

The logo features the word "SABLE" in a large, white, serif font, centered within a dark gray circle. Behind the text are several dark red, claw-like scratches. Below "SABLE" is the phrase "Premium Streetwear Brand" in a smaller, dark red, cursive script font.

SABLE

Premium Streetwear Brand

DISCREET. DELIBERATE



PROJECT OVERVIEW

SABLE
Premium Streetwear Brand

SABLE is a premium streetwear brand focused on
minimalism, confidence, and attitude.

The identity was designed to reflect exclusivity
through typography and restrained visuals.



Concept & Mood

Minimal

Bold

Premium

Urban

The brand direction is built around simplicity and bold presence, allowing the product to speak through form and texture.



Color Palette

#2b2b2b

CINDER

#ede6d8

LINEN

#6b2233

SCAR

TYPOGRAPHY

SABLE

Libre Baskerville: Aa Bb Cc 0123456789

SABLE

Vintage Goods: Aa Bb Cc 0123456789



LOGO SYSTEM



PRIMARY



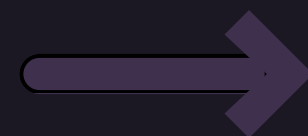
LOGO SYSTEM

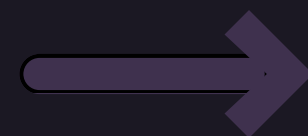


REVERSED









SABLE

Every detail **DELIBERATE.**

Every choice **DISCREET.**