

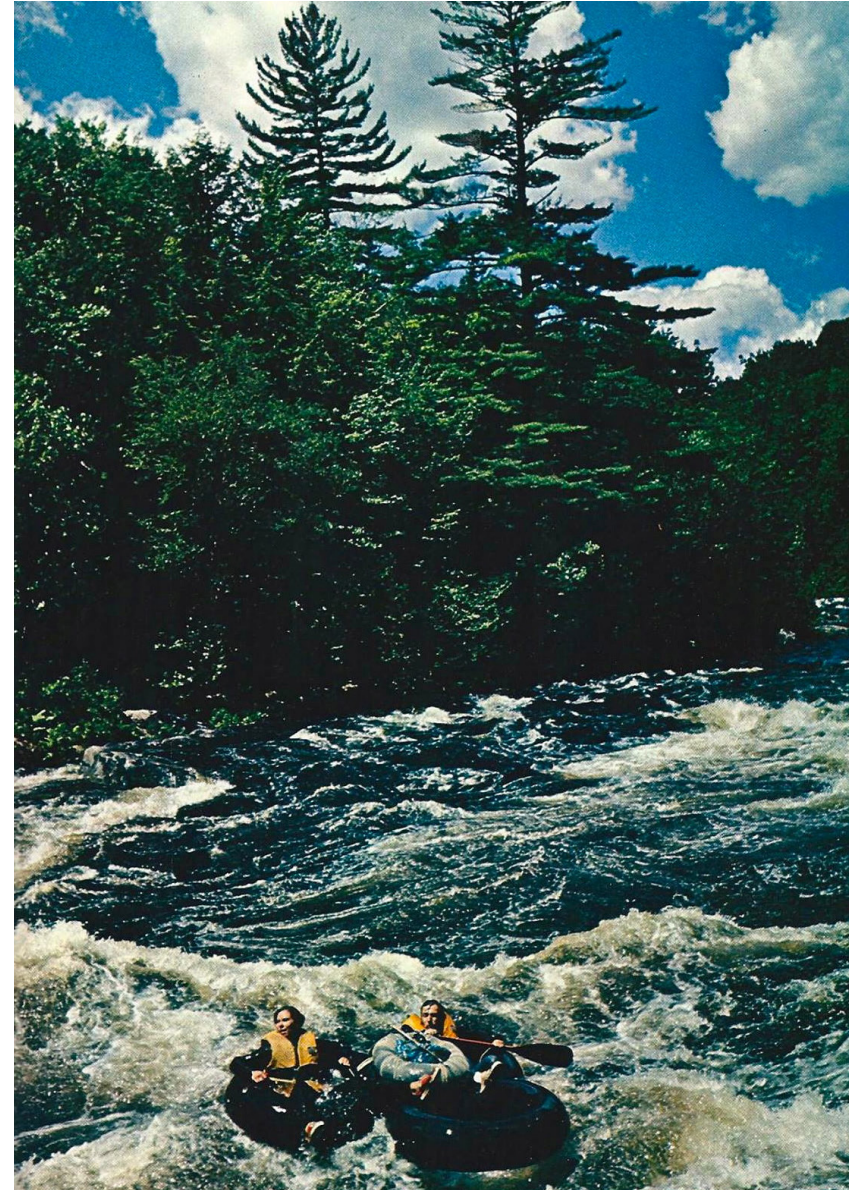
A photograph of a mountain goat in mid-leap, jumping from a steep, snow-covered cliff. The goat is silhouetted against a clear blue sky. The cliff face is rugged and covered in patches of snow and dark rocks. The overall scene conveys a sense of adventure and outdoor recreation.

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Brand
Presentation

Let us introduce ourselves

We're Vert. We're a sustainable clothing company based in Dorset, United Kingdom. Sustainability is integral throughout our entire brand, especially in the supply chain. We're truly inspired by nature and constantly strive to create products that you would be proud to wear. We're a brand who focus on inspiring young consumers to make conscious choices. The brand's visual image gains its inspiration through reinventing the retro stylistic choices from the mid-to-late twentieth century.



Our Logo

This Logo uses Organica Typeface created by the founder of our company, Joe Wilsden. This logo represents the qualities of organic typography which reflects the ethos of our brand.

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Our Logo's Exclusion Zone

An exclusion zone has been designed to create a clear space around the logo. To ensure clarity, it is important that other elements do not enter the exclusion zone.





organica

The logo for Vert has been created with a custom Alphabet called Organica by Designer Joe Wilsden. This can be used on posters, or additional promotional assets. This font is not to be used as a body copy.

abcdefghijklmnopqrstuvwxyz

Organica

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z

Why the name Vert?

We wanted to create a name that can easily be related to and symbolises the element of nature! The French word *Vert* translated into English is *GREEN*. It's simplistic, straight to the point and reflects the ethos of our brand. We found that green symbolises goodness for the planet, integrity and positivity. We believe that it is extremely important for us as a brand to represent these qualities in not only our garments, but also in every aspect of our brand, such as the name and logo.



Simple.
Significant.
Sustainable.

We're part of the Better Cotton Initiative

We've teamed up with the Better Cotton Initiative to make sure everyone is getting paid fairly in the cotton sourcing chain. This gives us full transparency with our customers!



Logo Variants

These are illustrations of our logo variants. The logo can be represented in white behind our chosen image treatment.

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Clothing Inspired by the Root.

Our tagline *Clothing Inspired by the Root* much like our brand name, is a reflection on caring for nature and our sustainable processes. Although we create clothing, we want to make sure that the planet is being protected at the same time. *Root* symbolises the core product, natural

resources! Throughout our supply chain, we only use 100% Organic Cotton when making our t-shirts. Our tagline should always be placed in Apple Garamond. Stylistically, we place a full stop at the end of the tagline to represent it being straight to the point.

Our Headings

Our primary typeface is *Apple Garamond*. We have chosen *Apple Garamond* for its fun and bold quality, which compliments the logo very well. We are inspired by the past and recycling styles that we can incorporate into the present. *Garamond* has many weights that gives our visual communicator the flexibility to explore different layouts and hierarchies in design. We use very tight tracking for our typeface in order to give a premium and clean visual. We use -20 to -50 tracking depending on the size of the typography.

Apple Garamond Regular

Apple Garamond Bold

Apple Garamond Light

Our Body Text

Although we love our primary typeface *Apple Garamond*, we also incorporate a body typeface to help compliment it. Using *Univers* for the typography for blocks of texts makes it easier for the viewer to read the content.

Univers Regular

Univers 65 Bold Oblique

Univers 55 Oblique

Title:

Apple Garamond Regular

Title:

Apple Garamond Light

Lead:

Oreperib erferibus mo et, sum cus explit, iusamus
ea quae. Nissin conet

Paragraph:

Oribusant laborer eictia volor modit
aliqui aut ut andigendam aceped
ullicit as volupta ssitate millentem
conectecum inullab il magnatibus.
Ullabo. Niet, conseqe doluptus ea

volendi aut qui debisquate volupta
tiatendis autemodit magnianditis
esedit andae veles sendam vidi
blabore, es expedisi cum experum
qui occabores quam si conem.

Our Colour Palette

These are the main colours that represent the brand. They are shown through the logo, t-shirts and are also shown throughout all of the assets, such as the colour scheme for the website and other outputs.

Black

Hex Code: #000000
R: 0
G: 0
B: 0

C: 0
M: 0
Y: 0
K: 100

Forest Green

Hex Code: #17351C
R: 23
G: 53
B: 82

C: 72
M: 35
Y: 0
K: 68

White

Hex Code: #FFFFFF
R: 255
G: 255
B: 255

C: 0
M: 0
Y: 0
K: 0

Image Treatment: National Geographic

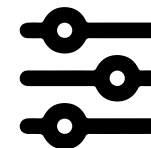
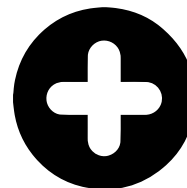
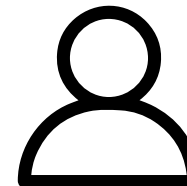
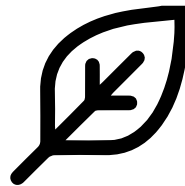


Image Treatment

The image treatment for Vert includes nature photographs, using scans from 50s, 60s and 70s photography shot on 35mm film. All of these Images are sourced from the National Geographic. All of these images are being used to represent sustainability in an aesthetically pleasing way, and for the customer to understand the brands ethos of connecting with nature.

Our Icons

We have a series of Icons that are used throughout the Website. Most notably, the leaf is used to present sustainability, and is also used to present our *Leaf Rating*. The Rating is used out of five to show you how sustainable our products are.



Our Brand Assets

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Our
Brand
Assets

Our T-Shirts

**Save
the
Damn
Planet!**
VERT

**There is
no wealth
on
a dead
planet!**
VERT

VERT

VERT

VERT

VERT

**MAKE
EARTH
GREAT
AGAIN**
VERT

**SYSTEMIC
CHANGE
NOT
CLIMATE
CHANGE!**
VERT

VERT

**SAVE YOUR
EARTH
YOU CAN'T
GET OFF**
VERT

VERT

*I want a hot date
not a hot planet*
VERT

Our T-Shirt Typography

Throughout the designs of our t-shirts, we use a series of different fonts. All of these typefaces were sourced from research on existing vintage advertisements from the mid-to-late twentieth century. This is part of the inspiration for our visual style.

Typeface #1

Apple Garamond Bold

Typeface #2

Antique Olive Compact RG

Typeface #3

Bookman Italic

Typeface #4

Baker Signet BT

Typeface #5

Fette Steinschrift

Typeface #6

Cooper Black



Each clothing tag will be placed with a certain colour of t-shirt. For example, if you purchase a orange coloured t-shirt, you will get the clothing tag with the red tent on. This connection between t-shirt and asset is matched throughout.

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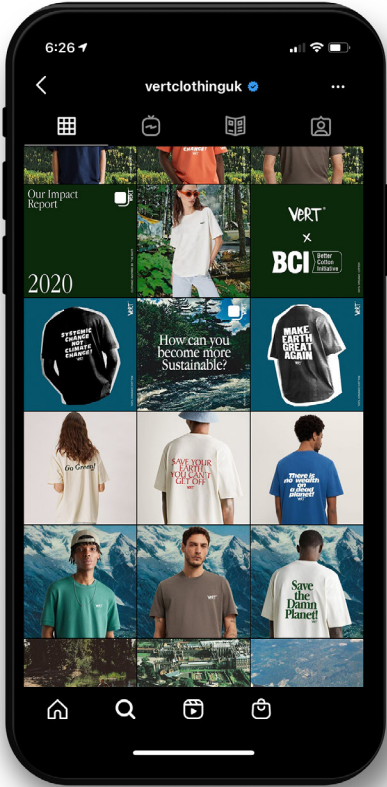
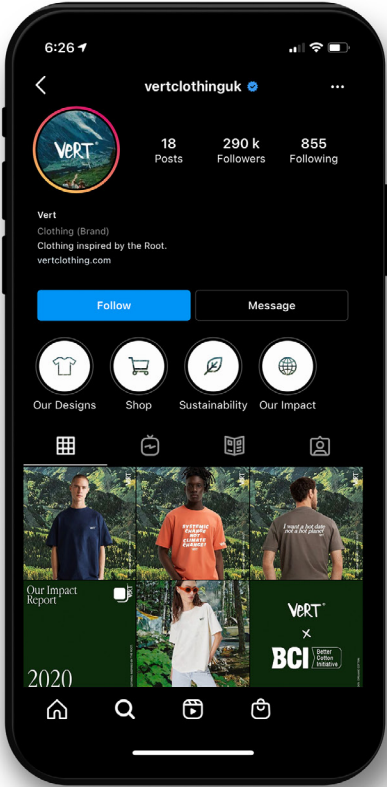
Clothing Inspired by the Root.

S

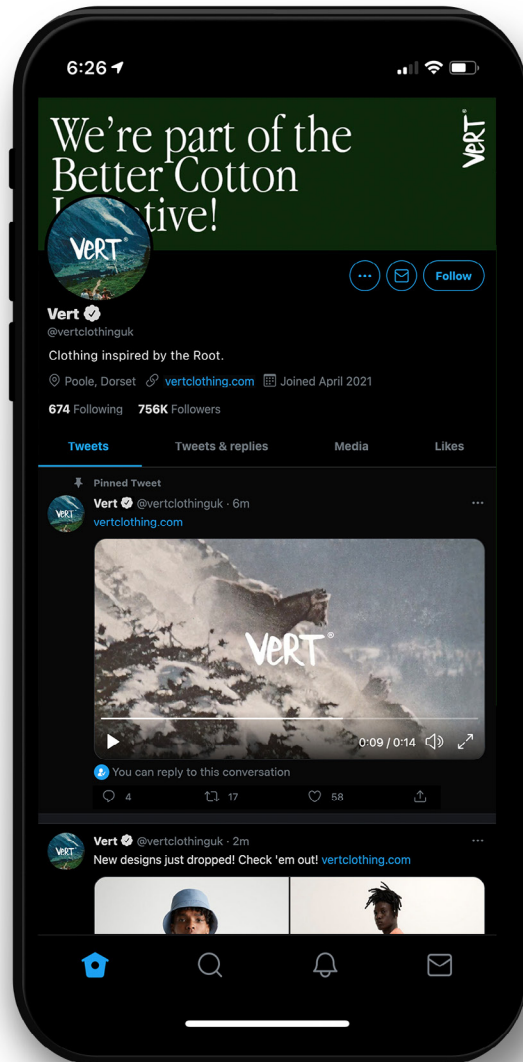
100% Organic Cotton
Machine Wash Cold
Tumble Dry Low

Save the Planet!



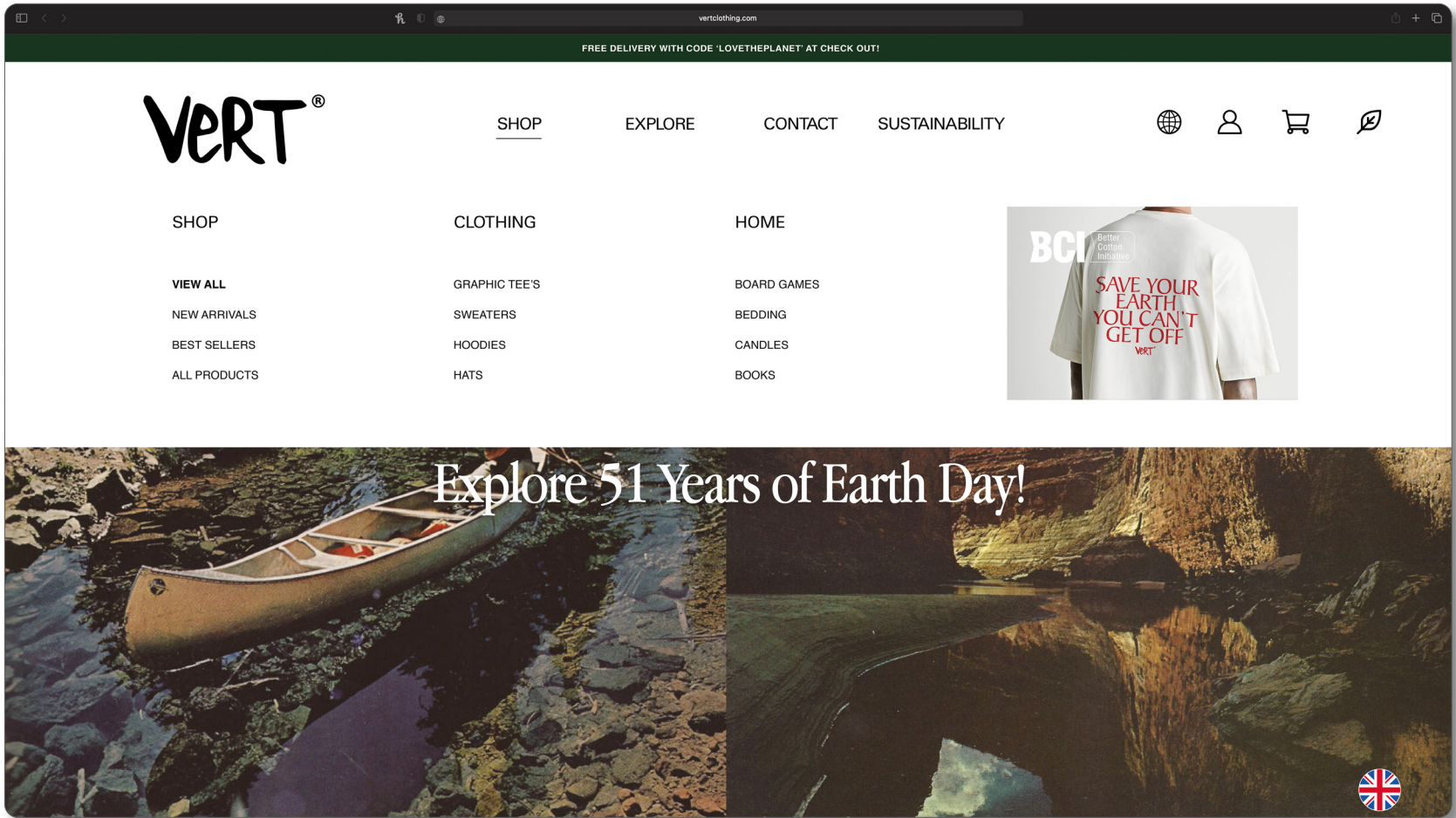






Our Social Media is a representation of our entire brand. We include all assets, such as our very own video advertisement (found later on).





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SHOPEXPLORECONTACTSUSTAINABILITY

Earth Day: Where it all started

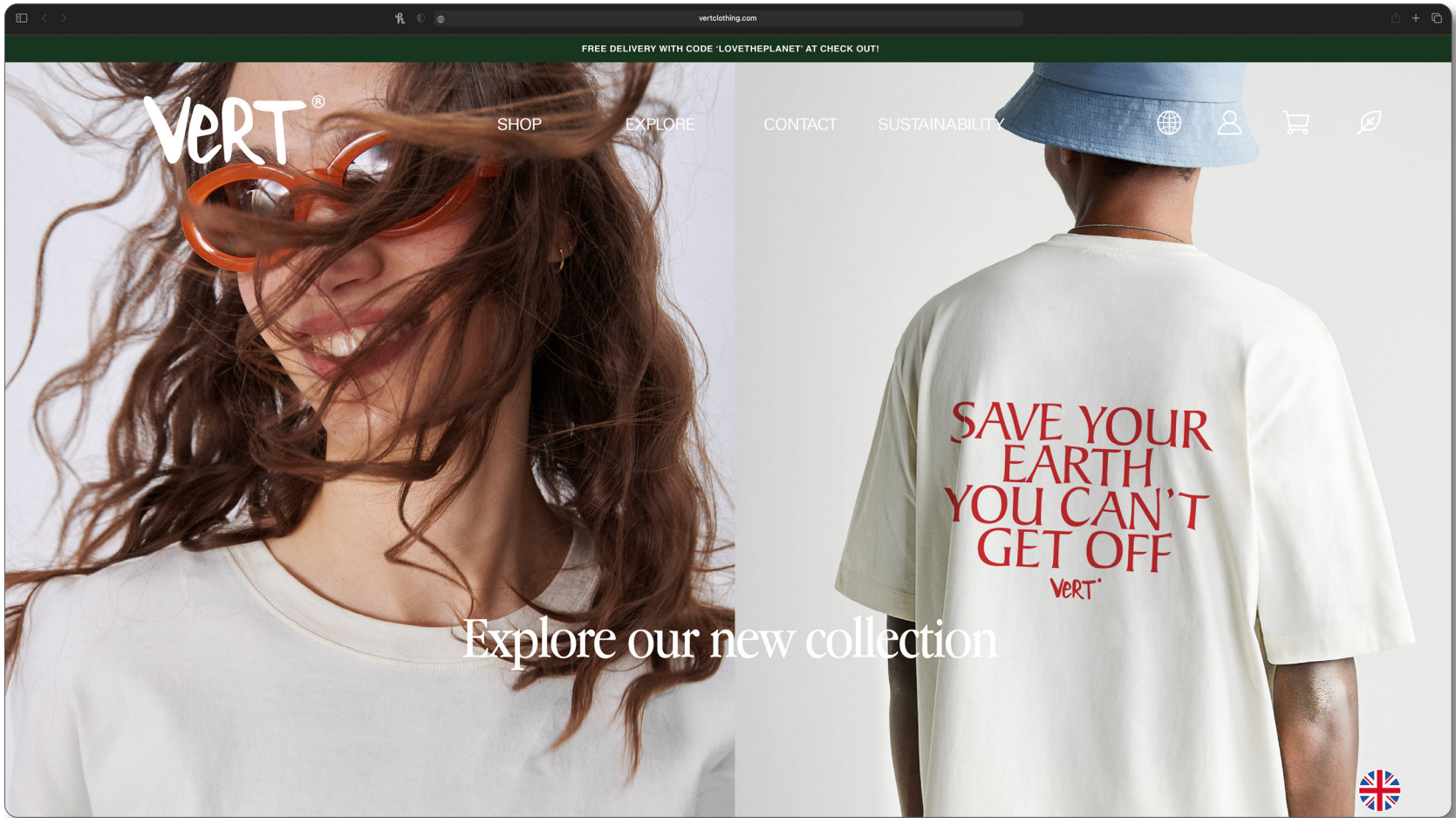
22nd April, 1970

Earth Day 1970 gave a voice to an emerging public consciousness about the state of our planet. In the decades leading up to the first Earth Day, Americans were consuming vast amounts of leaded gas through massive and inefficient automobiles. Industry belched out smoke and sludge with little fear of the consequences from either the law or bad press. Air pollution was commonly accepted as the smell of prosperity. Until this point, mainstream America remained largely oblivious to environmental concerns and how a polluted environment threatens human health.

However, the stage was set for change with the publication of Rachel Carson's New York Times

ENVIRONMENTAL
TEACH-IN
APRIL 22, 1970

Environmental Action-April 22



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Graphic Tee's




NEW
Clementine Orange Change! Tee
15.99 GBP




NEW
Ocean Blue Dead Planet! Tee
15.99 GBP

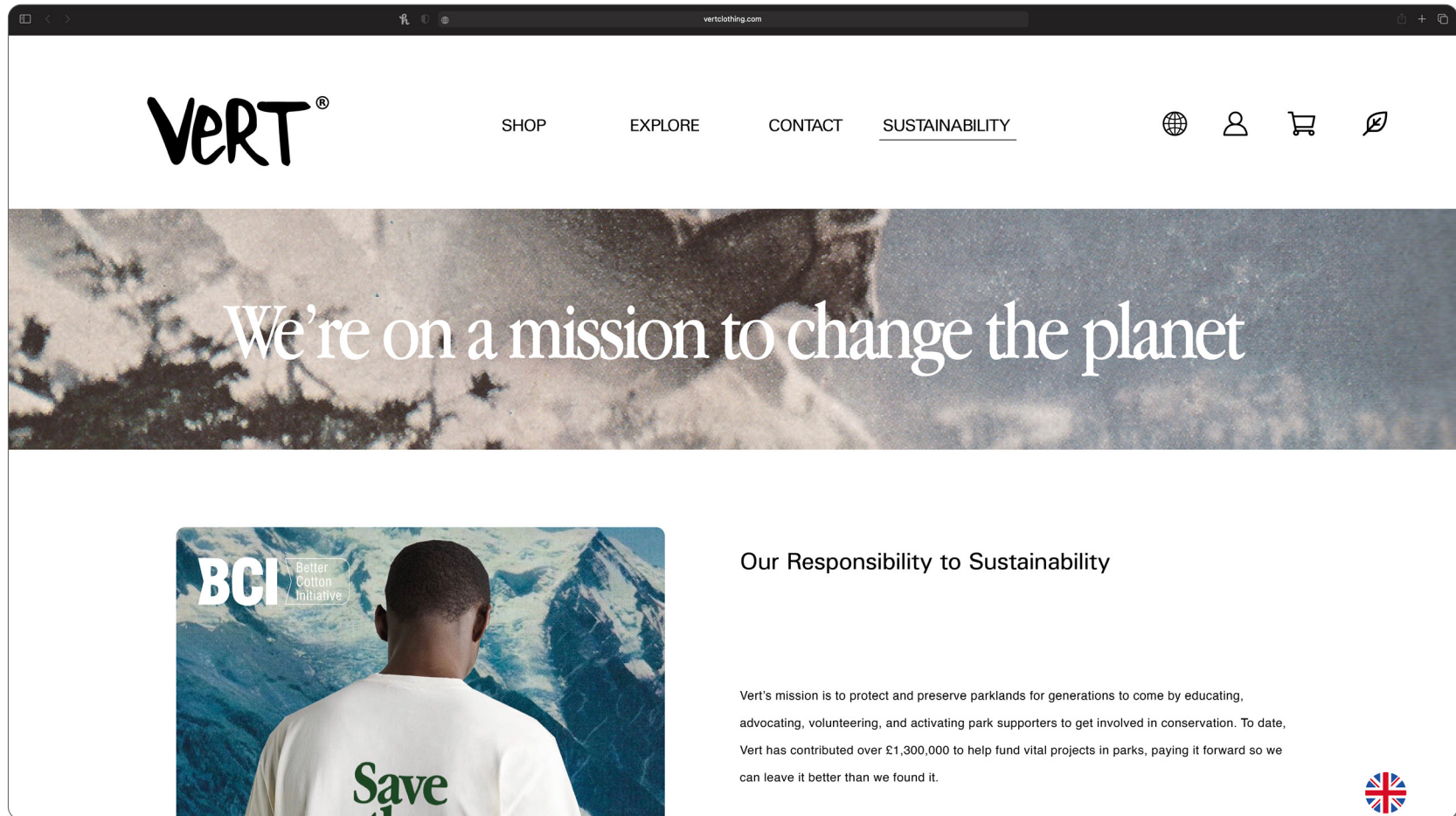


NEW
Sandy Beach Beige Darn Planet! Tee
15.99 GBP



NEW
Midnight Blue Make Earth Great Tee
15.99 GBP





The screenshot shows a web browser window with the URL `vertclothing.com`. The website has a clean, minimalist design with a white header. The VERT logo is on the left, and navigation links for SHOP, EXPLORE, CONTACT, and SUSTAINABILITY (which is underlined) are in the center. On the right, there are icons for a globe, a person, a shopping cart, and a leaf. Below the header is a large hero image of a snowy mountain peak with the text "We're on a mission to change the planet" overlaid in a white serif font. The main content area features a section titled "Our Responsibility to Sustainability" with a BCI (Better Cotton Initiative) logo and a photo of a person in a white t-shirt that says "Save". The text describes VERT's mission to protect parklands and mentions a contribution of over £1,300,000 to conservation projects. A small UK flag icon is in the bottom right corner.

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SHOP EXPLORE CONTACT SUSTAINABILITY


globe person shopping cart leaf

We're on a mission to change the planet

BCI Better Cotton Initiative

Our Responsibility to Sustainability

Vert's mission is to protect and preserve parklands for generations to come by educating, advocating, volunteering, and activating park supporters to get involved in conservation. To date, Vert has contributed over £1,300,000 to help fund vital projects in parks, paying it forward so we can leave it better than we found it.













Packaging #1



Packaging #2



Packaging #3



Each of the t-shirts have a corresponding packaging box relating to a similar colour of the t-shirt. For example, if you purchase a blue t-shirt, you will get the blue toned mountain packaging box, magazine and clothing tag.



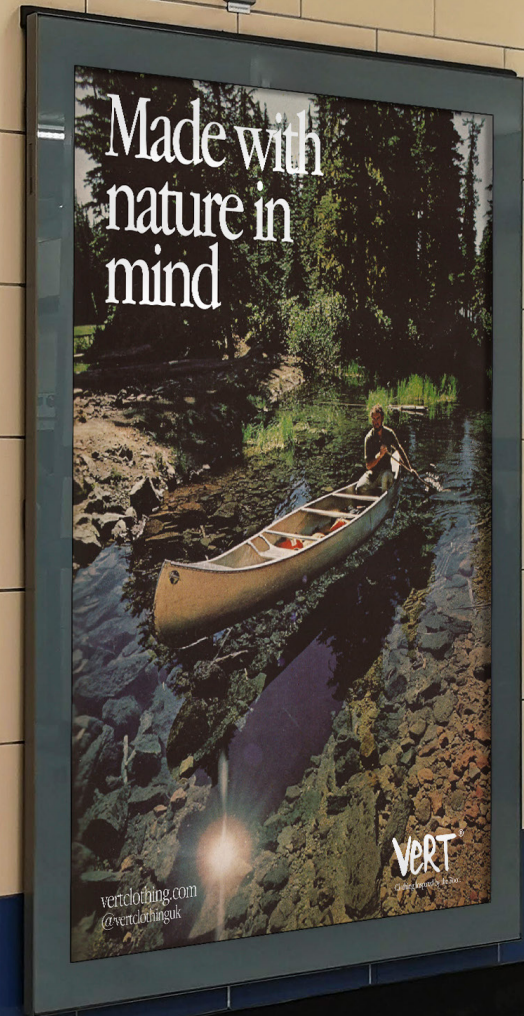
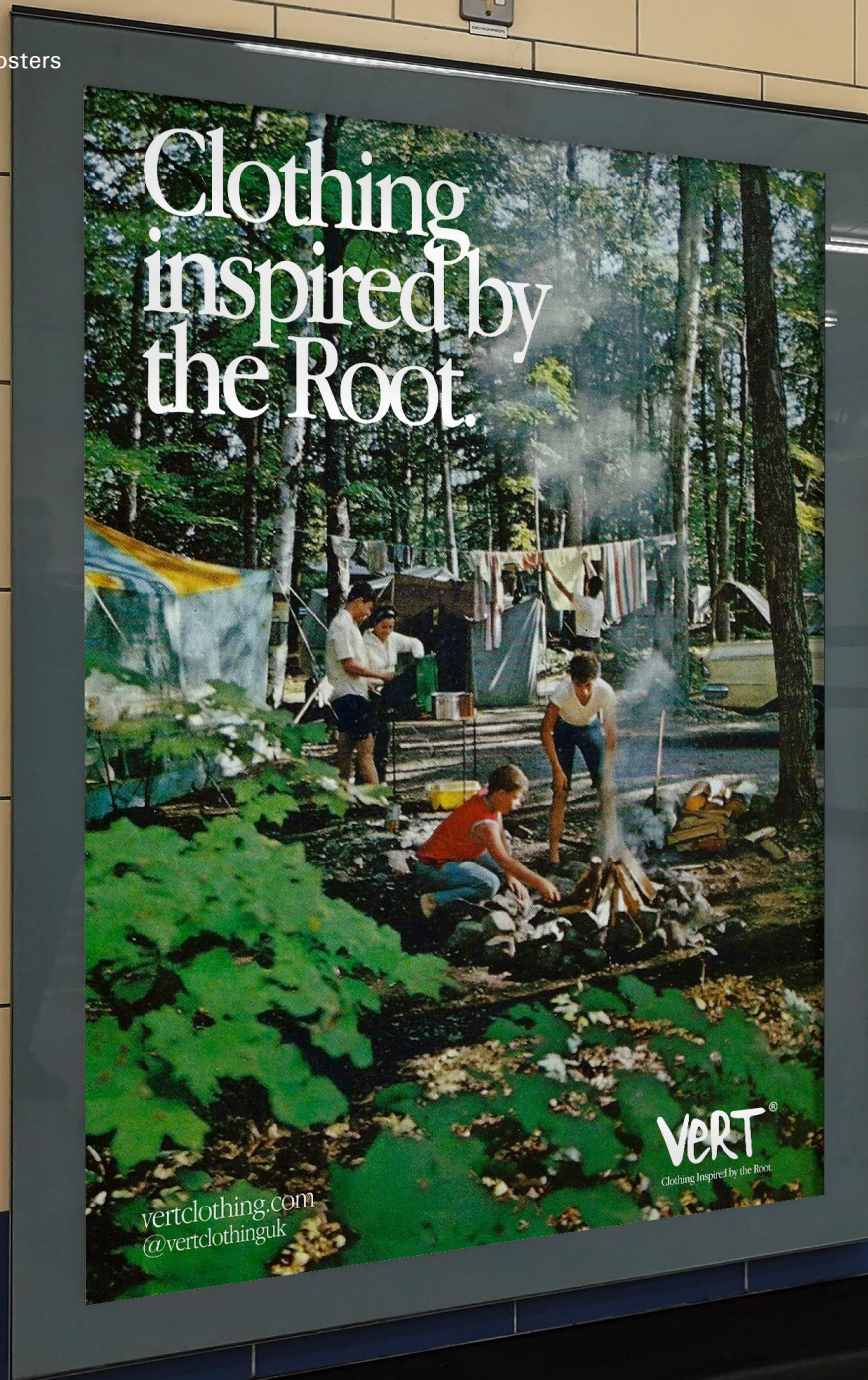






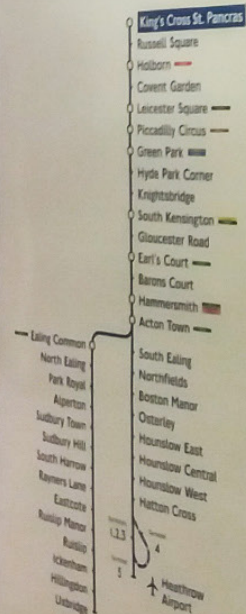








Piccadilly line
Westbound platform 5 →



Responsibly
made in the
United
Kingdom



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Clothing Inspired by the Root.

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No access
Hammer
Metropo
Circle lin
Return t
and follo

Customs enquiries Zone A

Zones C & D

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Coming Soon!

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Responsibly made in the
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Clothing inspired by the Root.



Made with nature in mind

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Clothing Inspired by the Root.

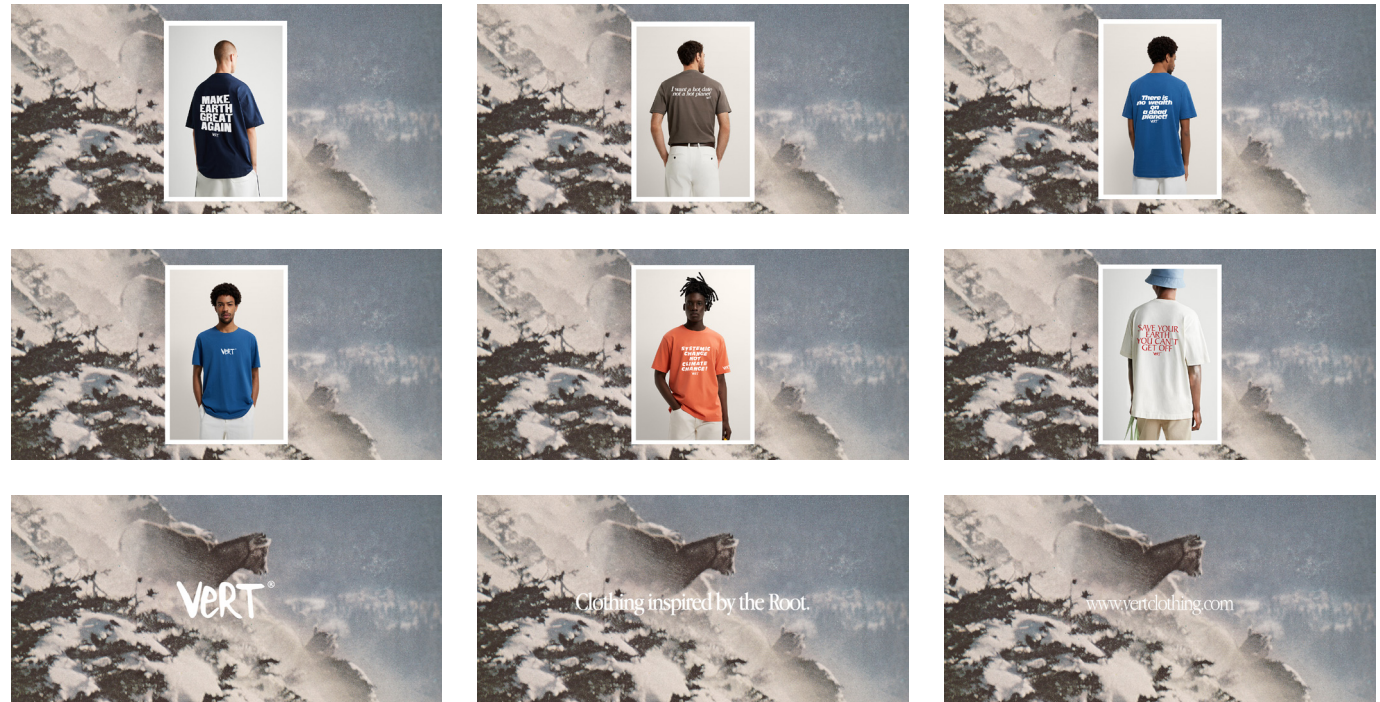
Save the Planet in style

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Clothing Inspired by the Root.

vertclothing.com
@vertclothinguk

Our Video Advertisement

This is our video that is used as an advertisement across a lot of different platforms. You can find this advert mainly on our Social Media accounts. It is used as a moving image to illustrate what type of t-shirt designs we sell.



See the full video:
<https://youtu.be/dkkWPwXARZY>

A photograph of a mountain goat in mid-leap, jumping from a steep, snow-covered cliff. The goat is silhouetted against a clear blue sky. The cliff face is rugged and covered in patches of snow and dark rocks. The overall scene conveys a sense of adventure and outdoor recreation.

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Thank You!