**Brief**

Create a brand mark and font type (which we’ll use as a logo) for a new fashion label, GRASSO. Grasso is a new brand born from the brains of two friends, and lovers of dance music, Pete and Josh. Grasso are a clothing brand which takes inspiration from the world of dance music, it knows no boundaries a true global name. Its namesake, Francis Grasso, was known for being the first DJ to mix 2 records together, creating the foundation of the modern club DJs technique.

Three fundamental areas of focus for the brand are:

• Focused on sustainability

• Collaborative (customer focused)

• Always emotive (of dance music in particular)

**Considerations**

The brand must be able to be seen in a saturated market. The brand logo needs to also have a brand mark which can be easily recognisable on garments and recalled by the consumer.

Within the three areas of focus, the branding must consider:

*Customer focused*

- Limited editions

- Pre-orders / batch ordering

- Transparent with lead times

- Transparent with supply chain

- Collaborations designers of the world

- Consumer collaboration on designs

- Responsive to feedback

- Development of new products with consumers

- Limited editions

*Focused on sustainability*

- Echo / green

- Fair pay

- Fair trade

- Slow / conscious fashion

- Transparency

- Close that last

- A way to recycle product

- carbon footprint

- Greater ecological integrity

- Vegan

*Always emotive – that feeling that music evokes*

- Euphoria

- Positivity

- Inclusive

- Unity

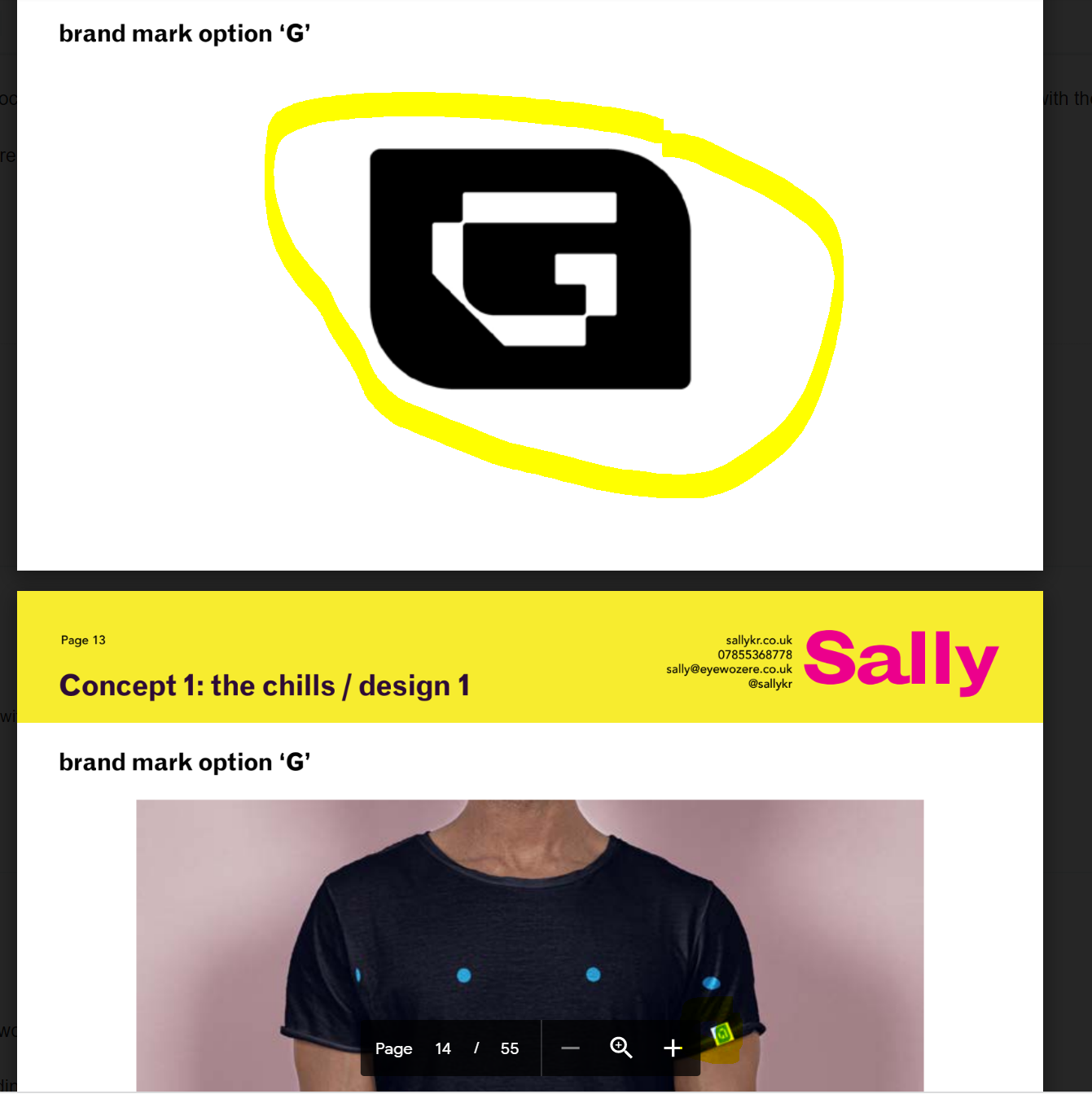
- Love

- Goosebumps

- Hedonism

- Escapism

**Brand Mark**



Please note this mark will be on the t-shirt. So please keep in mind that its got to be printed/ embroidered on clothing