

neah

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OUR VISION

'neah' is a young fashion brand which is concentrating on making colourful textile prints for our young and independent female clients. The brand aims to establish and produce continuous flow of young, colourful, authentic and individual prints. The brand would like to induce these prints with crop tops so as to cater to the young female customers between the age of 16- 28 years. The brand has combined prints with crop tops as we feel that our prints look best with crop tops. Crop tops have a wide range as one can wear both to a sunday brunch with friends and family and as well as to a club late at night for a drink. It is young, fashionable and trendy.

The fashion market is filled with prints so what sets us apart? Our prints have an organic starting point where our designers use different materials and techniques like watercolour, kirigamy, crayons, acrylic colours, vegetable dyes, photographs, others artwork to create these prints. So our prints are unique and we make sure we have followed your lifestyle well to come up with prints that suit you and your lifestyle.

Our vision is to see a whole new generation of young adults being proud of owning croptops that are affordable yet at the top of the trend table. They would be able to wear original prints which are trendy and suit their lifestyle.

We are also planning to introduce the 'You-Are-the-Artist collection' where our clients can submit their artwork and we would make a print created from their artwork. They would be able to wear a print of their artwork.

OUR VALUES

'neah' will be established with the aim of producing high quality fashionable printed crop tops exclusively for young women with a reasonable and competitive price. Our values lie in the fact that we would always come up with new and never-seen-before prints. We take pride in creating handmade prints, these prints originate from colours and materials available in the house hold. We love our community so we would involve and support local business for our material purchase and production. We understand our clients and their lifestyle so our products would always be affordable and never too expensive.

Above all we would always follow our five keywords at every given walk fo life:

ORIGINAL
YOUNG
FRESH
COLOURFUL
AUTHENTIC

THE LOGO

The logo is a wordmark, which allows it to be used with different expressions, to suit different contexts. The standard positioning statement: to change places for the better, is the default expression.

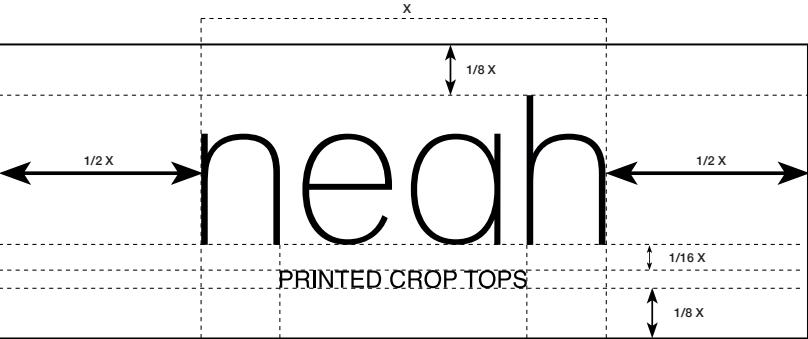
It is important the use of scale of the wordmark is maintained to contrast the text information used to support brand applications. This ensures a contemporary approach to all brand communications. This Logo is unique and should always be used in the right proportions.

neah

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



The tag line is a marketing medium as it defines the brand and the products associated with the brand. It should be used during promotion like advertisement banners and videos. the following guidelines should be maintained while attaching the tag line.



GUIDANCE ON THE USE OF LOGO

The logo can be used in the following colours.

GREY

C=70 M=61 Y=58 K=47 1



WHITE

C=0 M=0 Y=0 K=0 1



When placing the Logo on a photograph please make sure that:

- Only option 2(white) is used.
- The entire logo along with the tag line can be seen clearly.



When placing the Logo on a solid colour background please make sure that:

- Only option 2(white) is used.
- The entire logo along with the tag line can be seen clearly.



COLOURS PALATTE

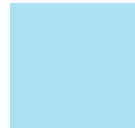
PRIMARY COLOURS

							
C: 9 M: 34 Y: 94 K: 0	C: 80 M: 16 Y: 93 K: 3	C: 8 M: 100 Y: 92 K: 12	C: 100 M: 92 Y: 92 K: 6	C: 54 M: 18 Y: 38 K: 0	C: 3 M: 77 Y: 100 K: 0	C: 4 M: 19 Y: 88 K: 0	C: 67 M: 12 Y: 0 K: 0

SECONDARY COLOURS

							
C: 7 M: 27 Y: 70 K: 0	C: 55 M: 6 Y: 58 K: 0	C: 7 M: 87 Y: 56 K: 0	C: 77 M: 65 Y: 18 K: 2	C: 42 M: 11 Y: 30 K: 0	C: 3 M: 61 Y: 73 K: 0	C: 3 M: 15 Y: 68 K: 0	C: 57 M: 4 Y: 3 K: 0

							
C: 4 M: 19 Y: 51 K: 0	C: 49 M: 4 Y: 52 K: 0	C: 4 M: 67 Y: 32 K: 0	C: 55 M: 42 Y: 14 K: 0	C: 31 M: 7 Y: 22 K: 0	C: 2 M: 45 Y: 50 K: 0	C: 2 M: 11 Y: 51 K: 0	C: 44 M: 1 Y: 4 K: 0

							
C: 3 M: 11 Y: 33 K: 0	C: 32 M: 2 Y: 32 K: 0	C: 2 M: 44 Y: 17 K: 0	C: 34 M: 25 Y: 10 K: 0	C: 19 M: 5 Y: 12 K: 0	C: 2 M: 29 Y: 30 K: 0	C: 2 M: 7 Y: 34 K: 0	C: 29 M: 0 Y: 2 K: 0

TYPEFACE

All communications by the brand whether in print or digital would be done in this particular typeface.
Any document publised by the brand including marketing and promotional materials would be prepared by using this typeface.

Type : Helvetica
Style: BOLD, LIGHT, MEDIUM, REGULAR

HELVETICA BOLD
To be used for headlines only

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HELVETICA LIGHT
To be used for advertisements purpose only

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HELVETICA REGULAR
To be used for both advertisment and as body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HELVETICA OBLIQUES
To be used for subheadings only

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

IMAGERY

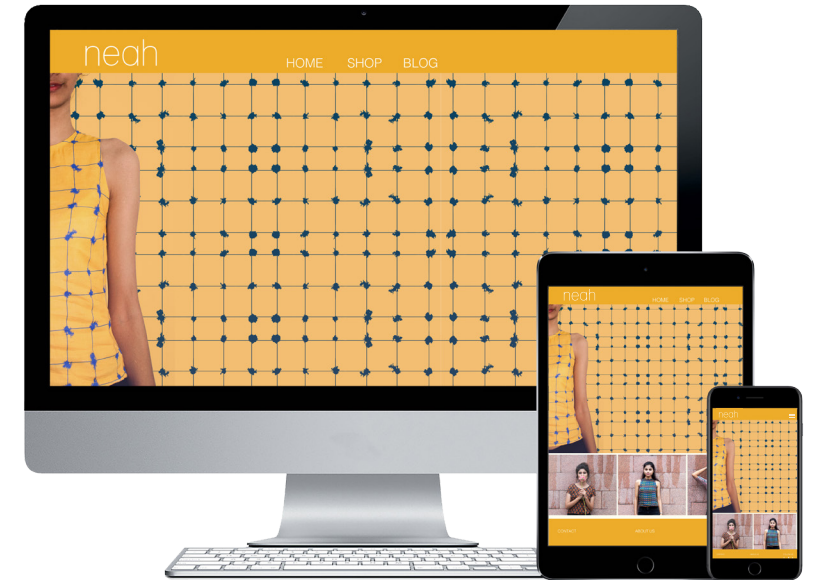
WEBSITE

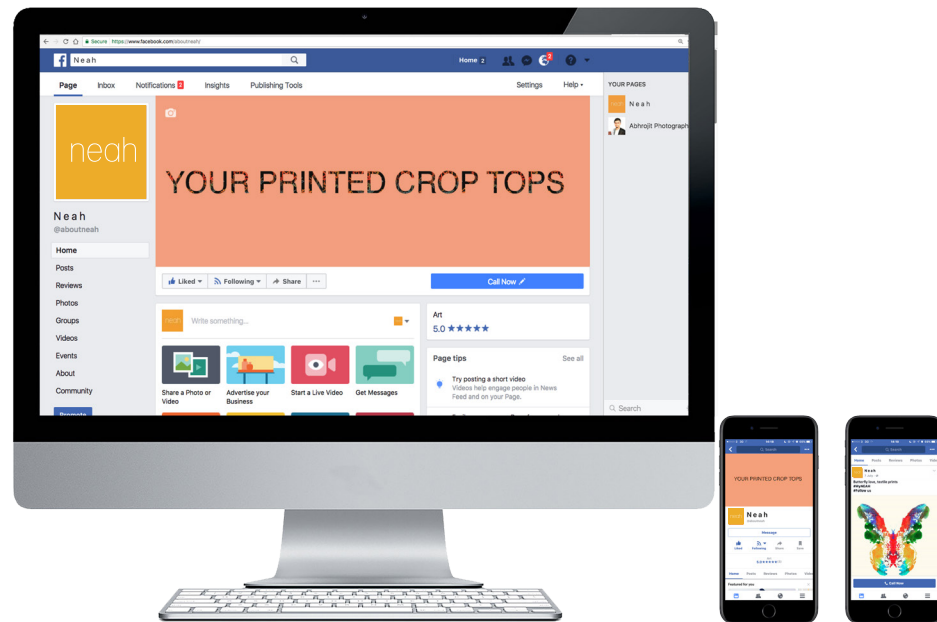
The website would be changed from time to time keeping in mind the guidelines about

- The use of the logo
- the use of colours
- the use of typeface

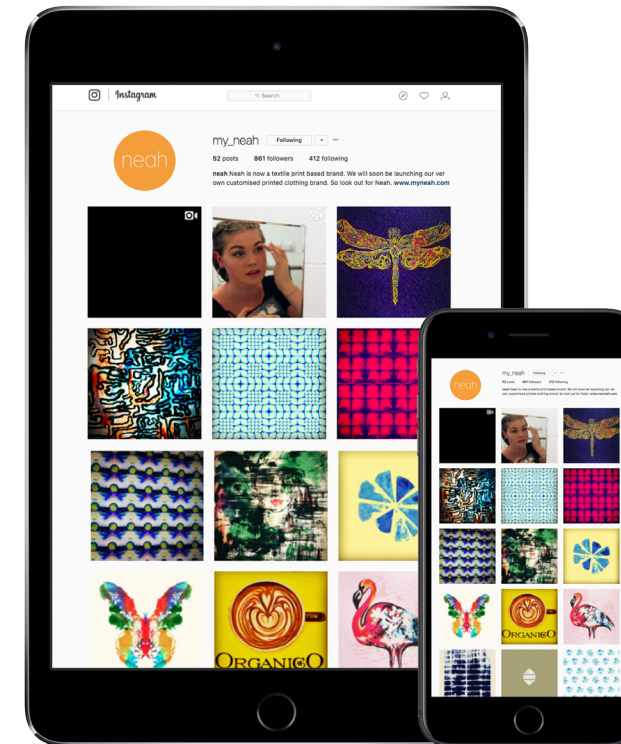
This is a sample of what is expected out of the website and how it should preserve the keywords:

Fresh
Colourful
Unique
Young





#aboutneah



#my_neah

MERCHENDISING

VISITING CARD

There would be multiple visiting cards with various colour combinations for the brand and its employees. It should be ensured that no customer should be given a visiting card with the same colour combination more than once.

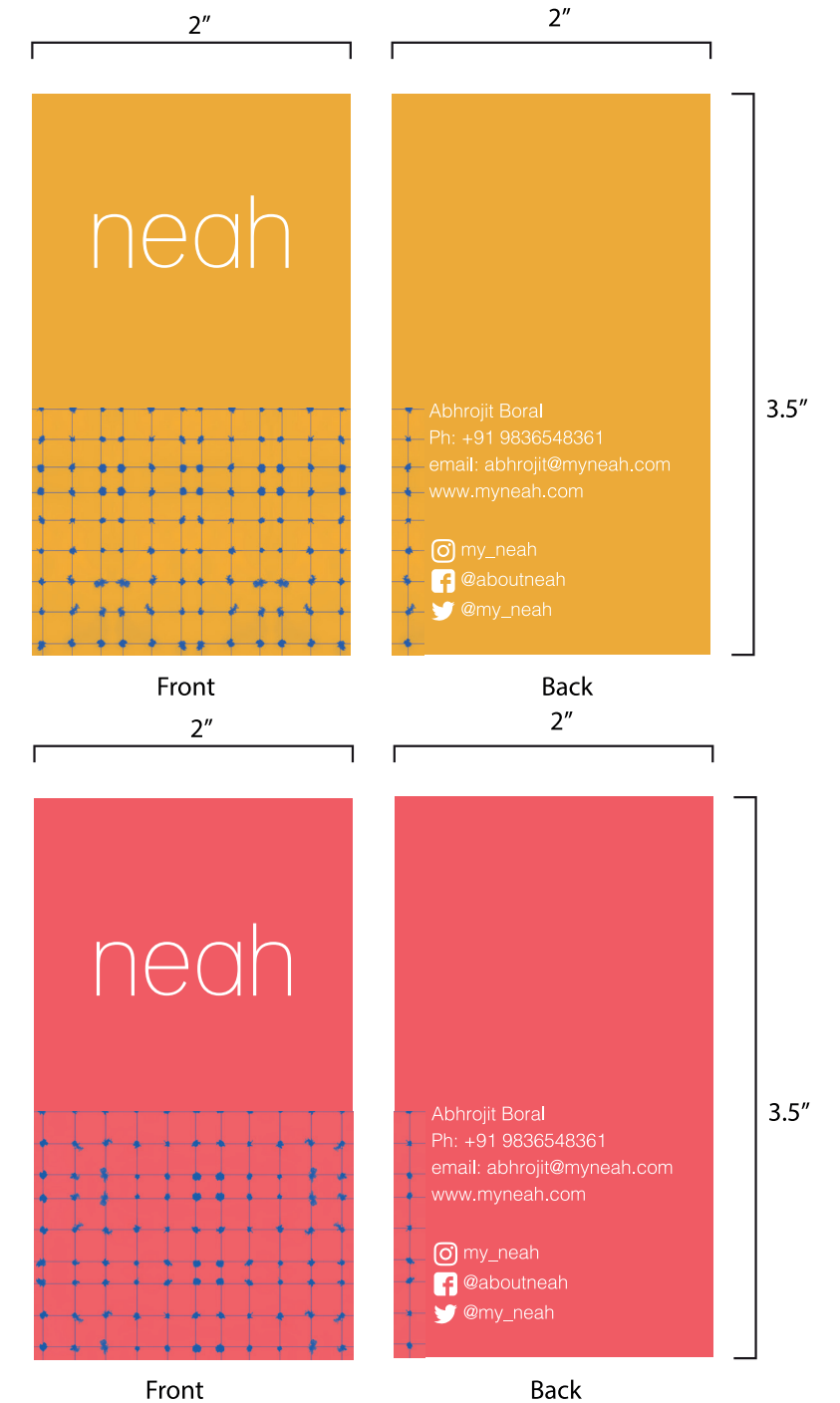
PRINTING INSTRUCTIONS

1. 250 gsm matt finish paper
2. Both side printing

While designing the visiting card:

You can: Use different colours for the background and the pattern.

Your cant: Change the grid, the particular pattern or the typeface.



PRICE TAGS

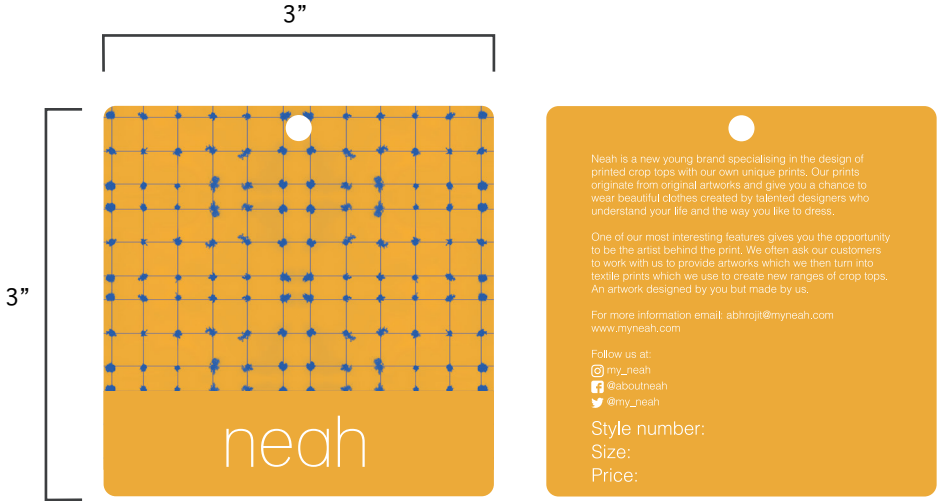
Price tags are an important marketing tool as it is attractive and the customers would see it with the garment.

PRINTING INSTRUCTIONS

- 1. 400 gsm matt finish paper
- 2. Both side printing

There are two different kinds of price tag.

- 1. Price tag for our in house collection.
- 2. Price tag for the 'Artists collection'.

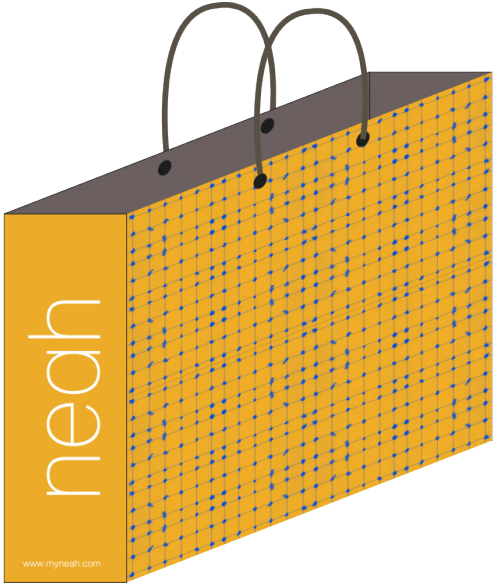


SHOPPING BAG

PRINTING INSTRUCTIONS

- 1. 250 gsm laminated gloss paper.
- 2. Use organic coconut rope.

If it the shopping bag needs to be redesigned:
You can: Change the background colour and the pattern.
You cant: Change the grid setting of the of the price tag.

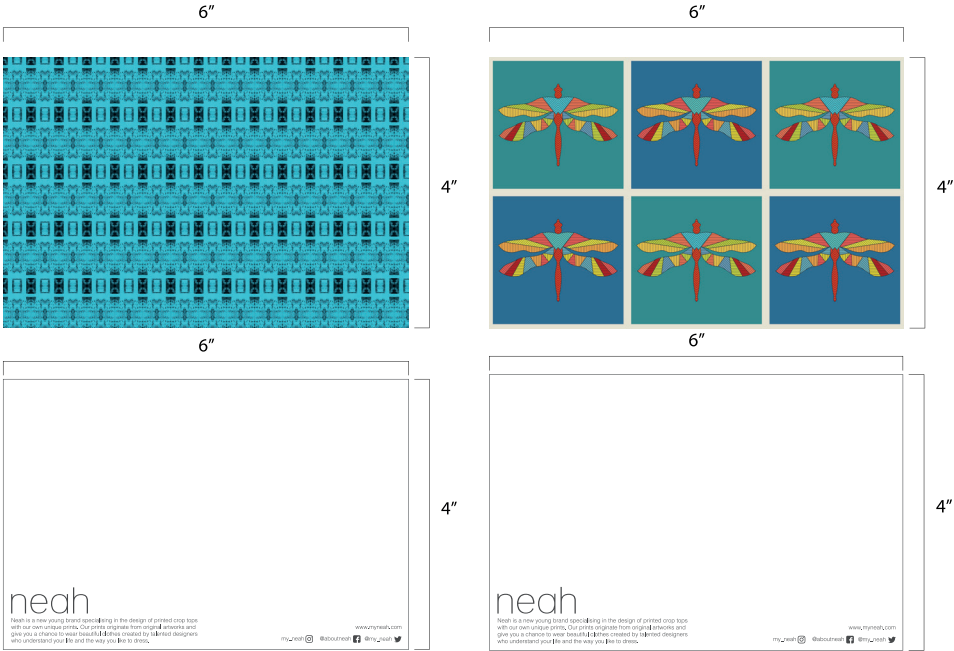


POST CARD

PRINTING INSTRUCTIONS

- 1. 200 gsm matt finish paper
- 2. Both side printing

If it the post card needs to be redesigned:
You can: Change the pattern.
You cant: Change the grid setting and the back side of the of the post card.



If the price tag needs to be redesigned:
You can: Change the background colour and the pattern.
You cant: Change the grid setting of the of the price tag.

ADVERTISEMENT

Advertisement posters examples.

You should

1. Follow the logo guidelines for the placement of the logo.
2. Include the website in all the posters.
2. If the posters is in direct contact with the general public include the social media icons.



Advertisement video example.
See the full video at
<https://www.youtube.com/watch?v=kQYAIZwrkV0>



