

# Project 3: Branding

## Process Book

### Initial brainstorm

For my brand, I want to create a Clothing Subscription Box catered to college students. To achieve a successful box, I want it to be affordable, trendy, and convenient for busy students.

Product and Brand Goals:

- Accessible and affordable for college students
- Expansive, inclusive, flexible, options
- Inclusive branding and packaging
- Wide variety of brands and event focused products
- Focused on every gender identification. You can choose to shop mens, women, or everything at once.
- Curated to your activities, events, trends you follow, brands you love, etc.
- Values sustainability
- Mindfulness.
- Intentionality

### Brand Development

sway : practicing mindfulness, sustainability, and intentionality in a flexible and inclusive package.

# Audit

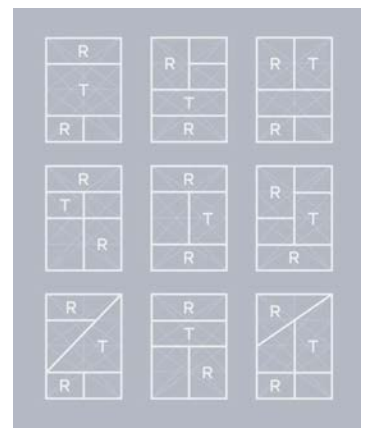
There are many Clothing Subscription boxes out there, and many are well known and the leader in their field. Three notable ones are Stitch Fix, Rent the Runway, and Kidpik. These three are pretty different and speak to different markets.

## Stitch Fix:



- Refined simple color palette
- Simple shapes
- Clean Serif typography

Rent the Runway:

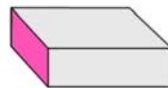


- Geometric shapes and outlines
- Simple, fine, thin, Sans serif type
- Neutral colors
- Luxury packaging



Kidpik:

# kidpik



- Simple fun shapes and lines
- playful, bold sans serif type with minimal pops of color
- 4-5 simple bright colors

## A Curated Thrift:



- Sustainability
- Second hand



# Benchmark

Most of the leading brands in this field are catered to adults, children, or for events. Kidpik is centered around children, but parents/ guardians are the ones purchasing the items. Stitch Fix is also catered for adults and has a pretty high price point. Rent the Runway is curated for events and more formal dress.

The branding fits the goals of each brand well. RTR has a very luxurious and refined look which matches its formal event direction. Kidpik is very playful and fun as it is for children.

## Customer Profile

### Audience Profile 1

- College student
- Female, male, non binary, other
- Making \$50-\$200 bi weekly.
- On the go, busy, has to dress for multiple occasions
  - Class, work, interviews, sports

### Audience Profile 2

- Non college students
  - Young adults/ adults, people not in school, high school students
- Still in need for an varied wardrobe
- On a budget
- Looking for inclusive sizing

## Aesthetics

More refined, subtle colors, Greys, Blues, Blacks, neutrals. Fun organic shapes. Clean typography with one stand out font

<https://restaurantbrandingbynice.com/portfolio/restaurant-brand-identity/>



Initial Visual Branding Moodboard



## **Client Brief:**

Sway is a clothing retail service curated to college student's and their busy lifestyles. Valuing sustainability, inclusivity, and accessibility, Sway strives to be the leader in their field and *sway* the fashion industry. Customers can choose from many different subscription options to fill what best suits their needs. From 3-4 items a month to a whole seasonal upgrade, clients will be able to get their needs met. Our stylists chose from the best sustainable brands and second hand attire to fill a box perfectly curated for their client. From formal attire, to leggings and jeans, our selection is extensive and varied. Mindfulness and intentionality are the values we hold dear at Sway.

### Target Market:

At Sway, we strive to meet the needs of college students and their busy lifestyles. With that, we practice inclusivity and accessibility, so every college student can be a part of our legacy.

Our target audience is middle to upper class college students and their families. Ages range from 18- 30 years old. A wide age range is intended to accommodate early college students to recently graduated or graduate college students.

Secondary audiences are the parents/ guardians of the students who may be buying the box for their students, classmates and roommates who witness the box in use, vendors/ brands Sway is purchasing from, etc.

### Brand Positioning:

Sway prides itself on being one of the only clothing subscription boxes solely focused on sustainable and second hand clothing. Sway prides itself on being flexible and accommodating for people from all walks of life. Boxes range in price from \$40-\$60 a box with no commitment and flexible payment options and returns.



# Personas

## 1) Female student

Olivia Anderson, age 19, sophomore. She/her pronouns

Olivia is studying Marketing and Statistics and has a minor in Psychology. She is from a small town in Alabama and is studying at Ohio State University in Columbus, Ohio. She is in the chess club and she also plays Tennis for the school. She loves fashion and is very interested in the environment and values sustainability.

## 2) Male student

Jack Harper, age 20, junior. He/him pronouns

Jack is studying Sports Leadership and Management. He is from a small part of Cincinnati, Ohio, and goes to school at Denison in Ohio. He plays three intramural sports and spends most of his time outdoors being active or reading. He prefers Fall temperatures, but loves summer because he has more time for sports. Jack has a job on campus in one of the coffee shops where he is a barista, and he also volunteers at official Denison games to help officiate or score keep.

## Olivia Anderson



19 years old, sophomore. She/her pronouns.

Olivia is studying Marketing and Statistics and has a minor in Psychology. She is from a small town in Alabama and is studying at Ohio State University in Columbus, Ohio. She is in the chess club and she also plays Tennis for the school. She loves fashion and is very interested in the environment and values sustainability. Olivia currently has a paid internship in marketing on campus.



## Cora



20 years old, Non-binary, they/them pronouns, Junior

Cora is an art major and struggles with shopping in an inclusive space. They wish to shop at a place that is neither curated towards male or female audiences, and just has options that fit their lifestyle and goals.



## Jack Harper



20 years old, Junior. He/him pronouns

Jack is studying Sports Leadership and Management. He is from a small part of Cincinnati, Ohio, and goes to school at Denison in Ohio. He plays three intramural sports and spends most of his time outdoors being active or reading. He prefers Fall temperatures, but loves summer because he has more time for sports. Jack has a job on campus in one of the coffee shops where he is a barista, and he also volunteers at official Denison games to help officiate or score keep.



# Sway Mark Exploration

**SWAY BOX SWAY BOX**  
**sway box sway box**

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**sway box**  
ΣΩΩ ΛΒMS

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# Refinements

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**Final Mark**





# Brand Squares 1 and 2



# Design in Use







