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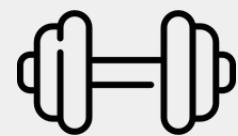
FUEL YOUR PASSION, WEAR YOUR VITALITY.

BY SOFIA WIELOPOLSKI, GRACE CASPER, HANNA MARIE KADOM,
LUKE ELMORE, AND KATIE PORTUONDO

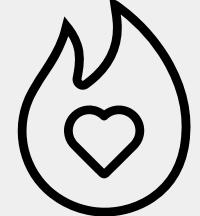
CONTENT

- 01** ABOUT US
- 02** BRAND IDENTITY
- 03** BRAND VALUE
- 04** BRAND POSITIONING- ATTRIBUTES
- 05** MAIN COMMUNICATION CHANNELS

ABOUT US



Bevervy is a **dynamic sportswear brand** that aims to blend style, comfort, and performance while redefining the athletic apparel industry.



Deep-seated need to project a **perfect balance between a powerful, vibrant and vital lifestyle** through our style.



Bevervy = Be + Verve. "Verby" as an adjective that describes people that are dynamic, **bet for lifeliness, and value their vitality.**



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MISSION AND VISION

Mission

To empower individuals to lead active, vibrant lives by providing high-quality, stylish sportswear that enhances performance and reflects personal vitality.

Vision

To be the go-to brand for people who seek a balanced look between fashion and functional athletic gear. We want to inspire people to express themselves, never stop chasing their passions, and approach life in a “vervy” manner.

BRAND ELEMENTS

Logo



- The logo embodies the essence of **energy and motion**.
- The sleek, dynamic lines represent **movement**, which symbolizes the brand's commitment to express vitality.
- The use of shades of blue, white, and black are not only about being aesthetic but also about embodying **sophistication and timelessness**.

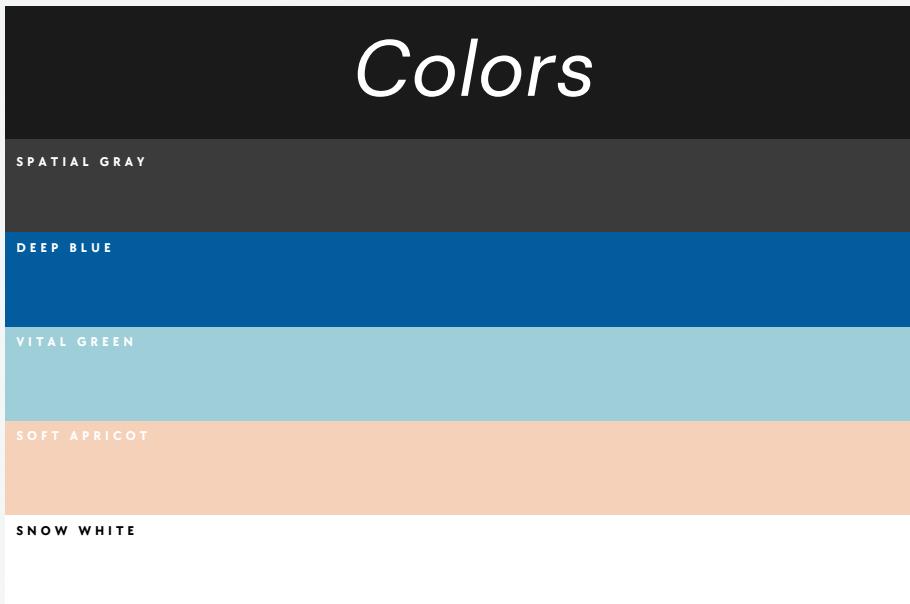
- The Slogan aims to transmit our values and mission in a single sentence.
- Our slogan invites our potential and current customers to **channel their energy into pursuing their passions while expressing themselves** in the most stylish sportswear without losing comfort. Y

Slogan

**FUEL YOUR
PASSION,
WEAR YOUR
VITALITY.**



BRAND ELEMENTS



Colors

- Blue is often associated with trust, calmness, and reliability.
- White is associated with cleanliness and simplicity.
- Soft apricot suggest a soft energy, versatility, and elegance.
- Black is associated with sophistication, timelessness, and power.

- These fonts are modern, unique, distinctive, and energetic
- The combination of both fonts transmit the sense of vitality through the movement of the Rigot letters, and power and sophistication through the modernity of TT Chocolates.

Fonts

Rigot
TT CHOCOLATES

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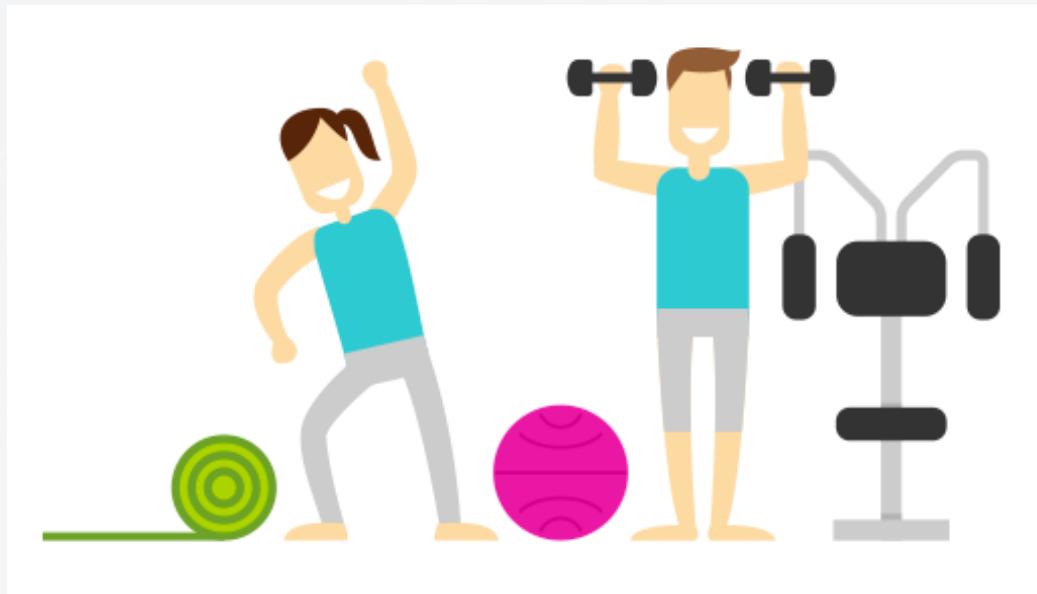
BRAND ELEMENTS

Our Products



- Our product line aims to **fuse fashion and function**.
- High-performance workout gear and pieces that end up being perfect for everyday wear.
- Provide comfort, durability, and a touch of elevated style.
- One of our goals is for our customers to be able to **transition seamlessly from the gym to the streets** thanks to our cutting-edge fabric technologies and design

BRAND IDENTITY



- Bevervy is characterized by its unique approach to providing durable and comfortable sportswear that simultaneously elevates the appearance of any user.
- encourages all users to lead an active lifestyle and take charge of their health

- Represents a community of **active** and **stylish** individuals,
- User experience is **key**



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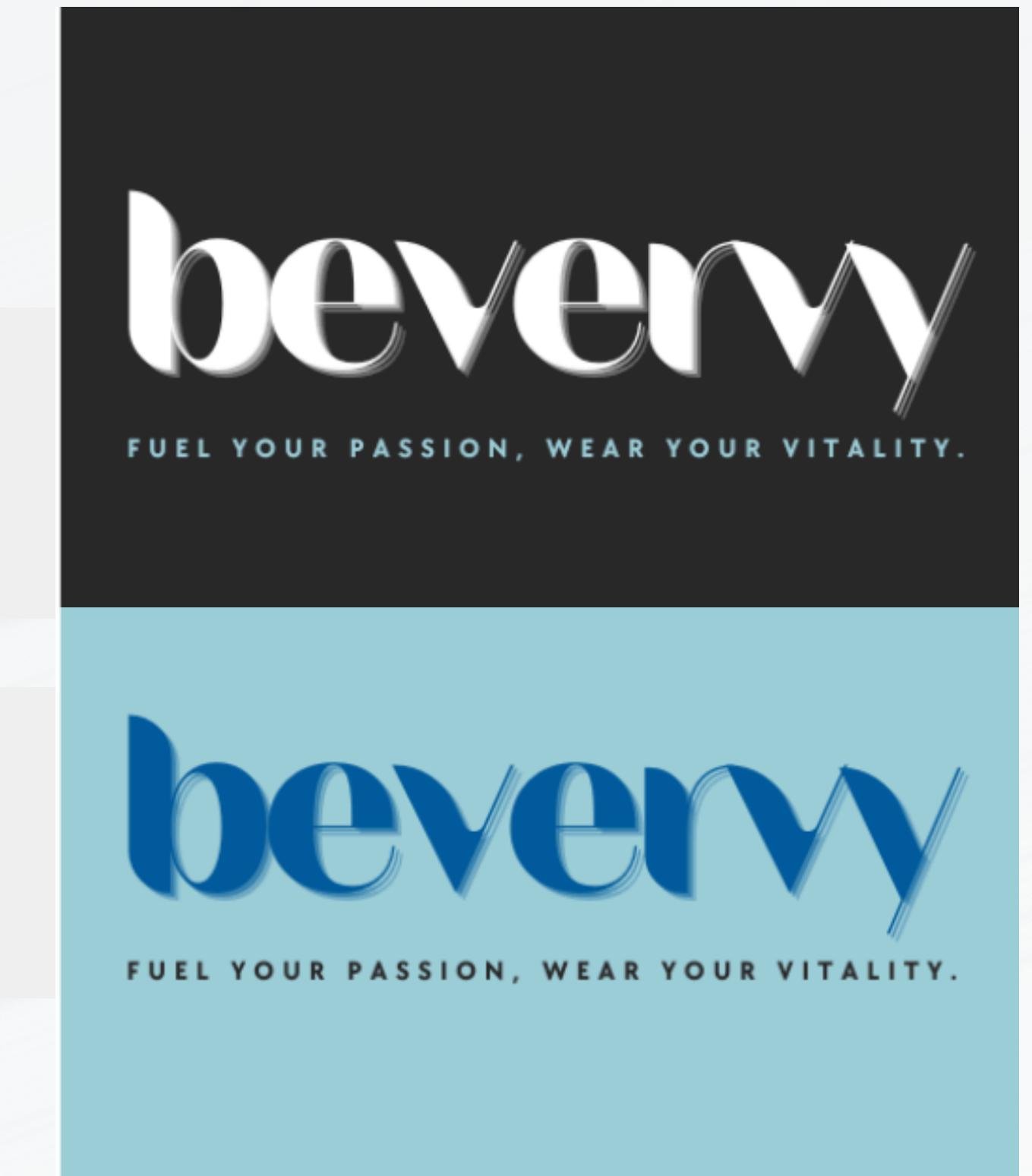
BRAND PHYSICAL/VISUAL IDENTITY



primarily characterized by our selected color palette and logo



- should be easily recognizable to consumers
- users can spot each other -> community



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BRAND TYPE



- The **Innocent**
- purpose to promote a healthy self-esteem in consumers and project qualities of **happiness, optimism, and youth**.
- standout from other activewear brands

BRAND ATTRIBUTES



Attribute: Inspirational

- Become a reference to an active positive lifestyle

Attribute: Sustainability

- Adapt to preferences of customers, organic non-toxic fibers
- Constant innovation in new products from customer feedback

1. Attitudes and beliefs: Inclusion and acceptability
2. Buyer persona: Gen-Z target market
3. Desired emotions: Feel comfort and style
4. Brand voice: Ambitious and consistently inspiring



COMFORTABLE &
SOFT



BREATHABLE &
QUICK DRY



NON-TOXIC &
SKIN FRIENDLY



DURABLE &
ECO-FRIENDLY

**FUEL YOUR PASSION,
WEAR YOUR VITALITY.**

PRODUCT ATTRIBUTES

- Mix comfort with flexibility to make for the perfect style for working out or doing sports.
- We pride ourselves in making products that people can wear for good performance and not sacrifice comfort to do so



Attributes: *Experimental & Symbolic*

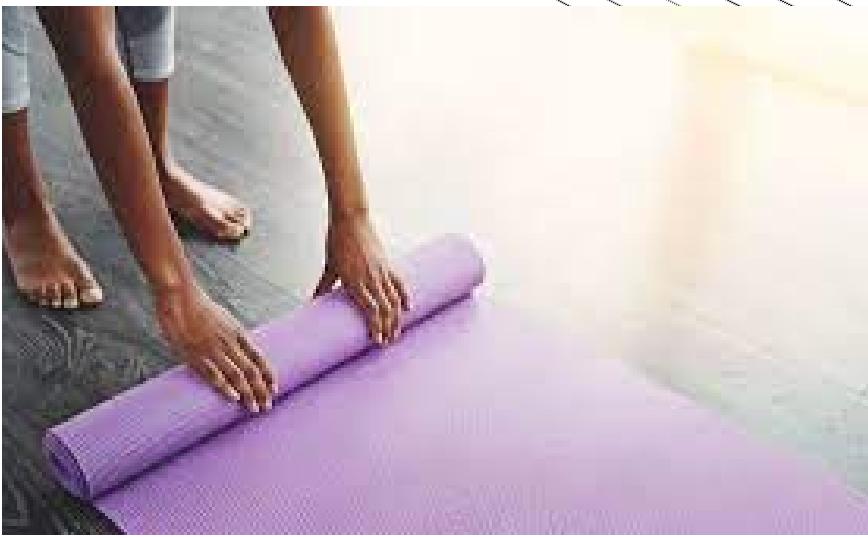
- In-store workout classes = positive customer experience
- Wear vibrance, wear vitality and wear self-empowerment



BENEFITS & COMPETITORS

Benefits:

- High quality material athletic wear that is comfortable and makes you look & feel good
- Usable for different types of workout, sports, or everyday activities



Competitors:

- Differentiating strategy: In-store experiences, membership deals
- Want to be as widely known as Nike or Alo

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QUALITY/PRICE

Quality



- We pride ourselves in having a high quality product that will help you perform at a high level and it is reasonably priced.
 - High quality sustainable athletic materials

Price

- We only sell high quality products because we know our consumers deserve the best.
 - Organic cotton, recycled polyester

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CUSTOMER PROFILES

Jennifer Owens

Age:32

Creative director



Business professional who values an active lifestyle.

- Balancing a demanding career with her fitness passions
- Versatile daily routine

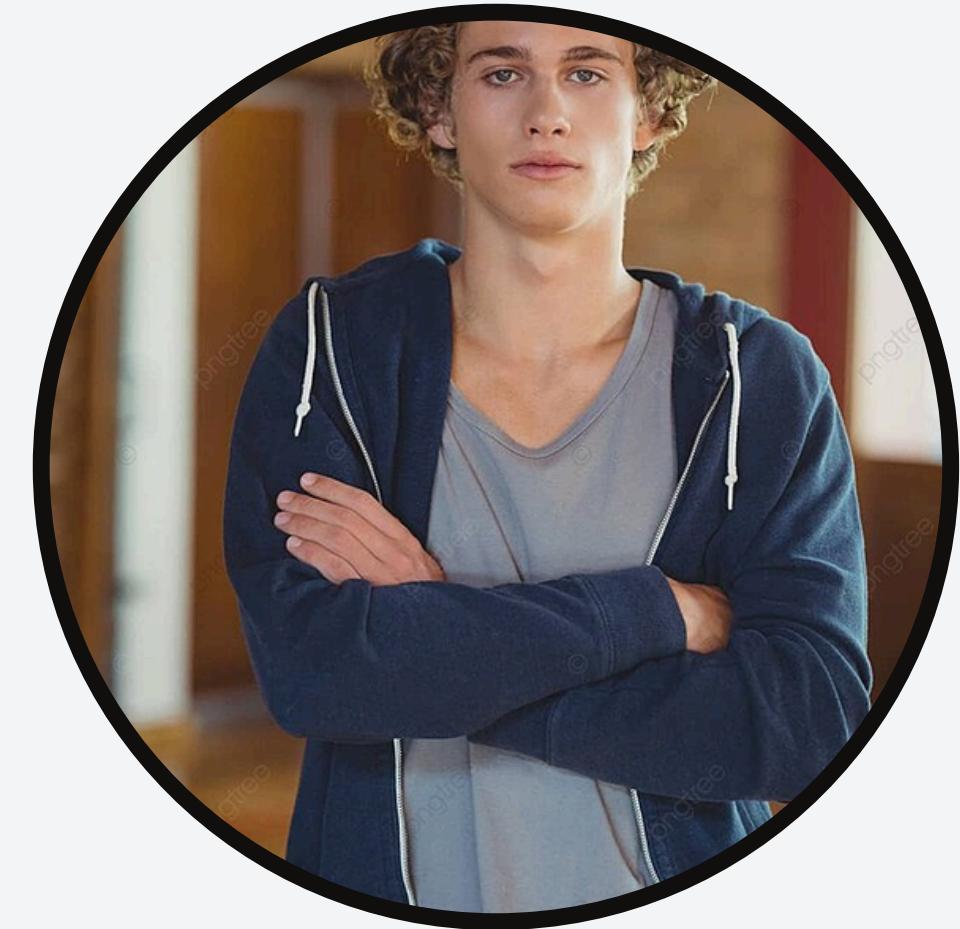
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Jason Baroon

Age:27

Fitness coach and

Grad student



-Wants clothing for high-performance workouts and everyday wear

-Values a professional image without compromising comfort

-Apparel for transitions between activities



PRODUCT TYPES

Sweatshirts

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**Leggings
and
Sweatpants**

**Long sleeved shirts
&
Short Sleeved Shirts**

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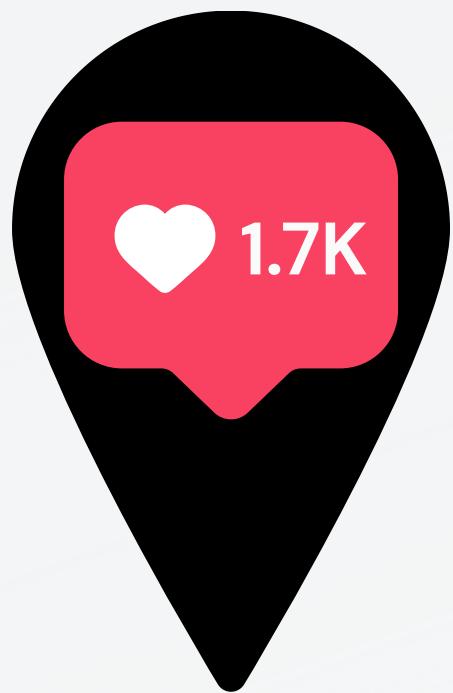
NICHE

- Athletic wear that can be worn for various activities
- Unique Offering: Modern professional looks with day-long comfort and style
- Versatility: Seamless transition from office to gym, thanks to stretchable fabric

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Communication Channels



INSTAGRAM



FACEBOOK



PINTEREST



WEBSITE/
BLOG



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THANKS FOR
WATCHING

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