

About the client



About TCB

TCB (The Chiquita Boutique) is a stylish apparel & accessories company that curates chic & classic items for bold individuals. TCB's portfolio of fashion represents the pure essence of elegance and style that will stand the test of time. Empowering clients to build the perfect ensemble & create timeless memories.

Key people

CSuff Owner

The brand

Brand personality

- Chic / Stylish
- Timeless / Trendy
- Unique / Bold

Creative direction

- Use full "The Chiquita Boutique" as the logo/text
- Legible across all printed/digital assets (i.e clothing tags, social, etc)
- Avoid holding shapes & icons (i.e circles, squares, etc)
- Creative and clean use of typeface where possible
- Utilize palette to right as guide for colors, just no bright neon or cold colors. More pastels & neutral hues and true metallics (i.e Gold)

Goals

Objective

Develop a logo for TCB apparel company for online and printed use

Deliverables

- Clean / Classy Logo (that can be adjusted to B/W if needed if in color)

Target Audience



Fashion-conscious young professionals who are looking for cohesive & classic collections that fit into their unique representation of style.



PIXISTOCK

search: black and white, gold, desktop, blonde