

The background features a collage of water ripples in shades of grey and blue. Overlaid on this are four large, solid pink rectangular blocks, one in each corner, creating a frame-like effect.

 *Sense of Style*

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ABOUT THE BRAND

My brand stands in the top position in the market by delivering sustainable content through Raising public awareness and educating people about the challenges facing by fashion industry

MISSION

As an aspirational platform which thinks outside of the box, we believe in building sustainable initiatives for a better tomorrow.





VISION

We indulge our audience with innovative ideas and offerings to shape intelligent decisions.



VALUES

Our global platform operates with intent and integrity. We are a resource that offers deep research, shared to shift behaviour and perception in the fashion industry



PERSONALITY



Accessible

Efficient

Innovative

Trustworthy

Brand logo

Sense of Style

Fonts :

Old standard TT- Bold

Great vibes - Regular

Old Standard TT is a free, open-source serif typeface designed by Alexey Kryukov. The design was inspired by the Modern serifs of the late nineteenth

Great Vibes is a beautifully flowing connecting script. It has cleanly looping ascenders and descenders as well as elegant uppercase forms.

This script is chosen because it looks perfect for the style of the brand and speaks about the brand and gives a feel of magazine look.



colours



pantone-Ededed
White



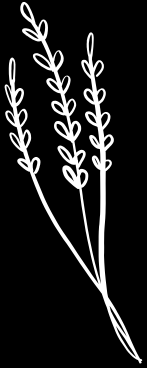
pantone- 232323
ultra black



pantone-Ffcf48
pastel rose



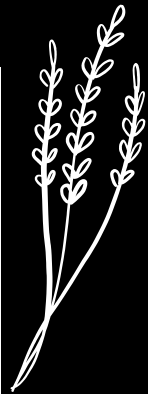




Unique
Modern
Trustworthy
fashion freak

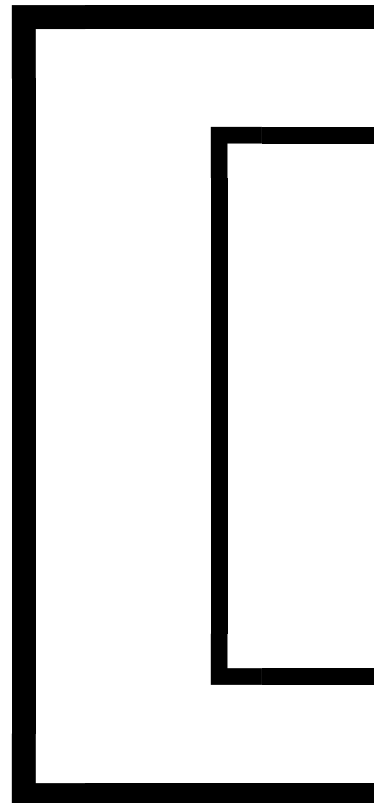
VS

Protesting
Futuristic
practical
service





Business card



water bottle





Senseofstyle@gmail.com

www.senseofstyle.com

Cell phone : 7785138493

