

CASE STUDY

Title : Clawth

Year : 2021

The client

The brand :

The fictional brand Clawth is a French brand of streetwear clothing and fashion accessories inspired by the French, British and American underground and sports culture of the 1990s, founded in 2021 by Titouan Michon. The brand therefore mainly offers textile pieces as well as fashion and/or original accessories.

the target :

The target targeted by the brand is a relatively young population (between 16 and 30 years old), interested in the field of fashion being able to pay a certain sum to ensure the technical, artistic and material quality of their clothes (typical clothing ≈ 60 €). The target is mainly French, even if the brand is destined to expand internationally.

The design problem

The problem of the fictitious client was quite simply to have a visual identity that would characterize his brand. Without that, the brand simply has no image and cannot live.

My role

My role was to create a graphic charter and complete visual identity of the brand to launch its creation. The time constraints were three weeks, and the technology was to use the tools at my disposal, ie the Adobe suite. Another more precise constraint to this exercise was to start from a specific photo of a tiger:

to derive all the visual identity.

The solution I designed

To answer this problem, I created a whole file containing the most important points of a visual identity and graphic charter.

So I first presented/created the classic identity of the brand, i.e. the logo, the accompanying colors, and the accompanying typographies.

I then presented the graphic charter, which therefore goes into much more detail, particularly an in-depth presentation of the logo, its typography, the brand colorimetric universe, the logo's precise use, the accompanying typographies, the photos and the illustration's style, and even the email business signature.

I then presented in this folder applications of this charter, such as outdoor communication, or product design. Finally, I presented the studies and research that led to this final project.



CASE STUDY

Title : Clawth

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The Result

I will therefore present to you all the points stated earlier.

The logo :

The Clawth brand logo is made up of a symbol representing the head of a tiger, and a logotype of the brand name.

The tiger's head is simplified with straight geometric shapes, being mostly triangles that recall the teeth of the animal.

We find on this logo the use of card game symbols: clubs, diamonds, hearts and spades, which represent the game, and the hierarchy.

These ideas obviously echo the place of the tiger in culture (Asian, but not only!) which represents the King of the jungle or the mountains, mischievous who plays with these prey.



The typography of the logo:

The Clawth logo typography was hand-made by Titouan Michon and is called ClawthTt1 Font. It was made in Indian ink then digitally reworked and vectorized.

Dynamic, with texture, the typo represents a claw of the animal, in material such as flesh or fabric.

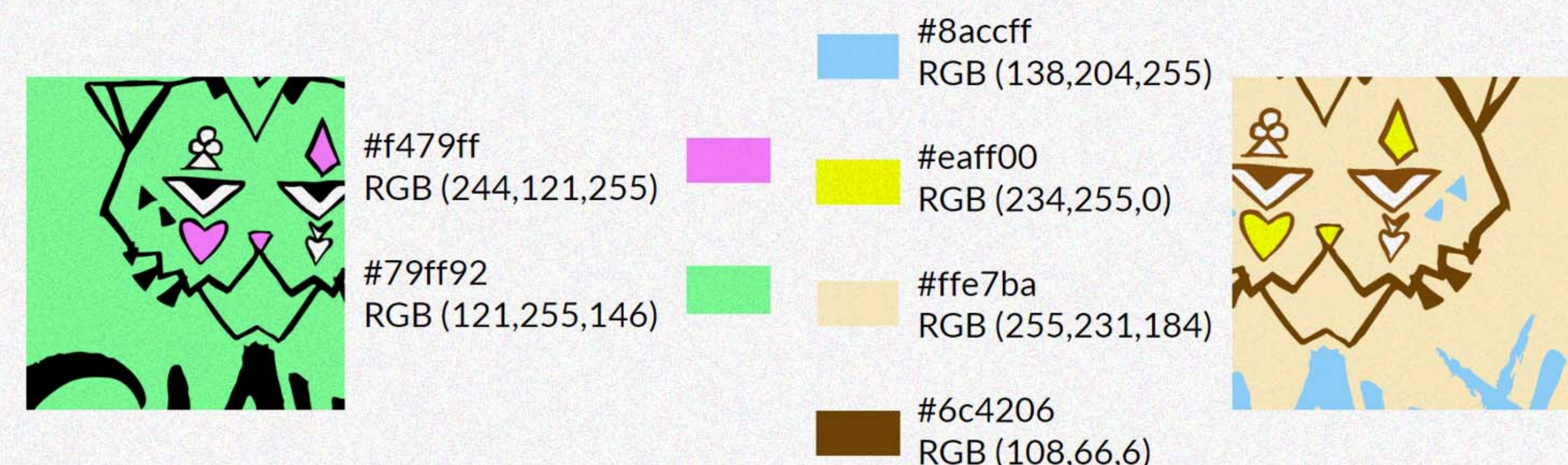
The colorimetric universe of the brand:

brand accent colors:

# F0000	# 0a0a0	# FFFFFFF	# 00000	# F2E9D4
R 255 V 0 B 0	R 160 V 160 B 160	R 255 V 255 B 255	R 0 V 0 B 0	R 242 V 233 B 212
C 0 % M 100 % J 100 % N 0 %	C 39 % M 30 % J 31 % N 9 %	C 0 M 0 J 0 N 0	C 100 % M 100 % J 100 % N 100 %	C 0 % M 4 % J 12 % N 5 %

The other colors of the brand:

The logo and product colors can change according to the collections, and the color of the fabric on which it is printed. For example, for the Spring/Summer 2021 collection, we will find products that will have these support/logo color pairs, following the current pastel and bright color trends:



CASE STUDY

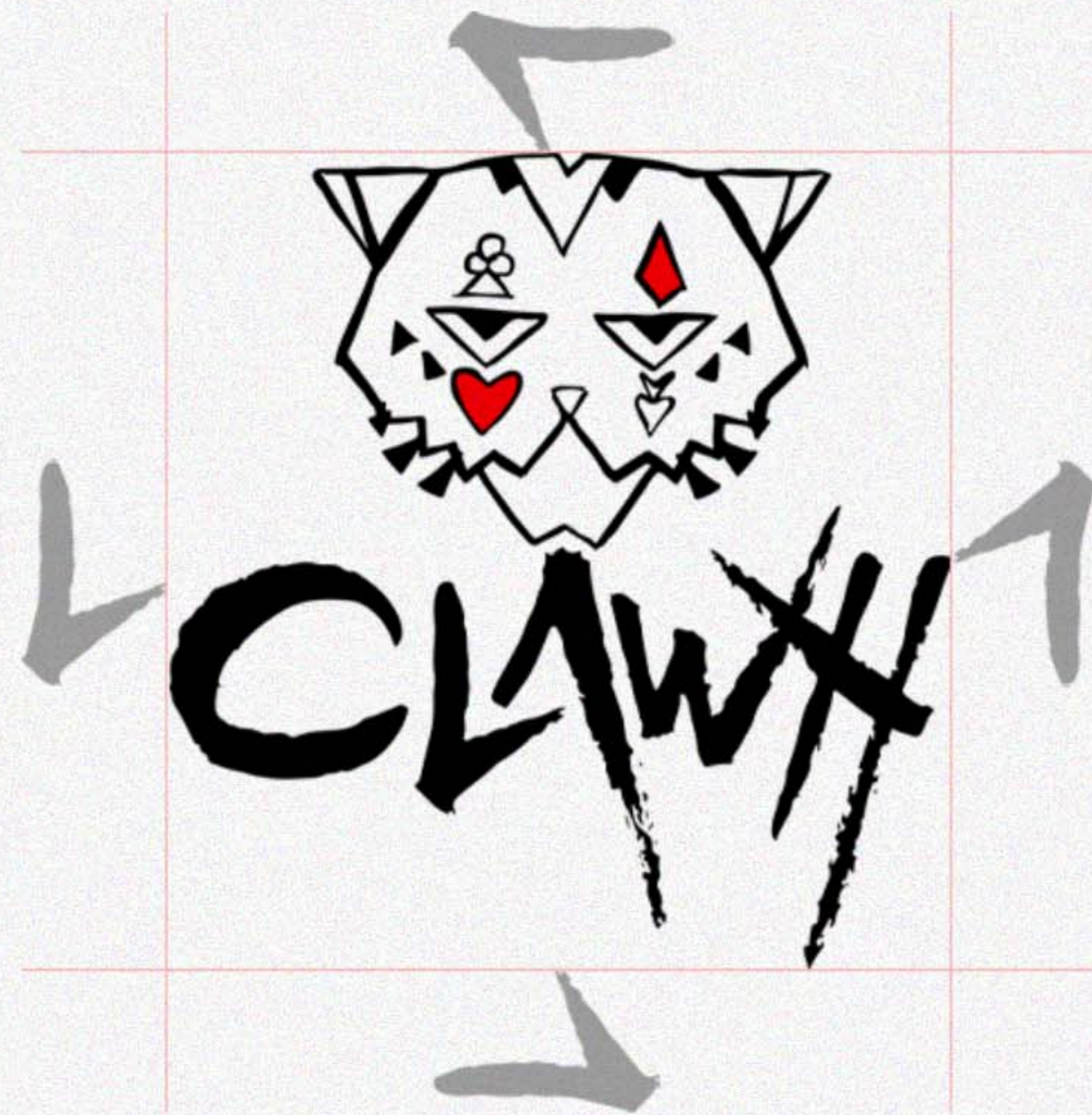
Title : Clawth

Year : 2021

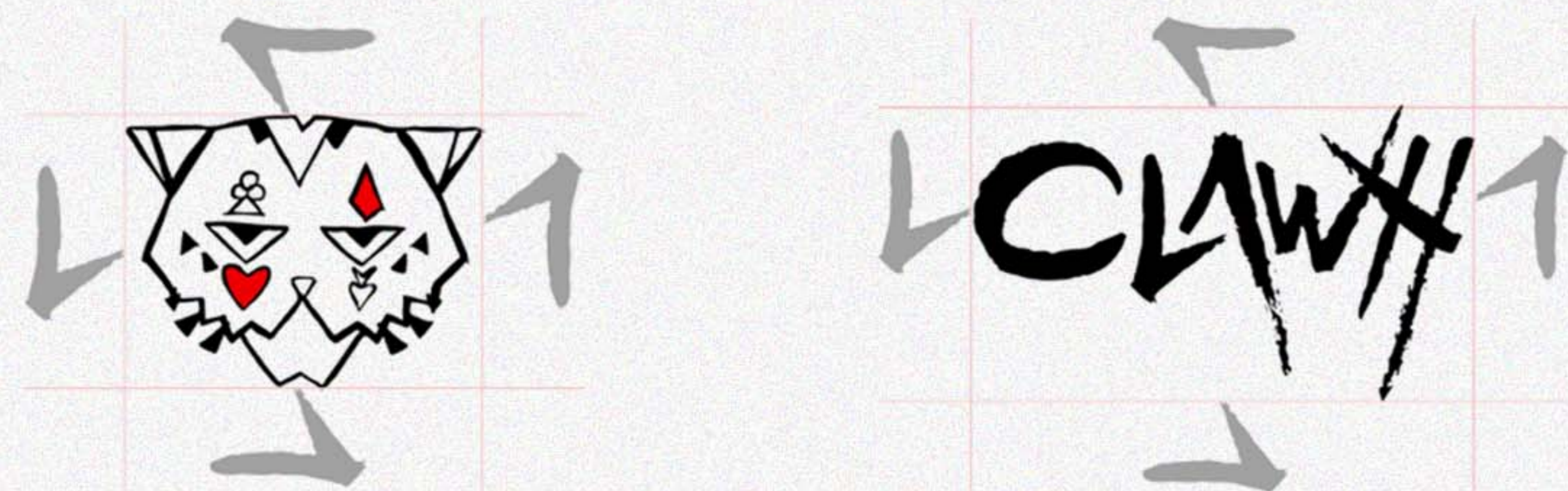
USE :

Protective area :

The Clawth brand logo has protective spacing on the sides, top and bottom, of the L of the logotype thickness.



It is possible to use the badge or the logotype alone, depending on the situation. In these cases, the same rule applies:



Position :

The logo symbol is always centered, above the brand name, logotype, when they work in pairs.

For an A4 document, the logo is positioned either at the top right, 1/3 of the thickness of the support, or at the bottom left in the center or on the right, with a proportion of 1/6 of the thickness of the support.

Obviously they work alone, and there can only be one per document out of these 4.

As for textiles or products in general of the brand, its place is completely free for the designer, whether in its container or its support.

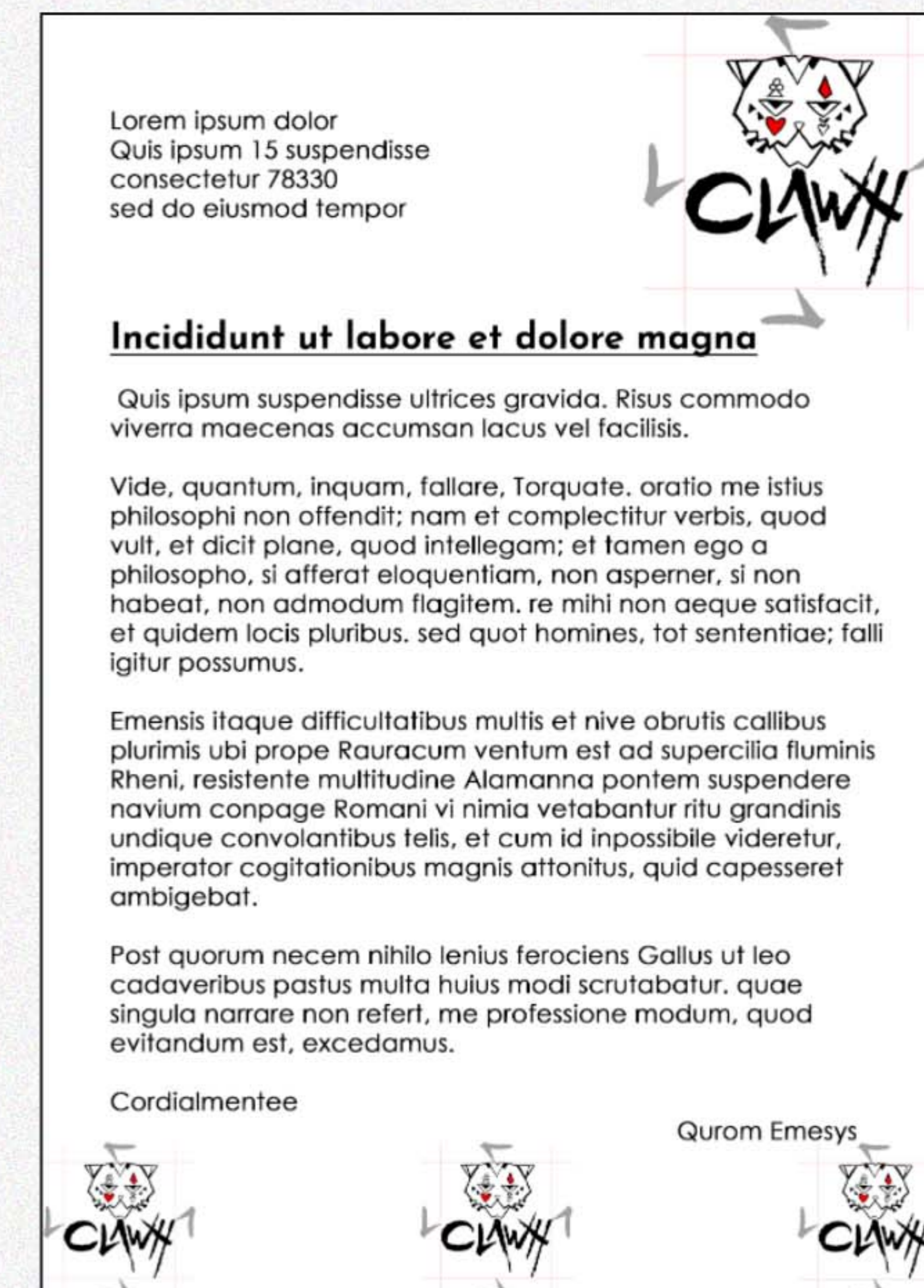
minimal size :

It is possible to use the badge or the logotype alone, depending on the situation. The entire logo can therefore be displayed on the condition of doing a minimum 200px by 208px.

(i.e. for the print [300dpi] of 1.69 * 1.76 cm):



As for the symbol, it must be at least 133 * 102 px and the logotype 200*119 px.



CASE STUDY

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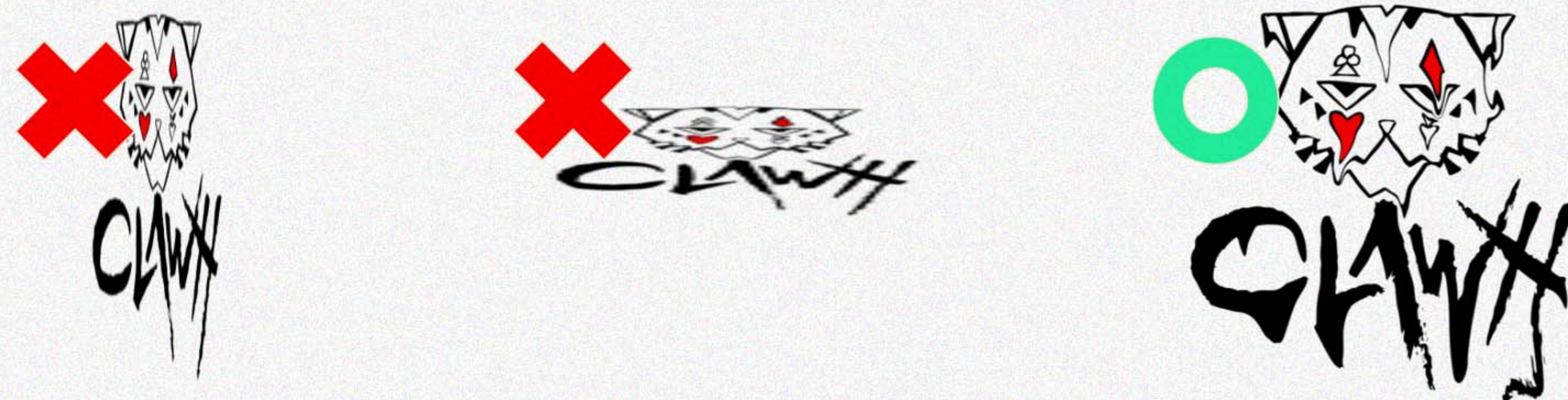
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Prohibitions:

The first prohibitions are obviously the non-respect of the graphic charter such as the non-respect of the protection zone, the position or the minimum size, but there are others.



It is forbidden to distort the logo proportionally. However, it is possible to deform it in order to rework it for an isolated collection (as for example here with the "Fluid" collection).



Logo's variant and negative :

The logo may vary depending on whether the document is grayscale or black and white.

If the background is black, the logo and its variants are then these:



Accompanying fonts :

- Titre de niveau 1 : **Raleway, Bold**, créé par **Matt McInerney**, licence libre, ABCDefgho12345.
- Titre de niveau 2 : **Josefin Sans, Bold**, créé par **Typemade** (Graphiste : **Santiago Orozco**), licence libre, IJKLMnop6789.
- Titre de niveau 3 : **Roboto Mono, Bold**, créé par **Christian Robertson**, licence libre, QRSTuvwxyz012345.
- Chapô : *Josefin Sans, italic*, créé par **Typemade** (Graphiste : **Santiago Orozco**), licence libre, YZABcde012345.
- Paragraphe : *Josefin Sans, regular*, créé par **Typemade** (Graphiste : **Santiago Orozco**), licence libre, IJKLMnop6789.
- Grand titre : Titre de collection ou de produit phare, sur les affiches publicitaires ou les créations promotionnelles, avec la typographie, à la main, similaire à celle de la marque. **Clawthttfont**, créé par **Titouan Michon**, licence appartenant à **CLAWTH**, YZABcde012345 (cf. Applications p 32 pour visualiser graphiquement cette typo).
- Articles, produits sur le site CLAWTH : **helvetica Neu, bold**, créé par **Max Miedinger**, licence libre, FGHijklm6789.
- Mail et Web safe font : *Helvetica, regular*, créé par **Max Miedinger**, licence microsoft, NOPqrst0123.

CASE STUDY

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Photo and illustration style :

The promotional photos of the products are always taken from shoots, taken in the urban jungle of Paris or London. The photos have a certain grain, more or less pushed according to the collection.

Posters, illustrations, and more generally all promotional graphic media, are accompanied by geometric shapes that decorate the image.

These shapes, more or less complex, recall the universe of the brand with, for example, the presence of playing card symbols.

The models are very diverse, of all ages, to create a touch of originality.

Product photos on the site are photos of Clawth items on a perfectly white floor.

The videos are shot with camcorders, or not very recent handycams, to keep the inspiration of French, British and American urban culture. from the 90's.

To see example of product applications, posters and mockups please go to page 16-17.

Note any key learnings

During the production of this dossier, I learned what a graphic identity actually entailed, by documenting myself.

I also created a logo, going from paper to vectorization.

I finally learned to better use mockups, and more generally to improve myself on AOE tools.

Wrap it all up with a short conclusion

In conclusion, I was able to create a complete graphic charter to serve as a basis for the launch of the Clawth brand. I designed products and advertising displays, but also set up rules, more conventional positions that define the brand's identity.

Do not hesitate to contact me by email:

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