

ELITE Clothing Brand



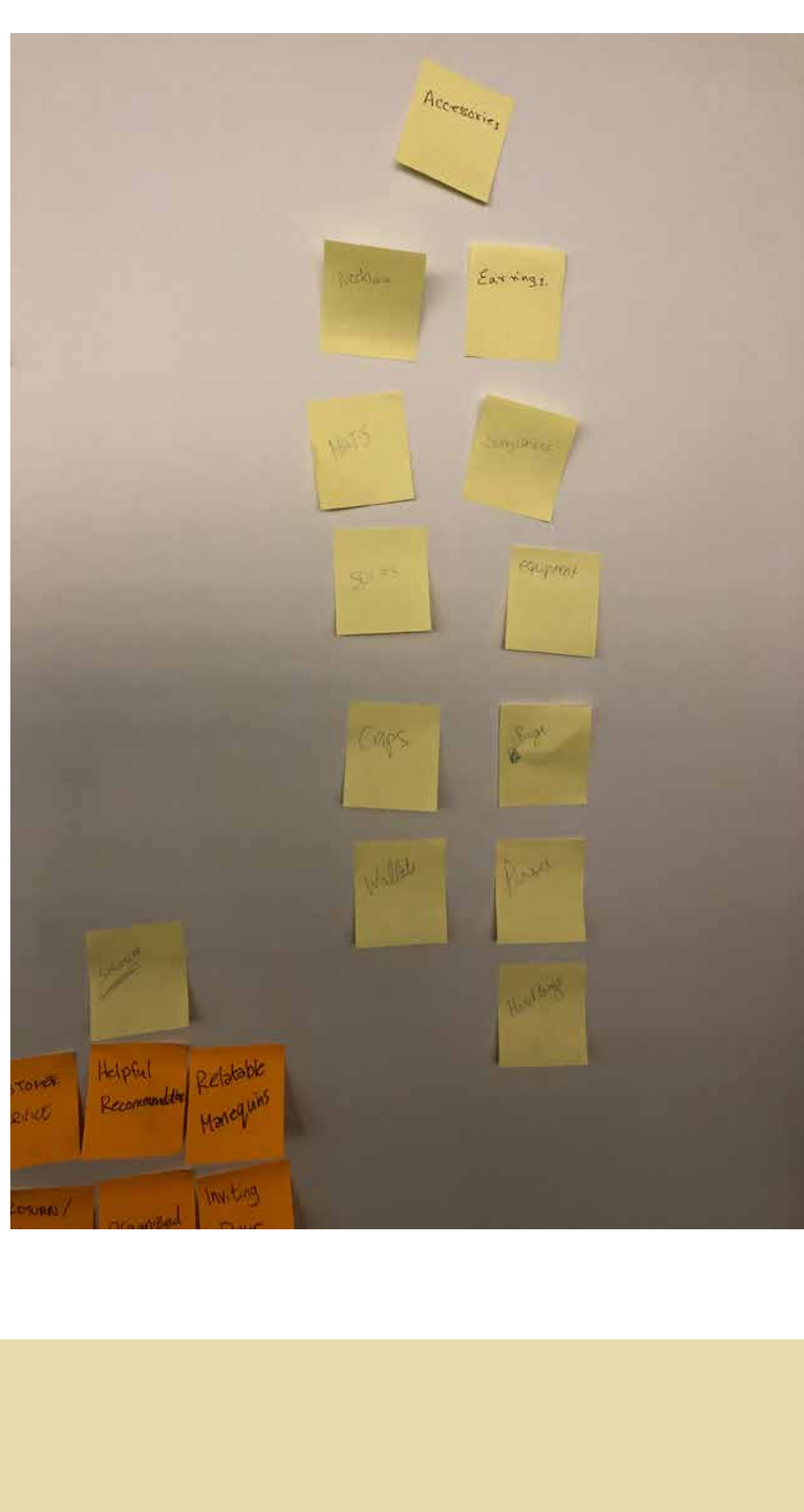
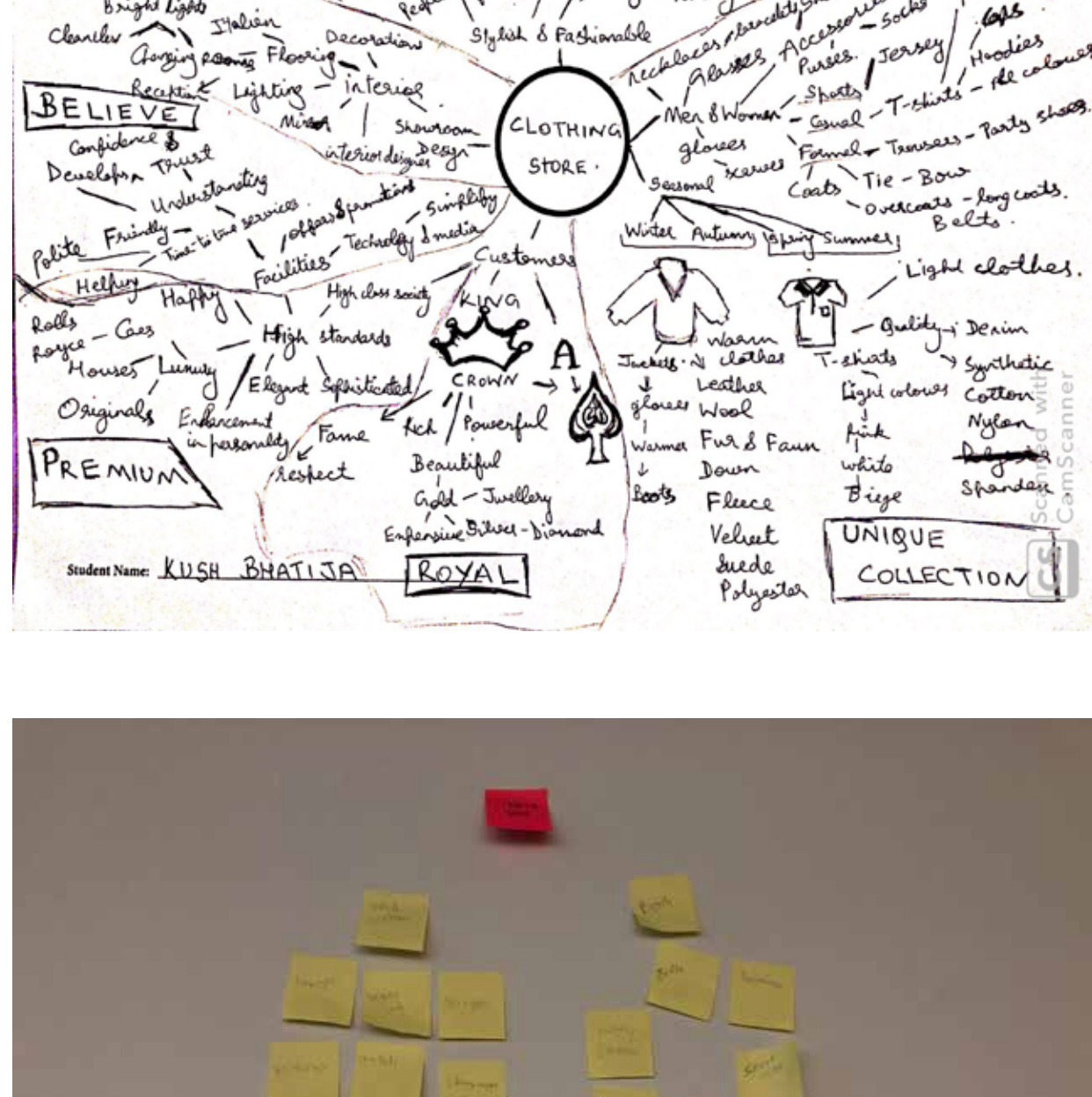
ABOUT

The Elite brand is a clothing brand that provides fashionable and minimal clothing at the same time. It focuses on vegan fashion clothing, which means animal free clothing, and are loved by animal lovers. It allows people to customize their clothes to express their personality by wearing unique and fashionable fragrance clothes. It provides a member card that gives 10% discount on every purchase. The brand has a website where people can be updated with the latest trends.

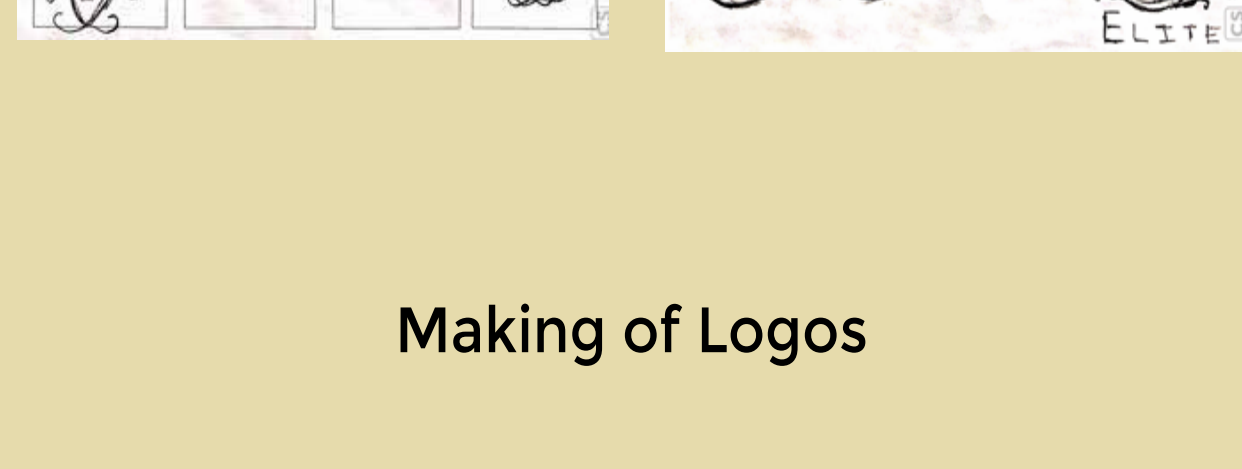
ROLE

Branding: 2019 (June-July)
 Website Building: 2019 (July - August)
 Marketing: 2019 (August-September)

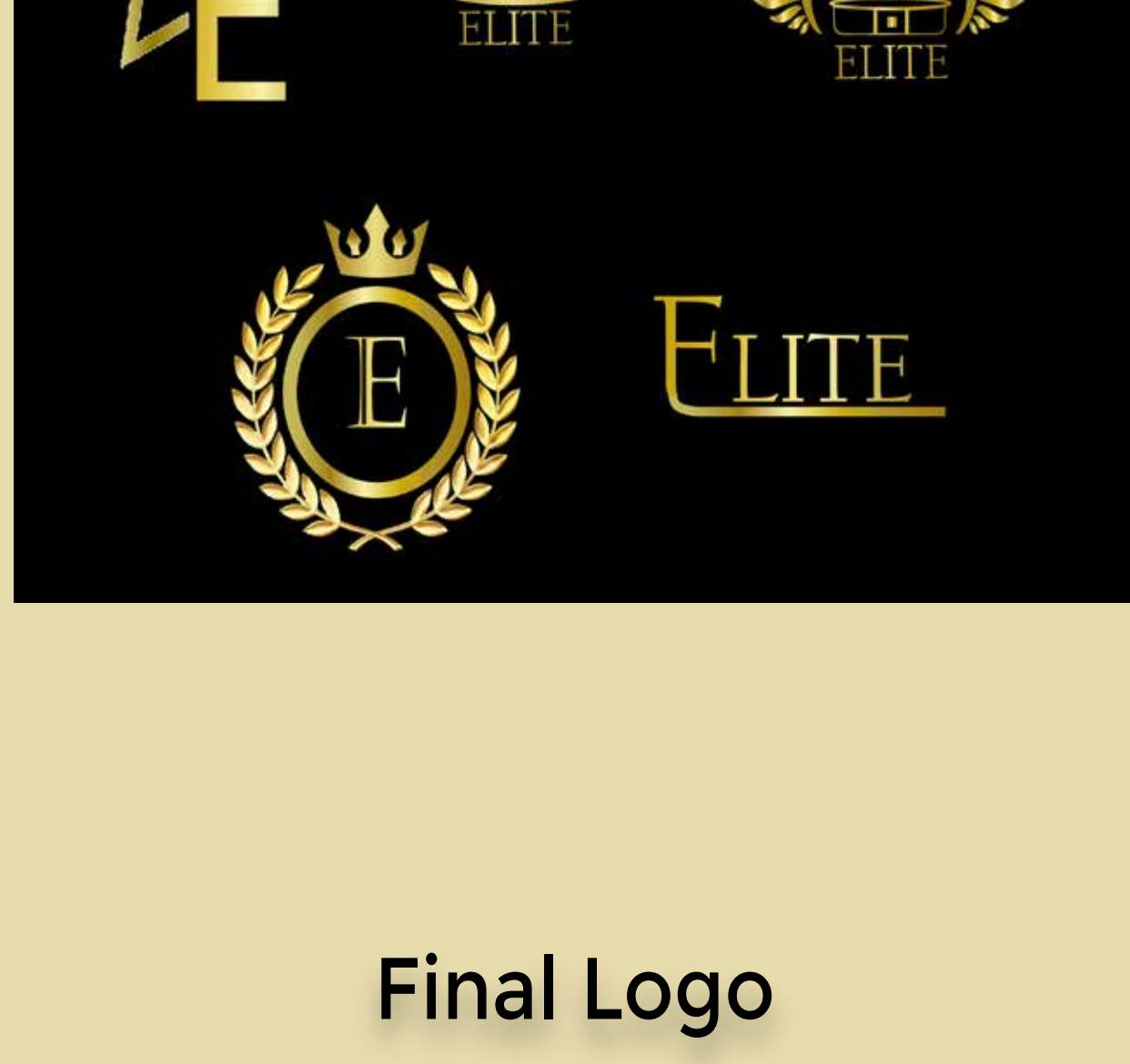
Ideas and Brainstorming Why Elite?



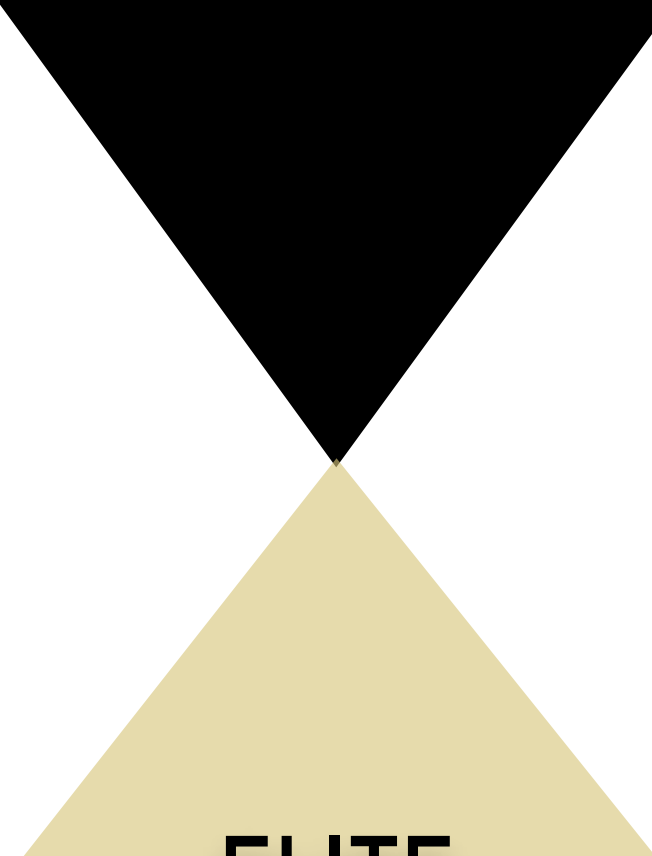
Logo Sketches



Making of Logos



Final Logo

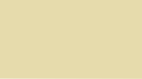


ELITE Symbolism

The crown represents Power and Royalty

The crown and wings together represents owner great luck and loyalty with people.

Colour

Gold  #FFD700

Gold color represents optimism, cheerfulness, power and prosperity.