

# Design and Development

Levi Strauss    1920s Heritage Concept

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# Colour Palette

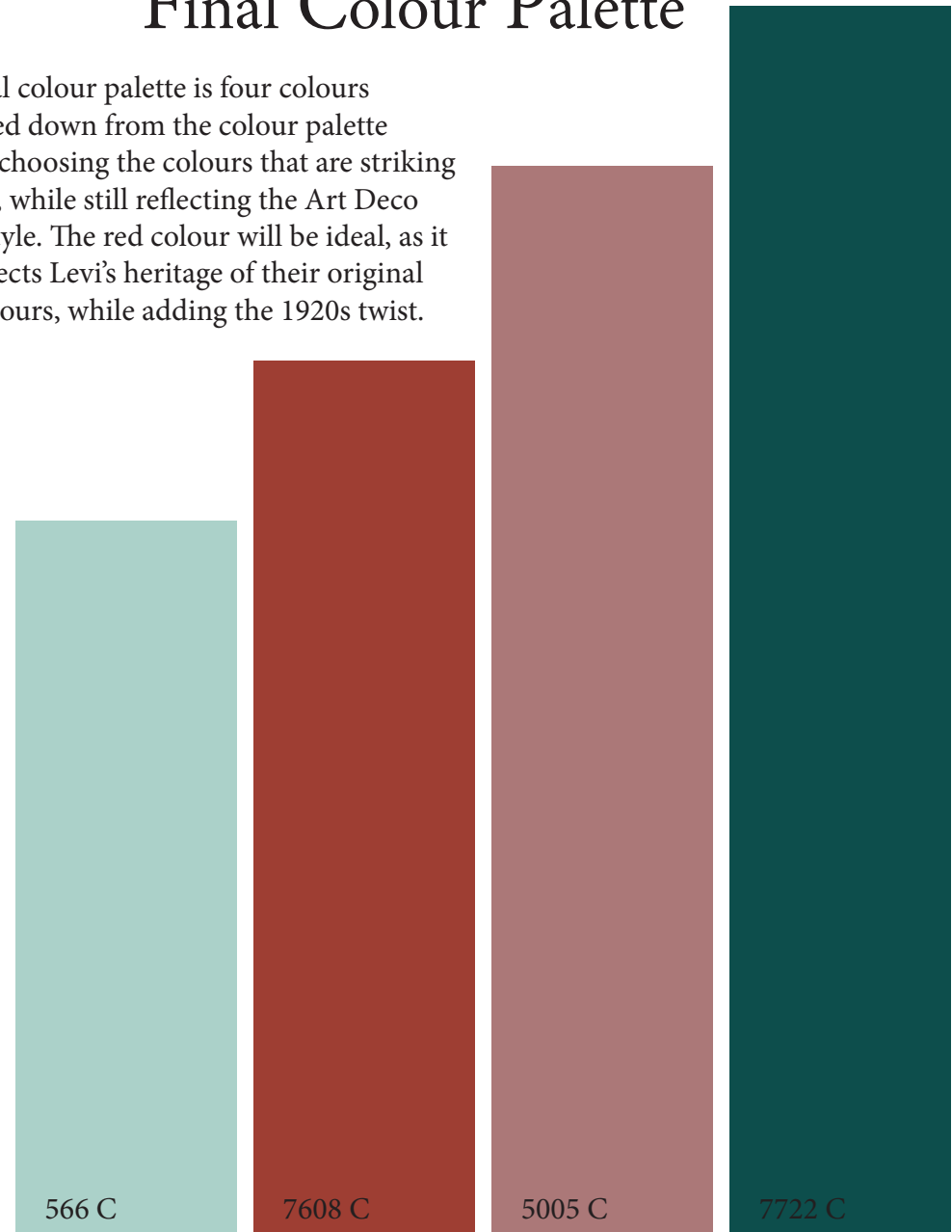


(Sherwin Williams, n.d)

Colours in the 1920s were very prominent, especially in the art decor styles. The Jazz age used neutral colours, with brighter accents, such as the red and dark teal colour. This would be successful, as these colours were popular in the 1920s, while still being popular in the modern day. Even though colours like gold and dark navy blue were popular, the above colour palette has a modern twist, and are more usable for logos and designs.

# Final Colour Palette

The final colour palette is four colours narrowed down from the colour palette (right), choosing the colours that are striking enough, while still reflecting the Art Deco 1920s style. The red colour will be ideal, as it still reflects Levi's heritage of their original logo colours, while adding the 1920s twist.





# Logo Development

The following logos shows the experimentation using different colour and pattern combinations, along with the way it has been displayed, such as using a background, or the pattern within the logo.



The above patterns have been designed and highly influenced by 1920s art deco patterns. These have been used within the logo experimentation results, in order to reflect the theme successfully. The patterns have also been adapted within the logos to reflect the colour scheme.

The outline and shape of “Levi Strauss”, is an original logo design from the brand in 1920s, shown right. The following logos are using the 1920s logo, along with the addition of the colour scheme.



These logos (left), show another range of logos using the same logo outline, but just using the colour palette, and experimenting blurring the colours together, but this looks messy and not professional. The top logo is inspired by the original logo background, and the colours have been changed to fit the colour scheme.

The first set of logos show the development of using the current Levi's logo, with the addition of the 1920s theme through the use of the patterns. These experiment with using a mix of the past and present, to reflect the overall idea. However, while these logos reflect the theme, they ideally should reflect more of Levi's heritage, along with the general 1920s theme.



# Logo Development

LEVI STRAUSS

LEVI STRAUSS

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These logos (right) are the result of experimentation using 1920s style art deco patterns, including using the pattern inside the logo, along with being used as the background. However, these logos seem too busy, while not reflecting the theme, making these unsuccessful. Some of the logos are too dark, and do not reflect the theme, even though the patterns are inspired by real art deco designs.

From experimentation, the final pattern has been decided, due to fitting well with the logo, so enough of the pattern is portrayed within the logo, along with the pattern reflecting the art deco theme successfully. The logos (below) include the same pattern with experimentation revolving around the colour palette and different colour combinations, to find the ideal colours to use.



LEVI STRAUSS

LEVI STRAUSS

LEVI STRAUSS

LEVI STRAUSS

From narrowing down the above list of logos, the final logo is shown below. This is because the shape of the logo shows Levi's heritage from the use of the outline that was once used in the twenties decade. The colours show a contrast, where the design can easily be seen, while the red is used to link with Levi's current logo and designs.

LEVI STRAUSS



# Packaging Development: Initial Thoughts

The following page will explore different ideas for the packaging, including product tags and bags. They must reflect the art deco 1920s theme, along with keeping some aspects of Levi's packaging to reflect the brand. This could be through the colour palette, slogans and patterns.

## Slogans

An idea for the packaging is to use a slogan to summarise the collection, along with a different way to present the idea. Currently, Levi's slogan is "Quality never goes out of style", and while the slogan will be still relevant for the brand as a whole, the slogan for the product range should be different to separate the main collection from the 1920s heritage collection. (Slogan List, 2020).

The slogan should reflect the overall theme of the collection, so the customer can easily distinguish between main collection and heritage collection.

Such as:

- Rewind Time
- Step back to the twenties
- Back to the twenties

## Current Packaging

The current Levi's packaging is plain, but clearly shows the batwing logo, while being recyclable due to the brown paper. This is a good basis to be inspired from, which allows different designs to be added, while keeping the Levi brand in mind.



Carousell, 2020

Pinterest, n.d

## Colour and designs

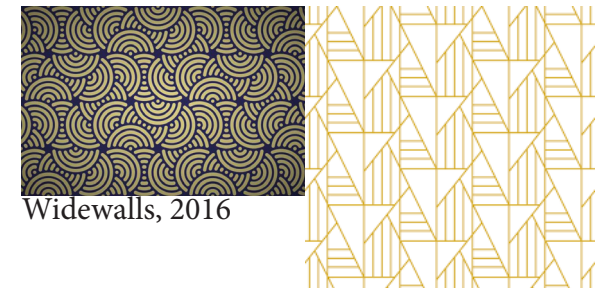
The packaging should feature the chosen colour scheme, which reflects the twenties art deco theme. This links to the logo, along with the other promotional material, to combine all the designs together. To make the designs more appealing, the packaging should include designs and patterns that reflect the theme. The packaging should include the final logo, which adds colour and twenties design, while keeping the heritage aspect.

The following designs that could be used as inspiration for the packaging.



Spoonflower, n.d

Pixers, n.d



Widewalls, 2016

Vector Stock, n.d

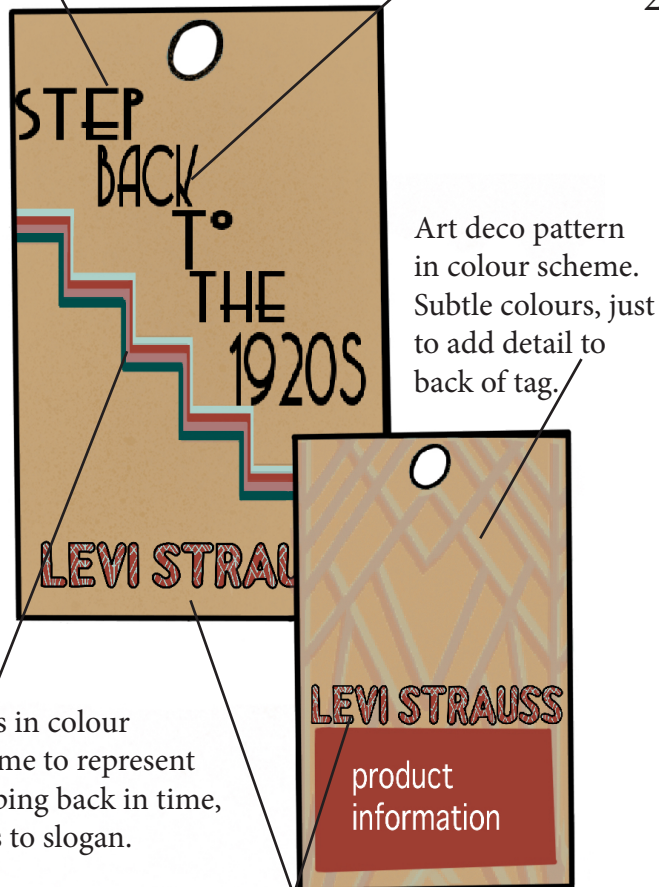
# Packaging Development: Tags

The following tags are different designs that could be used. Each vary in colours, patterns and slogans that reflect the art deco theme. All tags feature the finished logo that was completed earlier. While the designs do not reflect the Levi's heritage as such, the designs reflect the art deco theme.

Summarises collection using quick slogan.

1920s style font to support theme.

1



Steps in colour scheme to represent stepping back in time, links to slogan.

Logo repeated, to catch customers eye.

Art deco pattern in colour scheme. Subtle colours, just to add detail to back of tag.

2



Quicker slogan than previous design.

1920s art deco style font to support theme.

Subtle art deco design, not flashy for customer.

Product information standing out on back of tag. Enough space for barcode and sizes etc.

Rewind symbol to support the idea of heritage and going back in time.

3



Stripes were a common and popular in the 1920s, to support the overall theme.

Simple catchy slogan, describes the theme of collection. Stands out against the stripes.

Simple back of tag, featuring just the logo. More space for product information, to make it clearer for customer.

Made using brown paper, as it is recyclable, along with the fact that Levi's currently use this material.



# Packaging Development: Tags

4

Large logo to stand out on tag.

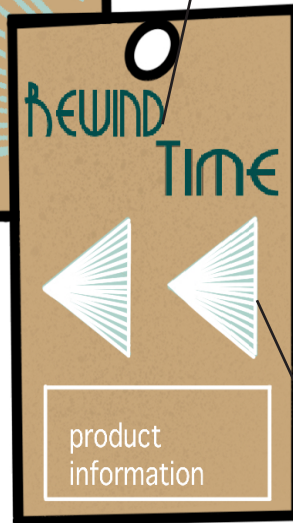
Recyclable brown paper

Art deco themed patterns throughout the front of tag.

Overwhelming design, while matching theme, doesn't match the idea and brand.



Summarises idea and concept.



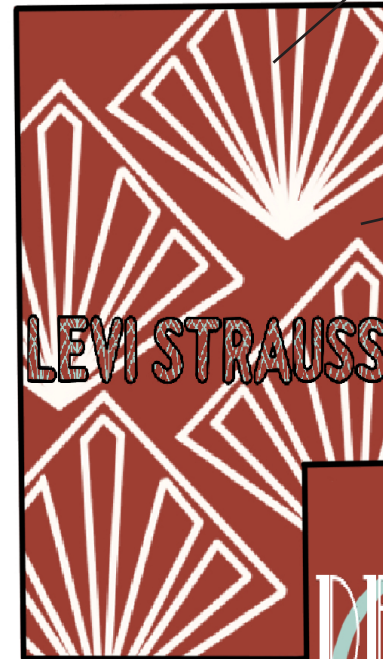
Rewind button, represents the theme and idea.

5

Art deco designs throughout front of tag.

Bright red to stand out, matches theme.

Large logo - blends in too much to into the background.

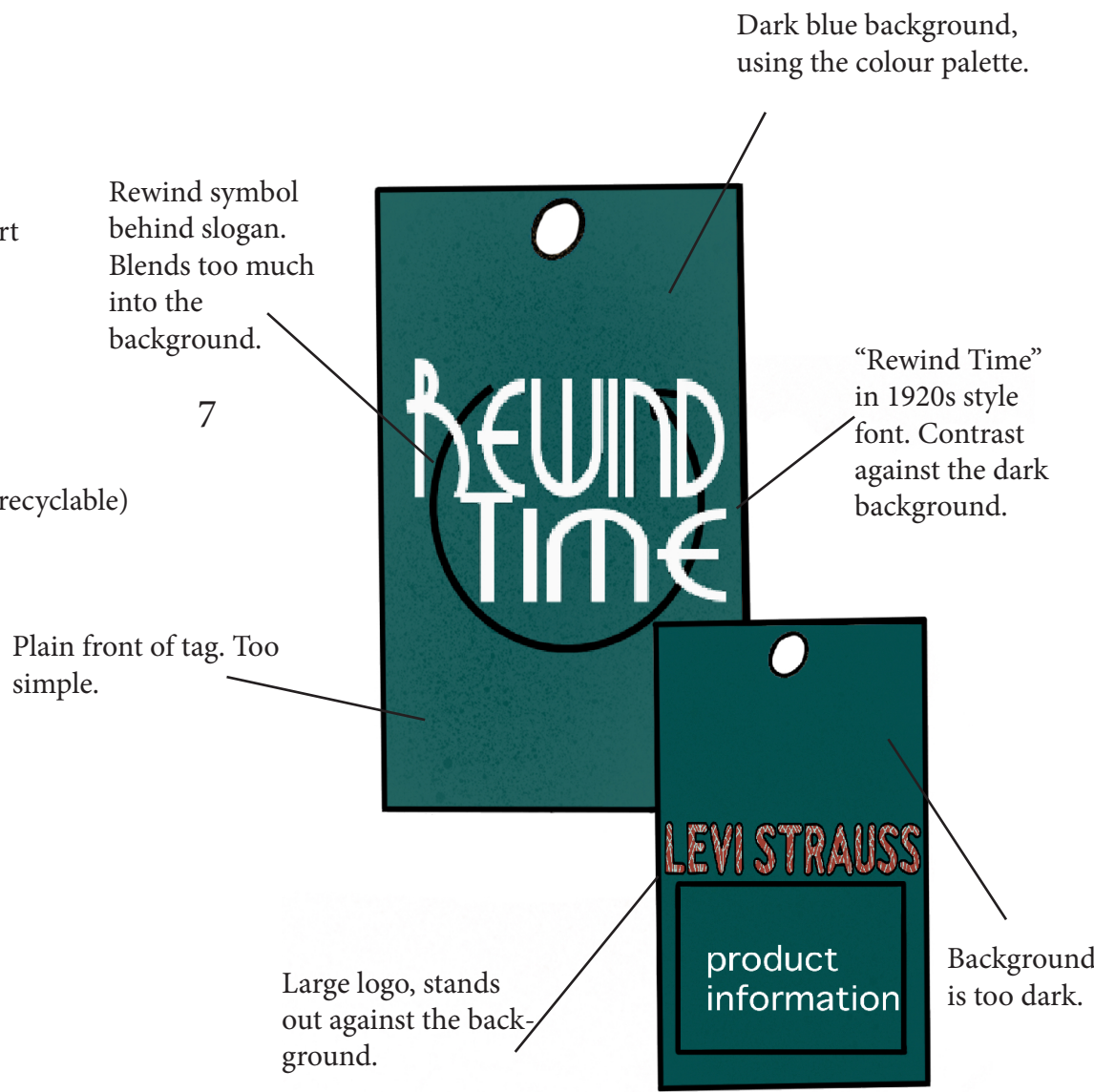
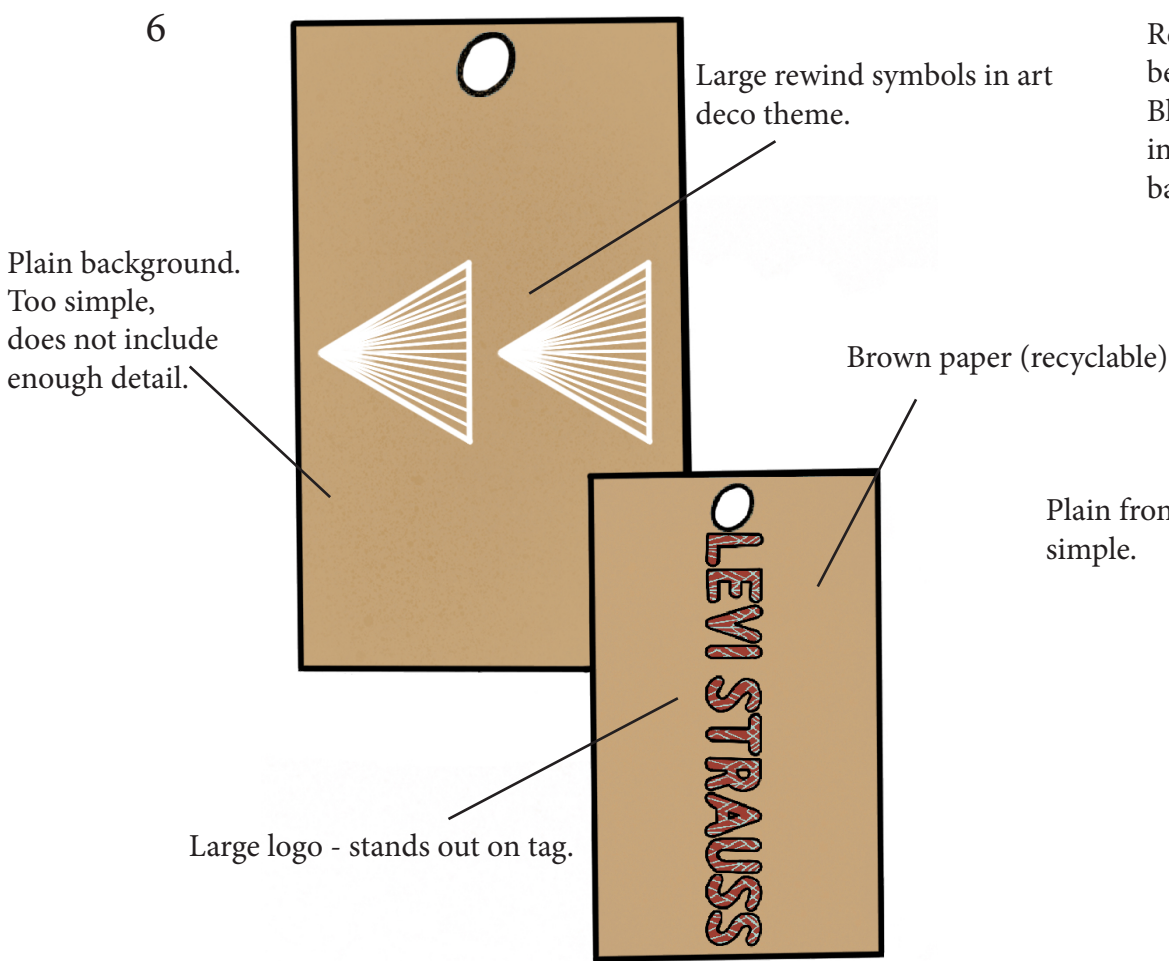


Rewind symbol, supports theme.



1920s style font. Large and stands out

# Packaging Development: Tags



# Packaging Finalisation: Tag

The final tag design takes features from design two and three to create a tag that reflects Levi current designs, while using art deco designs to reflect the overall collection. Using the “Rewind Time” slogan and art deco design for the front from design 2, with the rewind symbol for the back of the tag, to incorporating the stripes from design three, to add more detail and support the overall theme.



# Packaging Development: Bags

The below examples use an art deco inspired pattern while using the colour scheme as planned, with the addition of the final logo.

Brown paper bags - recyclable. Reflects what Levi's are currently using now.

1

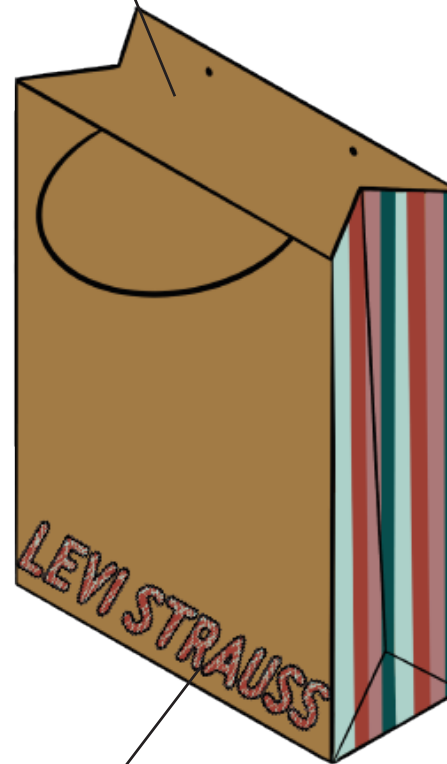


Pattern seems too overwhelming, lacks detail.

Art Deco style repeated pattern. Stands out against brown bag.

Levi Strauss logo. Doesn't stand out against white pattern.

2



Small Levi logo, bold against brown bag.

3



"Cut Out" logo on stripes, makes outline of logo stand out.

Stripes, reflects 1920s theme.

Bold stripes on front, reflects the twenties theme using colour scheme.

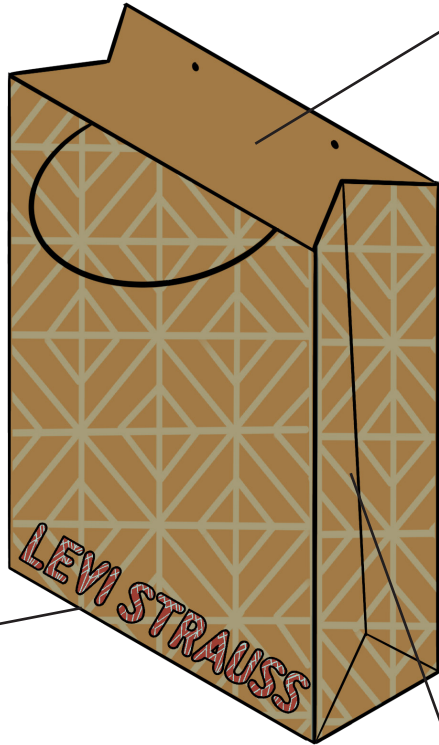
Large logo on side of bag, logo can be seen from multiple angles.



# Packaging Development: Bags

Brown paper bags - recyclable. Reflects what Levi's are currently using now.

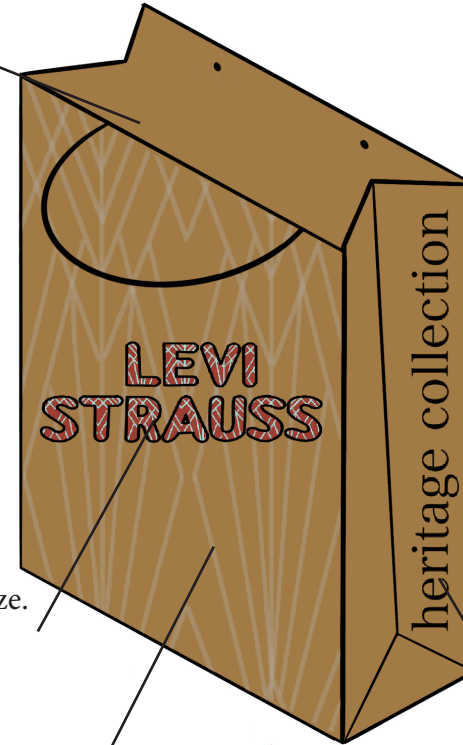
4



Logo contrasts against brown and light blue patterning.

Art Deco design throughout bag.

5



Logo stands out due to size.

Art deco pattern, seems too boring and not enough detail.

Large text with "Heritage Collection". Obvious what collection it reflects.

# Packaging Development: Bags

Brown paper bags - recyclable. Reflects what Levi's are currently using now.

6

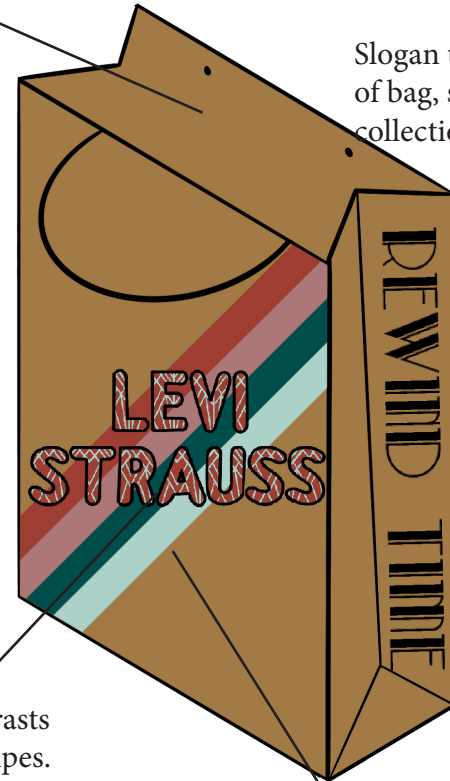


Large logo, creating a contrast against light blue.

Circular pattern with art deco inside.

Doesn't reflect twenties theme, more of the 1980s.

7



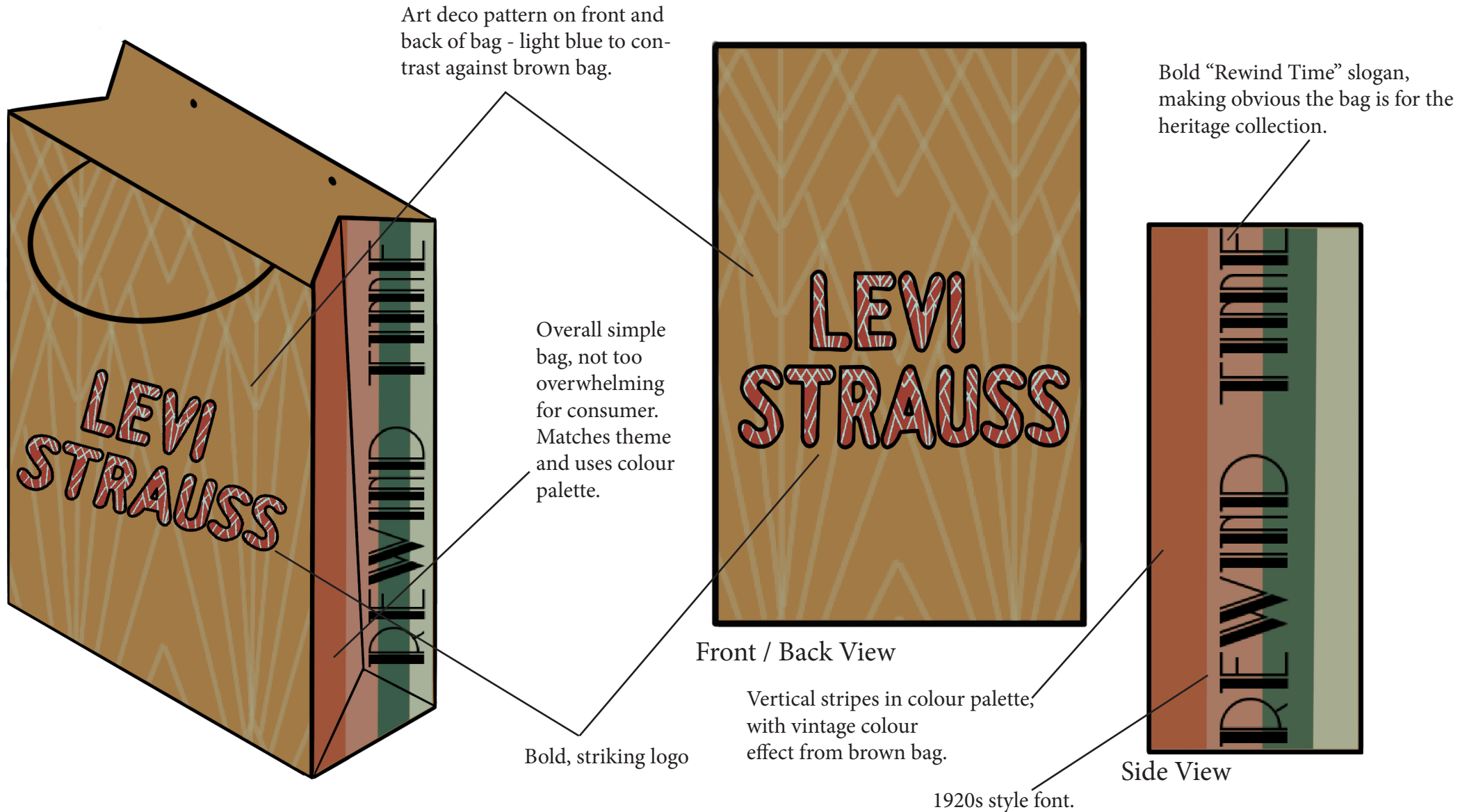
Slogan used on side of bag, summarises collection

Logo contrasts against stripes.

Diagonal stripes in colour scheme.

# Product Finalisation: Bag

The final bag design features different aspects from the previous designs, to create a bag that reflects the overall theme. The “Rewind Time” slogan has been taken from design seven, while the stripes have been influenced from design two along with the pattern from design five. The bag has been designed with the final tag design in mind, to make sure the two designs match.

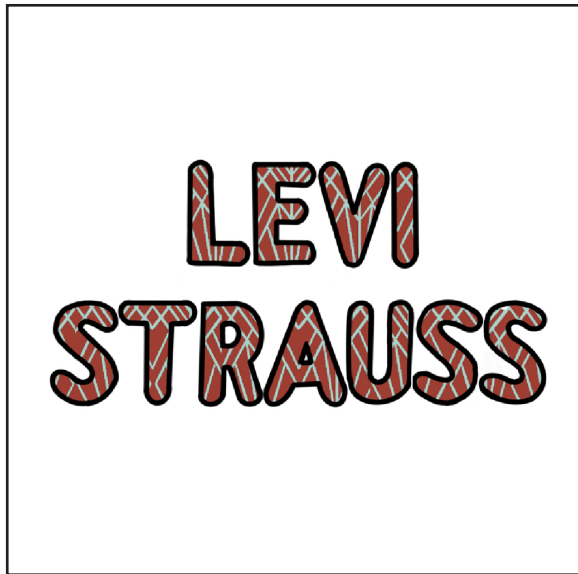


# Marketing Online Launch Design

## Development: Social Media

When Levi's are releasing a new collection, they start off with a simple design, simply telling the consumers what the collection or collaboration is about, with minimal detail. The following designs are examples of possible first posts, which announces the initial details. These are inspired by Levi's first posts regarding new collections. While some can be seen as plain and simple, they are all inspired of what Levi's currently do.

1



Simple logo, features no information regarding the collection. Customers would be unable to understand what the collection is from just the logo.

2



Development from previous design, with addition of "Heritage" - still too vague for customers.

3



More obvious that it is a collaboration or new collection, "Heritage 1920s" makes it more understandable for consumers. Lacking in detail and colour.

# Marketing Online Launch Design Development: Social Media

4



Less detail than previous design, but more understandable what the collection features.

5



More interesting background and more detail. Customer knows when the release date is for collection. Art deco designs, with slogan and logo clear.

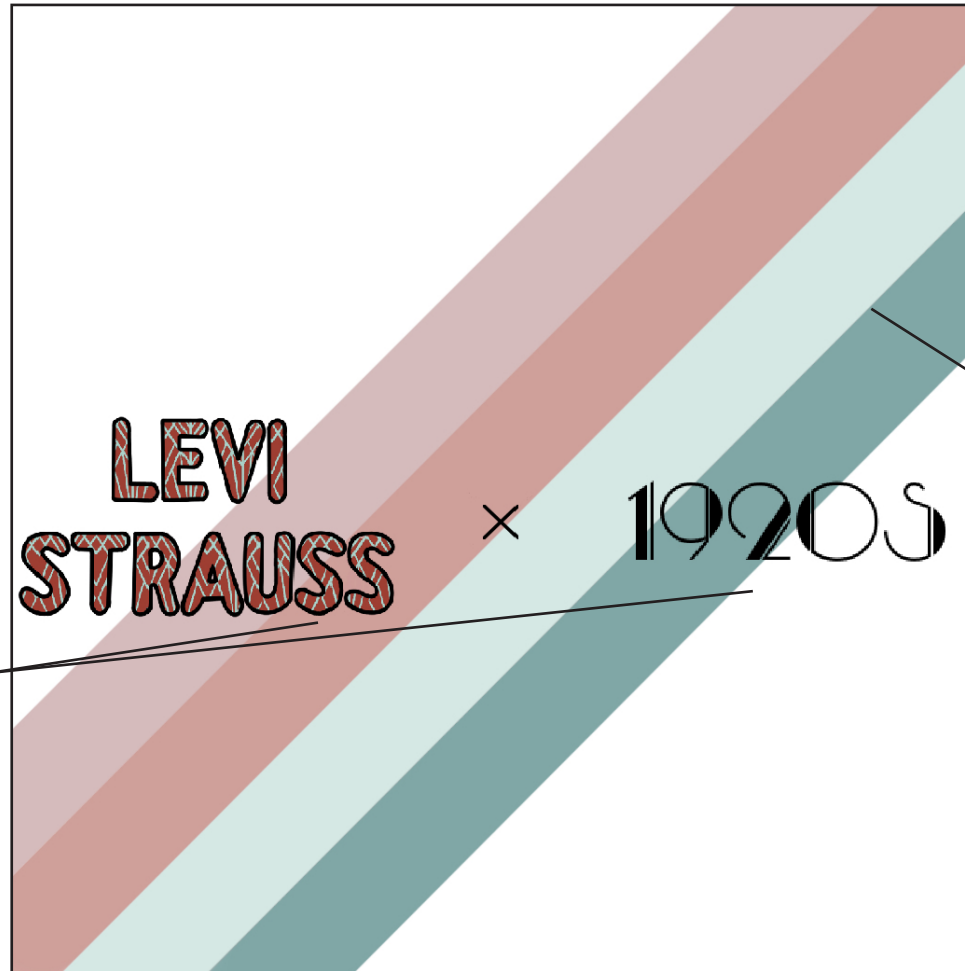
6



Stripes to support theme, while understand what the collection is based around, with "heritage".

# Marketing Online Launch Design Finalisation: Social Media

While the design is simple, Levi's initial release teasers are simple, which should be kept similar, to truly reflect the brand. The design is aimed to simply tell the customers that a new collection is being released, with further information and graphics to be released in the future.



Simple graphics to show the brand, and the theme of the collection, without revealing too much information.

Subtle stripes across image, adds colour and reflects 1920s style.



# Marketing Online Launch Design Development: Social Media

Following from the initial simple post, Levi's follow with more detailed posts, that portray the theme, so the consumer understands what the collection is about, along with different patterns and designs that would be used on the garments.



Repeated pattern of logo - used on many modern garments and posters. Slightly overwhelming and pattern may hurt eyes. Bold "Heritage Collection" text.



Art deco pattern on left, contrast between pattern and background - adds detail and stands out. "Rewind Time" small and not bright enough from background colour.



Subtle art deco pattern as background, could be a brighter colour. Reflects theme, while obvious what the collection is based around. "Rewind Time" may be hidden by dark background.

# Marketing Online Launch Design Development: Social Media

4



1920s magazine cover inspired, with texture to enhance theme. Logo is clear and eye-catching. Large text - obvious to potential customers.

5



Features colourful pattern and bold "Rewind Time" in 1920s style font. Does not reflect twenties theme, possibly more 1980s style.

6



Art deco pattern with light and not overwhelming background. Both logo and text are eye-catching and bold.



# Marketing Online Launch Design

## Finalisation: Social Media

The following design includes different aspects from the previous designs, primarily from design 4, with the addition of the pattern from design three. Few details have been added to increase amount of colours and to make customers aware of the collection theme. This is more detailed compared to the previous social media post, as this requires to show the potential customer more information regarding the collection.

Inspired by 1920s magazine covers, through the use of large circle, along with boarder and bold colour contrast.

Clear “Coming Soon”, can be changed to specific release date, so consumers are aware when the collection is launching.



Large “Rewind Time” slogan -

Art deco pattern, not too bold but adds more detail, supports the theme.

“Heritage Collection” - consumers are aware of what the theme of the collection is.

Bold, large eyecatching logo.

# Marketing Online Launch Design Development: Website Graphics

The following images show different website graphics that could be used to introduce customers when visiting the Levi's website. All images have been inspired by the social media designs, in order to co-ordinate. The design must be eye-catching, in order for customers to engage with the banner.



1

Bold "Rewind Time", contrast between black and dark green colours.

Easily accessible to directly shop.

Art Deco designs - background and geometric shapes.



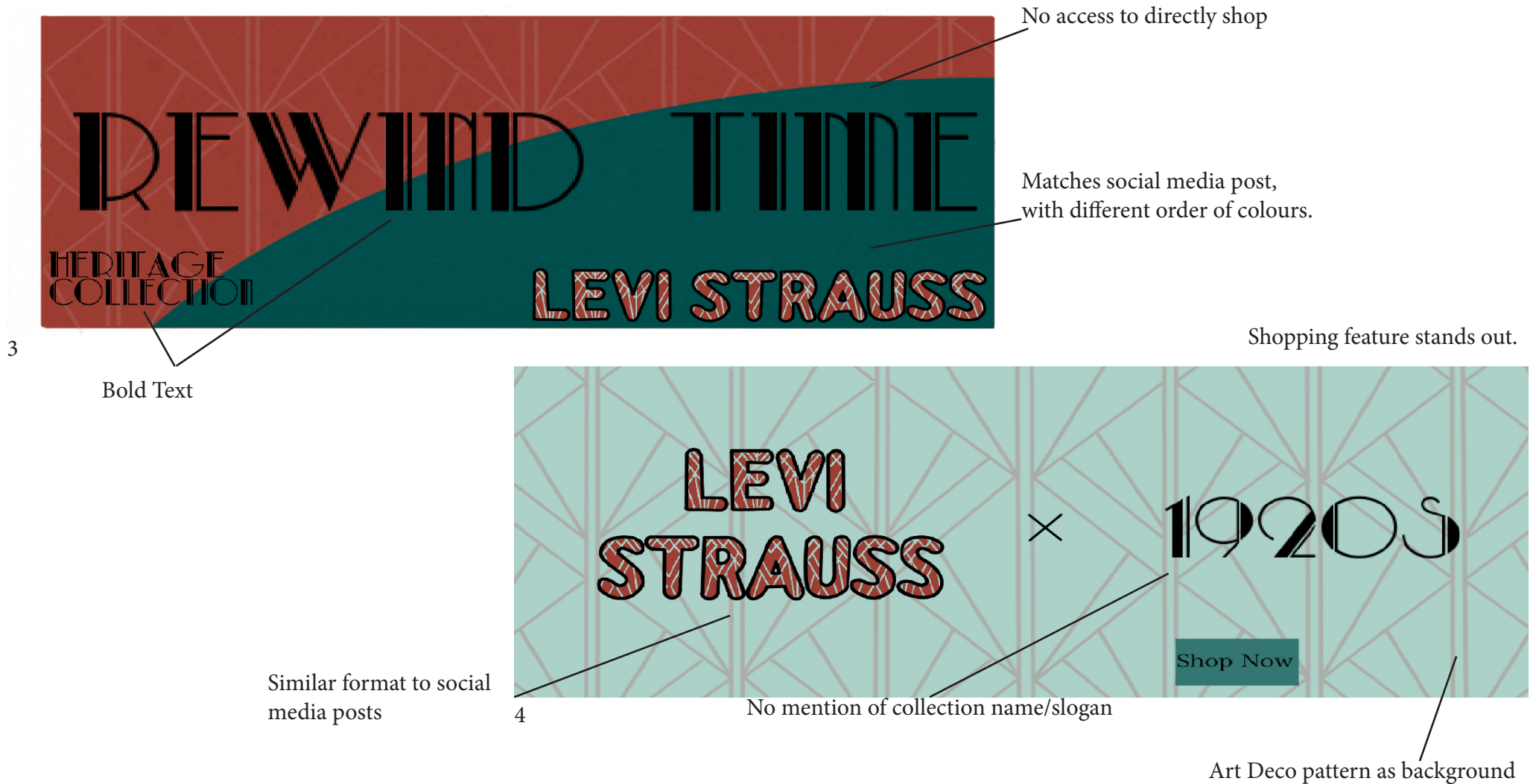
2

Vintage style background

Art deco shapes

Dark background, text not as obvious

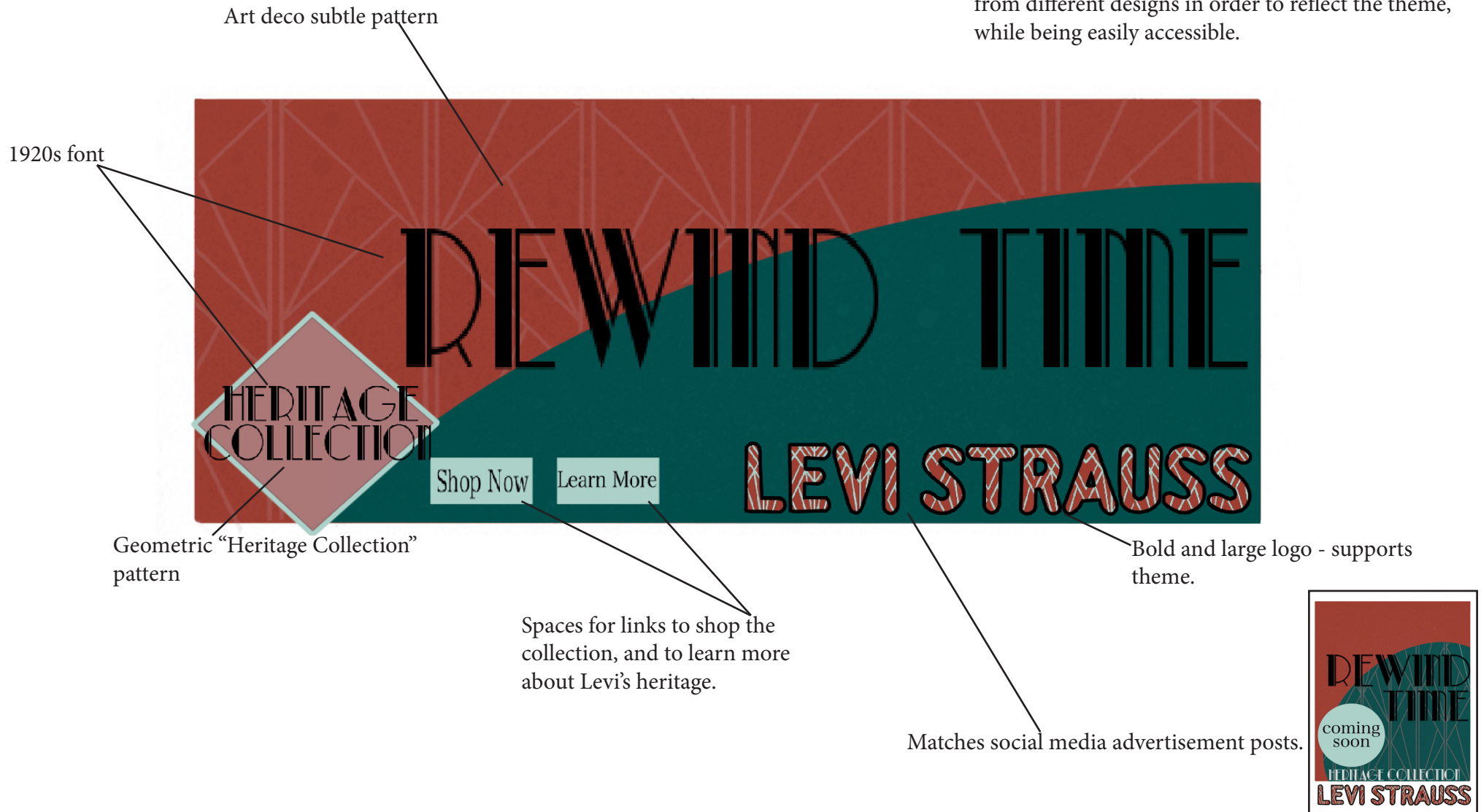
# Marketing Online Launch Design Development: Website Graphics





# Marketing Online Launch Design Finalisation: Website Graphics

The image below shows the final graphic to be used on the Levi's website on the home page. The image has aspects from the previous development designs. The website banner features the majority of the design from design three with the diamond geometric shape from design one, and the "Shop Now" aspect from design 4. This is mixing the most relevant aspects from different designs in order to reflect the theme, while being easily accessible.



# Marketing Online Launch Design Development: Website Promotion Graphics

To support the website graphics, a promotion for the website could be used to persuade customers to purchase items, or a higher quantity of items. The images show different designs which could be used on the website.



# Marketing Online Launch Design Development: Website Promotion Graphics

Tote bag designs too simple.



Art deco patterns.

Black font blends in with background.



Stripes match social media posts.

Too plain of a background.

# Marketing Online Launch Design Finalisation: Website Promotion Graphics

The final website graphics include different aspects from the designs, to make sure it reflects the theme and the overall brand while it must be eye-catching to persuade customers to buy promotional items. The background has been taken from design one, as it reflects the art deco theme, while the font has been used from design two and four, as this is similar to one used by Levi's. The tote bag graphic stands out, as consumers are aware of the product they are getting free.





# Marketing In-Store Launch Design Development: Promotional Material

The below designs are to be used for social media, along with signs for the Levi's store to promote the heritage event. While previously there is social media promotional material, these are promoting the event, rather than the collection as a whole.

1



Similar to website and social media graphics.

Clear website information

Clear what is included at the event. Draws people in.

2



Art deco designs

Clear website information

3

Similar pattern used on bags and product tags.

More RSVP information compared to others.

Bold logo.



4

1920s style stripes.

Plain background.

"Heritage Event" blends into stripes - not bold enough.





# Marketing In-Store Launch Finalisation: Promotional Material

The following design is the final design for posters and social media posts, to promote the heritage event. To have the same posts for social media and promotional store material means the designs interlink and keep consistent to look professional. The design has been inspired by design three, with the event activities which have been inspired from design one.

Bold logo -used throughout promotional material, links all together.

Dark and light colours create contrast while keeping to art deco theme, through use of geometric shapes.

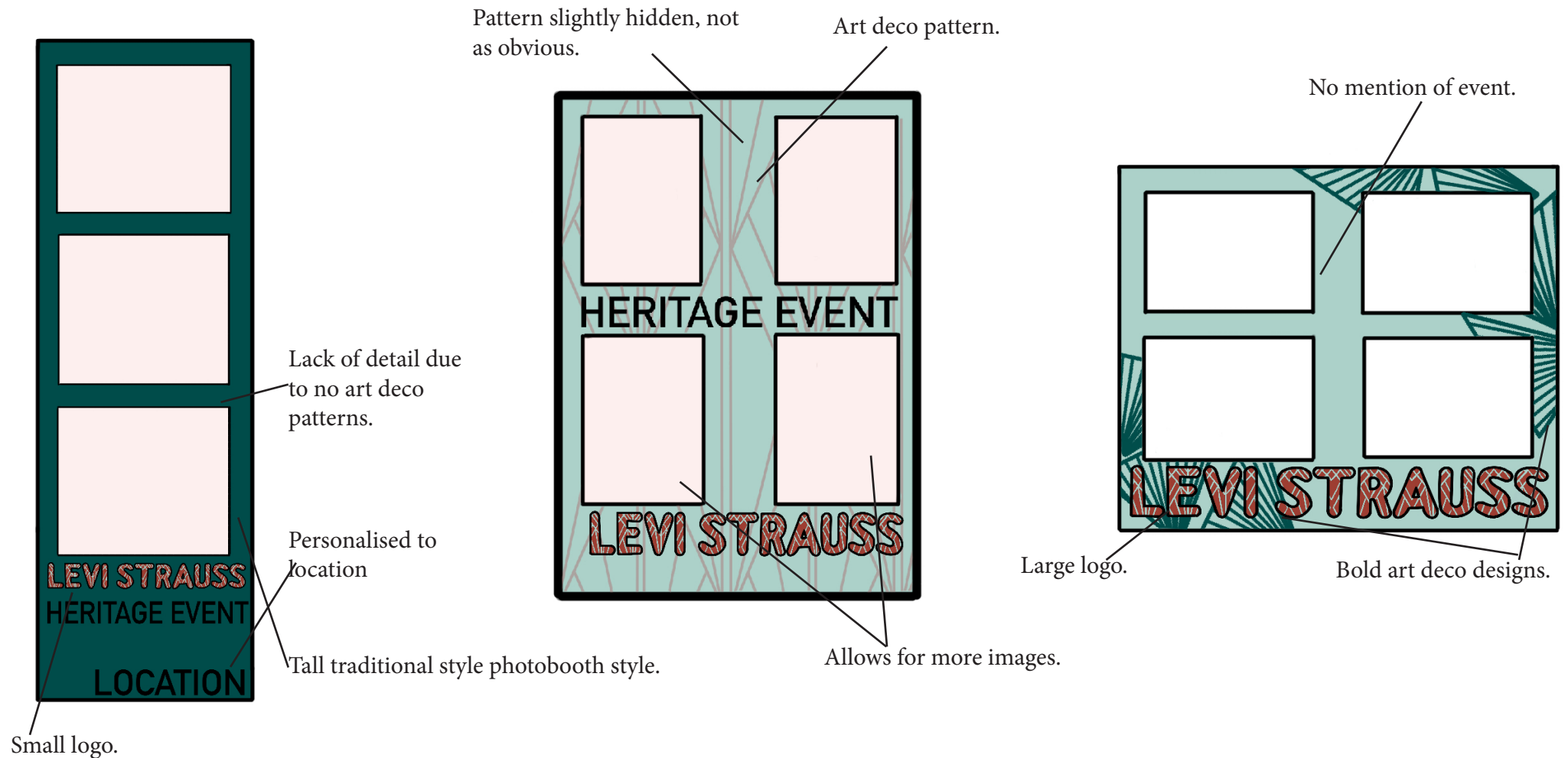


Clear information regarding event information.

Clear website information - not overwhelming, customers likely to visit website.

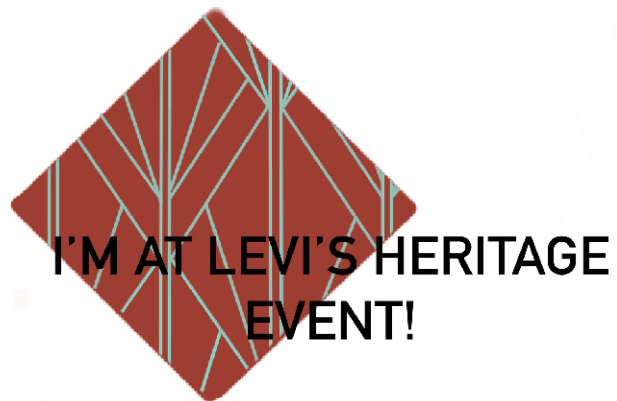
# Marketing In-Store Launch Design Development: Event Graphics.

When the event occurs, there are different activities that occur, one being a photobooth, all in hope that the attendees post on social media and promote the collection, to increase publicity and recognition.

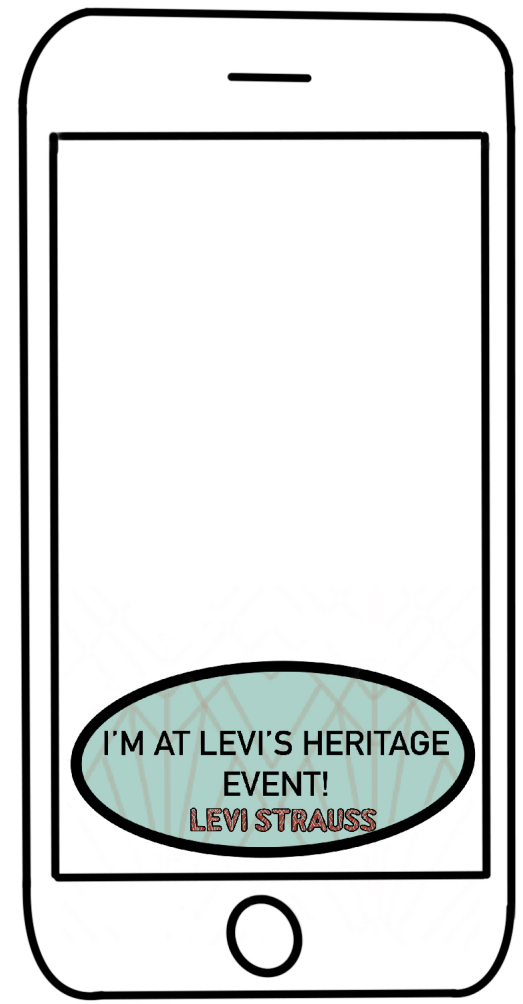
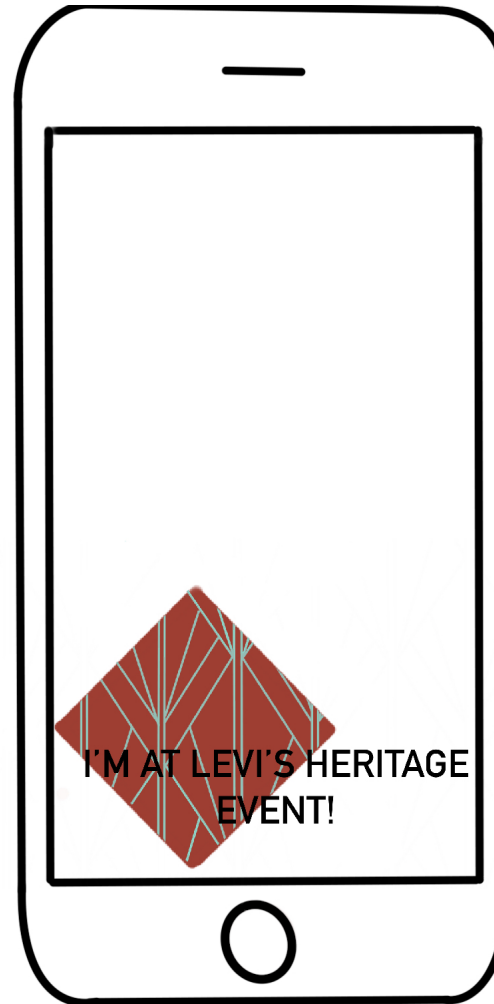


# Marketing In-Store Launch Design Development: Event Graphics.

The following images show different designs for social media filters, designed for Instagram and Snapchat. These are designed to encourage event customers to post on social media, and resulting in free/ low cost publicity for the collection.



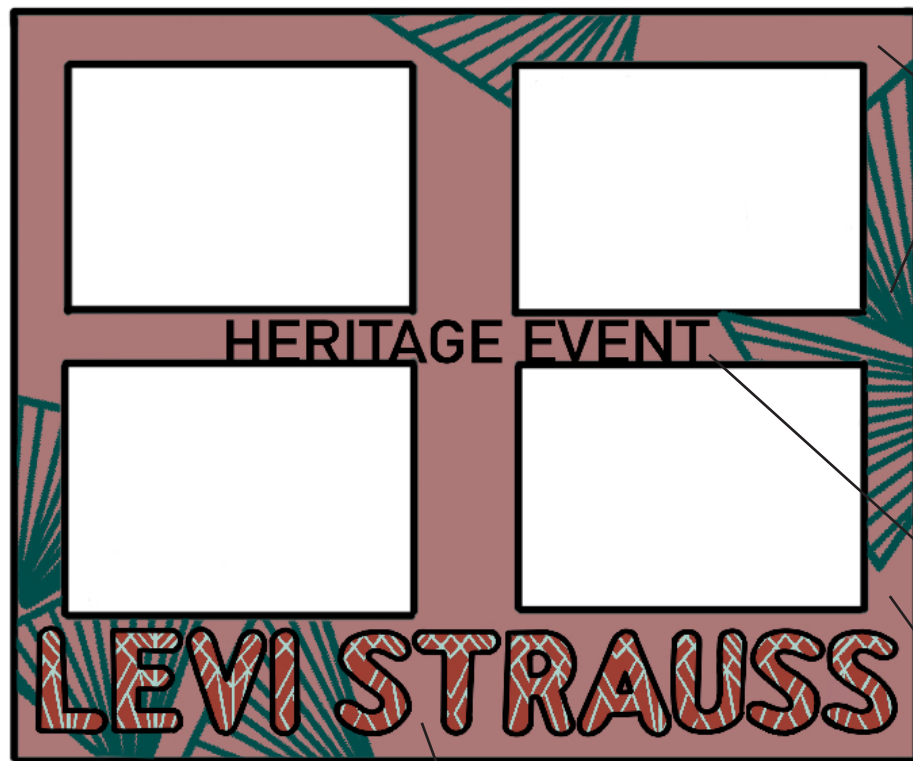
The above design uses the art deco theme along with geometric shapes to create a filter that is located at the bottom of the screen (Right). However, this lacks detail and may not be interesting enough that customers would use the filter.



The design (left) again, uses the art deco theme, however, due to the black outline, it makes it more bold and stand out more. This design uses the logo, which helps to support the theme.

# Marketing In-Store Launch Finalisation: Event Graphics.

The following images are the final designs for the photobooth and the social media “filter”. After the development aspect of both, similar designs have been used for both. This is because the customer can have a digital copy of an image through the social media filter, along with a physical copy from the photobooth, while both designs match and co-ordinate.



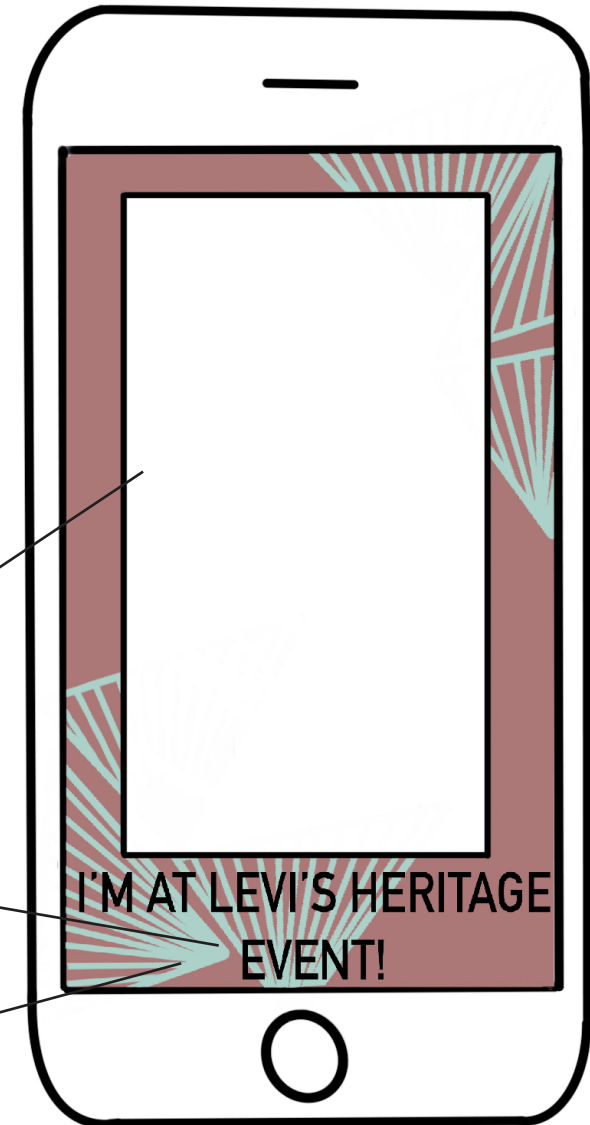
Large logo

Bold contrast between pink and dark green.

Photobooth style filter.

Clear what collection the event is based on.

Different colours, but co-ordinate with same colour background and pattern.





# Marketing In-Store Launch Design Development/Finalisation: Event Graphics.

## Initial Designs

The below graphics are the designs for the personalisation area for the in-store launch. These are designed to make sure the customer has a positive experience, to increase word of mouth and social media publicity.



## Final Designs



The final designs have been narrowed down from the initial designs. These designs are more personalised than the other designs. The two “I” designs would be available in the full alphabet, to allow customers to personalise their collection clothing with their initial. The top left image is different variation in case the customer chooses not to use their initial to personalise. All the designs use art deco patterns to reflect the overall theme.

# References

Carousell (2020) *Levi's bag*. [Online Image]. Available from: <<https://sg.carousell.com/p/levi's-paper-bag-155425464/>>. [Accessed: 6th May 2020].

Levi's (2020) *Batwing Logo*. [Online Image]. Available from: [https://www.levi.com/GB/en\\_GB/](https://www.levi.com/GB/en_GB/). [Accessed: 6th May 2020].

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Pixers (n.d) *Art Deco Pattern*. [Online Image]. Available from: <<https://pixers.uk/laptop-stickers/vintage-seamless-art-deco-pattern-template-for-design-vector-illustration-182743639>>. [Accessed: 7th May 2020].

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Vector Stock (n.d) *Art Deco Pattern* [Online Image]. Available from: <<https://www.vectorstock.com/royalty-free-vector/geometric-art-deco-elegant-seamless-pattern-vector-26796102>>. [Accessed: 8th May 2020]

Widewalls (2016) *Art Deco Pattern* [Online Image]. Available from: <<https://www.widewalls.ch/art-deco-patterns/>>. [Accessed: 8th May 2020]