



LOVO STYLE GUIDE

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Index

About us

- Introduction.....pg. 3
- Brand's Promise.....pg. 4
- Brand's Origin.....pg. 5
- Brand's voice.....pg. 6
- Brand's name.....pg. 6
- Brand's emblem.....pg. 7
- Brand's slogan.....pg. 8
- Colour usage.....pg. 8
- Packaging.....pg. 9
- Target market.....pg. 10
- Films, images & advertisements.....pg. 11- 12

LOVO'S creator/founder/director

- Brief Biography.....pg. 12

About us

Introduction



LOVO, commonly known as the LOVO brand is an online selling clothing brand with an established online store (<https://www.lovo.store>), founded in Johannesburg, South Africa in 2019, under the company LOVOLUXE (Pty) Ltd, by a driven 19-year-old.

This document highlights LOVO's standards and provides insight into the brand's origin and vision.

Brand's promise



LOVO aims at reassuring modern society that they can achieve their dreams, not by unrealistically being regardless of unfavourable circumstances but by practically manoeuvring through obstructed paths.

In the future, the brand aims to provide a platform not only for 'up-coming artists' but for artists who have been robbed of their drive, to enable them to safely express their incomprehensible emotions, thoughts, ideologies, philosophies, experiences, etc.

The platform will rejuvenate and assist in re-installing confidence.

Most importantly, the brand aims at satisfying its customers.

Brand's Origin



“LOVO played a crucial role in my life”, the creator mentioned.

The idea gave birth in a dark time in his life. Channelling his thoughts through an art medium was the safest escape. The initial trigger of the concept of the brand, according to the creator, was an inexplicable abstract dream which he began converting into a reality.

He aimed to construct a solid foundation for his brand. He appreciated people who could see things from a different perspective. The creator further mentioned that their art was often out of the ‘norm’ and that he too strives to create such art, however, in a way that is digestible to your normal audience.

Brand's voice

LOVO's voice is made of a balanced style, a cross of formal, informal and slang.

Brand's name



RULES:

- ❖ The [L] consists of a thick stem and thin base.
- ❖ The two [O's] have a thick layer on each side and have thin layers on the top and bottom and should be presented in this exact visual form.
- ❖ The [V] is inverted and should always be presented in this form when presented graphically.
The left side stick of the 'V' is thinner than the right side.
- ❖ When presented in a text e.g., in an article, the brand name should be presented in all caps [LOVO] and NOT 'lovo'.
- ❖ The Name is placed in the top right corner of the emblem (club).

Brand's emblem



Elements Symbolism:

❖ **‘Chip’ between root and stem:** The chip represents an impurity/deformity, regardless of its impurity the club/tree is fully developed, this brings to the fore a life principle, that nothing can stop one from achieving his/her dreams.

❖ **The club/tree:** The four suits in playing cards; diamonds, hearts, spades, and clubs, each represent an element. As a collective, they represent the struggle of opposing forces to the victory of life, which re-enforces the principle of enduring through the trials of reality to achieve your goals. Clubs/trees, on their own, represent many things, fall (autumn), winter, night, darkness, fire, wealth, power, and dark age. LOVO makes use of both power and dark age symbolism.

❖ **Birds and the bird effect:** Birds commonly represent freedom, if we ponder over it, they can walk on the earth, move on water (e.g., Ducks) they also can soar into the sky, they are free & they are also considered to symbolize eternal life, the link between heaven and earth. Taking into consideration what birds symbolize, the birds [within the logo] fly away from the club/tree, escaping their entrapment, and this can be likened to many obstructed dreamers, escaping the so-called ‘matrix’.

The most intriguing element of the logo is the bird effect, notice as the birds fly away, they take part of that darkness with them. What could this mean?

Brand's slogan

‘A dream in reality.’



Colour usage

1. Primary colour

White

2. Secondary colour

black

3. Tertiary colour

Grey

4. Alternative colour

Purple

Packaging

Why black?

Black tends to stand out when used as a packaging colour, according to psychology it makes products appear heavier and more appealing and transmits a higher perceived quality of the product. Black adds a degree of mystery and intimidation, it gives off a feeling of power, on the other hand, it adds elegance and class.

Package example 1:



Package example 2:



Target Market

LOVO caters for both males and females, ages 13-50. The brand's catalogue ranges from elegant to casual wear and aims at catering for all sizes in future (plus sizes included).



Films, images & advertisements

Films & advertisements



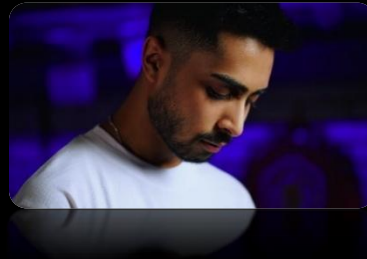
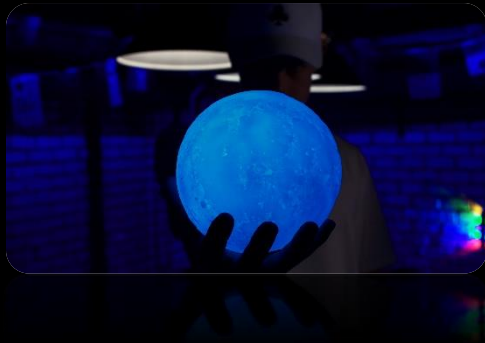
The brand's authenticity stems from its deep-rooted message conveyed through short films and advertisements which deliver powerful messages using symbolism, metaphors, and stunning visuals.



The short films often dabble in societal issues, mainly on the emotional and mental struggles of people. They are articulated in a digestible way, educating, inspiring and entertaining.



Images



Dreams visit in the night, inspiring a night-time theme, hence why the photo shoots are held at dawn or after sundown.

LOVO'S creator/founder/director

Brief Biography

Ntando 'Doc' Ndlovu, simply known as Doc was born in South Africa, Johannesburg, in the year 1999. He is a self-taught director, screenwriter and 2D animator, commonly known for his stylized dark psychological short films. Doc has received high rankings and awards at various international film festivals. He began his film career creating short films and advertisements for his clothing brand, balancing both his love for fashion and film-making.



The brand was initiated on a micro-budget. Doc is functioning independently, performing most of the tasks which include, legal filing, designing, packaging, social media marketing, etc. He continues to push his brand independently hoping to bump heads with a great investor. His goal is to ensure the brand attains international recognition without compromising its message.



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