

Work Task Management  
by Lievia - [203-0081]



# POLARIS

Polaris brand  
development & guideline

MOOD | LOGO | FONTS | COLLATERAL DESIGN | FUTURE DEVELOPMENT





# POLARIS

"The North Stars  
Always Upon you"



# OUR STORY

Polaris is Indonesia local brand company that created casual office style for woman with original and elegant design.

Our design purpose is to create confidence and inspire self-expression, and we want to support and help them to shine with their own way. We want to give them impression of independent, bold, leader that have a free soul and strong personality.

We created our design with love and obsession to detail. We put our love into this brand, from material selection, cutting and colors.

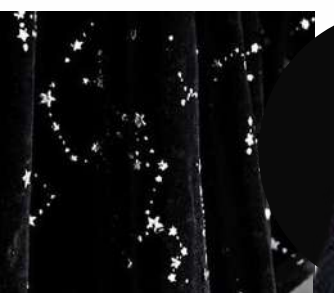
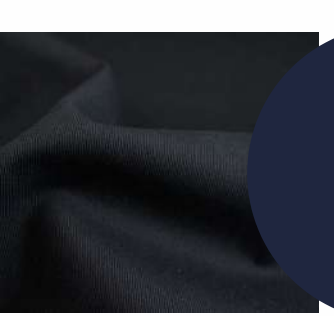
Our name base on North stars the brightest star of the constellation Ursa Minor. This star symbolize hope, guidance, freedom, inspiration, destination and self-trust, but to us "this meaning" is more than a style, it's a mindset that we want to give to our customers.

Through our lens, we hope to reflect the thoughtfulness and versatility of both our product and the women who wear it.

For the colour used for our brand inspire from space and stars we use Black that is associated with, strength, authority, elegance and freedom. We also use blue colour that symbolize inspiration and intelligence.



# POLARIS



MOODBOARD



# LOGO DEVELOPMENT 1

01

LOGOGRAM : LOGOTYPE :



Polaris



Polaris

BEHIND THE LOGO :

The logo name means North stars, that symbolize hope, inspiration and freedom. that became motivation to the brand the gold color Symbolize wisdom and love

LOGOGRAM :

LOGOTYPE :



Polaris

02

BEHIND THE LOGO :

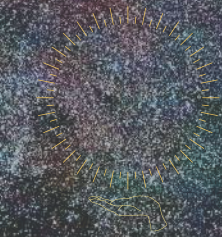
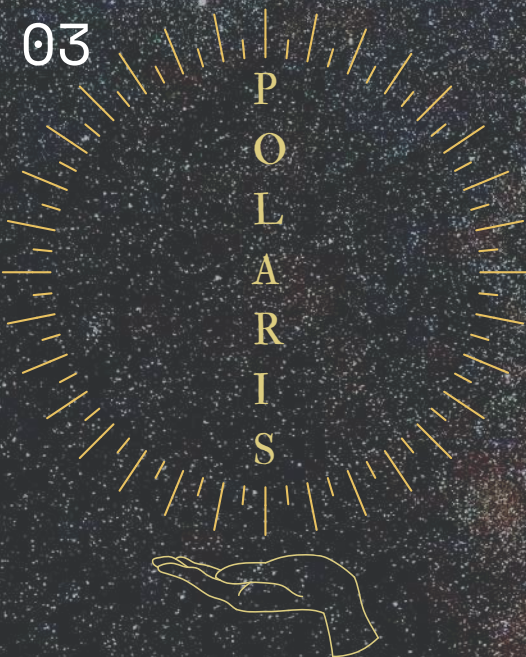
The logo symbolize determine strong and beautiful elegant woman that hold hope of the stars the gold color in there symbolize self love



03

LOGOGRAM :

LOGOTYPE :



Polaris

BEHIND THE LOGO :

The logo symbolize timelessness of inspiration, elegant, beauty, strength and the hand symbolize give and hope the gold color symbolize determine and self love



# LOGO DEVELOPMENT 2 BASE

04

**P**POLARIS

LOGOTYPE :

**P**POLARIS

BEHIND THE LOGO :

The Named after North stars symbolize hope, freedom, inspiration, destination and self-trust The logo type is to show stylish and modern design

LOGOGRAM :



**P**POLARIS

BEHIND THE LOGO :

The logo meaning from the north stars, that carrying hope and strength. The logotype choose to symbolize stylish and modern design.

LOGOTYPE :

05



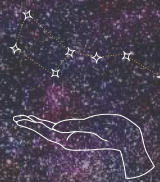
**P**POLARIS

06

**P**POLARIS



LOGOGRAM :



LOGOTYPE :

**P**POLARIS

BEHIND THE LOGO :

The logo meaning from the north stars the brightest star of the constellation in Ursa Minor, that carrying hope and strength.

LOGOGRAM :



**P**POLARIS

BEHIND THE LOGO :

The logo symbolize totality, original perfection in design. The stars means inspiration, elegant, beauty, strenght and hope. the white color used in logo to show positivity.

LOGOTYPE :

07



**P**POLARIS



# CHOOSEN LOGO



## BEHIND THE LOGO :

The name base on North stars the brightest star of the constellation in Ursa Minor. This stars symbolize hope, freedom, inspiration, destination and self-trust, we also use the logotype to show our stylish and modern design. we designed this logo to symbolize our hope and what our brand give to our dear customers. we also choose white and black as main color of logo to show our purpose as a brand that encourage body positivity and self love.

## LOGO TYPE :

**P**POLARIS

## LOGO GRAM :



Black is associated with power, strength, authority, elegance, formality, freedom, sophistication and formality



White represent an inherently positive color, light, safety, understanding, faith, elegance, sincerity, protection, professionalism and perfection.



# FONT

## LASTICA

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  
1234567890

## Space Mono

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  
1234567890

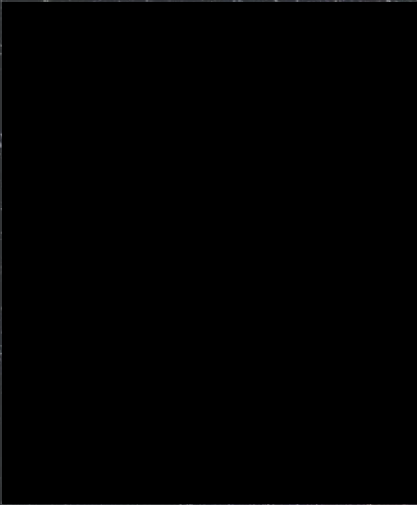
LOGO TYPE : POLARIS

MAJOR MONO DISPLAY

△ A BB CC DD EE FF GG  
HI II JJ KK LL MM NN  
OO PP QQ RR SS TT UU  
VV WW XX YY ZZ  
1234567890



# CHOOSEN COLOUR



for the collateral design we use Black as the main color, this color is associated with power, strength, authority, elegance, formality, freedom, sophistication and formality. to represent our product impression and quality

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for the background decoration we use space image to represent beautiful thing that makes people curious about this brand, like a mystery that customers will find to satisfy they need and interest



White represent positive color, safety, understanding, elegance, sincerity, protection, professionalism and perfection. white in here only appear at logo, font and some click button. we use it to covey the customers our positive message and impression that they will get when have the product



COLLATERAL DESIGN  
BUSINESS CARD

POLARIS

WWW.POLARIS.COM

POLARIS

POLARIS

WWW.POLARIS.COM

com || +628



# COLLATERAL DESIGN PACKAGING & THANKYOU CARD

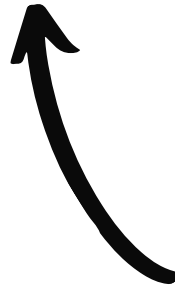


## ThankYou!! :)

Thank you for shopping with us, i hope you'd enjoy it.

All our product are crafted with great attention to detail. We strive to provide you the best product. if you love your order, please scand the QR code and leave us a review.

For any problems, please feel free to contact us at [Polarix@gmail.com](mailto:Polarix@gmail.com) or check us at our website [WWW.POLARIX.COM](http://WWW.POLARIX.COM)







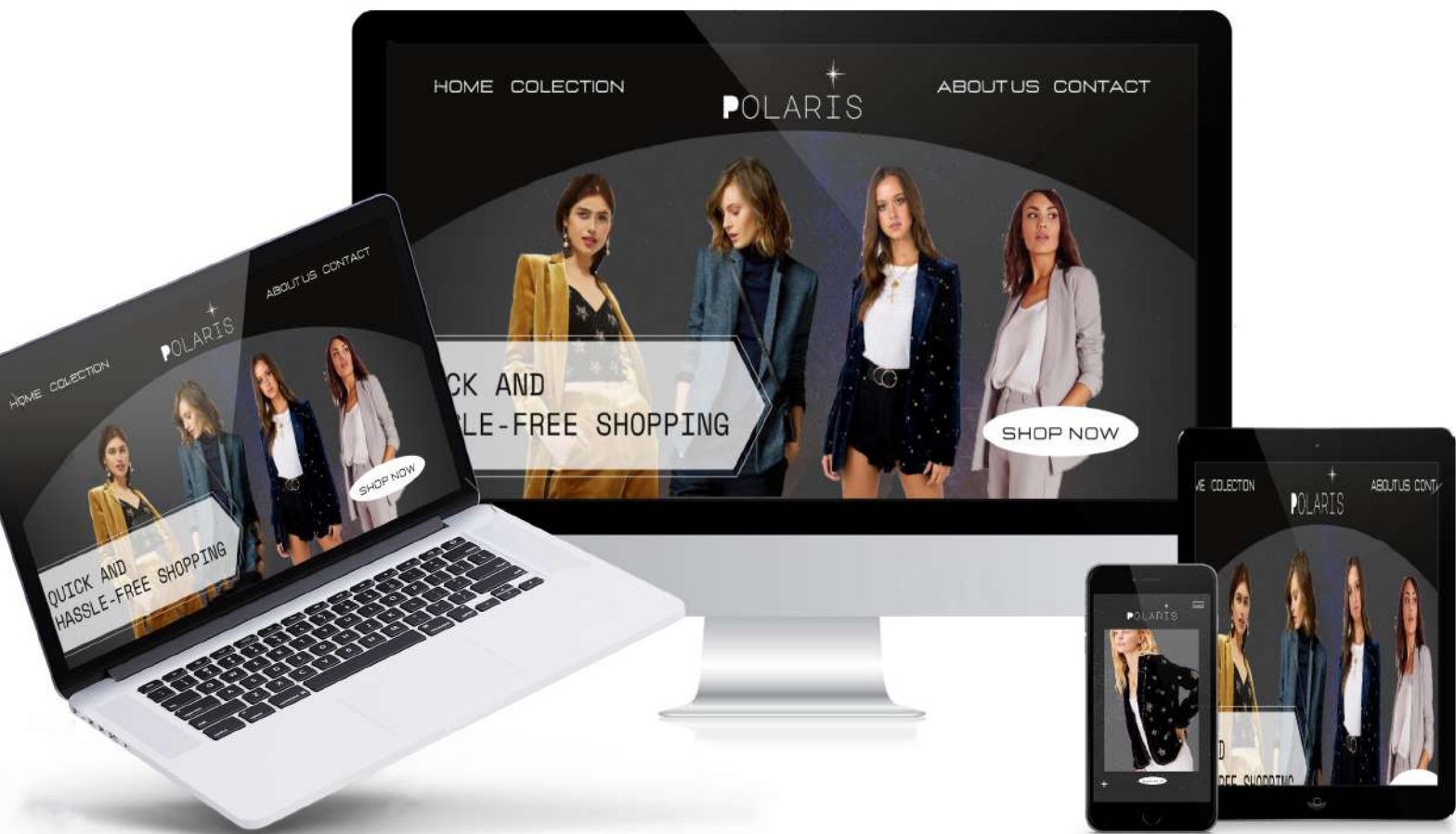
"The North Stars  
Always Upon you"

POLARIS

COLLATERAL DESIGN  
BRAND TAG



# COLLATERAL DESIGN WEBSITE





# FUTURE DEVELOPMENT

As we know there is nothing unsure at the future, but we still hoping the best for us. As our Polaris grow and earns positive reputation, we plan several options for our developing brand. One of them is we will expanding our store in selected locations and do some collaboration product with other brand. We also plan to developing new item list that we will sell like, bags, shoes and jewelries.

We will always continue to encourage and help our customers to love them self and sure them they can shine in their own way like a stars. We hope we can be always reach our goal and moving forward to the better version of our brand.







THANK YOU