Created by Janice Alexander

Overview:

Created a personal Clothing Brand concept that focuses on being an affordable clothing line for less fortunate families. The brand uses lemons as it's main imagery to represent cleanliness and freshness, as well this brand is eco friendly. The colour yellow is used as well to give it a more positive and friendly tone.

Program(s) used: Adobe Photoshop, Adobe Illustrator



Roperes Logo

Family is personally important to me. Funnily enough, one of my last names are spelt wrong on my birth certificate, making me the only one in my family to have the "Roperes" spelling instead of "Roperez".

Using "roperes" as the brand name is a commentary on the idea family is more than sharing last names (or being related). Anyone can be family, and this brand celebrates all types and sorts of families.

The clothing brand being lighthearted, a range of light pale yellows were used for the logo.





Opaque White CMYK 0 0 0 0 RGB 255 255 255 #FFFFFF



Pantone 7499C CMYK 1 3 34 0 RGB 255 241 182 #FFF1B6



Pantone 2002C CMYK 2 5 65 0 RGB 255 232 118 #FFE876



Pantone 602C CMYK 7 6 64 0 RGB 242 225 121 #F2E179



Pantone Warm Gray 11C CMYK 54 53 58 24 RGB 109 98 90 #6D625A

Mini Icon/Logo is used as an easy identifier for the brand or favicon for website.

Mood board:

The mood board reflects the clean and crisp aesthetic of the brand for the creation of the logo. It aided in understanding the simple and minimalistic design the brand is going for.









