



Brand Overview

Observing Divinity

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Logo Designs & Variations



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Primary Logo:

Full-colour logo featuring “Eclipse Clothing” with a cosmic eclipse shape orbiting the typography. Eclipse gold (#F9C80E) is used to highlight the celestial aspect.

2

eclipse

Variation 1:

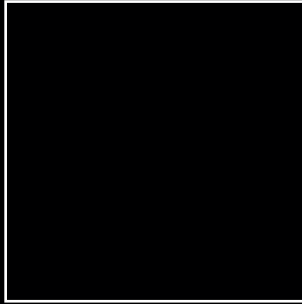
Black & White version (monochrome). Useful for print and minimal applications while retaining the celestial metaphor.

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Variation 2:

Icon/Favicon version: A stylized eclipse ring with a “EC” monogram inside, using gold and black. Suitable for app icons, social media, or clothing tags.



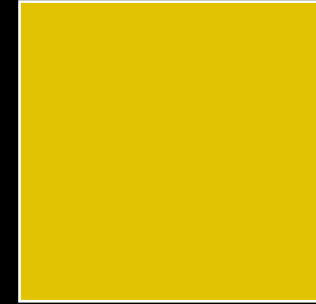
#000000



#FFFFFF



#737373



#fbd2e

Eclipse Gold:

Represents light piercing darkness, evoking hope and attention. Signature brand colour.

Deep Space Black:

Symbolizes the void of space, introspection, grounding the brand in reality.

Lunar White:

Balances the palette with neutrality and clarity.

Meteor Grey:

Provides a subdued contrast, ideal for text and backgrounds.

Color Palette:



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Typography:

Headings:

Orbitron

Geometric, tech-inspired.

Usage: Main headers (lookbooks, marketing material, homepage titles).



Body Text:

Poiret One

Rounded, modern, and legible.

Usage: Descriptions, product info, social captions.

Hierarchy:

H1:

Orbitron Bold - Logo, Titles

H2:

Orbitron Regular - Section headings

Paragraphs:

Poiret One Regular - All body text

Quotes/Highlights:

Poiret One Italic - Emotional or reflective copy



Brand Personality:



Introspective - Encourages emotional and mental self-awareness.

Ethereal - Transcends the mundane; connected to cosmic visuals.



Eclipse

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Bold - Unapologetic in colour, themes, and meaning.

Continued...

Hopeful - Always striving for light amidst darkness.
Find your light:



Acknowledged - Prioritizes individuality and identity.

Expression in Design:

Cosmic visuals + symbolic design motifs (eclipses, galaxies).
Emotional taglines and product naming (e.g., "Nova Hoodie" or "Supernova Set").

Colour contrast and expressive photography reinforce uniqueness.



Do:

- Use primary logo on all digital/print branding.
- Use favicon version for small-scale placements.
- Maintain clear space equal to the height of the "E".

Example of do and don'ts:



Don't:

- Stretch or rotate the logo.
- Change typefaces or colours.
- Place over overly busy backgrounds without padding or contrast.

Logo Usage and Guidelines:

Digital vs. Print Specifications

Digital Specs:

Resolution: 72 DPI

Format: PNG (transparent), SVG (vector)

Applications: Social media, website, mobile icons



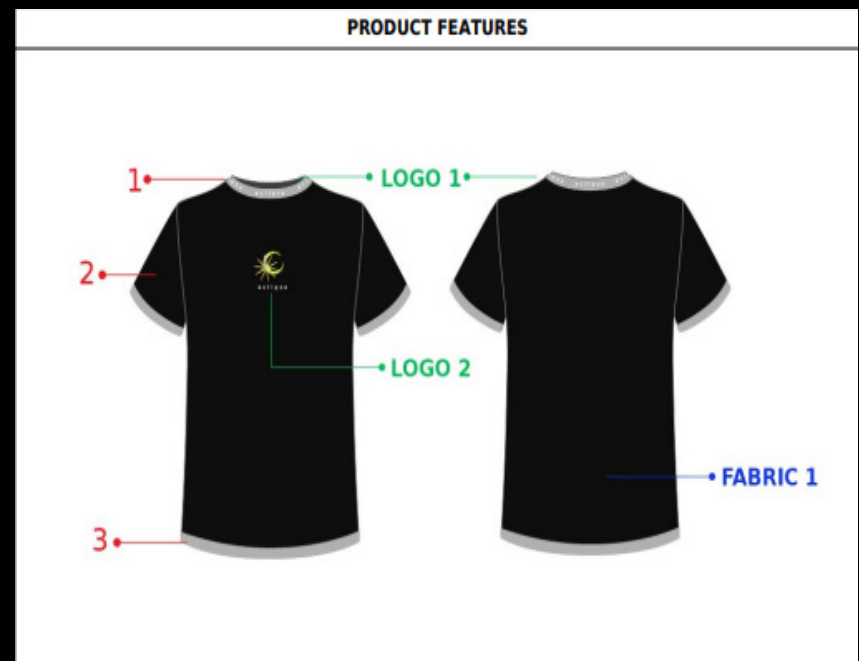
Print Specs:

Resolution: 300 DPI

Format: PDF, EPS

Applications: Apparel tags, packaging, posters, lookbooks

Example:



Mockup Designs:



Main Idea:



Sample:



Application & Mockups

