



***\$TRUT!***

Campaign Planning



LOO    
GOO



**STRUT!**

# INTRODUCTION

Introducing "Strut!" – where sustainable sophistication meets personalized style in every step. Elevate your footwear experience with our designer and customizable heels, meticulously crafted to embody timeless elegance. At Strut!, we pride ourselves on using eco-friendly materials, ensuring a guilt-free, yet glamorous, stride.

Our collection caters to a diverse age range, seamlessly blending quirky prints and bold solid colors to suit every personality and occasion. From playful patterns that resonate with the young at heart to sophisticated hues for a classic touch, Strut! is designed to empower women with the perfect pair for any moment.

Embrace the freedom of self-expression as you create your custom Strut! heels, reflecting your unique style. With an emphasis on sustainability, fashion, and individuality, Strut is not just a footwear brand; it's a statement, a commitment to a greener future without compromising on style. Step confidently into the world with Strut! – where your journey meets sustainable fashion at its finest.



**STRUT.**





# STRUT!

This is the logo for the brand. It is a visual representation of the messaging of the brand.

Just like every one of us, each alphabet used has a different personality, strut makes customized heels to match your personality!



STRUT! STRUT!  
STRUT! STRUT!  
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STRUT! STRUT!  
STRUT! STRUT!



# DO'S AND DONT'S

✗ **STRUT!**

✗ **STRUT!**

✗ **STRUT!**

✓ **STRUT!**

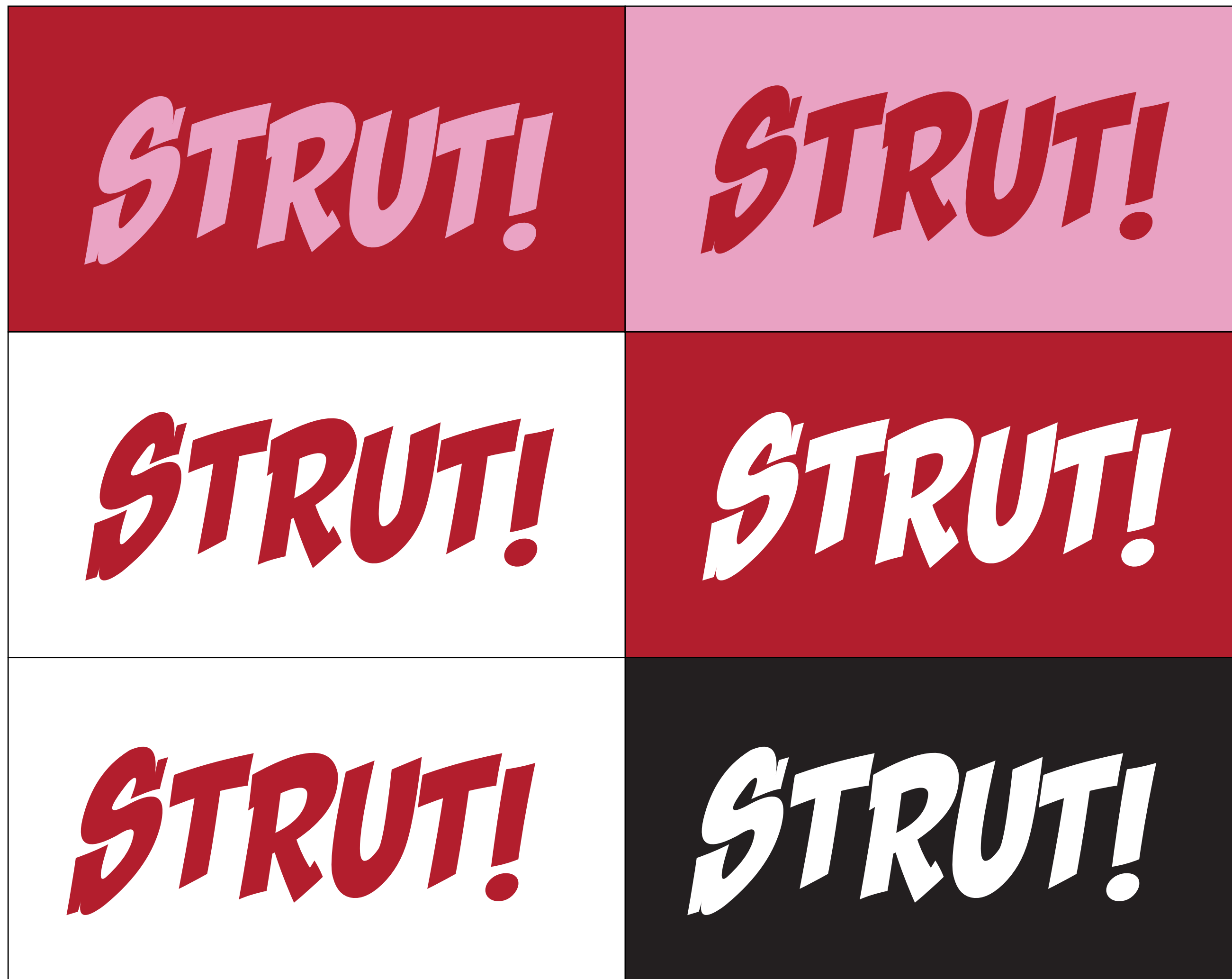
Visual consistency of the brand is extremely important. Shown here are examples of visual actions that ruin the logo and damage the brand.

These are not permissible.  
Do not stretch the logo, add shadows/blur effects, change the fonts of the logo etc





# LOGO COLORS



Shown here are examples of colours to use while using the logo. Any other colour combination is not permissible. Values for the colours are given on the next page





TYPO  
GRAPY

***\$TRUT!***

**AA**

***ALGERiAN***

***ALL CAPS : ABCDEFGHiJKLMNOPQR\$TUVWXYZ***

***ALL \$MALL : ABCDEFGHiJKLMNOPQR\$TUVWXYZ***



# ***tone of voice***

**WARM**

Strut as a brand gives out a warm and welcoming vibe, with short punchy statements that at once educate and charm its audience.

**INFORMAL**

It should feel as if speaking casually to a friend.

**FRIENDLY**

It should sound confident of delivering its promises.

**CONFIDENT**









# AD CAMPAIGN



Customisable  
heels ,as unique  
as your footprint

**STRUT!**

Be Uniquely you.

24, Walking Street , Jump avenue , Mumbai- 06  
www.strut.com

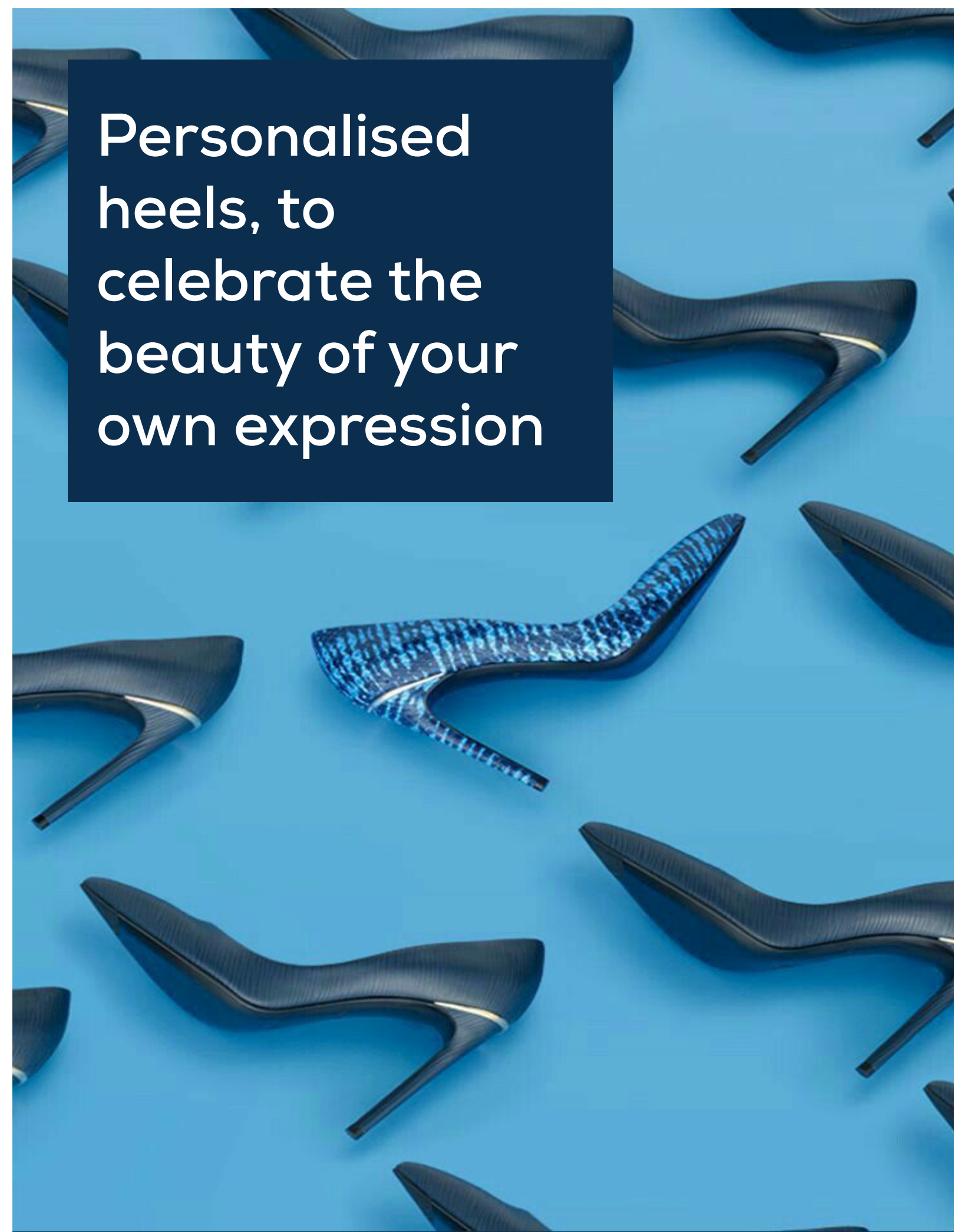


Customisable  
heels to cele-  
brate your own  
individuality.

**STRUT!**

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www.strut.com



Personalised  
heels, to  
celebrate the  
beauty of your  
own expression

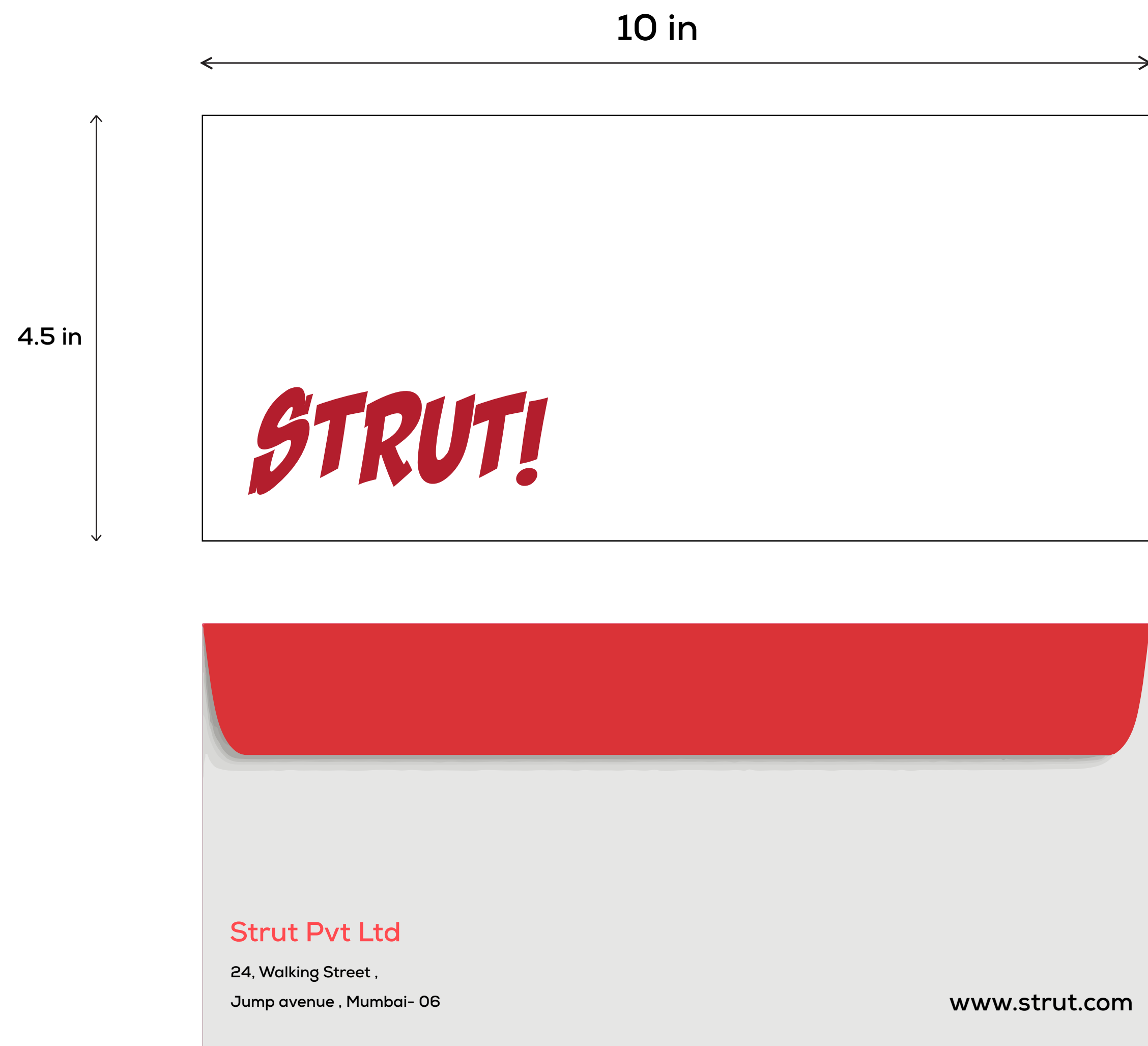
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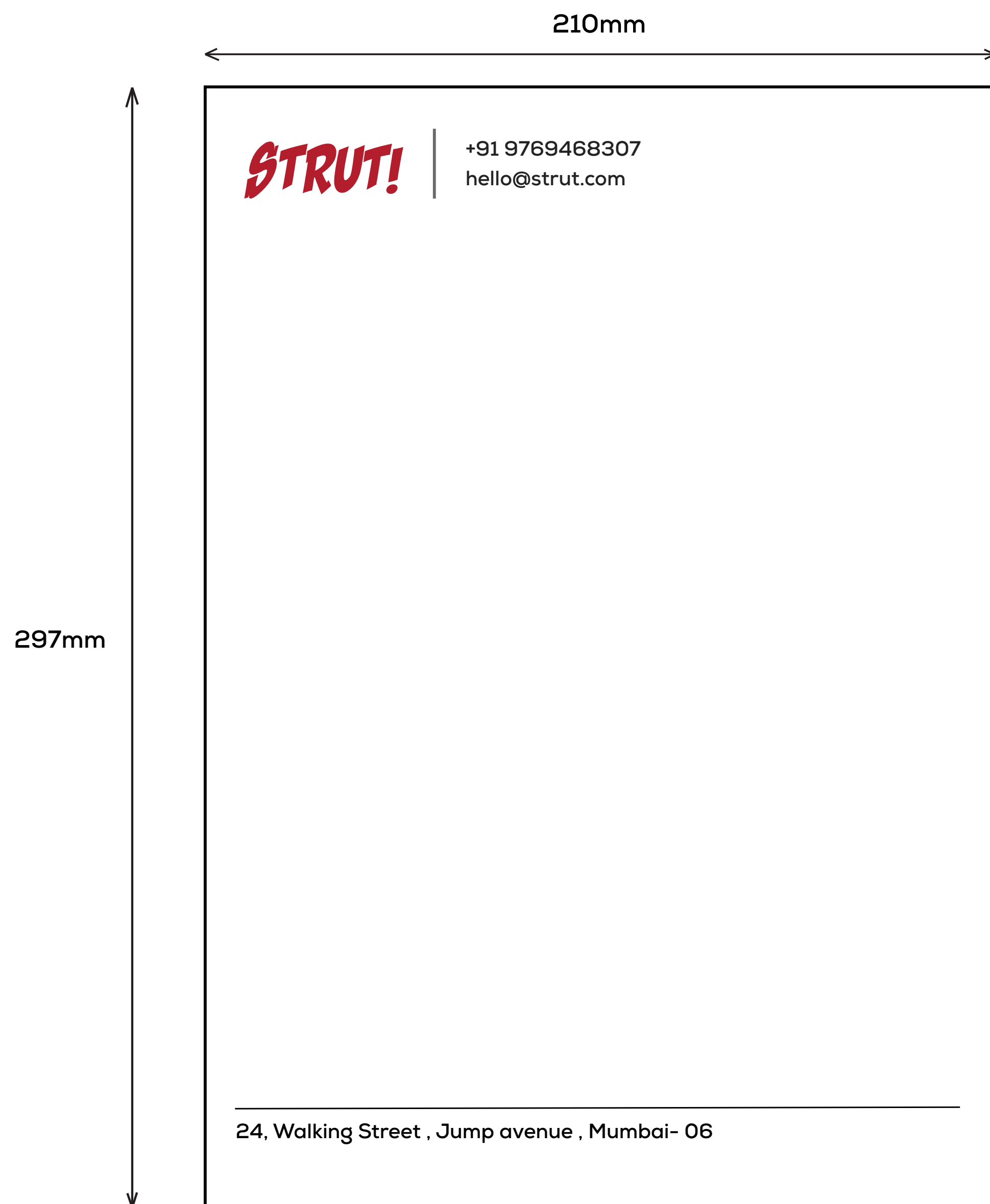
# APPLICATION



This is the design for the envelope, front and back. The brand logo will be used on the left bottom corner and no where else on the envelope. The back of the envelope will display the company address and website name as shown here.



# APPLICATION



This is the design for the letterhead. Logo should be on the top left corner of the page along with the contact details. The company address is displayed at the bottom which is left aligned as well.





# NEWSPAPER ADS

ent by... contain... of a prohibition... infrastructure... generic embrace... adopted... recently by a... group at the United Nations... the key principles of the United... document... on... principles... space is that no state should allow... that... intentionally... damages... infrastructure... or... other... critical... the use and operation of services to the... The goal of the American negoti-... is to have Chinese leaders em-... the principles of the United Na-... But it seems unlikely that any deal... addressing the most urgent problems with... agreement with Washington... cybertattacks have focused on... ing to officials who spoke on the condi-... ing of anonymity... Most of those attacks have focused on... espionage and theft of intellectual prop-... million personal security files from the... Office of Personnel Management, which... the director of national intelligence, James R. Clapper Jr., recently told Con-... gress did not constitute an "attack" be-... cause it was intelligence collection... something the United States does, too.

John Kerry with his German counterpart, Frank-Walter Steinmeier, on Sunday. PICS PHOTO BY AP/WIDEWORLD

**MCDONALD'S MOVES TO HELP MIGRANTS**  
The fast-food giant is asking companies to donate advertising space to the United Nations' food program. PAGE 18

**Customisable heels to celebrate your own individuality.**

**STRUT!**  
Be Uniquely you.

24, Woking Street, Jump Avenue, Mumbai-40

www.strut.com

**AT NYT.COM**  
The winner is... coverage and analysis of... vision's biggest night at the 67th... time Emmy Awards in Los... aneles. [nytimes.com/tv](http://nytimes.com/tv)

**A founder, 13, and his 'C.E.O': mom**  
The founder of the bow-tie line Mo's Bows is a charismatic salesman who has an intuitive eye for fashion. He's also 13. [nytimes.com/business](http://nytimes.com/business)

**Minnesota's mascot turns heads**  
Goldy Gopher wows crowds with his unusual head spin move. The mascot's inventor, Ross Bernstein, said, "You had to be able to skate and be a complete idiot, and I qualified on both counts." [nytimes.com/collegefootball](http://nytimes.com/collegefootball)

**Science behind 'they all look alike'**  
Was the arrest of James Blake a case of racism, or a product of a real cognitive issue that makes it hard for people of one race to distinguish between those of another? [nytimes.com/region](http://nytimes.com/region)

**Defending her record as boss**  
As she seeks the Republican nomination, Carly Fiorina has prepared to counter accusations that she mismanaged Hewlett-Packard and callously laid off workers. [nytimes.com/politics](http://nytimes.com/politics)

**Singapore Prix**  
Ferrari led from the... the Singapore... day while Lewis... cedes had a problem... to retire. SPORTS, 12

**burns hot**  
on the



# INSTAGRAM/FACEBOOK POST





# MAGAZINE ADS





# OUTDOOR AD



Customisable  
heels to cele-  
brate your own  
individuality.

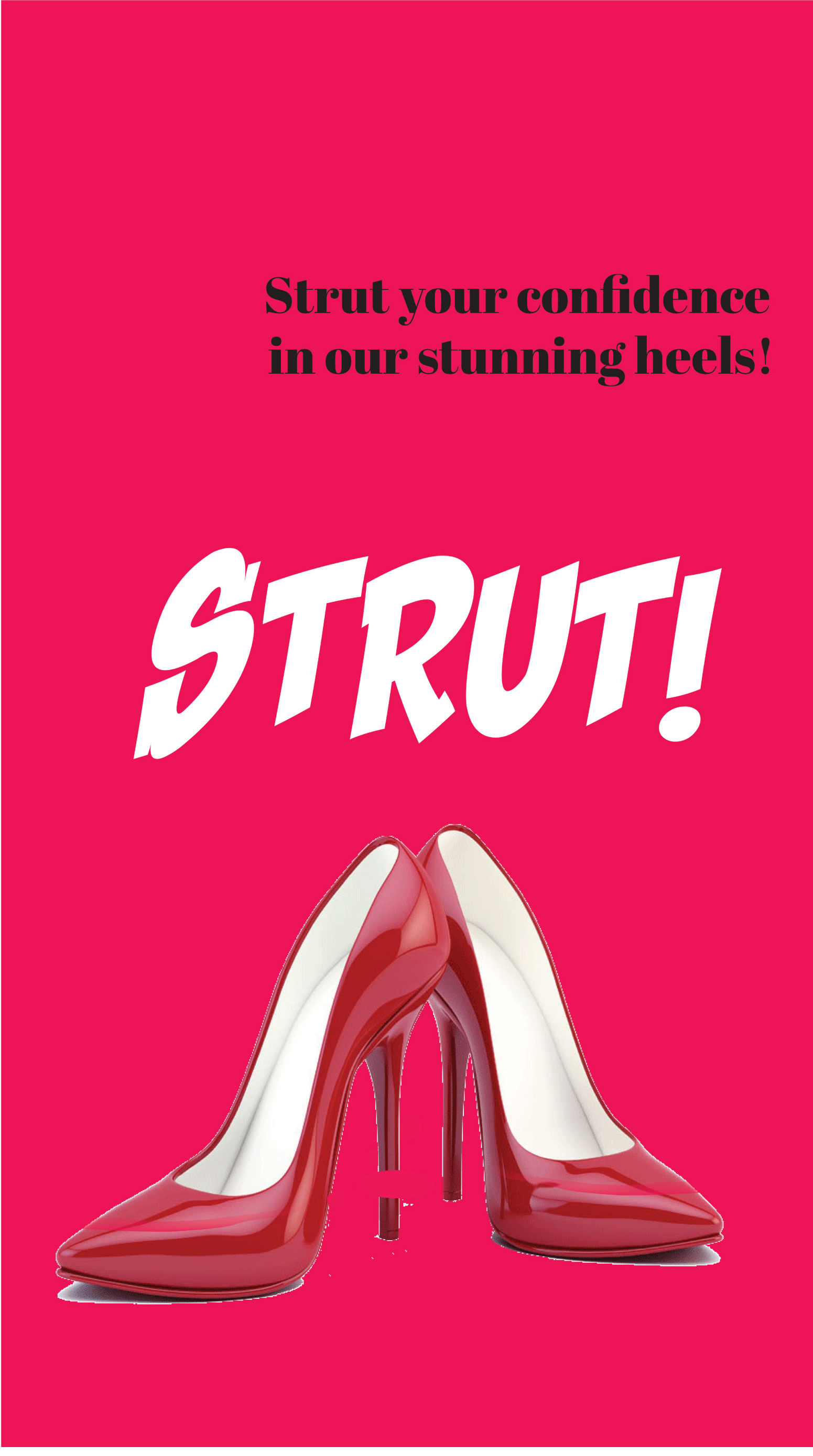


# OUTDOOR AD





# iNSTAGRAM/FACEBOOK STORY





***POS AD***

CUSTOMIZE YOUR HEELS

***STRUT!***





# WEBSITE DESIGN

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## STRUT!





# WEBSITE DESIGN





# STORE DISPLAY





# MOCKUPS



# STRUT!



# STRUT!





