# OUT N ABOUT CLOTHING

**CREATIVE BRIEF** 



#### OUT N ABOUT?

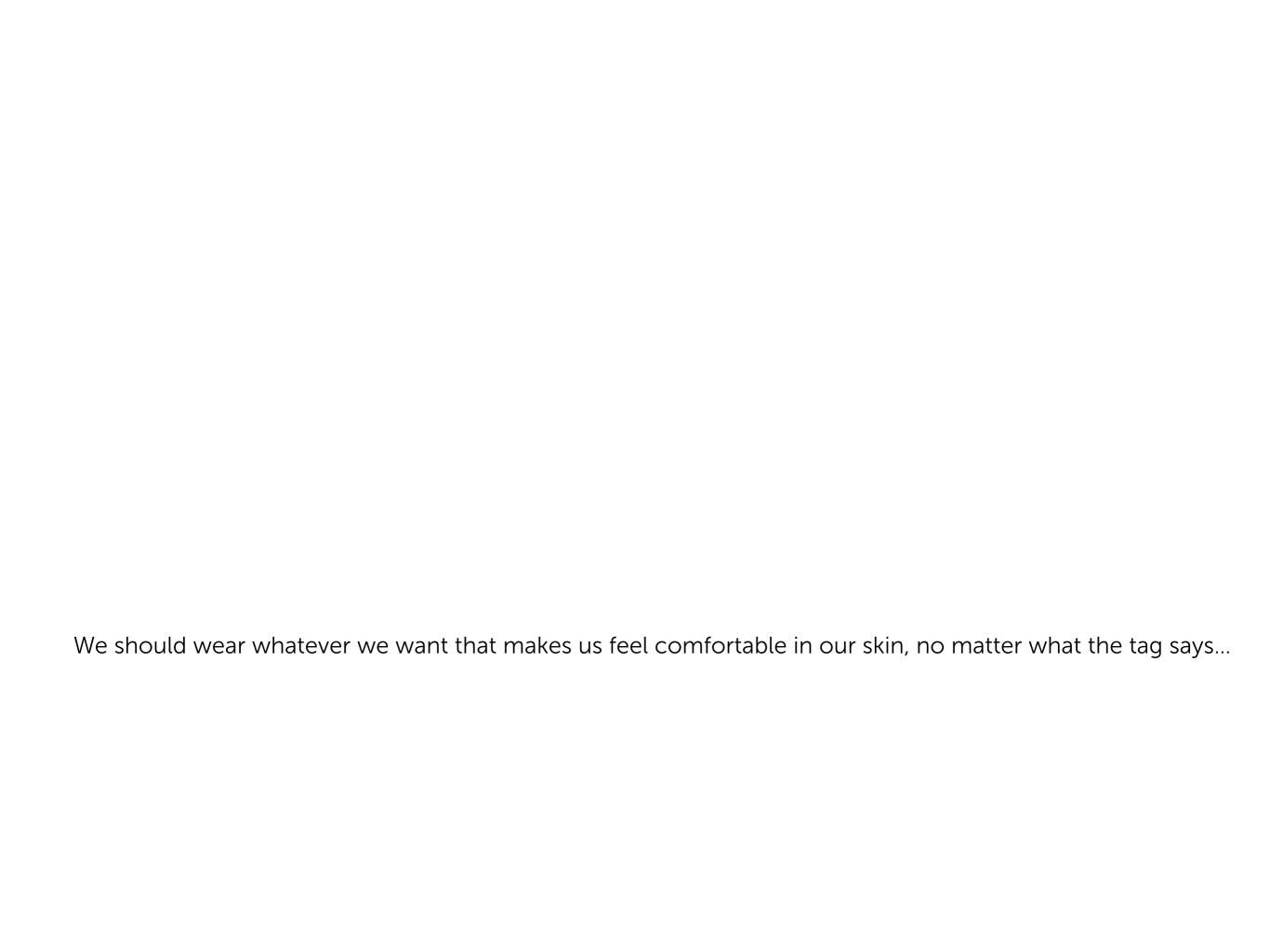
Out N About Apparel Ltd. is a company whose purpose is to deliver LGBTQ2S+ and gender diverse clothing and accessories

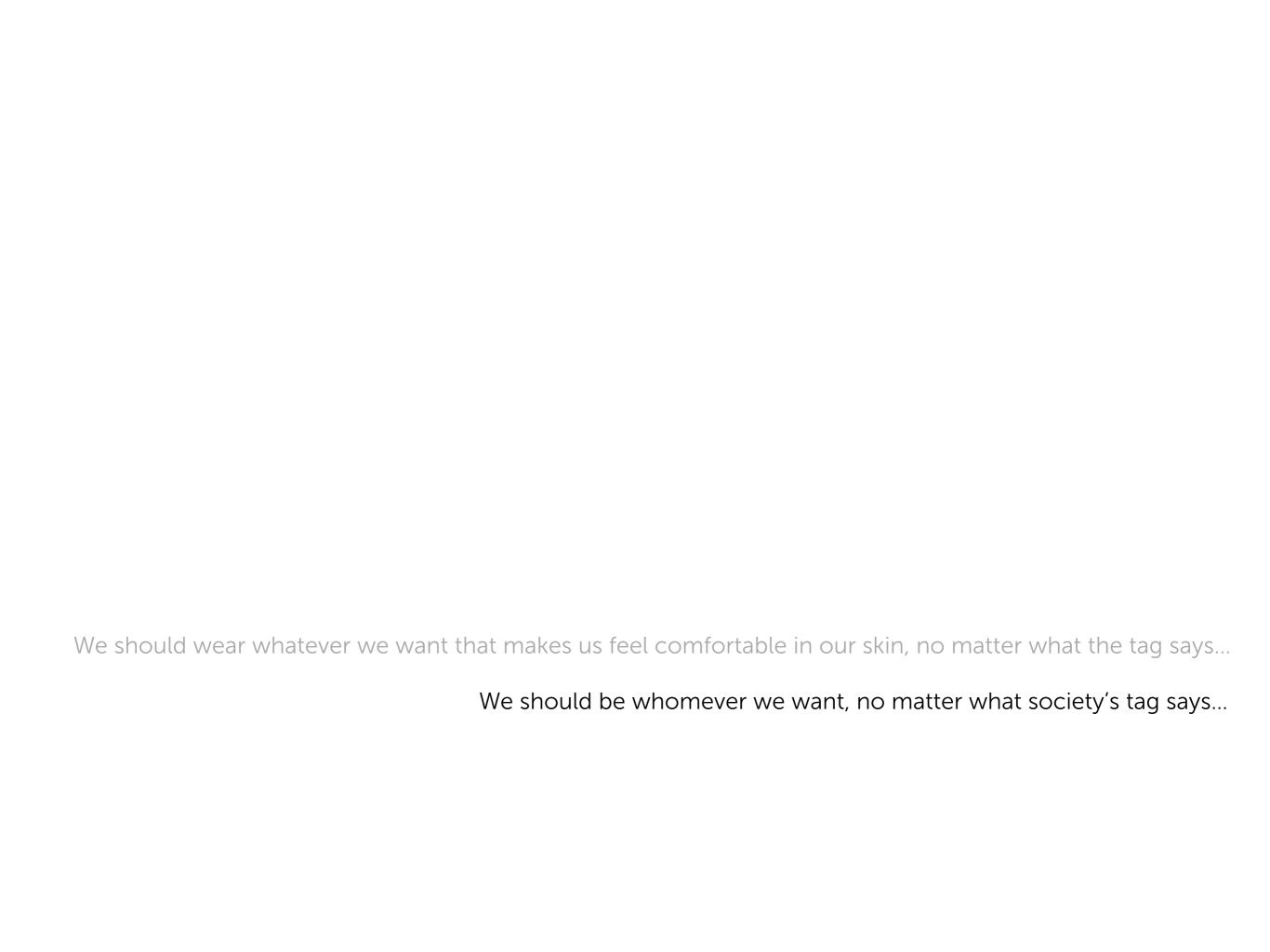
#### WHY OUT N ABOUT?

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.





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

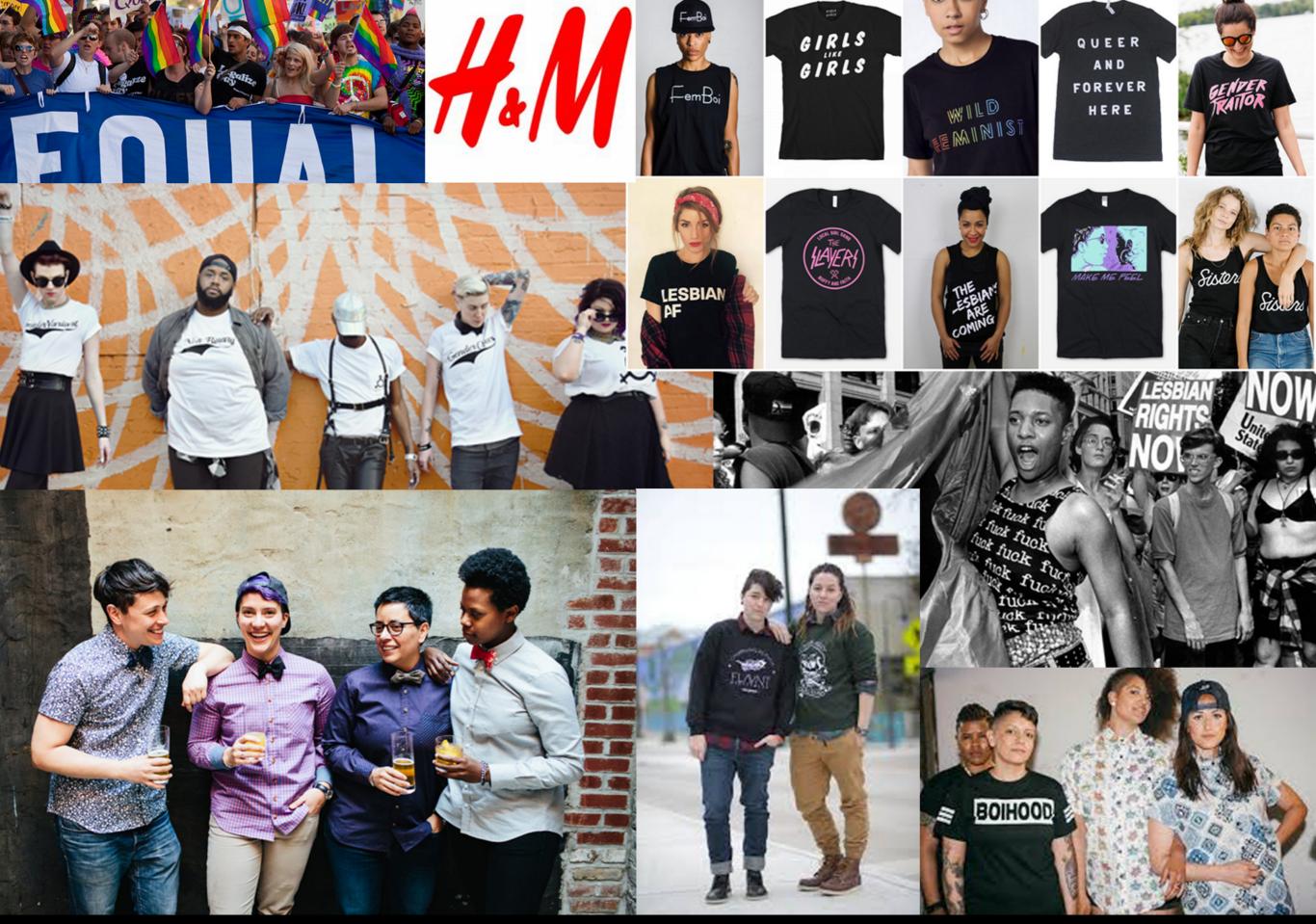
We should wear whatever we want that makes us feel comfortable in our skin, no matter what the tag says...

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

# INSPIRATION







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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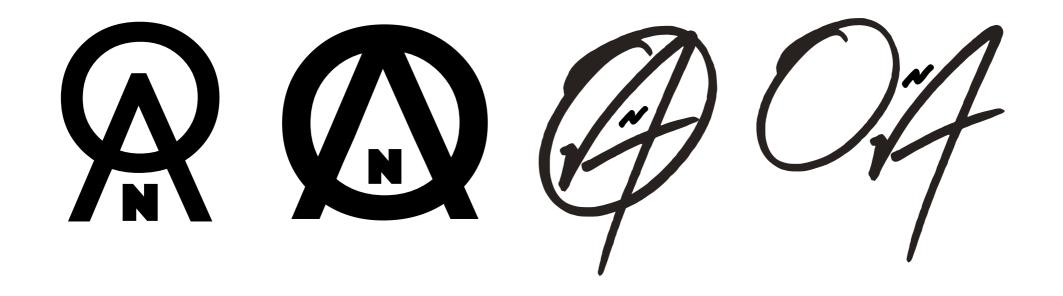
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#### A HUMAN BEING IS A HUMAN BEING

# IDEATIONS





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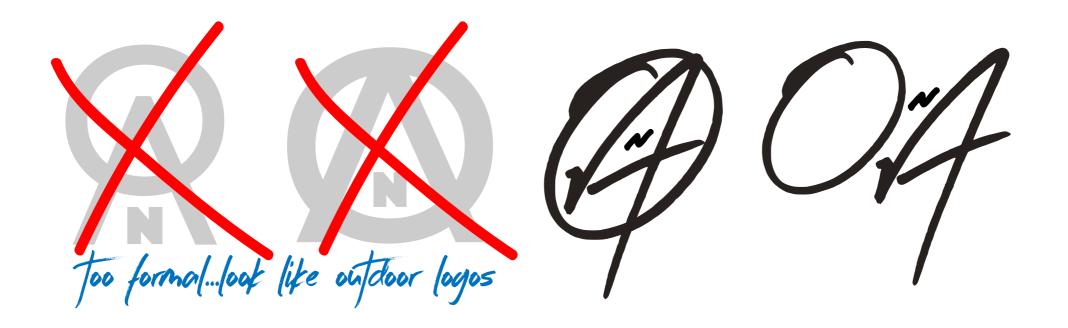
MUSEO SANS font

# 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

#### **OUTNABOUT CLOTHING**

**FAT FRANK font** 



Contemporary Clean Professional Anarchy-esque Contemporary Clean Professional Elegance Longevity



DUT N ABOUT CLOTHING

### OVERALL LOOK N FEEL







#### ONLINE RETAIL

0 0 0

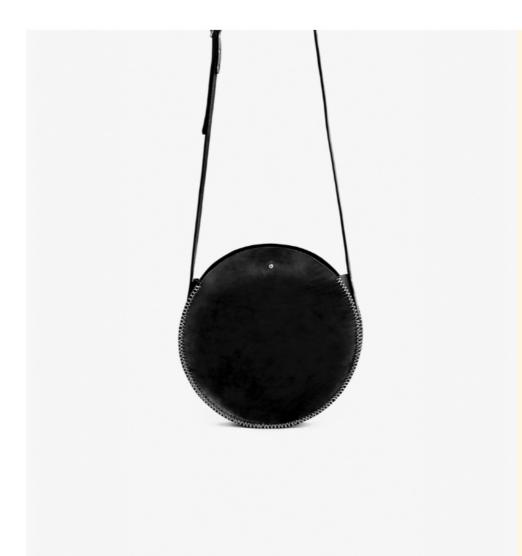
OUT N ABOUT CLOTHING

SHOP

APPAREL

BAGS

SALE







**BAGS** 

BAGS

BAGS

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