



EDRM Luxury

PROPOSAL



EXIT

THE LOGO

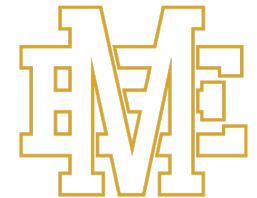
The Logo



Full Logo



Horizontal Logo



Emblem/Favicon

THE IMAGERY





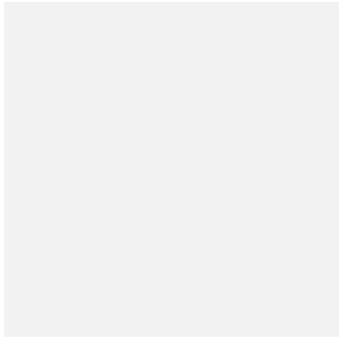
The Imagery

The imagery featured in EDRM's branding and website will showcase affluent individuals, complemented by photographs that depict a lifestyle designed to motivate your audience. Furthermore, there will be images of products that emphasise luxury items for customers to aspire towards.



THE COLOURS

The Colours



R=242 G=242 B=242 1

Hex	#F2F2F2
RGB	242, 242, 242
HSB	0, 0%, 95%
CMYK	3, 2, 2, 0
Ink Type	Process



R=218 G=165 B=39

Hex	#DAA527
RGB	218, 165, 39
HSB	42, 82%, 85%
CMYK	15, 31, 100, 0
Ink Type	Process



R=107 G=107 B=107

Hex	#6B6B6B
RGB	107, 107, 107
HSB	0, 0%, 42%
CMYK	55, 46, 46, 11
Ink Type	Process



R=255 G=255 B=255

Hex	#FFFFFF
RGB	255, 255, 255
HSB	0, 0%, 100%
CMYK	0, 0, 0, 0
Ink Type	Process



R=0 G=0 B=0 1

Hex	#000000
RGB	0, 0, 0
HSB	0, 0%, 0%
CMYK	75, 68, 67, 90
Ink Type	Process



THE FONTS



THE LOGO FONTS

Logo monogram font



MONOGRAM HOLDER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZ

1234567890

A B C D

Logo title case



LOVEROUND

A B C D E F G H I J K L M N O P Q

R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

A B C D

Logo subtitle case



The Seasons

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ

1234567890

ABCD

A blurred black and white photograph of a woman in a light-colored dress standing in a room with large windows and a desk.

THE WEBSITE FONTS

Title font



Cormorant

A B C D E F G H I J K L M N O P Q

R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

A B C D

Body font



Poppins

ABCDEFGHIJKLMNOP

QRSTUVWXYZ

1234567890

A B C D



THE MESSAGING

The Messaging

Summarised in four points



01

Don't use the word
"dropshipping"

EDRM are fashion, suppliers/retailers not Dropshippers as this label has Negative connotations.

02

Personalisation

A lot of resellers don't show their identity and remain faceless, we want the opposite of this to build an everlasting brand.

03

Your "why"

Two guys who are sick of the high mark up prices these other resellers put on luxury items.

04

Down to earth

You guys understand that these are expensive items and want to help the customer.



THE WEBSITE

Lorem ipsum dolor sit
 amet, consectetur

[Shop Now](#)

Mens

Womens

Strongly believe

Shop Mens
trainers

Shop Mens Bags

Shop
Womens
Jumpers

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Lorem ipsum dolor sit amet,
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Shop Shoes



Lorem ipsum dolor sit
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Lorem ipsum dolor sit amet,
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Blog Title

Blog Title

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Lorem ipsum dolor sit
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Header

Lorem ipsum dolor sit amet, consectetur
 adipiscing elit. Sed ornare cursus sed nunc eget
 dictum. Sed ornare cursus sed nunc eget
 dictum. Sed ornare cursus
 sed nunc eget dictum

Header Text

➤ **Butter**

Butter

Butter