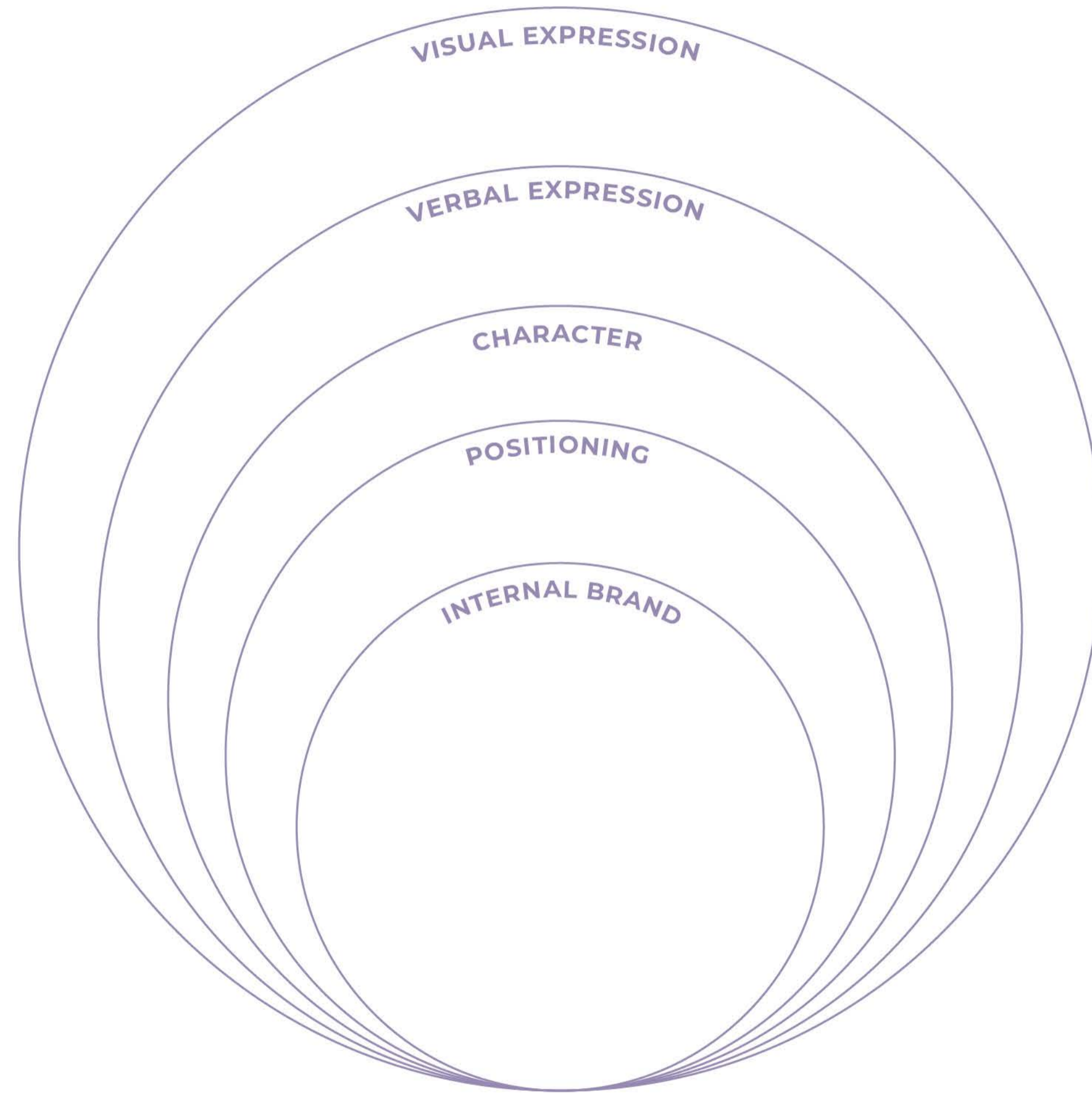


hello.

i just wanted to keep the title slide 😊

Her Universe Brand Guidelines
BRANDING ANATOMY RESEARCH



INTERNAL BRAND

MISSION

Cultivate a community powered by women to be authentically themselves and celebrate what they love by designing quality, fandomcentric, size-inclusive, stylish merchandise.

VISION

Create a space for them to integrate fandom into their everyday lifestyle.

VALUES

Authentic
Inclusive
Supportive

POSITIONING

OUR AUDIENCE

18 - 50 (Older Gen Z and Millennials) 70% Female
Women-Centric and Size-Inclusive
Fandom Follower
Trend Enthusiast

HOW

Use Social Influencers and technology to deliver an elite digital experience for the fandom enthusiast.

100% E-Commerce

CHARACTER

VOICE

Uplifting
Spirited
Energetic

PERSONALITY

Kind Headstrong
Caring Loyal
Optimistic

LOGO OPTION 1

HER UNiVERSE

LOGO OPTION 1

HER UNiVERSE

NOTES

Based on thoughts from Steve, taking inspiration from various brands like Everlane, Reformation, and Revolve.

The minimalist look that is flexible against any other logo it is paired with.

Could not get the 'curve' in the H as it started to look like an N from a distance, but there is an emphasis on the "Her"

VISUAL EXPRESSION

Aligns with the digital world, where our community thrives and lives in.

Trend Enthusiast - follows other fashion brands that are primarily or only e-commerce

Evokes a kind personality.

SHORTENED VER.

HU*

Her Universe

LOGO OPTION 2

Her Universe

NOTES

Removed the ornate 'S'

VISUAL EXPRESSION

As a contemporary update to our current logo, it has a sense of authenticity to our roots.

The most feminine of the options, centering around our 70% female customer base.

Evokes an optimistic and spirited voice.

SHORTENED VER.

HU*

LOGO OPTION 3

HER UNiVERSE

LOGO OPTION 3

HER UNiVERSE

NOTES

Looked into IPs we hold, especially STAR WARS to see their logo creations as opposed to other fashion brands.

Sourced a design that reflected the new wave of fandom titles but still had some touch of femininity

VISUAL EXPRESSION

Evokes an uplifting and optimistic voice.

LOGO OPTION 4

HER
UNIVERSE

LOGO OPTION 4

HER
UNIVERSE

NOTES

Looked into various fashion logos - honed in on the style of logos that appear on bags.

Strong emphasis on 'HER" where universe is truly secondary. Is easily turned into a horizontal version as well, but this would be the primary lockup, with the 'Universe" can resize for legibility.

VISUAL EXPRESSION

Evokes a girl that is headstrong and confident

Has a touch that fits between contemporary and classic.

Would like to keep this in mind for LUX

HER UNiVERSE

Her universe

HER UNiVERSE

HER

UNiVERSE