



# WORK TASK MANAGEMENT FINAL PROJECT

Lasalle College Jakarta  
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Férose





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# Férose

FÉROSE IS A CLOTHING BRAND ESTABLISHED IN INDONESIA,  
CREATED FOR MODERN CITY WOMEN WHO WANT TO MAKE A STATEMENT.  
THE NAME FÉROSE IS DERIVED FROM THE WORDPLAY OF THE WORD FÉROCE AND ROSE  
-THE TWO TERM THAT SEEM TO CAPTURE THE ESSENCE OF A WOMAN: FIERCE AND PASSIONATE.

WE AIM TO PROVIDE WOMEN WITH COMFORTABLE STATEMENT PIECES  
WITH CONTRADICTING CHOICES OF MATERIALS AND INTERESTING CUTS  
AS A WAY TO BOOST THEIR CONFIDENCE  
AS WELL AS TO ENCOURAGE OUR BELOVED CUSTOMERS TO

*“create your own definition of beauty”*











PANTONE 419 CP

PANTONE 4625 U

PANTONE 4755 C

PANTONE P 179-1 CP

PANTONE 1815 CP

PANTONE 4975 C



## WHAT DOES EACH COLOR SYMBOLIZE?

PROTECTION  
POWER  
ELEGANCE  
SOPHISTICATION

RELIABILITY  
HONESTY  
COMFORT  
STABILITY

CELEBRATION  
CLASS  
LOVE  
MODESTY

CLEANLINESS  
PURITY  
INNOCENCE  
PERFECTION

CONFIDENCE  
AMBITION  
PASSION  
SOPHISTICATION

INDIVIDUALITY  
INTENSITY  
POWER  
MATURITY



# LOGO DEVELOPMENT

## BEHIND THE LOGOGRAM:

THE MAIN IDEA BEHIND THE EACH LOGOGRAM ARE TAKEN FROM THE NAME OF THE BRAND. THE LION WAS CHOSEN AS THEY SYMBOLIZE THE TERM FEROCIOUS PERFECTLY, LIONS ARE ALSO KNOWN TO REPRESENT STRENGTH AND COURAGE MEANWHILE, ROSES ARE CHOSEN BECAUSE THEY SYMBOLIZE PASSION AND LOVE. THESE ARE THE TRAITS WE WISH TO RADIATE TO OUR CUSTOMERS

01



THE FIRST LOGOGRAM IS A COMBINATION OF THE TWO ELEMENT, MAKING THE ROSE PETALS TRANSITION AS THE LION'S MANE.

03



THE THIRD LOGOGRAM IS ALSO BASED ON THE SAME IDEA. HOWEVER, IT IS MORE FOCUSED ON THE USE OF LINEART TO MAKE IT CLEARER AND EASIER TO INTEPRET.

05



THE FIFTH LOGOGRAM IS A COMBINATION OF THE PREVIOUS LOGOGRAM, THE ROSE PETALS BLOOMING FROM BEHIND THE LIONESS THE SHAPE ADDS A TOUCH OF ELEGANCE

02



THE SECOND LOGOGRAM IS A SLIGHTLY MORE SIMPLIFIED VARIATION OF THE FIRST LOGOGRAM. AIMING FOR A MORE ROUNDED SHAPE SO IT CAN BE MORE VERSATILE.

04



THE FOURTH LOGOGRAM IS A VARIATION OF THE THIRD LOGOGRAM. THE LIONESS IS CHOSEN AS IT REPRESENTS OUR TARGET MARKET BETTER WITHOUT LOSING ITS TRAITS.

06



THE SIXTH LOGOGRAM IS A VARIATION OF THE FIFTH LOGOGRAM. THE ROSE PETALS ARE IN FULL BLOOM WITH THE LIONESS AT THE CENTER



## BEHIND THE LOGOTYPE:

FOR THE LOGOTYPE, WE ARE LOOKING FOR THE FONT THAN CAN  
HELP US IN EMBODYING THE MESSAGE WE WISHED TO SHARE.  
SOMETHING THAT IS VERSATILE YET STILL CAPTURES THE AESTHETIC.

## 01 MODERNLINE

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ALTHOUGH THIS LOGOTYPE IS AESTHETICALLY PLEASING,  
CURSIVE WOULD MORE OFTEN THAN NOT BE DIFFICULT TO READ  
WHICH COULD BE A DISADVANTAGE.

## 02 MADE CANNES

**FÉROSE**

THIS LOGOTYPE IS VERSATILE, BOLD, AND IS MUCH EASIER TO READ  
COMPARED TO THE FIRST LOGOTYPE.  
HOWEVER, IT LACKS THE ELEMENT OF ELEGANCE WE ARE LOOKING FOR.

## 03 MIRACLE

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THIS LOGOTYPE IS VERSATILE, BOLD, AND CERTAINLY EASY TO READ.  
IT IS ALSO AESTHETICALLY PLEASING WITHOUT HAVING TO BE OVER THE TOP.



# CHOSEN LOGO



## CHOSEN LOGOGRAM



## CHOSEN LOGOTYPE

MIRACLE

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## BEHIND THE LOGO

THE LOGO IS BASED ON THE NAME OF THE BRAND.  
 THE LIONESS WAS CHOSEN  
 AS THEY SYMBOLIZE THE TERM FEROCIOUS PERFECTLY  
 THEY ALSO SYMBOLIZES STRENGTH AND COURAGE.  
 THE ROSE PETALS THAT SYMBOLIZES PASSION AND LOVE  
 CAN BE SEEN BLOOMING FROM BEHIND THE LIONESS.  
 THE SHAPE OF THE SHAPE OF THE LOGO  
 ALONG WITH THE LOGOTYPE  
 CREATED A COMBINATION OF ELEGANCE AND BOLDNESS

## COLOR



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# FONT COMBINATION

TEXT

## MIRACLE

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  
0123456789

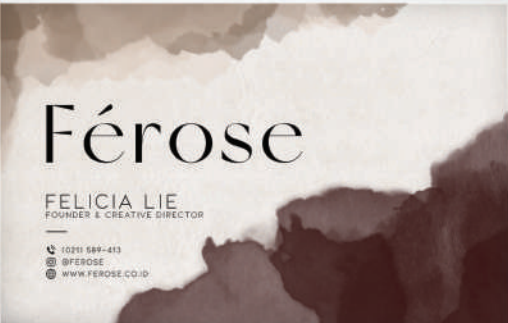
SUBTEXT

## KIONA

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  
0123456789



COLLATERALS – BUSINESS CARD







COLLATERALS – HANG TAG





COLLATERALS – PACKAGING



COLLATERALS – WEBSITE





# OUR SIGNATURE

## CONVERTIBLE



OUR SIGNATURE CREATIONS ARE  
OUR CONVERTIBLE PIECES  
IN WHICH THERE ARE  
MORE THAN ONE WAY TO WEAR THEM.  
THROUGH THIS CREATION,  
WE CAN FURTHER ENCOURAGE OUR CUSTOMERS  
INTO FINDING THEIR OWN SENSE OF STYLE IN ORDER TO

“create your own definition of beauty”



we care deeply for  
our beloved customers,  
one of our way to show it is through

**Férose Rewind**

where our customers can bring in  
their damaged Férose garment  
and we can help restore them.

we also created this service  
as a solution to make  
our creations more sustainable.







Thank You