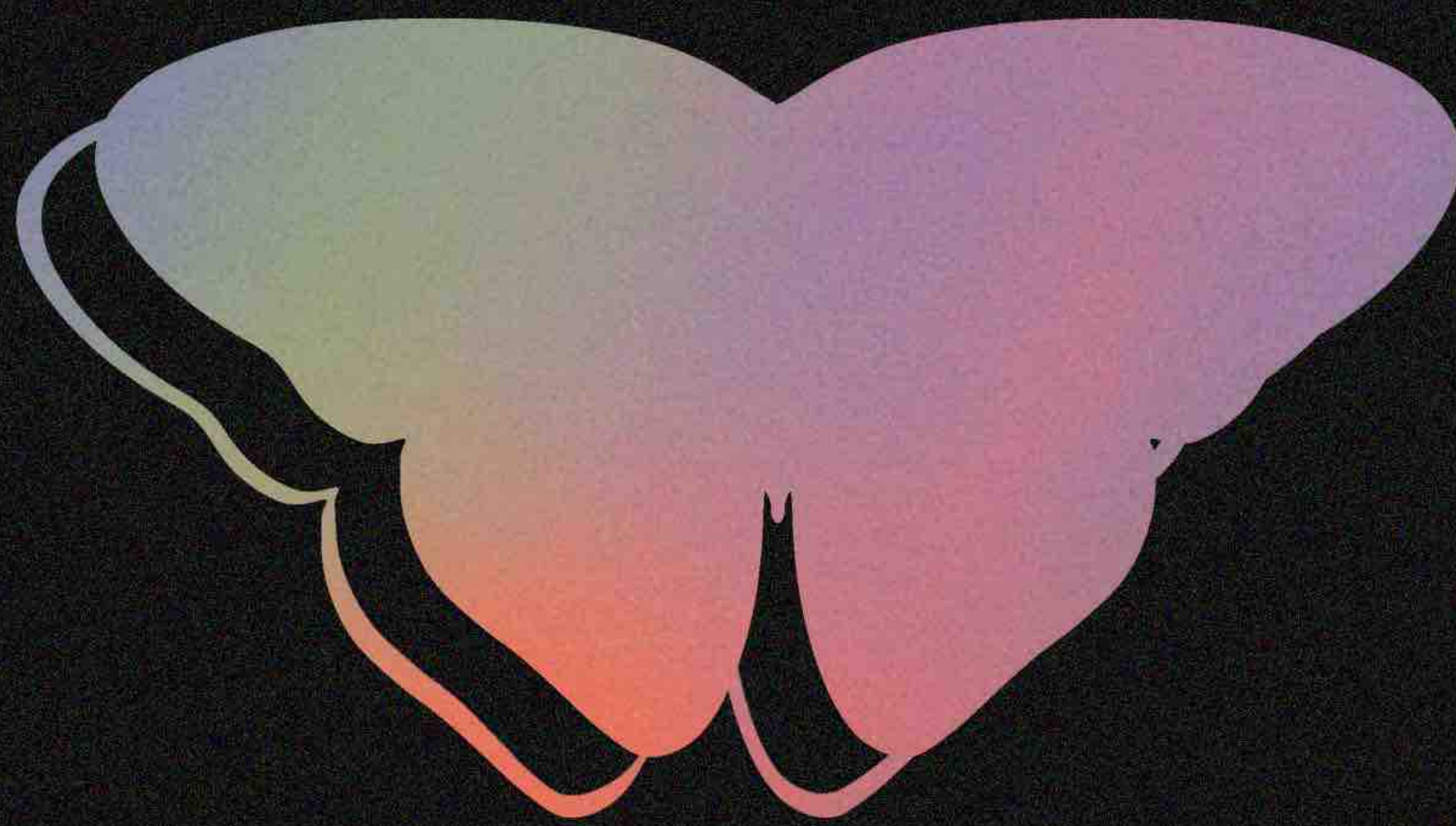


Saiki brand  
development and guideline

Work Task Management  
by Stephanie Susantyo - 2030013



LOGO

MOODBOARD

COLOR PALETTE

FONTS

COLLATERALS

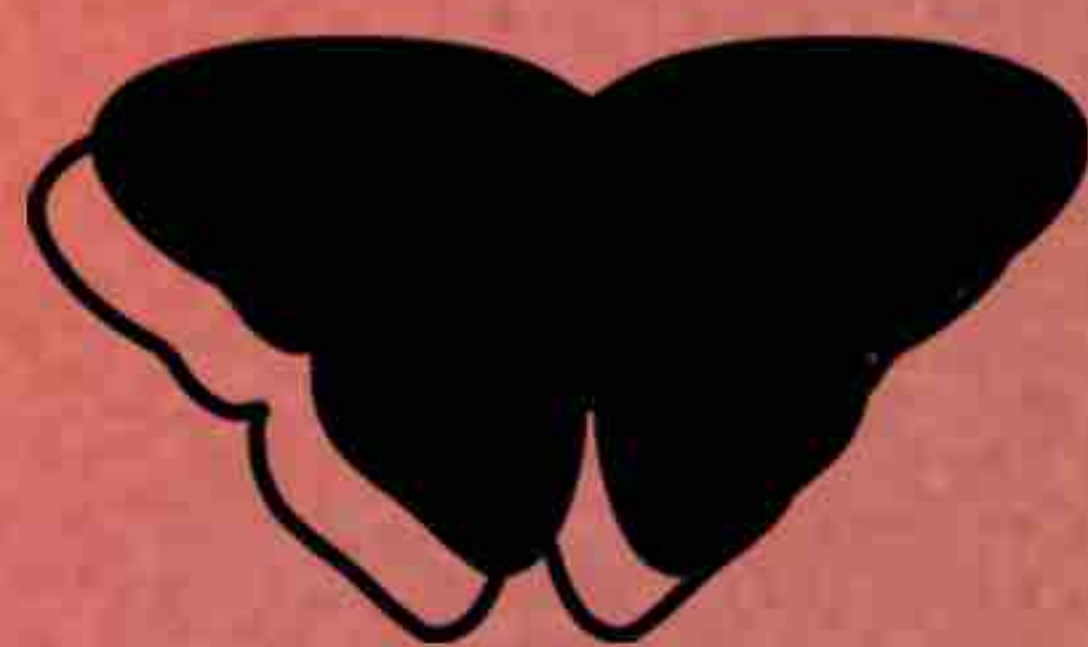
BRAND DIVISION

**SAIKI**

Let Your Soul  
Transform  
The Better You

**Let Your Soul  
Transform To  
The Better You.**

Let Your Soul  
Transform To  
The Better You.





## **O u r S t o r y**

**SAIKI is a Jakarta based sustainable ready-to-wear fashion brand that has the combination of edginess and touches of femininity. Pieces of bridal garments, which are usually a one time used item are upcycled and cooperated in our designs to add touches of femininity and beauty. As a brand, we strive to be conscious and provide garments that are ethically produced. In this day and age, textile waste is a big impact in the environment and almost 11.2 million tons of textile waste ended up in landfills. This is one of the reasons why we decided to use deadstock materials and second-hand fabrics in the production of our garments, so people can express themselves while still being conscious and ethical.**

**The name 'SAIKI' is from the pronunciation of "psyche", which was the Greek Goddess of soul. Psyche was known for her beauty and her symbol was butterfly wings. The butterfly symbol in Saiki represent beauty and courage to embrace transformation. That is why we as brand, want each souls to embrace their own beauty and transform to their better selves. By wearing our designs, we want young women to feel empowered to transform to be bold and confident. Our designs will be one of a kind and limited in quantity since we only produce until the certain materials are no longer available.**



# CONTENTS LIST

**LOGO** \_\_\_\_\_ **01**

**MOODBOARD** \_\_\_\_\_ **03**

**COLOR PALETTE** \_\_\_\_\_ **04**

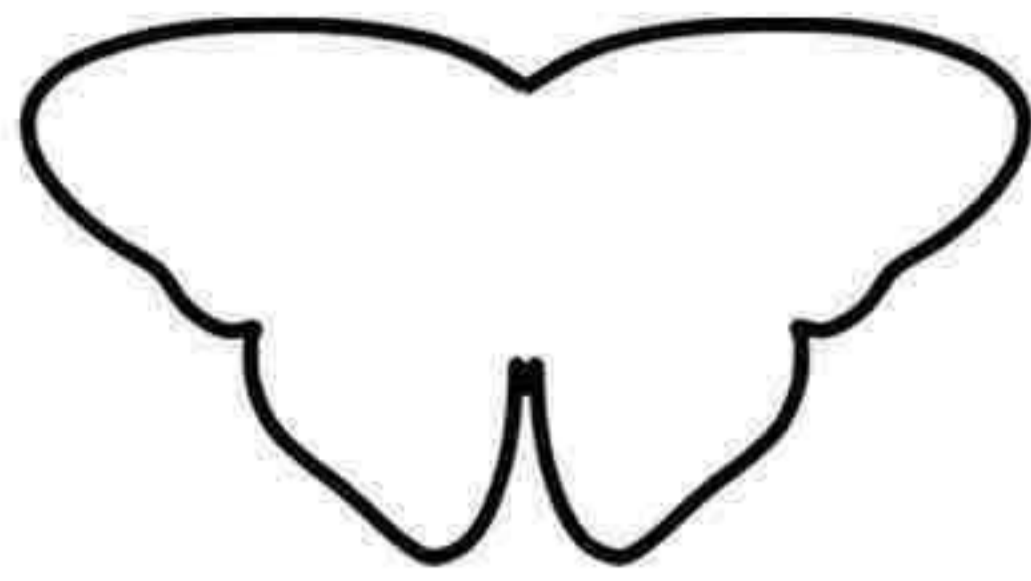
**FONTS** \_\_\_\_\_ **05**

**COLLATERALS DESIGN** \_\_\_\_\_ **06**

**BRAND DIVISION** \_\_\_\_\_ **10**

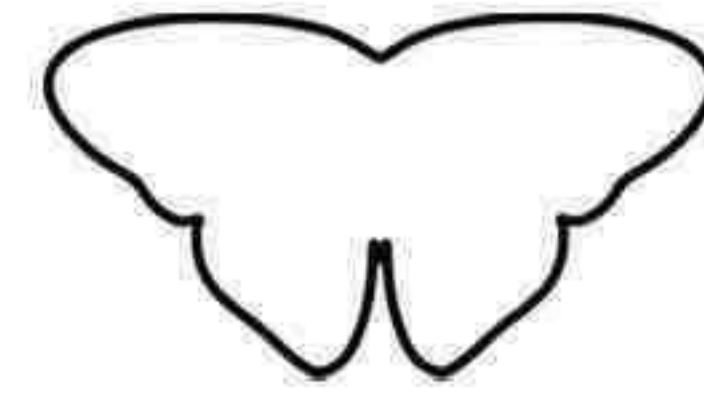
# Logo development

01.



**SAIKI**

LOGOGRAM



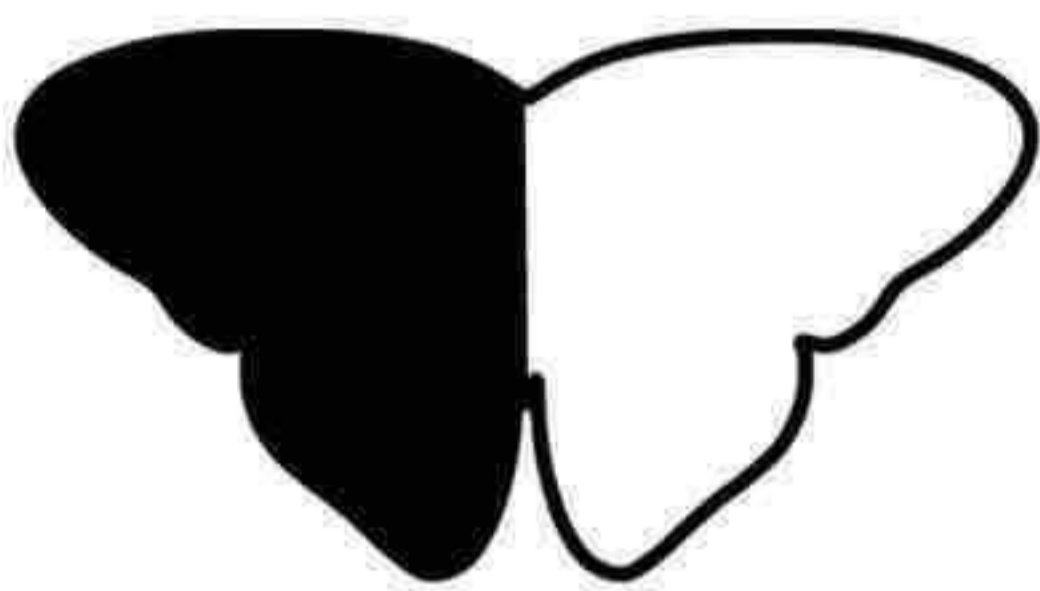
LOGOTYPE

**SAIKI**

THE STORY

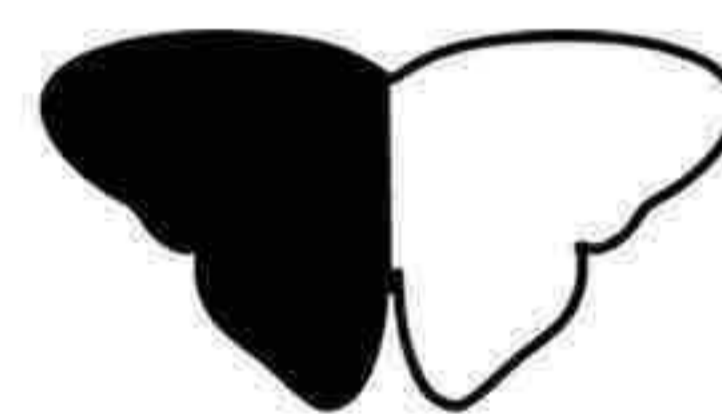
Butterfly symbolizes Psyche, the Greek goddess of soul as well as transformation. Psyche represents beauty, which Saiki wants people to embrace.

02.



SAIKI

LOGOGRAM



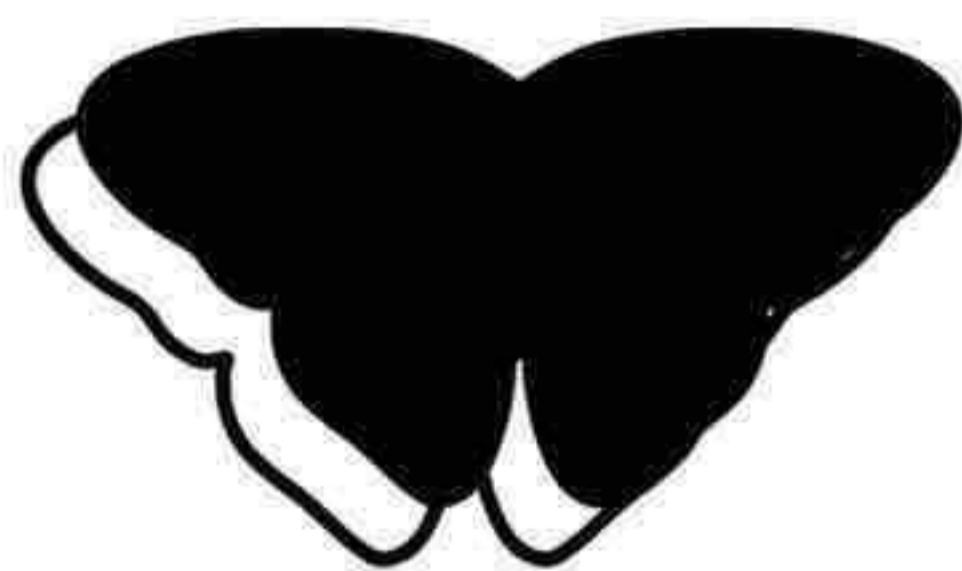
LOGOTYPE

SAIKI

THE STORY

The meaning of transformation in butterfly can be seen in this logo, there are two sides of transformation, the before & after.

03.



SAIKI

LOGOGRAM



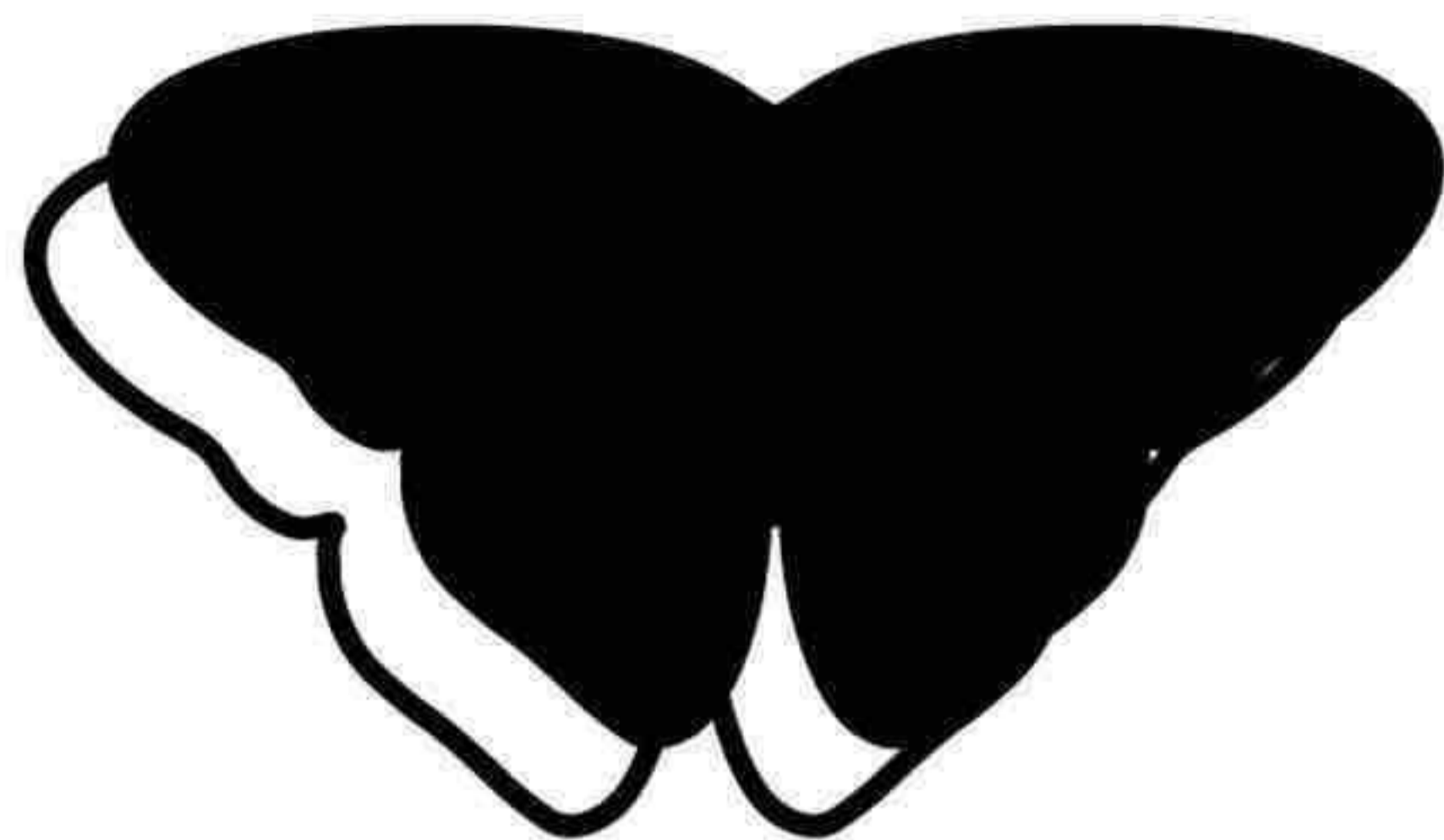
LOGOTYPE

SAIKI

THE STORY

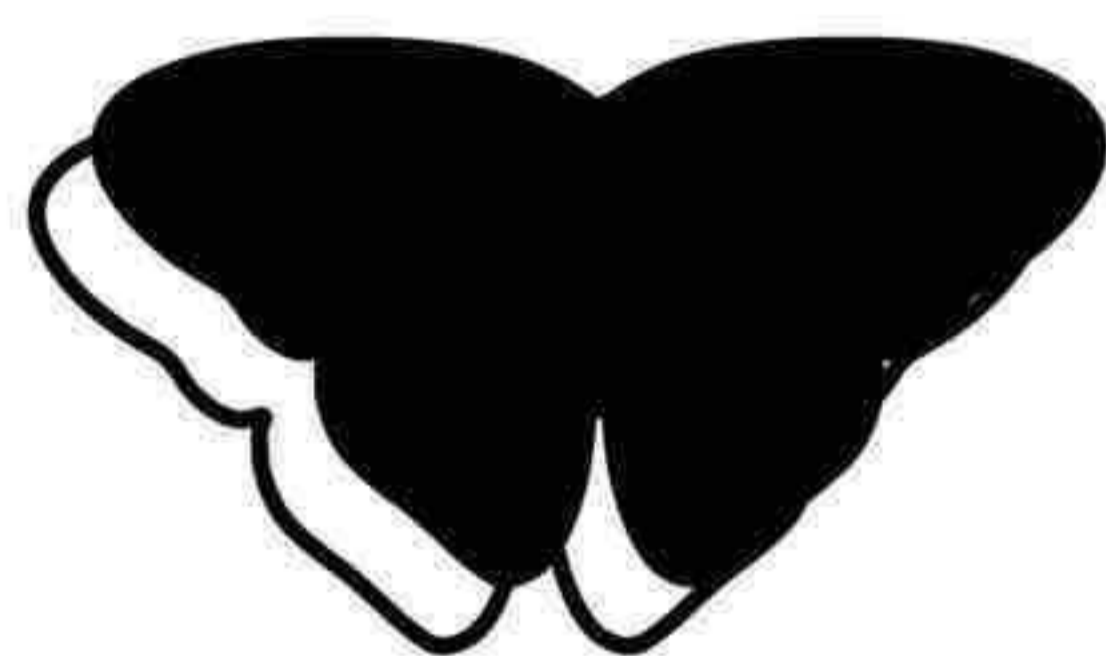
This logo represents the beauty of transformation towards the bolder side. This logo shows that Saiki wants people to transform to their bolder sides.

# Chosen logo



# SAIKI

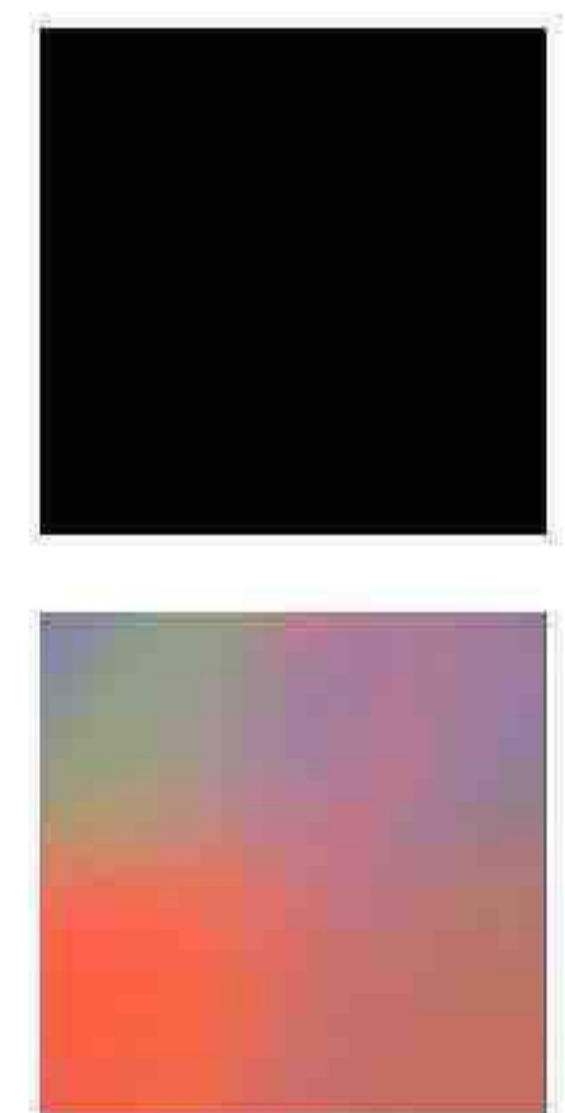
## LOGOGRAM



## THE STORY

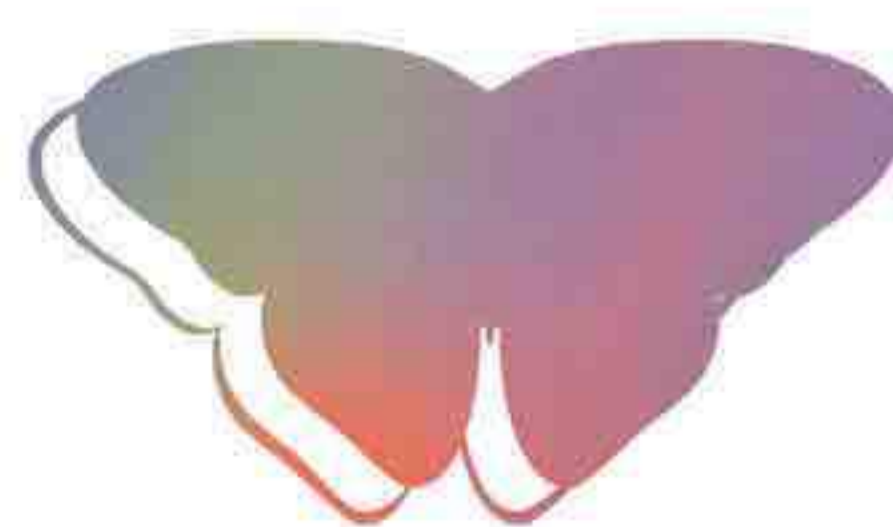
The logogram represents the transformation towards the bolder side. This shows that Saiki wants young women to embrace their beauty and transform to their bolder sides. We want the logotype to be bold yet simple.

## COLOR



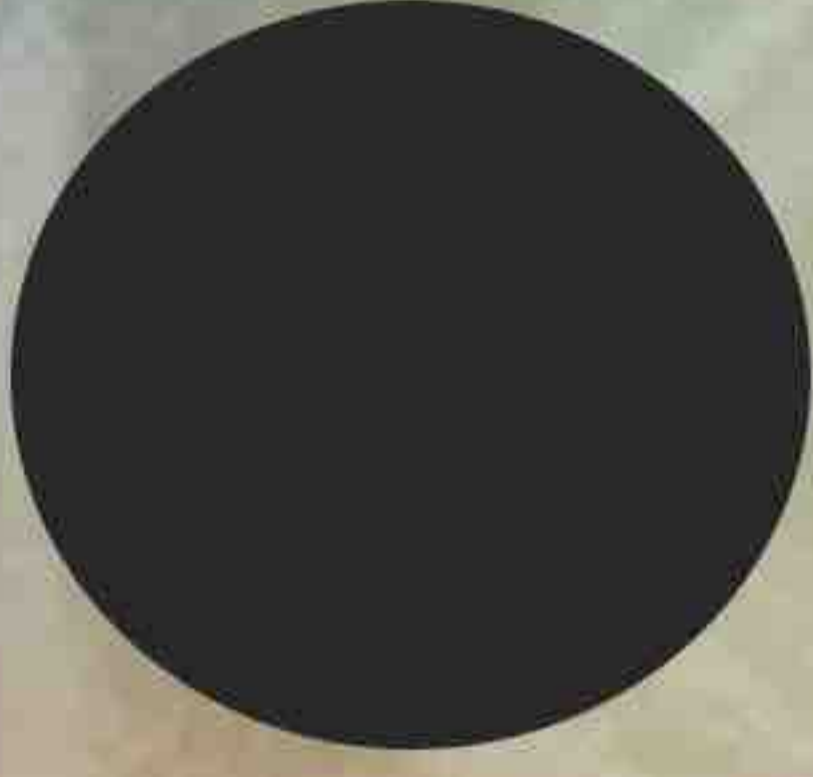
## LOGOTYPE

# SAIKI



## CLEARING SPACE





# Moodboard

Saiki brand  
development and guideline

# Color palette



**CDD9BB**

This light pistachio green color is from the Sesostris butterfly and it represents youthfulness, freshness, and compliments the lilac color



**282828**

We chose this dark charcoal color from the butterflies' colors to add details of edginess to the combination of colors without being harsh



**C2ACD5**

This light lilac purple color is from the Parides zacynthus butterfly, it represents feminine energy and delicacy, as well as romantic & nostalgic



**FF8B7A**

This orange peach color is from Anchises cattleheart butterfly, it represents enthusiasm, creativity, encouragement, change, and expression



01.

SeingaltTrial

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

02.

Kulim Park Bold

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

LOGOTYPE

**SAIKI**

Font: MetaphorBold

# Collaterals

Business card

Business card

Business card

Business card

Business card

Business card

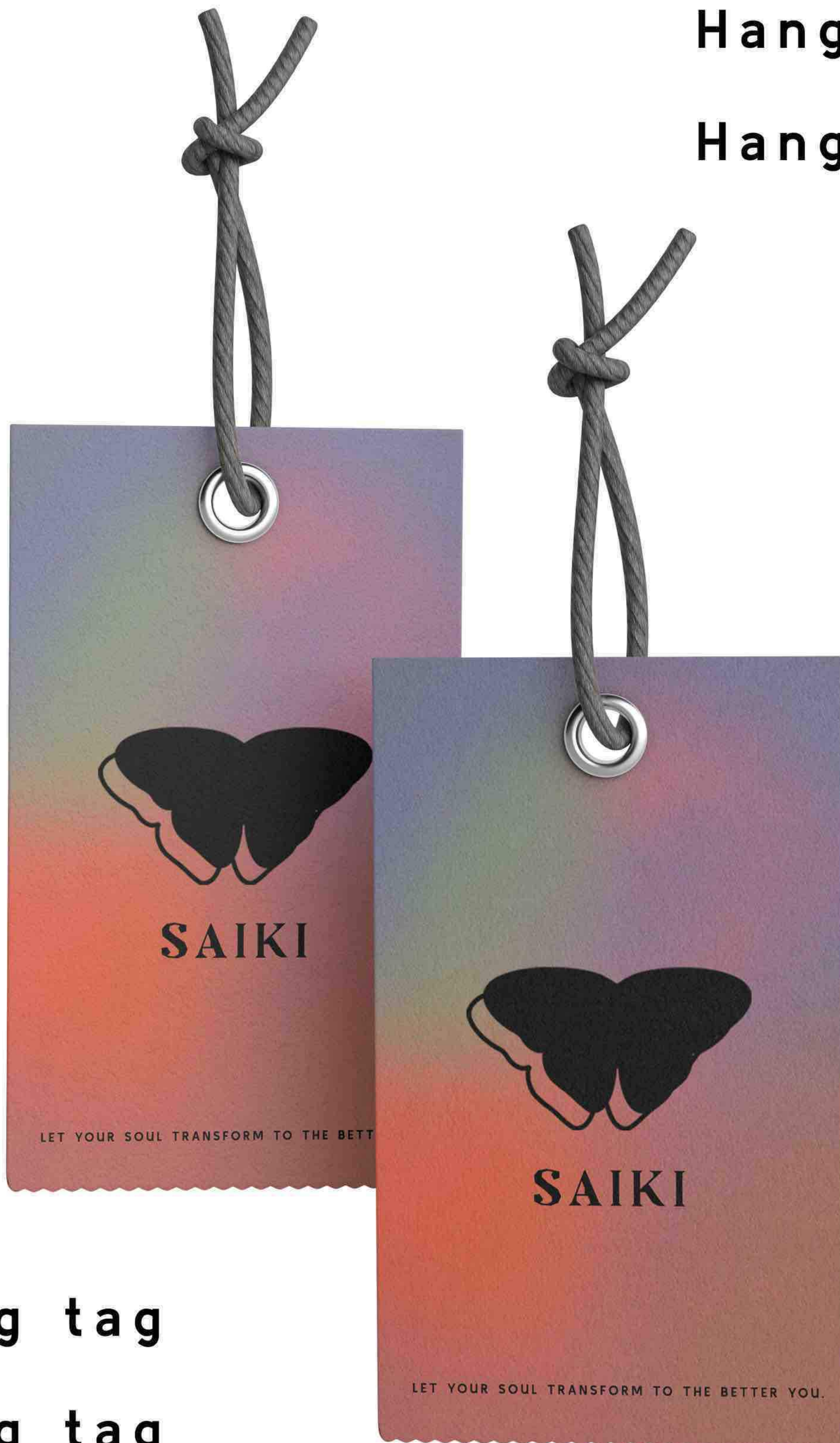
Saiki brand  
development and guideline

# Collaterals

Hang tag

Hang tag

Hang tag



Hang tag

Hang tag

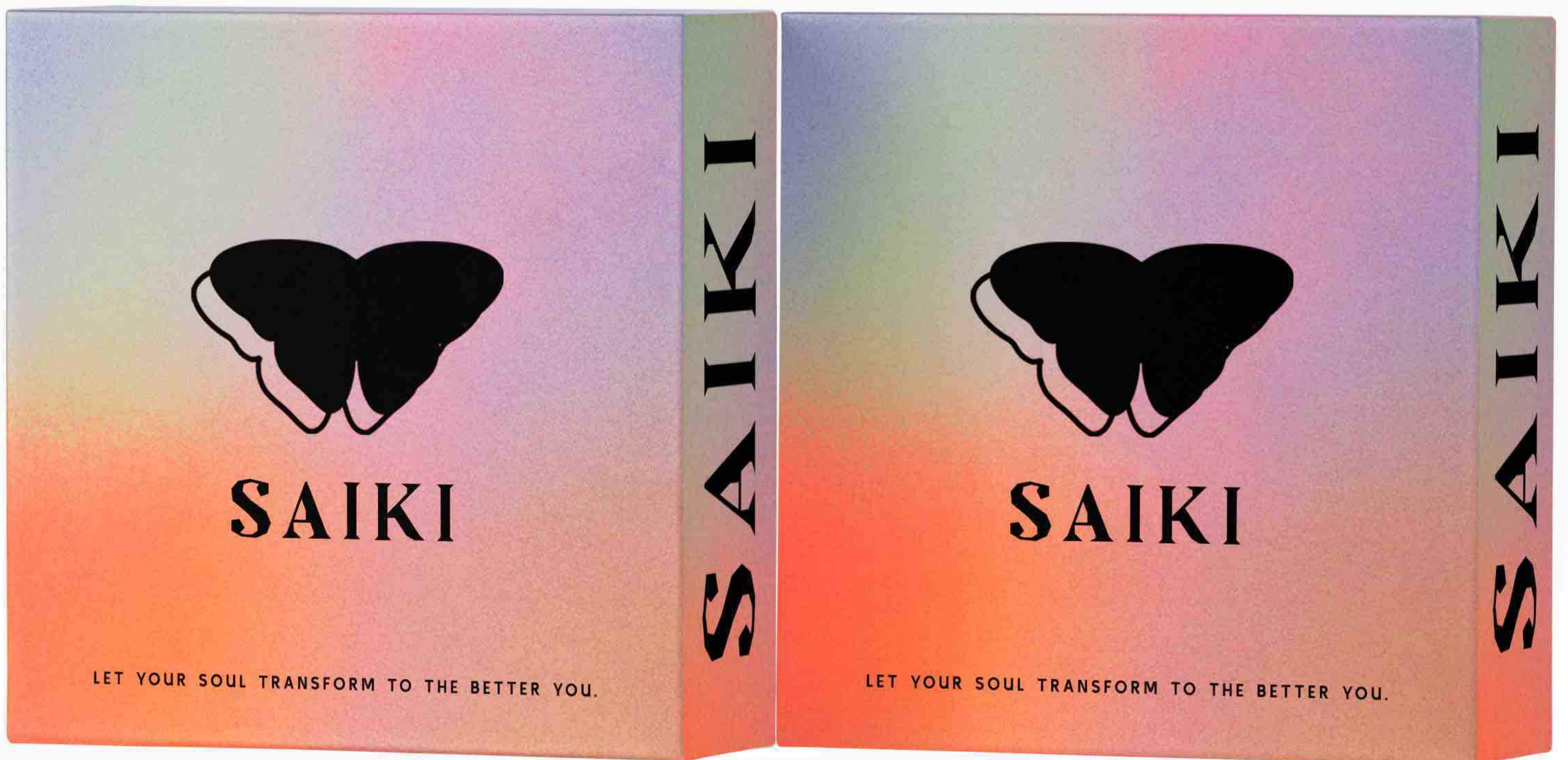
Hang tag

# Collaterals

Packaging

Packaging

Packaging



Packaging

Packaging

Packaging

# Collaterals

Website  
Website  
Website



Website  
Website  
Website

# Brand Division

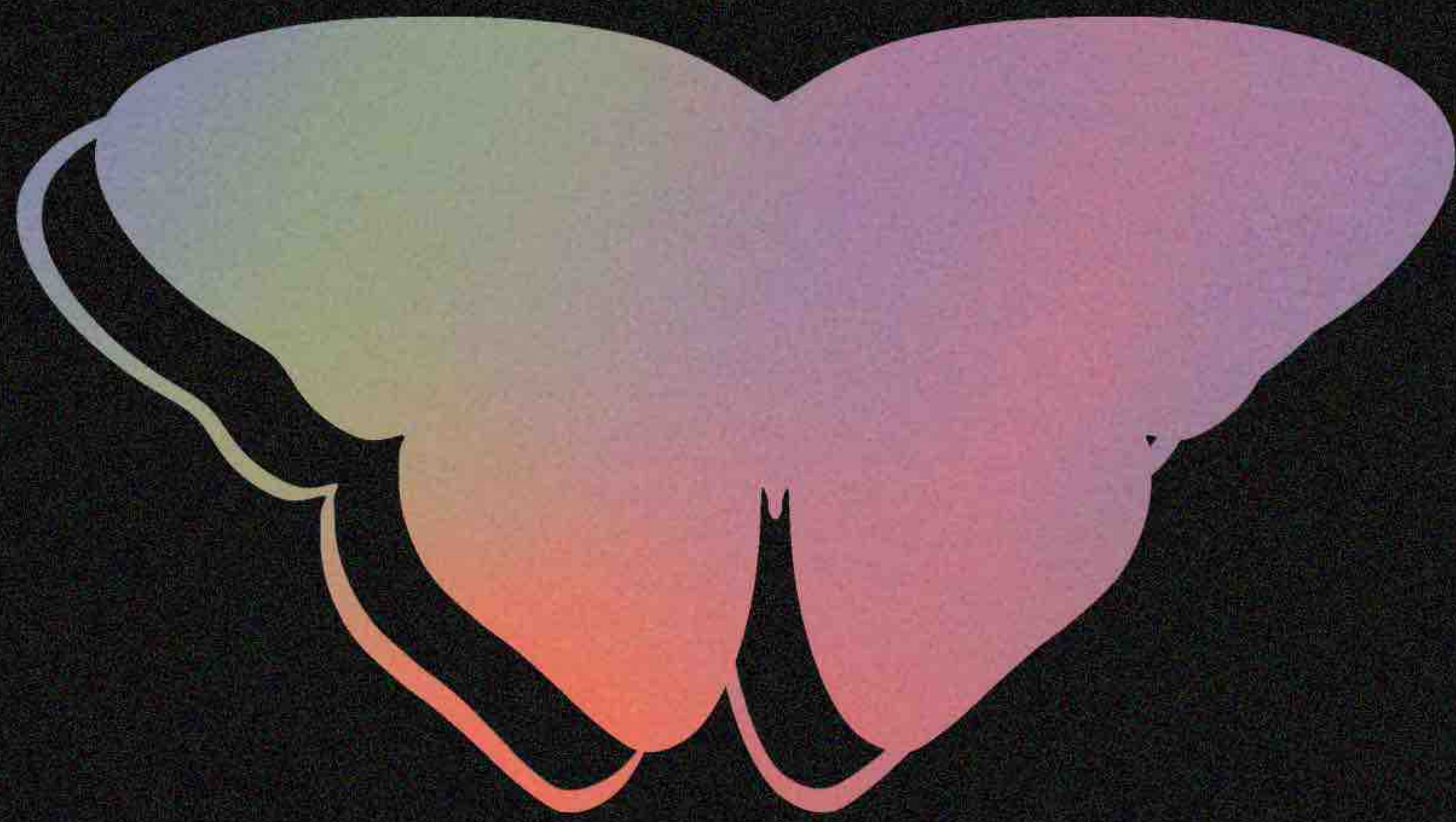
## Saiki Anyar

Saiki Anyar is the division brand of Saiki. We want to create designs made out of materials that are unconventional & we want to reuse materials that are not typically seen in fashion.



Saiki brand  
development and guideline

“Saiki” is “now” in Javanese & “Anyar” is “new” in Javanese. We want to create something new & different in the current fashion with various types of second-hand materials.



THANK YOU