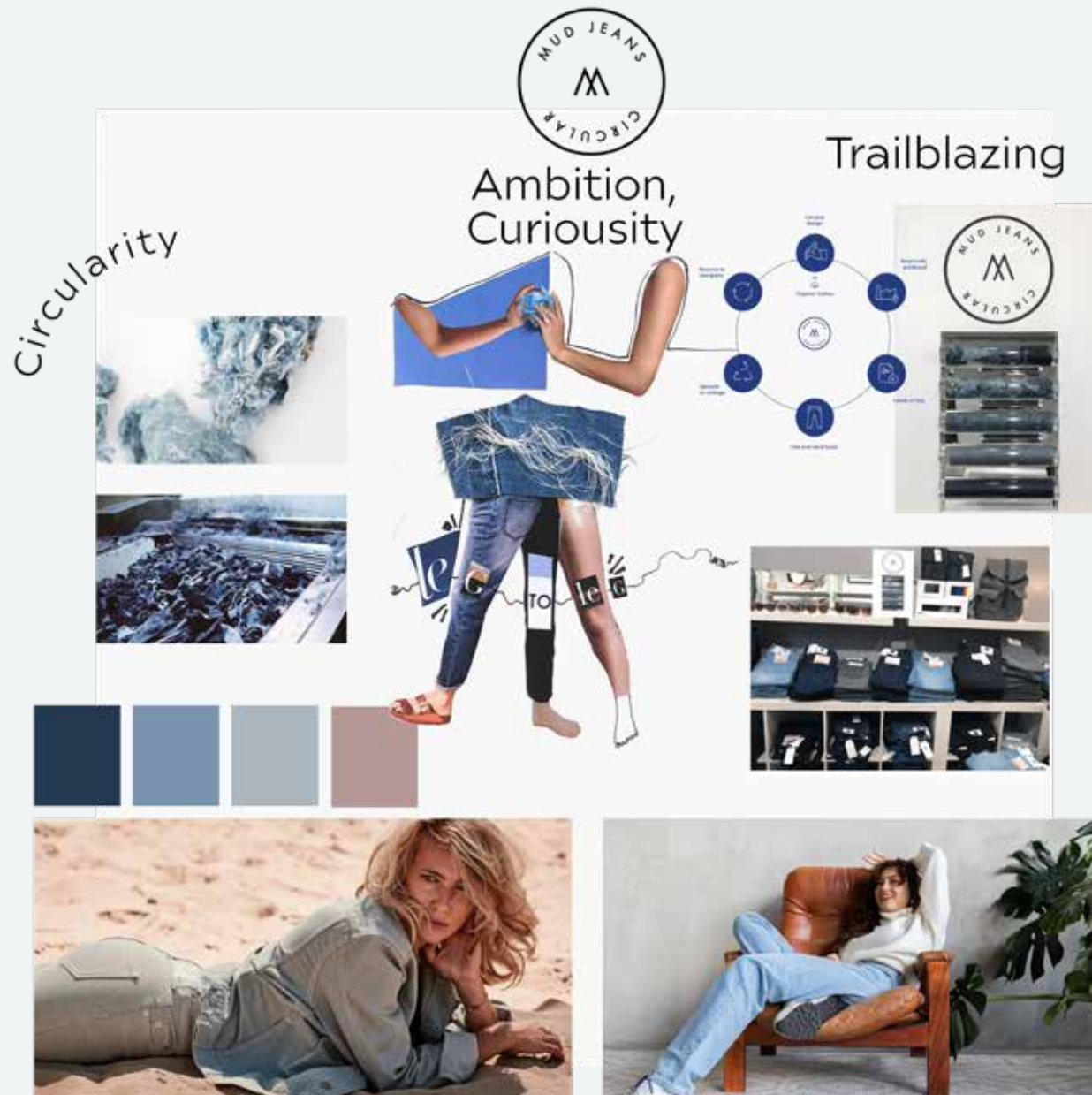




ANTE

Reconstruction ANTE [before] Deconstruction.

DNA BOARD MOTHER BRAND: MUD JEANS



NEW TARGET GROUP BOARD

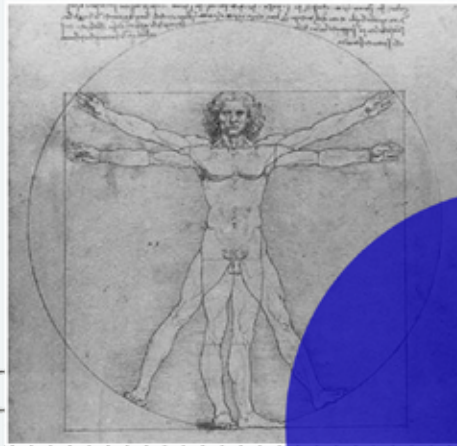
CREATIVE INTELLECTUALS

- A WIDE LIFE PERSPECTIVE
- CURIOUS MINDSET
- ENGAGED IN ARTS AND CULTURE
- MAKING LONG-TERM INVESTMENTS

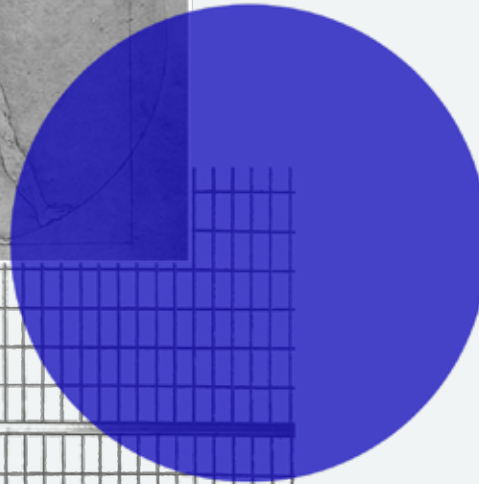


Creative Intellectuals, aged between 25 and 45 desire cultural experiences and innovative ideas, considering aesthetics and ethics.

NEW BRAND PROPOSAL:



ANTE



WE ARE ANTE.

Reconstruction allows us to save resources and to create a balance between ethics and aesthetics.

Upcycling comes ANTE [before] recycling. We add multiple layers to generate dynamic and yet sleek design from a rational point of view.

Our intellectual and creative target group desires an emotional connection to their possessions.

ANTE offers upcycling garments that have been constructed to have a timeless value.

CORE VALUES:

RECONSTRUCTION

ETHICS ft. AESTHETICS

RATIONALITY



COLOURS FOR THE CONCEPT



The Cobald Blue is an important color in our concept: It attracts the creative, intuitive thinking of our target group.

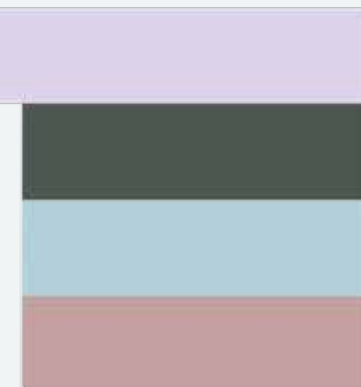
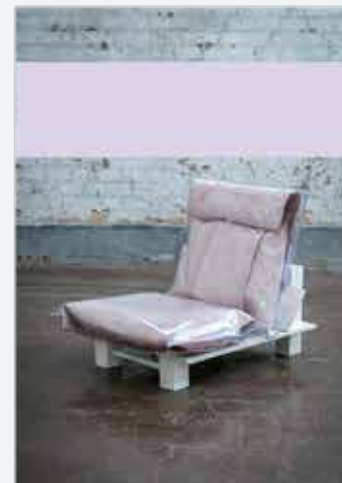
Primary colors, appearing in an earthy tone meet natural and muted pastels. The contrast in colors represents the value of reconstruction - of manmade and natural elements coming together.



PRIMARY

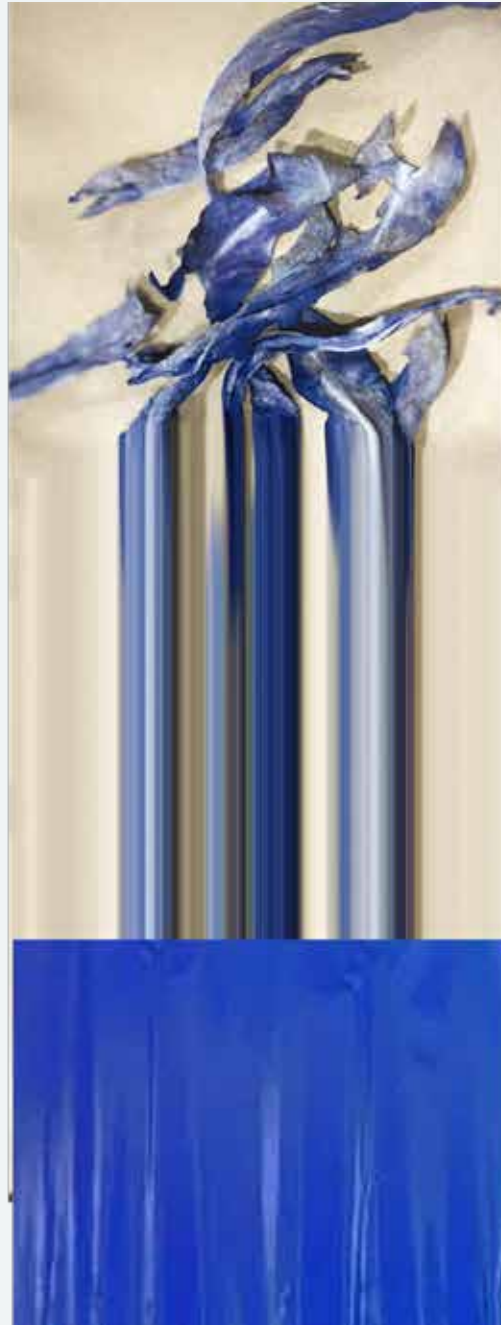
PURE

MUTED



MATERIALS FOR THE CONCEPT

ANTE mixes old materials and re-constructs them into something new. All rough elements, assembled with a collage technique show the balance between ethics and aesthetics; one of our core values.

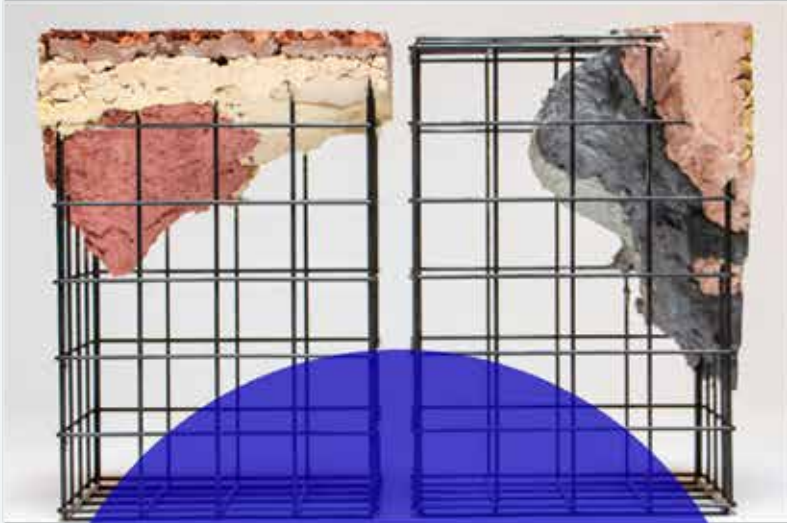


NATURAL vs. MANMADE

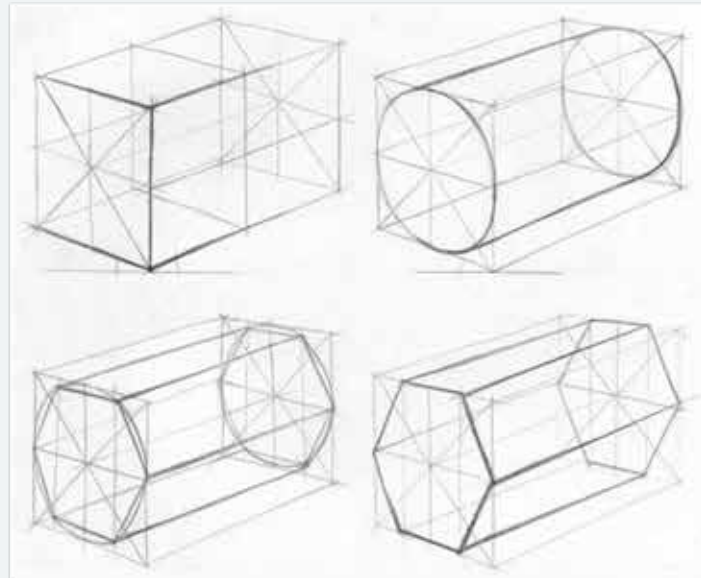
ROUGH

COLLAGE

FORMS FOR THE CONCEPT

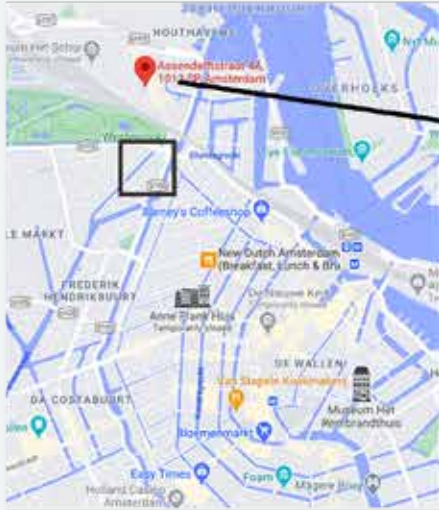


In ANTE's concept, the circle as central figure consistently appears in different layers, combined with other geometrical figures. Our value; rationality results in the use of angular shapes.



ECLECTIC
ANGULAR
STATIC

LOCATION FOR ANTE'S STORE



Facade

General Information:

- 200 m²
- Assendelftstraat 4A: Amsterdam West
- rough and open finishing
- warehouse style but warm atmosphere
- small garden in the backyard

Why attractive to Creative Intellectuals?

- Galleries and Cafés are nearby
- the building has an authentic and raw atmosphere
- Located in an urban area where locals meet



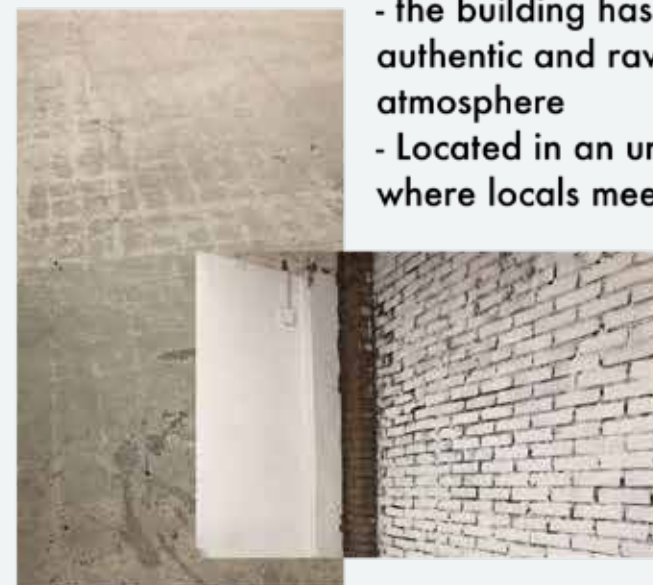
Room 1



Room 2



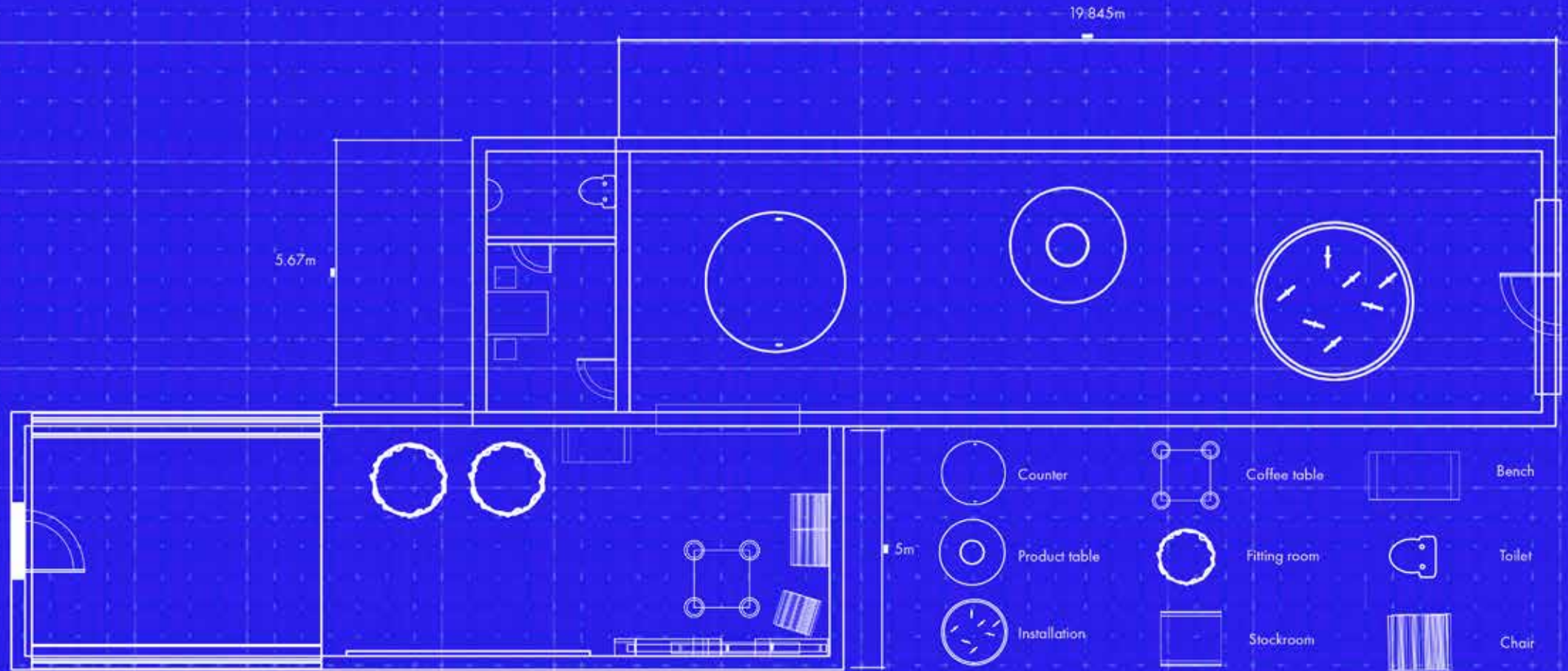
Detail walls
and flooring



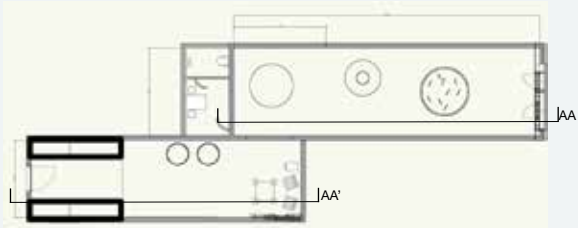
FACADE



FLOORPLAN



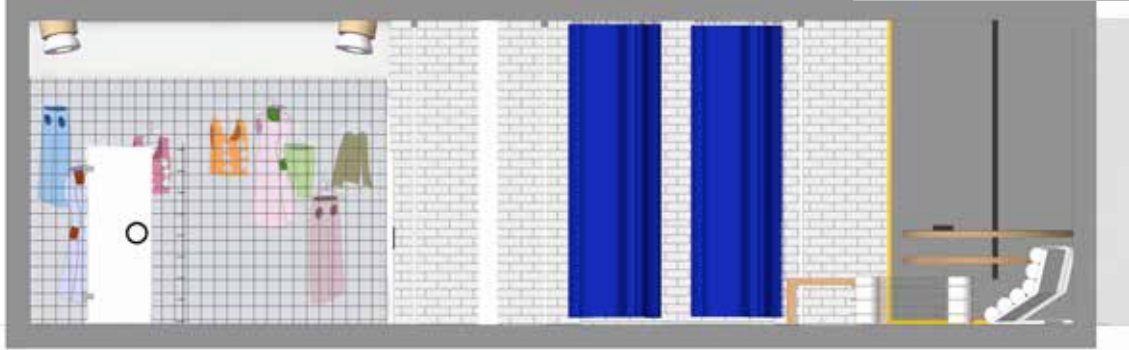
SECTIONS



AA



AA'

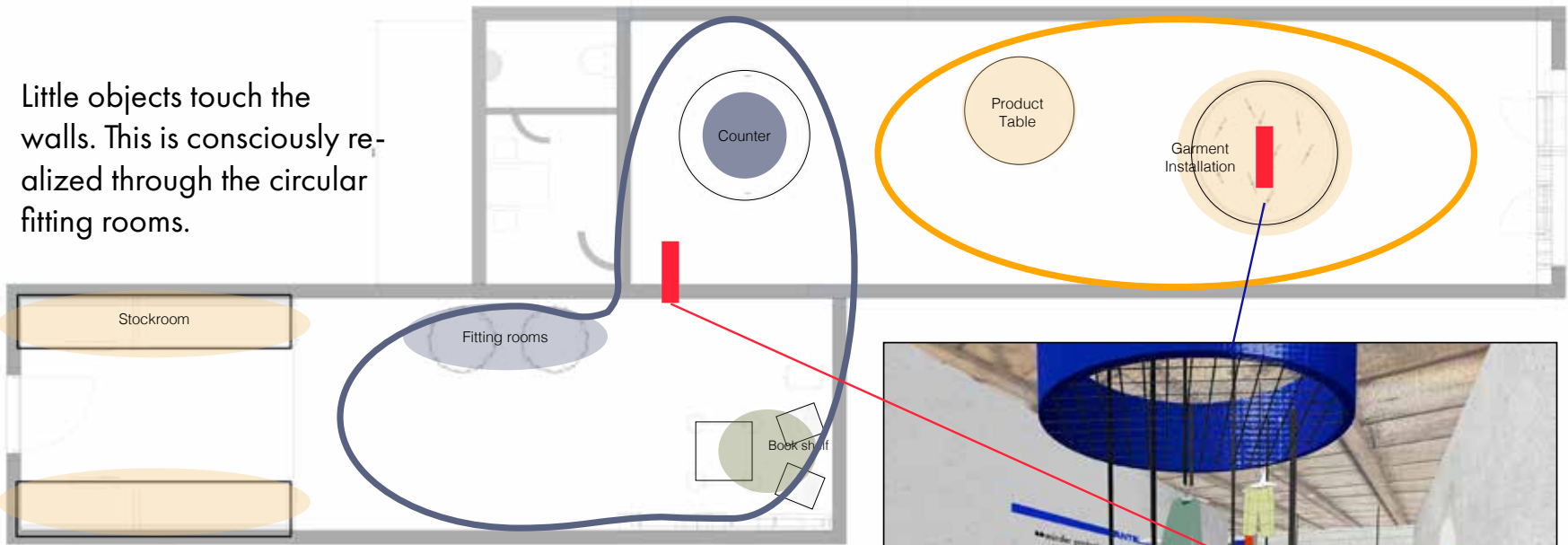


BUBBLE PLAN

After having observed the store atmosphere, contact with our staff is made: Staff is approachable and focussed on communication.

The juxtaposition between natural and manmade materials creates a new impression. A sleek and yet reconstructed store is looked at.

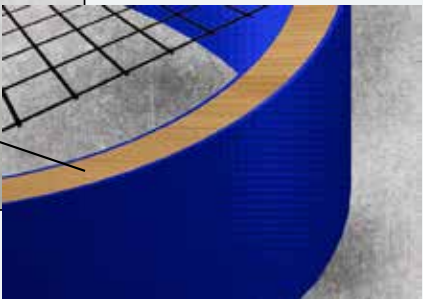
Little objects touch the walls. This is consciously realized through the circular fitting rooms.

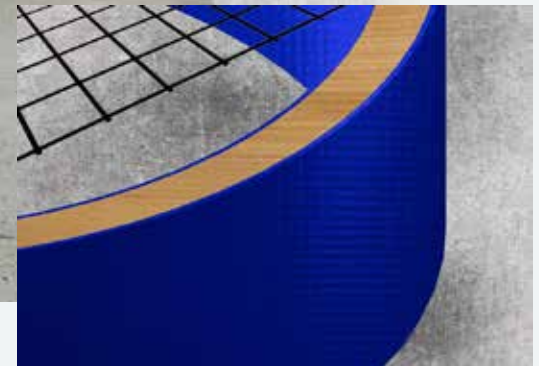


The open Stockroom creates authenticity and transparency. We want to be honest about our production and quantity of products.

Already from outside our lively installation is seen: Creative Intellectuals are drawn in by the exquisite display.

- Focal Point
- Product Area
- Community Area
- Service Area





COLOUR & MATERIAL CARD

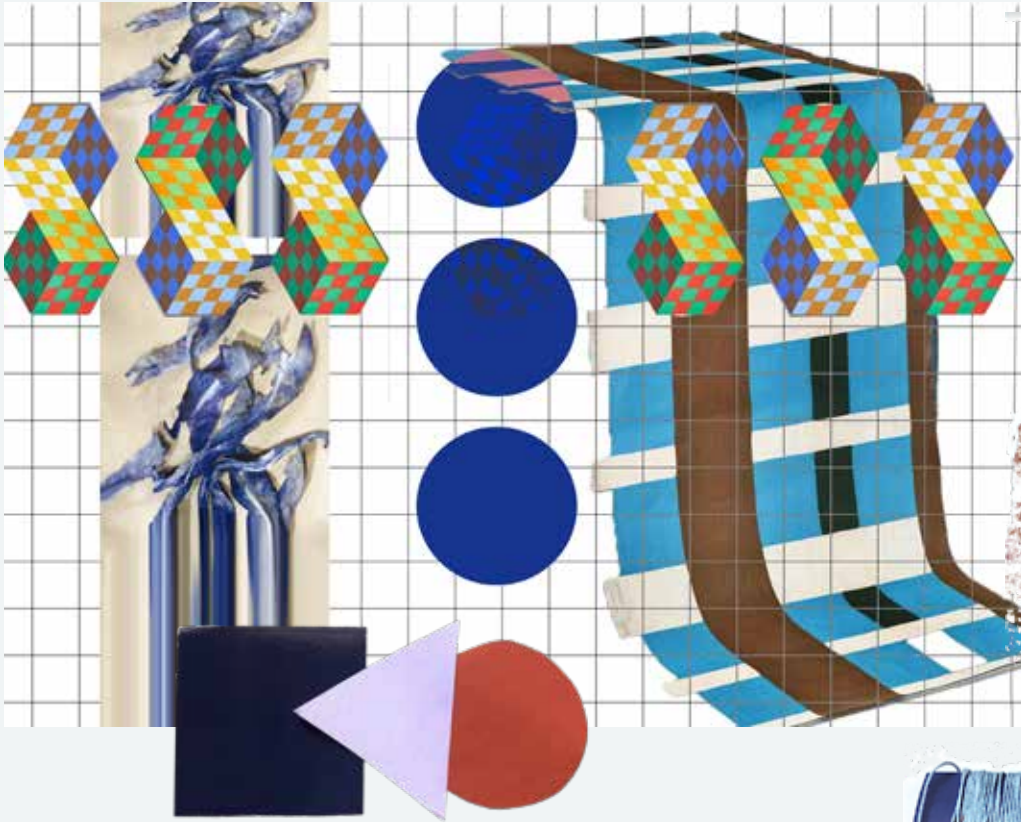
The Mix of the natural material wood and the manmade textile PVC reflects our concept: The juxtaposition of the old and new, of natural and artificial.

It appeals to your target group because they seek the exciting and curiosity.

Our core value Reconstruction is the base of our store which we mainly construct out of three materials which have ended their first life cycle.



COLLECTION PROPOSAL

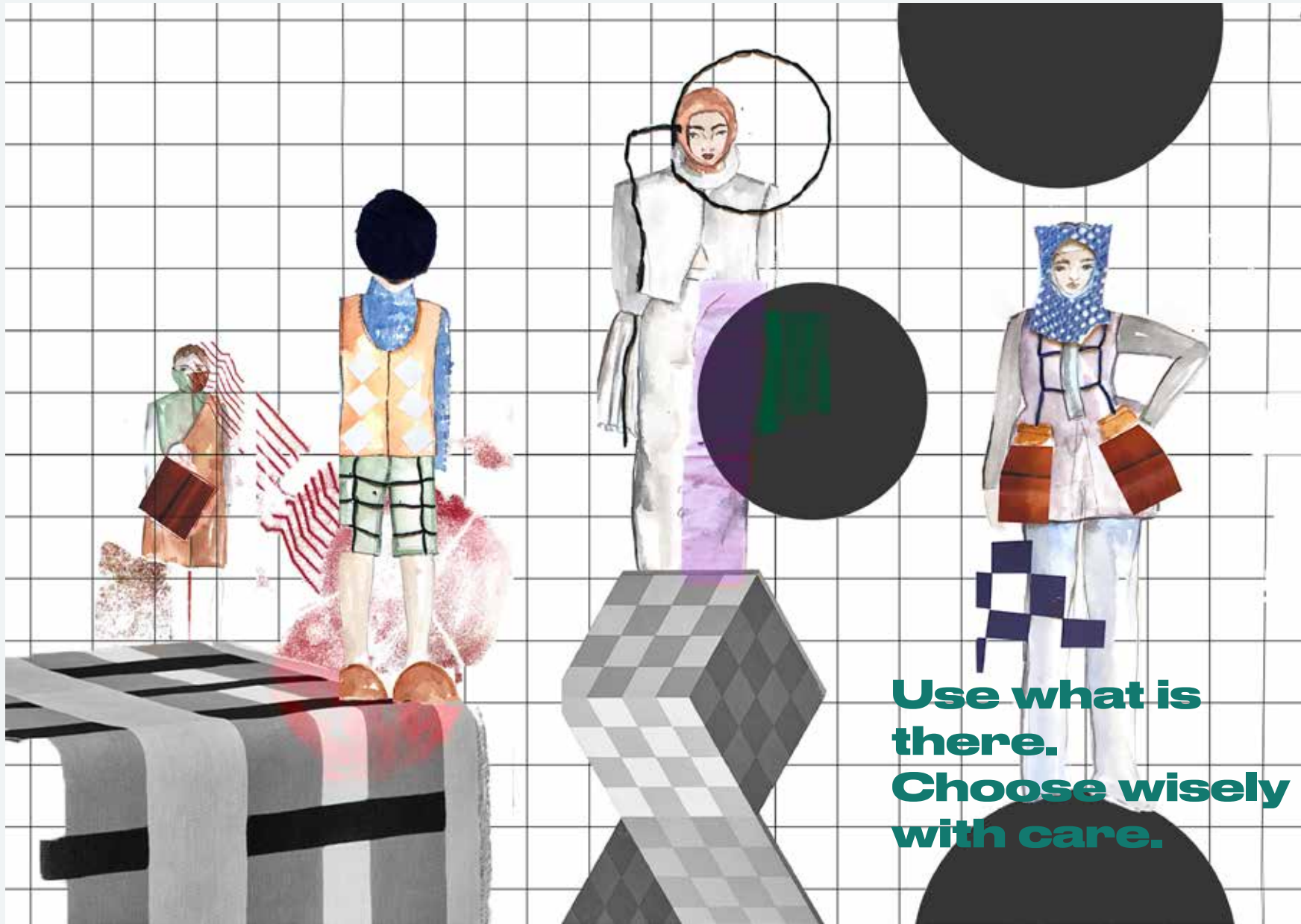


**Use what is
there.
Choose wisely
with care.**

Reconstruction of textile waste into new,
avant-garde and unique pieces.



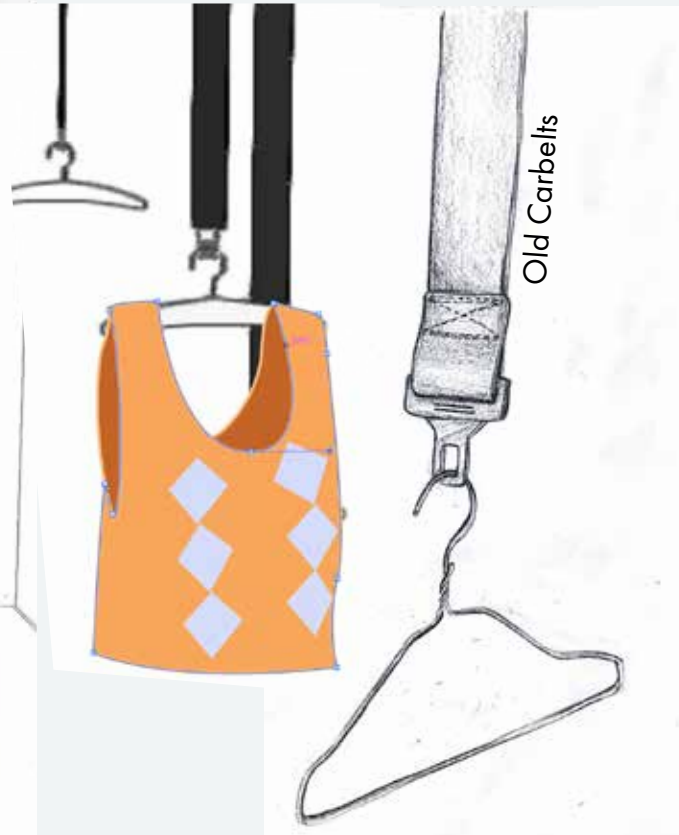
COLLECTION PROPOSAL



Reconstruction of textile waste into new, avant-garde and unique pieces.

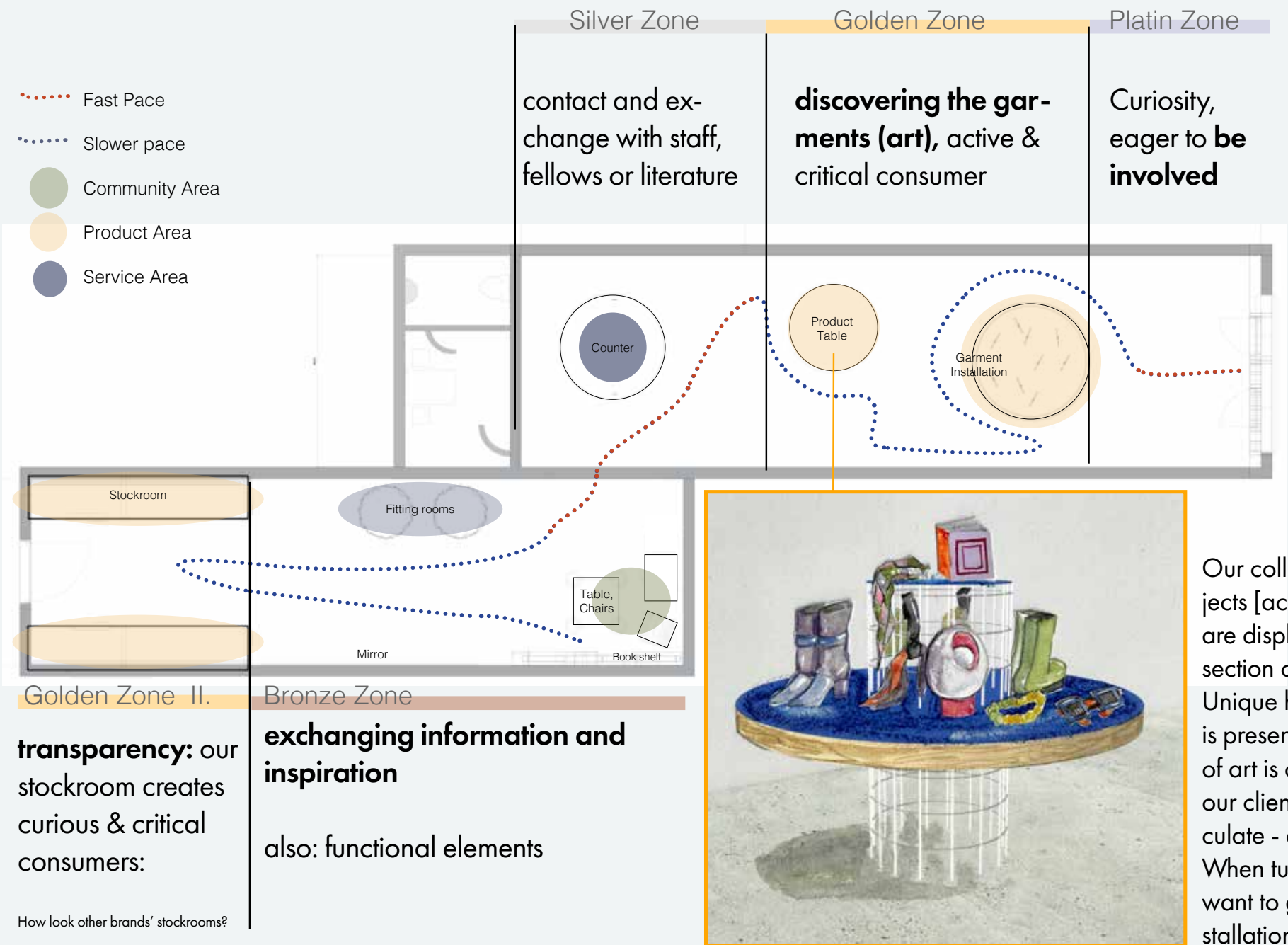
PLANOGRAM

The notion of art is provoked when the client sees the colorful and unique garments, hanging on fragile and mobile hangers. Motion and a unique value should be conveyed.



Version 1

ZONE PLAN



Our collection of unique objects [accessoires, interior] are displayed in the second section of our store. Unique hand-craftmanship is presented and a notion of art is created. We expect our clients to walk - to circulate - around this feature. When turning, they might want to go back to the installation to discover details.

LOGO



ANTE

ANTE [Latin = before].

The circle, merged with construction elements represents
our mission:

With a circular and rational approach, we reconstruct
existing elements into circular products.

STYLEGUIDE ANTE

Brand guide

V1
January 2021

BRAND & STYLE
GUIDE



Brand guide

V1
January 2021

INTRODUCTION.

Firstly this style guide gives an overview of ANTE's brand identity. Our values rationality and reconstruction are seen in our visual language.

Geometrical figures and functional elements create a dynamic that represents the cusp point between aesthetics and ethics.

'We want to be seen as an authentic and confident brand.

The following pages show the translation of our core values into our graphic identity.

V1
January 2021


LOGOTYPES.

01

*Blue indicates Clear Space. The blue areas must be kept free of other elements.


*The grid indicates type and element alignment and boundaries.

*The measurements are defined by 'X', 'Y' and 'Z'.




02

Text part



03


Graphic part




V1
January 2021

LOGO VARIATIONS

01



02



V1
January 2021

TYPOGRAPHY

Title

Druk Wide Bold, 80VA

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
123456789

Subtitle

Future Medium Italic, 80VA

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
123456789

Text

Future PT Book, 10VA

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
123456789

V1
January 2021

COLOUR PALETTE.

Primary

The grey color represents one of our core values: rationality, on which we based our visual and verbal language. We want to operate as an ever-lasting brand, balancing our sustainability and progress.

Primary

Future Grey

RGB: 102, 102, 102

CMYK: 60, 61, 61, 12

Flexible

Deep Fog

RGB: 136, 136, 136

CMYK: 33, 33, 33, 0

Muted Violet

RGB: 210, 210, 229

CMYK: 16, 14, 2, 0

Enlightenment

RGB: 240, 244, 248

CMYK: 4, 2, 2, 0

V1
January 2021

Secondary colours

Black is the absence of color. ANTE's shade of black carries a power with it that gives dynamic.



Secondary

Paper Black

RGB: 15, 15, 15

CMYK: 73, 68, 68, 64

Accent

Cobalt is a seducing color that reduces the physical energy and that increases the creative thinking. The deep color promotes intuitive and deep thinking. We want to emphasize those attributes.



Cobalt Ocean

RGB: 16, 16, 205

CMYK: 90, 82, 0, 0


V1
January 2021

DONT'S




















HANGTAG



A folding Mechanism presents various layers of the circle. This hangtag includes our Logo, a unique color scheme for each individual garment, our slogan and a note about our reconstructed materials.

The client can keep the hangtag as small note and reminder of his *one of a kind* garment.



Materials

Hand-crafted paper, made from paper waste, is the base of our hangtag. By that, we implement circularity into the hangtag. It presents that ANTE is a circular brand, thinking efficiently about all resources.

The used Yarn is taken from left over textiles from each specific garment. The color suits the scheme on the hangtag.

PACKAGING



Our squared and simple plastic bags are made from bioplastic. The simplicity results in a functional approach: Little material is used to create the most possible volume.

To avoid unsustainable printing, we

We print our Logo on the

Special Edition

