

**ADAMIE CO.
BRAND SAMPLE
JAN 2021**



WELCOME TO ADAMIE CO.

In replacement of the pre-existing brand, Luv Collection, Adamie Co. will serve as a standalone brand to consumers, operated by Adamian Agency.

The brand stands to serve the 30-55 year old female demographic, with interests in **classic fashion** that will carry them through their middle ages. These women are looking to invest their money in staple pieces of fashion and accessories that are timeless.

Adamie Co. brings a level of sophistication in its name - a brand confident enough to be named after a person, though still an ambiguous name, rather than a literal definition. Variations of the brand name are also suggested.

The name also serves a very strategic purpose for indexing. The "A" and "D" allow the name to appear first in query searches that are indexed alphabetically.

Easy to recognize, unique, and luxurious.

BRAND POSITIONING

Keyword matches to competitors in the same industry include:

- Wholesale
- Wholesaler
- Fashion
- Fashionable
- Accessories
- Luxury
- Boutique
- Canada
- Canadian
- Supplier
- Womens

Key differential to note is that direct competitors specialize in women's fashion and accessories, while indirect competitors include the above as well as fast fashion, men's clothing, and all online clothing stores.

agelle
accessoires

Limlin

ONLY
ACCESSORIES

F A I R E

SIMI
accessoires
fashion wholesaler

LOGOS

Option #1



Option #2



Option #3



Option #4



NAME VARIATIONS

- Adamie Co. (*)
- Adami Co.
- Adamie Label
- Adamie Apparel
- Adamie Collection
- Styled By Adamie

Available Domains Include:

- adamie.co (*)
- adamie.ca
- adami.shop
- shopadami.ca
- shopadami.co
- shopadami.com
- adamieapparel.com
- adamieapparel.ca
- adamielabel.com
- adamielabel.ca

() Recommended*

ALTERNATE LOGOS + NAMES

Should the ultimate decision be to keep the existing name, Luv Collection, here are two logo options for consideration.

Option #1

L U V C O

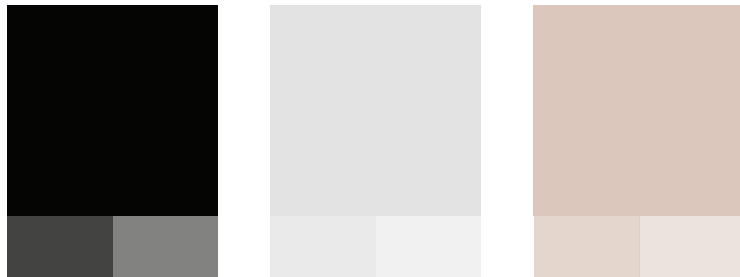
Option #2

L U V
collection

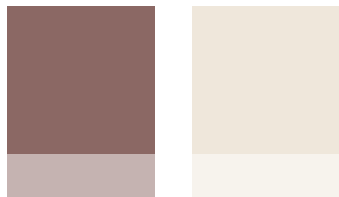
COLOR PALETTE

Option #1

Primary Colors

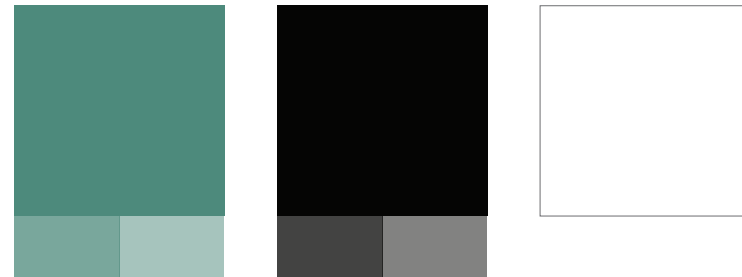


Secondary Colors

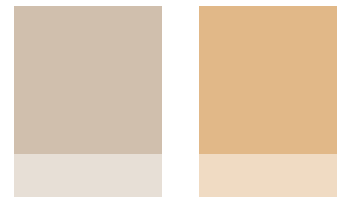


Option #2

Primary Colors



Secondary Colors



TYPOGRAPHY

Option #1

Titles/Headers

FUTURA BOLD (27pt)

Subhead/Bylines

Avenir Next Medium (20pt)

Body/Copy Text

Avenir Next Regular (14pt)

Captions/Footnotes

MONTERRAT BOLD (7pt)

Option #2

Titles/Headers

MONTERRAT BLACK (21pt)

Subhead/Bylines

Montserrat Semi Bold (16pt)

Body/Copy Text

Libre Baskerville Regular (11pt)

Captions/Footnotes

MONTERRAT BOLD (7pt)