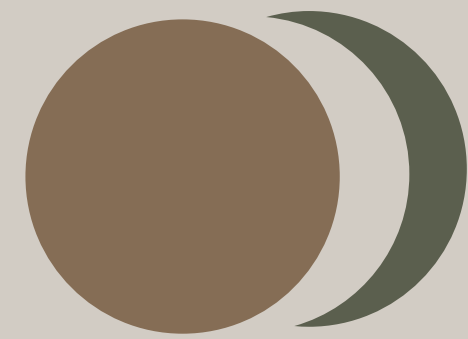


**Brand style guide**  
**ella Chichioco**

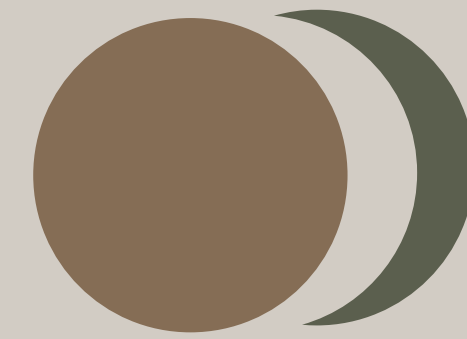


# a sneak peak.

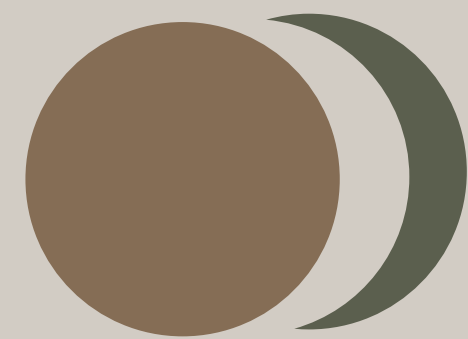
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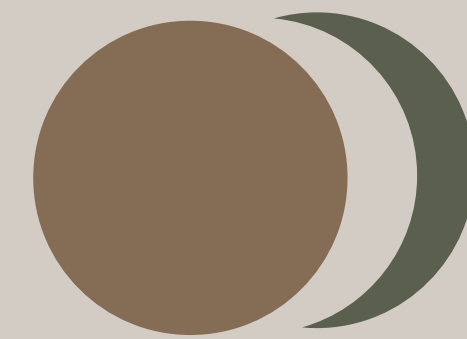
introduction



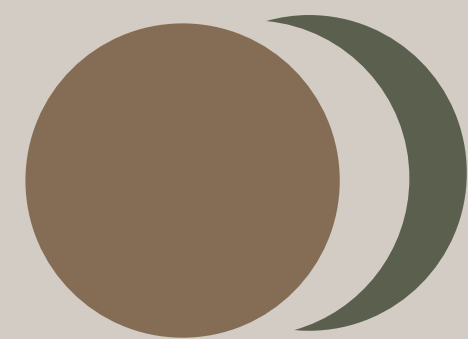
typography



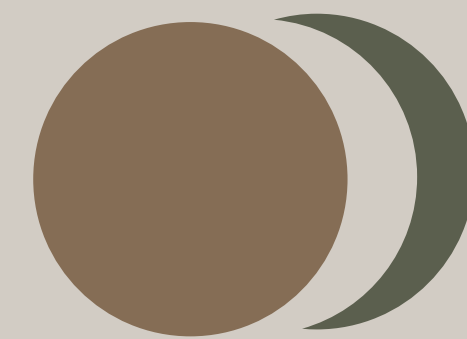
brand identity



logo



color palette



mockups



# welcome in.

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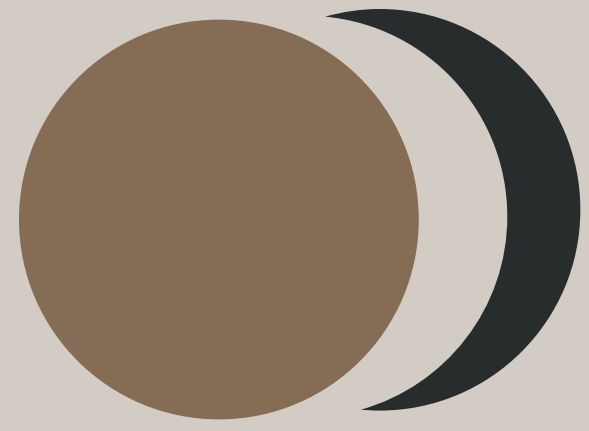
## behind the vision

connecting the dots.

Our world and perspective is shaped through the stories we tell and the stories we consume. Whenever I have free time, I always am on the hunt for the next best book or show that will shape or change who I am. However, over my college career, I've learned that our world is a combination of all the stories we have seen and the ones we hope to discover.

Join me in connecting the dots by taking a visual peak of what my mind looks like.





**mood.**

# taking abstract forms from nature

I overthink. A LOT.

As an avid overthinker colored with indecision, there's a unique solace in geometric shapes. Their linear and straight forward nature allows me to digest my complex emotions into abstract, simple thoughts. For my brand, I wanted to illustrate how I think and express my emotions: in warm tones, surrounded in nature, and in lots of shapes and symmetry.



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# color palaette.

earthy. warm. comfort.

When I think of colors that describe who I am, I always think of warm and neutral tones. These colors feel like a warm cup of coffee on a cold, chilly day. With the muted greens and earthy browns contrasting and complimenting one another, these colors combine together to create a feeling of solace and serenity.



# typography.

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HEADER



## Abril Fatface

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**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**  
**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**

Abril Fatface is a sleek and versatile serif font that embraces its modern styling with each stroke. This font has a wide range of weights, offering flexibility in creating headers with different levels of emphasis while still maintaining readability. Complimenting the geometric patterns and earthy colors of the brand, Abril Fatface brings a sense of elegance to grab attention as the head-

B O D Y

Poppins is a contemporary, sans-serif font that is a perfect balance between minimalism and elegance. Defined by its clean, rounded lines and its generous letter spacing, Poppins serves as the perfect body font to be parallel with the brand and its counterparts.

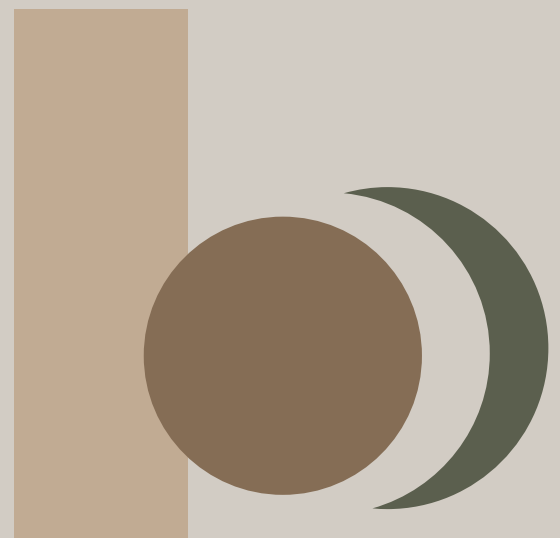
## Poppins

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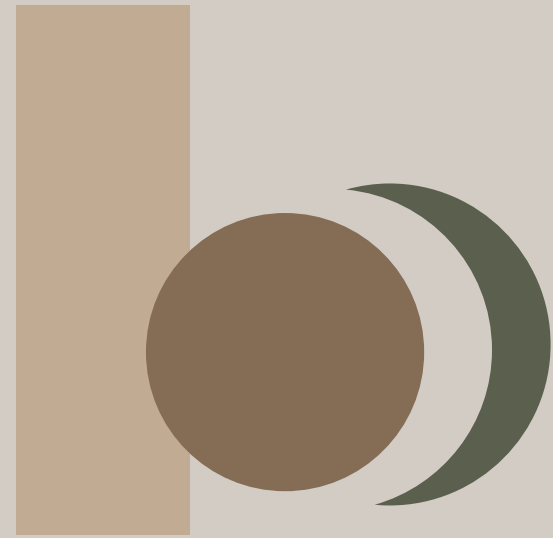
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9



## PRIMARY



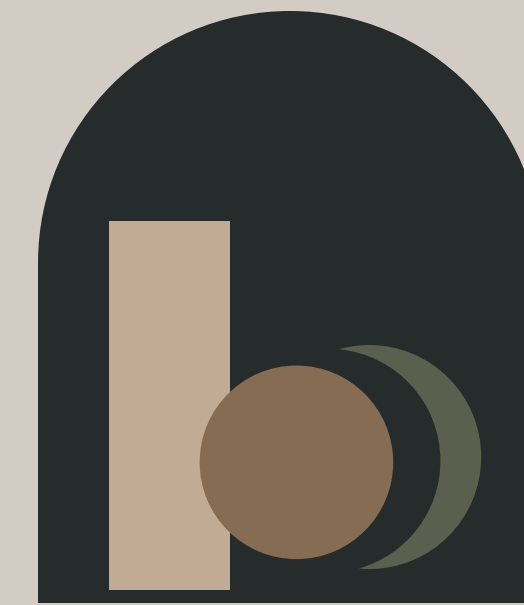
bella chichioco



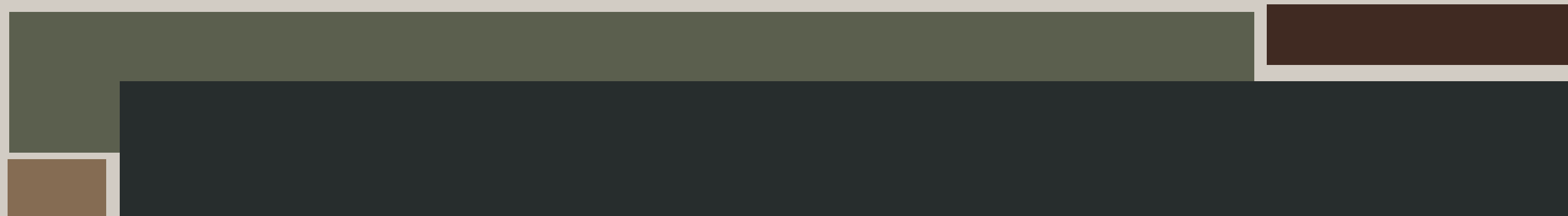
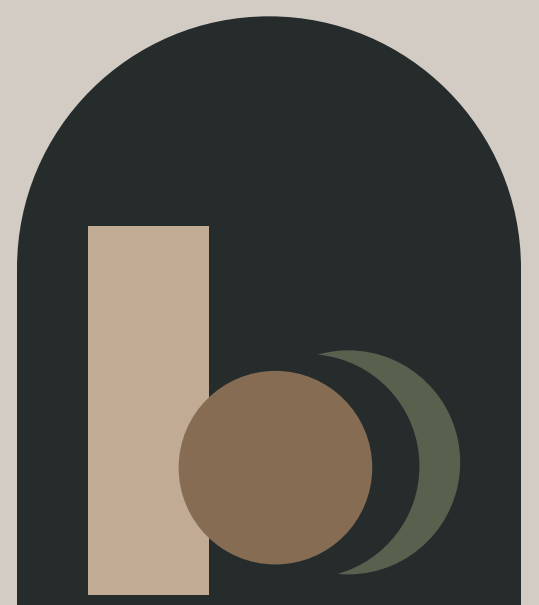
Taking inspiration from modern shapes and abstract form, my logo plays a homage to simplifying complicated thoughts. With the basic shapes of letters in my name, I ended up with a logo that is both simple while also representing myself and brand.

These logos have a slight variation, but they should never be used with different colors or have different dimensions than what is shown.

## SECONDARY



bella chichioco



# application.

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**the end.**

