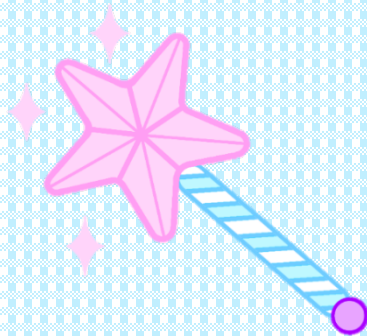


# sweet wishes

“Escape this reality with us and fulfil  
your sweet wishes”



## About us

Sweet wishes is a Jakarta based fashion brand that provides unique yet simple garments. We plan to create cute and elegant garments for everyone around the world and try our best to provide garments and clothing's for all ages ranging from little kids to those who are in their mid-70's with a wide range of **sizes** and styles to choose from. The reason why we created this brand is because most of the time we don't really know what people are thinking when they stop by to a store and a certain garment catches their attention. soon we realise that when people go in a store, there are times when they say "I WISH this came in my size." or something along the lines of "I WISH I could wear this and not be judged." Where ever we are in a clothing store, there is going to be a desire or a wish that couldn't be fulfilled.

In sweet wishes, we strive to be a clothing brand that provides sizes from little kids (XXXXS/smaller-XXXL/larger) to grown adults (female: 10XS/smaller-10XL/larger. Male: 10XS/smaller-10XL/larger) and there are no age restriction to our garments as we feel that we want everyone in any age, height, size, shape, race and even gender to know that there is something for everyone. In sweet wishes, you may wish and we'll do our best to fulfil it.



# What's ahead?

- ♥ Logo.....01
- ♥ Fonts.....03
- ♥ Moodboard.....04
- ♥ Collaterals.....05
- ♥ Website.....07
- ♥ Future development.....09

## Logo's Colour palette:



**Pink: Love, Caring, Tenderness**

**Origin of picking this colour:** from childhood I created a lot of origami lucky stars in pink shiny strips of paper.



**Purple: Luxury, Childish, Creativity**

**Origin of picking this colour:** I wasn't very fond of the colour purple throughout my life but I always believed that the colour purple gave me a sense of youth and playfulness in life.



**Blue: Loyalty, Trust, Confidence**

**Origin of picking this colour:** it is known by those who know me that one of my favourite colour is blue ever since I was little.



**White: innocence, purity, goodness**

**Origin of picking this colour:** I have always been fond of white because it shows a form of cleanliness and purity of someone.

## Logo Development



### Behind the logo:

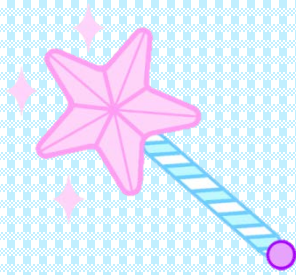
The logogram is based on the name of the brand, taking the word "sweet" and using an outline of a candy to symbolize the meaning of "sweetness" and additional to a colourful pastel liquid flowing inside to symbolize a wish-like colour, which would be a colourful, vibrant and pleasing pastel colours. Additional to the moon and pieces of colourful candy floating around the liquid to truly point out the "sweet wishes" element.



### Behind the logo:

The logogram here focuses more on the "wish" element and instead of a candy we created a design of a wishing well lifting a purple piece of candy with a star on it. The colourful wishing well represents us, as our goal is to make your simple and sweet wishes come true, the purple candy that the well is carrying represents our products we give to our customers, the purple

candy means the act of childish we give to you and the star in the centre represents your wish we provided for you.



### Behind the logo:

The logogram here focuses on both the sweet and wish element of our brand. It is a simple magic wand with our chosen colour palette, the star portion of the wand was inspired by a star shaped lollipop and the idea of having a star was to resemble a small story of the “origami lucky stars”. The blue and white striped wand was heavily inspired by yet another sweet candy, a blue and white marshmallow.

The purple sphere at the end of the wand represents a form of calmness; this idea of a purple sphere came from an emoji, also known as the “purple circle”. The three pink shimmer/stars has its own meaning to them, in japan, once a child reaches the age of 3, 5 and 7, parents will bring the little child to their local shrines in order to give thanks for safely reaching the three age, another sign of luck.

### Chosen logo:

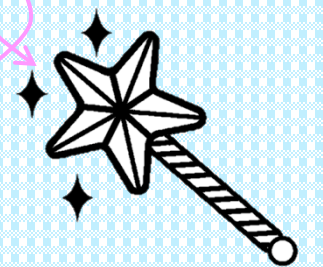
The three stars resembling luck and the addition to the tradition of “Shichi Go San” in translation “7, 5 and 3”

Inspiration: star shaped candy

Inspiration: blue and white marshmallow

Inspiration: purple circle resembling calmness and serenity

The idea of having a star in my logo was to resemble a small story of the “origami lucky stars” There was once a little girl in Japan named Hoshi. She loved the stars in the night sky and would lie on the grass at night staring at them. One night, the stars fell out of heaven in a shower of light. So many fell, Hoshi was afraid there would be no more. She ran to her home and found herself an empty glass jar. She took up paper and folded one paper star for each spot she'd seen fall. Within the night, the little girl folded perhaps a hundred paper stars. And yet, she was still saddened because many more stars had fallen from the sky and she hadn't been able to fold a paper star for each of them.



Logo in Black & white



Origami Lucky Stars

# Fonts

## **Nikumaru Font (にくまるフォント)**

**Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx  
Yy Zz  
1234567890**

## **VAGRounded BT**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
1234567890**

## **Candy Round BTN**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz 1234567890**





# Collaterals Packaging

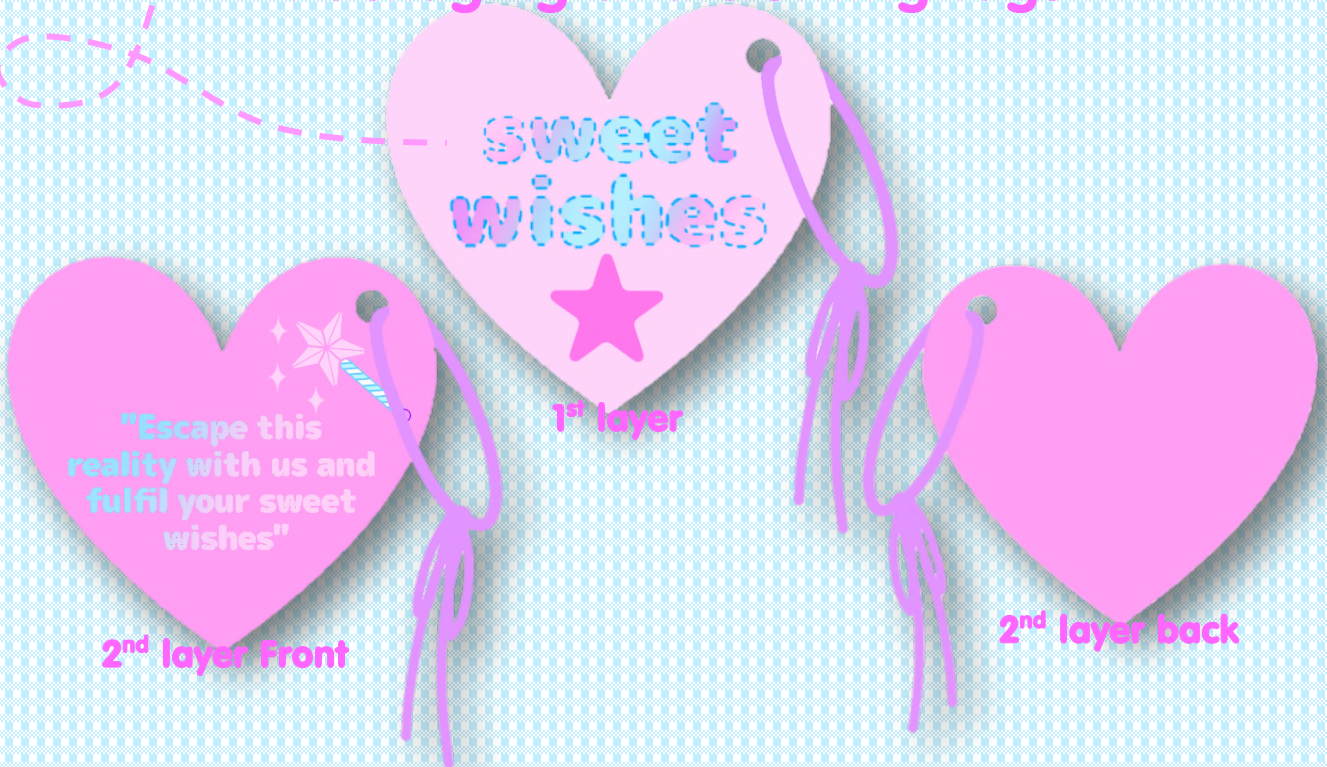


Front



Back

## Packaging and clothing tags



1<sup>st</sup> layer

2<sup>nd</sup> layer Front

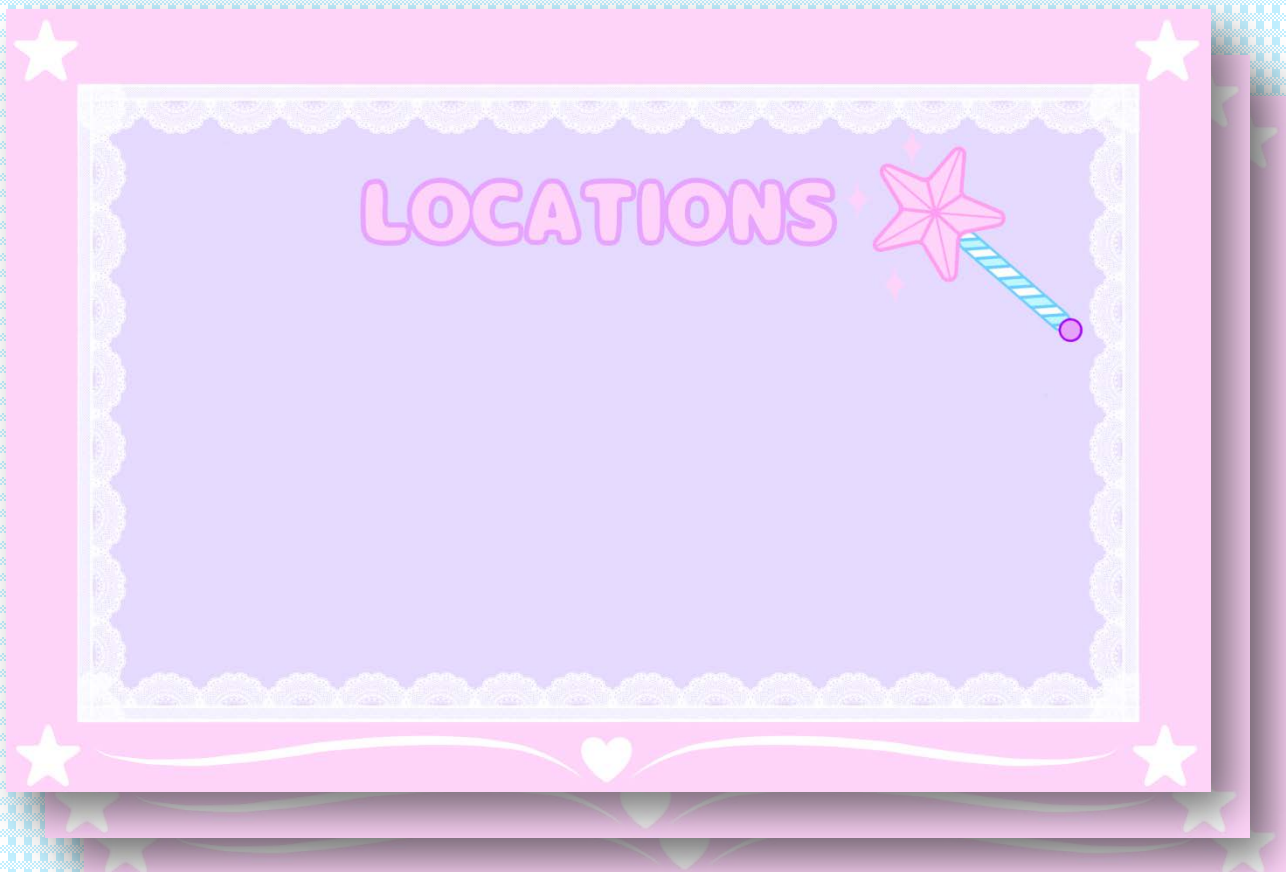
2<sup>nd</sup> layer back

Front

## Business card



Back



# Website Designs

## Website design on laptop/computer



Clicking our logo will send you straight to our main page, the light emitting from the wand shows that we can help you escape this reality and come join us in our own little world.

Keep up with our events, recent collections and new arrival garments by clicking home tab.

After clicking the logo

For more information, click the "about" or "contact" tab.



By clicking our logo with the word "collection" under it, it will automatically send you to a site where you can view our collections, recent or one of our oldest one.

By clicking the quote "join us and lets create sweet wishes together" you will be sent to a site where you can sign up to be a member of sweet wishes and earn possible vouchers from special events.



Clicking our logo will send you straight to our main page, the light emitting from the wand shows that we can help you escape this reality and come join us in our own little world.

#### Option tab:

**Home:** Keep up with our events, recent collections and new arrival garments.

**About:** know more about us, our story our journey in sweet wishes and our community. And know more on where our stores are located (Branch Company).

**Contact:** reach out to us via our phone number, email and social media platforms to see more, and know more about our products.

**Collection:** view our special collections from different seasons and events throughout the years.



By clicking the quote “join us and lets create sweet wishes together” you will be sent to a site where you can sign up to be a member of sweet wishes and earn possible vouchers from special events.

## Future Developments

*What's there to look forward to?*

We are unsure of what the future may hold for sweet wishes but we hope that we, as a community, could reach a positive reputation from the public's view. We plan on expanding our stores around the world, and share our lovely garments to those who choose to join us and support us in our journey to becoming a successful brand. If we do reach that point in our journey, we have considered some options to grow our brand to be known as more than just a cute and elegant style-house, we will choose to expand our brand and create 2 sub-brands for our customers to explore.

The more our brand obtain positive affirmations, the more our community grow and help spread our name to everyone else, and soon our community will walk together, moving forward into a bright future for sweet wishes.

**Sub-Brands:**

 **Her sweet wishes**

**Bitter sweet wishes**



Sub-Brand:

Her sweet wishes

## Her sweet wishes

### About:

We create wedding gowns and custom gowns for the bride-to-be, as it will soon be HER day to keep a forever promise to her lover. We will provide soft, innocent and cute wedding dresses for the brides who truly desire a childish yet beautiful wedding dress. We also provide custom wedding dresses for the bride who wants something special that makes her feel beautiful yet still show a little bit of her true colour and beauty underneath, after all, it is Her sweet wish.

sweet wishes  
Brand development and guideline

### Task:

Short and cute wedding gowns marketed specifically for women of any age, colour, size, race and etc.

**Sub-Brand:**  
**Bitter sweet wishes**



**Bitter sweet wishes**

**About:**

This sub-brand shows another side of sweet wishes, for those who would like to show their bitter sweet side of themselves, Bitter Sweet wishes provide dresses or garments that comes in darker colours. This dark side of sweet wishes could remind people that “too much of a good thing is a bad thing”. Maybe to those who don’t have the desires of a sweet look, they could always explore more of their Bitter Sweet wishes.

sweet wishes  
Brand development and guideline

**Task:**

**Gothic style dresses specifically marketed for all male and female who would rather wear something dark but still has that innocent and elegant essence in the garment.**

Thank You

