





Credits: Amy Peikon

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1 We aim to provide a space where **artists** can delve into alternative mediums **outside of their usual environment**. Igniting innovation and alternative perspectives.



Credits: Dingyun Zhang, shot by Aidan Zamir



Credits: Dingyun Zhang, shot by Aidan Zamir

2

We aim to showcase the potential of the **new wave artists**. The ability to **embrace creative spirit** and think out-side the status quo.



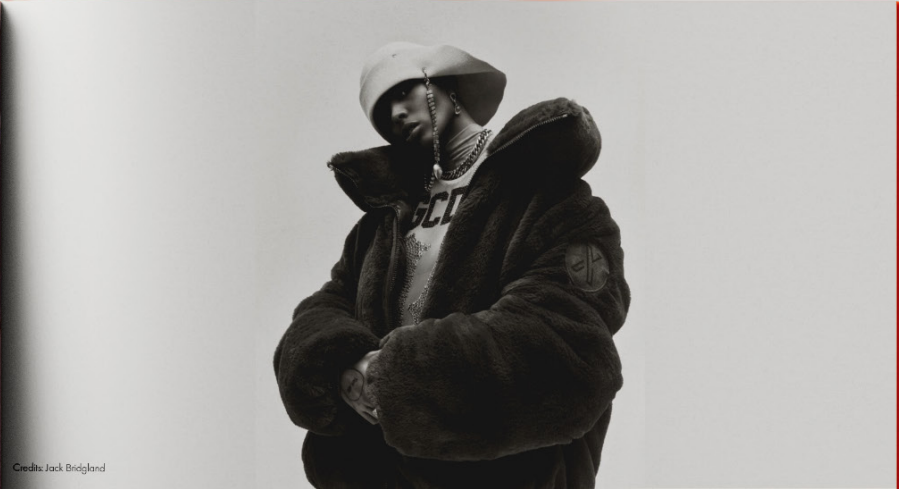
Credits: Amy Peskett

1

Credits: George Sheehey

3

We aim to build a **genuine community** surrounding Blue Resident, with open discussion about shared interests and social issues. **We want to stand in unison.**

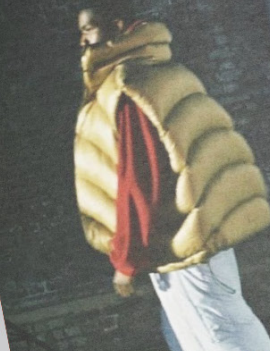


Credits: Jack Bröglind

4

We have pride in our forward-thinking nature. With **responsible practices** running through all parts of the brand, **with zero exceptions.**

We Are Durable.
Not Disposable.

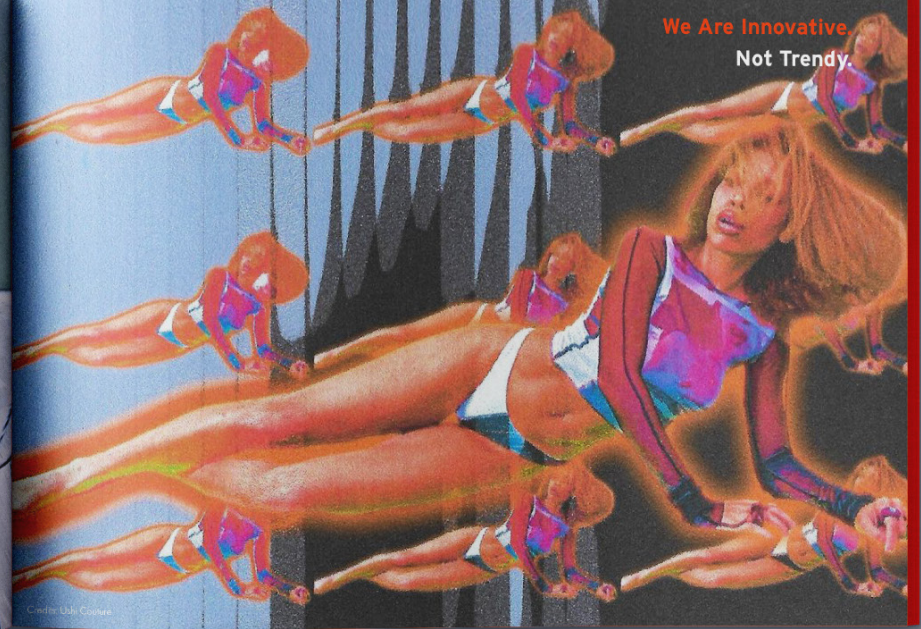


Credit: Deyuan Zhang, shot by Greta

L'ORÉAL
PROFESSIONNEL
PARIS



We Are Innovative.
Not Trendy.



Credit: Udi Cozzani

**We Are Durable.
Not Disposable.**

Credits: Sinead Gorey, shot by OFF.MGMT



**We Are Transdisciplinary.
Not Singular.**

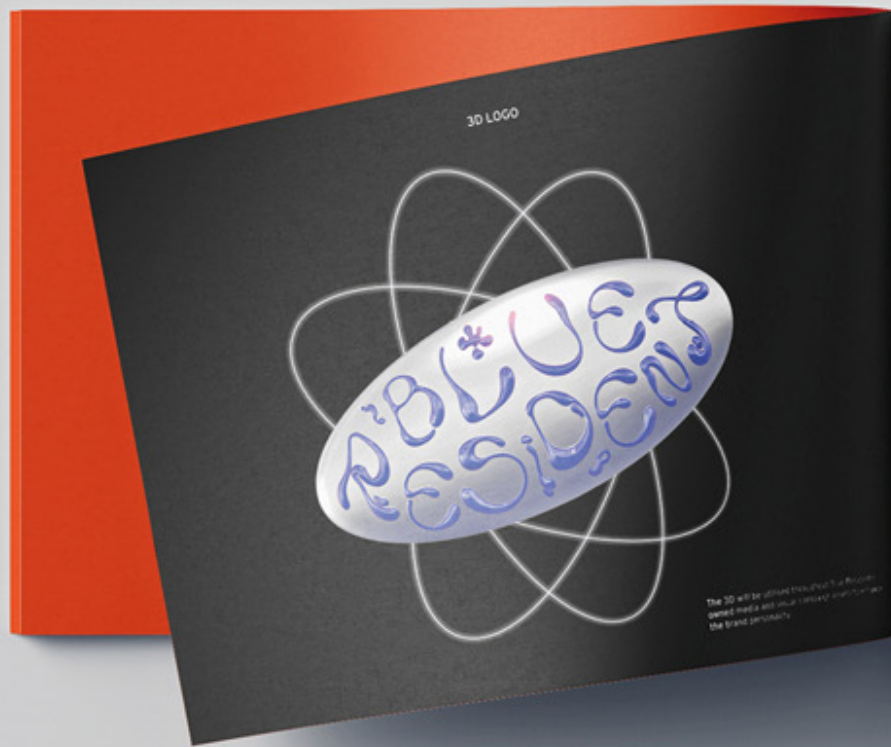
Credits: Dingyun Zhang, shot by G



Credits: Brian Deag



**We Are Homogeneous.
We Are A Collective.**



Logo Placements



Logo Placement on Campaign Imagery:
 Consistently in corner.
 Spacing and size is dependant on images empty space.
 The minimum margin is 1/40th of the image dimension

DISPLAY FONT:

LADI, GROSS.

This font aligns with the brand due to its fluidity and visual connotations to artistic flare. The font is based on liquid forms, to display a high contrast in its imbalance and uncertain curves. It resembles a dense liquid suspended in constant movement, distinctly similar to paint. Each letter is completely individual, similar to the garments made at Blue Resident.

PRIMARY TYPEFACE

Interstate

As 'Ladi, Gross' is a dominating display type, Interstate has been chosen for the alternate copy. The font has heavy visual elements and has various modes of application through different case types and its diverse editions.

LADI, GROSS

Large Heading
72pt

LADI, GROSS

Medium Heading
48pt

Interstate Bold

Small Heading
20pt

Light
Light Italic

Interstate 14pt

INTERSTATE BOLD

Sub-Heading
12pt

Regular
Regular Italic

Interstate 14pt

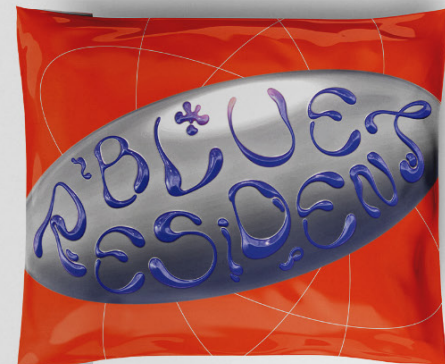
Bold
Bold Italic

Interstate 14pt

El moluptatur, omnisquate nam faceperi iibusape min nis ne nis solorio iit anditai enihili talumDoluptationse doluptatint magnatur, sincto tesequi quos aut. destis ius culigent ut ad quamus et veique conit con conemol oriores volende licabo. Ed etur accosae. Quo etur accusa? Tetur moluptant est, ut ddi omnimili ipsumqu untios ipsam am et eos intist perchit facipit la nonectat qualibus deitna. Iba volup

Copy Text
10pt

Packaging

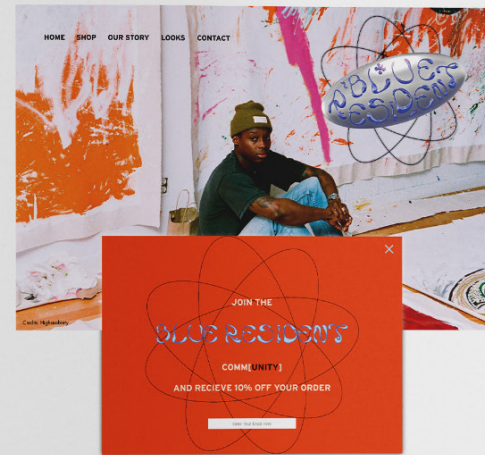






OWNED MEDIA WEBSITE GRAPHICS

The website graphics will sit on the Blue Resident website, these will alternate throughout the campaign.



WHAT DOES STREETWEAR MEAN TO YOU? HOW DO YOU DRAW CORRELATIONS BETWEEN IT AND YOUR WORK?
 Heltog: de mandone. Burt er satn it vilt esse nare. multice pestruc re. no.
 Dinover: rferre iae con veratrate astroment id poeris, con e ma. vis pesserse
 quon pablia. Maeris ma. quam too, que conauctor utruma (2 13 baris), que
 re. adico. At ut, quam nec. aciam ioualand at a senulum it ut. ligi. Fut gra

EMAIL POP-UP



OWNED MEDIA BEHIND THE SCENES

The Behind-the-Scenes content will be posted on Instagram and Facebook as Story posts. Refer to scheduling (Pg.39) for posting frequency.

THIS CONTENT WILL BE ATTACHED IN VIDEO FORM

The Campaign Imagery Refer to scheduling



KATIE PAGE SHOOT



BUBBA ROSO SHOOT



GEE'S GARMS SHOOT



HOLLY HOLDER SHOOT

OWNED MEDIA ADDITIONAL STORY CONTENTS

These are examples of Story posts that will be posted on Instagram and Facebook. Refer to scheduling (Pg.39) for posting frequency.



DROP COUNTDOWN



CAMPAIGN IMAGERY



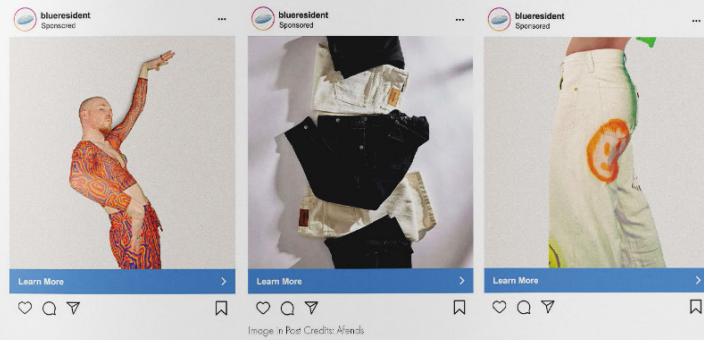
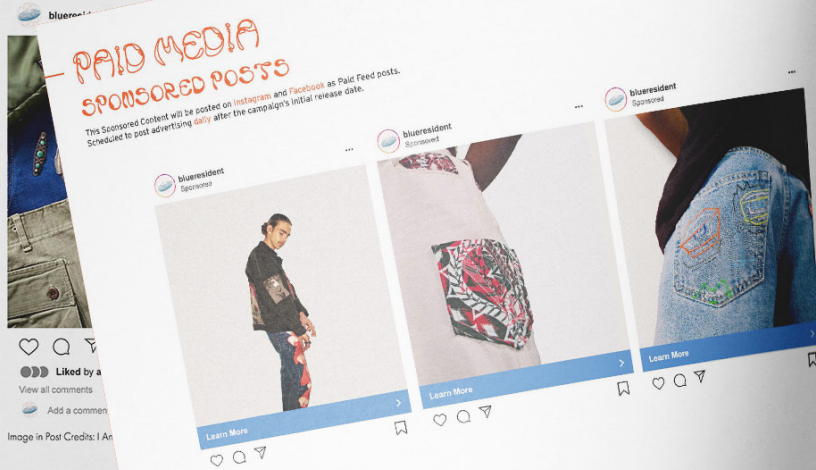
CUSTOMER FEEDBACK

OWNED MEDIA STYLED CONTENT

The In-House Styled Content content will be posted on Instagram and Facebook. Refer to scheduling (Pg.39) for posting frequency.

PAID MEDIA SPONSORED POSTS

This Sponsored Content will be posted on Instagram and Facebook as Paid Feed posts. Scheduled to post advertising daily after the campaign's initial release date.



PAID MEDIA SPONSORED POSTS

This Sponsored Content will be posted on Instagram and Facebook. Scheduled to post advertising daily after the initial release date.

PAID MEDIA SPONSORED STORIES

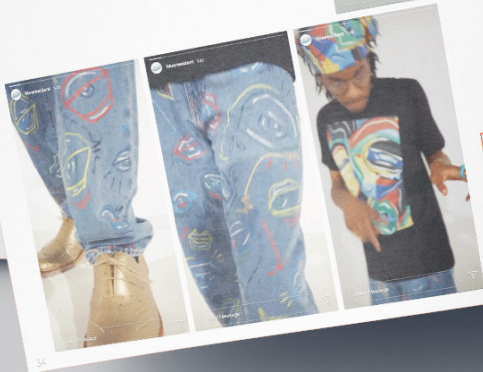
This Sponsored Content will be posted on Instagram and Facebook as Paid Story posts. Each video advertisement will last 5-15 seconds. Scheduled to post advertising daily after the campaign's initial release date.

KATIE PAGE STORY CLIP

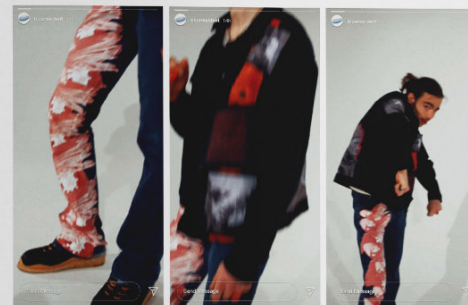


THIS CONTENT WILL BE ATTACHED IN VIDEO FORM

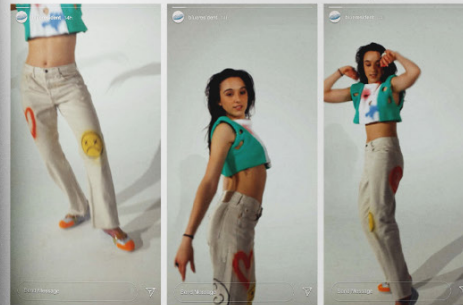
BUBBA ROSO STORY CLIP



DOM WATTON CLIP



GEE'S GARMS



PAID MEDIA

YOUTUBE ADVERTISING

The Campaign Video will be posted on YouTube as Paid Advertising.
Each video advertisement will last 30 seconds.
Scheduled to post advertising date: ...

ORGANIC INSTAGRAM

TACTICS

The Blue Resident social channels will be consistent throughout, as Facebook's organic posting will occur throughout the scheduling. Content will be posted daily. Instagram's scheduling. Content will be posted daily. This organic content is used to build the consumers awareness of the brand and personality, encouraging customer engagement.

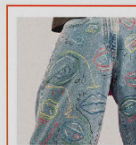
INSTAGRAM COPY



ARTISTS INTRODUCTION

We're honoured to announce that our newest collaborator is Dom Watton. This guy knows his sh*t, he's got some mad ideas in line you lucky people.

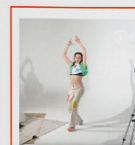
Keep your eyes on this space.



GARMET TEASER

We've got some sick sh*t currently in works at the artist studio's and the creative teams are smashing it.

We cant wait to show you guys a lil more... not long now.



BEHIND-THE-SCENES

Been busy filming some funky bits for the debut collection. We've been working with Falmouth Hip Hop, its mad to see these germs come to life.

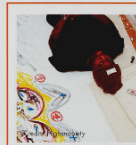
You guys aren't gunna wanna miss this one.



VIDEO TEASER

The wait is nearly over people... are you guys ready for this?

Cause I dont think you are.



ARTIST PROCESS

* Artists curate caption, this includes a couple paragraphs about their background, inspirations and creative perspectives *



CAMPAIGN VIDEO

Guys and Gals the wait is over!! Everyone spread the love on this post and I'll chose 5 people that'll get a free tee in the next drop.

This ones is for you guys.



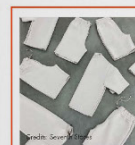
VIDEO TEASER

Newest design by @bubbaco is FIRE. Tonight 7pm GMT online.



ARTIST PROCESS

Each order is hand-crafted by our resident artist and their close teams. As a brand we acknowledge fashions supply chain social issues and have chosen to work against this. We champion collaboration through design.



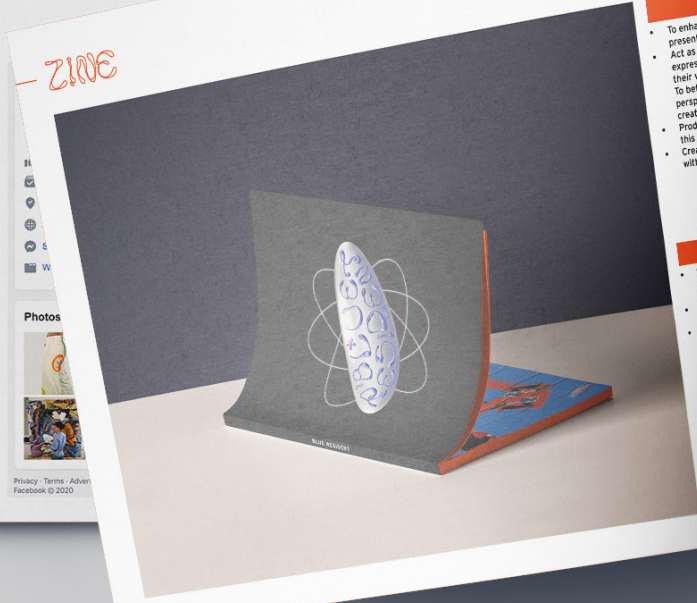
CAMPAIGN VIDEO

The Entanglement Print Consort locking fresh styled with your summer essentials. I hope you're as mad for it as we are in the Blue Resident studio.

After all... We are a COMM[UNITY].

ORGANIC FACEBOOK

As mentioned previously, Facebook's posting will mirror the Instagram



ZINE

Photos

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Facebook © 2020

AIM'S

- To enhance the brand image and present a distinct style.
- Act as the artists form on self-expression, readers can understand their work in a contextual way. To better understand the artists perspective within their art form and creative industries
- Produce an authentic manner through this commercial format.
- Create an experience for the consumer with physical attributes.

AESTHETIC'S

- The campaign imagery will feature throughout the heavily, using bold and unconventional layouts.
- The artists imagery will be shot documentary style within their studio.
- Overall aesthetic is very varied as its dependant on the artists style.

TACTICS

- Exclusively received alongside a Blue Resident order, cannot be accessed elsewhere.
- Advertised throughout the email strategy.
- All zine are printed onto recycled paper.

TIMELINE

