



apollo • moda

breaking new ground

## OUR BRAND STORY

/əˈpælʊ/ - a-pol-lo

# apollo

*(noun) (Greek mythology) Greek god of light; god of prophecy and poetry and music and healing; son of Zeus and Leto; twin brother of Artemis*

WE ARE

**BOLD**  
**OFFBEAT**  
**DYNAMIC**  
**VEGAN**

*Eccentric*



a

YOU ARE

Young Professional  
Active  
Social  
Adventurous  
Fashionable



# BRAND MOODBOARD

# GLITCH

# BOLD

## 9. Agave Glitch

Duotones, glitches, and synthwaves take us to the future. Tomorrow trend is a retro futuristic take on



# B/W



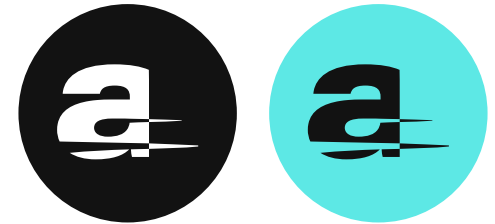


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breaking  
new ground

## LOGO

### main graphics - logo



LETTER A, smallcaps + stroke move:

Strong point and recognizability of the sign is in its asymmetrical form and “speed” strokes, since the brand is “out of box”, energetic and different.

Usage:

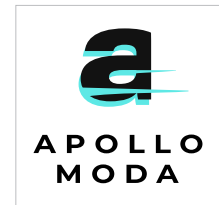
Stickers, social media avatars, social media posts, website icons, clothing, basic branding...

### full logotype



APOLLO  MODA

horizontal usage:  
email signatures, shelves branding etc.



stacked usage:  
labels, website, sponsors...

# COLORS

Color can set the basic tone, mood, connotation and conception of a brand. Since our target group are men, basic monochromatic color scheme b/w would be the right choice, with addition of vibrant blue/green color that can play an important role in brand recognition.

All the colors works well with each other, and will work well as a part of UI for the Apollo moda e-commerce website.



**121212**

Rich Black FOGRA 39

**606060**

Dim Gray

**D1D1D1**

Light Gray

**5DE8E5**

Fluorescent Blue

**FEFEFE**

White



# TYPOGRAPHY // LOGO FONT



## GRUPPO FONT

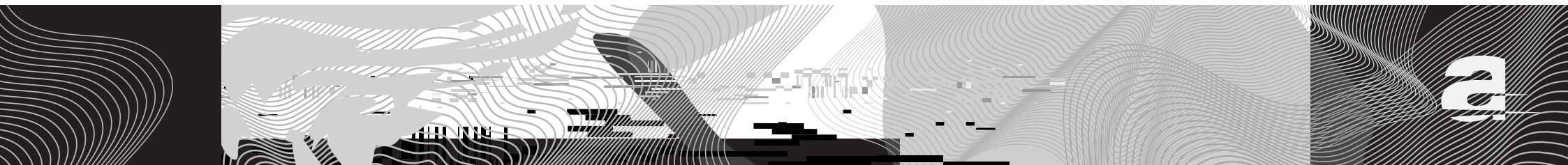
Used as a main typo addition to logo sign. Can be used for titles.



### About **Gruppo**

Gruppo was conceived as a display typeface for style conscious, laid-back branding where 'little is more', or, in Jasper Morrison's words, "Special is generally less useful than normal".

// FREE Google font



# TYPOGRAPHY // PRIMARY FONT



## MONTSERRAT FONT

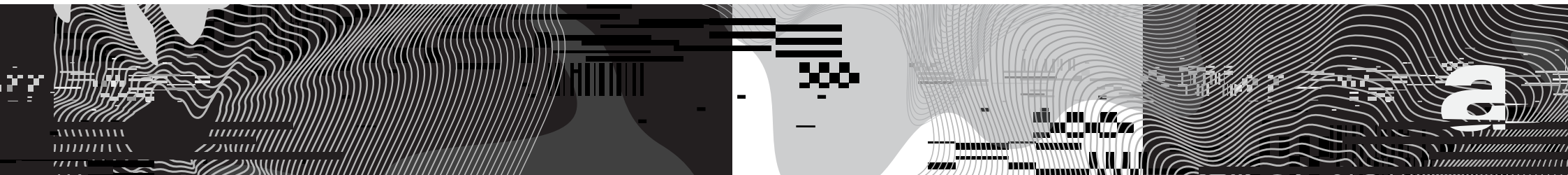
Used as a main typo addition to logo sign. Website layout, branding titles....

### About **Montserrat**

Geometric font: clean lines, easy to read, ideal for website layouts, long text. With variety of weights, this type makes a big first impression and communicates your brand's tone of voice quickly.

Paired with the right layout, it may speak loud.

// FREE Google font



## TYPOGRAPHY // SECONDARY FONT



# Superion

Used as a part of branding as a playful and great complementary font to serious Montserrat.

### About **Superion**

Superion font is a supercharged brush font style, street-wise brush font bursting with energy. With extra attention to quick strokes and sharp details.

This font is perfect for challenging jobs, titles, t-shirts, websites, hoodies, clothing, headline, logo, type, branding, advertising, event and various print and digital media with energy.

// 18\$ Standard Licence

<https://subectype.com/product/superion/>



## SLOGAN

*Breaking  
new ground*

**PHRASE** <https://www.collinsdictionary.com/>

If you **break new ground**, you do something completely different or you do something in a completely different way.

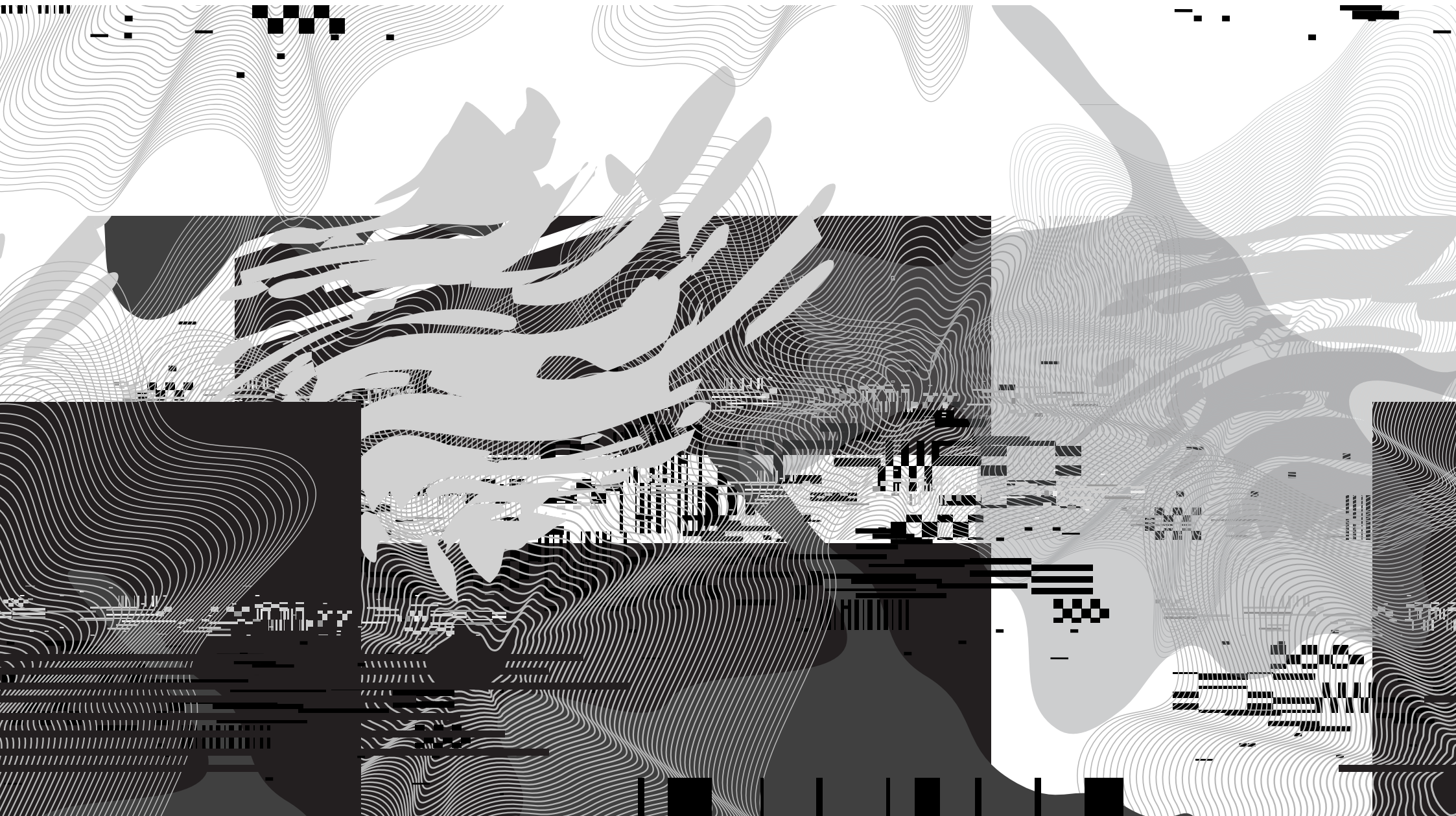
Setting voice for the brand.

Level up for creating brand recognizability.



# PATTERN

Dynamic shapes that represent move, action... creating brand recognizability.



AVROX

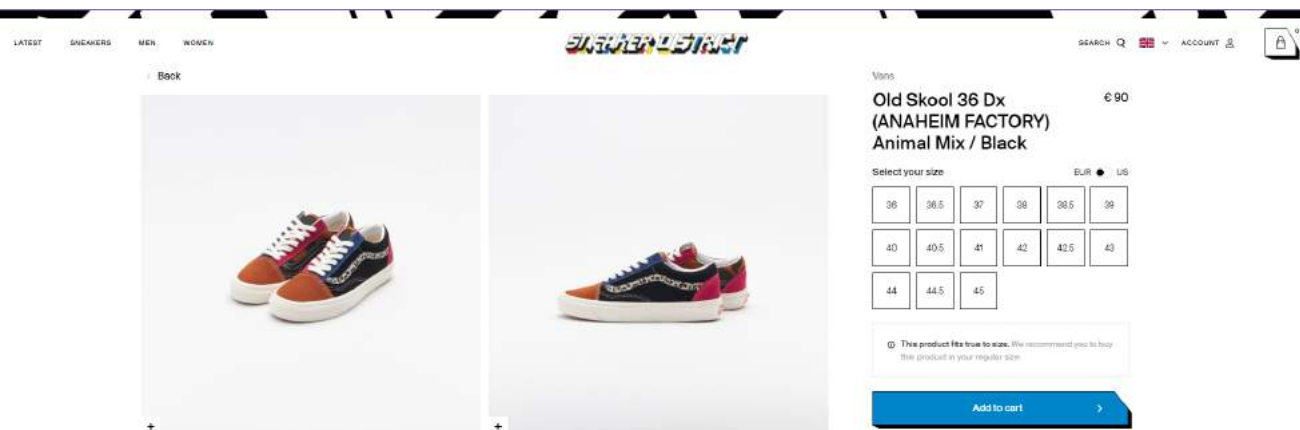
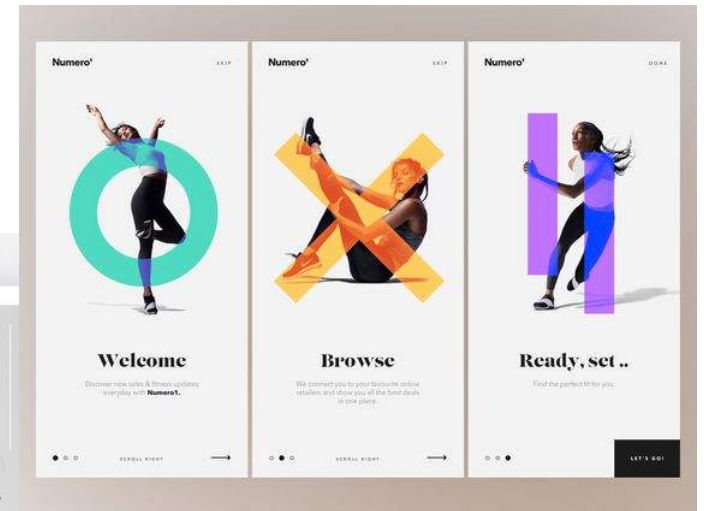
TRAVEL

EIGHT

BY AVROX

RECORDS  
MUSICS  
LIVES  
TRAVEL  
FANTASIES

EMULY AGO  
THE MASCOT,  
SHOES & DRINKS



***Sneaker District***  
<https://www.sneakerdistrict.com/>

// Branding // Product Details

# WEBSITE FEEL & LOOK

just for visual purposes



Have a question? [support@apollomoda.com](mailto:support@apollomoda.com) | [Register](#) | [Sign In](#)

USD ▾

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☐ Out of stock 69

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## NEW IN

View as

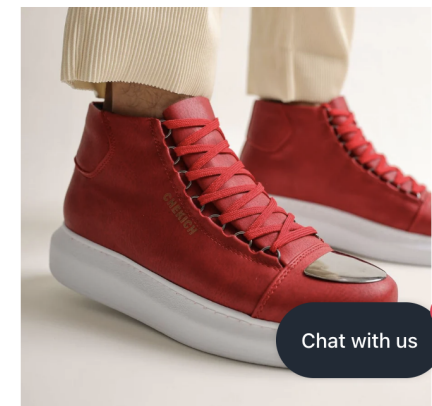


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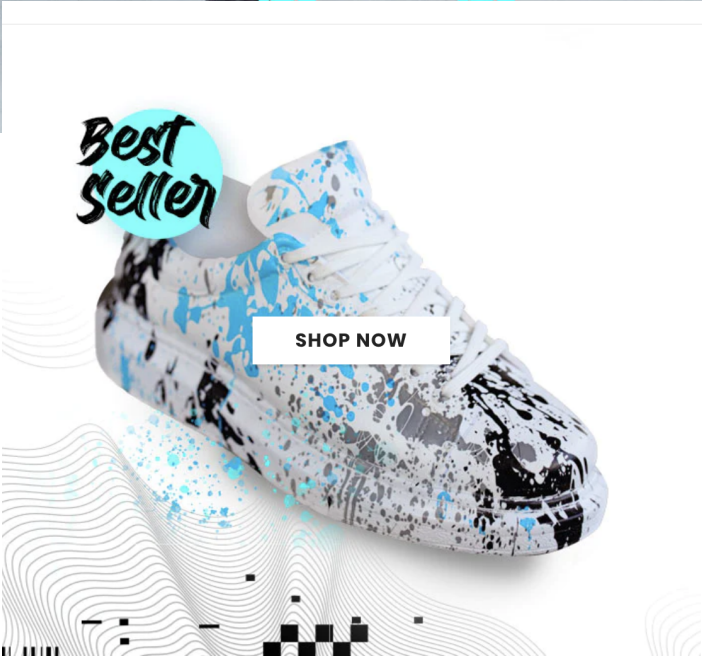




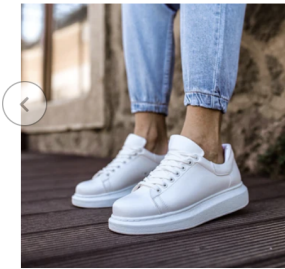
OUR APPAREL



Get  
10% Off



BEST SELLERS



Pluto in White  
\$108.99



Kelly in Blue  
~~\$129.99~~ \$111.99



Luiz X in All Black  
\$109.99





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