JI&ZI

FASHION & MORE

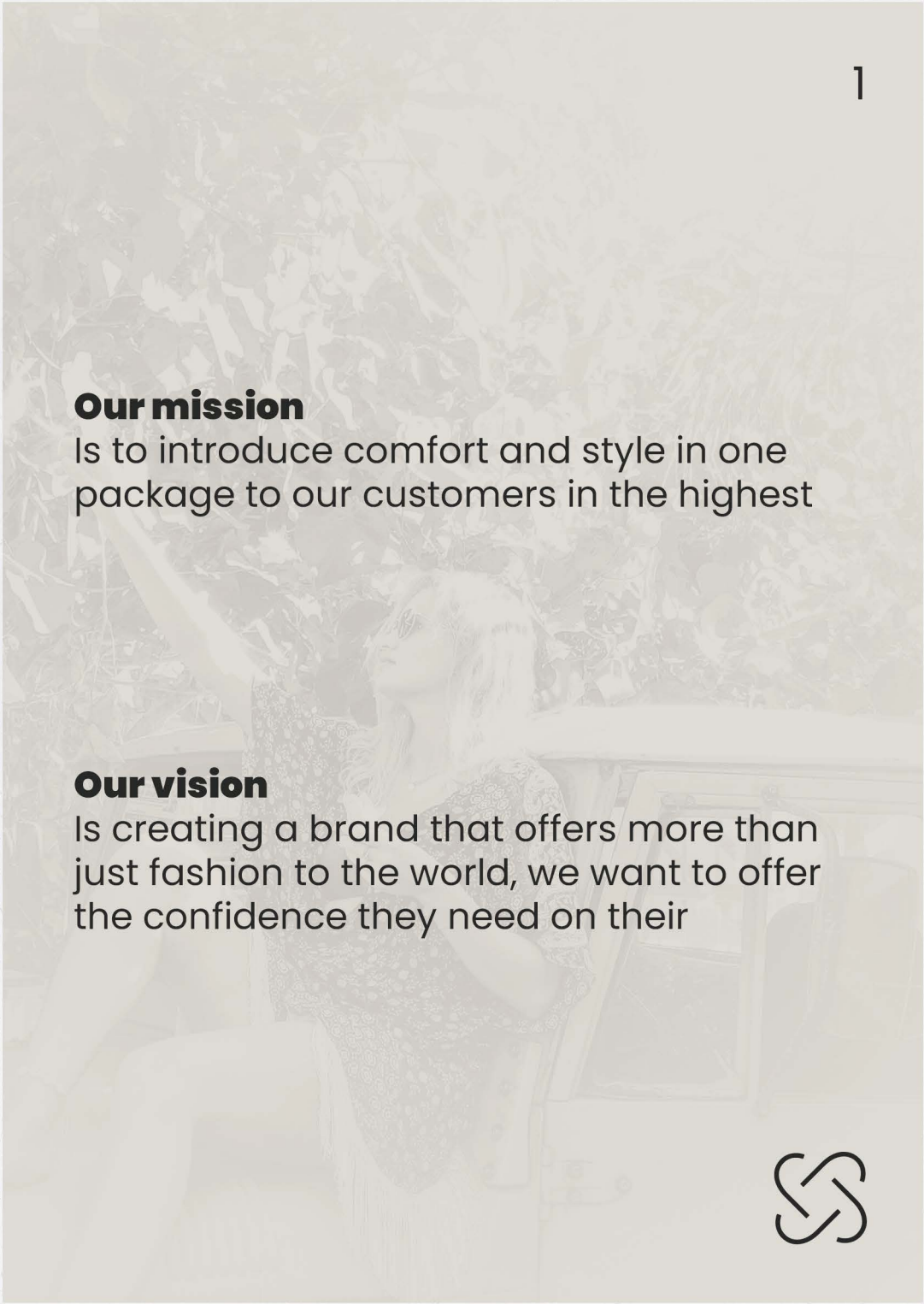
Brand Guidelines

The story behind us

Our story is simple, we wanted to create a fashion brand that is more than just fashion. A brand that speaks to everyone, at every age catering to each individual's personal taste, for every size, color and age. All without sacrificing **comfort, style and most of all high quality.**

Our brand is inspired by nature, made of nature most comfortable materials.

It's that simple.



Our mission
Is to introduce comfort and style in one package to our customers in the highest

Our vision
Is creating a brand that offers more than just fashion to the world, we want to offer the confidence they need on their

Our values

Confidence

We want when our customers to get the confidence they need, to get inspired, every single time they open their closet.

Simplicity

The most luxuries things in life are the most simple, because within simplicity comes sophistication and within sophistication comes quality.

Taking chances

When you know for a fact that you are comfortable in your own skin, and you waste no time on the little things that could interrput your flow, you dress up, and you go out there and you take the chances. This is what our brand aspire to.

All natural

Nothing beats nature, and with products inspired by name and made from all nature materials, you feel comfortable and unbeatable.

Our persona

Our brand speaks to everyone, no matter where they are? what color they are? nor what size?

Whether your personality and looks speaks professional, smart, outgoing, chilled out, whoever you maybe, how you feel about yourself matters to us as much as it does to you.

We are made of all of you.

Let’s get a little...
techincal

Our symbol

The symbol is composed of the letter J and is legible at most sizes, and a small version is provided for micro applications, to use when needed. and also used in our patterns as will be shown when we come to our visual assets gallery.

- The symbol should be used as a complimentary element.
- The symbol should be used as app icons, and a favicon.
- The symbol minimum size is 20px, keeping in mind the weight of the stroke.

Our logo

Safe space

What is safe space? In simple terminology, safe space around our logo is the distance that must be kept with our logo and any other elements used any design, aside from background elements, such as patterns, as long as our logo maintains dominant apperance.

Our logo

Our instances

The instance of our logos come in two. The vertical instance is to be used primarly.

- You may alternate between the two instance in accordance of what you are designing.
- You may only use the instances provide in our files.
- Do not by any means re arrange our logo.
- Our tagline is consistant with the use of our logo and may not be removed.

Our logo

Background usage

There is one rule to keep in mind when using our logo. Whatever background you may end up using, clarity and dominance of the logo must be the number one priority.

- Avoid using the logo on background with similar colors.
- Contrast, contrast contrast!

Our logo

General logo rules

Those are the rules when it come to using our logo and are not meant to be broken.

01• Do not crop the logo.

02• Do not change the transparency of the logo.

03• Logo is to be used as black or white.

04• Do not change the size or position of the symbol or the type.

05• Do not rearrange the elements of the logo.

06• Do not remove the tagline.

07• Do not supress the logo's safe space.

08• Do not distort the logo or rotate any part of it.

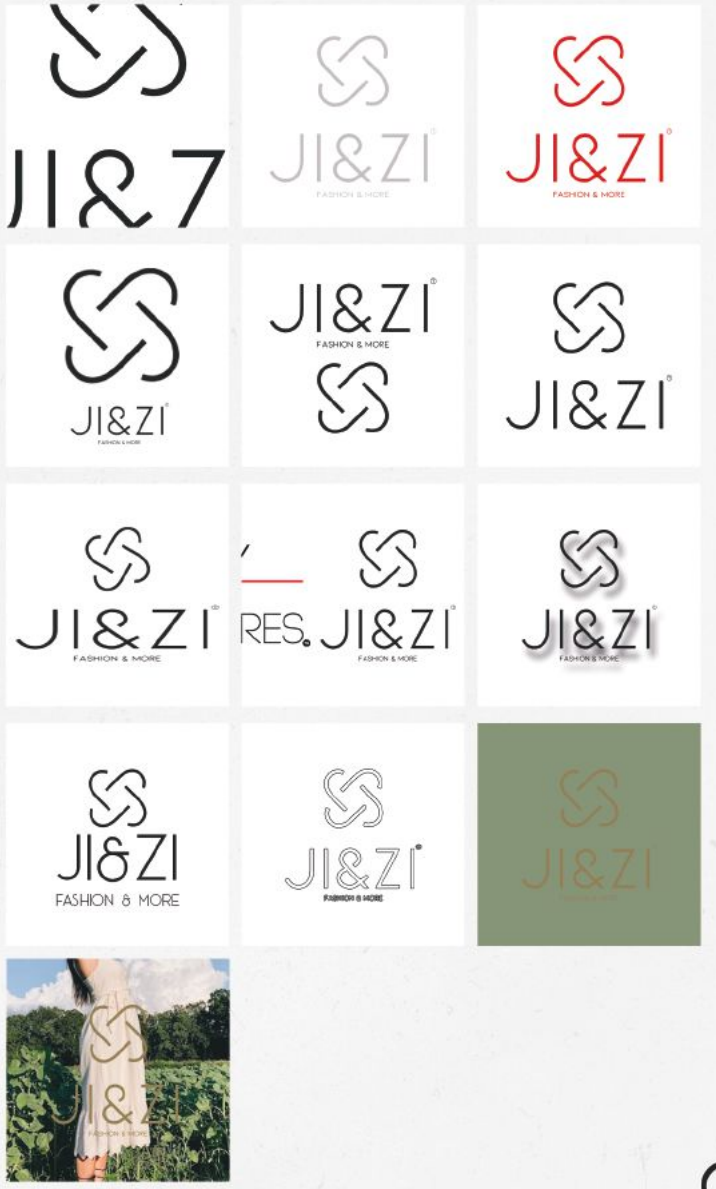
09• Do not use any type of effects on the logo (e.g drop shadow).

10• Do not re-create using any other typeface.

11• Do not outline logotype.

12• Do not use the logo on low constract solid backgrounds.

13• Do not use the logo on busy areas of live backgrounds



“Fashion is a speechless statement.”

Photography

Look-Book guide

1. Create Concept and moodboard: Start by brainstorming the concept and creating a mood board that includes the brand's aesthetic, inspiration, and desired mood for the shoot. This will help guide the entire shoot and ensure everyone is on the same page.

2. Location scouting: Choose a location that complements the brand's inspiration and aesthetic. Consider a place that has natural elements like a park, beach, or forest.

3. Model casting: Select models that embody the brand's values and aesthetics. Ensure the models are comfortable with the brand's style of clothing and can bring the desired emotion to the shoot.

4. Equipment needed:
Camera and lens
Tripod
Reflector or diffuser
Lighting equipment (if shooting indoors or in low light)
Props (such as flowers, greenery, or other nature-inspired elements)
Clothing steamer.

5. Hair and makeup: Choose hair and makeup that complement the brand's aesthetic and the shoot's overall theme.

6. Wardrobe: Select clothing pieces made of linen that fit the brand's style and inspiration. Choose a color palette that works well with the location and model's features.
Preferred timing for the sessions: Choose a time when the natural light is most flattering, which is typically during the golden hour (the hour before sunset). Check the weather forecast to ensure there is no rain or harsh sunlight.

7. Pose and direction: Provide clear direction to the models and ensure they are comfortable and relaxed. Encourage natural movements and interactions with the environment.
Editing: Choose a post-processing style that complements the brand's aesthetics and creates a cohesive look.
Final touch-up: After editing, perform final touch-ups and ensure the images meet the brand's requirements and standards.

Photography

Life Story - Guide

All rules of the Look-Book guide applies, however, a key note to keep in mind is all location choosen for the Life Story sessions, must be **nature inspired.**

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2. Location scouting: Choose a location that complements the brand's inspiration and aesthetic. Consider a place that has natural elements like a park, beach, or forest.

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elegance
comfort

Visuals

"Subtle but **popping**"

Paper bags

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"Shipping that feel as
good as shopping does."

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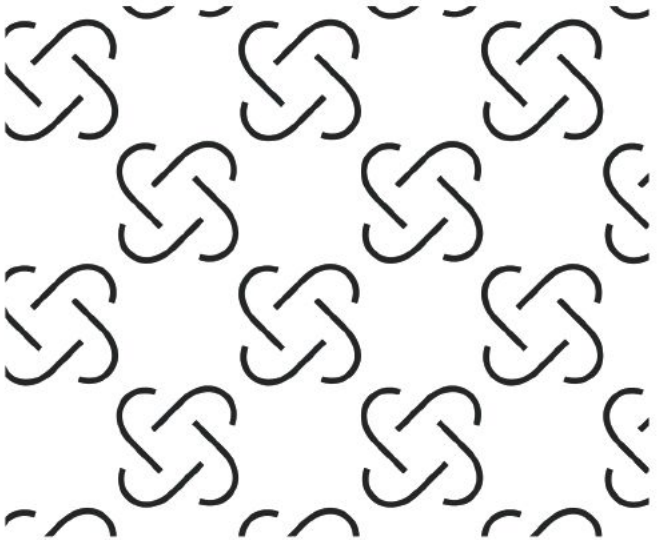

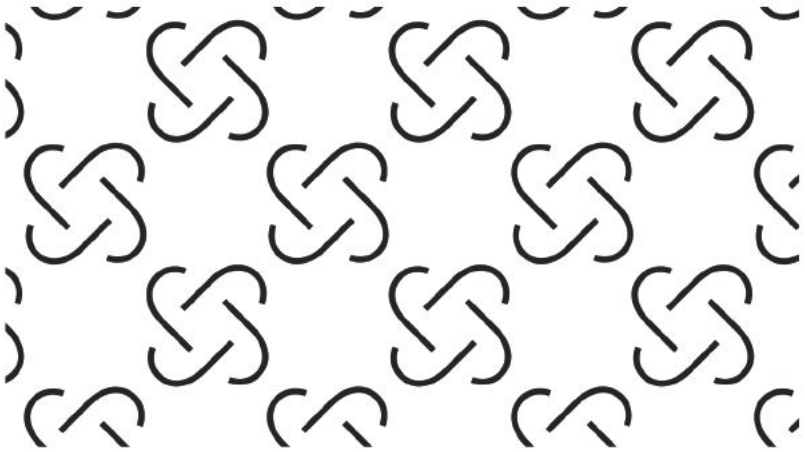

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WE CARE FOR T
PROVIDE YOU, SO
100% ALL NATR
COLD WASH SE
DRY CLDAN ONL
DO NOT BLEACH
IRON LOW
RODUCTS
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FASHION & MORE
HOWEVER PRICELESS;
IT COMES AT
$30
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NATURE INSPIRED

JI&ZI
FASHION & MORE
ESTABLISHED
1989

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When nature
is your look

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