



STRUT!

Campaign Planning

LOOK
STRUT!
GO

STRUT!



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!

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! STRUT!

STRUT!

STRUT! STRUT!

STRUT!

DO'S AND DONT'S

✖ **STRUT!**

✖ **STRUT!**

✖ **STRUT!**

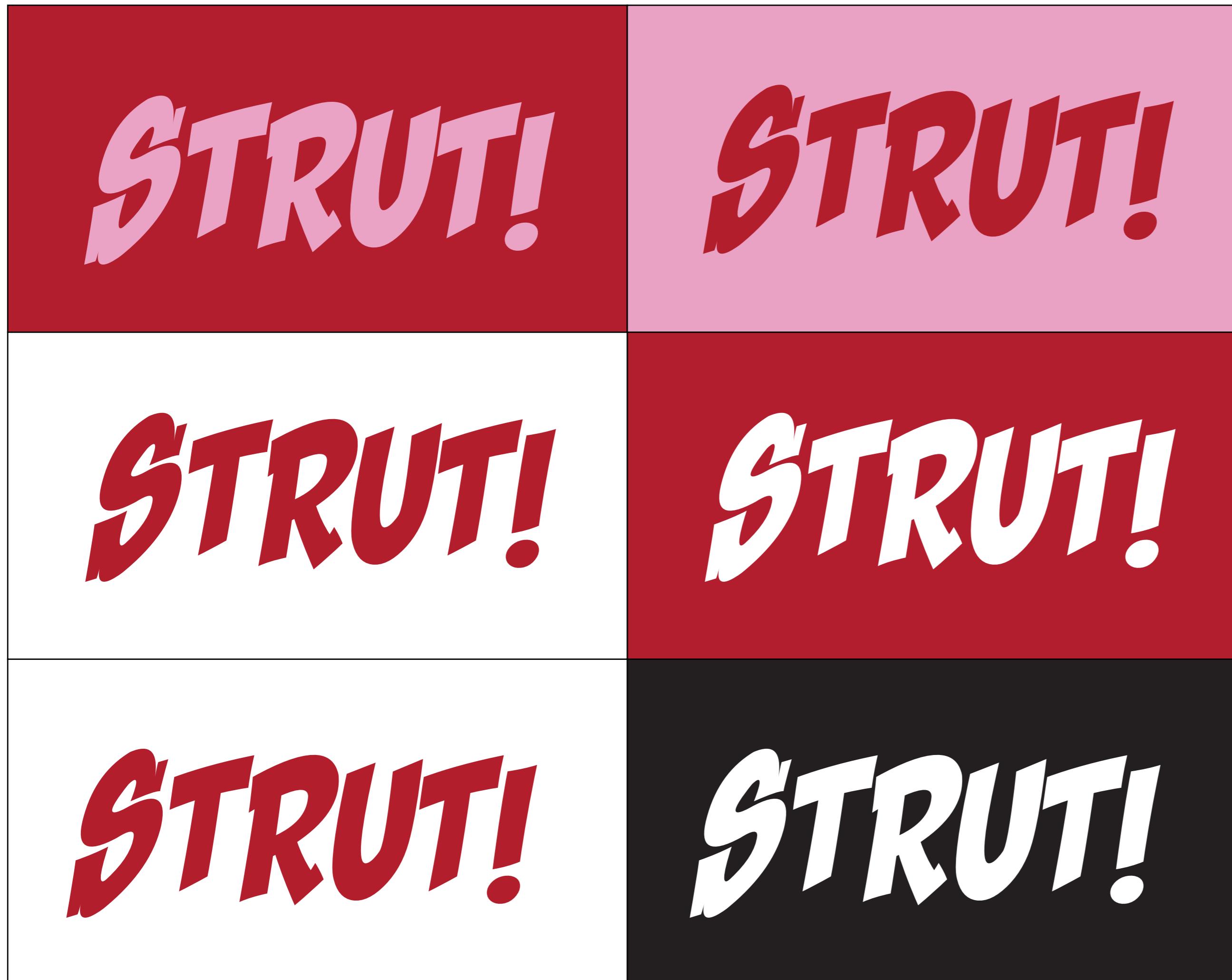
✓ **STRUT!**

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 GRAPHY

STRUT!

AA

ALGERiAN

ALL CAPS : ABCDEFGHiJKLMNOPQRSTUVWXYZ

ALL SMALL : abcdefghijklmnopqrstuvwxyz

TONE OF voCE

WARM

INFORMAL

FRIENDLY

CONFIDENT

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

It should feel as if speaking casually to a friend.

It should sound confident of delivering its promises.



AD CAMPAIGN

Customisable
heels ,as unique
as your footprint



STRUT!

Be Uniquely you.

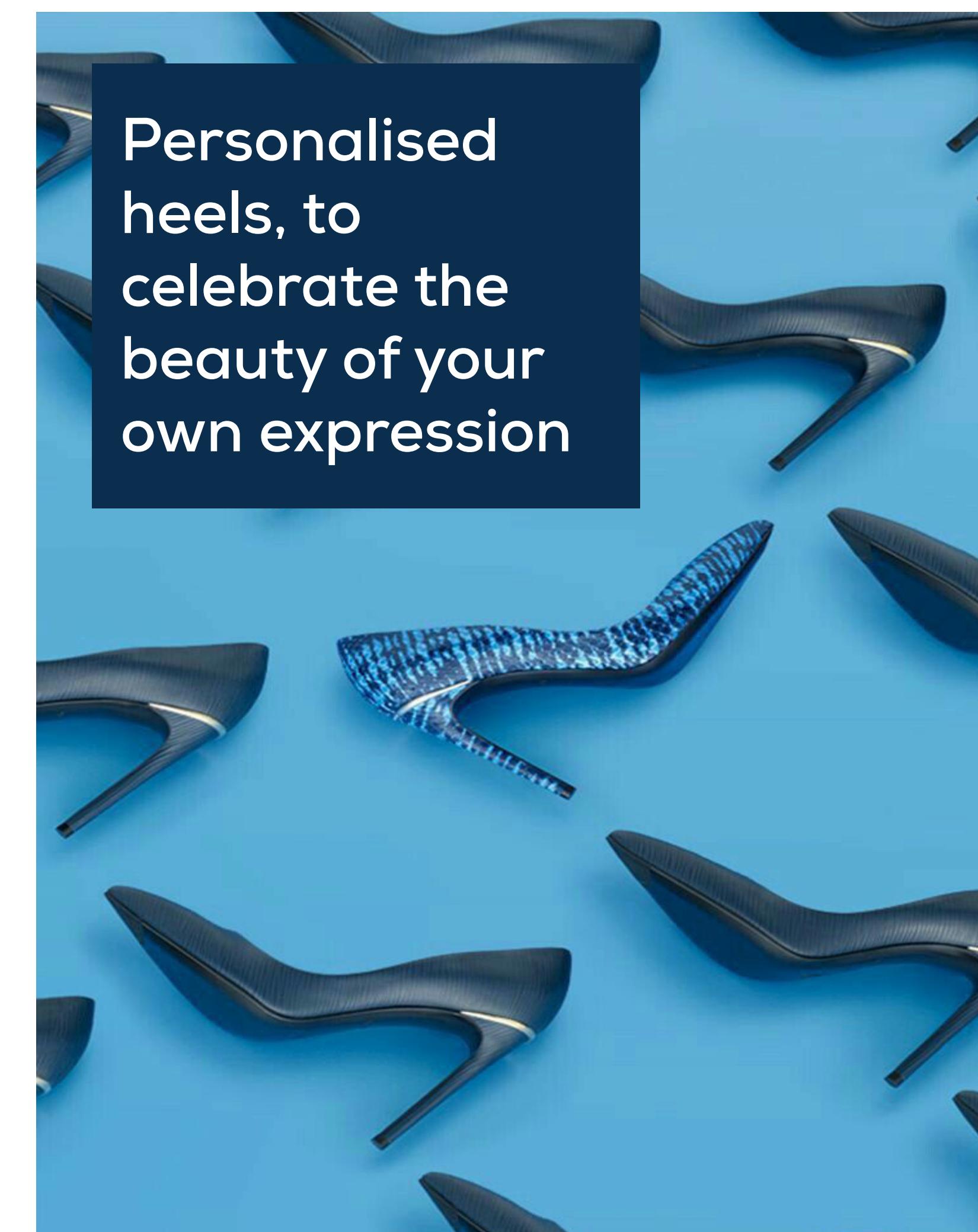
Customisable
heels to cele-
brate your own
individuality.



STRUT!

Be Uniquely you.

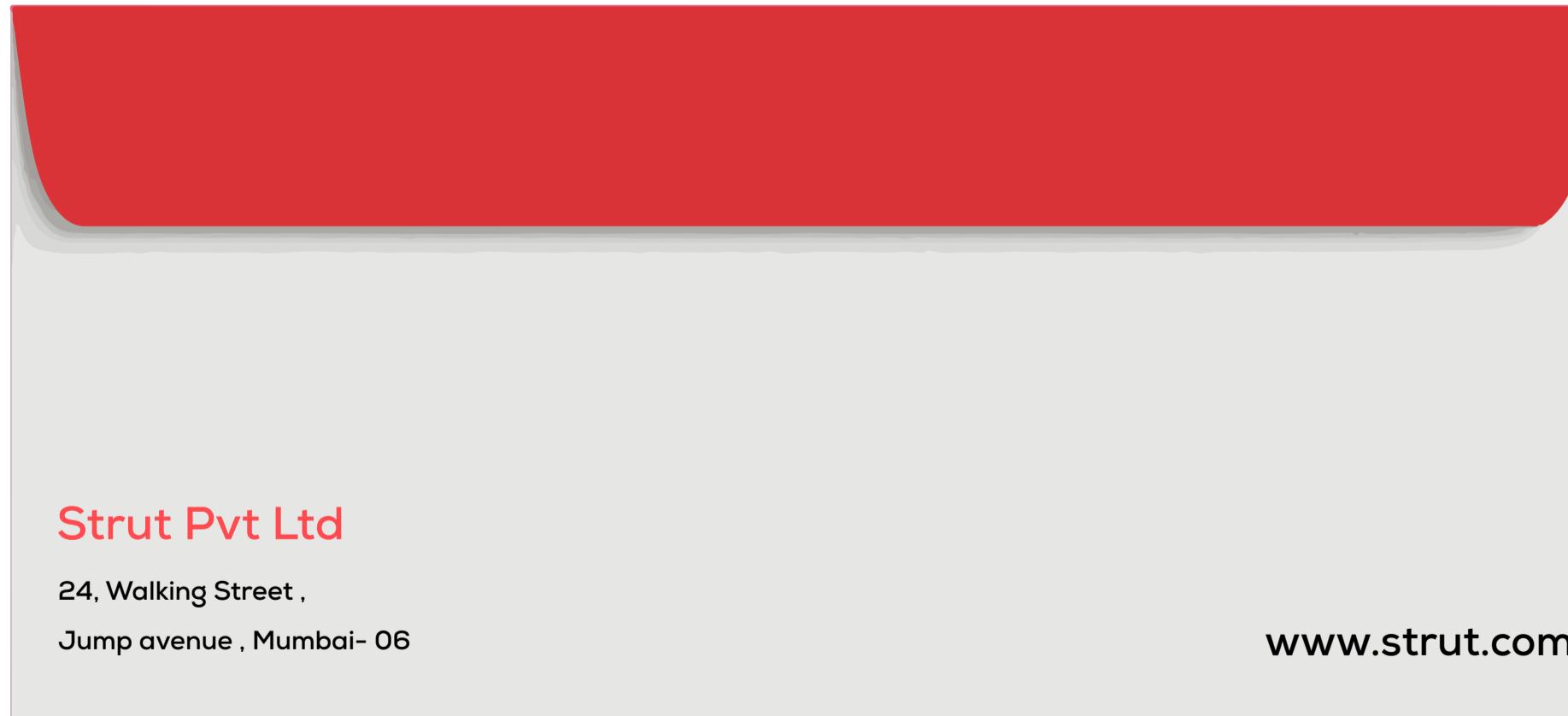
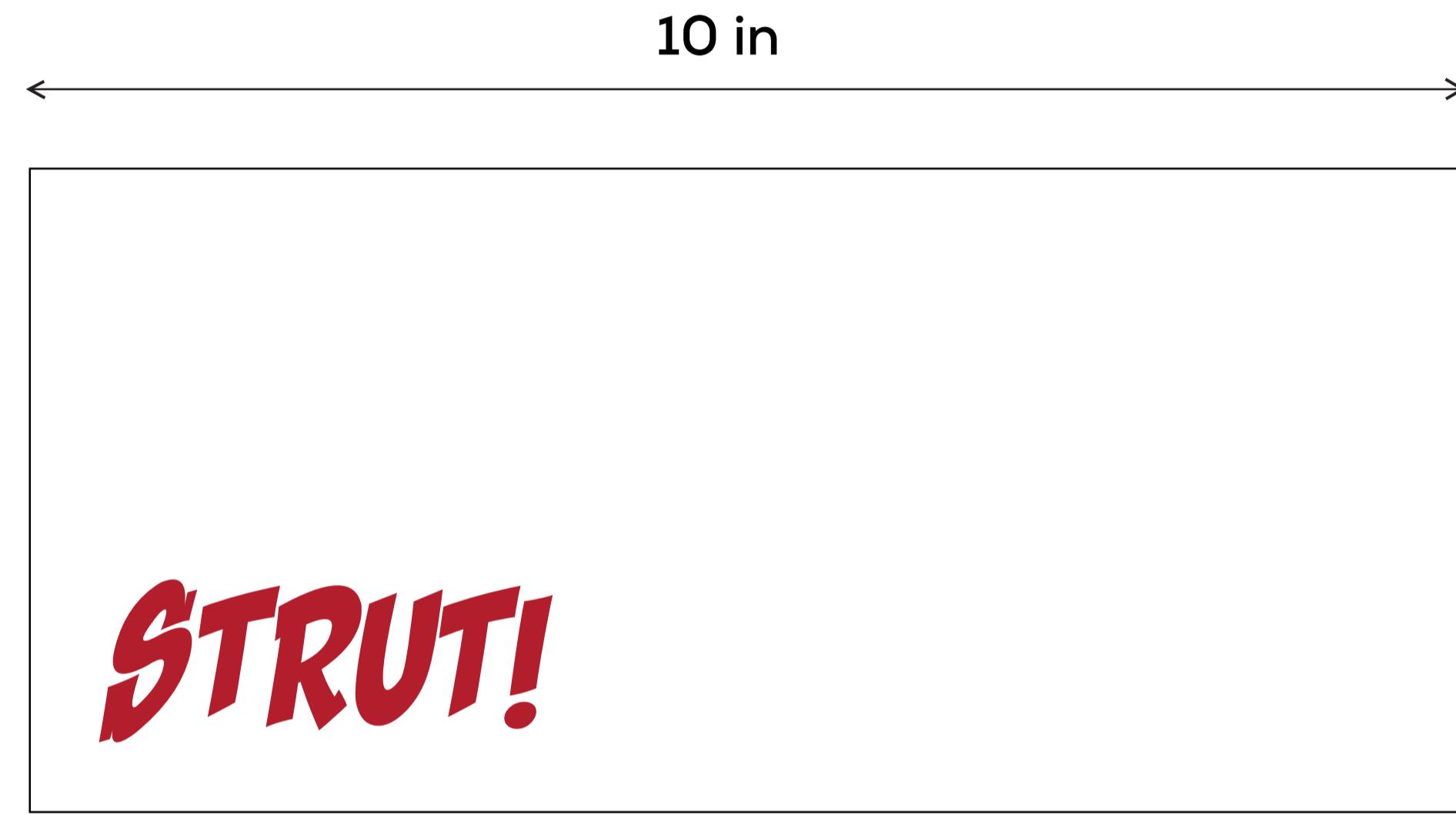
Personalised
heels, to
celebrate the
beauty of your
own expression



STRUT!

Be Uniquely you.

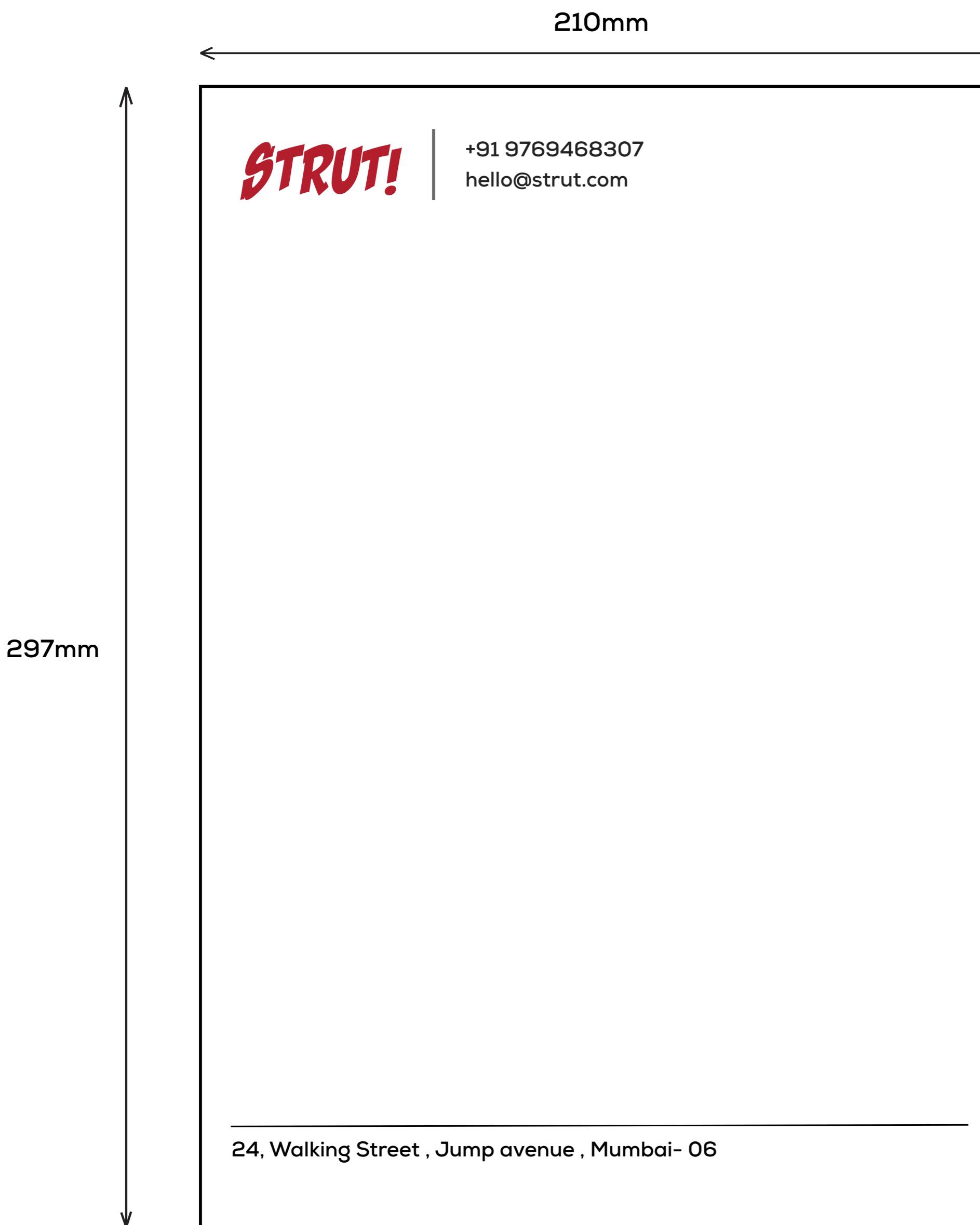
APPLICATION



This is the design for the envelope, front and back. The brand logo will be used on the left bottom corner and nowhere 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



iNSTAGRAM/FACEBOOK POST



MAGAZINE ADS



OUTDOOR AD



Customisable
heels to cele-
brate your own
individuality.

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

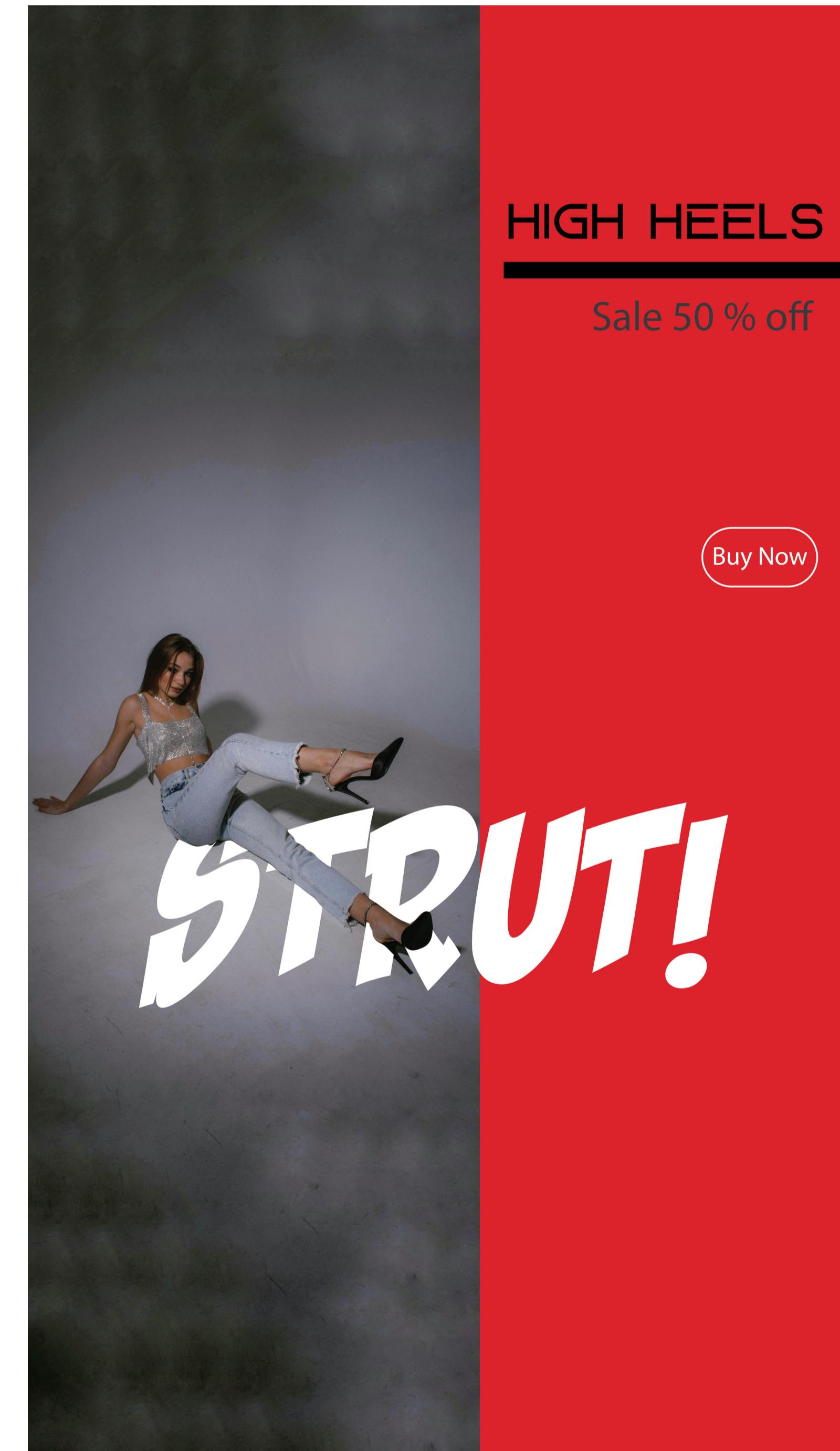
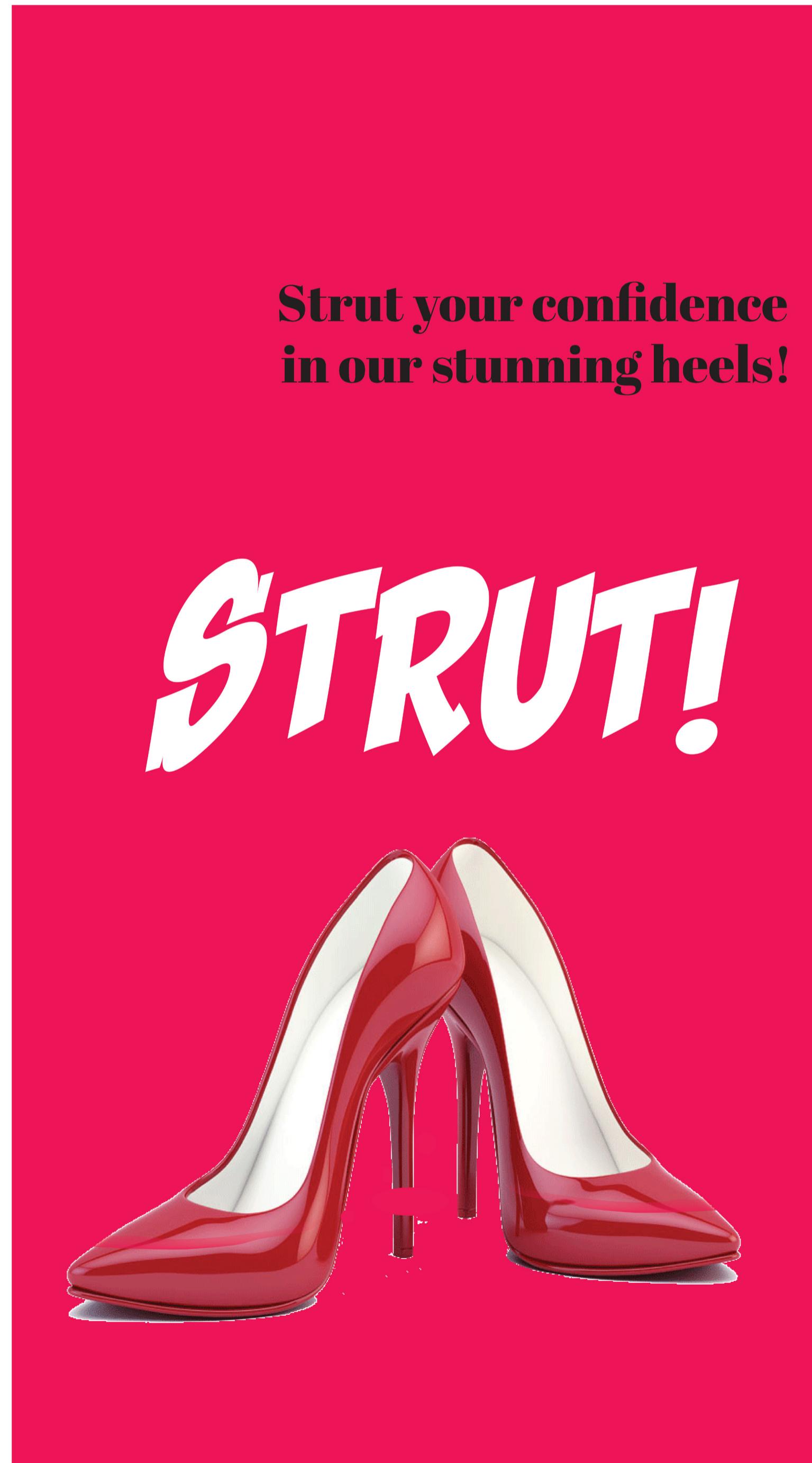
STRUT!

Be Uniquely you.

OUTDOOR AD



INSTAGRAM/FACEBOOK STORY



POS AD

CUSTOMIZE YOUR HEELS

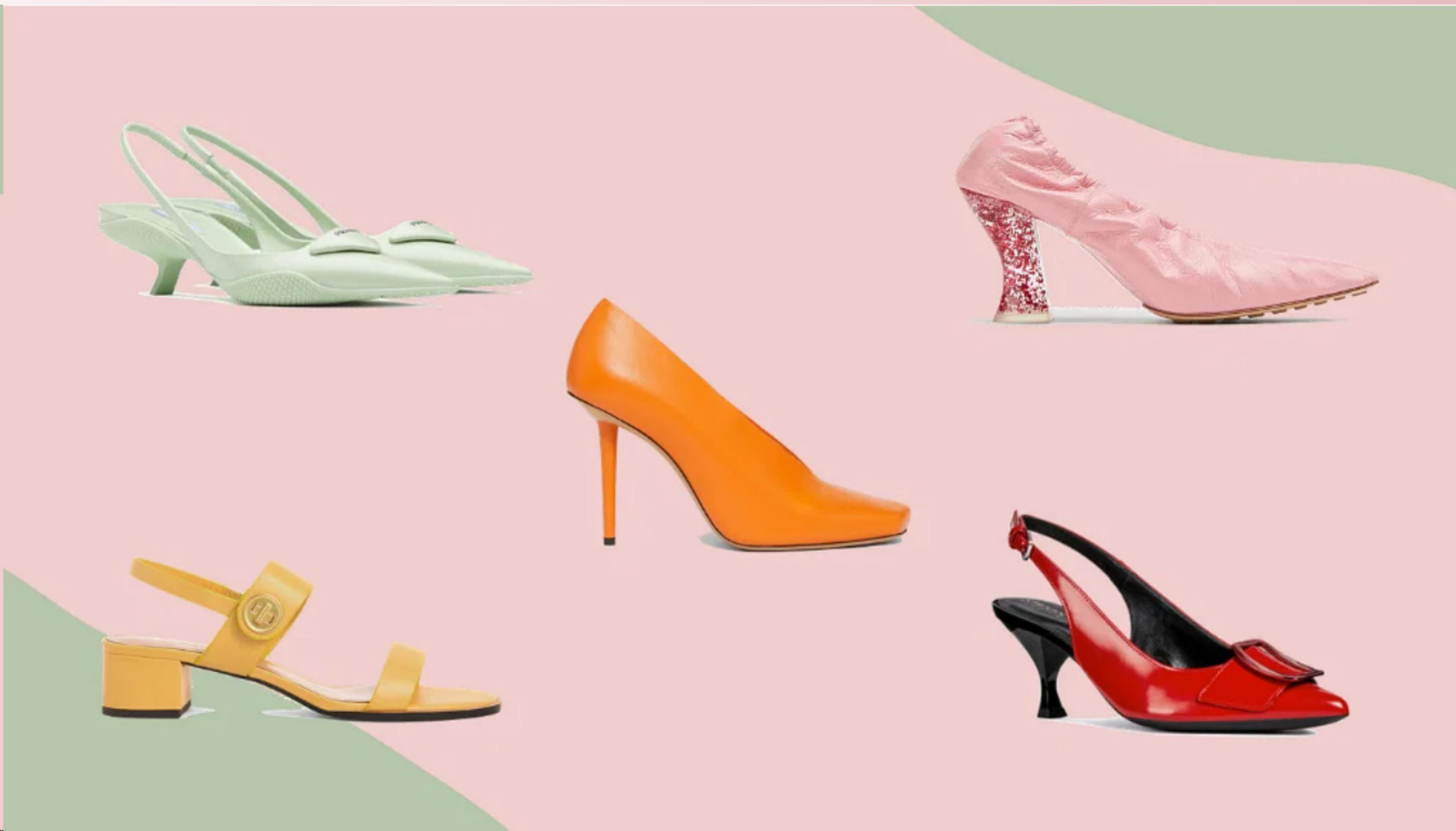
STRUT!



WEBSITE DESIGN

≡ Home | About us | Shop | Products | Blog | Contact us

STRUT!



WEBSITE DESIGN



STORE DISPLAY



MOCKUPS



STRUT!



STRUT!



