What makes an apparel identity feel like part of the garment?

An identity and packaging system for Solids apparel.



Embark on a Stylish Eco-Journey
with Green Fashion

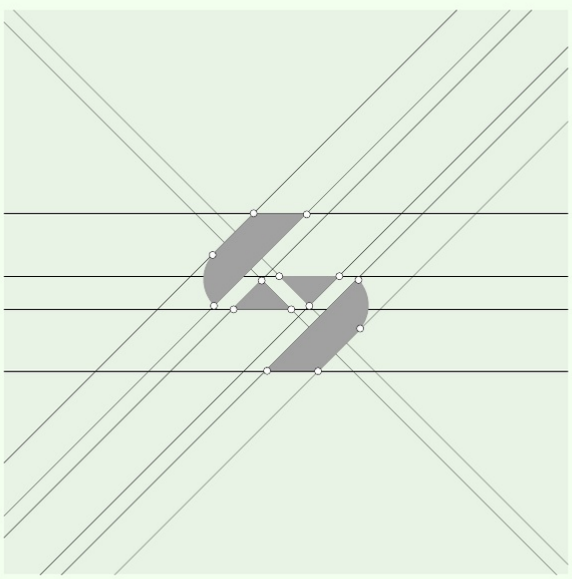
Build the symbol from two angled forms.

The construction lines reveal the angles and spacing of the compact mark. The guide also sets the room it needs when paired with the lettering.

ORIGINAL SYMBOL CONSTRUCTION AND CLEAR SPACE

Logo Construction





Give the mark and watermark different weights.

The guide includes horizontal, vertical and standalone versions. Lower-contrast treatments turn the mark into a watermark on lighter and darker backgrounds.

ORIGINAL WORDMARK VARIANTS AND WATERMARKS

Logo Color Variations & Watermark





FOR WHITE BACKGROUND





FOR DARK BACKGROUND

Choose greens that sit comfortably beside fabric.

A pale green gives the stronger colours breathing room. The deeper primary green and muted alternatives can move between labels, paper and screen.

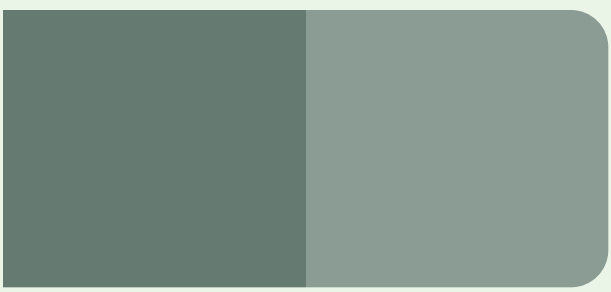


Forest

#3E5A4F

Pale green

#EBF5E7



Muted green

#657B72

Sage grey

#8B9C95

ORIGINAL APPAREL BRAND PALETTE

Give the label and headline distinct roles.

Livvic Bold sets titles in uppercase. Montserrat Medium carries the main reading text and accents, and the guide reserves a script face for selected tagline use.

ORIGINAL SOLIDS TYPE HIERARCHY

Typography

BODY & COPY	ACCENT	TITLE
Montserrat Medium	Montserrat Medium	**LIVVIC BOLD** UPPERCASE

FOR TAGLINE (ON SPECIAL CASE)

Bahagia Font

Fit the identity inside a small stamp.

The circular treatment places the mark in the middle and wraps the smaller information around it. The hanging label keeps the same arrangement.



ORIGINAL STAMP AND HANGTAG ARTWORK

Move the brand onto kraft board.

The carton uses a restrained mark and a denser graphic at selected corners. The open and closed views show how the different printed faces meet.

ORIGINAL T-SHIRT BOX MOCKUPS

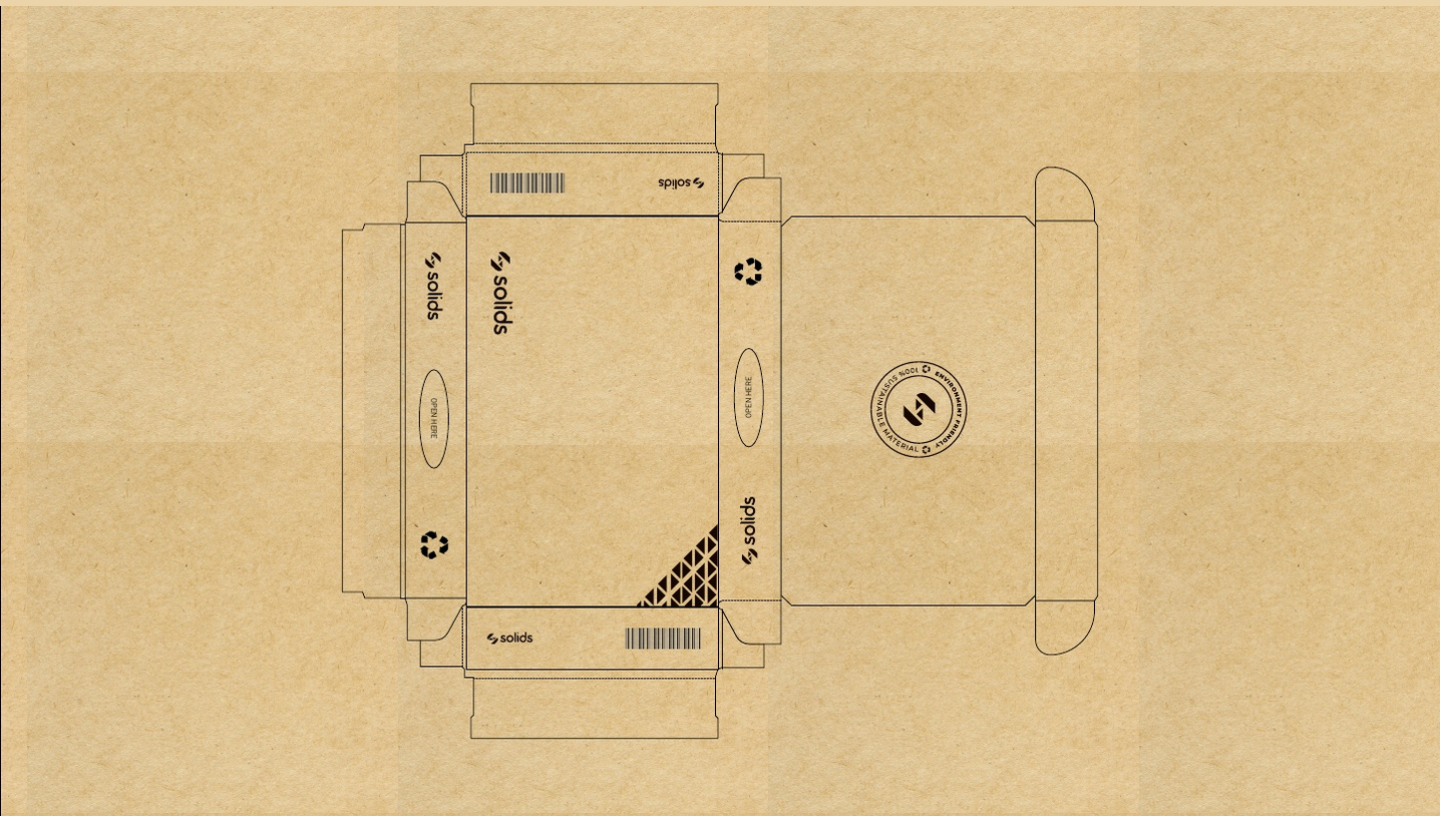
T-shirt Box Packaging



Show where every face folds.

The flat artwork makes the lid, tabs and base visible. The markings show where the graphic will sit when the box is folded.

ORIGINAL BOX ARTWORK AND DIELINE



Carry the dark band into a second format.

The bag uses a dark band and a quiet circular emblem over kraft. The band gives the wordmark a firm base beneath the handles.



ORIGINAL SHOPPING BAG MOCKUP

Use the same identity across the whole purchase.

The angled mark travels from the garment tag to the box and bag. Muted greens and paper surfaces keep the different pieces in the same visual family.

IDENTITY, GARMENT LABELS AND APPAREL PACKAGING

Connect the unconnected.



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Let's get connected!

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