



R O O T E D

W E A R A B L E S

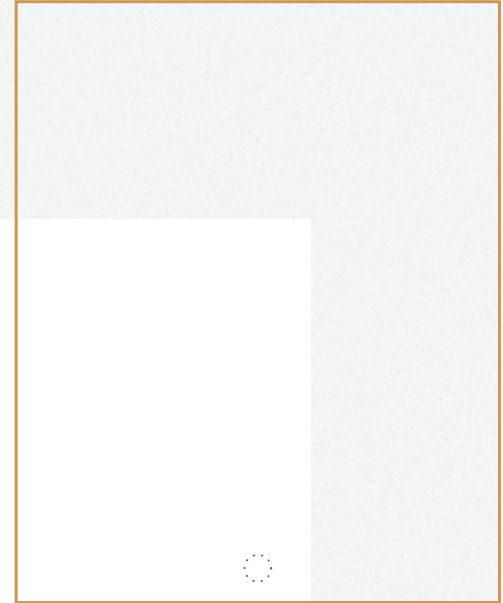
BRAND GUIDE - A/W 2020  
alyssa augustine  
IND 621

B R A N D  
E S S E N C E

g r o u n d e d  
c o m f o r t

Rooted Wearables exists to provide consumers a comfortable place to get grounded in the midst of a hectic and overwhelming world.

O U R  
M I S S I O N



To open space for daily focus on  
mental, physical & emotional health  
in the age of anxiety.

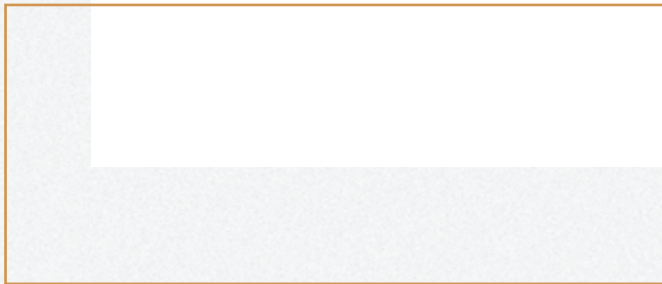
T H E R W  
P R O M I S E



T O P R O V I D E S A F E S P A C E S F O R A L L

O U R  
T A G L I N E

h e r e &  
N O W



B R A N D  
M A R K S

Primary:

R O O T E D  
WEARABLES



Secondary:

R O O T  
E D  
WEARABLES



# C O L O R P A L E T T E

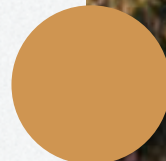
Primary:



#6E5247



#9F7752

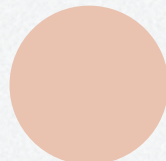


#CF9651

Neutral:



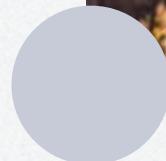
#F3W5C6



#EAC2B0



#6B6E73

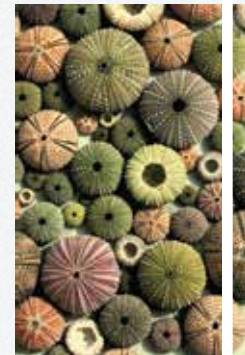


#C6CBD7



The color palette is warm & welcoming to encourage a calm mood.  
There is a focus on neutrals to touch on inclusivity.

# F O R M L A N G U A G E



The form language features major emphasis on texture; both soft & sharp textures are key elements. The major forms that prevail are organic; finding inspiration from wing and leaf patterns seen in nature.





THANK YOU.