

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 Mockups



► Roperes Mockups



▶ Roperes Mockups



▶ Roperes Mockups

