

OUT N ABOUT CLOTHING

CREATIVE BRIEF



OUT N ABOUT ?

Out N About Apparel Ltd. is a company whose purpose is to deliver LGBTQ2S+ and gender diverse clothing and accessories

WHY OUT N ABOUT ?

The brand exists because there is a very limited choice, especially in Canada for Queer clothing and graphic t-shirts.

WHY DO WE NEED OUT N ABOUT ?

Finding something to wear can take a heavy toll on the everyday lives of people who don't fit into the gender binary. We will offer fashion brands in Canada that will cater to butch and androgynous women, gay and trans men and women.

We should wear whatever we want that makes us feel comfortable in our skin, no matter what the tag says...

We should wear whatever we want that makes us feel comfortable in our skin, no matter what the tag says...

We should be whomever we want, no matter what society's tag says...

It's important that we all feel
comfortable to be OUT
and accepted for who we are

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INSPIRATION





SOCIAL RESPONSIBILITY

COMMUNITY

PERSEVERANCE

INSPIRING

AUTHENTIC

DIVERSITY

CREATIVE

INTEGRITY

COLLABORATION

anarchy is
the revolutionary idea
that no one
is more qualified
than you are
to decide



MOODBOARD

COLOUR SCHEME

BLACK AND WHITE

1. Literally, lacking bright colors, as of a monochromatic image.

In what decade did color movies start to replace black and white ones?

2. Of the utmost clarity; clearly defined or differentiated; without any room for confusion, ambiguity, or discrepancy.

Love isn't always black and white, you know. You have to accept that there are many gray areas in relationships.

<https://idioms.thefreedictionary.com/black+and+white>

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A HUMAN BEING IS A HUMAN BEING

IDEATIONS





OUT N ABOUT CLOTHING

MUSEO SANS font

OUT N ABOUT CLOTHING

GILL SANS font

OUT N ABOUT CLOTHING

FAT FRANK font



OUT N ABOUT CLOTHING

MUSEO SANS font

~~OUT N ABOUT CLOTHING~~

GILL SANS font

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FAT FRANK font



OUT N ABOUT CLOTHING



OUT N ABOUT CLOTHING

Contemporary
Clean
Professional
Anarchy-esque

Contemporary
Clean
Professional
Elegance
Longevity



OUT N ABOUT CLOTHING

ON OUT N ABOUT CLOTHING

OVERALL LOOK N FEEL





Out OUT N ABOUT CLOTHING



ONLINE RETAIL



OUT N ABOUT CLOTHING

SHOP

APPAREL

BAGS

SALE



BAGS
BAGS
BAGS
BAGS
BAGS

About

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Read Me



SALE

SALE

OA OUT N ABOUT CLOTHING