



**FRENCH  
CONNECTION**

The style of The French Connection in Rosslare, is a boutique clothing store for all ages at the Coast of Ireland. The brand can be described as minimal with a small focus on chic, uses elegance and a modern aesthetic with sophisticated colour palettes.

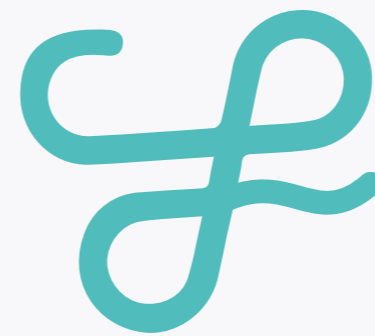
PRIMARY LOGO



SECONDARY LOGO

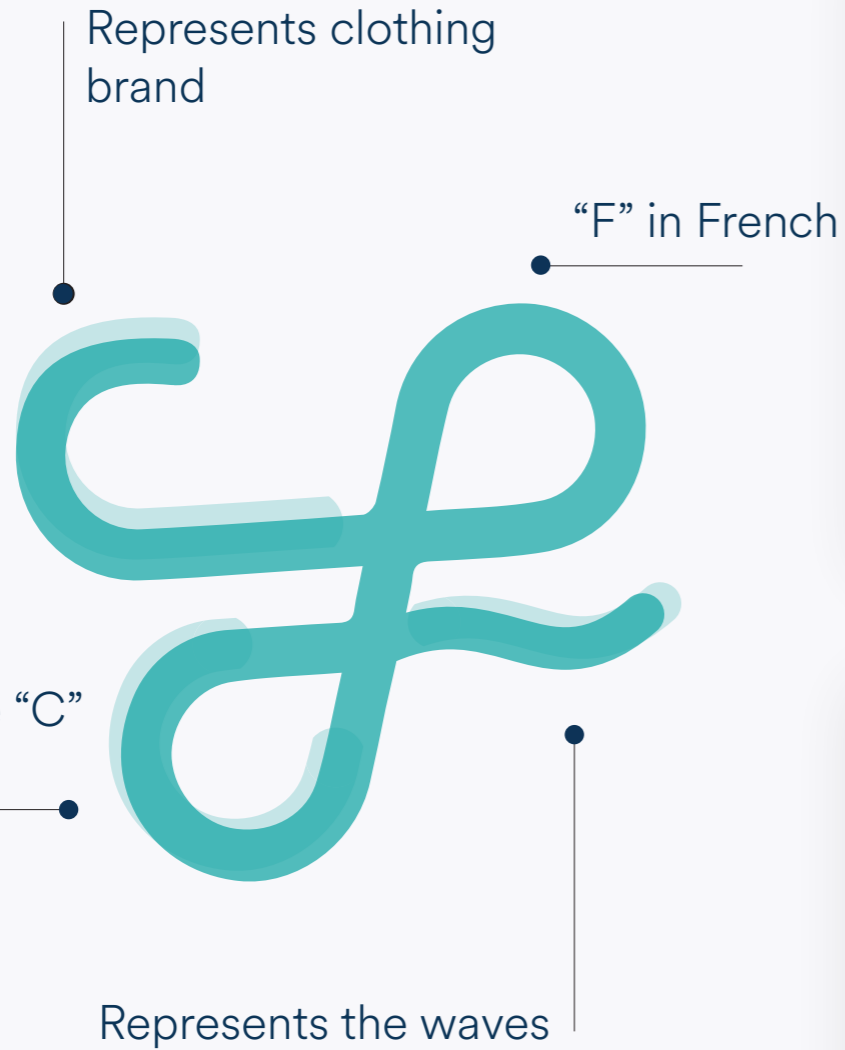


SUBMARK




ICON

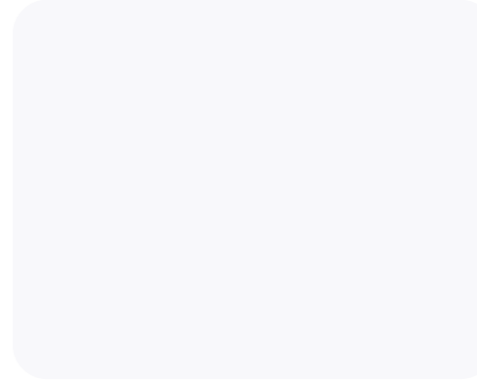




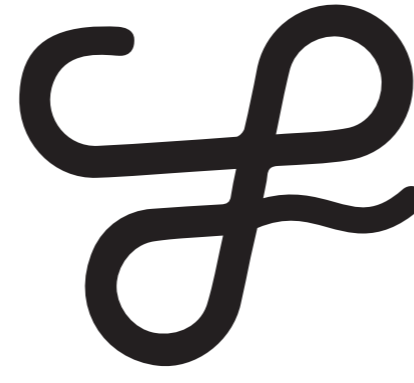

HEX CODE  
#003459  
CMYK  
100 81 39 32  
RGB  
14 53 88



HEX CODE  
#00A8A8  
CMYK  
78 11 38 0  
RGB  
0 168 168




HEX CODE  
#F7F6F6  
CMYK  
2 2 0 0  
RGB  
247 246 251



HEX CODE #000000      HEX CODE #FFFFFF



HEX CODE #000000      HEX CODE #FFFFFF



HEX CODE #FFFFFF      HEX CODE #103558

#003459 This colour can evoke feelings of mystery which is often appealing in the fashion industry

#00A8A8 This colour symbolises health, freedom and healing through the brand

#F7F6F6 This colour represents modern fashion. It is often associated with elegance and sophistication

ABOUT THE FRENCH CONNECTION ————— Blacker Display Light

# The French Connection ————— **Blacker Display Bold**

Since the brand targets all ages, I aimed for an elegant visual design. I chose Blacker Display Bold as the main font for its modern and stylish feel. For the base/body text, I paired it with Circular Spotify Tx to maintain a clean, approachable look that complements the header text and enhances readability.

————— Circular Spotify Tx Light

**ADD TO CART**

————— Circular Spotify Tx Bold

Aa

**Blacker Display Bold**

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa

**Circular Spotify Tx Bold**

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa

Circular Spotify Tx Light

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ



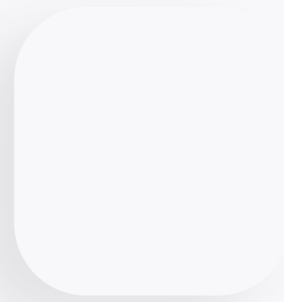
My inspiration for this pattern design was combining elements of the letters "F" and "C" from the two important words in the brand "French" and "Connection". This combination creates a minimalist yet luxurious aesthetic. The goal of the design was to highlight the brand's identity by transforming these letter-forms into a unique pattern that aligns perfectly with the brand's visual style.



Pattern



#103558



#F7F6F6

