Collection Value
We present a diverse and inspiring programme with a mix of worldwide established fashion designers. Ranging from bio-couture designers to others that are inspired by objects and spaces. We aim to always inspire and amaze.

Experience Value
We create fashion experiences that go beyond textiles and stimulate the imagination in every possible way. We aim to encourage experimentation and creativity.

Connecting Value
We are a meeting place and platform for the present, past and future. We work in multidisciplinary teams and use our knowledge to keep developing and growing. We aim to keep connecting to the needs of our target audience.

Educational Value
We are a fashion and technology learning environment. We have the goal to improve general knowledge about fashion and enhance the informal learning experience.

To emphasise our international personality all spoken and written words are in English even though we first set our focus on the Dutch market. This also facilitates the communication since the platform works with international designers and will present in different cities worldwide in the near future.

Since we are here for and run by young creatives we aim to keep an informal, open and honest character. We stay away from popular language and keep everything as it is. Simple and to the point. Yet with an informative undertone. Direct short sentences are part of our character. 'We introduce..' Instead of 'Let us introduce you..' and 'Proudly presenting Rick Owens' in stead of 'We are proud to present Rick Owens'.

We use regular interpunction but stay away from exclamation marks as much as possible.

All together Fluidium communicates through designs based on strong typography mixed with the signature artworks. The designs are clean, timeless and can fit with all different designers that are presented within the platform.

The letters in the logo are bold, no-nonsense. Because of it’s 8 letter character it can easily be taken apart in sets of 2 letters for further designs.

Fluidium uses two typefaces. All titles and captions are written in CODED COLD bold. A geometric sans serif typeface. This typeface purposely contains irregular and unfinished letters, that in their way form a unity. For all body text we use Circular Pro book. An open and friendly looking, sans serif typeface with a grown-up appearance that holds a lot of family styles.

Fashion is not vast nor structured, does not meet worlds boundaries. It has no shape, no colour, no generative. Not one identity. It is fluid. It is liquid. It is shaped by our world. It is todays, tomorrows and the futures. It is ours. The future, tomorrow and today. It is shaped by our world. Liquid. Fluid. Identity crisis, or no identity at all. Generative, coloured, shaped. Boundaries are here to be set by the world. Not structured nor vast. It is fashion.

Contrary to other exhibitions we enhance the technological possibilities to present a large range of worldwide renowned fashion designers in inspiring, ambulant spaces.

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