

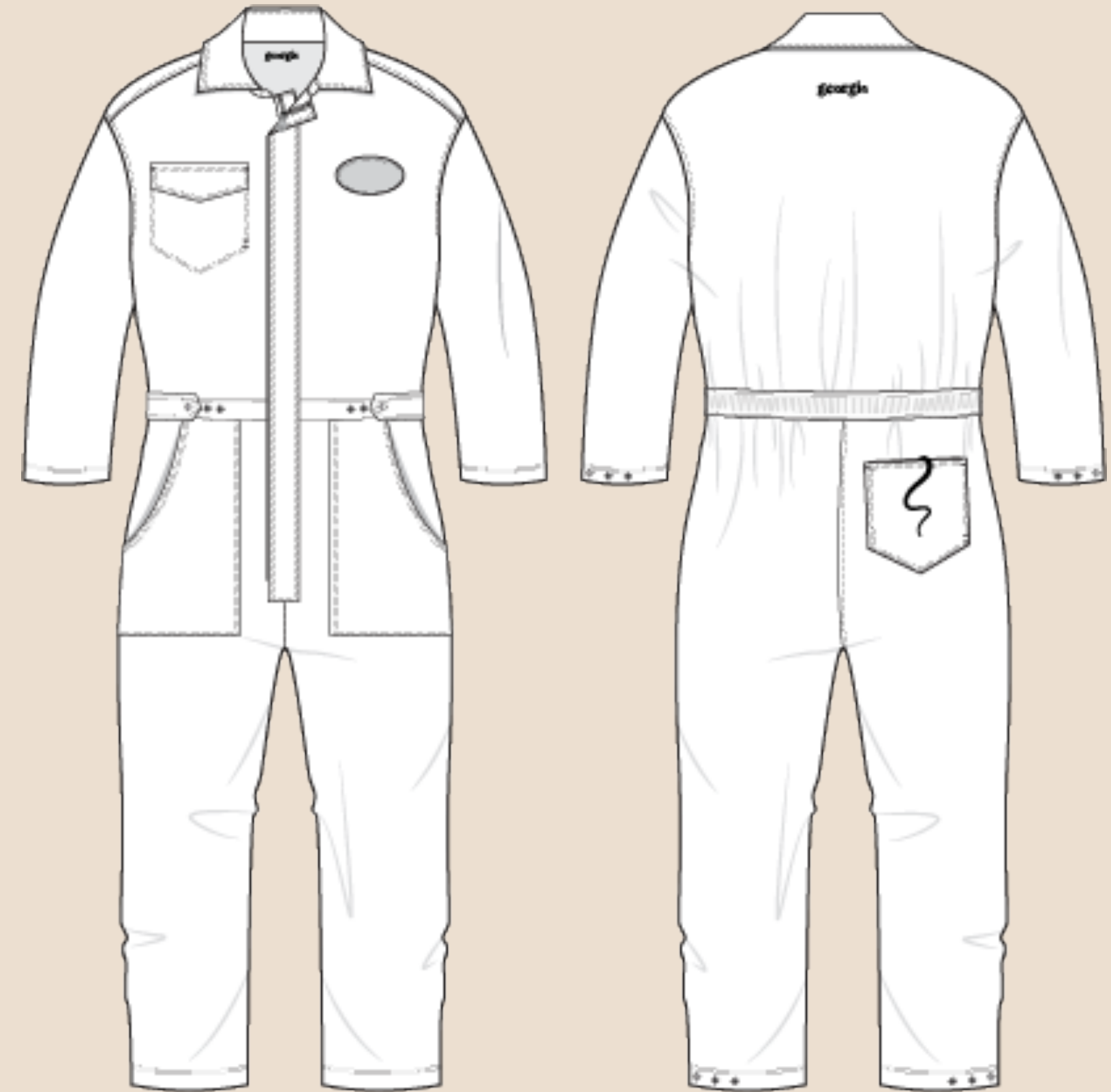
# **Georgie Adam**

Briefing branding

**January 2021**

# GEORGIE ADAM

sustainable playwear



# GEORGIE ADAM

- Kids fashion brand
- Sustainable outerwear
- Outerwear designed to play in → playwear
- 'Georgie' is a mouse you can't see, just his or hers tail. I would like the tail to be leading in the branding.

# GEORGIE ADAM IS DESIGNED TO...

- ... be functional as well as fashionable
- ... decrease waste of clothing
- ... make memories in
- ... get dirty in

# WHAT GEORGIE ADAM BELIEVES IN

Opposites attracts. We love surprising combinations and unexpected friendships.

Classic	vs.	Surf/Skate
Natural	vs.	Urban
Clean	vs.	Details

# MISSION

The mission of Georgie Adam is to let children have **unlimited playtime**, by creating functional and fashionable outerwear in a sustainable and socially conscious way.

Playtime should not be limited by discomfort of wet clothes, not limited by the harm of uv sunlight. And the production of the clothing should go without creating a negative impact on the environment.

Georgie Adam wants unlimited playtime to be available for all the children in the world. All the children should be able to loose themselves in a fantasy world, where dreams come true and a the ice cream shop never closes ;)

# BRAND PILLARS

- Fashionable
- Functional
- Sustainable
- Playful
- Classic

# TARGET AUDIENCE

- Women (mothers) age 25 - 45
- Living in (small) cities
- Medium - high income
- Interest in fashion
- Care for sustainability



# tone of voice

- Straight forward
- Playful
- Inviting
- Storytelling

# BRANDING BRIEFING

- Looking for a modern, classic, but cool logo & branding - fashion style
- **Mainly (just) a font**, option to add 'sustainable playwear'
- **Mouse tail** should be the leading figure in the branding

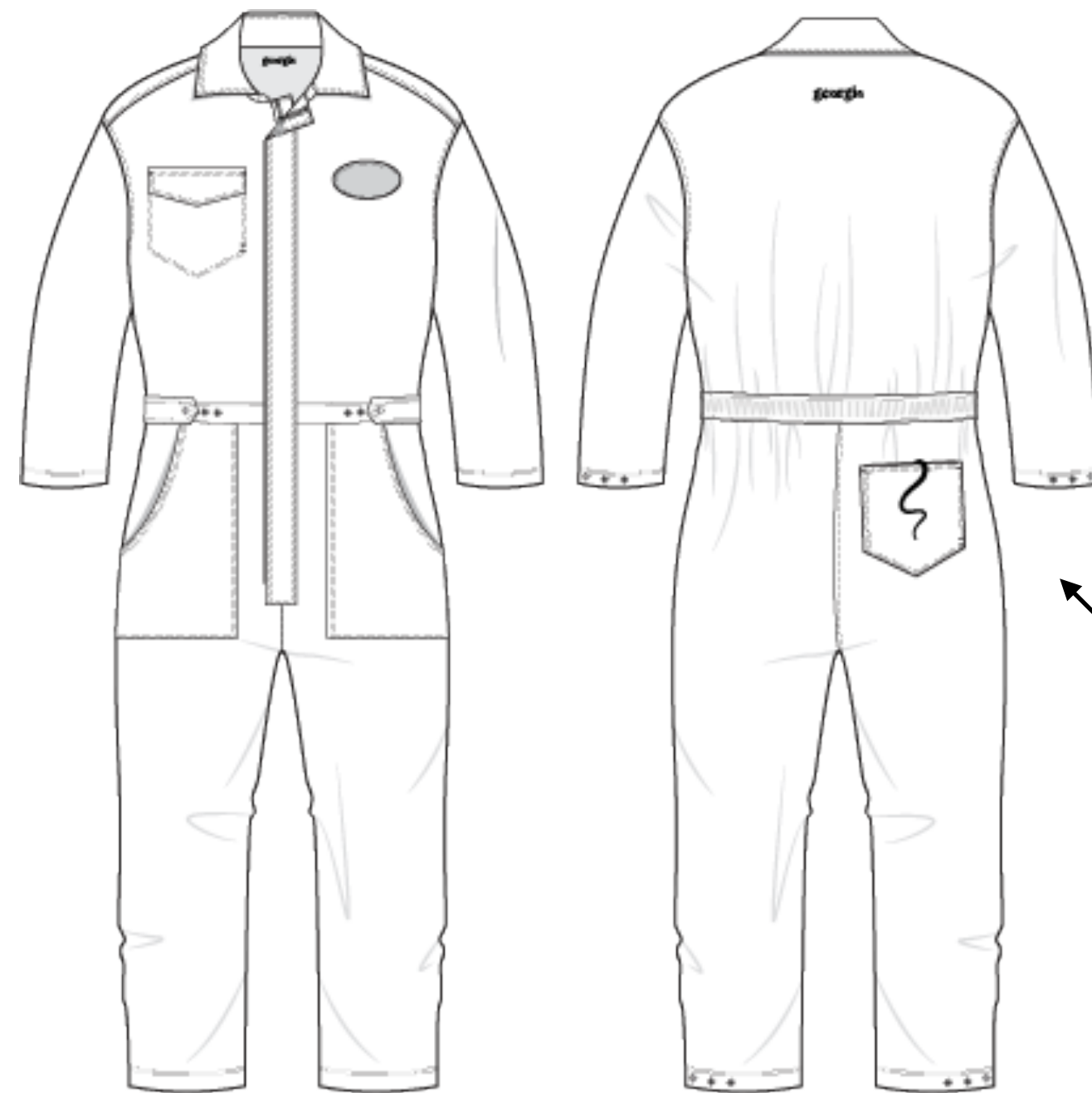
*Example logo,  
your proposal doesn't have to look like this,  
It can be a complete different font*



**georgie lee**  
sustainable playwear

# MOUSE TAIL

- Mouse tail is branding detail in artwork
- Also in clothing
- Should be coming back in branding proposal



Example of how I/m using the tail in the branding of the clothing



Example of how I want to use the mouse tail in the branding

# EXAMPLES OF OTHER BRANDS / LOGOS

The logo should be:

- Clean
- Modern
- Slightly cool
- Classy
- Not too typical childish :)

**mini rodini**

—  
**GRAY LABEL**  
organic apparel for the little minimalist

**BOBO CHOSÉS**

garbo&friends



GRECH & CO.

MONKĪND

**Supreme**

# MOOD BOARD

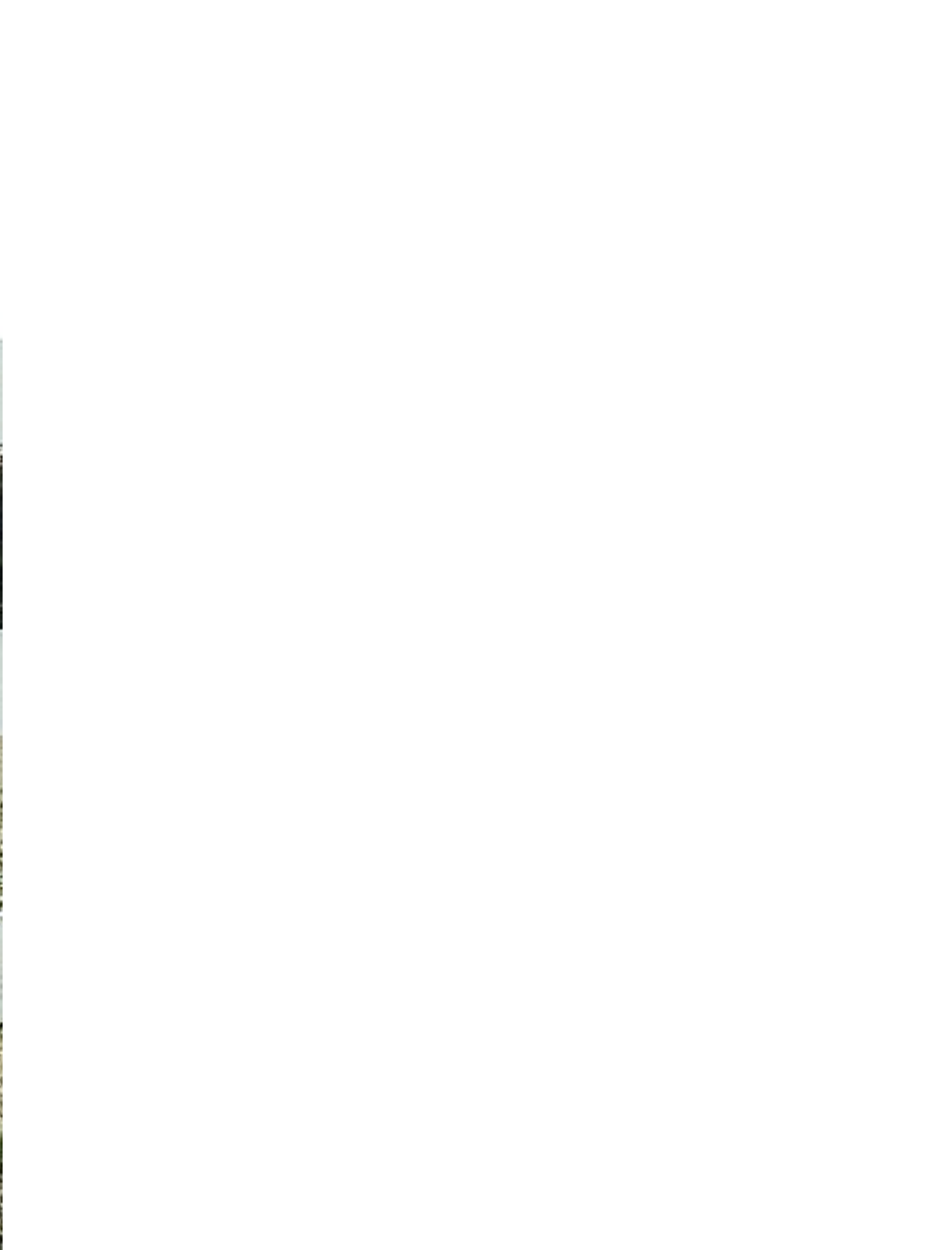
VIBE OF GEORGIE ADAM















# REQUESTED OUTPUT

- Logo: Georgie Adam
- Branding: Something with the mouse tail  
(example of hangtag, packaging or presentation folder)
- Font usage
- Brand colours: suggestion of brand colours



**THANK YOU :)**

