

Work Task Management Final Project

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ZEFARØ

Fashion waste is a massive problem that comes from the goods we wear or use. It gives a lot of bad impacts on the earth from the environment to our life. This problem is created due to the excessive amount of clothes that are thrown away. People believe if clothes have holes, scratches, or any physical damages means it is broken or not suitable to be worn again. To stop the problem, we must do an act for the world before it is too late. Solving this problem can be solved in different kinds of ways.

I would like to introduce ZEFARØ. It is a brand located in Serpong, Tangerang which provides a fashionable clothing line made from fashion waste. It is one of the brilliant ideas to solve the problem. Fashion waste will never be a real waste. It can be recycled to be new, unique, and unusual designs that create characteristics for the brand. ZEFARØ inspired by "zero waste" and "fashion". Letter "ZE" and "RØ" come from zero while "FA" comes from fashion. "ZERO IS HERO" is the slogan of ZEFARØ which means recycled products could be a lifesaver. The lifesaver here means that by creating more zero-waste products people will live in a better environment in the future. This message tells the world that fashion waste will not be a final waste.

ZEFARØ main target market is for people who want to focus on creating a better environment by recycling, reuse, remake, and much more. Then, ZEFARØ would like to share more choices for people who love to play with colors, textures, and shapes. In this world, a brand with unusual looking is really rare. ZEFARØ will like to make things happen.



ZERO IS HERO

ZEFARØ

AGENDA

I.

Moodboard

01

II.

Logo
Development

02

III.

Chosen
Logo

04

IV.

Color
Palette

05

V.

Font
Combination

06

VI.

Collateral
Design

07



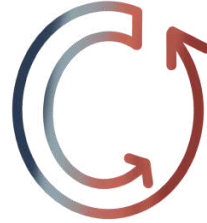
LOGO DEVELOPMENT

02

LOGOGRAM

LOGOTYPE

1.



ZEFARØ

LOGO BIOGRAPHY:

The logogram is inspired by the recycle sign mixed with the number zero. The recycle sign shows that this company could give a better impact to the environment. For the number zero, it represent the "no waste".

2.

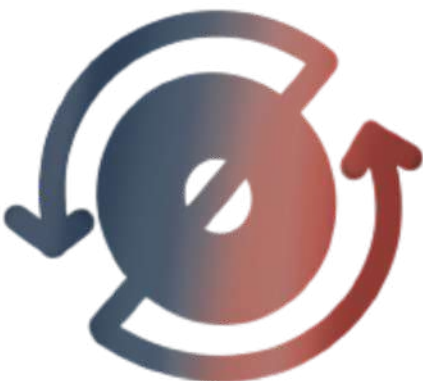


ZEFARØ

LOGO BIOGRAPHY:

The logogram inspired by the logotype. it takes the letter "Z" and "F". For the oval around the letters, it represents the number zero which has the same meaning of "no waste".

3.



ZEFARØ

LOGO BIOGRAPHY:

The logogram is inspired by the recycle logo mixed with the logotype. The arrows represent recycle and the circle is inspired from the brand itself which takes the letter "Ø".

LOGOGRAM

LOGOTYPE

4.



ZEFARØ



ZEFARØ

LOGO BIOGRAPHY:

this logo is inspired by the logotype. The logo takes the letter "Ø". The circle here means zero which represents "no waste" while the line which passes through the zero represents "no". So overall, this logo means "no waste". This logogram looks elegant and simple which can help people to recognize it easily.

***CHOSEN
LOGO***



ZEFARØ



ZEFARØ

COLOR PALETTE

I took the color from glass tiles which were placed horizontally. The color gives a dark vibe which reminds me of water pollution due to trash, chemicals, and much more. I choose this color because it might represent the bad impact of fashion waste in the sea.



#4D5E6F

C	M	Y	K
31	15	0	56

R	G	B
30	37	44



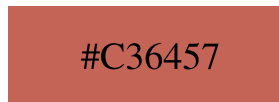
#8FA2AA

C	M	Y	K
16	5	0	33

R	G	B
56	64	67

It came from the picture on the left which shows a beach with some crime scene. The color I took them from the sea. The reason why I pick this darkish blue because it still represents water pollution. What I hope from bringing this color is to make people realize that humans have destroyed lots of things.

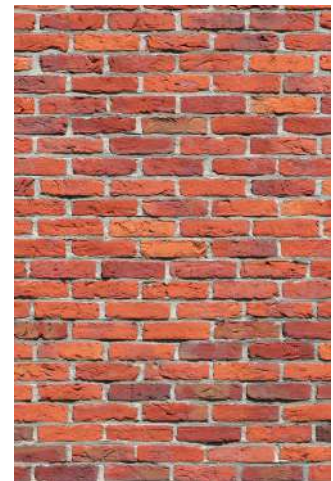
The color came from the wall bricks which give a moderate red. Moderate red is an excellent color for a physical look. It has a meaning of excitement, energy, passion, and courage. This color will give a huge impact on the logo and collateral designs.



#C36457

C	M	Y	K
0	49	55	24

R	G	B
76	39	34



#8F3934

C	M	Y	K
0	60	64	44

R	G	B
56	22	20

This dark moderate color is from the flame. I choose flame because it represents brave, boldness, strong, and caution. The caution here means a sign which tells us to act before it is too late. by giving this dark Moderate red, it can give positivity and strength to people who participate in creating a product from fashion waste.

FONT COMBINATION

06



ZEFARØ

LOGO

Logotype typography: Libre Baskerville

ZERO IS HERO

SLOGAN

Slogan typography: Times New Roman (Bold)

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

SECONDARY TEXT

Secondary text typography: Libre Baskerville

COLLATERAL DESIGN

07

PACKAGING



MATERIALS USED:

ZEFARØ is a brand that recycled fashion waste. For the packaging itself, it is created with jute plants which produce jute fabric. ZEFARØ uses this material because ZEFARØ wants to make the packaging able to be reused over and over again. Other than that, jute material is environmentally friendly since it is 100% biodegradable, low-energy needed to recycle, and can even be used as compost for the garden. This jute material is very strong which is suitable for making packaging. Harden the jute fabric, uses starch and water to create stiffness. To present the blue and red color, ZEFARØ uses natural coloring with butterfly blue pea flower and beetroots.



COLLATERAL DESIGN

HANGTAGS

08



MATERIAL USED:

The hangtags are made from the remaining parts of the packaging. Mainly it takes from the handle area which is not used. ZEFARØ will always try to minimize waste as much as possible.

COLLATERAL DESIGN

BUSINESS CARD

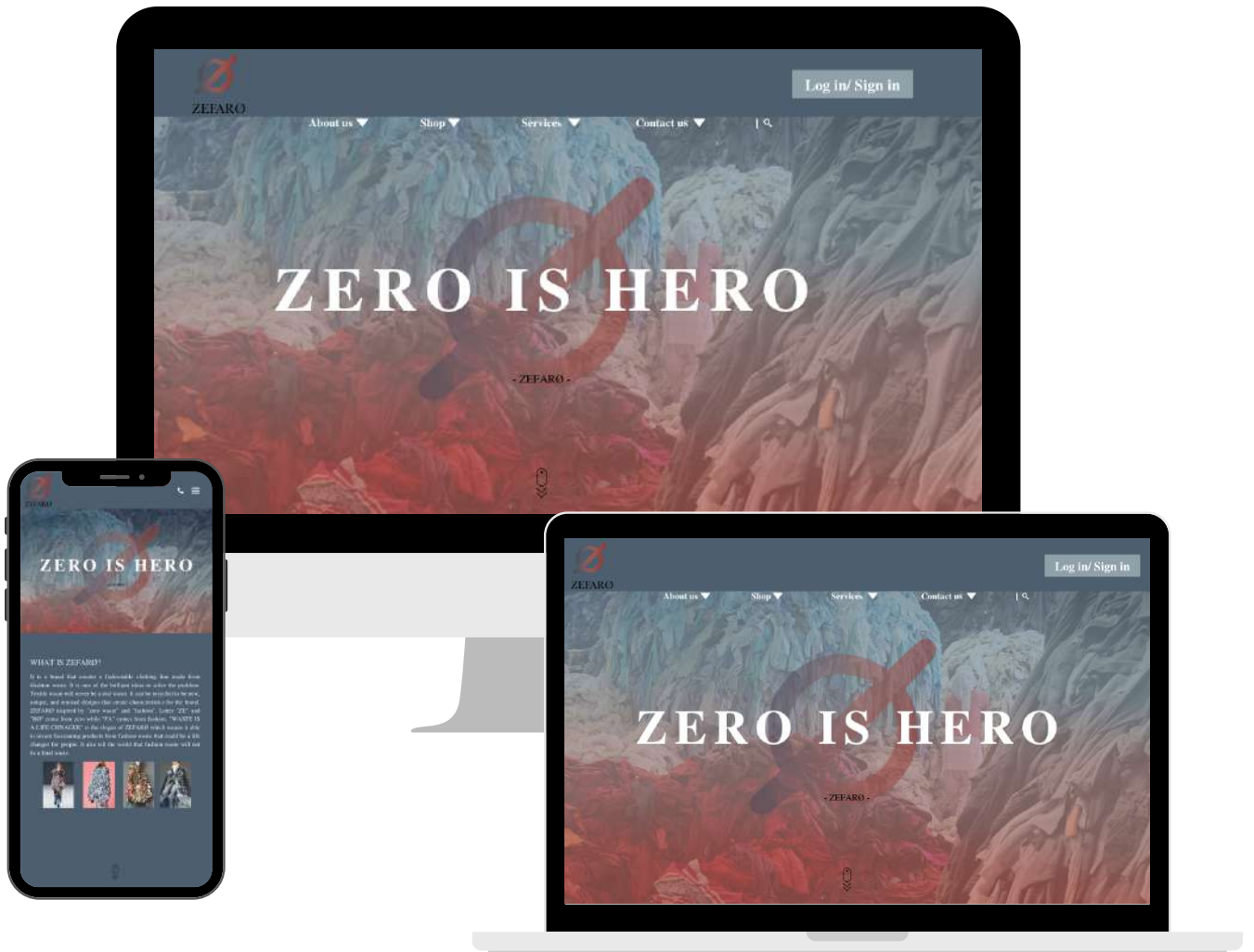
09



COLLATERAL DESIGN

WEBSITE

10



THANK YOU



ZEFARØ