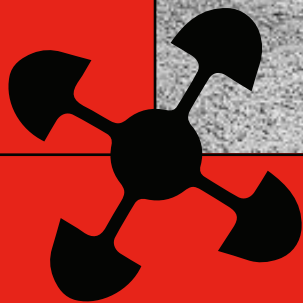




2021
BRAND
GUIDELINES



KWAME ADUSEI



"BLURRING THE LINES BETWEEN
THE PHYSICAL AND VIRTUAL
WORLD WITH AFRICAN CULTURE.
ART AND FASHION - MEET THE FUTURE."

Introduction

Logo

Visual Identity

Brand Essence



INTRODUCTION



THE KWAME ADUSEI STORY

Hailing from Ghana West Africa, Kwame Adusei is the spawn of designer Nana Kwame Adusei. With over 10 years of luxury fashion designing experience, Kwame Adusei is the culmination of West African roots translated to a global audience with a perspective founded in practicality, modernity, sophistication, and maturity. Kwame Adusei, founded in 2021, focuses on exploring and creating concepts stemming from the common points between juxtaposed cultures, with an emphasis on quality, story, and ethics.

The Designer:

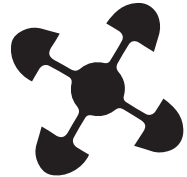
NANA KWAME ADUSEI

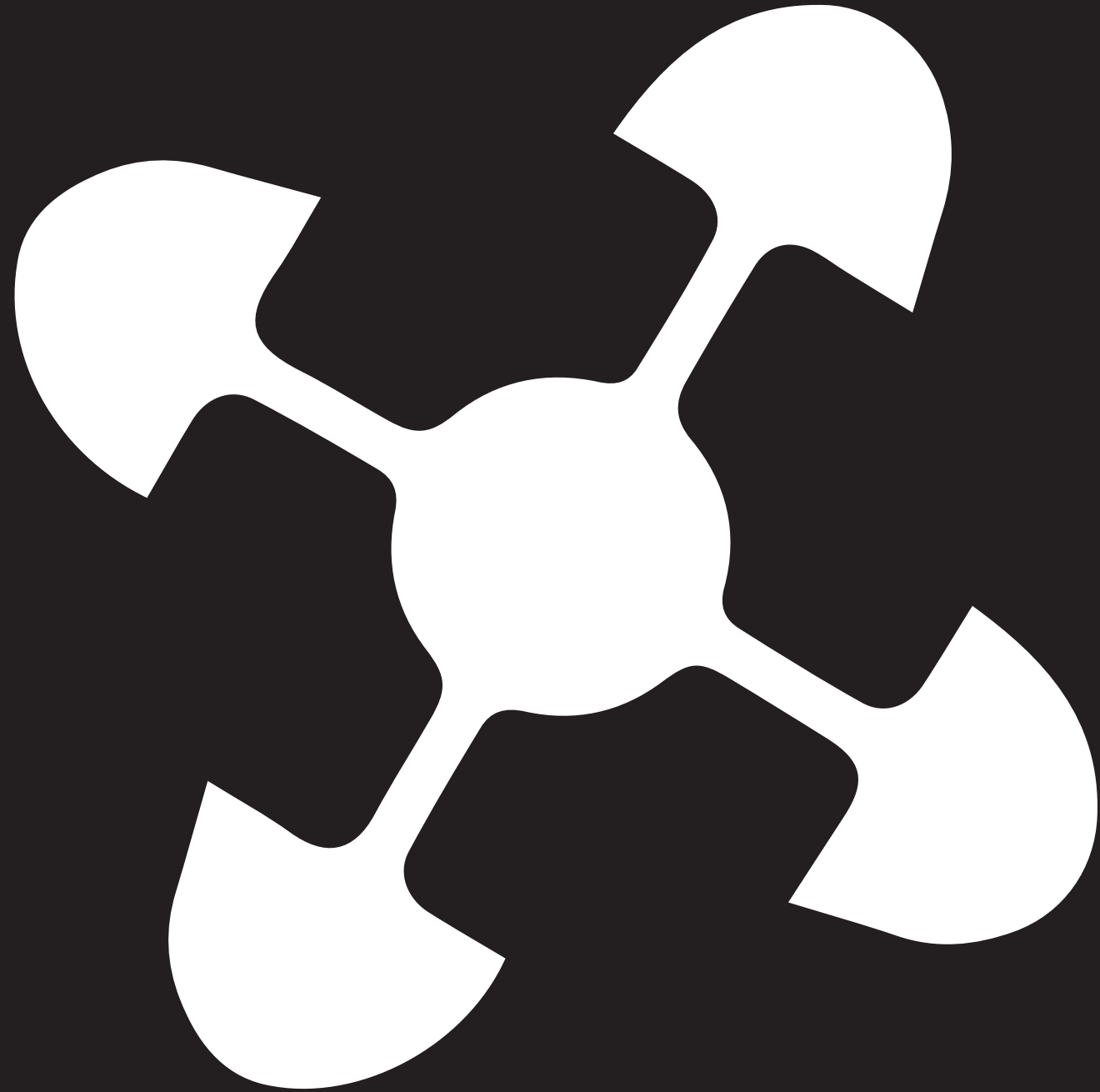
Born October 25, 1986, Adusei started his clothing line "Charlotte Prive" as an homage to his mother Charlotte, and his immediate circle in which he started off making clothes for; "Prive".

In the capital city of Accra, Ghana [West Africa] on March of 2012, "Charlotte Prive" was

LOGO

KWAME  ADUSEI

KWAME  ADUSEI



AKOMA NTOSO

DISSECTING OUR LOGO:

Akoma ntoso is a adinkra symbol, literally translating "linked hearts." It represents understanding and harmony. This symbol is meant to be four hearts linked together, emphasizing mutual sympathy and immortality of the soul.

VISUAL IDENTITY

TYP GRAPHY

Typeface is Eiko Family
by PangramPangram

THE COLOR SYSTEM

established by Kwame Adusei.
To be used across all formal representations.

E i k o H e a v y
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ? ! * + (. ,)

E i k o M e d i u m
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ? ! * + (. ,)

E i k o T h i n
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ? ! * + (. ,)

PANTONE 485 C
RGB 218 41 28
HEX/HTML DA291C
CMYK 0 95 100 0

Used sparingly for contrast. Passionate and energized. The warmest and most dynamic of the colors: triggers opposing emotions. Associated with passion and love as well as anger and danger.

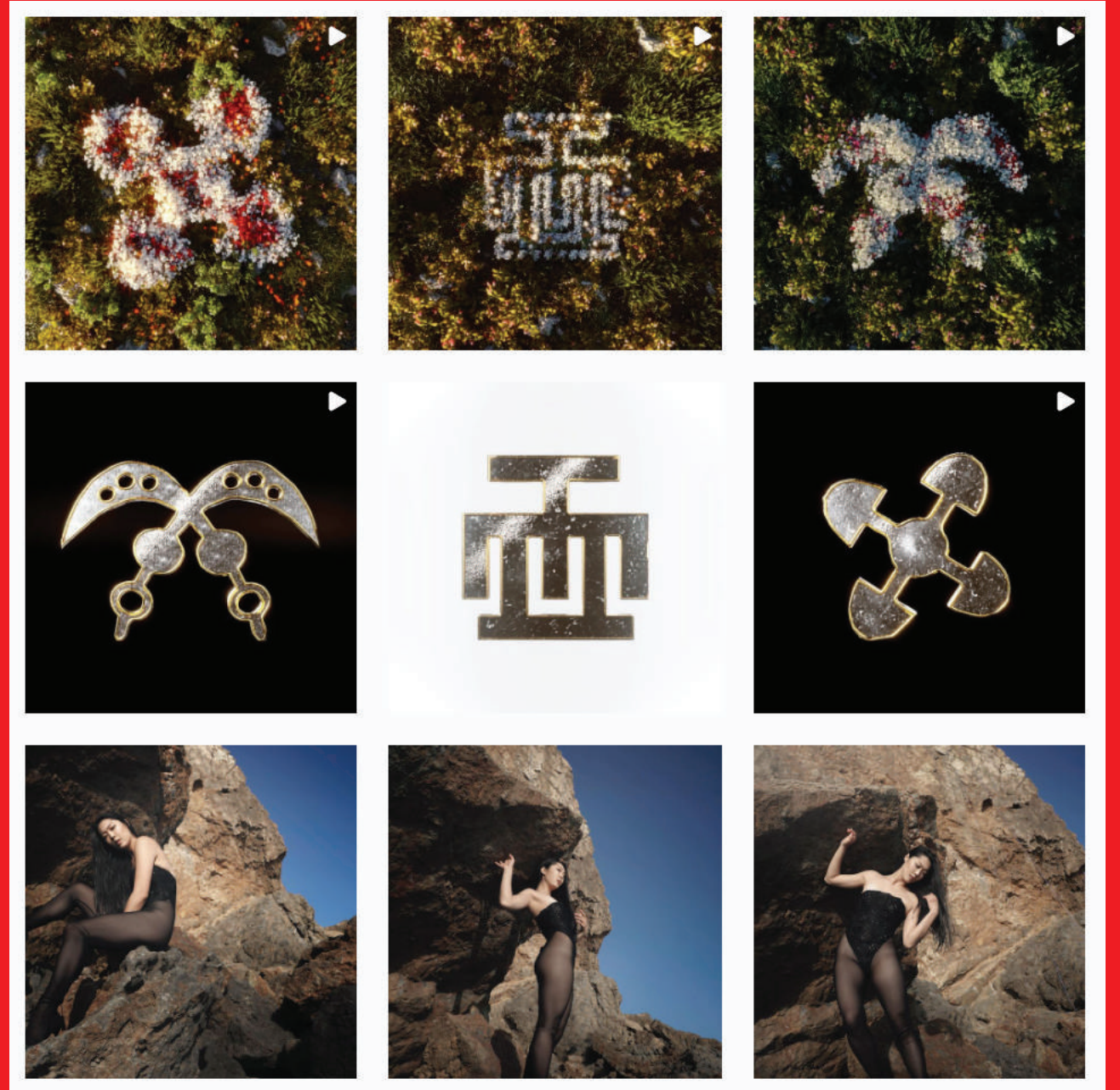


VISUAL IDENTITY

SOCIAL MEDIA DIRECTION

Our social media presence favors Instagram, but across all platforms we share what inspires us. From NFTs and other digital art, to the landscape and natural beauty of Africa.

We use our platform to tell our unique story and share what drives our brand and what inspires it. We want the world to see that we are an industry of people, that many hands collaborate to create beauty.



BRAND ESSENCE



BRAND ESSENCE

Bold, Future Focused, Sexy, Unique

ART & FASHION FOR A DIGITAL FUTURE:

The future is moving swiftly into the virtual world and we will be there waiting. Kwame Adusei is setting out to blur the lines between the physical and the virtual world.

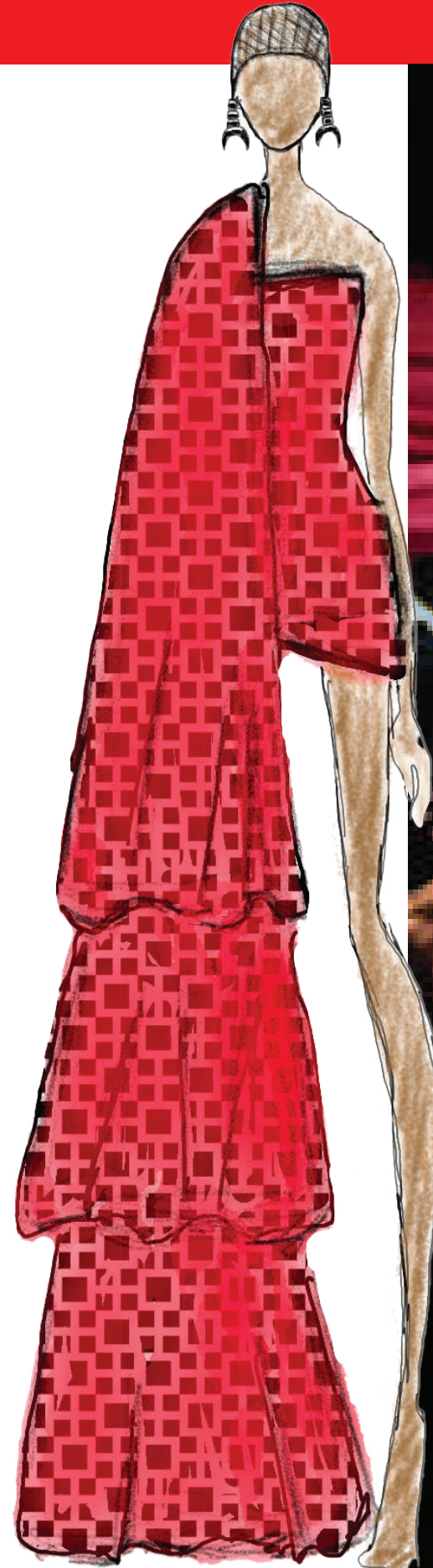


BRAND ESSENCE

GENDER NEUTRAL:

In Africa, clothing has never been assigned men and women separately, it has the ability to cut across gender. Kwame Adusei claims the same freedom. Our clothing can complement the female form or be styled as definitively masculine.

**Embracing
Both Feminine
& Masculine
Power**



BRAND ESSENCE

SYMBOLS:

Some of the greatest inspiration behind our textile designs comes from African symbols. These symbols represent the energies and beliefs of the Ancient African wisdoms.

