

PROCESS BOOK

ROYAL Prey

FASHION



SOMM★IMAGE



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BRIEF

Background	In the Project Royal Prey I try to display the creation of the Branding Image of a High-end, modern clothing store for men taking into consideration the concept and style of the whole brand as a class exercise in the graphic design course. I show different patterns and shapes but with a background meaning and whole concept oriented to modern and elegant men with a very masculine vibe. I would need to rework this project to closer meet its expanded possibilities of application.
Problem	The need to focus more into a standard portfolio and to be reworked, adapted, improved and re formatted into a professional looking collection of work. Need to stay away from the boring classical fashion brand. Introduce cool and modern design elements that appeal the target audience.
Objectives	Redesign of the logo for each collection. Creation of a new pattern. Show the possibilities and the potential of the branding concept.
Audience	Royal Prey summarizes the high-end, elegant and poised movement of a hunting animal about to capture its prey. A dynamic, modern, sharp yet soft, stylish line oriented for men who know what they want and strike to get it. Audience is divided in five groups.
Deliverables	Unique logos for each of the five distinct collections, Lion, Eagle, Wolf, Stallion and Swan. Ad campaign graphic and mock-up Packaging.

RESEARCH

How could I develop a high-end masculine oriented brand that would capture the spirit of the excitement of the hunt?

How to stay away from the classic? How to stay elegant but modern at the same time?

Inspired in predatory animal forms.

Brand is divided into five collections and bestowed one animal totem to each line. Target audience gets specified in this manner:

- LION Formal, elegant, suits and accessories collection.
- EAGLE Informal but very elegant clothing, adult clothing line.
- WOLF Both elegant and casual. mature men oriented.
- STALLION Casual, nautical and country line for young adults and adventure spirited men.
- SWAN Teenagers and young adults with high fashion and couture sense of style.

RESEARCH

Existing Branding

I researched for existing brands and collected examples. Among the branding I thought represented the most accurate idea of the goals I wanted to convey were:



Armani eagle logo with stripes.

Prada modified serif type with classic shield.

Dior serif letterhead.

Burberry serif type with elaborate knight on horse.

Findings

Major fashion brands appeal to the elegance and distinction in their serif types and add a clever design element in their logo with a symbol. The challenge of this project includes refining the isotypes of the original idea for Royal Prey and redefine the type to raise the elegance to create a mixture of both elements; modern and classic.

Objective

I intend to juxtapose the curvy lines of the animal logos to the serif classic font.

Original logo for STALLION line:



"P" shape creates distraction from the main focus.

Needs Improvement on the collection typeface.

Needs refinement and solidification on the shape.

RESEARCH

Phylosophy

To go beyond the marketing and bring the consumer closer to the medium, the concept of the animal totem provides a further experience of identifying with a powerful spirit animal I call Totem. Each totem represents a symbol that gives the target audience something to identify with. Creates the sense of belonging. To be part of a family, a tribe, a clan. Each animal is unique and through its symbol, creates a sacred bond between the consumers who share their specific demographic.

Findings



The Native American believed that animal totems acted as guides through life. According to the site nativeamericanvault.com, the animal iconography I have selected, has a specific meaning that will serve as a philosophical base for my inspiration for this project.



LION: Wise leadership without ego. Balancing power, intention, strength, self confidence, freedom from guilt, cunning.

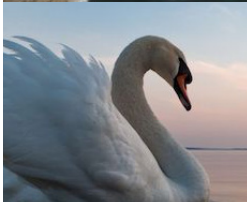


EAGLE: Freedom and courage.



HORSE: Journey.

WOLF: Shows intense loyalty with a balance of independence. Teaches cooperation, protectiveness and the value of extended families.



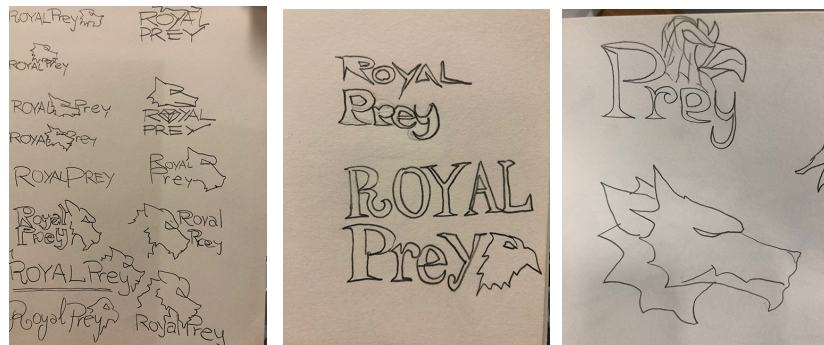
SWAN: The symbol of total grace, serenity and innocence.

DEVELOPMENT

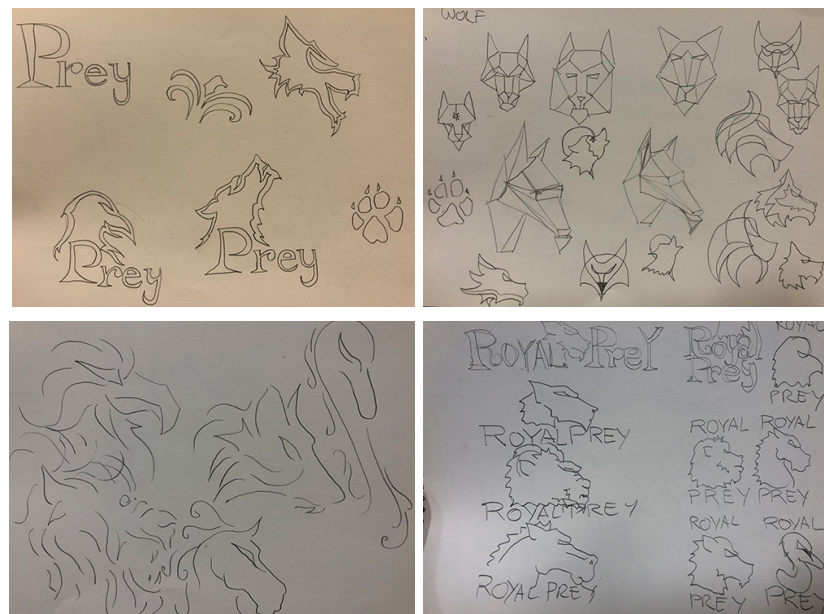
Visualization

As I start the development phase, I look for balance, contrast and the aesthetic value that would fit the most within the vision of the idea. From the original PREY name that denoted predator and thus a negative connotation, to the full realization of the ROYAL element that denotes elegant pose and refers to the King of the jungle as an elite group of selected individuals.

Sketching



Experiment



Next step shows how previous logo needs improvement and the achieved results.

LOGO

Original Achievement

As the original project unfolded, the original achievement lacked the solid balance between the type and the shape of the animal totem. Each icon was later reworked to fit the thickness it needed to conclude the composition in tune with the type face to add cohesion and coherence.



LOGO

Notable Observations

Line-work of iconography for Totem animal is too thin in comparison with the Typeface, rework necessary. Placement of drawing needs to be cohesive. P letter needs to be simplified. Collection font is not correct. Must be easier to read. Choose different font.

ISOTYPE

Refinement

Thicker lines and simplification of the shape

Resemblance of a tattoo art design

Added solid shapes within the design to highlight contrast

Preliminary progress



Next step shows how previous logo needs improvement and the achieved results.

ISOTYPE

Advancement Two more steps show a clear exercise of adding strenght to the shape with heavi shading to create a solid logo that would adhere to the visual aspects that are requiered for the proposed branding style. It is more in tune with the vision and the message.



LOGO

Notable Observations The second iteration of the isotype is a revision to add slight minor detailing in order to amplify its effectiveness without losing the simple mass of shading that create the shape.

LOGO

Experiment Phase

Playing with composition and placement create different possibilities but none of them achieve the desired effect.



Preliminary Logo

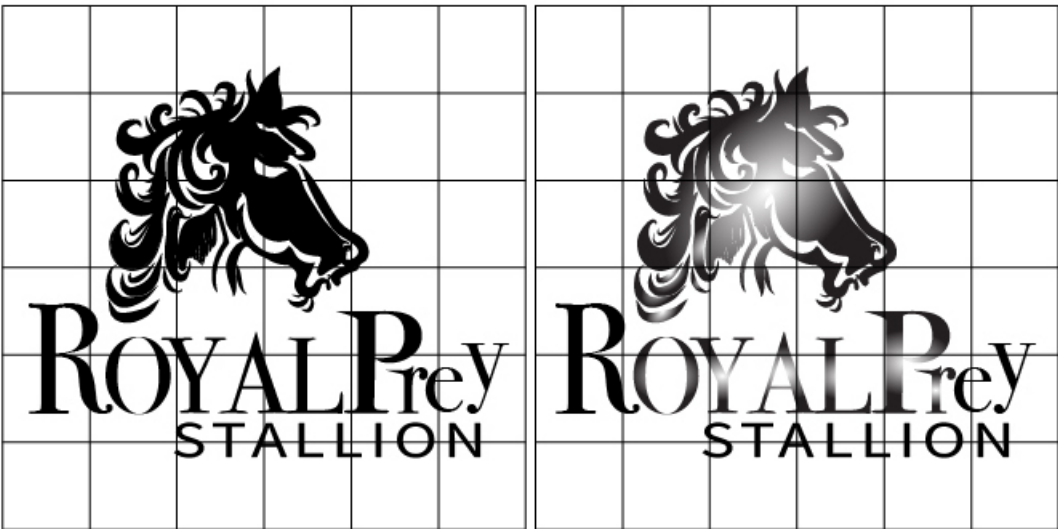


LOGO

Final Result



Inverted
Colours



Grid

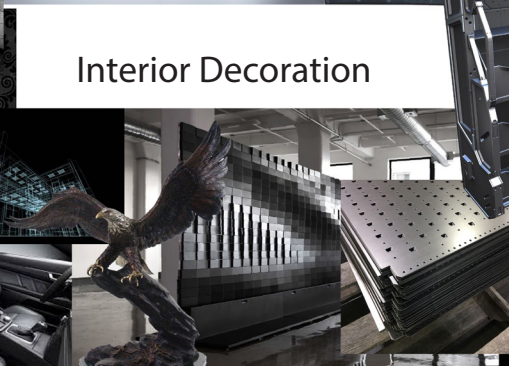
Grid for the entire composition with a highlighted version for silver or shading design according to accesory packaging material.



Moodboards

CONCEPT

Mood and concept design, inspiration for store and colour scheme.



Interior Decoration

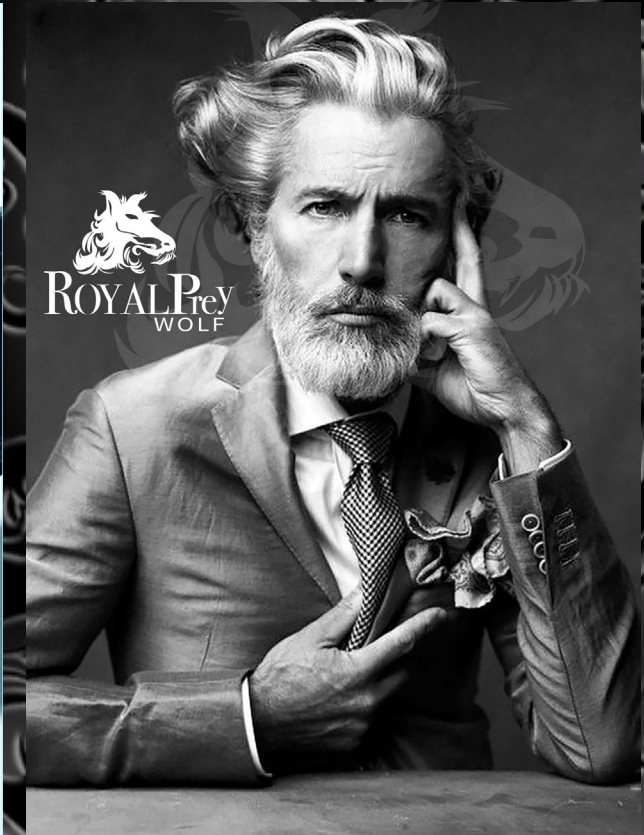
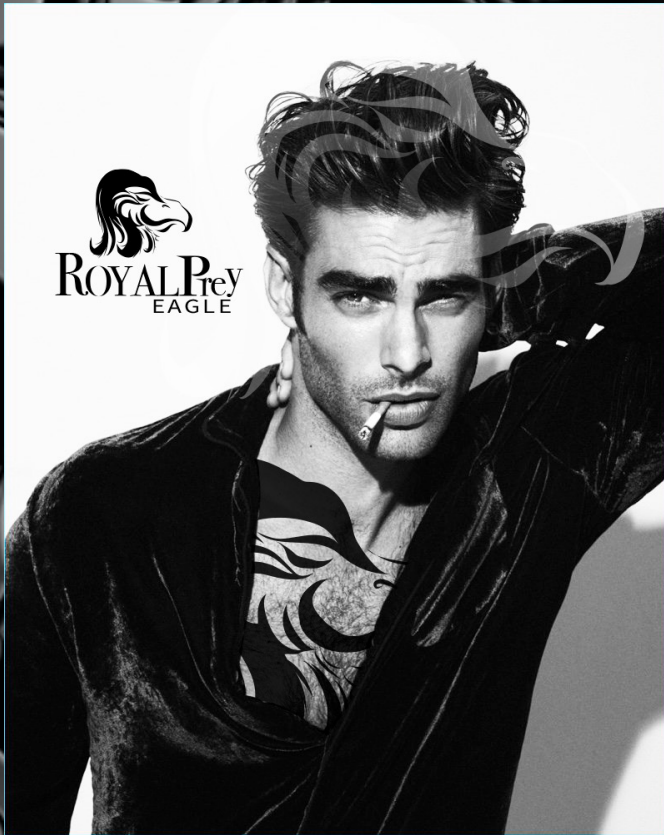


Elegant wallpapers, patterns of royal feeling in sleek black and grey.
Exposed black Concrete contrasting leather and metal furniture.
Modern tech, Screens, Racks resembling weapon arsenal with modern lightning.
Animal Sculptures, concept art, white boards. Blueprints.
Entrance like a Hangar.

APPLICATIONS

Advertising

Ad campaign imagery and its application possibilities for magazines and specific sign and commercial posting.





APPLICATIONS

Packaging

Packaging mock ups for vizualization of the branding.





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