

Branding Identity Process Book

Company Name: Marcelo Burlon County Of Milan

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Creative Brief / Design Statement

Company Name: Marcelo Burlon County of Milan

Marcelo Burlon, County of Milan is the eponymous label of DJ, fashion designer, stylist, public relations specialist, and creative director and founder Marcelo Burlon. The brand takes inspiration from the Patagonia region and '90s club culture. The label has since become popular among high profile influencers and celebrities including LeBron James and Pusha T, as well as fully fledging a men's luxury streetwear line.

Whether drawn by splendid designs or heartfelt recollections, or the curiosity of what will be the next big thing, streetwear has proudly proven its sustainability in a volatile fashion marketplace. Make no bones about it, streetwear is meant to be enjoyed and experienced in the proper fashion. Rich textures and hues mesmerize the consumers with waves of exotic yet familiar styles. Streetwear is street fashion that saw its humble beginnings take root in California's surf and skate culture. Since then, it has grown to encompass elements of hip-hop fashion, Japanese street fashion, and lately modern haute couture fashion. Streetwear more than often centers on more relaxed pieces such as jeans, baseball caps, hoodies and sneakers.

Logo Creation (20 Ideas Sketch)



MARCELO BURLON
COUNTY OF MILAN

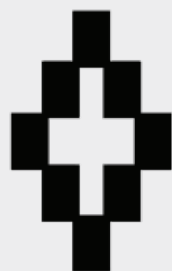


MARCELO BURLON
COUNTY OF MILAN



MARCELO BURLON
COUNTY OF MILAN

Logo Creation (One Idea with Responsive Interaction)



MARCELO BURLON
COUNTY OF MILAN



MARCELO BURLON
COUNTY OF MILAN

MARCELO BURLON
COUNTY OF MILAN



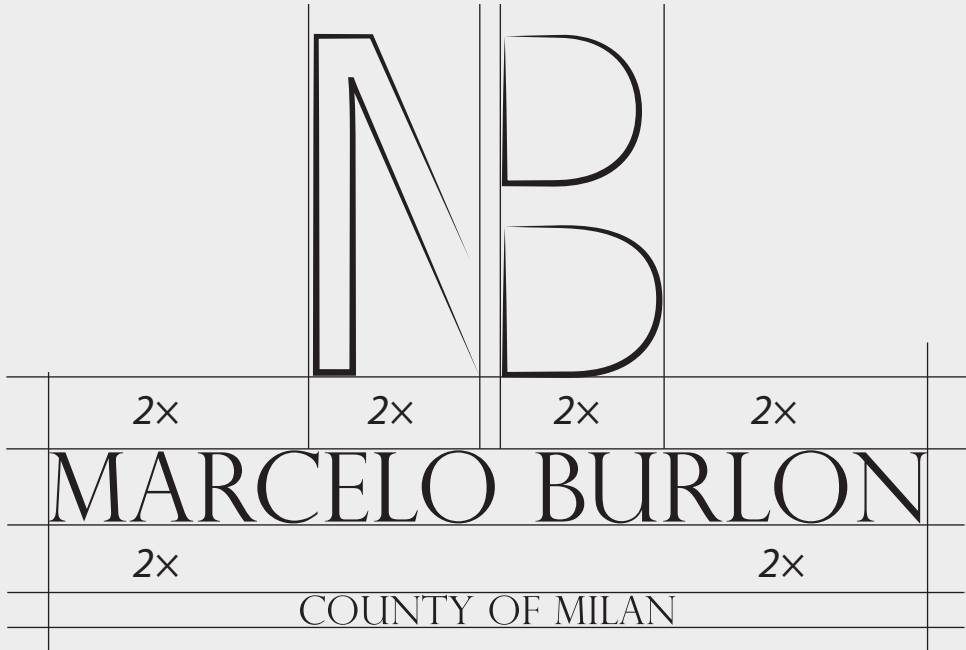
Logo Description

MARCELO BURLON








COUNTY OF MILAN

Logo Description: Marcelo Burlon County Of Milan was written in clean neat lines and placed in a perfect square. Marcelo brlon created the logo with the initial MB. I chose black for the luxurious image and the color of the new corporate identity. The marcelo burlon font used the Myriad Pro font to create a more luxurious image.

Logo Usage (Dimension / Safe Zone / Acceptable)



Logo Usage (Dimension / Safe Zone / Acceptable Unacceptable)

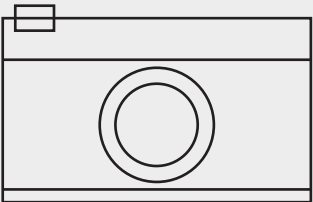
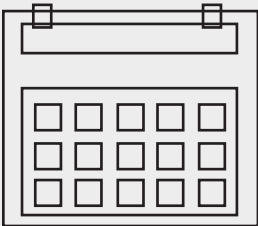
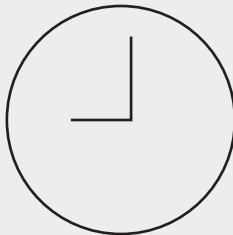
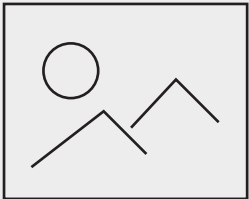
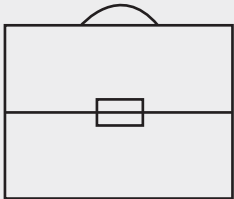
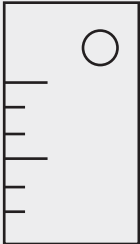
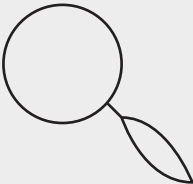
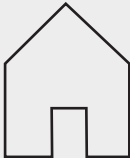
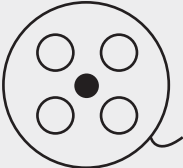
| | | |
|--|--|--|
| <p>1</p>  <p>MARCELO BURLON COUNTY OF MILAN</p> | <p>2</p>  <p>MARCELO BURLON COUNTY OF MILAN</p> | <p>3</p>  |
| <p>4</p>  <p>MARCELO BURLON COUNTY OF MILAN</p> | <p>5</p>  <p>MARCELO BURLON COUNTY OF MILAN</p> | <p>6</p>  <p>MARCELO BURLON COUNTY OF MILAN</p> |
| <p>7</p>  <p>MARCELO ADIDAS COUNTY OF MILAN</p> | <p>8</p>  <p>MARCELO BURLON COUNTY OF MILAN</p> | <p>9</p>  <p>MARCELO BURLON</p> |

INCORRECT LOGO USAGE

DON'T:

- 1. Change logo's orientation.
- 2. Add extraneous effects to the logo
- 3. Place the logo on any other signboard
- 4. Change the logo colors.
- 5. Flip the logo
- 6. Scale the logo unproportionately.
- 7. Make alterations, additions or substitutions to the words and or colors contained in the logo.
- 8. Use the logo as a repeated pattern
- 9. Display the logo without the "COUNTY OF MILAN" letter.

Icons Creation (10 Universal Icons)



Color Palette



Marcelo Burlon LOGO BLACK

PMS: 344

CMYK: 0 / 0 / 0 / 100

RGB: 35 / 31 / 32

HEX: # 231F20



Marcelo Burlon LOGO YOLLOW

PMS: 42

CMYK: 7.45 / 21 / 74.9 / 0

RGB: 237 / 197 / 93

HEX: # EDC55D



Marcelo Burlon LOGO SILVER

PMS: 163

CMYK: 12.57 / 7.24 / 9.42 / 0

RGB: 220 / 224 / 223

HEX: # DCE0DF



Marcelo Burlon LOGO SILVER

PMS: 357

CMYK: 8.7 / 100 / 100 / 1.36

RGB: 216.75 / 21.68 / 29.18

HEX: # D8151D

Font Family

Myriad Pro Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Myriad Pro Font BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

TYPOGRAPHY: PRINT Typography is a key element to communicate a unified personality for Marcelo Burlon County Of Milan . We have selected Myriad Pro as our font. Myriad Pro is clean luxury, it is not overbearing. When writing headlines use Myriad Pro.

Process Statement (Conclusion)

Marcelo Burlon launched his label 'County of Milan' on t-shirts to be used as a sort of uniform for the parties organized by him as a DJ. The T-shirts had a deeper appeal among the buyers- wearing his T-shirts led to recognition of being part of some cool gang. The label was inspired by his personal mix of symbols like motif of Patagonia, club culture of the 90's, a bird's wingspan and a large snake moving around the neckline. He collaborated with the graphic designer Giorgio di Salvo for his fashion line. During the first year, 10,000 t-shirts were sold through 90 stores in Italy with an average price of €160 per t-shirt. It was an amazing response to a new brand which had spent a big zero on advertisements. His label has expanded aggressively within a short span of six years, covering the complete clothing line including kids' wear, menswear, swimwear, and womenwear being sold by over 450 stockists and 380 reputed stores located in major destinations around the world, including high value retailers like Opening Ceremony, Harvey Nichols, Lane Crawford and Selfridges. The brand later added new products in its fold –bags, caps, mobile phone cases and sneakers after collaborating with Eastpak. Marcel Burlon has an estimated net worth of over \$10 million dollars. With support from erstwhile Milanese retailer Claudio Antonioli, who oversees commercial marketing, and Davide de Giglio, who looks after production, the turnover of County of Milan exceeded €35 million during the year 2016.

