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About

All Haar is a fashion brand rooted in the atmosphere, language, and identity of Scotland’s North Sea coastline. Inspired by the “haar” the dense sea fog that drifts onto the east coast the brand transforms a familiar weather term into a distinctive and memorable identity. The name carries a quiet, understated character that feels authentic to Scottish culture while naturally connecting to the world of outerwear and weather-driven fashion. Much like a line from a forecast, “All Haar” creates a tone that is calm, cinematic, and slightly mysterious.

Branding Direction

The branding direction for All Haar is rooted in atmosphere, regional identity, and understated storytelling. Inspired by the sea fog that moves across Scotland's east coast, the brand embraces weather as both a visual language and cultural reference point. The identity should feel cinematic, minimal, and quietly confident balancing functionality with editorial sophistication. Drawing inspiration from weather forecasts, coastal landscapes, and North Sea moods, the brand creates a distinct tone that feels authentic, intelligent, and emotionally atmospheric.

02 Logo

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Logo

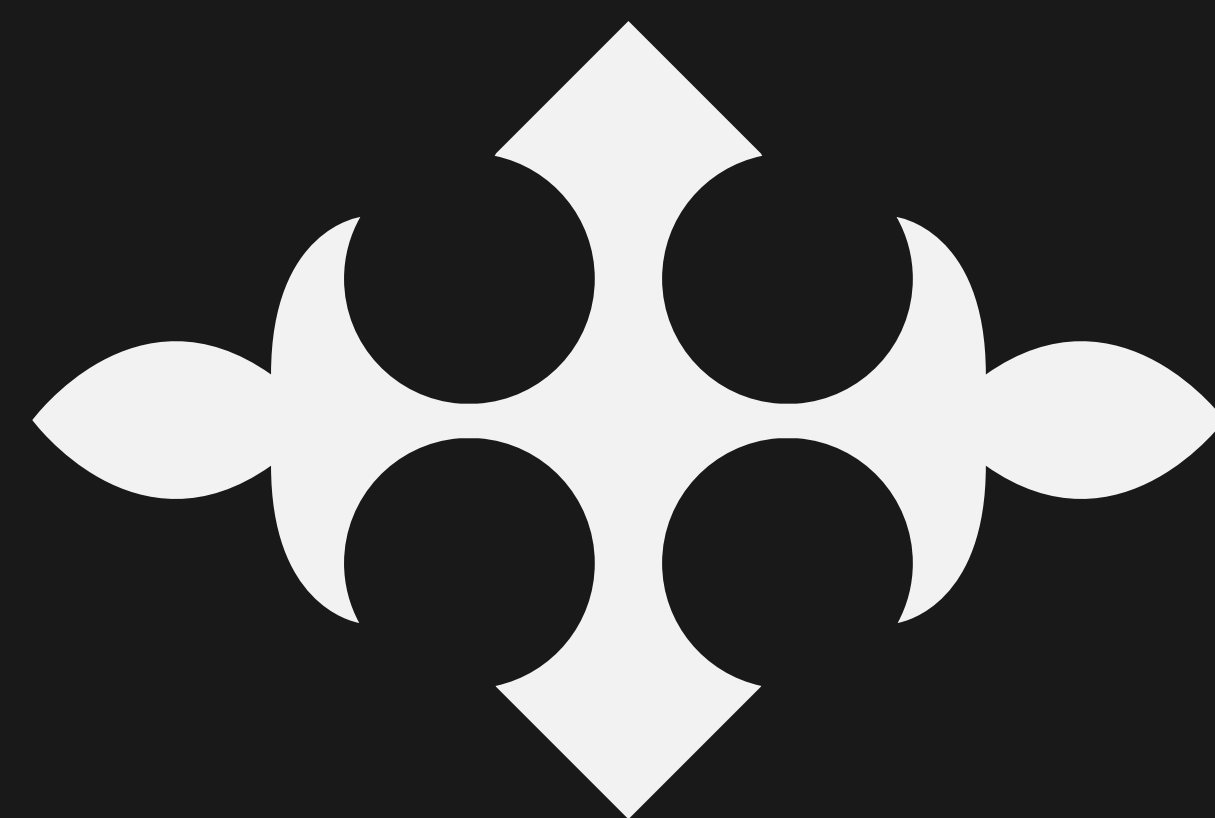
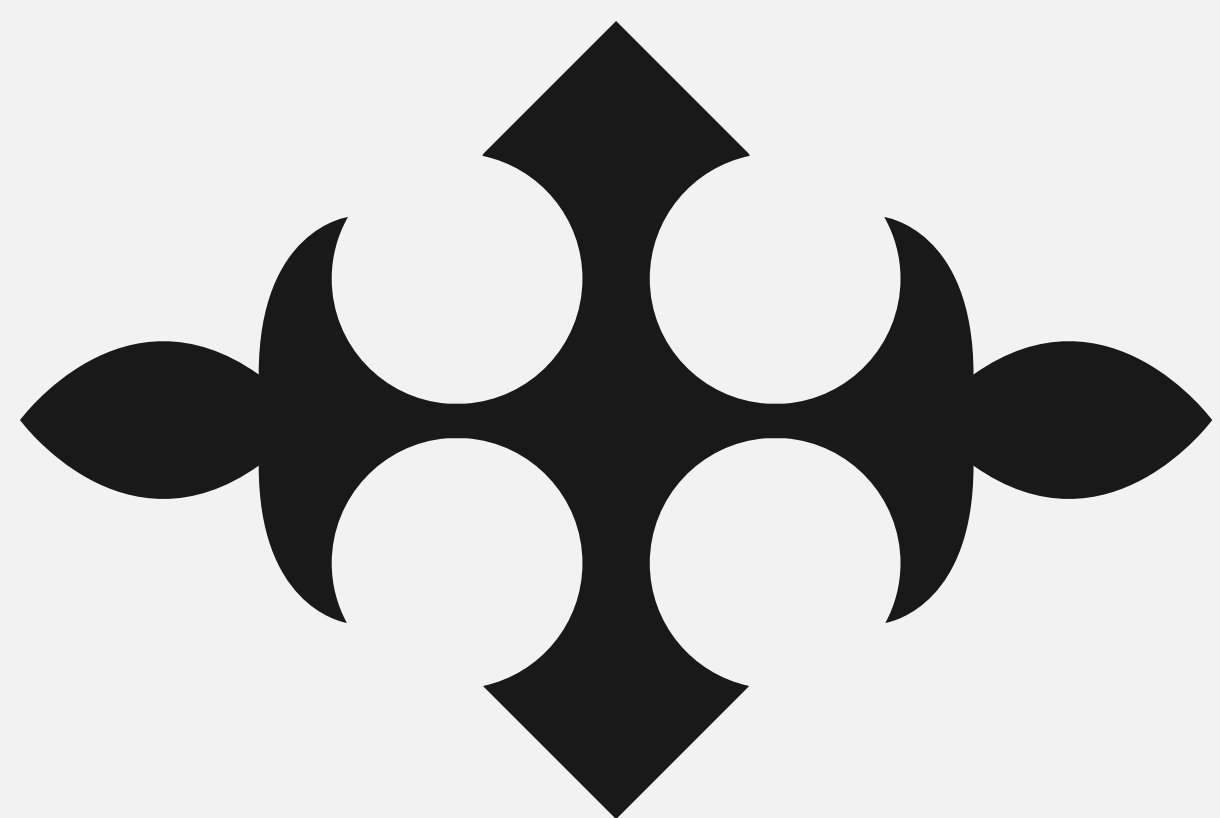


The primary logo is the main representation of the brand and should be used in most situations. It reflects the brand’s full identity and should appear in prominent placements such as websites, presentations, and marketing materials.

Logo



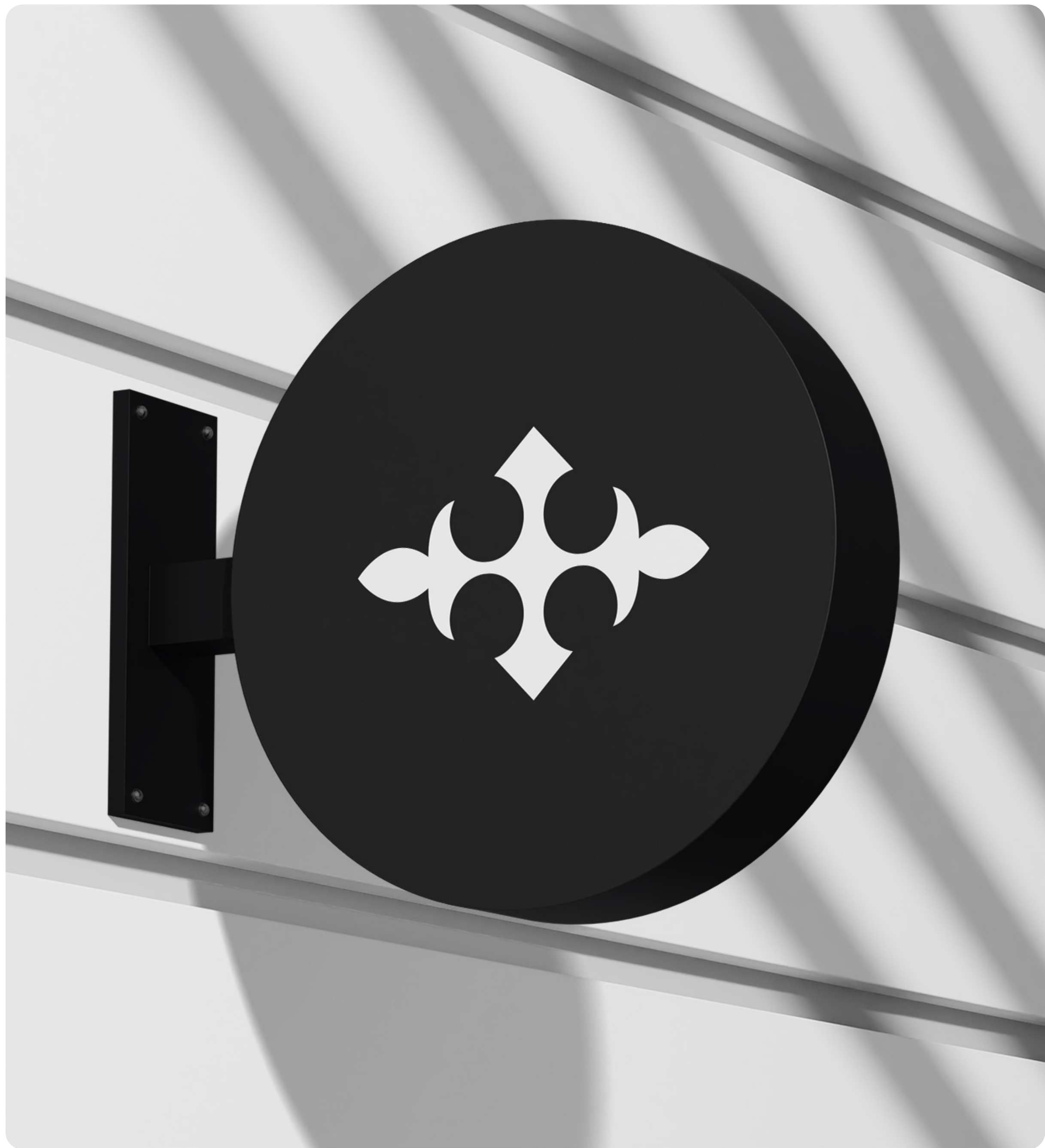
The secondary logo maintains the same design as the primary logo but is presented in an alternate color variation. It is used when the primary color does not suit the background or specific visual context.



Logo in-situ

The logo in-situ demonstrates how the brand mark appears in real-world applications, showcasing its scale, presence, and impact within authentic environments.

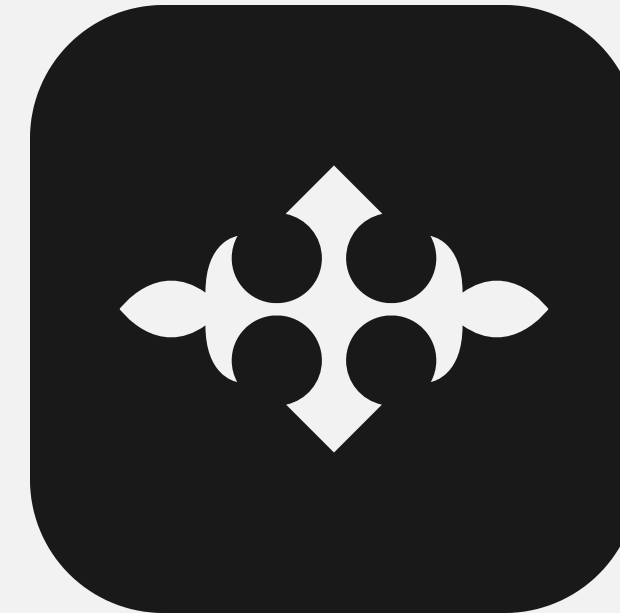








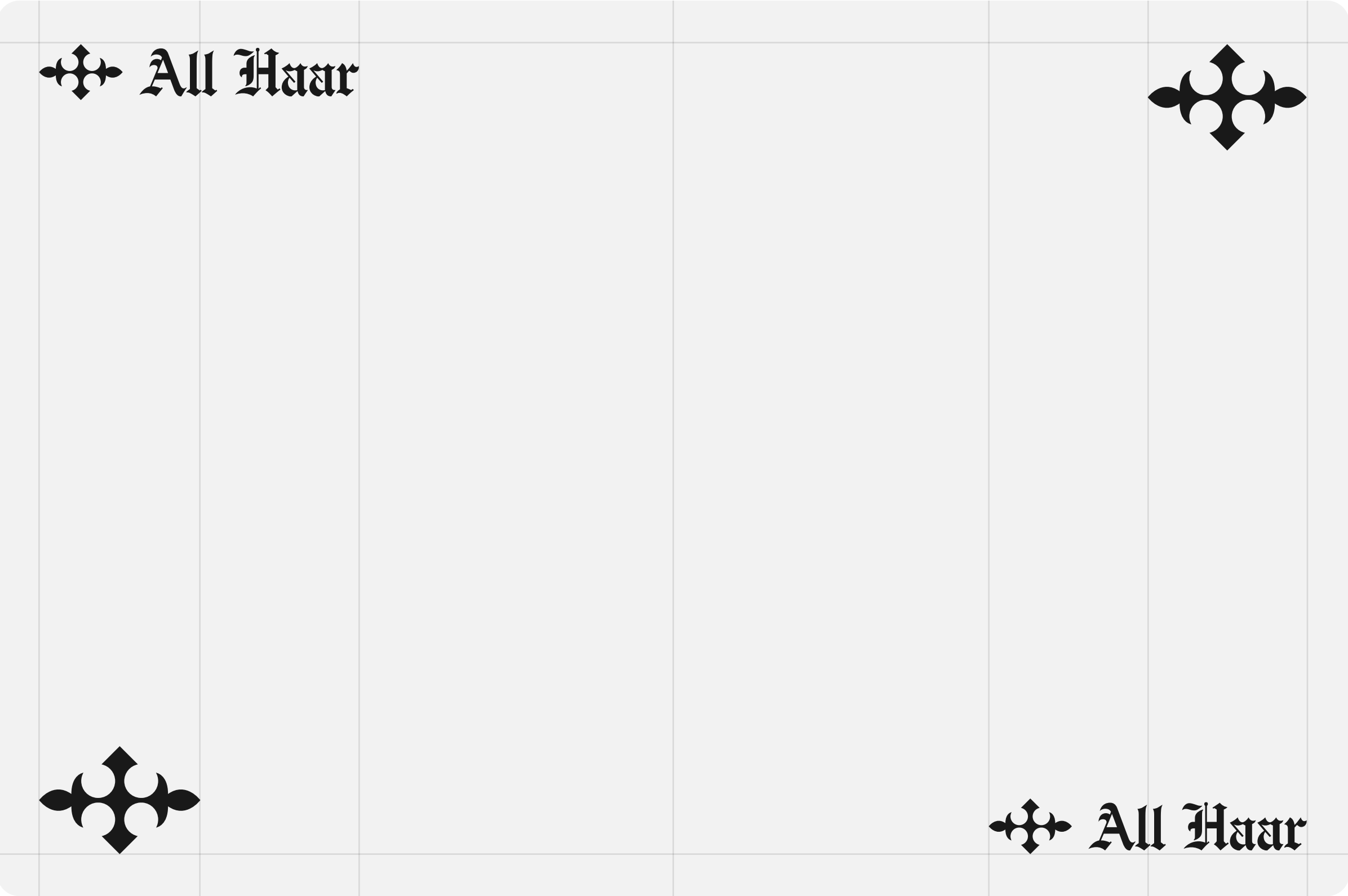
✠ All Haar



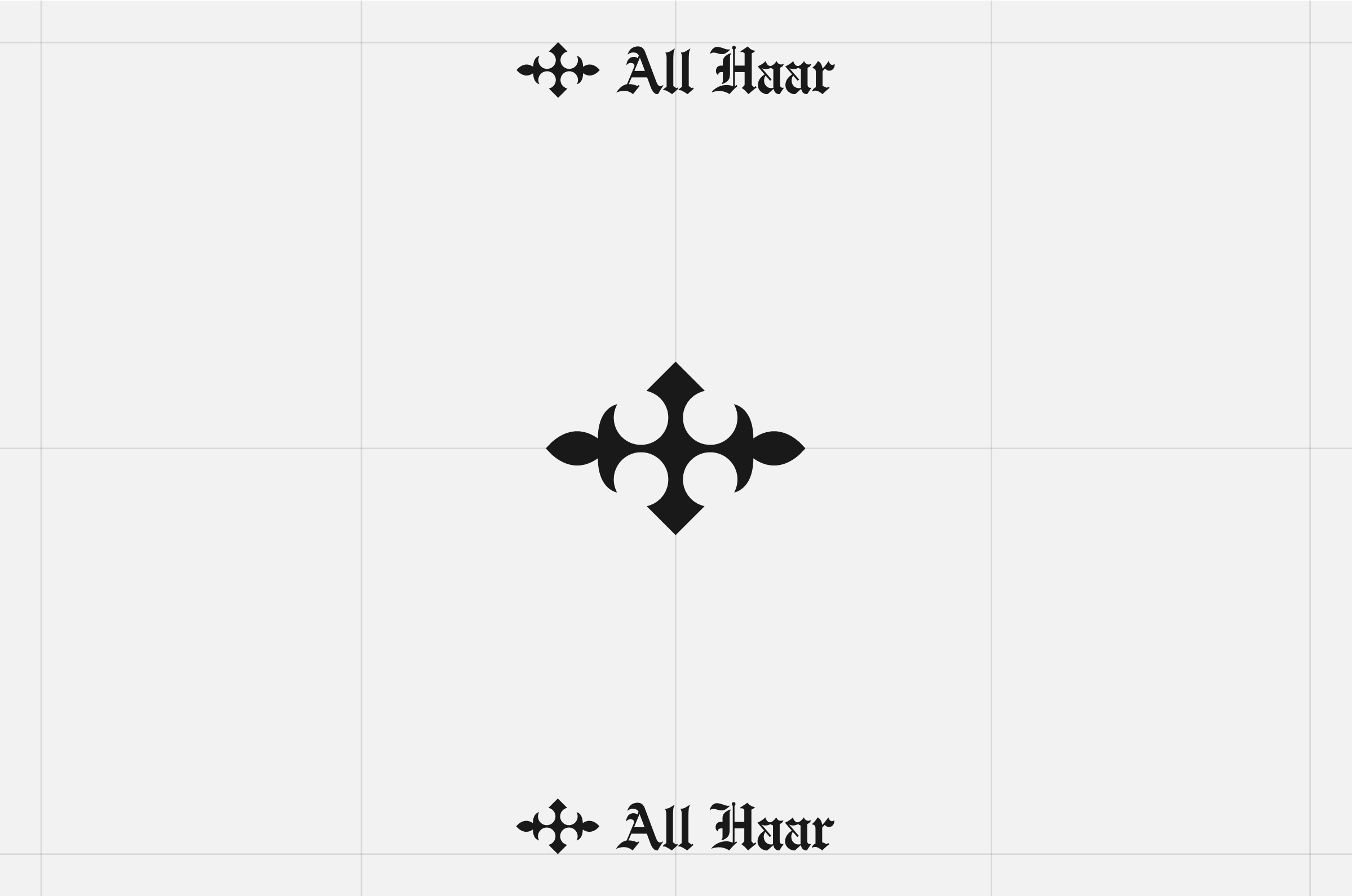
Logo

Positioning

The logo can appear in the corners



or central to the page



Things to avoid

✗ Don't change opacity



✗ Please don't use colors that are not part of the brand palette.



✗ Don't stretch or alter its proportions



✗ Don't apply gradients



✗ Don't rotate



✗ Don't outline the logo



03 Color Palette

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Primary Palette

The colors shown here are the primary colors of the brand and serve as the foundation for all visual communications. These hues should be used consistently across all print and digital materials to maintain a cohesive and recognizable brand identity.

White
R255 G255 B255
#FFFFFF

Concrete
R242 G242 B242
#F2F2F2

Casual Black
R25 G25 B25
#191919

Secondary Palette

The colors shown here are the secondary colors of the brand. They are intended to complement the primary palette and can be used to add variety and flexibility across different design elements while still maintaining brand consistency.

Creme Yellow R254 G251 B155 #FEFB9B	Yellow R254 G249 B88 #FEF958	Turquoise R116 G250 B253 #74FAFD	Silky Turquoise R186 G253 B254 #BAFD FE	Celeste Polvere R227 G254 B255 #E3FEFF
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Pairings

This page outlines how the brand’s colors should be combined to create balanced, cohesive compositions. These pairings ensure visual harmony, maintain brand recognition, and guide hierarchy across layouts, backgrounds, and typography.



04 Brand Typography

Primary typeface

Geist
Medium
Regular

The Primary Typography defines the main typeface used across all brand communications. It establishes the brand’s tone, clarity, and visual consistency, serving as the foundation for headlines, subheadings, and core messaging. The selected typeface reflects the brand’s personality while ensuring readability, professionalism, and scalability across both digital and print applications.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Type hierarchy

Display Title

150 px | -3%

H1 HEADLINE

100 px | -3%

H2 HEADLINE

75 px | -3%

H3 HEADLINE

60 px | -3%

H4 HEADLINE

36 px | -3%

PARAGRAPHS & RUNNING TEXT

24 px | -2%

CAPTIONS

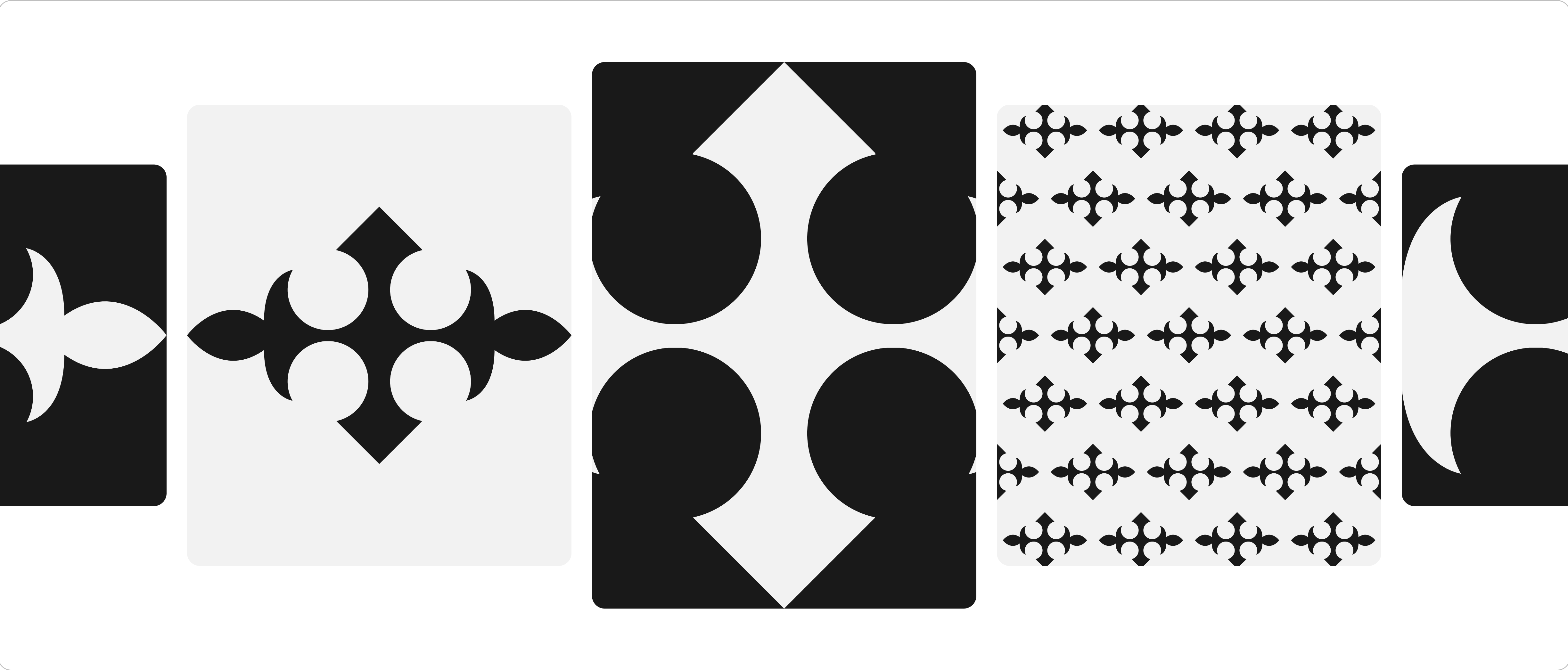
20 px | 0%

The Type Hierarchy defines how typography is structured across different levels of communication, ensuring clarity and visual order. By establishing clear distinctions between headings, subheadings, body text, and supporting elements, the hierarchy guides the reader’s attention and improves readability. Consistent application of size, weight, and spacing creates a cohesive system that reinforces the brand’s professionalism and structure across all materials.

05 Graphic Design System

Graphic Elements

This page defines the supporting visual components that enhance and extend the brand identity beyond the logo and typography. These elements add depth, structure, and recognition to layouts while maintaining consistency across applications.



06 Imagery Direction

Imagery

Visual style of photography

The visual style of photography defines the visual tone and mood of all imagery used within the brand. It guides lighting, composition, color treatment, and subject matter to ensure consistency and emotional alignment with the brand's identity.



07 Brand Foundation

Brand Competitive Analysis

All Haar exists within the dynamic and fast-paced landscape of luxury streetwear and fashion apparel, targeting a young, affluent audience that treats garments as social statements rather than mere clothing. In this world, brand affinity is deeply connected to identity, visual impact, and cultural storytelling a sentiment effortlessly captured by All Haar with its Scottish roots and unique narrative inspired by the North Sea's enigmatic fog.

The industry's competitive landscape includes brands like Kestin, Campbells of Beaulieu, Chrome Hearts, Enfants Riches Déprimés, and Mastermind Tokyo. Each brings a distinctive flavor to the luxury apparel scene: Kestin and Campbells of Beaulieu are firmly grounded in the Scottish sartorial tradition, emphasizing craftsmanship and heritage, potentially appealing to those with an appreciation for classic tailoring and provenance. In contrast, Chrome Hearts and Mastermind Tokyo offer an edgier, more visually-driven aesthetic synonymous with exclusivity and high-end grunge, aligning closely with youth culture's thirst for the bold and avant-garde. Enfants Riches Déprimés similarly captures the rebellious spirit through its subversive and anti-establishment ethos, resonating with an audience that values uniqueness and underground appeal.

All Haar can position itself effectively by delving into the culturally rich and seldom-tapped Scottish narrative, differentiating itself through a seamless blend of modernity and tradition. The brand's strength lies in its storytelling potential, rooted in a weather phenomenon unique to Scotland, offering an ironic elegance and an exclusive cultural touchstone that competitors do not possess. By fostering an identity that is both bold and casually luxurious, All Haar taps into the desired feel outlined for the brand, appealing directly to the taste for high-end quality intertwined with understated yet compelling narratives.

Opportunities for differentiation abound in the brand's ability to marry tone and visuals that resonate immediately with its audience. All Haar can leverage the mysterious and visually arresting concept of "haar" as an ongoing motif across everything from product launches to online content, ensuring it stands apart as enigmatic yet identifiable in places like Instagram and TikTok where its audience thrives. The Scottish sea fog can become a narrative vehicle, having a romantic, almost rebellious draw that aligns beautifully with visual design that is stark, thought-provoking, and perhaps even monochromatic mirroring the bold yet muted elegance of Chrome Hearts while remaining distinctly Scottish.

With such a vibrant backdrop, All Haar should embrace its Scottishness unabashedly, utilizing it as an exclusive narrative thread that adds both historical and contemporary depth, something youthful audiences can flex as niche knowledge within their circles. By focusing relentlessly on this unique positioning an evolving tapestry of tradition, culture, and modern streetwear allure All Haar has the potential not only to captivate a young, image-conscious audience but also to cement its place in the competitive landscape as the definitive choice for luxury, youth-driven fashion.