

Fly By Fashion
Mount Saint Mary Academy
Buffalo, New York

Branding Submission

Logo:



Here's our color breakdown, according to our designer Joe Dennie:

1. The pink brushstroke has small elements ranging in value from 18-72% Magenta.
2. The gold brushstroke utilizes a combination of six different yellows, oranges and bronze tones to create the gold look.
3. The gold foil employs the use of two different gold gradients that are then overlaid with multiple highlights and shadows to give the illusion of shimmer.
4. The hanger icon and text is black, and font is **Candara**.

Business Card:



(front)



(back)



Letterhead & Company Description

Fly By Fashion is a subscription-based company committed to bringing fashion to your doorstep. Through the use of a user-friendly website and high-tech drones, we provide you with clothing that not only includes the latest trends, but is personalized for you.

Fly By Fashion's most important goal is to bring you your fashion fix!

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A Virtual Enterprises International firm

Our company at work:



Fly By Fashion made our branding prominent in our latest catalog.

Fly By Fashion invested in a pop-up display that is used in our trade fair booth at all Virtual Enterprises events.



Fly By Fashion made stress balls as incentives for the Los Angeles and New York City Trade Shows.

Fly By Fashion also used our company microphone to interview customers at the Northeastern Trade Show.