

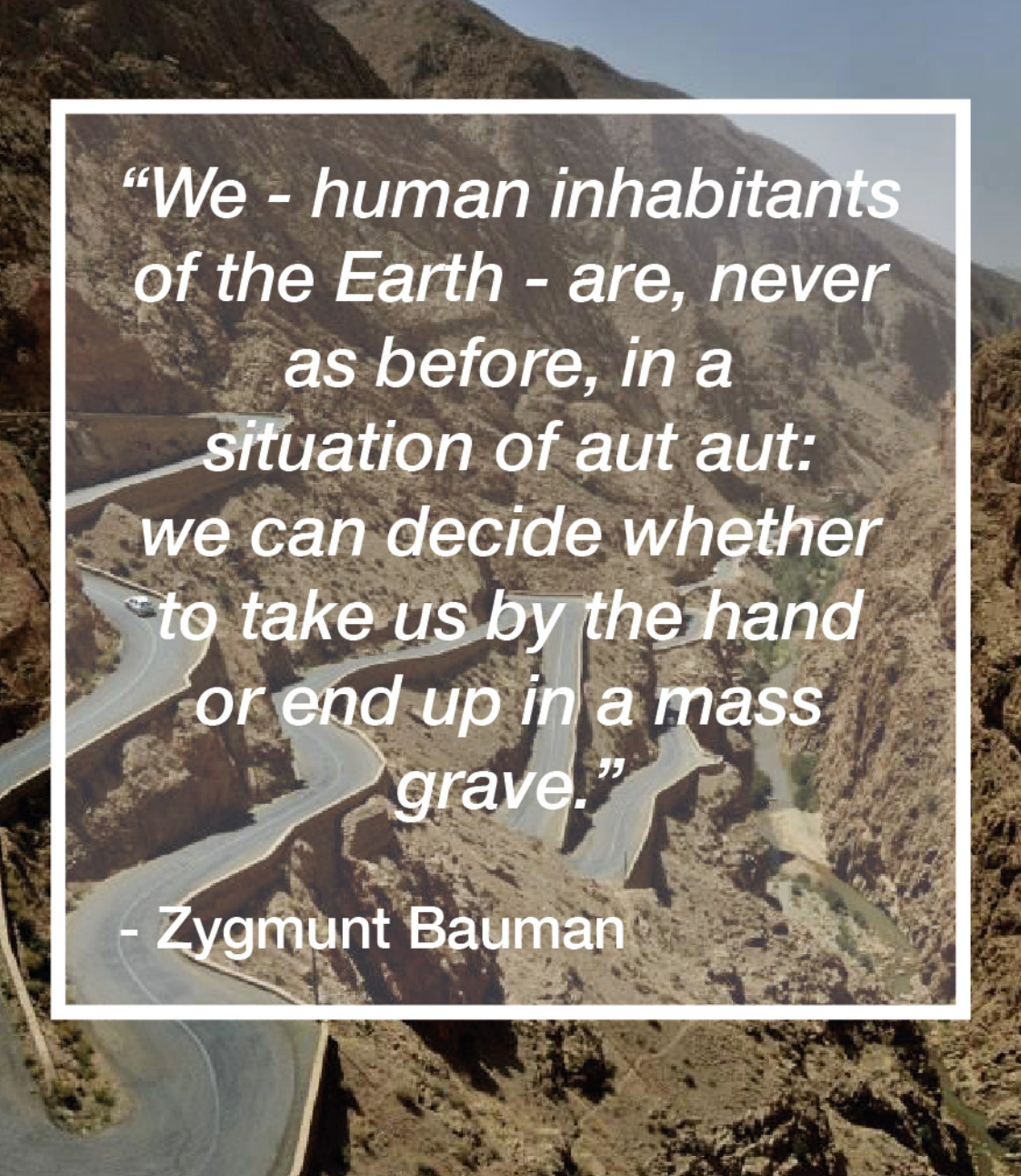
WHAT?

CAECILIA, a women's fashion brand of premium and slow fashion, based on the concepts of cultural integration, sociology and *Genius Loci*.

The brand, above all, respects planet Earth, as a place of proliferation of natural and social heritage.

CÆCILIA



An aerial photograph of a winding asphalt road that snakes through a rugged, mountainous landscape. The terrain is brown and rocky, with some sparse green vegetation. The road curves sharply through the valley, and a small white car is visible on one of the curves. The sky is clear and blue.

*“We - human inhabitants
of the Earth - are, never
as before, in a
situation of aut aut:
we can decide whether
to take us by the hand
or end up in a mass
grave.”*

- Zygmunt Bauman



WHY?

BECAUSE we need to communicate to the world the beauty of different cultures, but also aims to educate the public to responsible consumption.

We want to create a cultural brand, able to communicate messages of tolerance, environmental and social responsibility and trust in "the unknown" through clothes with a contemporary and, at the same time, timeless design.

CAECILIANISM

We BELIVE that the best gift that the Earth can offer us is its CULTURAL DIVERSITY.

We BELIEVE that HANDICRAFTS is one of the greatest cultural heritages.

We BELIEVE to be COSMOPOLITIS.

We BELIEVE in SUSTAINABLE and TIMELESS fashion.



**WE BELIVE
IN FUTURE**

CÆCILIA

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GRAPHIC MARK

The graphic mark is composed by the brand name and its symbol.

The choice of connecting the letters "a" and "e" was made to facilitate the readability of the word.

It was chosen a style that resembles the ancient incisions in the stone during the age of the Roman Empire, because of the etymology of the term and to confer authenticity to the mark.

COLOURS

The palette of the main colors of the brand will be made by black, gray and white and the secondary to bright, saturated and vivid colors.



Hex: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
HSV: 0, 0, 0



Hex: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HSV: 0, 0, 100



Hex: #E4E4E4
RGB: 228, 228, 228
CMYK: 0, 0, 0, 10.6
HSV: 0, 0, 89



BACKGROUNDS



TYPOGRAPHY

The secondary typography to be associated with the brand is a font sans serif, HELVETICA NEUE, very well readable, elegant, simple and available in Ultra Light, Thin, Light, Roman, Medium, Bold, Heavy, Black and Bold Outline, and Italian version of each typology.

The font, because of its versatility, can easily be inserted into all elements of the brand's visual language, without taking the attention of clothing and images.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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1234567890

Ultra Light Thin Regular

Ultra Light Thin Regular

Medium Bold Heavy Black

Medium Bold Heavy Black

STATIONERY



PACKAGING

EVERY
GOVERNMENT
TELLS A
STORY ABOUT
CULTURAL
INTEGRATION
AND
VALORISATION
OF DIVERSITY

CECILIA



