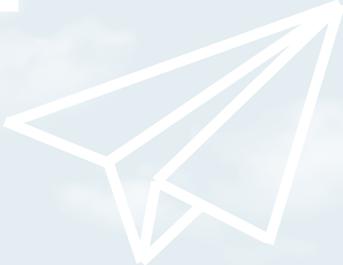


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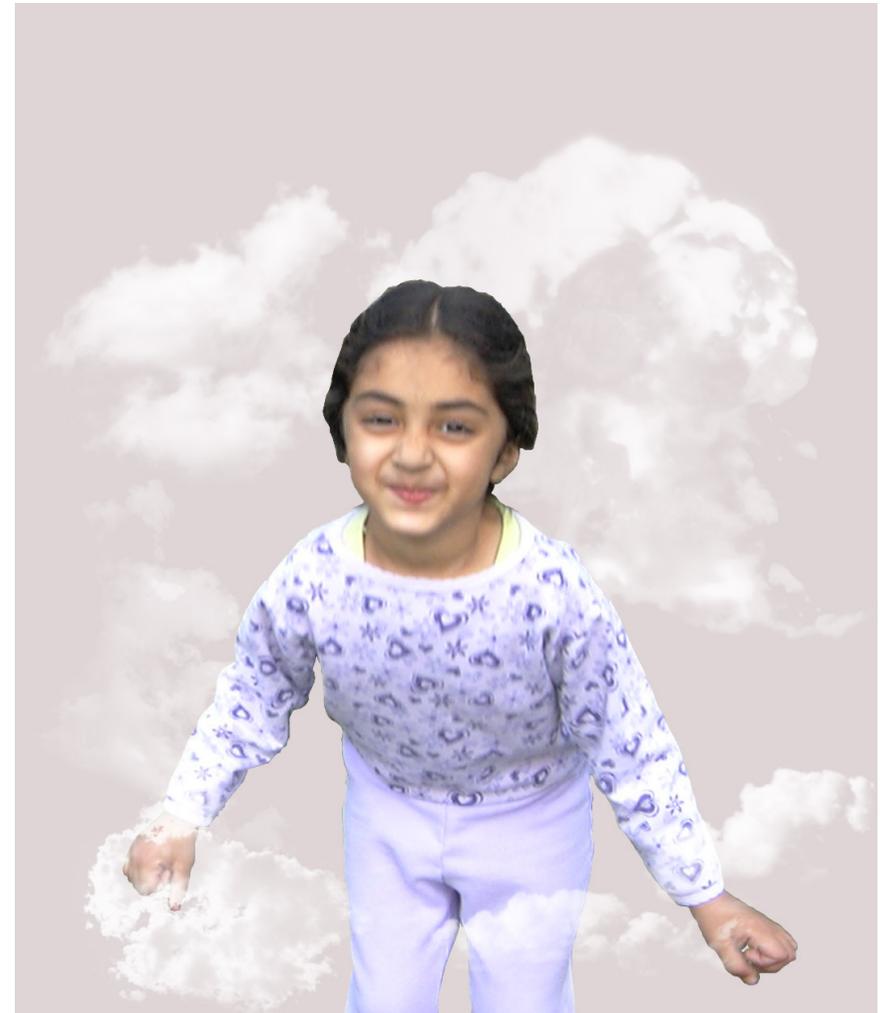
# Welcome, Dreamer!

I had a wild imagination as a child. From building fairy homes with gnarly tree roots to pretending I had superpowers, I would often immerse myself in my own little world.

Even as the years went by, I never lost this side of me. My imagination was channeled into creative endeavors, such as painting, writing, drawing, crafting, and even spoken-word poetry. In an effort to expand my different outlets, I became hungry to know and learn more. I studied psychology to understand how people view the world and to understand the works of art that are people's minds. I grew interested in the storytelling aspect of marketing and chased it with all my might. I set ambitious goals for myself and painted them in the brightest of colors.

But in between trying everything (and then some), I grew nostalgic for my childhood dreamscape. In a society where everything is so fast-paced and results-oriented, I wanted to return—even if for a brief moment—to the pure feelings of wonder, comfort, and the joy of being present.

In the following pages, I welcome you to my dreamscape. I invite you to revisit your inner child, and get in touch with all the brilliant and wonderful ideas bubbling in your mind that you might have not yet pursued. I hope you leave with the feelings of comfort, contentment, and inspiration to turn your dreams into reality.





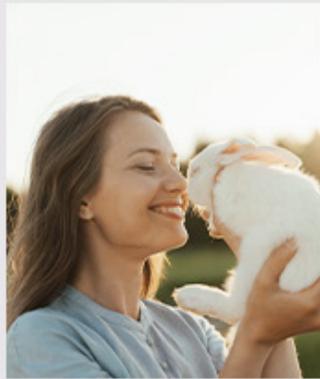
**Curious,  
Colorful,  
Nostalgic.**



The way I would decorate a room would have most minimalists on edge. Take my childhood bedroom: my room is an ensemble of bright colors and trinkets, from bold beachy postcards to travel souvenirs gifted to me by friends. My room doesn't have a unified color theme, but it dabbles in every color imaginable. My brand similarly echoes this idea. It is colorful, using mainly softer versions of the traditional primary colors, and follows up with a soft lilac and pastel blue to round out the color palette.

The imagery inspiration of my brand draws from clouds, elements of childhood, and the music video for "The World's End" by Yui Horie. All of these concepts come together to offer a glimpse into the fleeting world of a dream. There's a feeling of unadulterated curiosity and wonder to this dreamscape, as motifs of exploration and curiosity are showcased in this moodboard.





# Color Palette

## Primary Colors



**Blush**

Hex: #e5a182  
RGB: 229, 160, 129  
CYMK: 8, 42, 48, 0



**Little Leo**

Hex: #f7d68f  
RGB: 248, 214, 143  
CYMK: 3, 15, 51, 0



**Coastal Dreams**

Hex: #9cc4db  
RGB: 156, 196, 219  
CYMK: 38, 11, 7, 0

## Secondary Colors



**Duck Egg**

Hex: #e3edf2  
RGB: 227, 237, 242  
CYMK: 10, 2, 3, 0



**Lilac**

Hex: #e8e6e8  
RGB: 232, 230, 232  
CYMK: 8, 7, 5, 0



**Inky**

Hex: #000a17  
RGB: 0, 10, 23  
CYMK: 82, 72, 60, 80



# Color Specifications

The **main colors** of my brand center on primary colors—but with a twist. Using more softer shades of the traditional red, yellow, my brand maintains a colorful appearance while still being easy on the eyes. The main colors are often used for logos, as inspiration for brand images, and accenting text on a white background. Tints and shades can be used for these colors for the sake of versatility and cohesiveness.

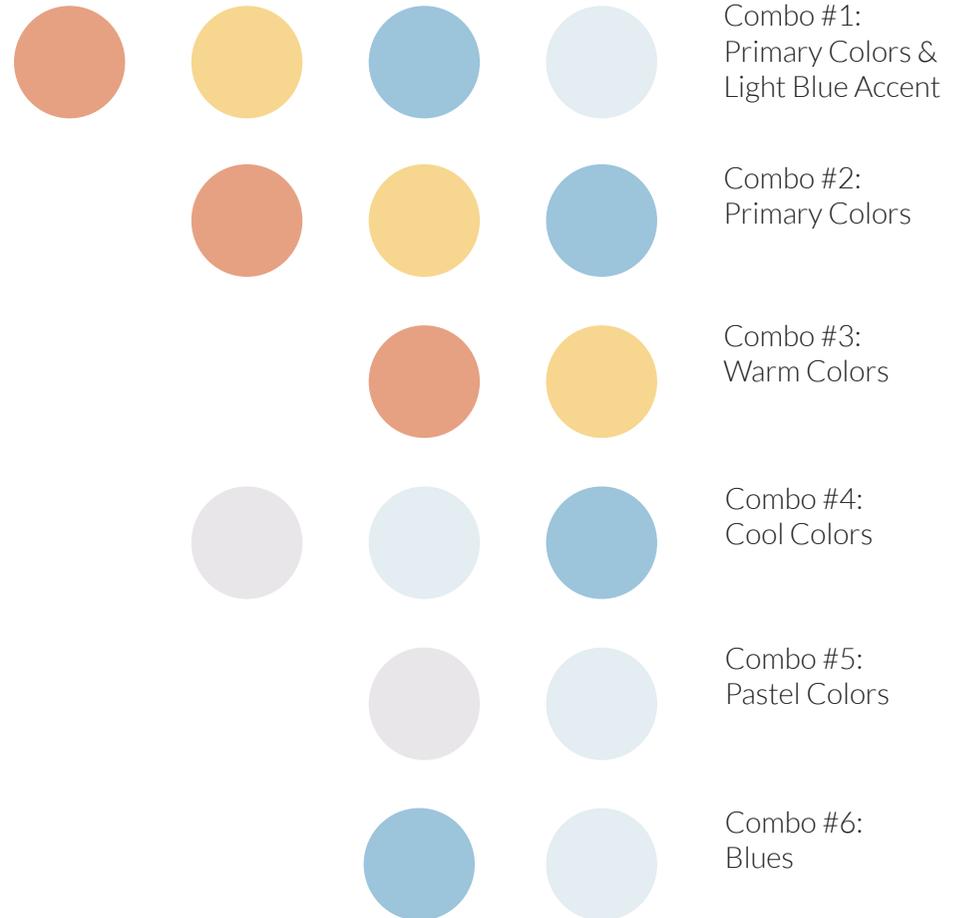
The **secondary colors** of my brand consist of a soft light blue (Duck Egg), a pale lilac (Lilac), and a bluish-black (Inky). Duck Egg and Lilac are to be used as background colors or as text boxes on a white background. These two colors were chosen because of their similarities to clouds, and given the dreamy aesthetic of my brand, it made perfect sense to include them. For titles, subtitles, and text, only the color Inky should be used. Inky is a bluish-black, offering a softer alternative to the standard bold black color.

It is important to note that the primary colors and secondary colors can only be used in **specific color combinations**. Each row in the illustration on the right side of this page showcases the various color combinations that can be used for my brand. These combinations were created with basic color principles in mind.

All of these combinations can be paired with:

- Inky (see color palette page for details)
- White (#ffffff)

## Acceptable Color Combinations



# Logo

My brand's **primary logo** is a simple, lettermark logo encased in a circle. The lettermark portion of the logo uses the script font of Cookie to mimic my own handwriting. My handwriting has often been described as a blend between “normal handwriting” and cursive, so I wanted my logo to reflect that. Next to my initials, there is a period for a sense of finality. The period draws attention to my initials together, rather than separately; this is done to reflect both my first and last name together as a crucial part of my identity. Additionally, the primary logo features a circle because the cyclic nature of circles represent a timelessness that I wanted my brand to capture. Lastly, I used the brand colors Blush, Little Leo, and Coastal Dreams in my logo.

The **black-and-white version** follows the same guidelines as the primary logo except it uses colors from a grayscale palette. The hex codes of the colors used (from left to right) are: #4d4e4e, #979797, and #cbcbca.

The **color variations** of the logo are based on the primary logo, except my full name is omitted and it is an all white logo design instead of using black or tiny color circles. The color variations are in the shades Blush, Little Leo, and Coastal Dreams. Only these shades should be used.

Primary Logo



Black & White Version



Smallest Size



Color Variations



# Logo Application



The primary logo can be used for a variety of contexts. For contexts such as print and web-based platforms, the primary logo should be used on a white background or (sparingly) on a light brown background. The logo (any version of it) should never be used on a black background.

There is no standardized specification on how much space needs to be around the logo; it varies on the context and desire of the designer.



Color variations of the logo can be used to add a creative flair, such as on stickers or even clothing. The black-and-white logo should only be used if no color can be added to the product or background it is placed in.

It is important to note that while the typical size of the primary logo is mentioned, it can be resized to any size depending on the product need or what the user desires. However, it cannot be smaller than the noted smallest size.

# Typography

## Caveat Brush

Caveat Brush is a natural and variable font that mimics a handwritten style. This display font should be used at a 40pt size or larger. Other specifications include using it at a tracking of 0 and a leading of 43.2pt.

## Signika Regular

Signika Regular is a sans-serif font intentionally designed for easy wayfinding and accessibility. This gentle font should be used at a 18pt size. Other specifications include using it at a tracking of 25 and a leading of 21.6pt.

## Lato Light

Lato Light is a sans-serif font that uses rounded letters to give a feeling of warmth. This classically proportioned font should be used at a 11pt size at a tracking of 0 and a leading of 14.4pt.

## Title Font

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## Subtitle Font

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## Body Text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**"You're a work of art.  
Not everyone will understand you,  
but the ones who do,  
will never forget about you."**

**- Unknown -**

This quote embodies my philosophy on self-acceptance and embracing individuality. Although I'm not at the point where I can say 100% that I've come to terms with all aspects of myself, I recognize that self-acceptance is an on-going journey. One day, I hope to reach a point where I completely see myself as art and also extend that same grace to others.

**Up, Up, and Away!**

