

Elevr[®]

ELEVATE YOUR CONFIDENCE

W W W . E L E V R C O M

BRAND CORE:

BRAND PURPOSE

Elevating everyday fashion for the modern Saudi youth through minimalist, luxurious designs.

BRAND VALUES

SIMPLICITY

Simple, minimal designs that are easy to wear and pair with different styles.

MODERNITY

Its connection to the modern, forward-looking fashion trends in Saudi Arabia and the world.

INDIVIDUALITY

self-expression and individuality.

HERITAGE

Its connection to the rich history and heritage of Saudi Arabia and the Arabian Peninsula.

QUALITY

High-quality, long-lasting clothing that is worth the investment.

LUXURY

High-quality materials, sophisticated designs and luxurious details.

TARGET AUDIENCE:

TARGET AUDIENCE OVERVIEW

GENDER RATIO: 60% Men 40% Women

AGE BRACKETS: 17 -35 Years old

OCCUPATION/POSITION: Young, fashion-forward males and female
People with income of 1500\$ or higher.

ATTRIBUTES & LIFESTYLE CHARACTERISTICS: Primarily consisting of urban professionals, entrepreneurs and students

PROBLEM, CHALLENGES AND NEEDS: Seeking to express their individuality and confidence through minimalist and luxurious designs that blend traditional heritage with contemporary trends.

LIVING IN: Mostly living in Saudi Arabia and Mina region,

BRAND ARCHETYPES

ELEVR IS 70%
EXPLORER

THEY WANTED TO EXPLORE THE
WORLD BY BEING AUTHENTIC
BRAVE AND INDEPENDENT

ELEVR IS 30%
RULER

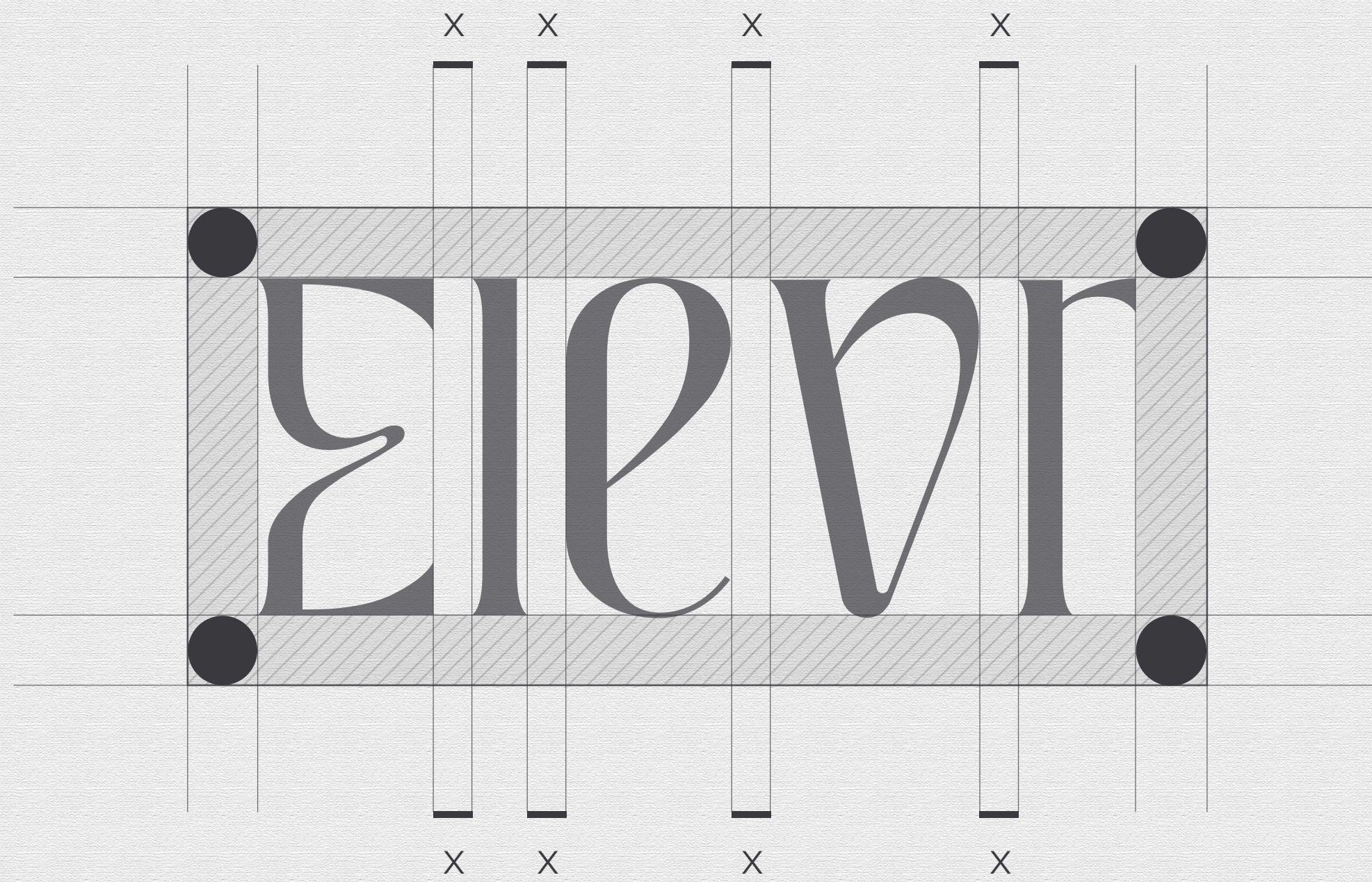
THEY ARE AUTHORITATIVE AND IN
CONTROL, THEY LEAD BY EXAMPLE
AND HOLD UP THE BEST STANDARDS

MESSAGING EXAMPLES

Standard messaging examples using brand's product/services functionality or benefit:

ELEVATE YOUR CONFIDENCE





LOGO

RIEVR[®]



ΕΙΕVR®

NAWAF ALSUBAIE

966 56 900 7718
www.elevr.com

ΕΙΕVR

COLORS

CMYK
71 65 57 50
Hex
39393e

CMYK
77 72 41 28
Hex
44455f

CMYK
26 29 0 0
Hex
b9afd7

CMYK
74 50 0 0
Hex
4b79bc

CMYK
58 0 4 0
Hex
0eddff

CMYK
78 68 0 0
Hex
4355ff



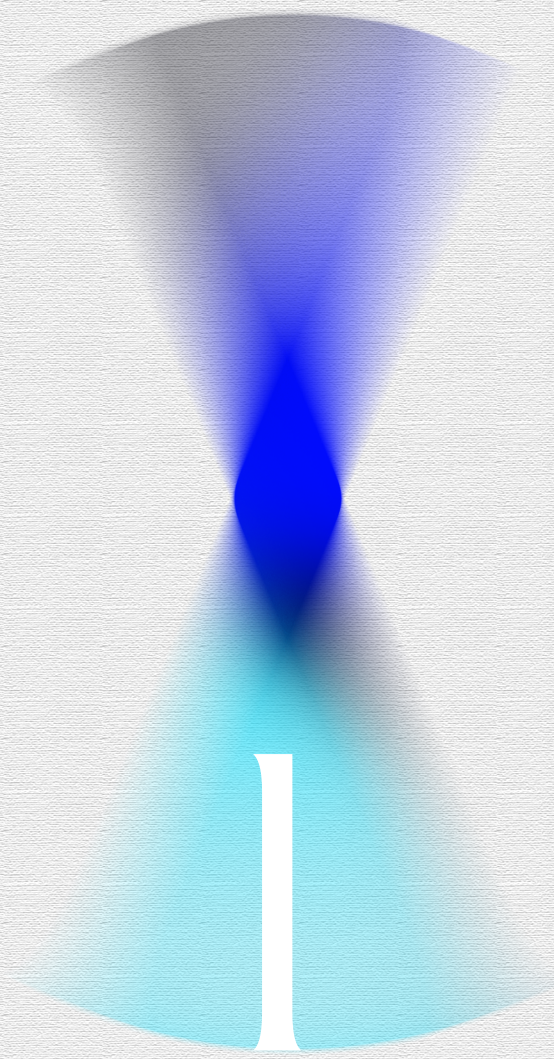
ELIOT®

Elevate your confidence

PATTERNS



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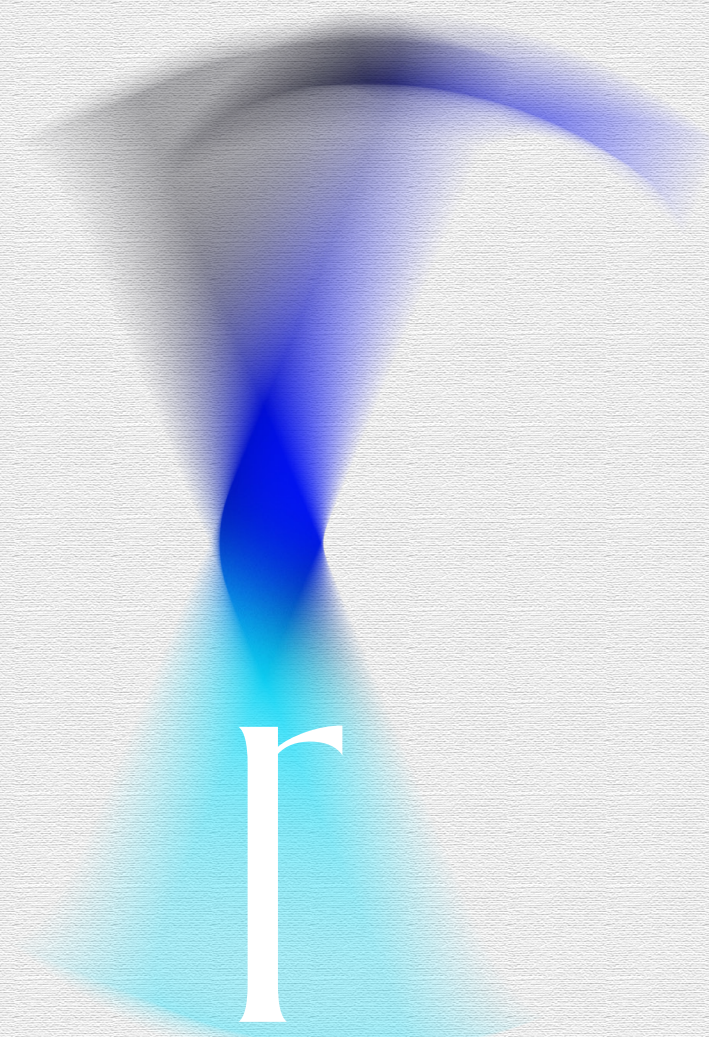
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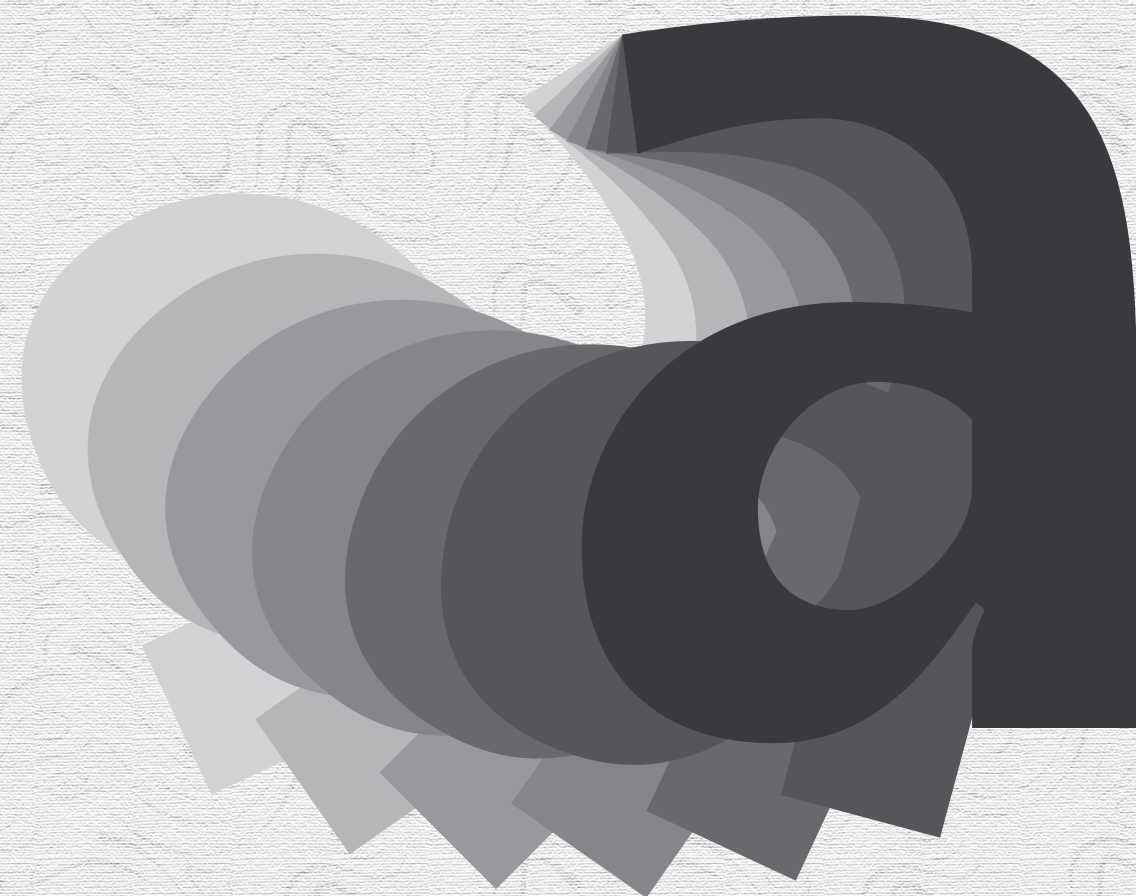
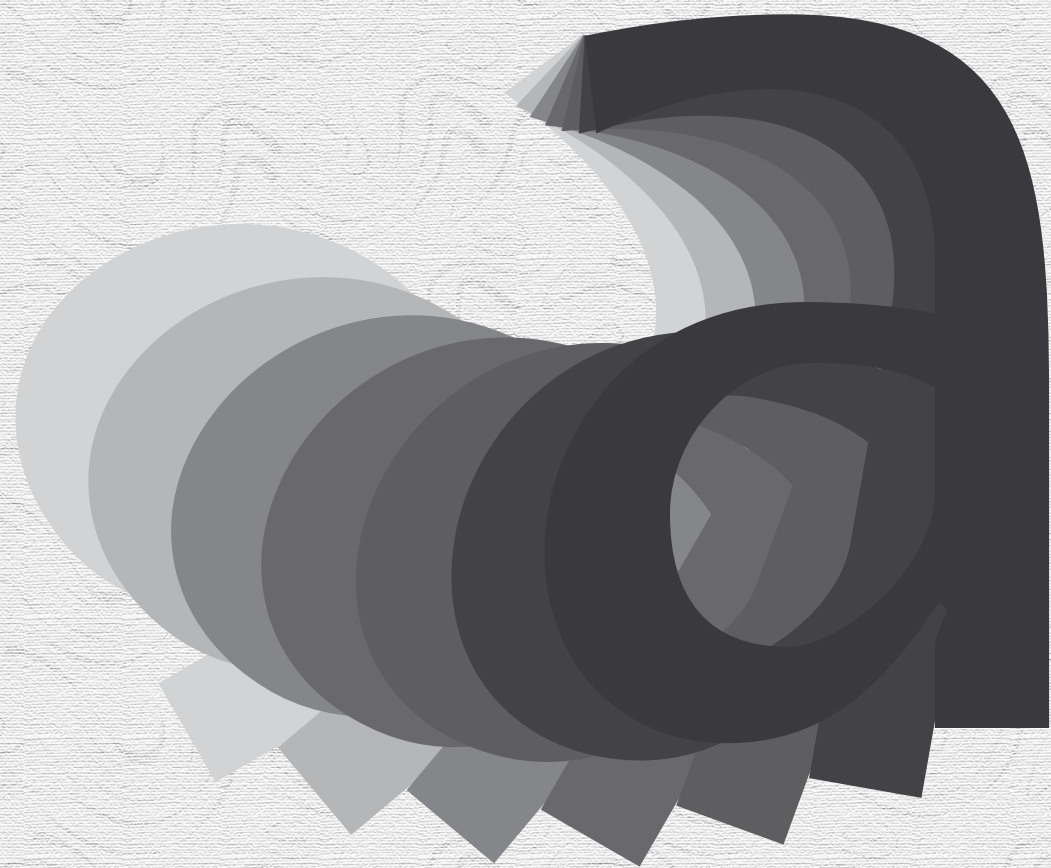


ELIOT®

ELEVATE YOUR CONFIDENCE

TYPEFACE

BRADLOSANCE





Elevr[®]

ELEVATE YOUR CONFIDENCE

W W W . E L E V R . C O M

CAUTION!

STOP STOP



elover[®]

ELEVATE YOUR CONFIDENCE

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MAY



Elevate your confidence

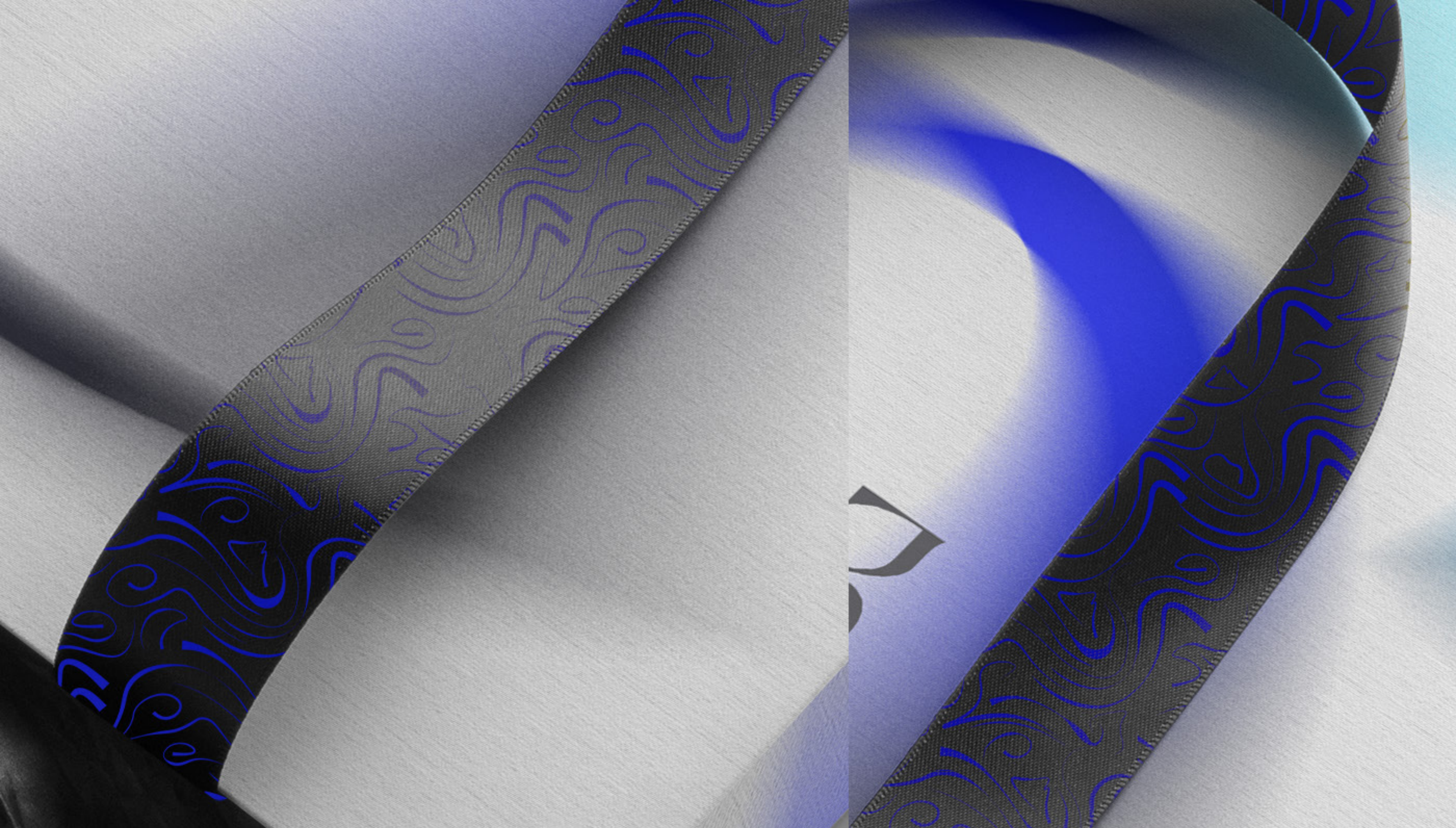


Elevate your confidence



Elevate your confidence

EIPR





EIPVI

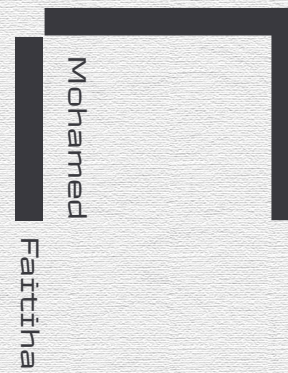
PROFILE IMAGE OPTIONS



COVER IMAGE



Thank you.



Elevr
Strategic Visual Identity

mohamedfa.com