What does Dhaka look like in a clothing label?

An apparel identity drawn from the shape of the city.



Read a W and a skyline.

The original guide interprets the symbol as both the first letter of Wear and a group of buildings in perspective. The city reference lives in the geometry of the mark.

ORIGINAL CONCEPT ARTWORK FROM THE GUIDE

Logo Concept



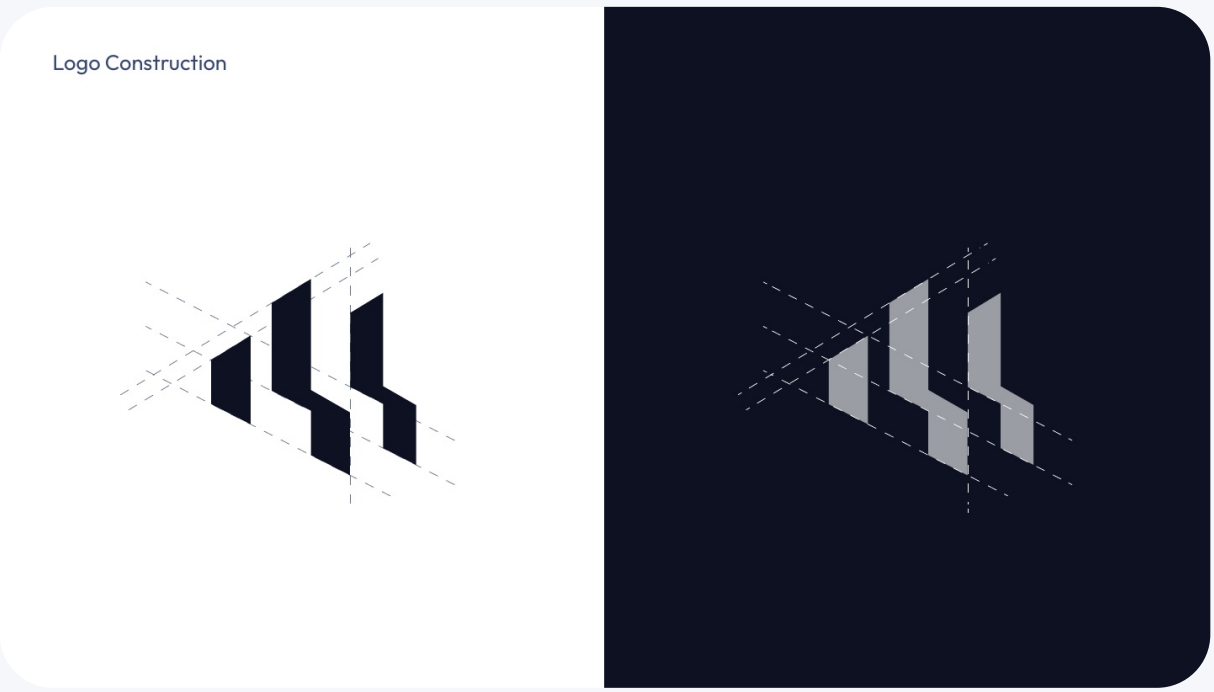
The WearDHK logo is a combination mark, with a custom-made logotype and an abstract symbol to complement it. The logotype has a unique approach to designing the letter cases, as the 'wear' part is in lowercase and the 'DHK' part is kept in uppercase letters to differentiate between the two parts of the brand name without using a space, making it a one-word name while keeping the name easy to read and memorable. The typographic style is sans serif, which is a web-friendly style that works on very small scales, is modern, and has a timeless appeal.

The logo symbol is derived from the letter W, but it has multiple interpretations, the most common one being a few buildings in perspective—which is the first picture that comes to one's mind when thinking about Dhaka. Dhaka has a deep history of being the capital city of this region, with a unique style of urban fashion. It includes the fabled Muslin, motifs, patterns from Gamchha, Lungi, and Nakshikatha, and textiles that are unlike anything else in the world. Dhaka is also a global contributor to fashion with its reputed RMG industry and favorable climate for garments and fashion. Dhaka's youth make fashion a priority and are known for their good taste in clothing, demonstrated by different university students and young professionals. We love to wear clothes on different occasions and settings; we celebrate our culture and identity with a touch of modern fashion trends and global culture in our own way. The close buildings represent our culture of existing together in harmony, embracing extended families, friends, and neighbors. We take every opportunity to wear new clothes and feel great in good attire—it's in our social and cultural traditions.

We live big in Dhaka, sharing walls and moments of happiness. The symbol attempts to capture that without being too literal. It can be interpreted as buildings, the perspective view of Dhaka lanes that we're familiar with, a few walls from a top view that represent an aerial view of our urban landscape. It can be interpreted as harmony, diversity—as small to big, everyone can coexist here in Dhaka, wear Dhaka's unique style, and feel like a lakh taka!

Build the mark from three angled forms.

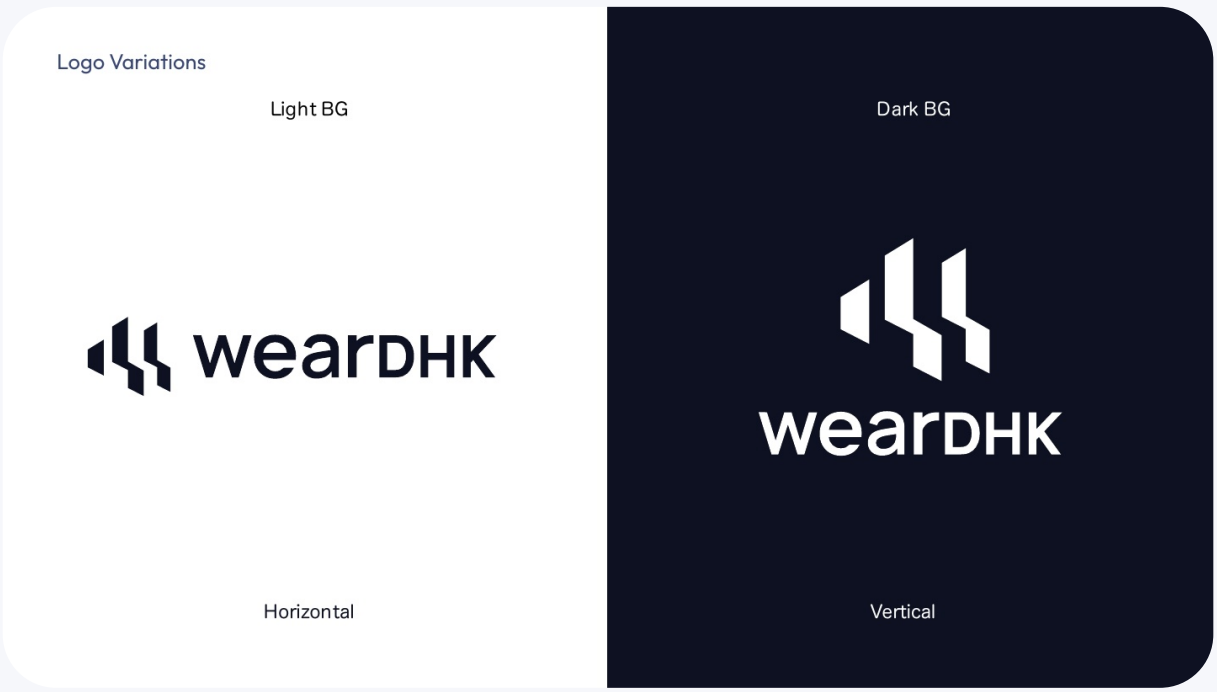
The grid shows how the three repeated strokes line up. Their offset edges let the symbol suggest depth even when it prints in one colour.



ORIGINAL LIGHT AND DARK CONSTRUCTION ARTWORK

Keep the name in two arrangements.

The horizontal lockup puts the mark beside the name. The stacked lockup puts the mark first and gives the name a compact space underneath.



ORIGINAL HORIZONTAL AND VERTICAL LOCKUPS

Keep the fashion photography in the foreground.

Blue Charcoal and Port Gore carry the identity. White gives the wordmark and typography contrast against the dark photography.



Blue Charcoal	Port Gore	White
#000723	#394772	#FFFFFF

COLOURS FROM THE ORIGINAL PROJECT GUIDE

Give the lookbook a clear hierarchy.

Manrope carries the display, headings and smaller reading text. The guide uses weight and size to separate the layers against a photographic background.



ORIGINAL MANROPE SPECIMEN

Bring the name down to garment scale.

In the neck-label mockup, the wordmark and symbol fit on a small blue panel. White holds the two together against the dark material.



ORIGINAL GARMENT LABEL APPLICATION

Make the city reference portable.

The skyline idea gives the mark its shape. The palette, type and compact lockups let that shape travel from a campaign image to the garment itself.

APPAREL IDENTITY, GUIDELINES AND APPLICATIONS

Connect the unconnected.



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Let's get connected!

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