
eg.

example.
FASHION COMMUNICATIONS AGENCY
SPECIALISING IN COLOUR THEORY

BUSINESS PROPOSITION
DOCUMENT

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Colour.

Introduction.

Since the fashion industry began back in the late 19th century, colour has ever evolved in key styles and trends into the 21st century with much research and analysis on the psychology and impacts colours has of ones self. Studies have been carried out on the reason we buy certain colours and the emotions a colour brings to us. Colours evoke emotions in individuals and this in turn can affect their behaviour, particularly when it comes to clothing. This is why colour has been considered an important element in the fashion industry.

EG is a colour theory based Agency tailored for brands to create campaigns and branding assets alongside specific colour pallettes, adapting to their consumers choices and emotions within the fashion industry.

Mission Statement

EG aims to aid brands in ensuring that the correct colour theory is put to use within the individual brand campaign concepts

Aims & Objectives

Create campaigns for at least ten individual brands by the end of year one operations.

To have a large platform of trustworthy and loyal brands that have repeat purchases with EG. for colour theory campaigns.

Marketing

EG will be advertised through social media posts, word of mouth and will be identified through the presentation of the EG logo within the campaigns created for specific brands.

Strategy

To use colour theory to its full potential through research and evidence gathered to create visually appealing campaigns that tailor to brands market and consumers.

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about eg.

After thorough colour theory research and investigations into undisclosed colour choice divides within the fashion industry, eg. aims to help brands explore colour to tailor to new audiences, re-energise brands outputs and create the brands consumers to have an emotional connection to the colour choices they make.
The fashion industry has seen many individuals become colour-oriented, that's why eg is here to guide all the way.

COLOUR THEORY

The fashion industry began in the nineteenth century and in this time, trends associated with colours have evolved greatly. There has also been a strong relationship between the colour choices of individuals and their psychology (Ahn, 2013).

According to research, emotions become awakened by different colours. Colour psychology states that some colours show the strength of individuals and indicate the power of their personalities.

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COLOUR SEMIOTICS

The semiotics of colour is the meaning we convey through colour as a sign (Meulen, 2019).

Its the that an Idea or object can communicate meaning and what meaning it expresses.

RED is associated with energy, danger, strength, power and determination.

YELLOW is the colour of optimism, intellect and happiness

ORANGE combines red and yellow to represent joy, tropics and sunshine

GREEN symbolises nature, harmony, freshness and growth

BLUE is associated with depth and stability, trust and loyalty.



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PURPLE combines blue and red by expressing power, nobility and ambition.

WHITE gives energy of light, goodness, innocence and purity.

BLACK is associated with elegance, power, formality and mystery.

Combining both primary and secondary research is an essential focus of eg. Allowing for top-level, diverse and honest background knowledge of the market.

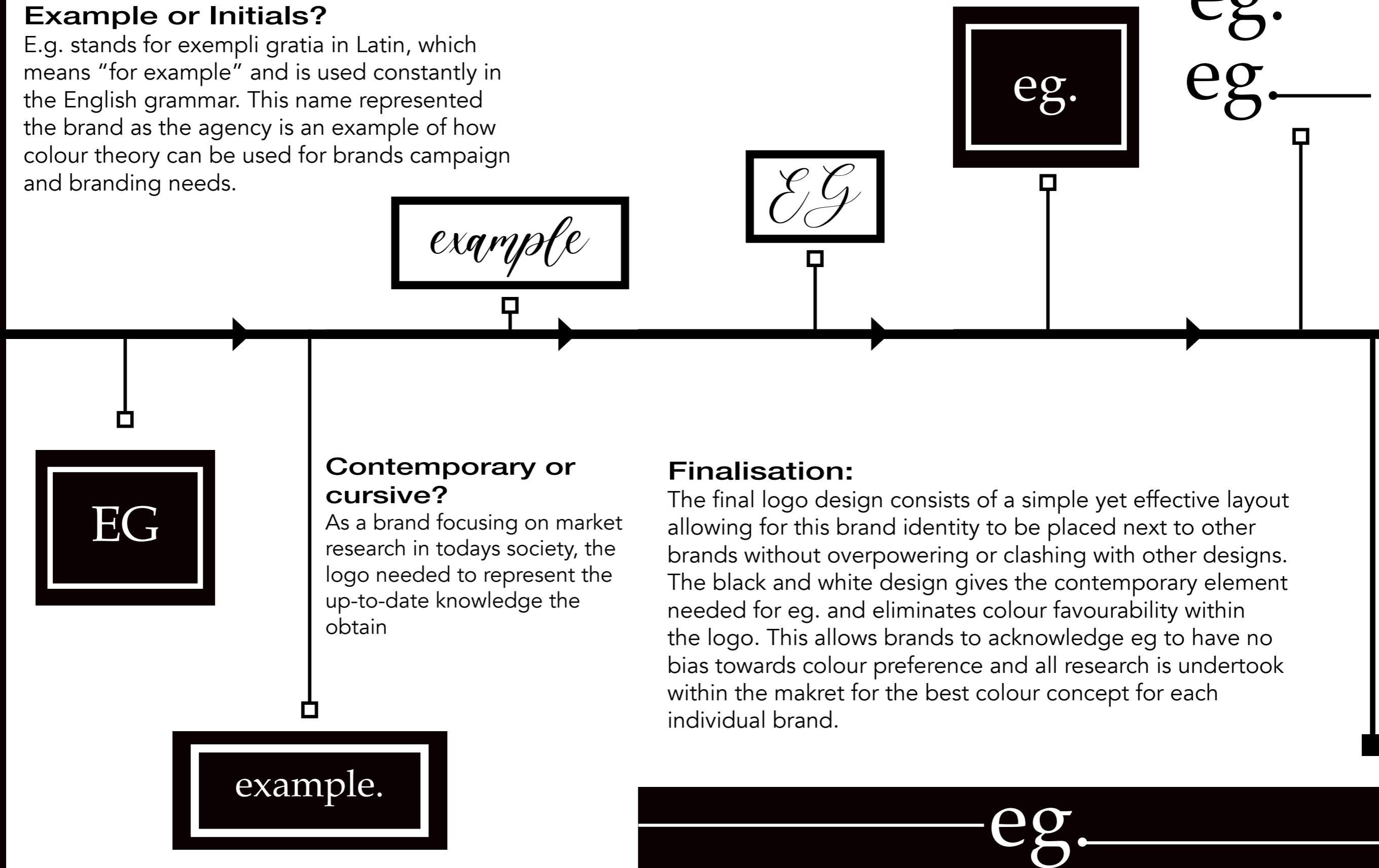
Logo Development

Example or Initials?

E.g. stands for exempli gratia in Latin, which means "for example" and is used constantly in the English grammar. This name represented the brand as the agency is an example of how colour theory can be used for brands campaign and branding needs.

Black & White or Colour?

EG. expresses colour of all hues and shades throughout its concepts. The logo needed to be tailorable to all brands viewpoints, therefore sticking to black and white allowed for a contemporary design and no favourable colour chosen.



eg.