

CINELLI & ASSOCIATES

WILOH BRAND IDENTITY REFINEMENT

6 JULY 2009

ANDREW SABATIER
BRAND IDENTITY DESIGNER

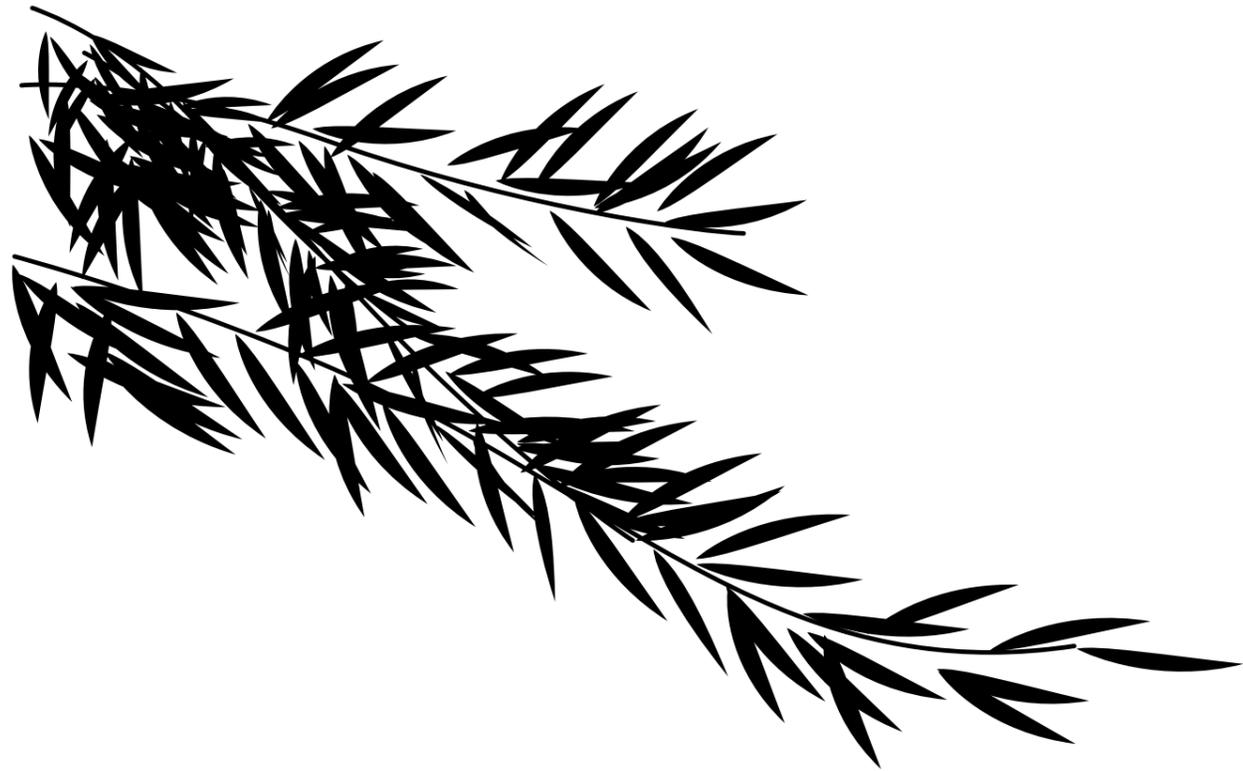
The objective

The purpose of this presentation is to finalise the Wiloh brand identity

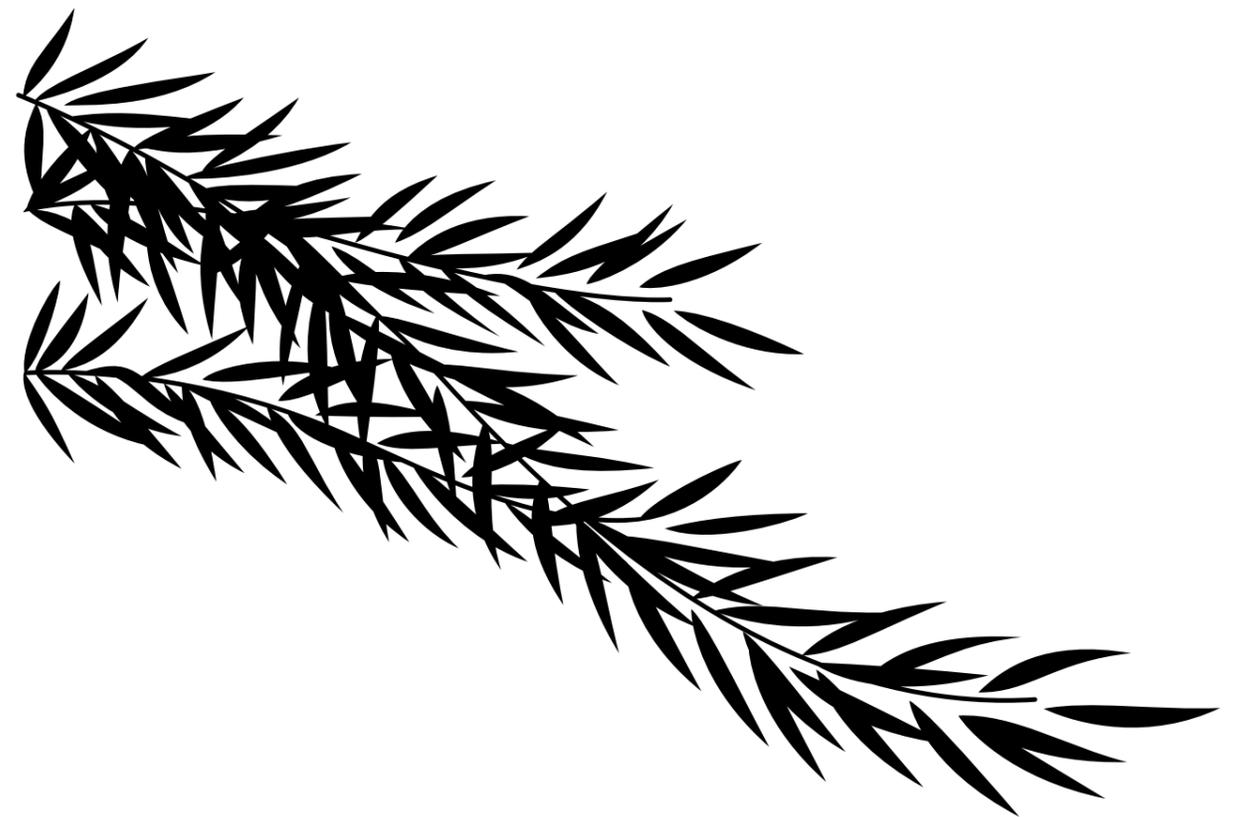
The following shows, wherever possible, finalised artwork, artwork information, website visuals and basic guidelines to manage the Wiloh brand identity

Final artwork files for all the brand identity elements and key collateral will follow approval

Branches graphic Refinement



Before



After

Colours



C 100
M 50
Y 35
K 0



C 30
M 0
Y 100
K 0

Brandmark and brandline

WILOH

Ecosocial Apparel

Primary brand identity elements



WILOH
Ecosocial Apparel

Updated application example



Updated application example

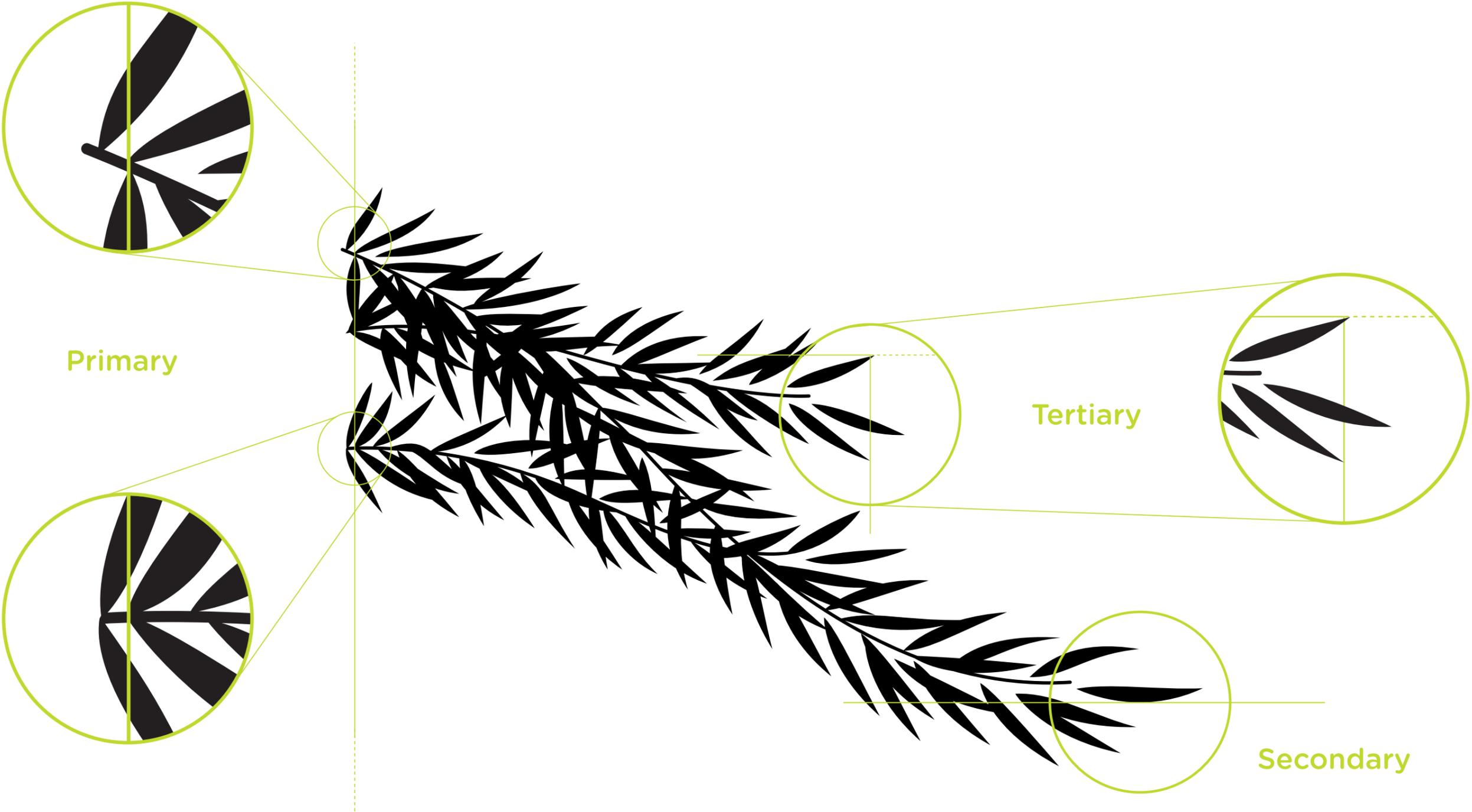


Updated application example



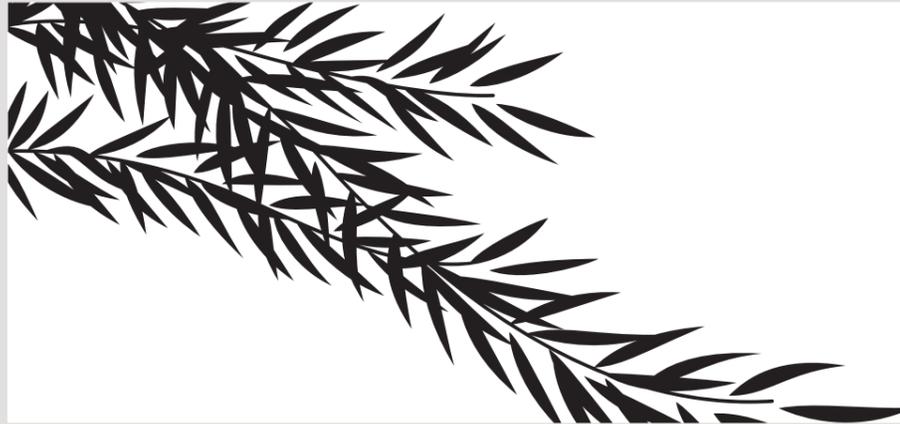
Branches graphic

Usage & positioning guide



Branches graphic

Format application examples



Typography

Gotham Rounded

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

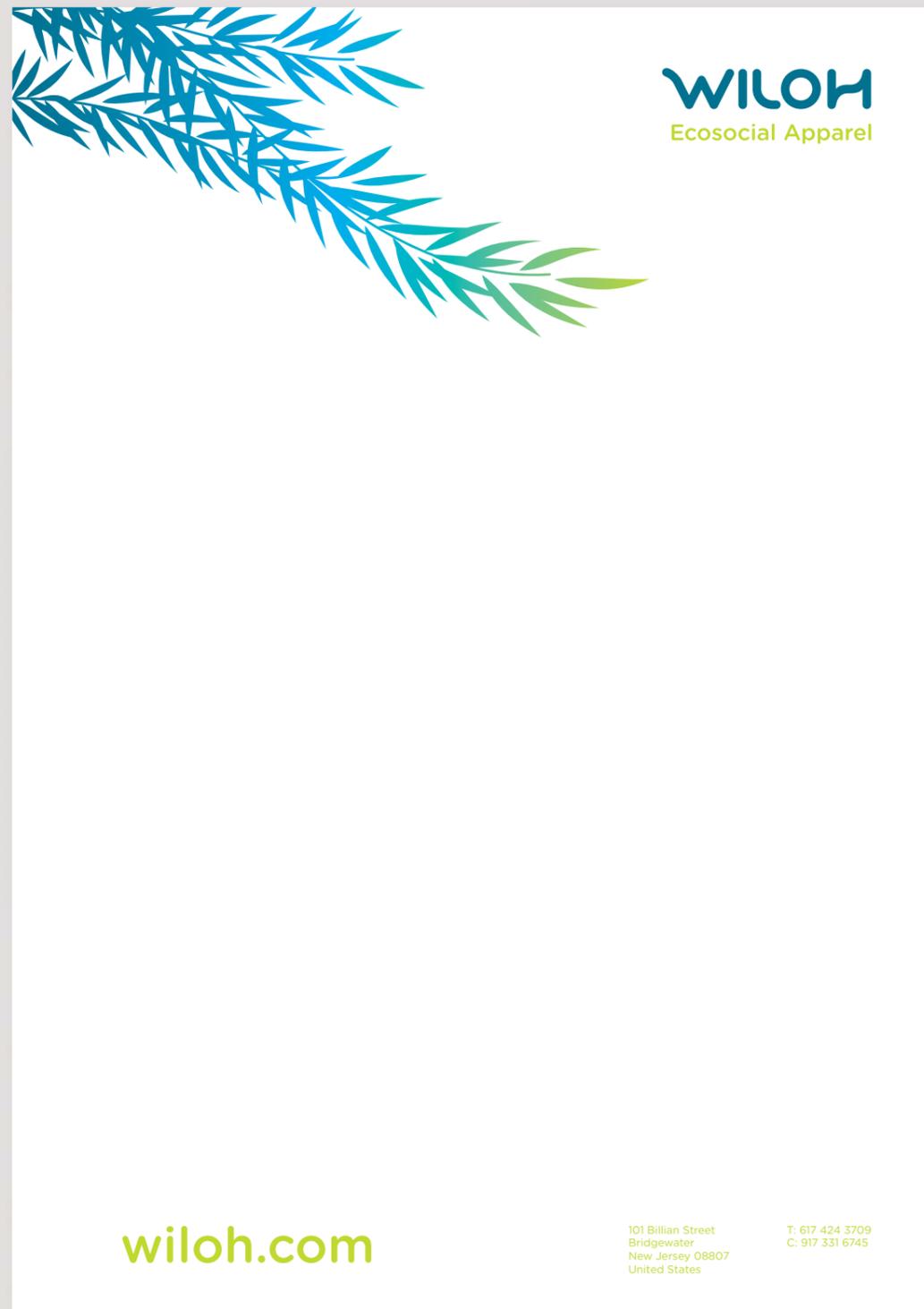
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CSS

Helvetica, Arial, Sans serif,
Verdana...

Stationery Invoice/letterhead & business card



70% actual size



Actual size

Promotional Cards



3 Colours

2 Colours

1 Colour

Promotional Animated online adverts

cutting edge
and graphic
everyday

Welcome to Yahoo! UK & Ireland Enjoy a Yahoo! experience that's made locally. [More Information](#) **Stay on Yahoo! UK & Ireland** [Go to yahoo.com](#)

YAHOO!
UK & IRELAND

Web Images Video Local Shopping more the Web UK only

Search: **Web Search**

My Yahoo! Yahoo! Mail [Yahoo.com](#)

- Answers
- Cars
- Dating
- Finance
- Flickr
- Games
- Groups
- Horoscopes
- Local
- Mobile
- Movies
- Music
- News
- Property
- Shopping
- Sport
- TV
- Travel
- Video
- Weather

All Yahoo! Services

Advertise with us

- Search for SMBs
- Ad Solutions
- Merchant Solutions

Featured Services

- Upgrade to IEB
- Broadband
- Kelkoo Shopping
- Maps
- Toolbar
- Y! International

Featured

'Jacko ghost' caught on film
A ghostly figure has been caught on tape during filming at Michael Jackson's Neverland mansion. »
Watch it now

- Michael Jackson video tribute
- Jackson makes pop chart history

See video footage of 'Michael Jackson's ghost'

Tips on how the Web can help you save money

Thunderstorms and heavy rain set to hit UK

Coffee could be used to treat Alzheimer's

News Sport Entertainment Video

- Another UK soldier dies in Afghanistan
- Jackson memorial ticket draw takes place
- Cameron pledges to cut the Quangos
- Obama arrives in Moscow
- Ten held over shop shooting
- Tower block fire safety probe urged
- Fresh Iraqis deaths probe

» More: [UK news](#) | [World news](#) | [Oddly Enough](#) | [Y! Answers](#)

Markets: **FTSE 100: 4182 (-1.26%)**
Stock Quotes: **Go** Sponsored by: [CreditExpert](#)

Marketplace

Bupa Bupa private medical insurance
Bupa provides individual health cover for you and your family.

FREE Free Experian credit report
Get your credit report for free with CreditExpert from Experian.

FREE Compare life insurance
Life insurance from only £5 a month.

Compare credit card rates
Make sure that you're on the best credit card deal.

Check your mail status: **Sign in** Free

Mail Messenger Music Local

WILOH
Ecosocial Apparel

Yahoo! Travel

Trip Planner - where on earth have you been?

Galway Washington St Lucia Nashville

Popular Searches: What the world is searching for

1 Michael Jackson	5 Roger Federer
2 Medical records	6 The Beatles
3 Cheryl Cole	7 Big Brother
4 Take That	8 Bruno

» Yahoo! Search

eco
fashion

Promotional
Memory stick (generic sticker)



The website

The following website design is a visual guide to demonstrate how Wiloh is presented online

The proportions of the website and brand elements may be changed using a similar grid as long as the 'look and feel' of the Wiloh brand is adhered to

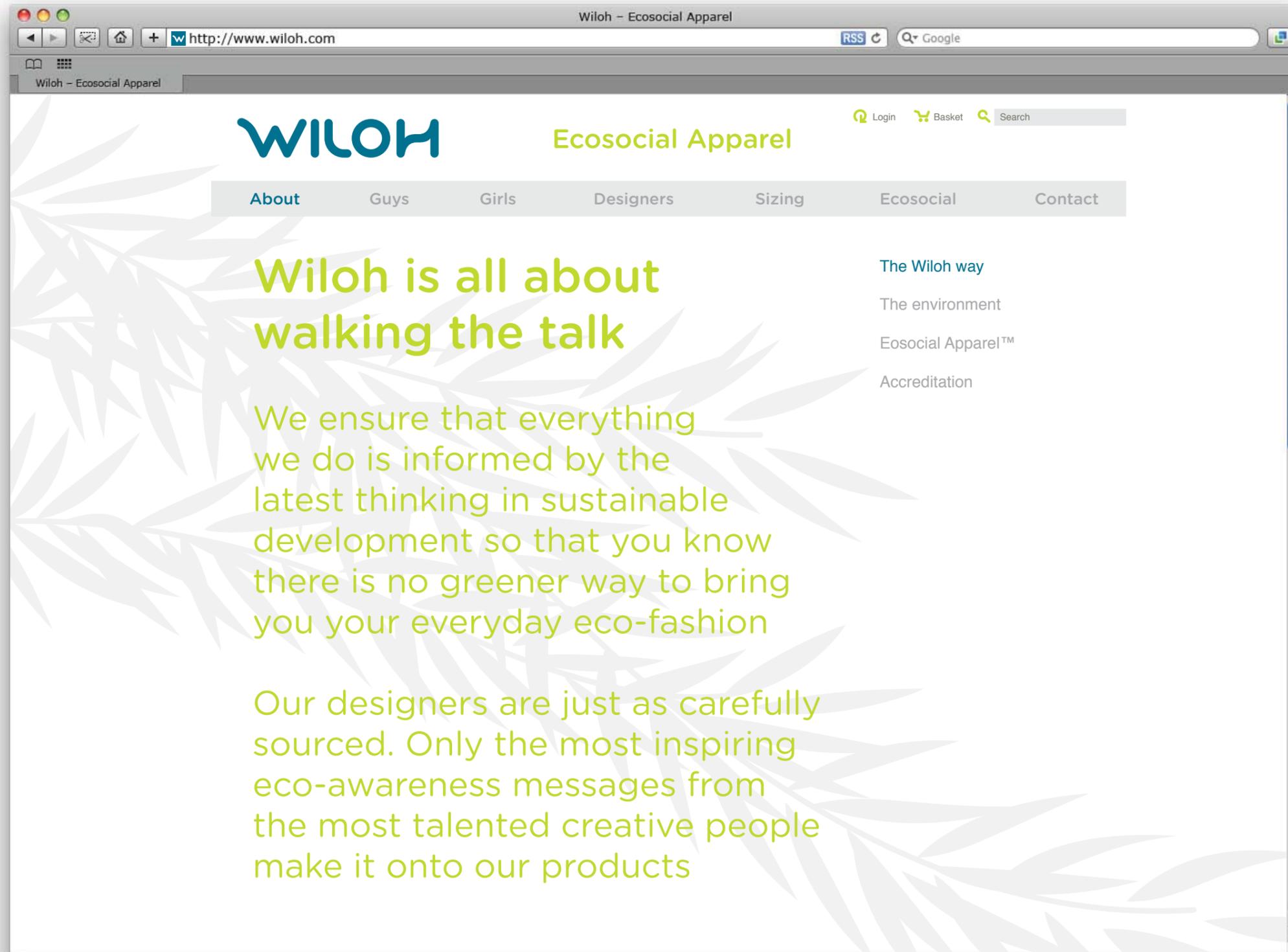
Website visuals

Home



Wiloh is a community of people who choose the most ecologically responsible fashion and eco-wear available on the planet. Creative people from around the world are helping us tell the Wiloh story with our products

Website About



Website Products

The screenshot shows a web browser window with the URL <http://www.wiloh.com>. The page title is "Wiloh - Ecosocial Apparel". The main navigation menu includes "About", "Guys", "Girls", "Designers", "Sizing", "Ecosocial", and "Contact". The product grid consists of the following items:

Product Name	Price
Spaghetti diver	\$20.00
Speak Panda	\$25.00
Flutter	\$20.00
Trilobytes	\$20.00
Fight Global	\$20.00
Eco-cycle	\$25.00
Greendroids	\$25.00
Strawberry heart	\$25.00
Faery	\$25.00
Cloud joy	\$20.00
Fisshhh	\$20.00
Cloaked elder	\$25.00

Website Product details

The screenshot shows a web browser window displaying the product page for 'Speak Panda' on the Wiloh website. The browser's address bar shows 'http://www.wiloh.com'. The website header includes the 'WILOH' logo, the tagline 'Ecosocial Apparel', and navigation links for 'Login', 'Basket', and 'Search'. A secondary navigation bar contains links for 'About', 'Guys', 'Girls', 'Designers', 'Sizing', 'Ecosocial', and 'Contact'. The main product image shows a green t-shirt with a panda illustration and a bamboo stalk. To the right of the image, the product name 'Speak Panda' is displayed in blue, followed by the price '\$25.00'. Below the price, it states 'Designed by Hector', 'Guys Slim Fit', 'Organic cotton', and 'Made in Brazil'. There are three color swatches (green, grey, orange) under 'Choose colour:'. A size dropdown menu is set to 'Select...' and a quantity input field is set to '1'. At the bottom of the product details, there are three icons: a shopping cart labeled 'Add to basket', a hand icon labeled 'Size help', and a share icon labeled 'Share'. Below the main image, there are three smaller thumbnail images of other products: a blue t-shirt with a white bicycle graphic, a white t-shirt with a red heart graphic, and a green t-shirt with a yellow owl graphic. The text 'Find more similar' is positioned below these thumbnails.

Wiloh - Ecosocial Apparel

WILOH Ecosocial Apparel

About Guys Girls Designers Sizing Ecosocial Contact

Speak Panda
\$25.00

Designed by Hector

Guys Slim Fit

Organic cotton

Made in Brazil

Choose colour:

Choose size: Choose quantity:

Select... 1

Add to basket Size help Share

Find more similar

Website Designer profiles

The screenshot shows a web browser window with the URL <http://www.wiloh.com>. The page title is "Wiloh - Ecosocial Apparel". The main navigation menu includes "About", "Guys", "Girls", "Designers", "Sizing", "Ecosocial", and "Contact". The "Designers" menu item is highlighted.

The "Designers" section features a profile for Fernando Forero, located in Bogota, Columbia. The profile includes a portrait photo, a globe icon with a location marker, and a bio: "About Fernando: There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable." Below the bio are links to "fernandoforero.com" and "behance.net/fernandoforero", and a section titled "Fernando's fans" with a grid of small images.

To the right of the profile is a grid of five t-shirt designs, each with a title and price:

- Yogini bliss** \$20.00: A white t-shirt with a brown silhouette of a person in a meditative pose.
- Flutter** \$20.00: A white t-shirt with a black silhouette of a bird in flight.
- Trilobytes** \$20.00: A dark t-shirt with a grid of small, colorful icons.
- Cloaked elder** \$25.00: A white t-shirt with a purple and yellow illustration of a cloaked figure.
- Faery** \$25.00: A yellow t-shirt with a red and black illustration of a faery.

Website Ecosocial

Wiloh - Ecosocial Apparel

http://www.wiloh.com

WILOH Ecosocial Apparel

Login Basket Search

About Guys Girls Designers Sizing **Ecosocial** Contact

Wednesday, June 23, 2009 - Soil Association supplier accreditation



Organic systems recognise that our health is directly connected to the food we eat and, ultimately, the health of the soil.

Organic farmers aim to produce good food from a balanced living soil. Strict regulations, known as standards, define what they can and can't do. They place strong emphasis on protecting the environment.

Organic farmers use crop rotations to make the soil more fertile. For example, a farmer might graze sheep on a field one year, making the soil more fertile, then plant wheat the next and so on.

Wednesday, May 20, 2009 - New designers join Wiloh

At Wiloh we believe ecological issues should inform how people shop and that doing business sustainably is the best way to raise eco-awareness. This is why we created Ecosocial Apparel™

On this page you will find some of the places we are telling the ecosocial story

twitter

Eco-worrier or eco-warrior?
<http://snipurl.com/ixlla>

The future of greenwear.
<http://snipurl.com/ihjk8>

How green is green?
<http://snipurl.com/pgdh7>

Willow collaborates with Bamboo. <http://snipurl.com/pgdh7>

Follow us on Twitter

Follow us on

facebook

See our favourites videos on

YouTube

View our Diggs

Icons



Home



Login



Basket



Search



Share



Sizing



Favicon

Thank you

ANDREW SABATIER
BRAND IDENTITY DESIGNER