



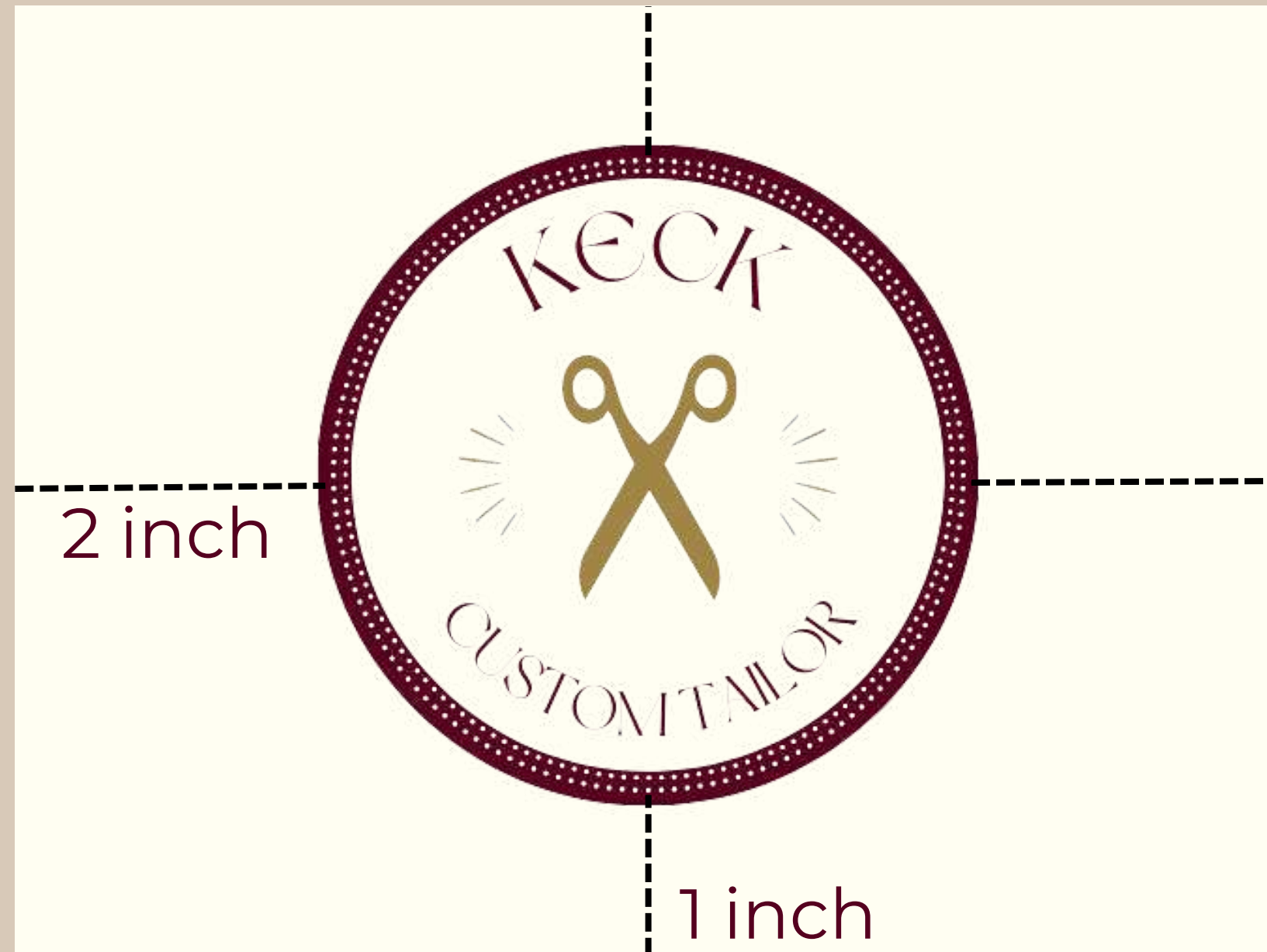
Brand Guidelines

KECK CUSTOM TAILOR

Our Brand

At Keck Custom Tailor, we offer top-notch tailoring services to busy professionals, discerning individuals, and style-conscious consumers. Our personalized approach, expert tailors, and use of high-quality materials ensure a perfect fit, a great look, and a comfortable feel for every garment. Our commitment to quality and customer satisfaction sets us apart, and our friendly and approachable attitude provides a tailored experience to meet each customer's unique needs and preferences.





Logo Design

The logo for Keck Custom Tailor features the business name in a sophisticated typography that conveys a sense of expertise and professionalism. Between the name is a graphic of a pair of sharp scissors, symbolizing precision and attention to detail. The scissors are elegantly intertwined, suggesting a seamless integration of artistry and skill in the custom tailoring process. The overall effect is a timeless and memorable logo that communicates the brand's commitment to high-quality craftsmanship.

Logo Variations

Secondary Logo



The second logo variation features navy blue instead of burgundy as our primary brand color, while maintaining the same sophisticated typography and symbol of silver scissors that convey our commitment to precision and attention to detail.

Alternate Logo



This alternate logo emphasizes the brand's reputation for high-quality custom tailoring services, without relying on additional graphic elements. The result is a timeless and versatile logo that can be used across a variety of branding materials, from business cards to social media profiles.

Brand Values

At Keck Custom Tailor, we are committed to delivering exceptional customer service, quality craftsmanship, and attention to detail. We believe that the best tailoring experience is one that is friendly, approachable, and personalized to each customer's unique needs. Our team of expert tailors and designers take pride in every garment we create, ensuring that every stitch is perfect and every detail is just right.



Brand Colors

The brand's carefully selected colors, which represent traditional suit colors, work together harmoniously to create a timeless and consistent brand that is renowned for its high-quality tailoring services.

PRIMARY

#252850

DEEP NAVY

PRIMARY

#55001F

BURGUNDY

SECONDARY

#9DA1AA

LIGHT GRAY

SECONDARY

#FFFEF2

LIGHT IVORY

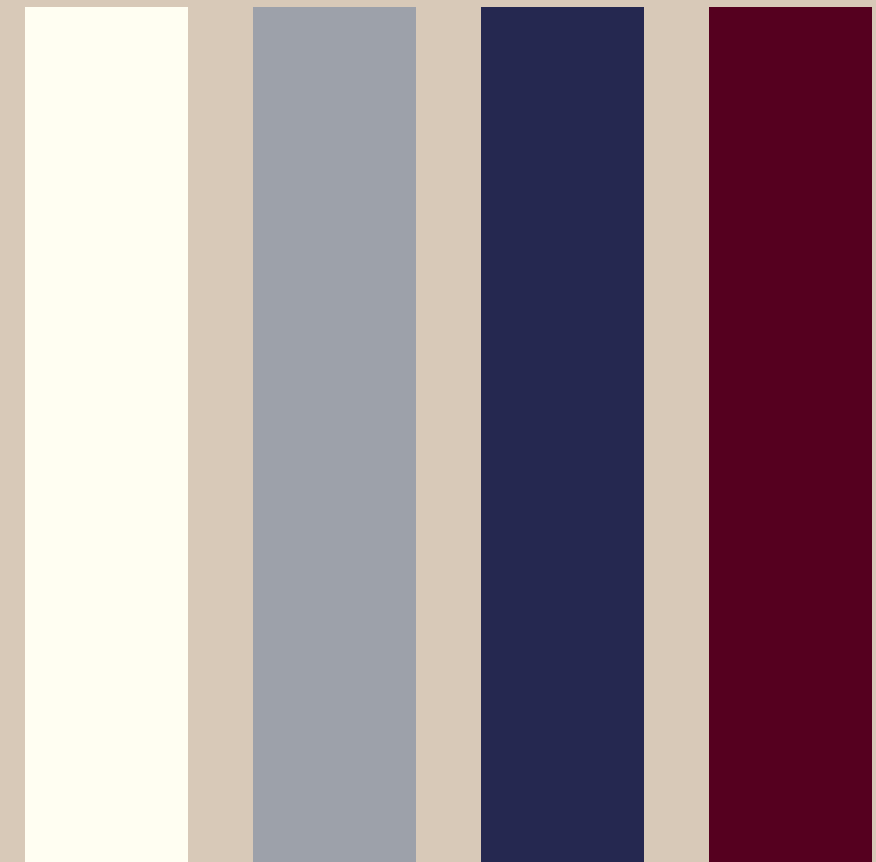
Color Palette

#252850 is a deep navy blue color suggests stability, trustworthiness, and authority. It also conveys a sense of professionalism and communicates a sense of expertise and reliability.

#55001F is a classical burgundy red color that is associated with power, passion, and luxury. It conveys a sense of elegance and sophistication. It wants to emphasize the high-quality, bespoke nature of their products.

#9DA1AA is a light gray color that is associated with neutrality, balance, and sophistication. It can also convey a sense of timelessness and durability and is used to emphasize the craftsmanship and longevity of our custom tailoring products.

#FFFEF2 is a very light shade of ivory that conveys warmth, clarity, and happiness, making it a good choice to communicate friendliness, approachability, and simplicity.



Target Audience

At Keck Custom Tailor, we understand that our customers are busy professionals, discerning individuals, and style-conscious consumers who value quality and convenience. Our customers appreciate the personalized attention and high level of craftsmanship that we provide, and understand the value of investing in clothing that not only looks amazing but also feels comfortable and functional.



Fonts

Headlines

Dream Avenue

Aa

Body Text

Montserrat

Aa

Sample Text

Perfect Fit!

Craft the suit you've always wanted with our expert tailoring services. Our skilled tailors will ensure a perfect fit, using high-quality fabrics and customization options to create a unique style that reflects your personal taste.

Our tailoring brand values sophistication and creativity, which is why Dream Avenue's elegant and modern font is the perfect fit.

Montserrat's clean and versatile font enhances the readability of our body text, making it easy for customers to read about our tailoring services and offerings. Its simple yet elegant design complements our brand's focus on quality and attention to detail, while also providing a modern and approachable feel to our overall aesthetic.

Unique Selling Proposition

At Keck Custom Tailor, we offer a tailored approach to tailoring that sets us apart from the competition. Our team of friendly and approachable tailors take the time to get to know each of our customers, understanding their unique style and preferences, and tailoring every garment to perfection. We believe that clothing should not only look amazing but also feel comfortable and functional, which is why we use only the highest quality materials and pay close attention to every detail.



Tone of Voice

We, as a tailoring business, aim to convey a tone of voice that is professional, approachable, and friendly. Our brand voice emphasizes the quality and attention to detail that goes into every garment, while also being welcoming and accommodating to our customers.

We strive to provide a unique and personalized experience, using language that is clear, concise, and relatable. Our tone is designed to convey sophistication and expertise, while also being warm and inviting to customers of all backgrounds.



Moodboard

Our mood board features images that showcase our refined aesthetic, including tailored suits, classic accessories, and expertly crafted details. We prioritize elegance and sophistication in all aspects of our brand, from our luxurious fabrics to our expertly tailored fits. We ensure the color palette of the brand guidelines is reflected in the colors of the images on the moodboard.

