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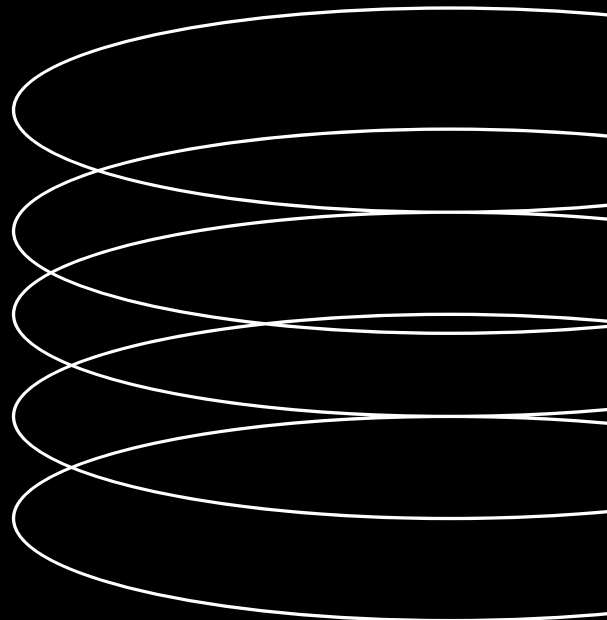
FARAH CHISTI



Visual identity research **RAVIENNE MUSE**



A STEP-BY-STEP RESEARCH
By Adamyia Srivastava towards the logo
design and identity formation.





The Mission

Ravienne Muse is more than just a thrift store—it's a vision for the future of fashion that blends elegance, sophistication, and a bold, vamp-inspired aesthetic with accessibility and inclusivity. Rooted in authenticity, the brand embraces where it comes from, celebrating the beauty of pre-loved fashion while redefining it for the modern era. Ravienne Muse believes that style should not be a privilege but an opportunity, making high-quality, thoughtfully curated pieces available at accessible prices. The brand envisions a world where individuality is celebrated, where everyone—regardless of background—can find clothing that empowers them to express their unique essence. As it transitions from a thrift store to a fully realized brand, Ravienne Muse will continue to champion sustainability, self-expression, and the art of curating timeless fashion. With a commitment to inclusivity at its core, the brand invites everyone to embrace their own version of elegance—without compromising authenticity or affordability.

@RAVIENNEMUSE ON INSTAGRAM

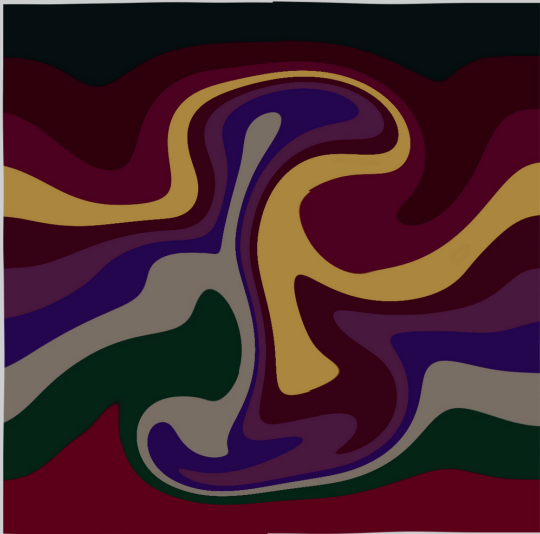
THERES NO ONE LIKE RAVIENNE MUSE

CURRENT MARKET POSITION

providing insight into
where the store
stands in the market
today

Ravienne Muse is carving out a distinctive niche in the thrift and fashion market by offering a curated selection of fresh, high-quality pieces that align with specific aesthetics. Unlike traditional thrift stores that rely on bulk inventory or generic collections, Ravienne Muse ensures that each item is carefully selected as it becomes available, keeping the offerings dynamic and ever-evolving. This freshness, combined with a strong focus on aesthetic-driven curation, sets the brand apart in a market where no direct competitors currently exist. By blending accessibility with a refined, vamp-inspired elegance, Ravienne Muse is not just selling secondhand clothing it is redefining the way people engage with thrift fashion, making it both aspirational and inclusive.





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Logo Design Context: Design Inspiration and more.

1. BRAND PERSONALITY

Ravienne Muse exudes a refined, vamp-inspired elegance that balances mystery with accessibility. The brand embodies sophistication without being unattainable, offering a curated aesthetic that feels both timeless and contemporary. Its personality is bold yet inviting, embracing individuality and self-expression while maintaining an air of intrigue. With an emphasis on authenticity and inclusivity, Ravienne Muse redefines secondhand fashion as a luxurious yet approachable experience. The brand speaks to those who seek statement pieces that feel intentional, stylish, and uniquely their own.

2. LOGO WORDMARK AND EMBLEM AIM

The logo design concept draws heavily from the mystique and intelligence of ravens, symbolising transformation, adaptability, and a touch of the gothic. The raven motif reflects the brand's essence, darkly elegant, enigmatic, and refined. Inspired by vintage aesthetics, gothic refinement, and the curated nature of high fashion, Ravienne Muse's design element concept aim to feel both classic and fresh. There's an intentional blend of sophistication and edge, appealing to those who appreciate the drama and artistry of fashion while valuing authenticity in where their clothing comes from.

3. COLOR PALETTE

The color story for Ravienne Muse is a rich, moody palette that embodies the brand's essence of elegance, mystery, and sophistication. Deep burgundies and maroons evoke a sense of luxury, passion, and timeless refinement, reinforcing the brand's vamp-inspired aesthetic. Dark greens and blacks add depth and mystery, symbolizing transformation, authenticity, and an unconventional edge. Muted purples and plums bring a touch of regality and creativity, enhancing the artistic and curated feel of the brand. A muted gold acts as a subtle contrast, signifying warmth, aspiration, and accessibility ensuring the brand remains inviting rather than intimidating. Together, these colors create a visual identity that feels both classic and contemporary, striking a perfect balance between high fashion and approachable thrift culture.

Industry landscape

The thrift and secondhand fashion industry has transformed from a budget-friendly shopping alternative into a mainstream movement driven by sustainability, individuality, and curated aesthetics. As consumers become more conscious of fast fashion's impact, thrift stores and resale platforms have adapted by offering more curated selections that blend affordability with exclusivity. Branding in this space often falls into two approaches, minimalist and modern for a clean, sustainable appeal, or vintage-inspired and eclectic to emphasize nostalgia and uniqueness. The challenge lies in balancing accessibility with desirability, ensuring that secondhand fashion is seen as both an ethical choice and a style statement. As competition grows, strong visual identities, storytelling, and clearly defined aesthetics are crucial for brands looking to stand out in this evolving landscape.



Depop case study

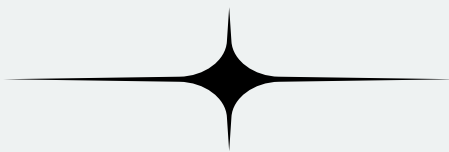
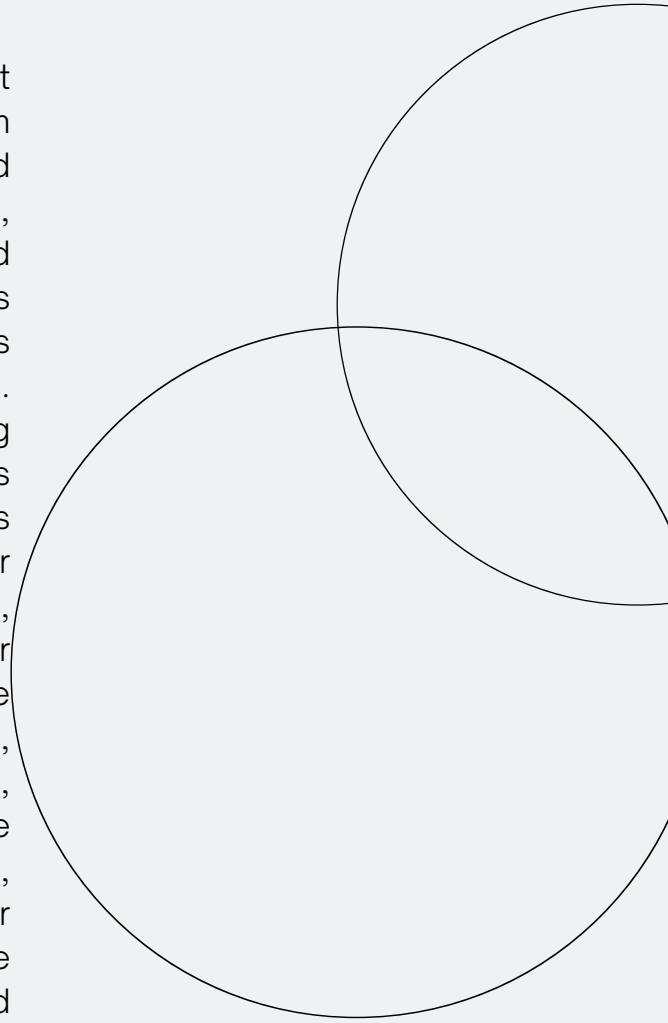
Depop thrives on chaotic, trend-driven resale, where anyone can sell anything, leading to an oversaturated marketplace filled with inconsistent pricing and quality. Its fast-paced, DIY aesthetic caters to fleeting trends rather than a refined, curated shopping experience. Unlike Depop's algorithm-driven, seller-dependent model, Ravienne Muse offers a cohesive brand identity with carefully selected pieces that embody elegance and sophistication. Where Depop can feel overwhelming and unfiltered, Ravienne Muse provides a sense of intention, ensuring that secondhand fashion is not just accessible but elevated.

LOGO DESIGN

Depop's logo is bold yet generic, reflecting its fast-paced, trend-driven marketplace. The simple wordmark lacks distinct personality, making it feel more like a tech platform than a fashion brand. While this minimal approach works for a user-driven resale space, it fails to convey curation or sophistication, relying instead on the ever-changing nature of its sellers to define its aesthetic.

Trends in logo design

Logo trends in the clothing industry often reflect broader shifts in fashion and consumer behavior. In recent years, many brands have embraced minimalist, sans-serif wordmarks, opting for clean, timeless typography that feels modern and adaptable across digital and physical spaces. This trend, seen in both luxury and fast fashion, prioritizes versatility but sometimes sacrifices distinctiveness. On the other hand, heritage-inspired logos featuring serif fonts, intricate detailing, or vintage aesthetics are making a comeback, particularly among brands that emphasize craftsmanship, nostalgia, or exclusivity. Symbol-based logos are also evolving, with many brands incorporating abstract or monogram-style marks to create a recognizable visual identity beyond just typography. Additionally, sustainability-focused brands are leaning into organic, hand-drawn, or nature-inspired logos to reinforce their ethical values. As fashion continues to diversify, strong branding has become essentials—not just for recognition but for storytelling, helping brands carve out a unique space in an increasingly crowded market.



“ALL LOGOS ARE THE PROPERTY OF THEIR RESPECTIVE OWNERS AND ARE USED HERE FOR MARKET RESEARCH PURPOSES ONLY.”

LOOKING AT EXISTING BRAND LOGOS

Analyzing existing clothing brand logos provides valuable insight into effective design principles, helping us refine the visual identity for Ravienne Muse. By studying successful logos, we can understand how typography, symbols, and color choices communicate brand value—whether it's luxury, accessibility, or exclusivity. Observing minimalist wordmarks, heritage-inspired serif fonts, or emblematic monograms allows us to identify what resonates with target audiences and what feels overused or generic. Additionally, examining how brands balance sophistication with modern appeal helps ensure that Ravienne Muse's logo stands out while remaining timeless. This research serves as a foundation, allowing us to craft a design that aligns with the brand's aesthetic elegant, vamp, and sophisticated while maintaining a unique and recognizable presence in the market.

1. Minimalist Wordmarks – Many fashion brands have adopted clean, sans-serif logos for a modern, adaptable look.

- Examples: Balenciaga, Burberry (post-rebrand), Zara (simplified version)
- Why It Works: Versatile, easy to use across digital and physical spaces.
- Downside: Can feel generic, losing unique brand identity



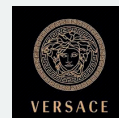
2. Heritage & Serif Logos – Brands looking to evoke craftsmanship and history are embracing serif fonts and vintage-inspired designs.

- Examples: Celine (pre-rebrand), Dior, Saint Laurent's return to YSL monogram
- Why It Works: Feels timeless, luxurious, and rich in history.
- Downside: Can sometimes appear old-fashioned if not modernized.



3. Symbol-Based Logos & Monograms – Some brands incorporate abstract symbols or monograms to create a distinct visual identity.

- Examples: Louis Vuitton (LV monogram), Chanel (interlocking Cs), Versace (Medusa emblem)
- Why It Works: Instantly recognizable and iconic.
- Downside: Can be difficult for new brands to establish without strong recognition.



4. Hand-Drawn & Organic Logos – Sustainable and ethical brands often use hand-drawn, nature-inspired, or textured logos to emphasize authenticity.

- Examples: Patagonia, Veja, House of Sunny
- Why It Works: Conveys eco-consciousness and uniqueness.
- Downside: Can lack the polished feel of luxury branding.



5. Experimental & Bold Typography – Some brands use stretched, distorted, or custom typography to stand out.

- Examples: Off-White™, Jacquemus, Acne Studios
- Why It Works: Feels fresh, playful, and unique.
- Downside: Can be hard to read or not age well.



Each of these trends serves a different purpose, and the right choice depends on a brand's personality, audience, and long-term vision.

ASSIGNED EXPRCTATION OF LOGO

The logo for Ravienne Muse is expected to embody sophistication and mystery through a striking black-and-white design featuring a raven as its central imagery. The monochromatic palette ensures timeless elegance, allowing the brand to maintain a refined yet bold presence across various applications. The raven, symbolizing intelligence, transformation, and intrigue, aligns perfectly with the brand's vamp-inspired aesthetic, adding depth and character to the visual identity. The typography will likely complement this imagery, balancing vintage sophistication with a modern edge to reinforce the brand's curated, high-fashion appeal. Overall, the logo should feel iconic, memorable, and versatile"capturing the essence of Ravienne Muse while standing out in the evolving thrift and fashion landscape.

Client expectation

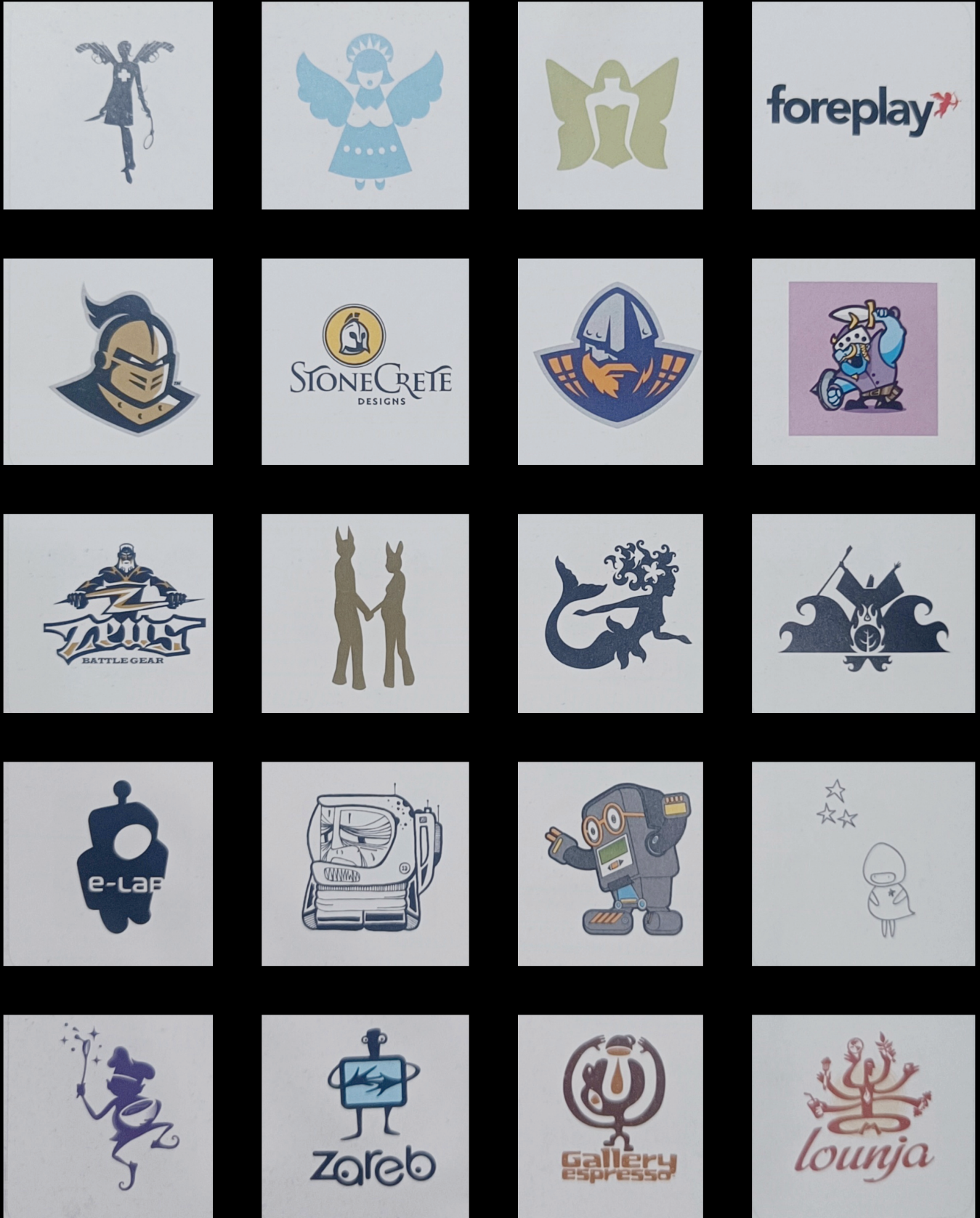
The emblem-based logo to be elegant, mysterious, and sophisticated, seamlessly incorporating the raven motif. It should balance vintage charm with modern refinement, ensuring versatility and a distinct, timeless identity that sets Ravienne Muse apart



REFERENCE MATERIAL FOR LOGO DESIGN



ALL LOGOS ARE THE PROPERTY OF THE 中国
设计机构年鉴·机构卷 2006 [DESIGN-
ALMANAC OF CHINA] 主编李向荣©



ALL LOGOS ARE THE PROPERTY OF THE 中国设计机构年鉴·机构卷 2006 [DESIGN-ALMANAC OF CHINA] 主编李向荣©

I analyzed various existing logos and selected the following examples that align graphically with the style we aim to achieve. These will serve as reference images to guide the logo design process.

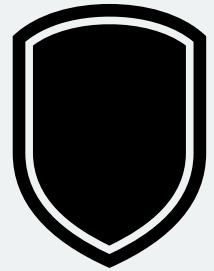
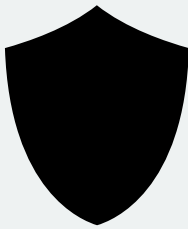
Conclusions

KEY CONCLUSIONS FROM THE VISUAL DESIGN AND IDENTITY RESEARCH:

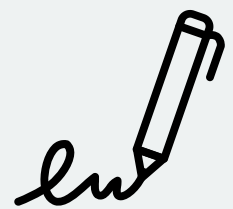
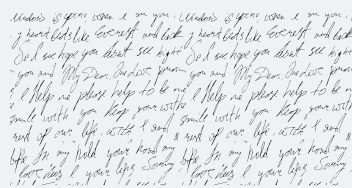
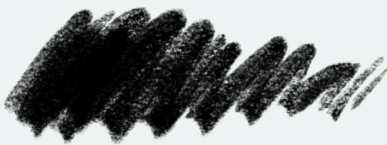
- The logo will feature a raven in a graphical form.



- It will be designed as an emblem.



- The wordmark will be handmade, handwritten, or cursive.



- The logo will be in black and white.
- The overall design will be simple and chic.



WHAT TO EXPECT

IN THE COMING WEEKS

Upcoming next...

- Logo Beta #1 (06/03/2025]
- Revisions as Needed
- Gothic-Style Frames for Social Media
- logo design thinking summary report post completion of project.