


WORK TASK MANAGEMENT FINAL PROJECT
LASALLE COLLEGE JAKARTA
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Re create from past play from now



RePlay is a local brand that elevates traditional clothing styles in the past with modern fashion style. RePlay combines the traditional clothes of the past with a touch of modern times the mixture of Indonesian cultures makes every piece has its own uniqueness. we also make our clothes relevant for everyday wear.

The purpose of our brand is to make acculturation of the modern fashion industry with cultural heritage able to produce products that are rich in cultural values but still suitable for various age groups. we want to preserve the identity and cultural values of Indonesia through the fashion industry to be known and loved by every community.

we also combine traditional techniques such as Natural Dye, Traditional Handwoven, Handwritten Batik, and many more in our clothes. We use local workers to create greater job opportunities for many people. our products also have their own uniqueness which is difficult to find in other brand designs so consumers can feel special when wearing our clothes.

Be a part of our community by shopping with us and tag us with the hashtag #Replaynow

CONTENT

01. Logo 01

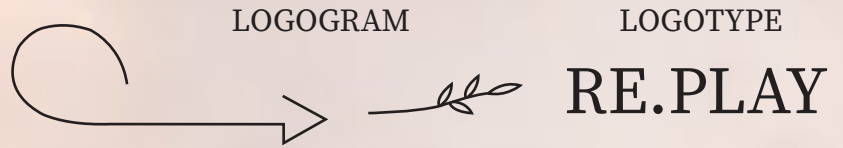
02. Moodboard 03

03. Fonts 04

04. Colaterals Design 05

05. Future Development 09

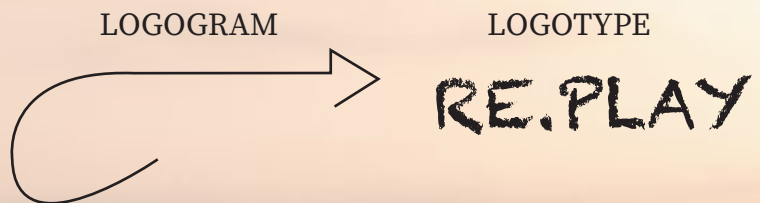
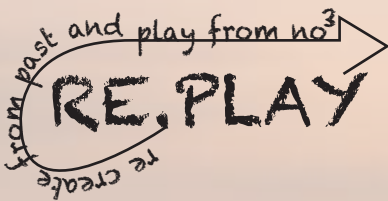
Logo Development



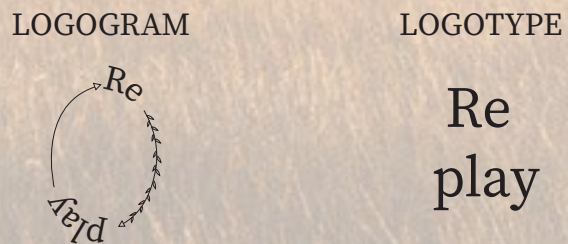
the logogram arrow from re piont represents backward replay and forward arrow represents bring to future leaf image to symbolize nature elements in our product the logotype inspired to represents modern writing



the logogram inspired by play and playback button the logotype inspired by old games writing



the logogram inspired by play and playback button the logotype inspired by old games writing

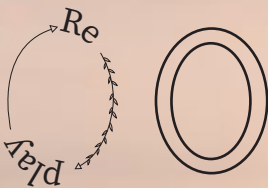


the logogram represents rewind arrow and forward arrow to present future, leaf image to symbolize nature elements in our product the logotype represents modern writing

Chosen Logo



LOGOGRAM



LOGOTYPE

Re
play

COLOR



Behind the logo :

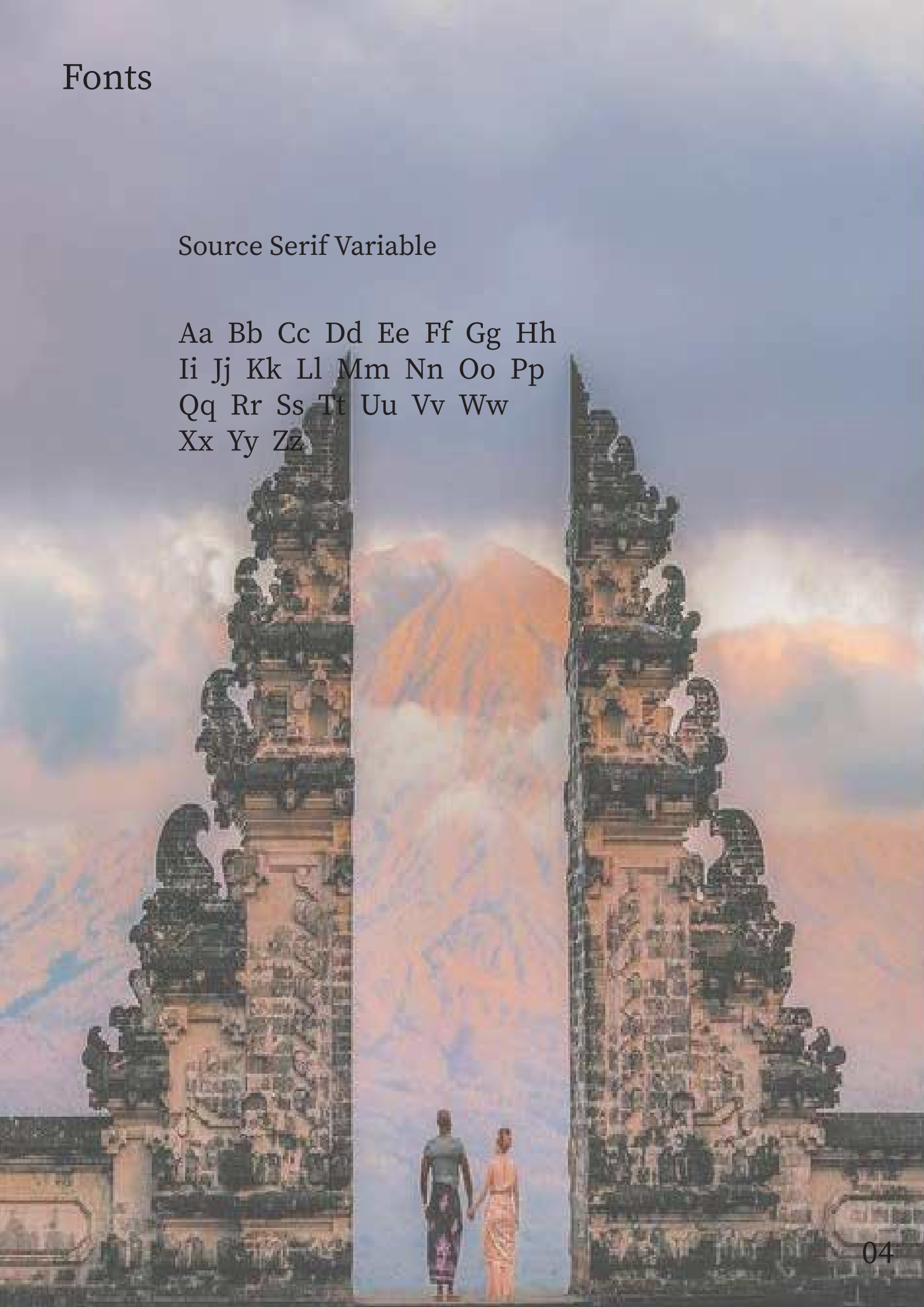
the arrow after re word represents repeating the past using traditional styles in our clothes, the picture of the leaf in the arrow after word re describes the ethnicity that is close to nature which describes our products that are close to local nature. the arrow after play represents carrying the style into the future with our modern touch, as our purpose to produce products that are rich in cultural values but still suitable for various age groups. round shape describes a unity from the combination of past and present. the logotype represents modern writing



Fonts

Source Serif Variable

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



collaterals : Bussiness Card



Websites



collaterals : Packaging



collaterals : Brand Tag



Future Development



as Replay grows into a widely known brand,
we are considering few options.
firstly we will open few local boutiques
that will be spread around Indonesia.
we also try to reach out for our international
customer by opening international
shipping. and last but not least, we are planning
to develop Replay by expanding
our product range such as menswear and kidswear.

Thankyou

