

CRYPTIC ACE APPAREL PRESENTATION



For my Major Practical Project (Year 3), I set myself the task of creating a clothing brand. This project would consist of creating a logo, which will help promote the brand, but as well as a range of clothing designs, which would work alongside each other. In addition, I set myself a challenge in creating a website as web design is something that I was interested in, so by enabling myself to create one will broaden my skills, give me an insight to web but also be able to present it in my portfolio for future clients. The website will sell the products of the brand but it will be limited clothing until the brand becomes mainstream.

The following deliverables for these assignments are:

1. Logo
2. 10 t-shirt designs minimum
3. 5 hats designs minimum

ABOUT CRYPTIC ACE APPAREL

Welcome to the world of CRYPTIC ACE APPAREL. Founded in 2013, we are an upcoming contemporary urban mainstream brand whose clothing is aimed towards menswear at present. Our clothing represents identity and desires through the background roots and culture from the past to present. We believe that people shouldn't be judged or stereotyped because of how they look or what they wear. The intended target audience is young student/adults from the age of 16 to 24 year olds.

BRAND PERSONALITY

Brand personality is the way a brand speaks and behaves. It means assigning human personality characteristics to a brand so as to achieve differentiation. These characteristics signify brand behaviour through both individuals representing the brand as well as through advertising, packaging, etc.

Four words that would describe Cryptic and its products, is that it is:.

Authentic – original, true

Sophisticated – elegant, prestigious, pretentious

Excitement – carefree, youthful, spirited

Competence – successful, accomplished, influential

TONE OF VOICE

My target audience are young male student/adults from the age of 16 to 24 year old who have one for an innovative urban streetwear fashion.

“Cryptic” is a confident exuding character and charisma. It has an informal style that is contemporary, clean, youthful and fun to engage with. The brand’s energy conveys

Looking to succeed and specialise upon a major platform being recognised for expressing fresh unique ideas as a freelancer offering a high creative quality service.

The brand’s energy conveys its enthusiasm and its passion for genius can be seen in the constant search for more knowledge and insights.

BRAND VALUES

Brand values determine the values that are authentic for your brand and mirror the values of its target customers. The values that describe Cryptic is:

Trust

Quality

Freshness

Unique

Combination

T-SHIRT DESIGNS



T-SHIRT DESIGNS



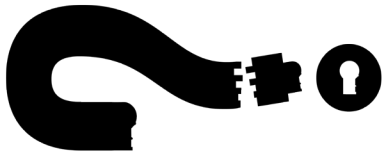
THEY SAY....
**ABSENCE
MAKES
THE
HEART
GROW
FONDER...**



HAT DESIGNS



DRESS HOW YOU FEEL



COLOUR

The 5 main colours that describe the brand are black, white, grey, red & gold. This colour scheme will also be used within the interior of the office and our stationary suite.



The colour of the text “Cryptic” etc should always be black or white depending upon the background. But, gold may be used to make it more luxurious and standout.

TYPE

“Basic” is our typeface for designers. It is used for printed materials and signage. Specifically for the tag label and the words “Cryptic” “Cryptic Ace Apparel” & “Dress How You Feel”

Typeface for all prints

A 0065	B 0066	C 0067	D 0068	E 0069	F 0070	G 0071	H 0072	I 0073	J 0074	K 0075	L 0076	M 0077	N 0078
O 0079	P 0080	Q 0081	R 0082	S 0083	T 0084	U 0085	V 0086	W 0087	X 0088	Y 0089	Z 0090		

a 0097	b 0098	c 0099	d 0100	e 0101	f 0102	g 0103	h 0104	i 0105	j 0106	k 0107	l 0108	m 0109	n 0110
o 0111	p 0112	q 0113	r 0114	s 0115	t 0116	u 0117	v 0118	w 0119	x 0120	y 0121	z 0122		

0 0048	1 0049	2 0050	3 0051	4 0052	5 0053	6 0054	7 0055	8 0056	9 0057
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TAG LINE

Sometimes we need to inform people of who we are and what we do. We can you our strapeline “Dress How You Feel”. It shouldn’t be over used as we don’t want to lose the meaning and concept behind it.

LOGO

Our logo is designed to reflect our brand. Our crest logo is our most representable and should be used upon everything.

The crest logo offers a royal, memorable and strong appearance with great impact for the customers and potential clients of a company.

It can also be used on backgrounds as well



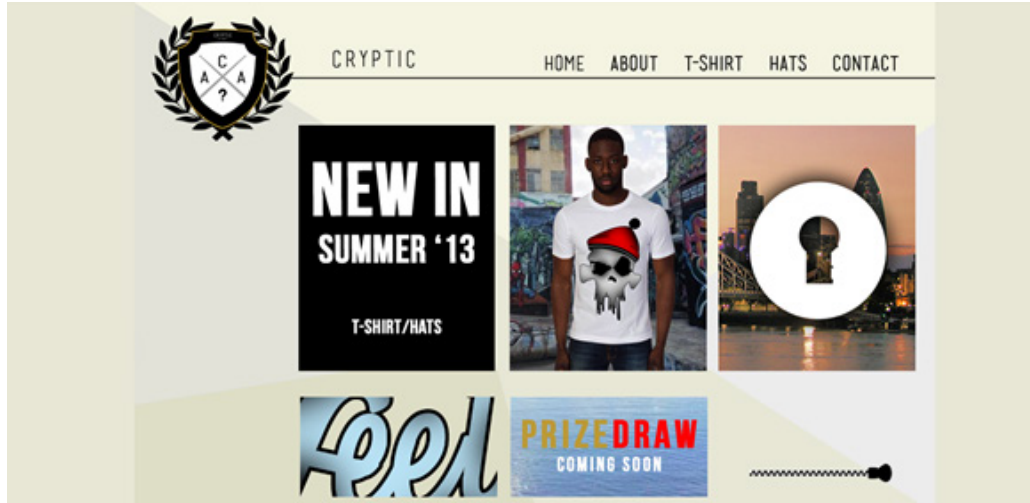
The minimum size for the logotype is

WEBSITE PAGE DESIGNS



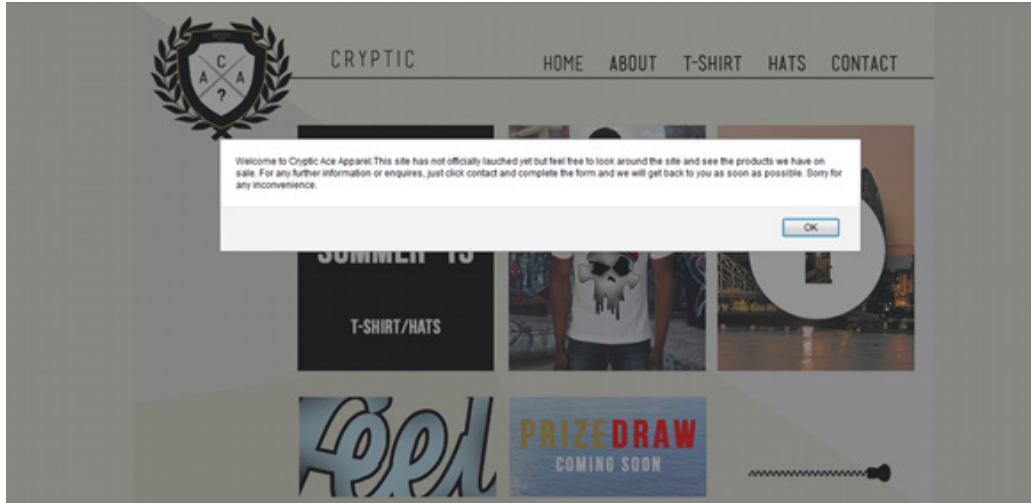
This shows the index page of my website. On the opening of the page, the image of the logo fades in from light to dark; it is like a a loading image. To enter the site, there is a state word stating that the user should click on the logo to enter.

WEBSITE PAGE DESIGNS



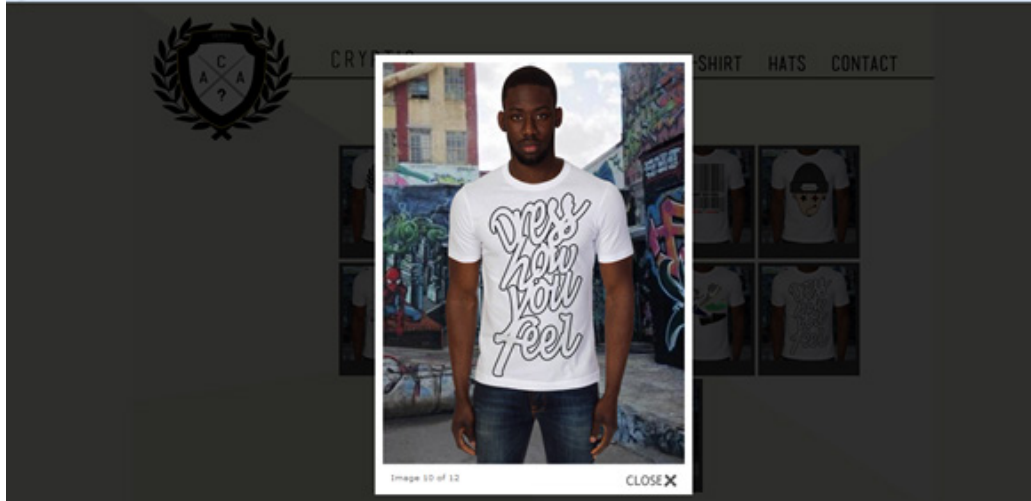
This shows the home page. This is the main page that draws and attracts the user; it has visual images and images over and text movements. On the page, the top middle image when clicked is directed to the gallery. On the top left image, the text colour changes to gold. Instead of having text stating about draws, everything is visually presented.

WEBSITE PAGE DESIGNS



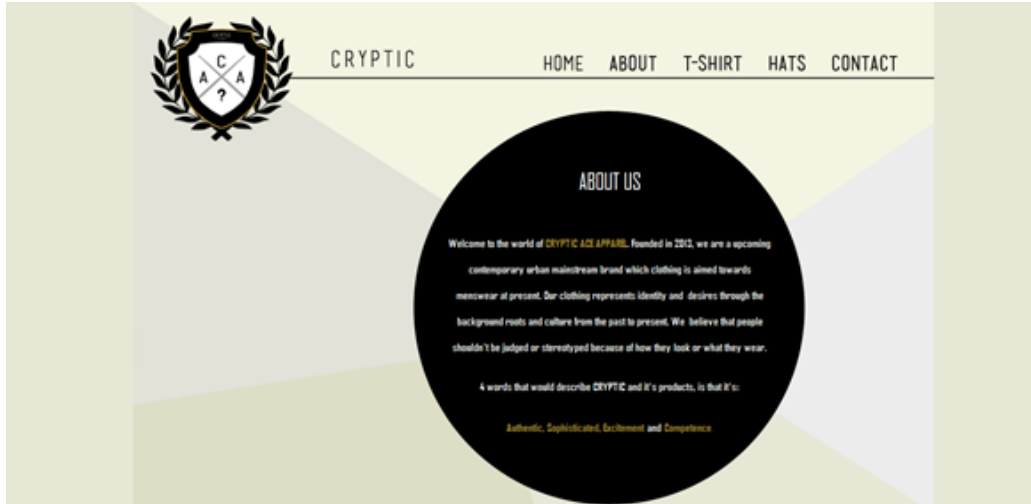
When the user click enter on the index page, a pop up message will appear stating that the site isn't fully launched yet, so purchasing products will not be possible but they are still able to view the site and see what is available.

WEBSITE PAGE DESIGNS



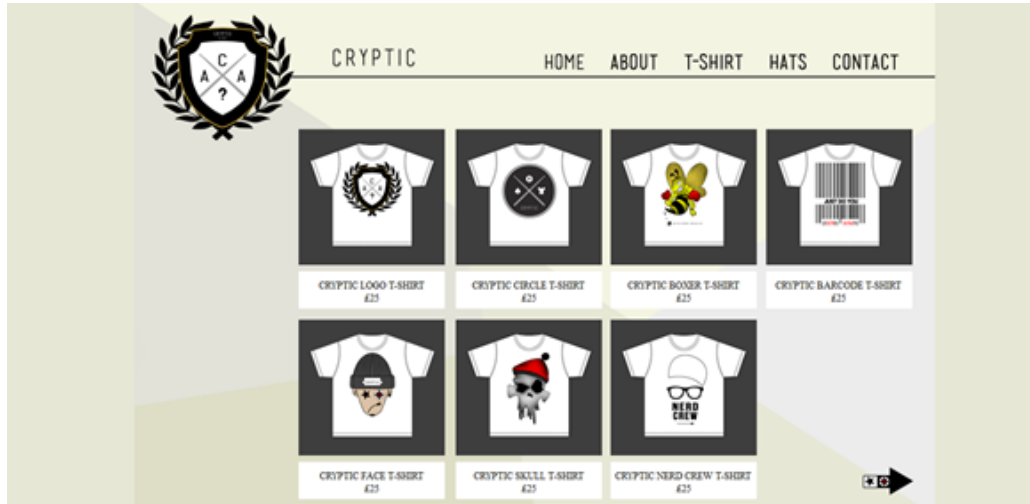
When the user click on image on the homepage, it will direct them to the page you see above. When clicked on any of the images, a larger image will appear in a gallery. The function of this gallery will enable to user to go back and forth on the images.

WEBSITE PAGE DESIGNS



This is the about page. The information is presented in a circle, as it draws away the attention of the other pages. It breaks all the elements.

WEBSITE PAGE DESIGNS



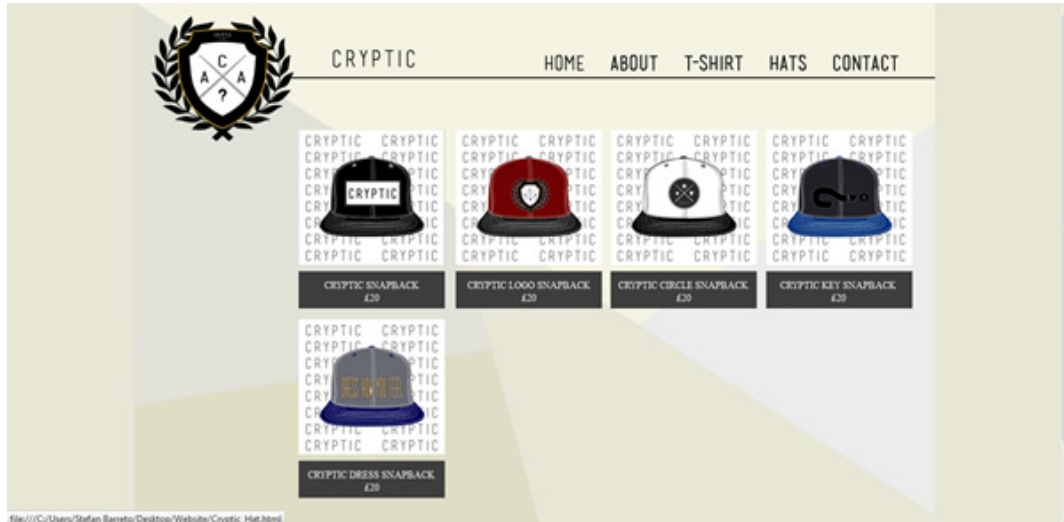
This is the layout format for all the products. It presents the cost of the items. When clicked on an image, it will take you onto another page where you can see the item in more details. Also the arrow isn't just a typical standard arrow. It designed to reflect upon the brand.

WEBSITE PAGE DESIGNS



This shows the page format when the user clicks on the items. It shows the price of the product but also enables to use to add it into the cart. In addition, it shows the closer details of product to the user; this is shown when the user roll over the image, the desired image is shown larger in the box.

WEBSITE PAGE DESIGNS



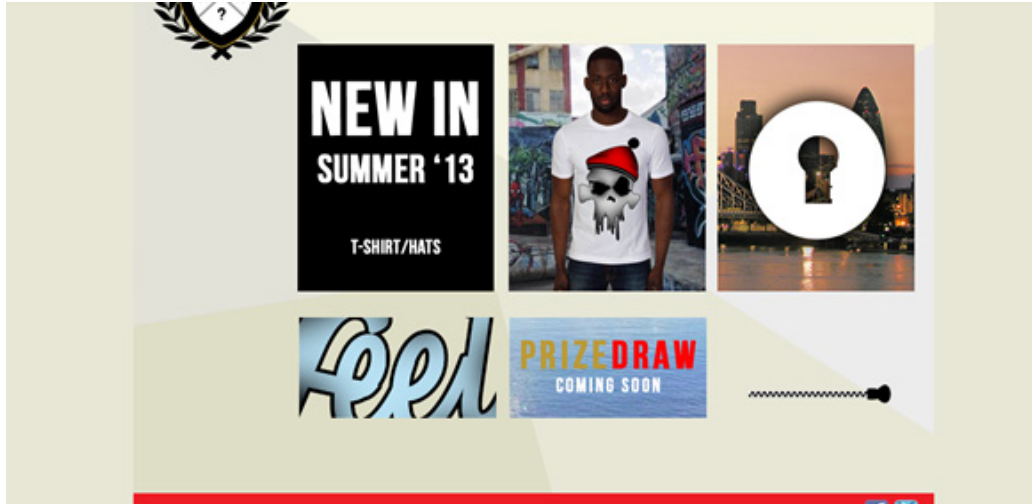
This shows the same format layout as the t-shirt designs. The same principle follows.

WEBSITE PAGE DESIGNS



This shows the same format layout of the same selected image items and follows the same principle.

WEBSITE PAGE DESIGNS



On the bottom of every page, there is a link for the facebook page and twitter. The twitter page is not live at the moment, so there is “x” on top so the user can see that it is not available. Also, there is a “about” and “contact” button/link, that when clicked will located the user to the requested page.

WEBSITE PAGE DESIGNS

The image shows a contact form on a website. At the top left is a logo featuring a shield with 'A C A ?' inside, surrounded by a laurel wreath. To the right of the logo is the word 'CRYPTIC' and a navigation menu with links for 'HOME', 'ABOUT', 'T-SHIRT', 'HATS', and 'CONTACT'. Below the navigation is the 'Contact Form' section. It contains four input fields: 'Name', 'Email', 'Subject', and 'Message'. At the bottom of the form is a 'Cyptic Safety Code' field. Below the form are logos for 'alotms then' and 'CRYPTIC'. There are also social media icons for Facebook and Twitter, and a 'Stop spam, read below' link.

This shows the contact form. On this form it has the usual basic information required between the user and the informer. It has “name“, “email“, “subject“, “message“ and a “cyptic safety code“. By having this code, enable that scammers or junk mail doesn't come through and also makes the site look more legit and professional.