Fashion Department Identity Style Guide



Identity Style Guide

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Primary Logo

The new Fashion Department Logo represents the elegance and the high quality of the products made by students. The straight lines intersect with each other revealing the strength of the collaboration between creative people.
The overall design remembers modern Italian architecture, which recalls elegance, innovation, and modernity.

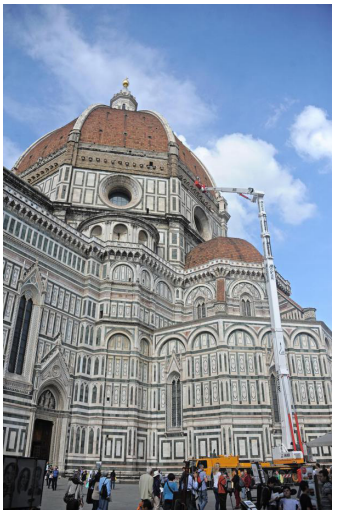
The red rectangle embraces the white design creating a perfect balance between rounded shape and crossed straight lines.



Logo Inspiration

The Logo was inspired by Italian fashion history, art, and architecture. It has been found some interesting Renascence Costume pattern with some rounded and straight lines. Moreover, the inspiration for the design was moved by the Italian Renaissance architecture, where the combination of rigorous geometry meets the curved lines. The perfect balance of crossing lines and curves make the Fashion Department Logo unique and memorable.




Logo Lockups

Vertical Layout





Horizontal Layout



Super Graphic

The super graphic version of the logo can be used in some branding materials where part of the logo is shown as an extension of the logo itself. The super graphic version must be used in combination with the full logo, and never alone.



Color Variations

Primary Color



Black and White version



Safe Area

The safe area around the logo is the length of the space between the stem plus the box edges indicated below. Do not place any other text or imagery inside this area.



Incorrect Logo Treatment

DON'T squash and distort any versions of the logo.

DON'T add or change colors in the logo.

DON'T substitute the logotype with other typefaces.

DON'T pixelated the logo..

DON'T rearrange elements of the logo.



DON'T place the logo against backgrounds which hurt its legibility.

CCSF Fashion Department

Color Value

Color Palette

The color selection for the Fashion department logo was inspired by the most recognizable color of the high fashion world, which is the dark red. This color is a symbol of elegance, passion, and confidence. The choice was also inspired by the Burgundy red, which an exquisite red color inspired by the homonyms red French wine. The red color was also trendy and used during the Renaissance, which had not only a Christian symbolism but also was associated with the noble family as a symbol of royalty and wealthy.

Pantone 1807 CP

CMYK 26, 100, 79, 22

RGB 155, 27, 50,

Hex #9b1b32

CMYK 0, 0, 0, 0

RGB 255, 255, 255

Hex # ffffff

Typography

Typography: Open Sans

Open Sans is a humanist sans-serif typeface designed by Steve Matteson.
It is characterized by a wide aperture on many letters and a large x-height. It can be used both on print and on screen. It is simple, elegant, but at the same time, it has both rounded and straight lines. For more winding with the mark, I modified part of the termination of the letters to recreate the same rounded end of the logo.

Open Sans in Regular 25pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()?+=

Weights

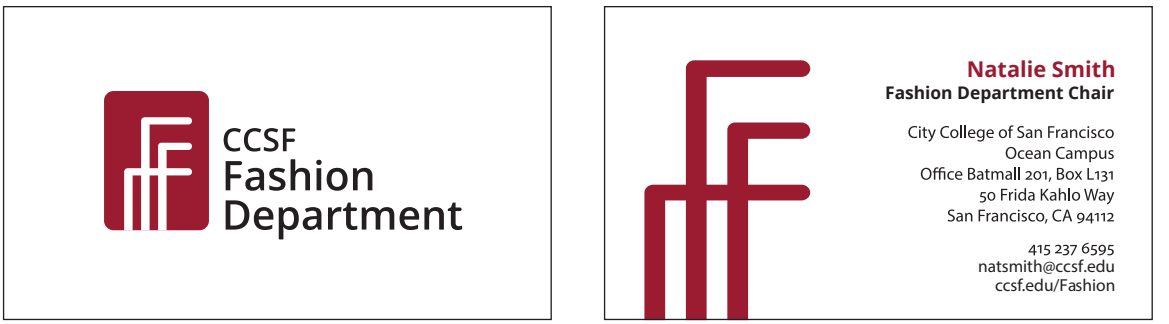
Light

Semibold

Regular

Bold

Business Card



Letterhead



Collateral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