

LΛYL

BRANDING



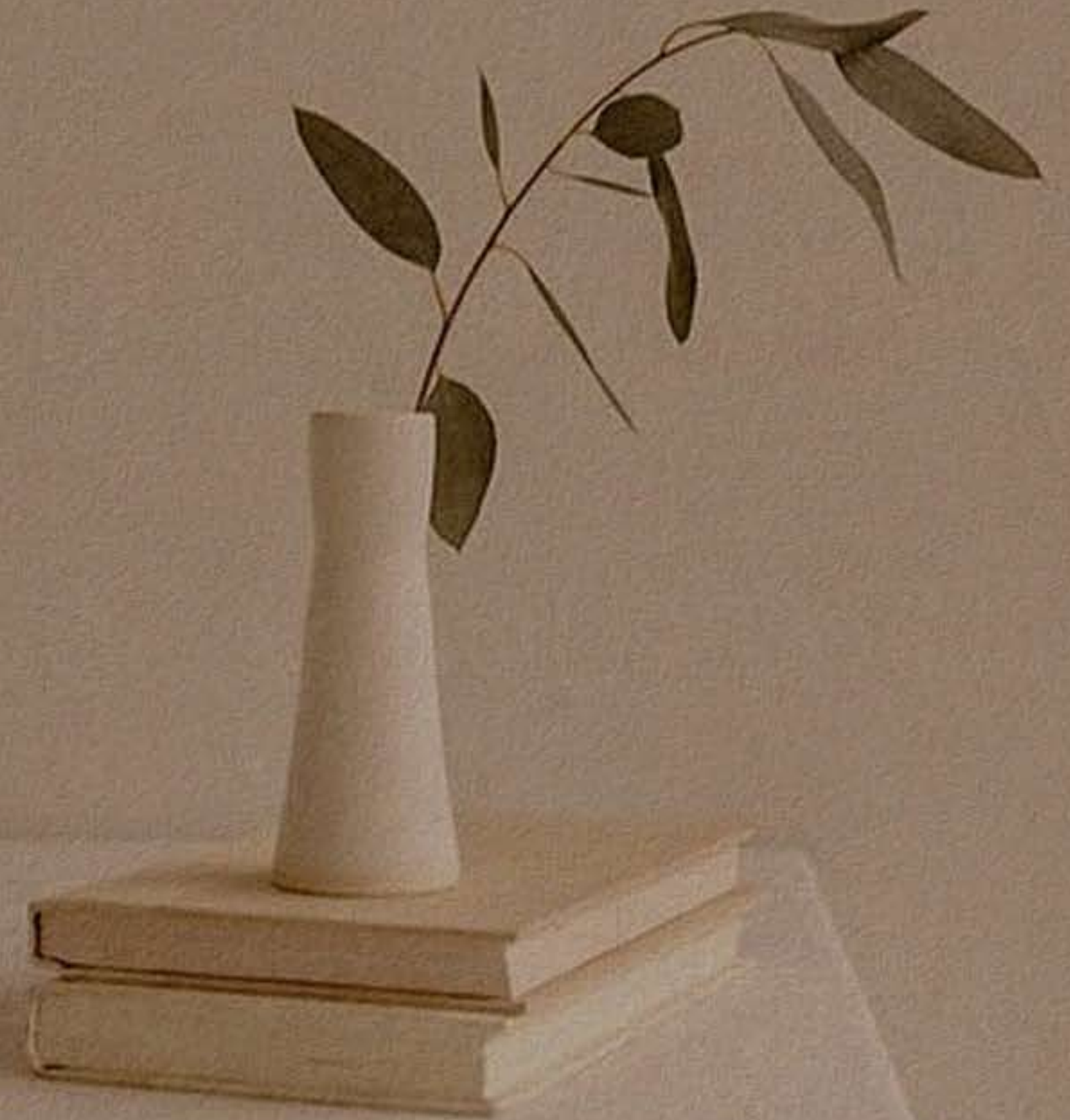
# ABOUT

At LAYL, we draw inspiration from the serenity and elegance of the night. Our clothing reflects a sense of calm minimalism, blending timeless designs with subtle details that evoke the quiet beauty of the crescent moon. Every piece is crafted with a focus on simplicity, comfort, and sophistication, designed to transition effortlessly from day to night.



# CONCEPT

LAYL is a minimalistic clothing brand inspired by the beauty and serenity of the night. The crescent moon, symbolizing quiet power and understated elegance, is subtly incorporated into every design. The brand's aesthetic focuses on clean lines, simplicity, and timeless silhouettes, reflecting the calm and mystery of nightfall. Neutral browns, beiges, and soft earthy tones define the brand's palette, reflecting the warmth and tranquility of the night while keeping the minimalist approach central.





# FONT

Newyork

ABCDEFGHI  
JKLMNOPQ  
RSTUVWXYZ

Calibiri

ABCDEFGHI  
JKLMNOPQR  
STUVWXYZ



# COLOR



402a1e



eddacd



604636



604636



dacdc2



191919



# LOGO VARIATIONS

A logo variation is a rearranged version of your primary logo design that gives your brand the flexibility to show up consistently, and recognizably, in different placements.

Logo variations can include a range of colors, sizes, and formats, but there are four main logo variations every brand needs. A brand identity designer should design you at least four non-negotiable logo variations to help your brand show up and look consistent no matter where you place it.



SECONDARY LOGO



PRIMARY LOGO



SUBMARK LOGO

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# PRIMARY LOGO

The primary logo is the main graphic that represents your business and is used most often. When designing the primary logo, our goal is to communicate who you are, what you offer, or where you operate. This logo may include your company's tagline, category or geographic location.

LAYL



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LAYL



# SECONDARY LOGO

The secondary logo is a simplified version of the primary logo. This design may eliminate or rearrange the elements to improve readability in small sizes. Secondary logos are intended for online use or when you must resize your logo to small formats.





# SUBMARK LOGO

A sub-mark logo is a stripped down graphic of your main logo. The sub-mark typically does not include text or the full name of the business. Instead, the sub-mark logo is a graphical shape, drawing, or icon that represents your business. The sub-mark logo is used when the design must be resized to extremely small formats or to help communicate your brand quickly. Reading the text on a logo takes time, help your customers quickly identify and remember you with a well designed sub-mark logo.



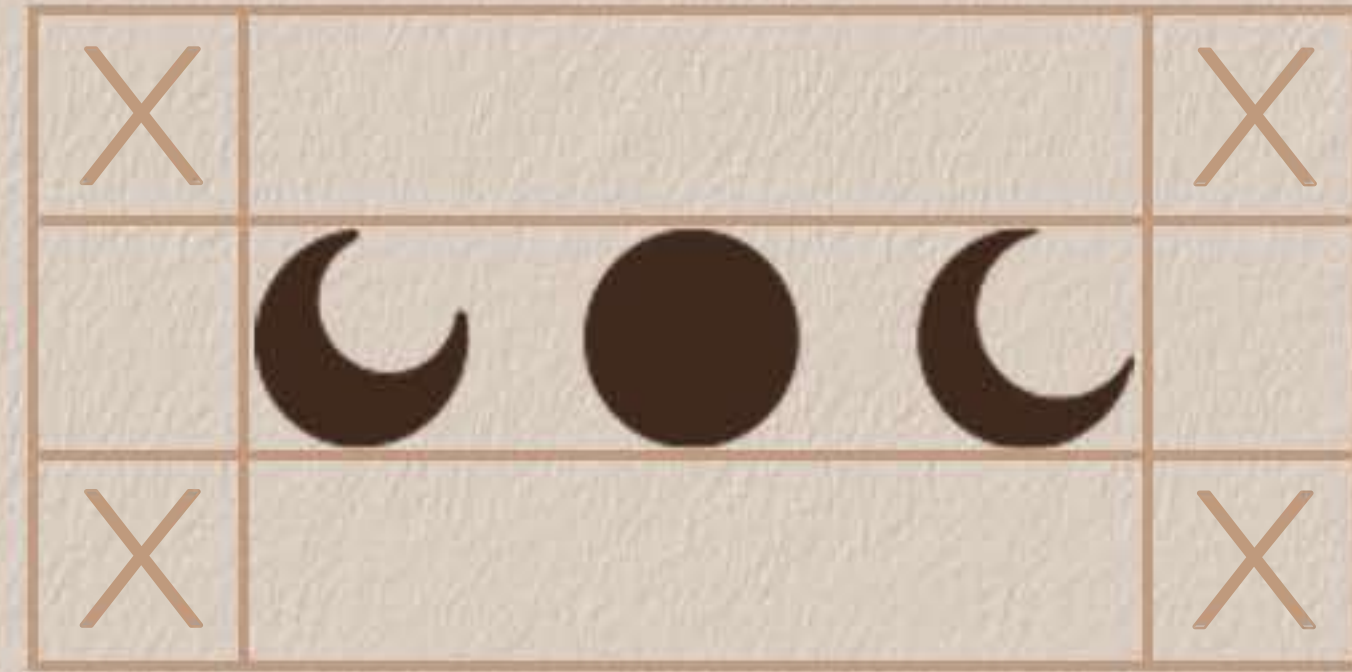


# LOGO SPACE

Standards should be set to distinguish the space around the logo which is referred to as clear space. This helps ensure the distance from other design elements that surround the logo. Ultimately, clear space increases the visibility and impression on the audience.











# MOCKUPS

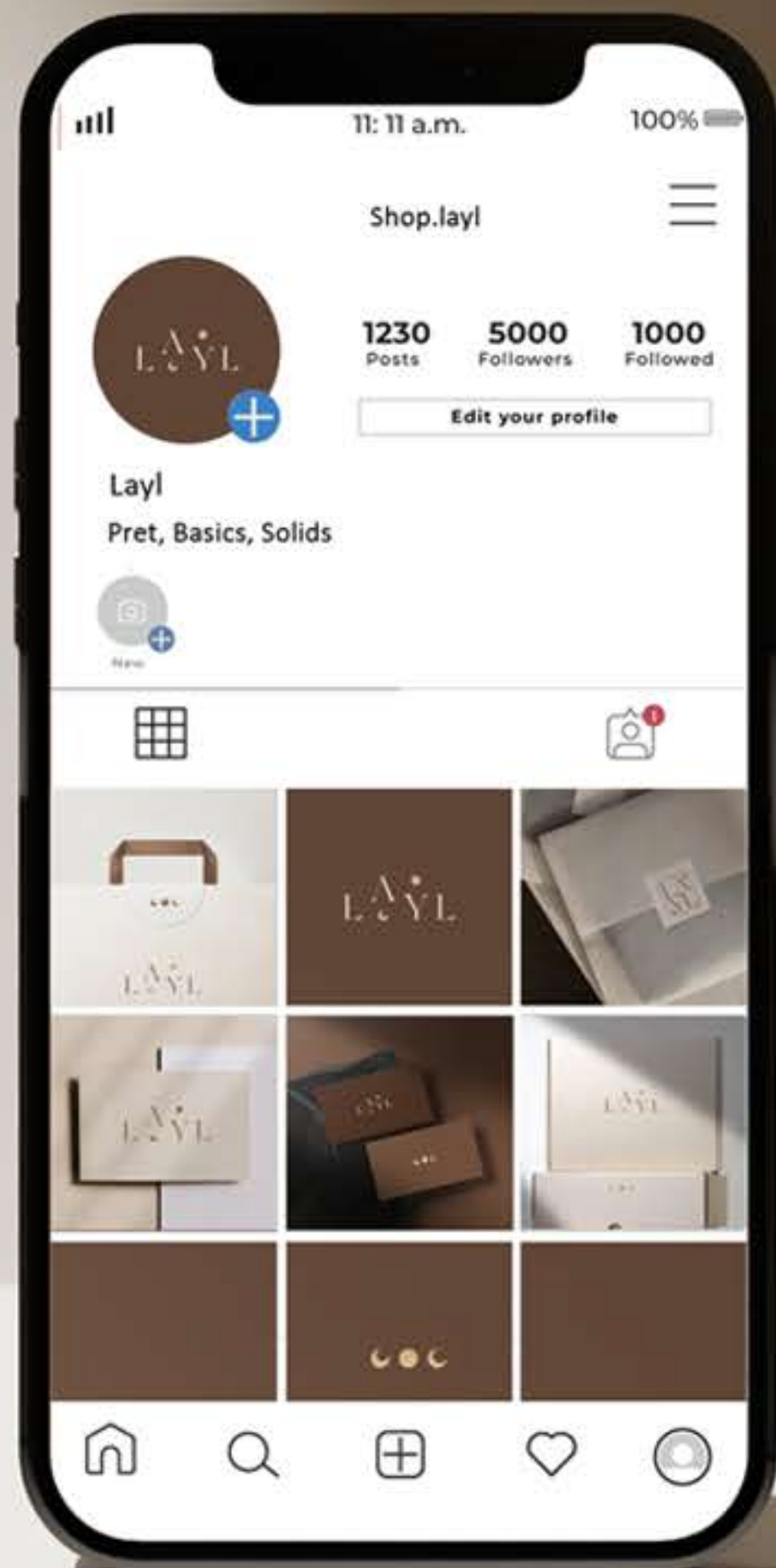
VISUALISE YOUR BRAND



LAYL









L. A. Y. L.













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