

sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

**Sally**

# **Branding / Stage 1: Grasso apparel**

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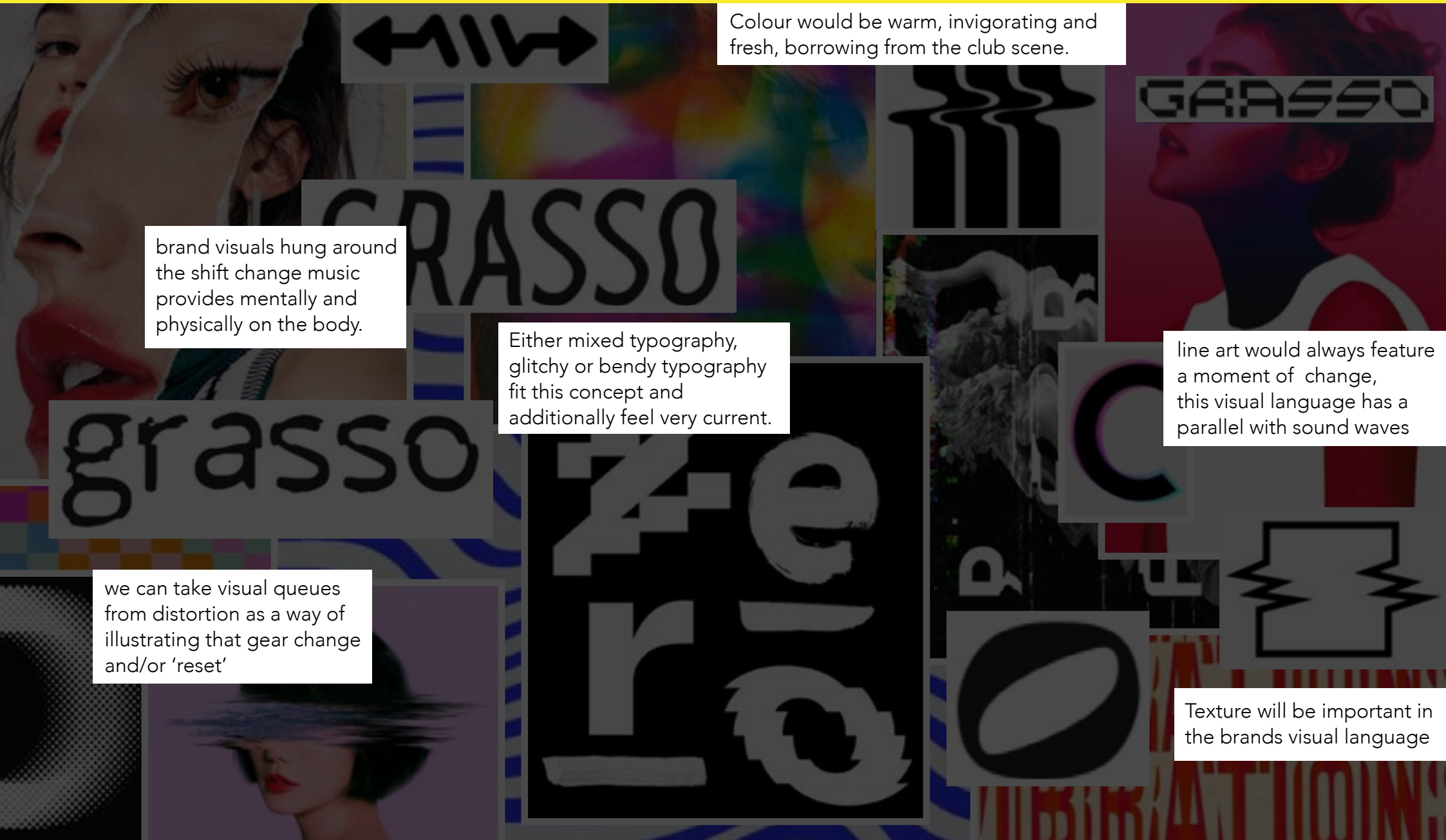
# Concept 1: the chills



## Concept 1: the chills

sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

# Sally



Colour would be warm, invigorating and fresh, borrowing from the club scene.

brand visuals hung around the shift change music provides mentally and physically on the body.

Either mixed typography, glitchy or bendy typography fit this concept and additionally feel very current.

line art would always feature a moment of change, this visual language has a parallel with sound waves

we can take visual queues from distortion as a way of illustrating that gear change and/or 'reset'

Texture will be important in the brands visual language

## Concept 1: the chills

Built around the shared human experience of anticipation and liberation.

In summary, design queues for this concept are based around:

- the energy that music gives
- the effect music has on the body physically
- the release it provides to the brain mentally
- these effects are present, *no matter what*, something we can universally share, *no matter what*

Voice over from mood film (viewed on next page)

*Sam Divine:*

*"People need their release through music. It's as important as religion"*

The track begins.

Our body is in a state of anticipation, we are aware of our heart inside our chest, our mind is busy, on a commuter train a foot might move back & fourth, at our desk we may swivel, on the morning run our feet pound rhythmically. We take a breath.... the track drops, *GO*. Into overdrive. Hairs stand on end, you hit that extra shot, do that extra rep, sprint up that last mile. Grab your mates and jump with the power of our being in time with the beat.

A moment of release, a reset, a system reboot, a mind shift. It's that shared human experience whether we are on the commuter train, on the school run, in a field at Creamfields.

A shared human experience no matter your age, your ability, your race, your status.

*Grasso, go.*

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# Sally

**Follow link to view film  
(requires internet)**

[https://www.dropbox.com/s/fu55b1e5a0h2hfu/concept 1 thechills 240422.mp4?dl=0](https://www.dropbox.com/s/fu55b1e5a0h2hfu/concept%201%20thechills%20240422.mp4?dl=0)

# **Concept 1: the chills / design 1**



## Concept 1: the chills / design 1

sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

**Sally**

**GASSED**

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sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

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sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

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sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

# Sally

brand mark option 'go'





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07855368778  
sally@eyewozere.co.uk  
@sallykr

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brand mark option 'go'



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sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

# Sally

brand mark option 'G'



## Concept 1: the chills / design 1

sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

# Sally

### brand mark option 'G'



# **Concept 1: the chills / design 2**



## Concept 1: the chills / design 2

sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

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G R A S S O

## Concept 1: the chills / design 2

sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

# Sally





## Concept 1: the chills / design 2

sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

# Sally



GRASSO

APPAREL

## Concept 1: the chills / design 2

sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

# Sally

brand mark option 'go'





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sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

# Sally

brand mark option 'go'



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sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

# Sally

brand mark option 'G'



## Concept 1: the chills / design 2

sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

# Sally

### brand mark option 'G'



# **Concept 1: the chills / design 3**



## Concept 1: the chills / design 3

sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

**Sally**

GrassO

## Concept 1: the chills / design 3

sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

# Sally



# Grasso

apparel



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sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

# Sally



## Concept 1: the chills / design 3

sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

# Sally

brand mark option 'go'



## Concept 1: the chills / design 3

sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

# Sally

brand mark option 'go'





## Concept 1: the chills / design 3

sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

# Sally

brand mark option 'G'



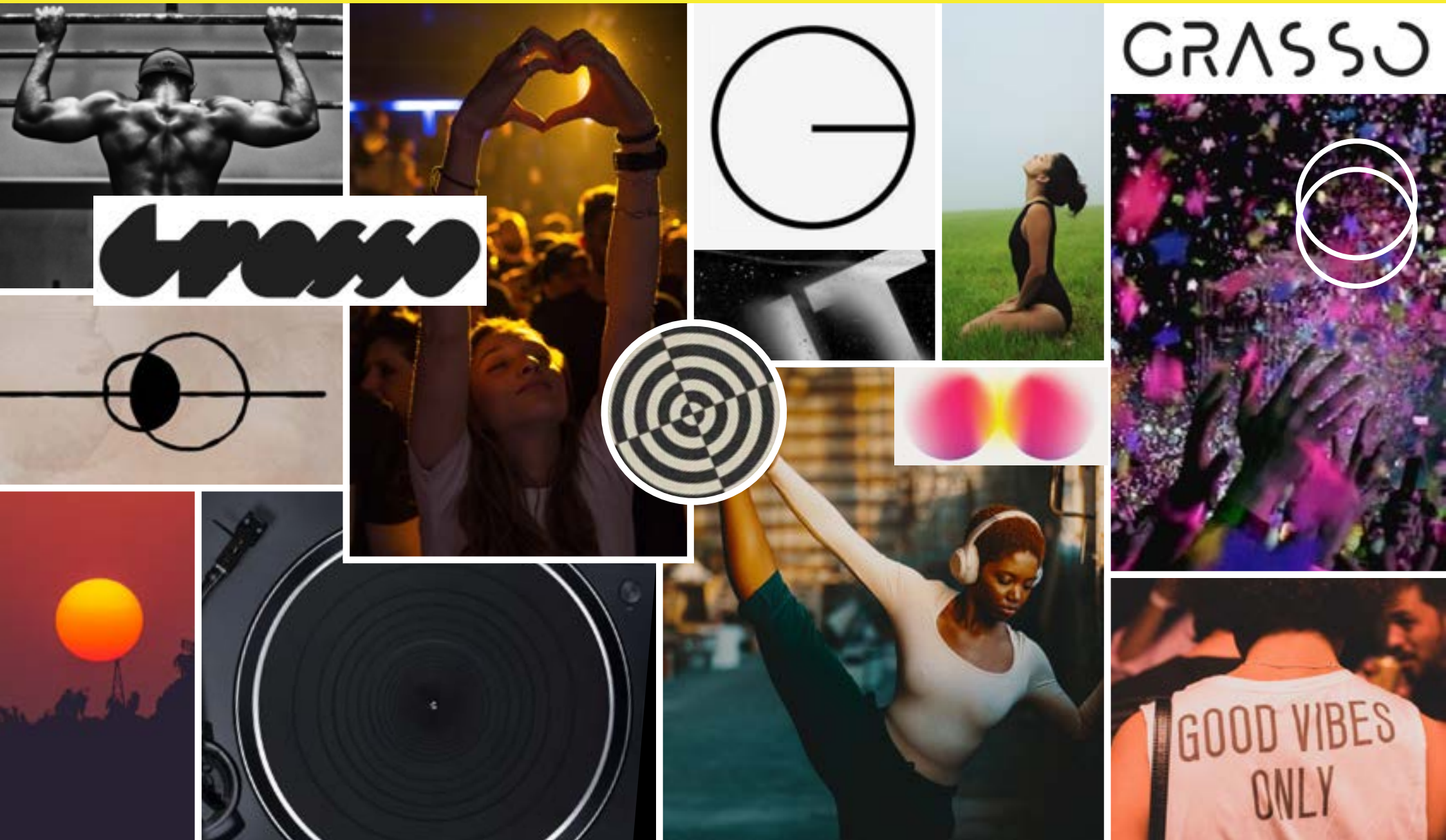
## Concept 1: the chills / design 3

### brand mark option 'G'



## Concept 2: solace

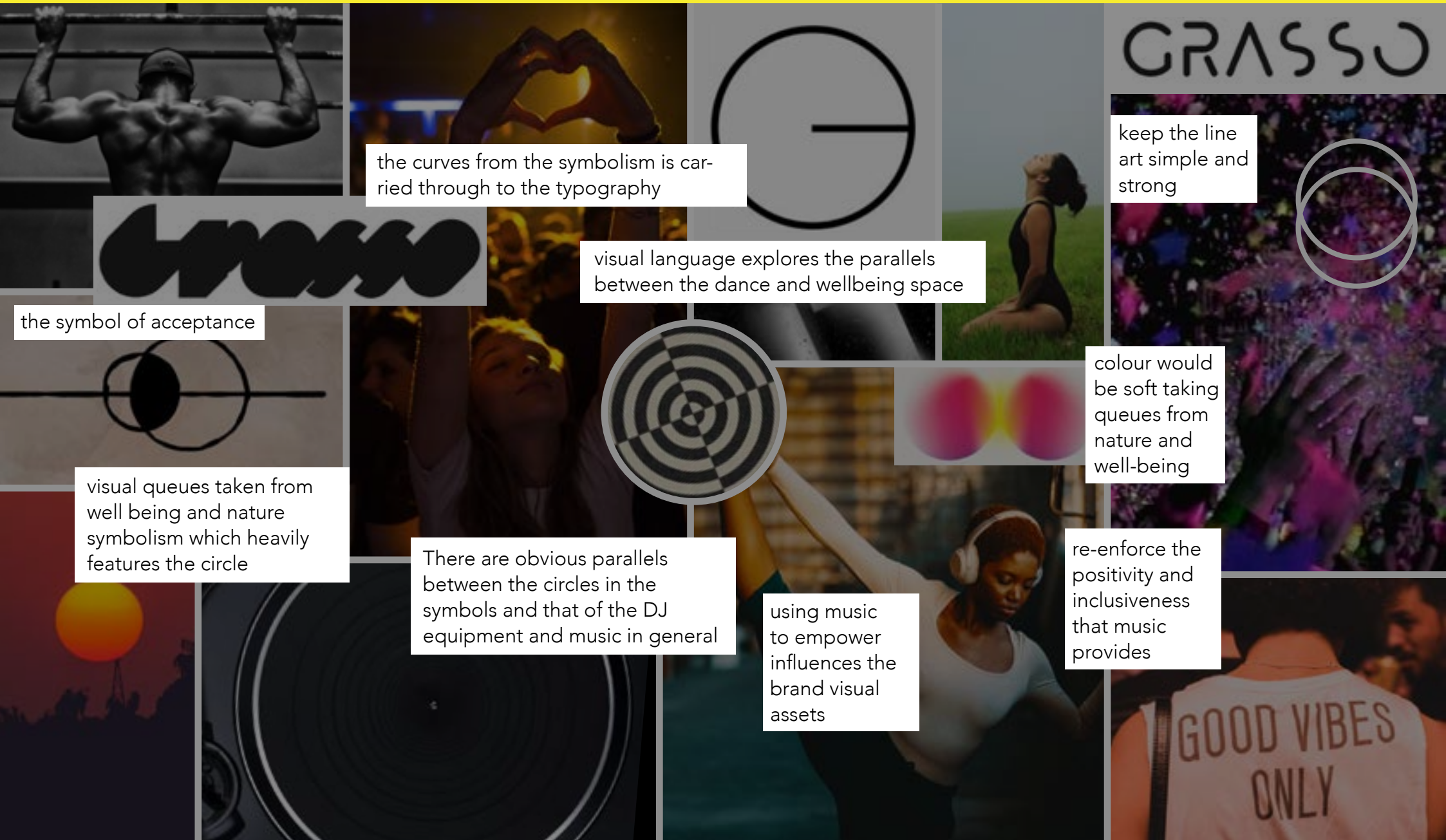




## Concept 2: solace

sallykr.co.uk  
07855368778  
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@sallykr

# Sally



the curves from the symbolism is carried through to the typography

visual language explores the parallels between the dance and wellbeing space

keep the line art simple and strong

colour would be soft taking queues from nature and well-being

re-enforce the positivity and inclusiveness that music provides

using music to empower influences the brand visual assets

There are obvious parallels between the circles in the symbols and that of the DJ equipment and music in general

visual queues taken from well being and nature symbolism which heavily features the circle

the symbol of acceptance



## Concept 2: solace

Built around the shared human experience of escapism and focus through music.

In summary, design queues for this concept are based around:

- the moments of focus harnessed through music
- the ability music has to take you away
- the fact that music speaks to everyone on a very personal level
- these effects are present, *no matter what*, something we can universally share, *no matter what*

Voice over from mood film (viewed on next page)

*Life is not measured by the breaths you take, but by the times your breath is taken away.*

*For us Dance Music = breathtaking*

The track begins.

You stand shoulder to shoulder in the field full of thousands of frenetic bodies. United together by the deep rooted love of the power of dance music. Shared laughs, looks. Powerful moments of joy. Eyes closed, sun on your face, **go** - your heart jumps towards the sound. In that moment it's just for you, only you.

You stand shoulder to shoulder in a packed train into the office. Headphones on, you press play. In need of personal space, solitude. Eyes closed, face towards that one open window, **go** - your head nods to the beat, you've found solace. In that moment it's just for you, only you.

An alternative meditation, a focus.

A shared human experience no matter your age, your ability, your race, your status. It is acceptance, solace.

*Grasso, go.*

## Concept 2: solace

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@sallykr

# Sally

**Follow link to view  
(requires internet)**

[https://www.dropbox.com/s/3an9kklztqihsjc/solace\\_v2.mp4?dl=0](https://www.dropbox.com/s/3an9kklztqihsjc/solace_v2.mp4?dl=0)

## **Concept 2: solace / design 1**

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sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

**Sally**

G R A S S O

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sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

**Sally**

GRASSO  
apparel

## Concept 2: solace / design 1



GRASSO  
apparel



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sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

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sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

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sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

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sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

# Sally



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sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

# Sally





## **Concept 2: solace / design 2**

## Concept 2: solace / design 2

sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

# Sally



GROSSO

## Concept 2: solace / design 2

sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

# Sally





## Concept 2: solace / design 2

sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

# Sally

A photograph of a man lying down, looking upwards, wearing white earbuds. In the background, a skateboard is visible. The image is overlaid with a large, stylized logo that reads 'CROSSO' in a bold, sans-serif font, with the letters filled with a halftone dot pattern. Below the main logo, the word 'apparel' is written in a smaller, lowercase, sans-serif font.

CROSSO  
apparel

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sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

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sallykr.co.uk  
07855368778  
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@sallykr

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sallykr.co.uk  
07855368778  
sally@eyewozere.co.uk  
@sallykr

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@sallykr

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## What now?

## Next steps

Please now take some time to look through, read through and absorb everything I've put forward.

- Get objective feedback from important people across your business (try not to put it in front of everyone, it can get confusing)
- Think about what would work for you as a business
- Think about how you would fit / stand out amongst your competitors
- Go with your gut instinct

Please remember:

- This is a starting point, we can mould/ shape/change anything you see here
- Be honest & constructive with your feedback, if I've missed the mark we can try again
- Gather feedback, agree & give it back to me in one go. I am happy to jump on a call or meet up to chat with everyone, sometimes things can get lost in translation over email

**Thanks for your time,  
any questions just give  
me a call.**