01 PRIMARY LOGO

FOLDEN

02 LOGO VARIATIONS

FOLDEN

REVERSED

FO

COMPACT

FOLDEN

MONOCHROME

03 TAGLINE & VOICE

Wear your own rhythm.

Confident, concise and personal. Describe the visual direction without inventing fabric, fit or sustainability claims.

04 COLOR PALETTE

#662D40

PRIMARY
RGB 102 45 64

#F9EDEF

BASE
RGB 249 237 239

#DD91A5

ACCENT
RGB 221 145 165

#FFFFFF

LIGHT
RGB 255 255 255

05 TYPOGRAPHY

Aa

Archivo Black
Logo & headings

Aa

Inter
Body copy & interface

06 PATTERN

Wear your own rhythm.

07 IN USE

FOLDEN

Wear your own rhythm.

Clothing & fashion

Business card / front

FOLDEN

Wear your own rhythm.

Clothing & fashion

Social post

FOLDEN

Wear your own rhythm.

Clothing & fashion

Website hero