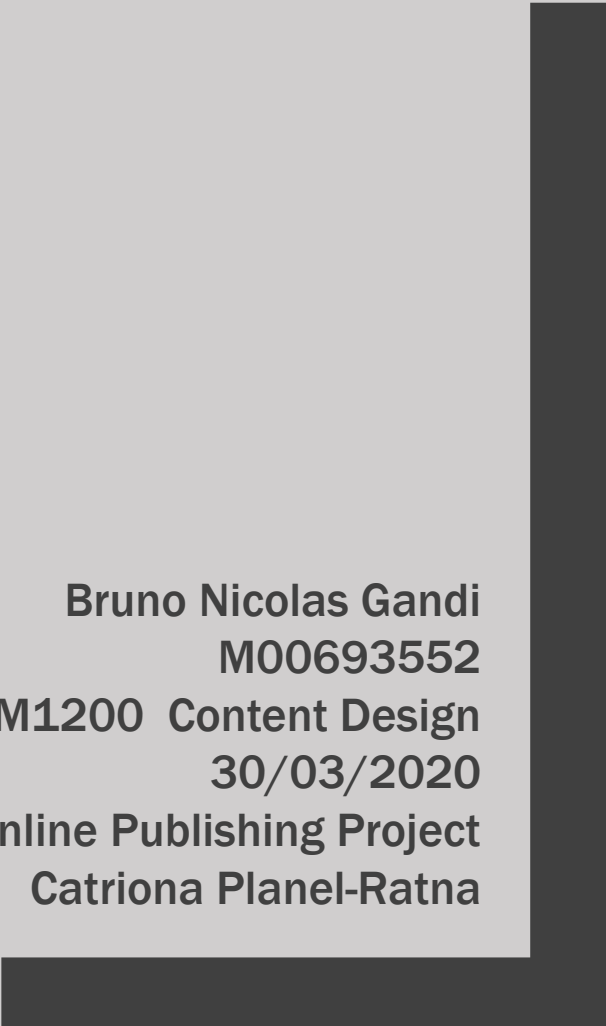


A large, white, stylized L-shaped graphic is positioned on the left side of the image. It consists of a thick vertical line and a thick horizontal line that meet at a right angle. The horizontal line extends to the right, and the vertical line extends downwards. The text '-ACA-' is centered within the negative space of this L-shape.

-ACA-

**ACA © 2019**



**Bruno Nicolas Gandi**  
**M00693552**  
**APM1200 Content Design**  
**30/03/2020**  
**Desktop Publishing Project + Online Publishing Project**  
**Catriona Planel-Ratna**

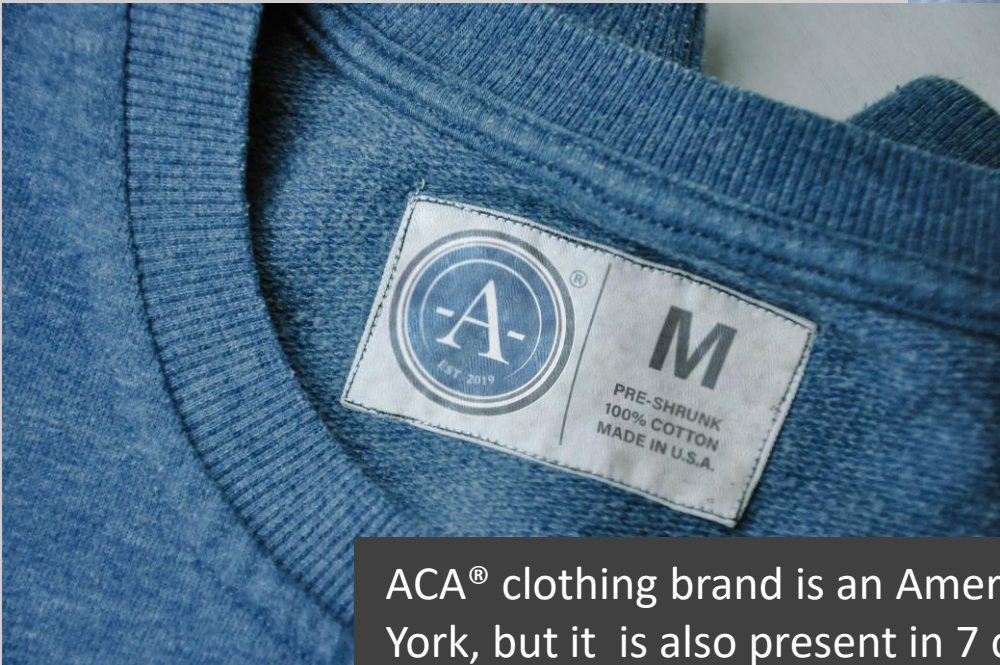
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# Overview

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ACA® clothing brand is an American company established in 2019. It is based in New York, but it is also present in 7 countries with 9 single-brand stores. The recent return of old vintage outfits completely changed the rules of the current fashion world. Considering the situation, the idea was to create a new concept of vintage that is never out of style, a combo between streetwear backgrounds and modern inputs. It is all about building on the classics to compete against the hustle of today's world. Past and Present, perfectly balanced with a look towards the Future. This is exactly what the brand aims to convey through the tagline "Never Outdated".

# The Logo

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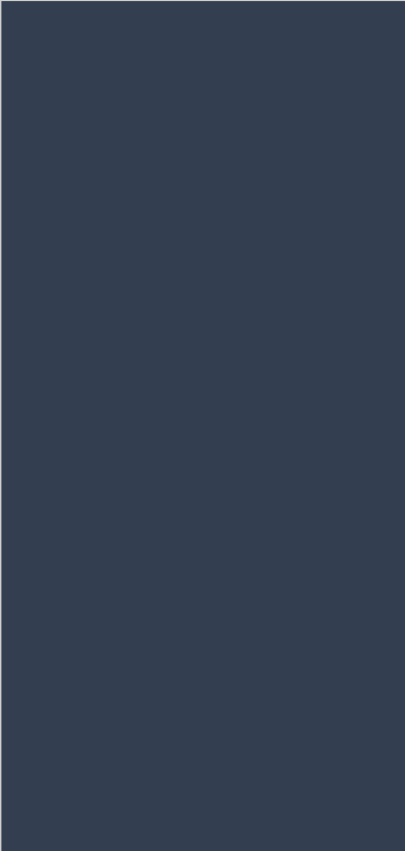
The aim of the brand logo design is to resemble a characteristic vintage badge. In addition, it is evident the fancy touch given by the central arch and font selected for the A.

ACA® selected Charcoal Grey, Light Grey and Navy Blue as its main brand colours. All of them want to highlight the strong connection of ACA® with the iconic “denim culture” of 80s and 90s.

Furthermore, White was chosen to develop a contrast with the dark colours. Therefore, White represents purity and perfection while, for instance, the Navy Blue represents loyalty and sincerity (*Meaning of colors in color psychology*, 2018).

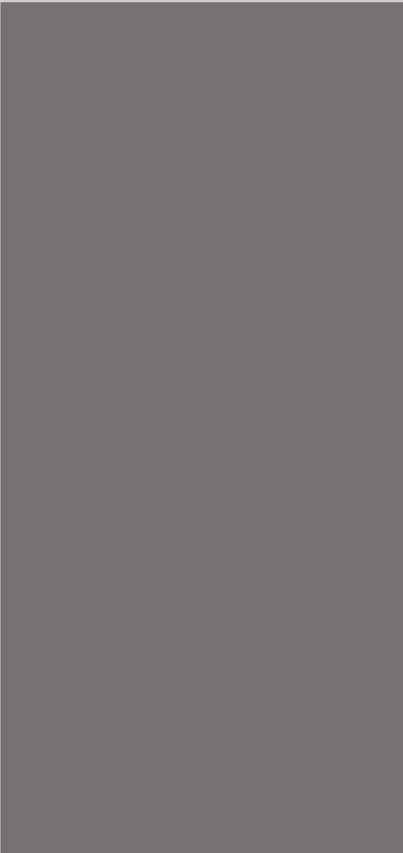


# Colour Brief



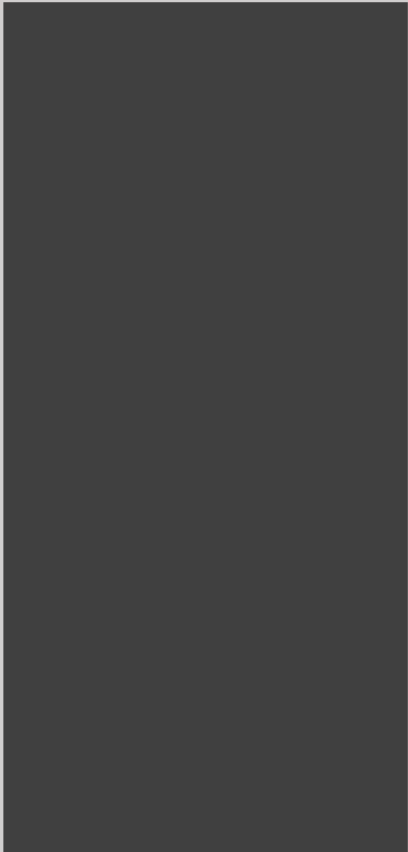
Navy Blue

#333F50      C: 82%  
R: 51      M: 65%  
G: 63      Y: 45%  
B: 80      K: 43%



Light Grey

#767171      C: 51%  
R: 118      M: 44%  
G: 113      Y: 42%  
B: 113      K: 27%



Charcoal Grey

#404040      C: 66%  
R: 64      M: 56%  
G: 64      Y: 53%  
B: 64      K: 57%



White

#FFFFFF      C: 0%  
R: 255      M: 0%  
G: 255      Y: 0%  
B: 255      K: 0%



# Logo Variations

---



# Typography



**Bell MT**  
Regular

The characteristic contrast of thick and thin strokes made this font perfect to convey an idea of modern aesthetic. In fact, it was used for the A, centre of our logo. Originally the color was white (#ffffff), later, it was implemented in other colours according to our logo variations.



**Acumin Variable Concept**  
Bold

The neat design made this font indispensable for additional information, as textile or size, on our clothes' label. It was used mainly in grey (#3a3a3a) and white (#ffffff) version, according to the textile colour of the concerned item.



**Calisto MT**  
Regular

This old-style serif typeface has been used for the year of establishment. The consistent stroke allows a great legibility, even printed in small sizes, for instance on a jeans label. In addition, the original colour was white (#ffffff), but then it was changed in other graphics according to our logo variations.



**Proxima Nova**  
Regular

This minimal font was crucial in the website development, for most of titles and body texts. Further, to help the customer going through the sections, white (#ffffff) and black (#000000) were chosen as main colours, respectively for dark and light backgrounds.

# Poster & Billboard

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Initially, ACA® started its marketing campaigns through billboards and posters. Further, it was decided to expand the brand presence online with an official website, gathering all the most important information about the company.



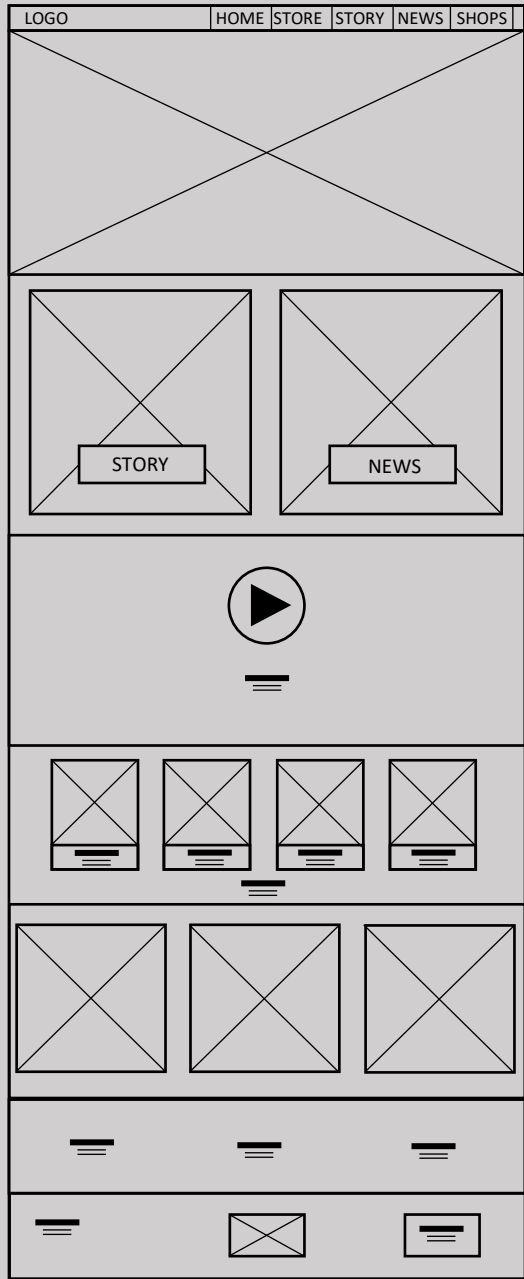




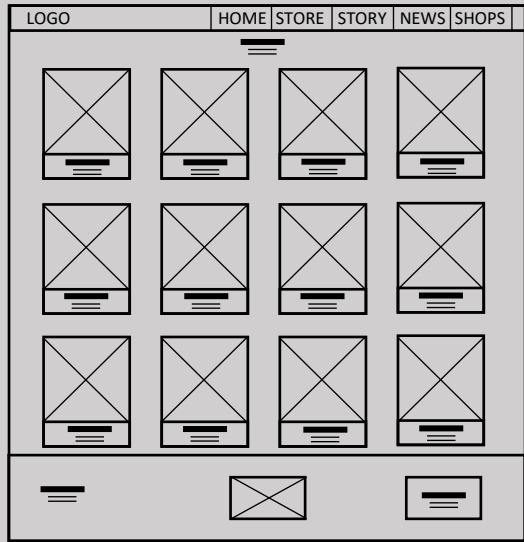


# Website Wireframe

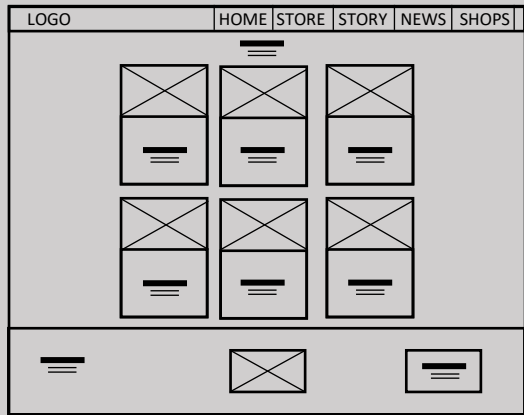
HOME



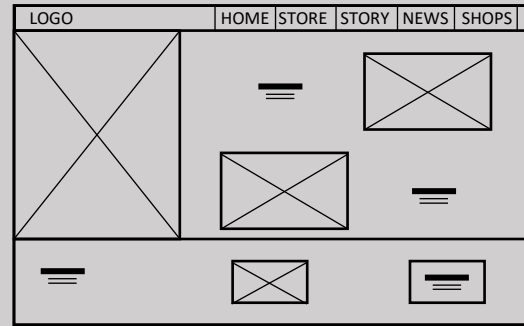
STORE



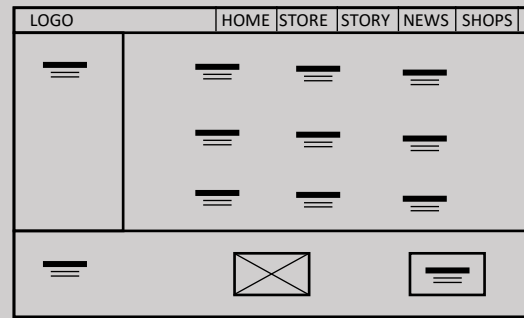
NEWS



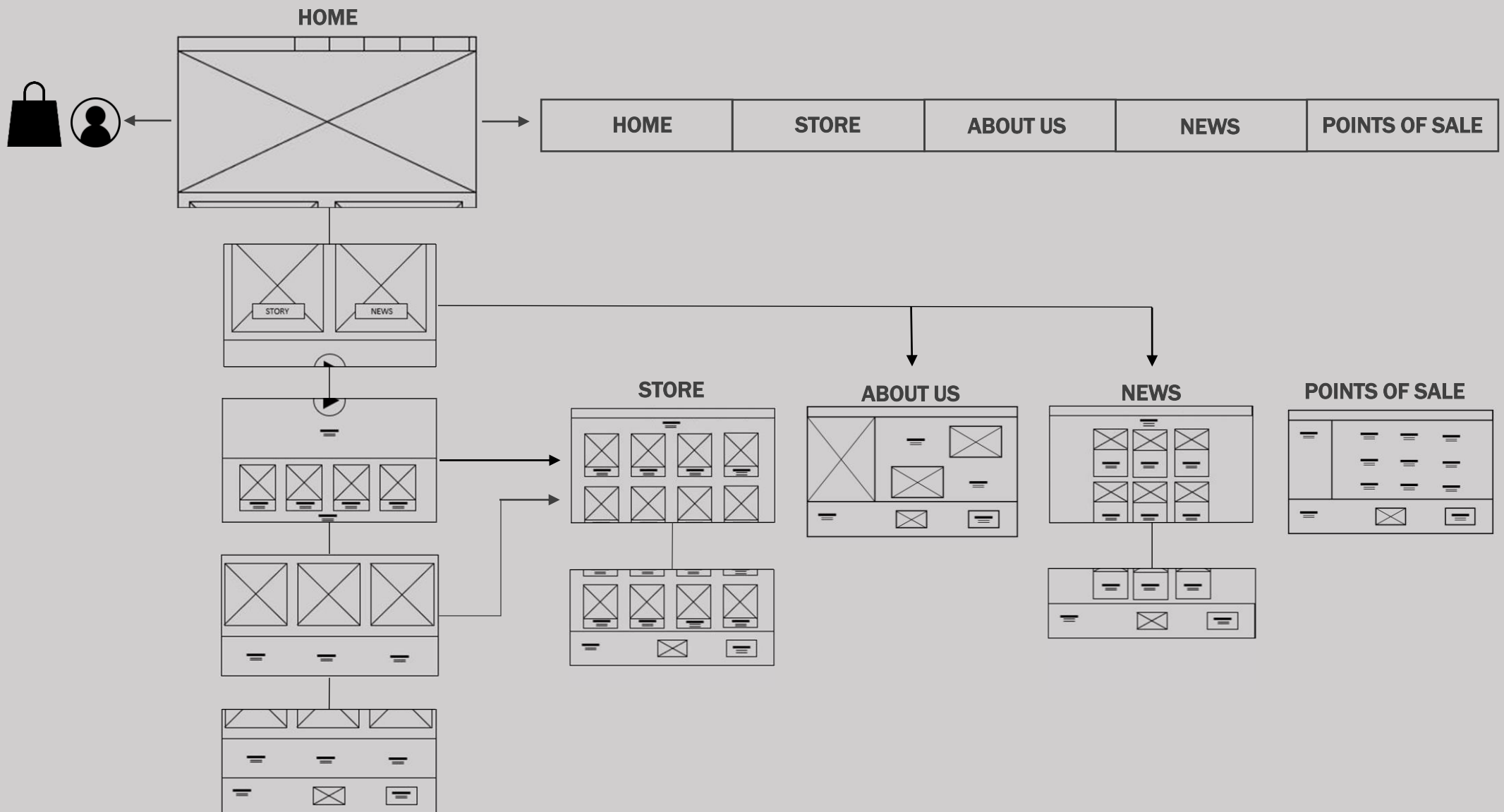
STORY



SHOPS



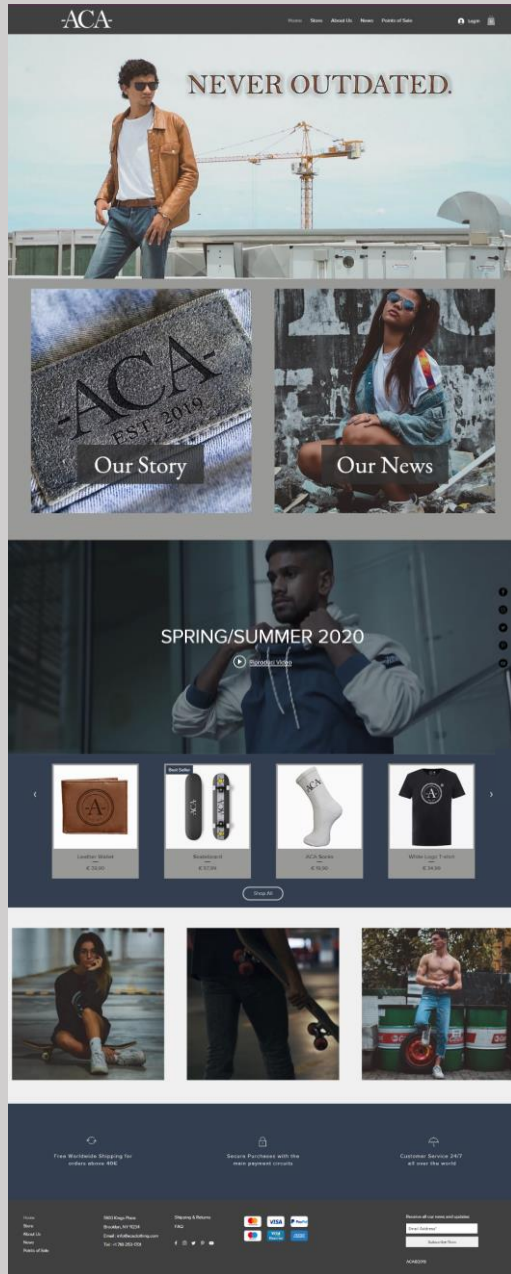
# User Experience



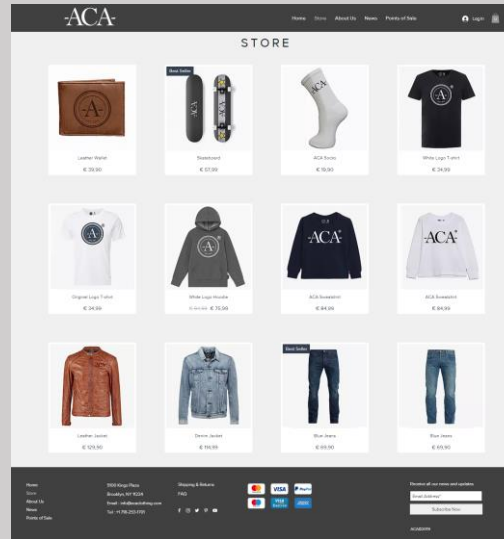


# Website Realisation

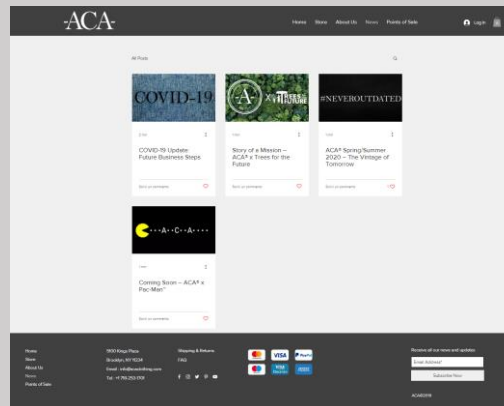
HOME



STORE



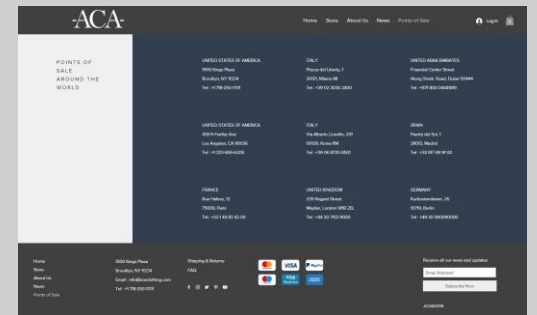
NEWS



STORY



SHOPS





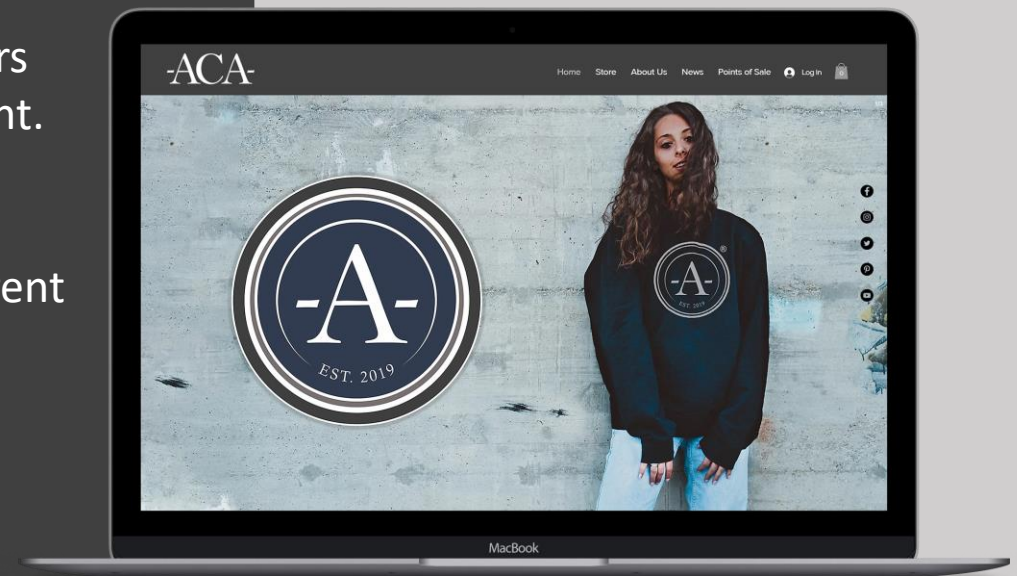
# Website

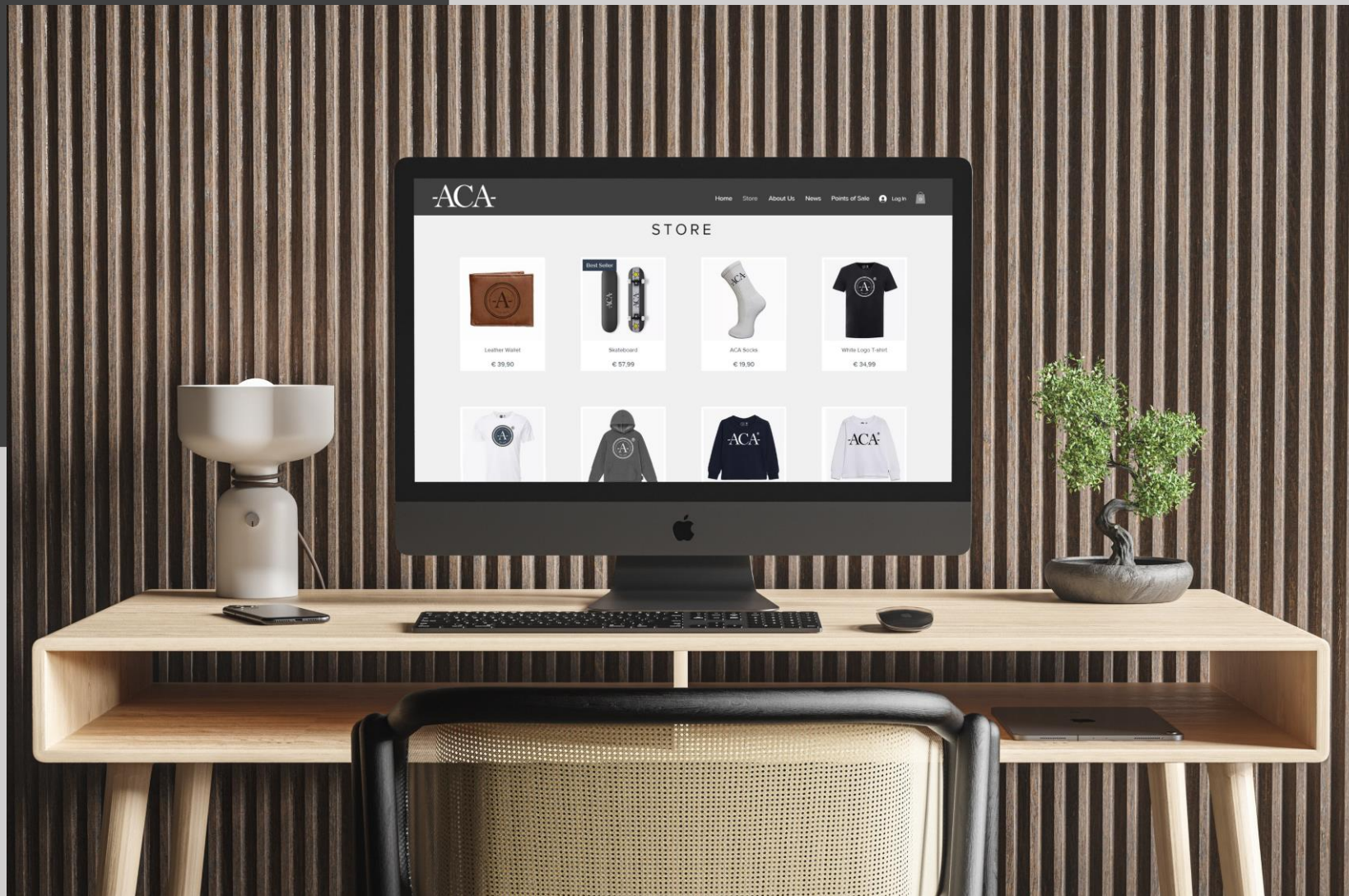
## Desktop View

Using the website, customers can easily order items online, without shipping fees, or find the address of the nine points of sale around the world. Moreover, current clients can keep themselves updated through our news or subscribing to the newsletter, whereas, new potential customers can, for instance, read about brand's story.

The online portal is very easy to navigate, due to a neat and minimal design of the pages, according to the brand identity. As a result, also the selected colours are the ones implemented in the logo development.

Since, most of the possible clients use their smartphone to surf online, ACA® designed a different but complementary version of the website very “mobile-friendly”. Consequently, even the simple mobile structure reflects the desktop one.

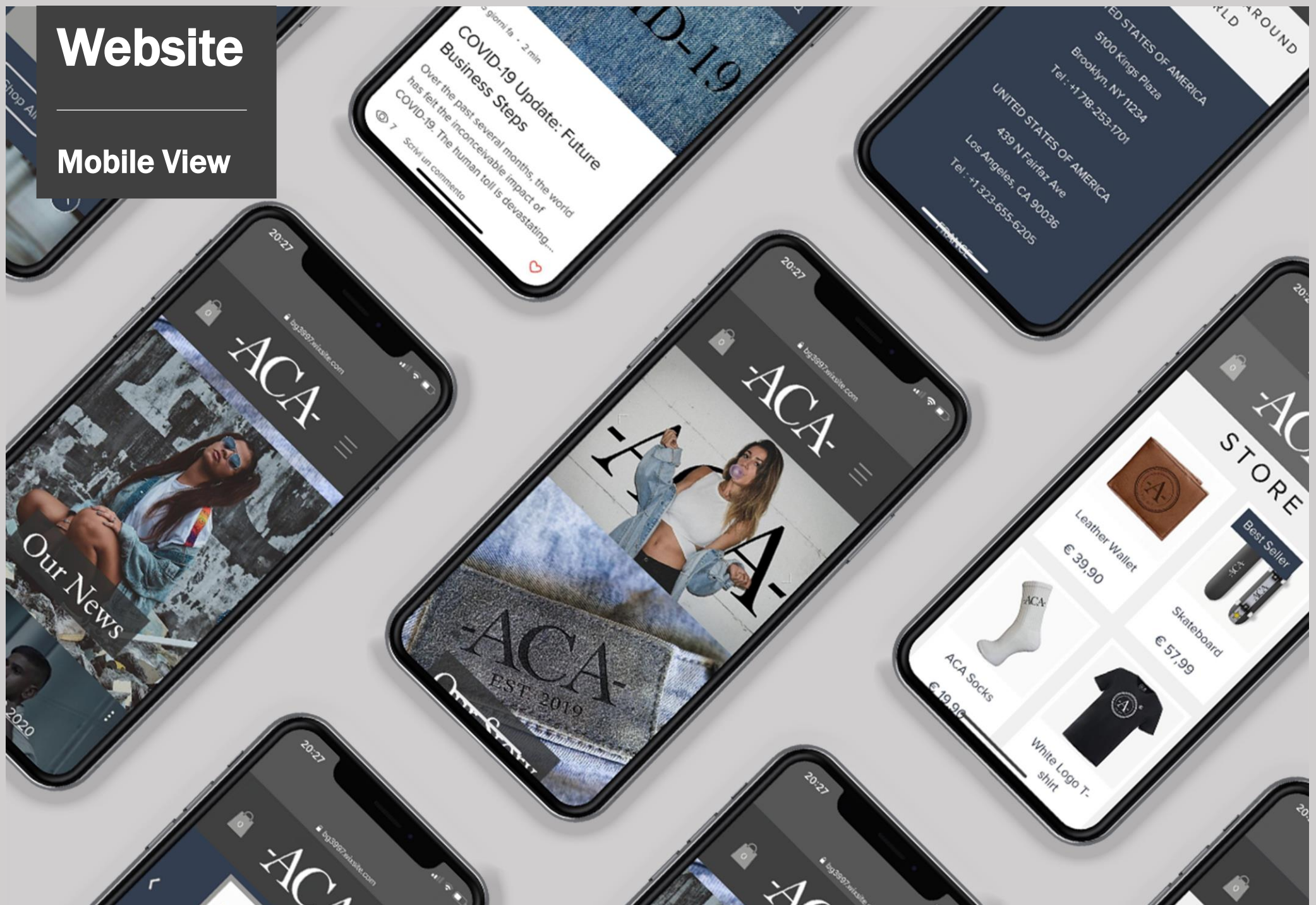






# Website

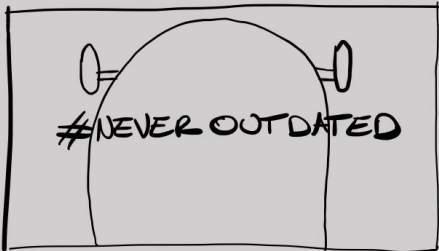
## Mobile View



# Video Storyboard



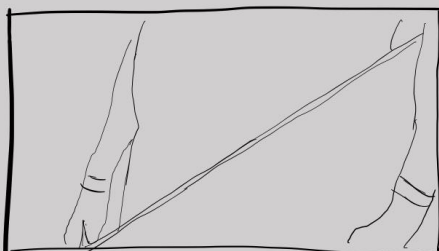
INTRO #1



INTRO #2



FIRST MODEL FACE



SECOND MODEL DETAILS



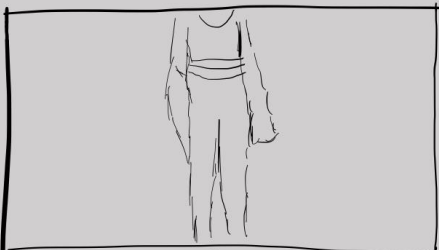
THIRD MODEL FACE



FIRST MODEL DETAILS



SECOND MODEL FACE



THIRD MODEL DETAILS



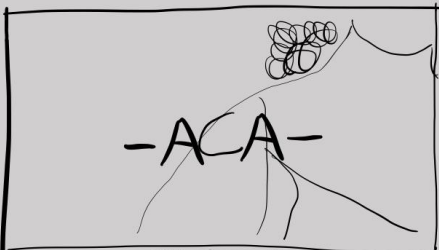
WALK #1



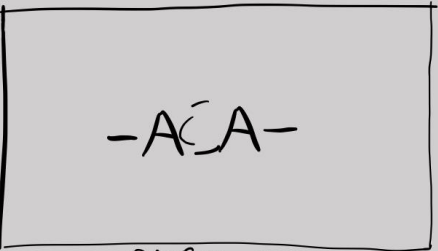
WALK #2



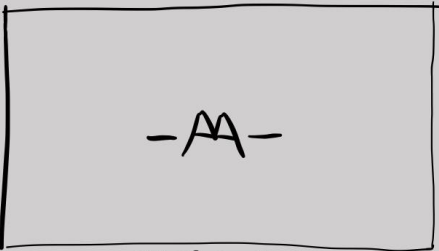
WALK #3



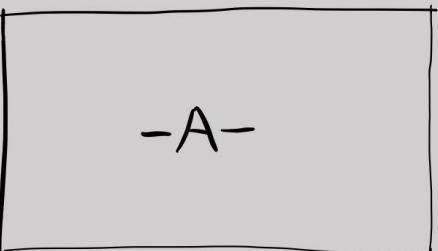
OUTRO #1



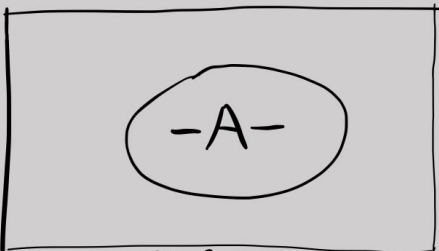
OUTRO #2



OUTRO #3



OUTRO #4

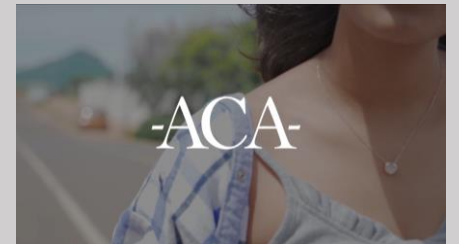
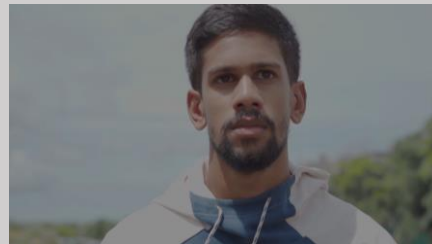
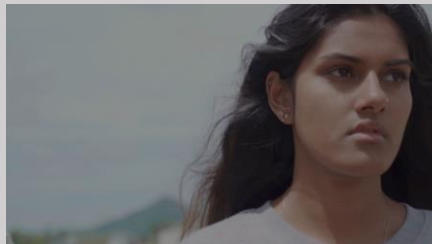


OUTRO #5

# Video Making

#NEVEROUTDATED

#NEVEROUTDATED



-ACA-

-AA-

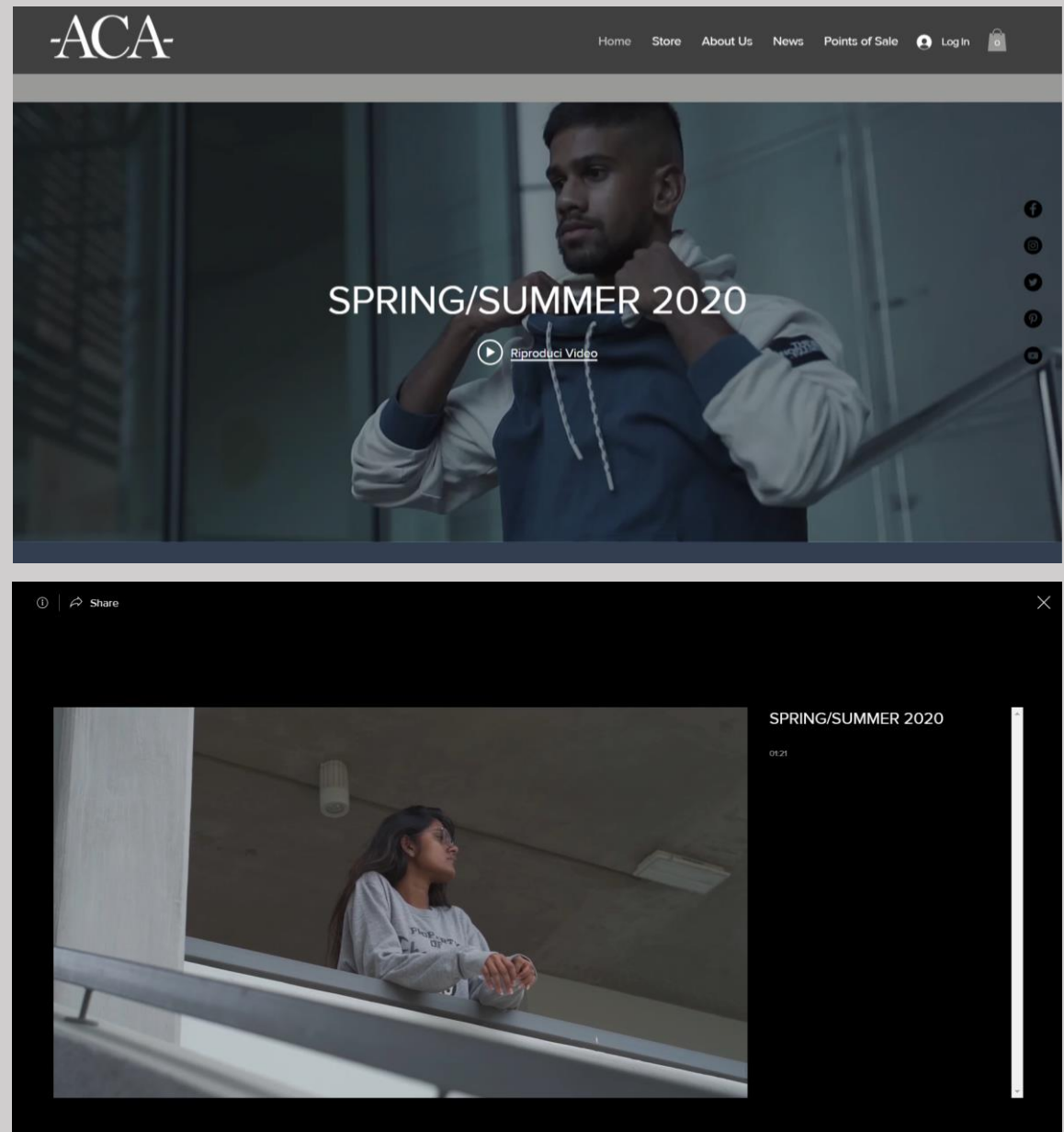
-A-





# Video Enlightenment

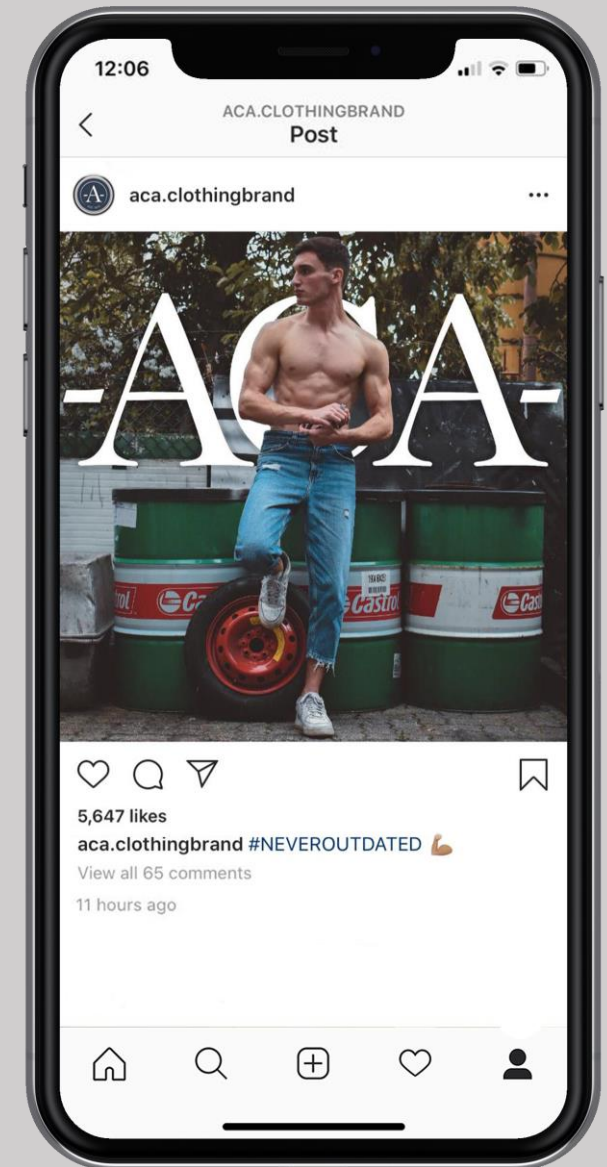
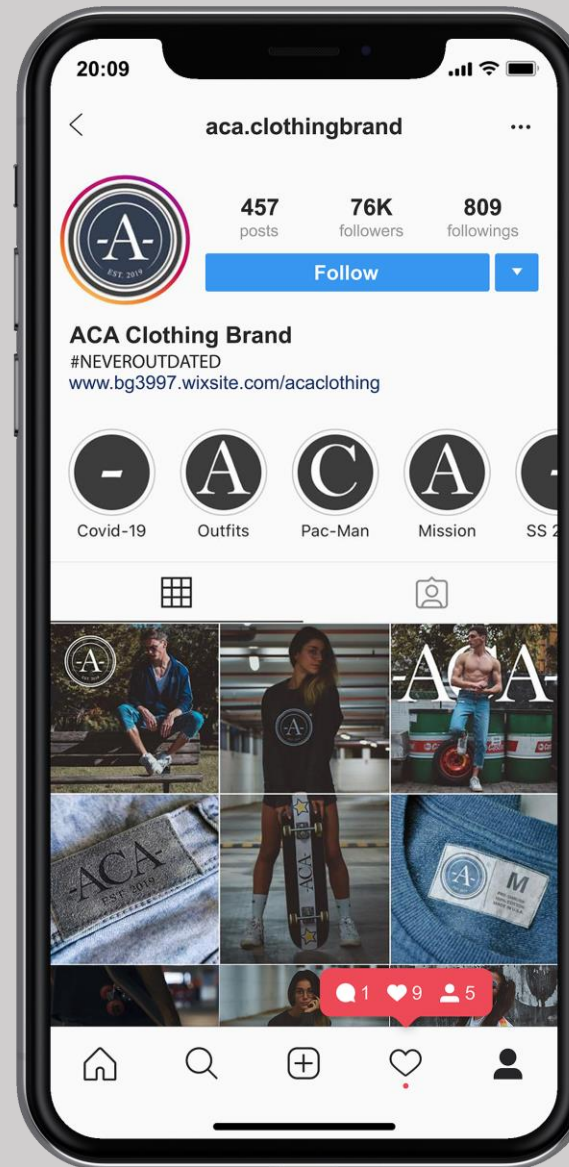
The Spring/Summer 2020 collection was the first one released by ACA®. In fact, the brand was established only at the end of 2019. This is why the company tagline plays a fundamental role in the promotional video of the collection. The advertising spot follows the idea of a “calling”. In the beginning, there are two clips for each model, displaying respectively the strong attitudes and clothes details. However, even though the characters are walking alone, the message is that no matter where people come from, ACA® is ready to welcome everyone who wish to join the brand’s journey. As a result, the video ends up with the three models gathered walking together towards the future.



# Social Media

## Instagram

Since the beginning, ACA® uses digital marketing strategies, including on social media such as Instagram and YouTube. This is crucial in order to connect with the client and to gain more visibility, especially, considering the young audience that the brand targets. The goal is to give the idea of a old fashion brand that, because of the modern aesthetic, will always be stylish. In addition, to convey this message and to increase exposure, the company promotes the clothes using the tagline as a hashtag: #NeverOutdated.



# Social Network

## YouTube

The screenshot shows the YouTube channel page for ACA Clothing Brand. The header features the YouTube logo, a search bar, and icons for live streaming, grid view, notifications, and a user profile. The left sidebar includes links to Home, Trending, Subscriptions, and Library. The main content area displays a banner image of a man in a leather jacket with the text "NEVER OUTDATED." Below the banner is the channel's profile picture (a circular logo with the letter 'A' and "EST. 2019"), the name "ACA Clothing Brand", and "3.31K subscribers". A red "SUBSCRIBE" button is positioned to the right. A navigation bar below the profile information contains links for HOME, VIDEOS, PLAYLISTS, CHANNELS, DISCUSSION, and ABOUT, with a search icon and a right arrow. The featured video is titled "Spring/Summer 2020", has 1,072,744,500 views, and was posted 5 months ago. The video description states: "We are happy to introduce the ACA® Spring/Summer 2020 collection: a range of denim, sportswear, and leather items. The whole collection follow a specific idea: The Vintage of Tomorrow." It also includes a link to find out more: [www.bg3997.wixsite.com/acaclothing](http://www.bg3997.wixsite.com/acaclothing). The video thumbnail shows a rainbow over a dark landscape with the text "#NEVEROUTDATED".

YouTube

Home

Trending

Subscriptions

Library

NEVER OUTDATED.

ACA Clothing Brand

3.31K subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Spring/Summer 2020

1,072,744,500 views • 5 months ago

We are happy to introduce the ACA® Spring/Summer 2020 collection: a range of denim, sportswear, and leather items. The whole collection follow a specific idea: The Vintage of Tomorrow.

Find out more at:  
[www.bg3997.wixsite.com/acaclothing](http://www.bg3997.wixsite.com/acaclothing)

#NEVEROUTDATED



## About the project

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The whole project has required the use of different Adobe Creative Cloud software. First, I created the original logo and its variations through Adobe Illustrator. Second, I used Adobe Photoshop to manipulate all the pictures, downloaded by internet or taken by me, into mock-ups. Third, I implemented Adobe Premiere Pro to compile all my clips in the right order according to my storyboard. Fourth, I created the final “logo transition” of the video in Adobe After Effects. In the end, lights and colours of each mock-up were corrected with Adobe Lightroom, in order to keep consistency throughout the website and the presentation with regards to the colour brief.

## Website Link

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<https://bg3997.wixsite.com/acaclothing>

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