

BRAND DESIGN

BRAND IDENTITY

I DEVELOP A BRAND IDENTITY THAT ENHANCES YOUR BRAND'S CHARACTER AND BOOSTS ITS RECOGNITION IN THE MARKET.

ELEMENTS OF BRAND IDENTITY:

- LOGO
- TYPOGRAPHY
- COLOR PALETTE
- PATTERNS
- BRAND MASCOT



LOGO DESIGN

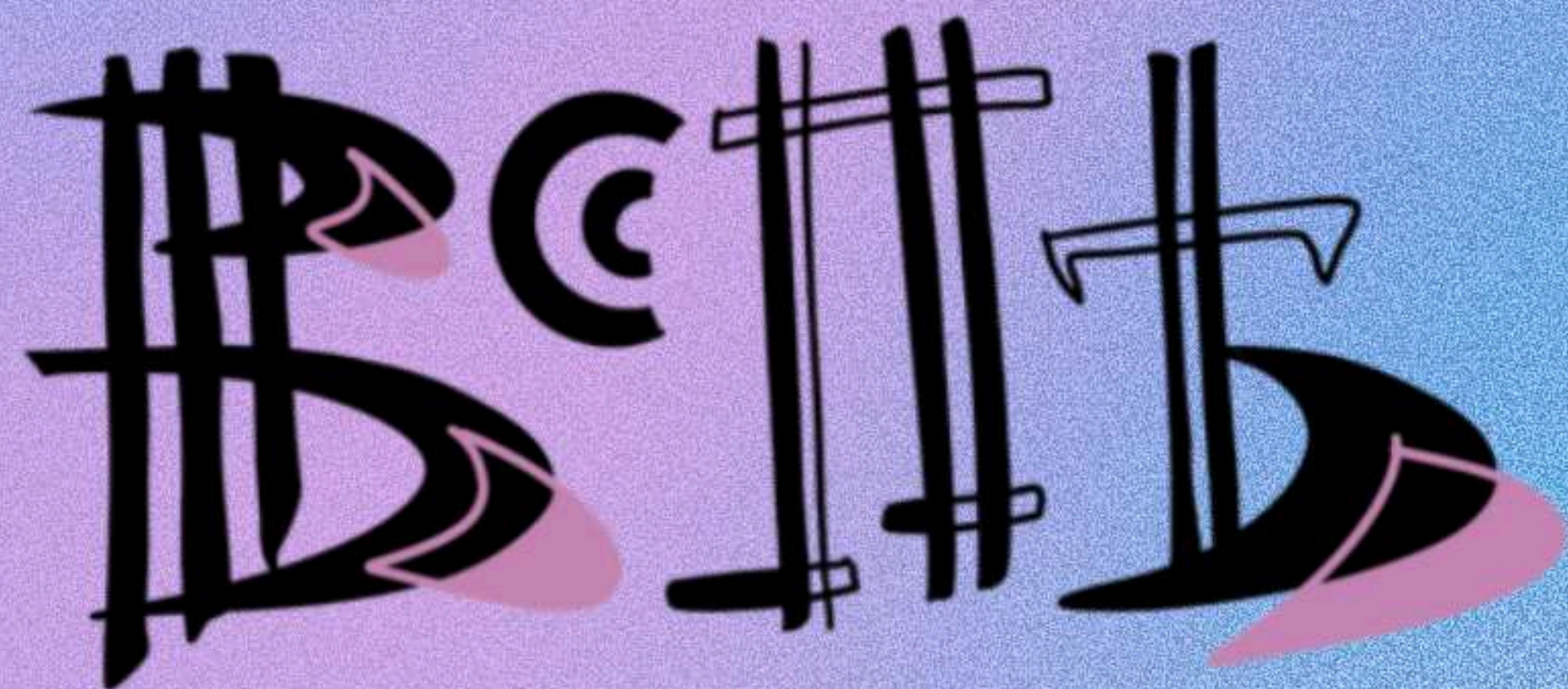
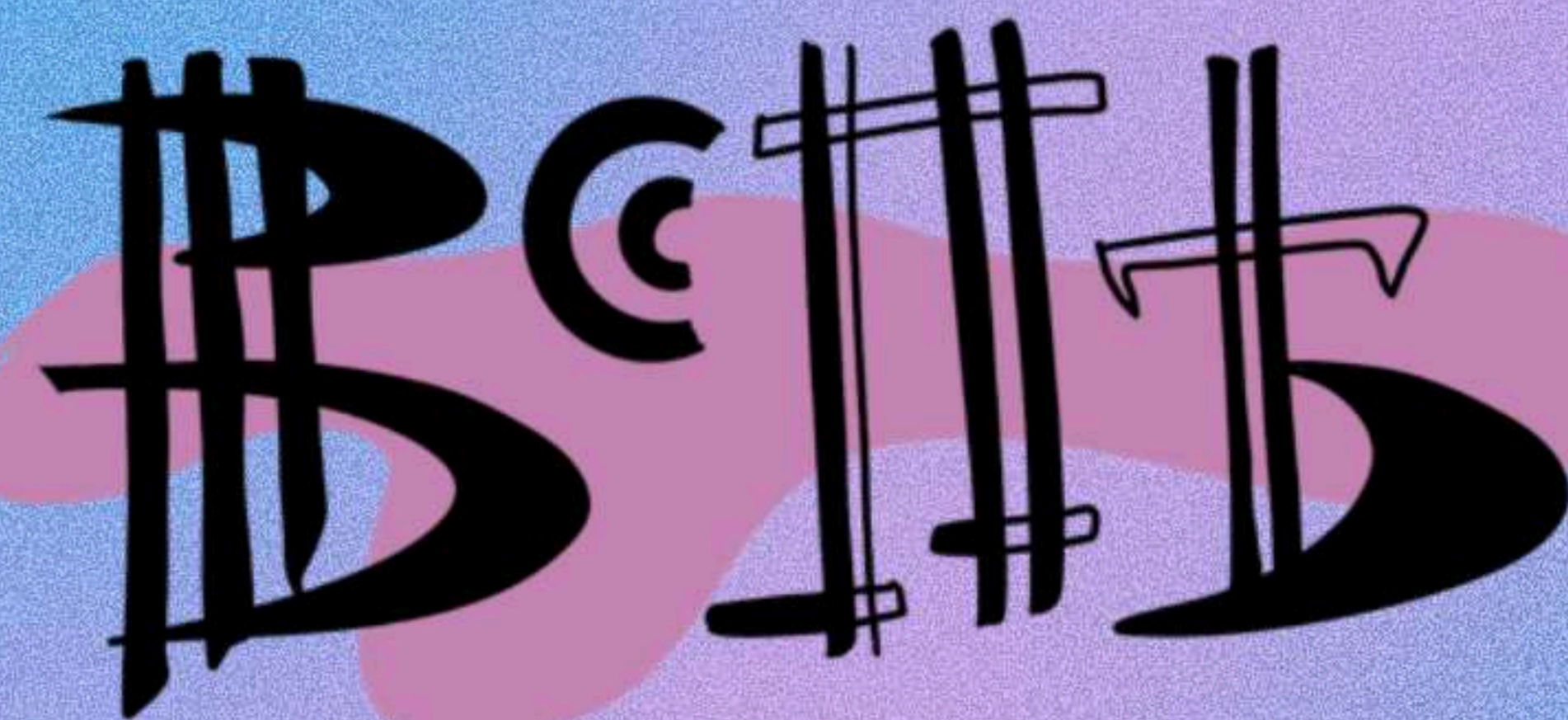
FOR LOGO DESIGN, I EMPLOY A DEEP ANALYSIS OF YOUR BRAND TO REFLECT ITS ESSENCE AND VALUES THROUGH UNIQUE VISUAL CODES. MY APPROACH IS TO CREATE NOT JUST A LOGO, BUT A SYMBOL THAT WILL BE ASSOCIATED WITH YOUR COMPANY AND INSPIRE TRUST AMONG YOUR AUDIENCE.

150-400\$

HALLUCI
OF DESIGN
OF DESIGN
OF DESIGN
OF DESIGN
NATIONS

BAR

EchoElysium



BRAND IDENTITY: LOGO DESIGN

CASES

TASK:

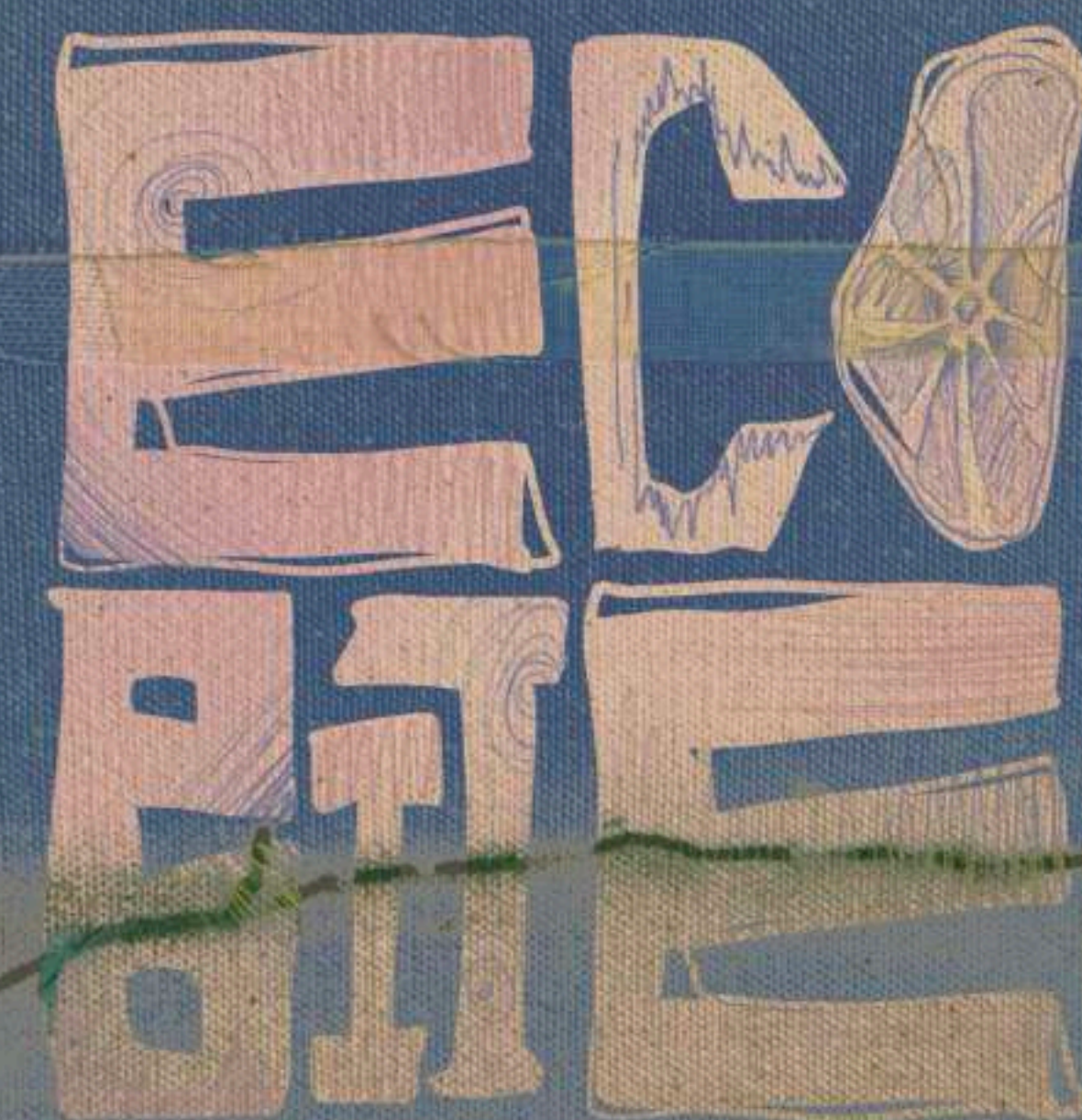
Hello! We are opening a vegan café 'Eco Bite', and we need a logo that will stand out and convey our vision. The café is focused on healthy eating and eco-friendliness, and we want the logo to reflect this.

We are looking for something modern, sleek, but with character, so that customers can see that 'Eco Bite' is not only about delicious food but also about a lifestyle. Hand-drawn designs might be a good touch to signify naturalness, though I'm not sure how it will look on a sign.

And yes, the logo will be used on social media, packaging, and signage, so it needs to be easily adaptable to all these mediums.

BRAND IDENTITY: LOGO DESIGN

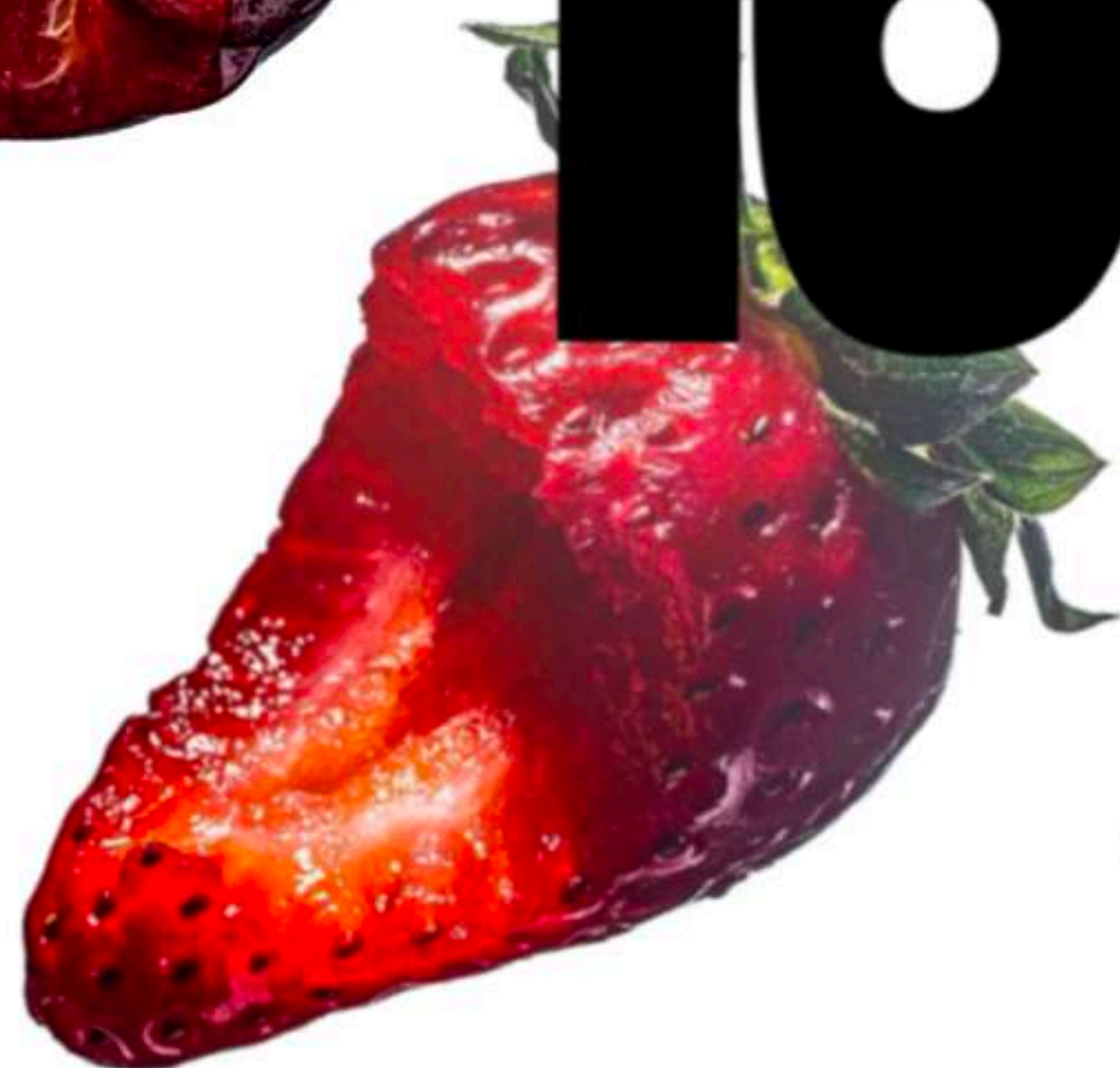




EC BITE

PROCESS

BRAND IDENTITY: LOGO DESIGN



Bite

RESULT



BRAND IDENTITY: LOGO DESIGN



TYPOGRAPHY

THE FONT SHOULD VISUALLY SUPPORT THE UNIQUE PROPOSITION OF THE BRAND, ITS VALUES, AND TONE OF COMMUNICATION. THIS CREATES A STRONG AND MEMORABLE VISUAL IMPRESSION THAT EFFECTIVELY INTERACTS WITH THE TARGET AUDIENCE.

CUSTOM FONT DEVELOPMENT

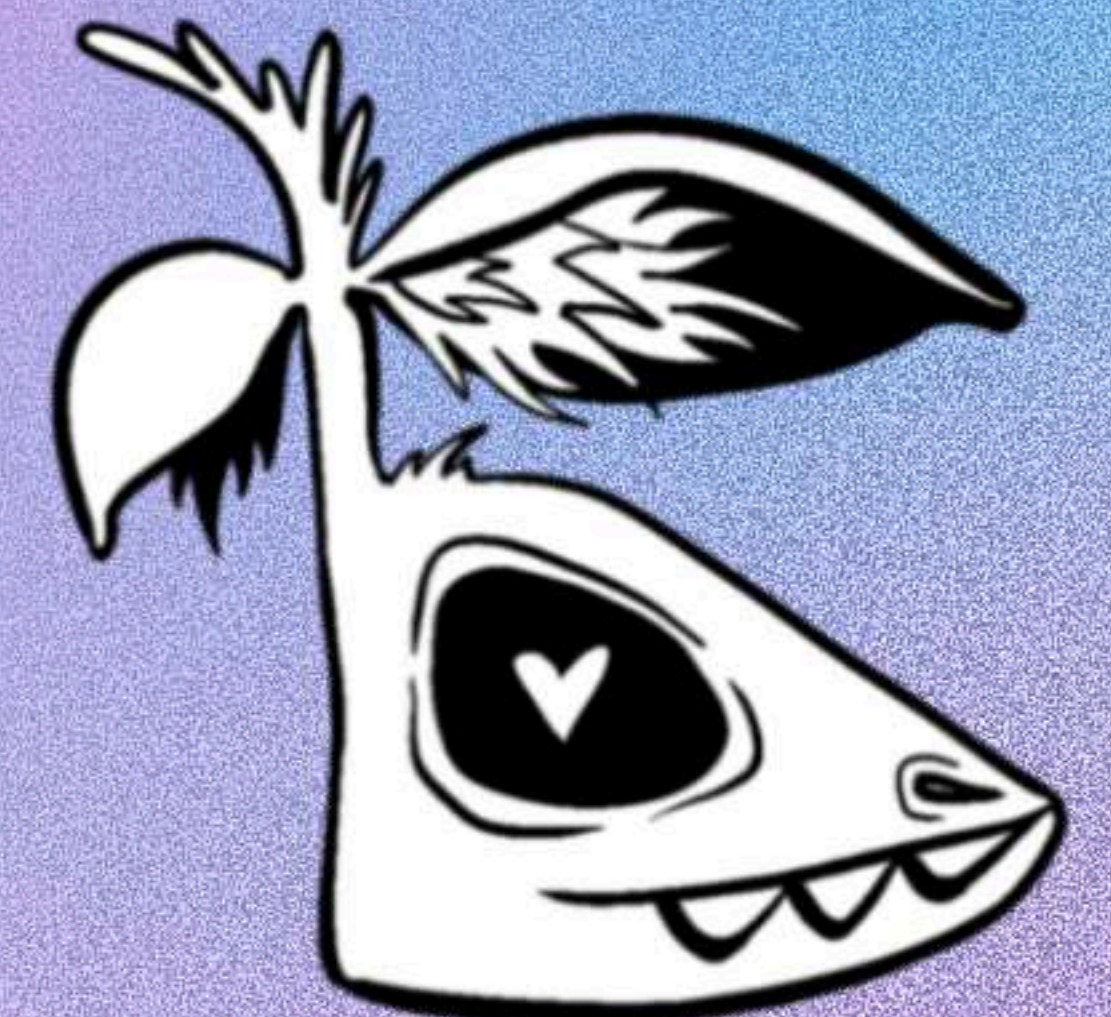
FULL-SCALE CREATION OF AN UNIQUE FONT FOR A BRAND, INCLUDING ALL LETTERS OF THE ALPHABET, NUMBERS, AND SPECIAL SYMBOLS.

300-700\$

ADAPTATION OF EXISTING FONTS

SELECTION AND ADAPTATION OF EXISTING FONTS TO MEET THE UNIQUE NEEDS OF THE BRAND.

50-200\$



COLOR PALETTE

COLORS FORM THE FIRST IMPRESSION OF A BRAND, ITS RECOGNIZABILITY, AND EMOTIONAL PERCEPTION. A WELL-CHOSEN COLOR PALETTE NOT ONLY CAPTURES ATTENTION BUT ALSO HIGHLIGHTS THE UNIQUENESS OF YOUR BRAND.



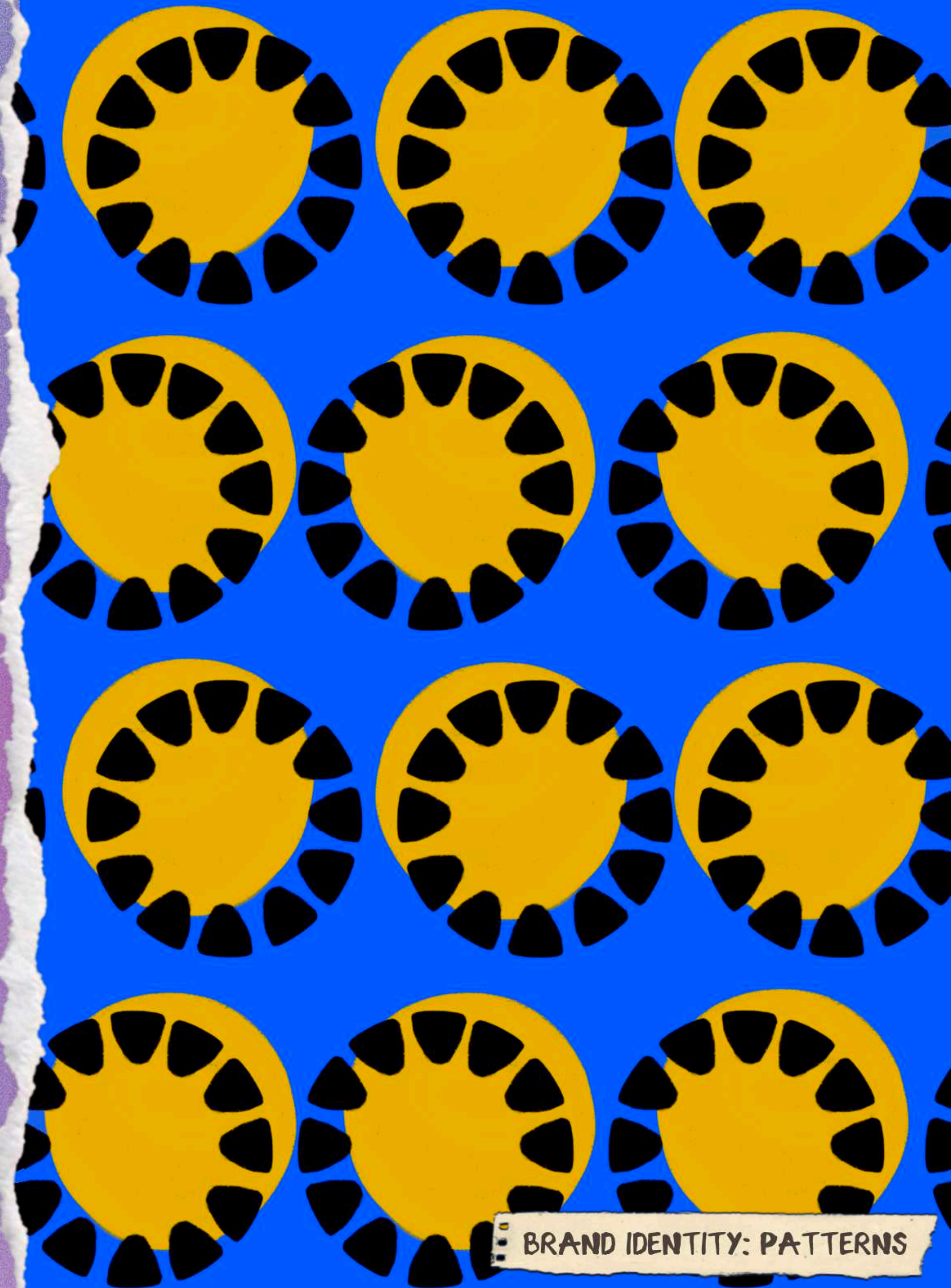
USING COLOR AS A STRATEGIC ELEMENT ALLOWS FOR A PROFOUND IMPACT ON CONSUMER DECISIONS AND BEHAVIOR, MAKING EVERY INTERACTION WITH THE BRAND MORE MEMORABLE AND SIGNIFICANT.

PATTERNS

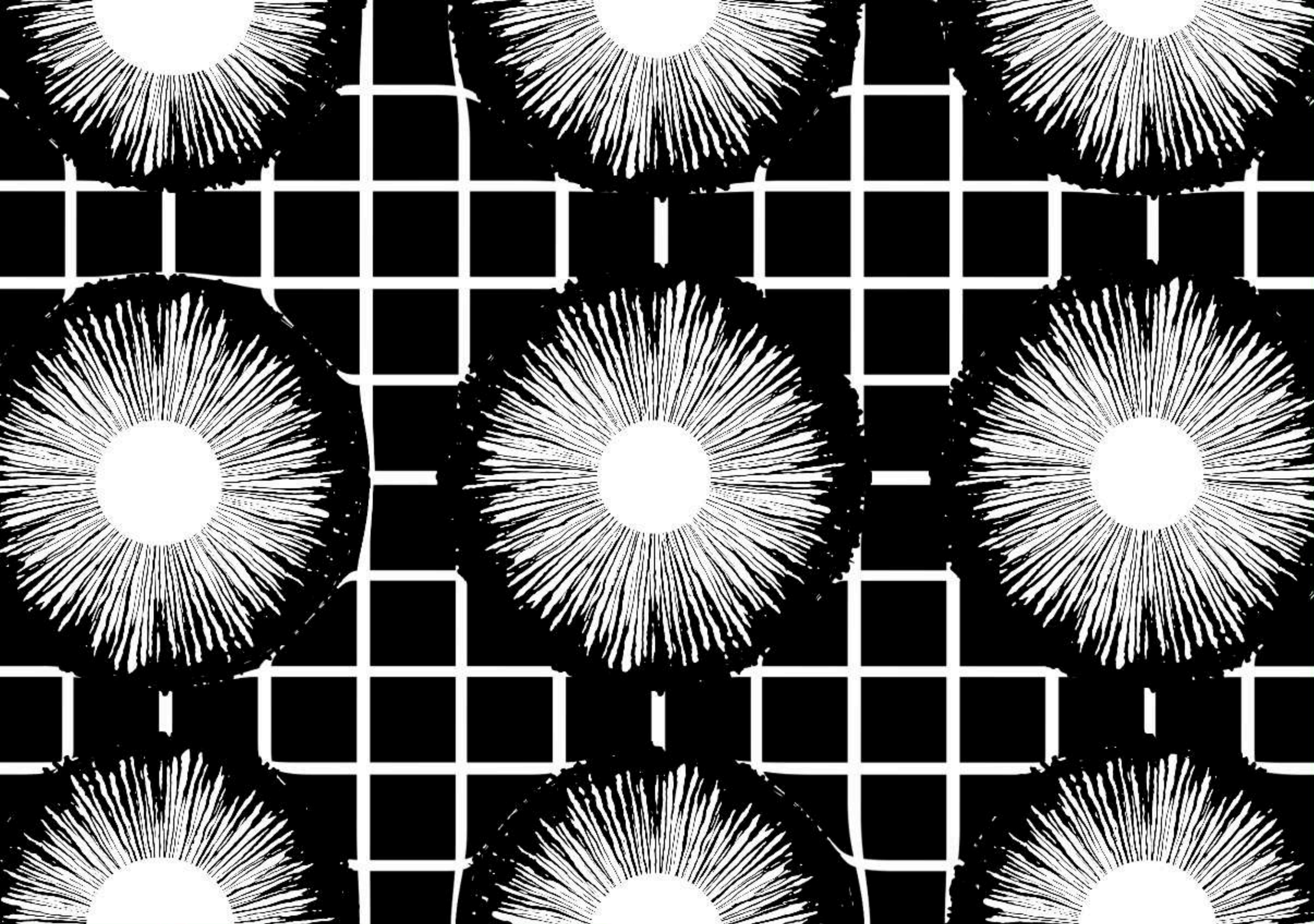
PATTERNS PLAY A KEY ROLE IN SHAPING A BRAND'S UNIQUE STYLE. THEY ARE CUSTOM-DESIGNED, TAKING INTO ACCOUNT THE SPECIFICS OF YOUR BUSINESS AND TARGET AUDIENCE.

ONCE DEVELOPED, A PATTERN CAN BE USED ACROSS VARIOUS MEDIA AND PRODUCTS, OFFERING EXTENSIVE BRANDING OPPORTUNITIES. THIS MAKES IT NOT ONLY VISUALLY APPEALING BUT ALSO AN EXCEPTIONALLY FUNCTIONAL ELEMENT OF MARKETING.

100-150\$



BRAND IDENTITY: PATTERNS



BRAND IDENTITY: PATTERNS

BRAND MASCOT

A BRANDED CHARACTER IS A POWERFUL TOOL FOR DEEPENING ENGAGEMENT WITH YOUR AUDIENCE AND AMPLIFYING YOUR MARKETING MESSAGE. CHARACTERS GIVE YOUR BRAND A VOICE AND PERSONALITY, MAKING YOUR PRODUCTS MORE MEMORABLE AND DISTINGUISHING YOU FROM COMPETITORS.



300-2000\$

BRAND IDENTITY: BRAND MASCOT

CASES

PillPlush

PillPlush is the sovereign of cloud dreams, born from laughter and childlike joy. He drifts among sweet clouds of pink and blue, reminiscent of the taste of the first cotton candy stolen at a fair. In every fragment of his world, there's a spark of childish mischief, transforming the dullness of everyday life into a kaleidoscope of magic.

Error

He is the guardian of secret wishes, turning them into fluffy clouds ready to fulfill dreams. It is the children, with their purity of mind and boundless imagination, who most often become guests in his realm.

OK

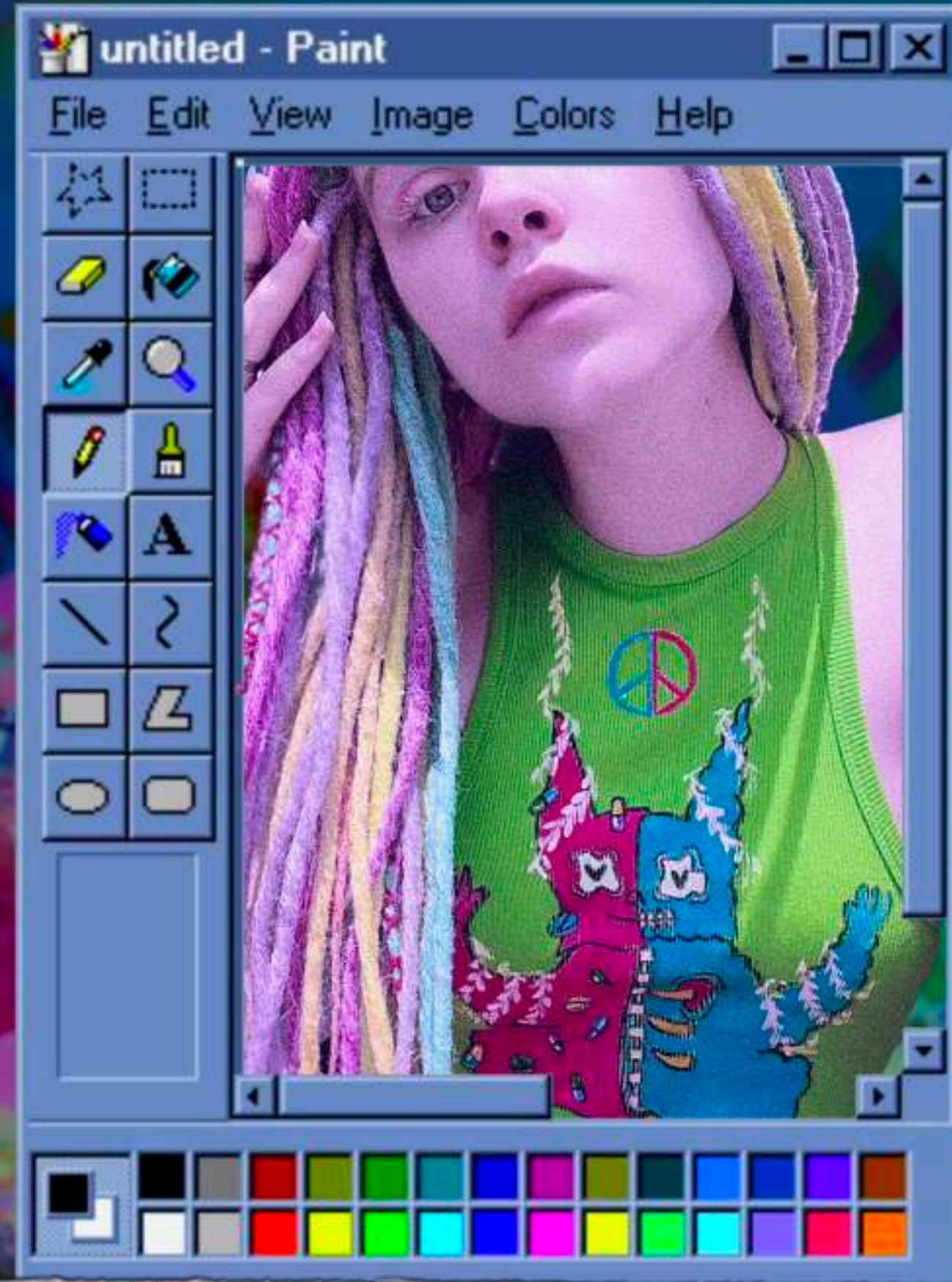


horns
vaporizing
into clouds

all individuals
are
androgynous

stuck
pieces of
cotton
candy

big sugar
stomach



BRAND IDENTITY: BRAND MASCOT

JoltJester

JoltJester is the embodiment of the indomitable energy and unbridled power of the world of Coelum. Despite his formidable fighting abilities, JoltJester is overly trusting and sometimes short-tempered.

Error

This creature can provide power to entire neighborhoods of Coelum, but at the same time it has difficulty controlling that flow, making it potentially dangerous to others.

[OK]



BRAND IDENTITY: BRAND MASCOT



MaizeMinder

✕

MaizeMinder is a creature that exists solely in the world of Coelum, with no human counterpart in our dimension. It belongs to the caste of nature-guardian spirits, overseeing corn crops and infusing them with magical properties that allow the corn to glow at night in various shades, from soft moonlight to the bright blue glimmer of stars.

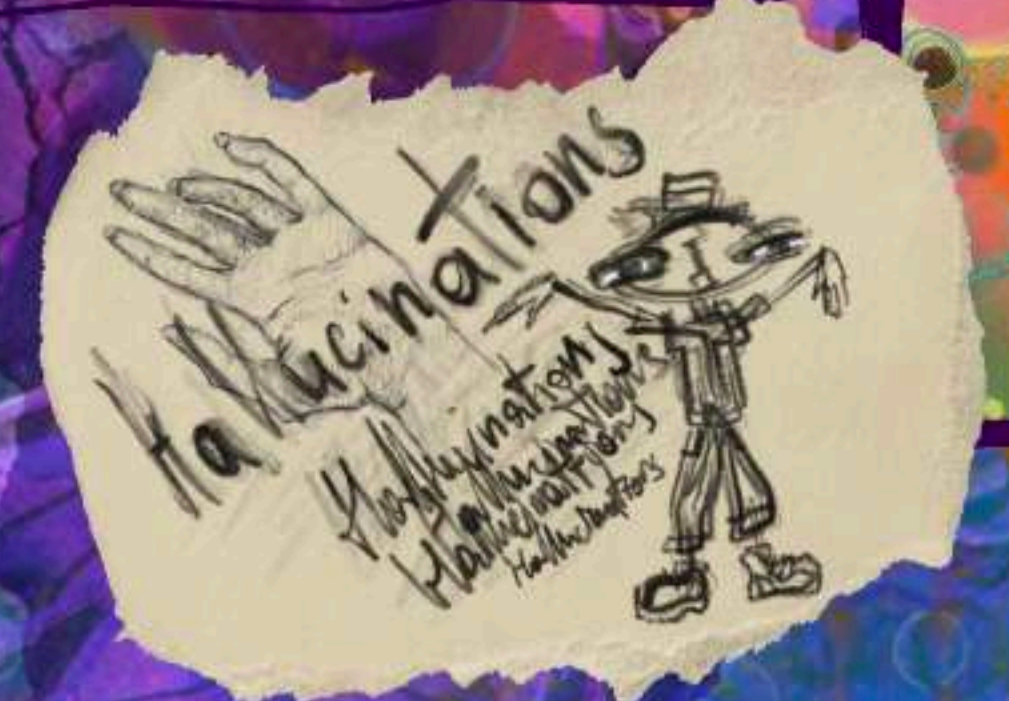
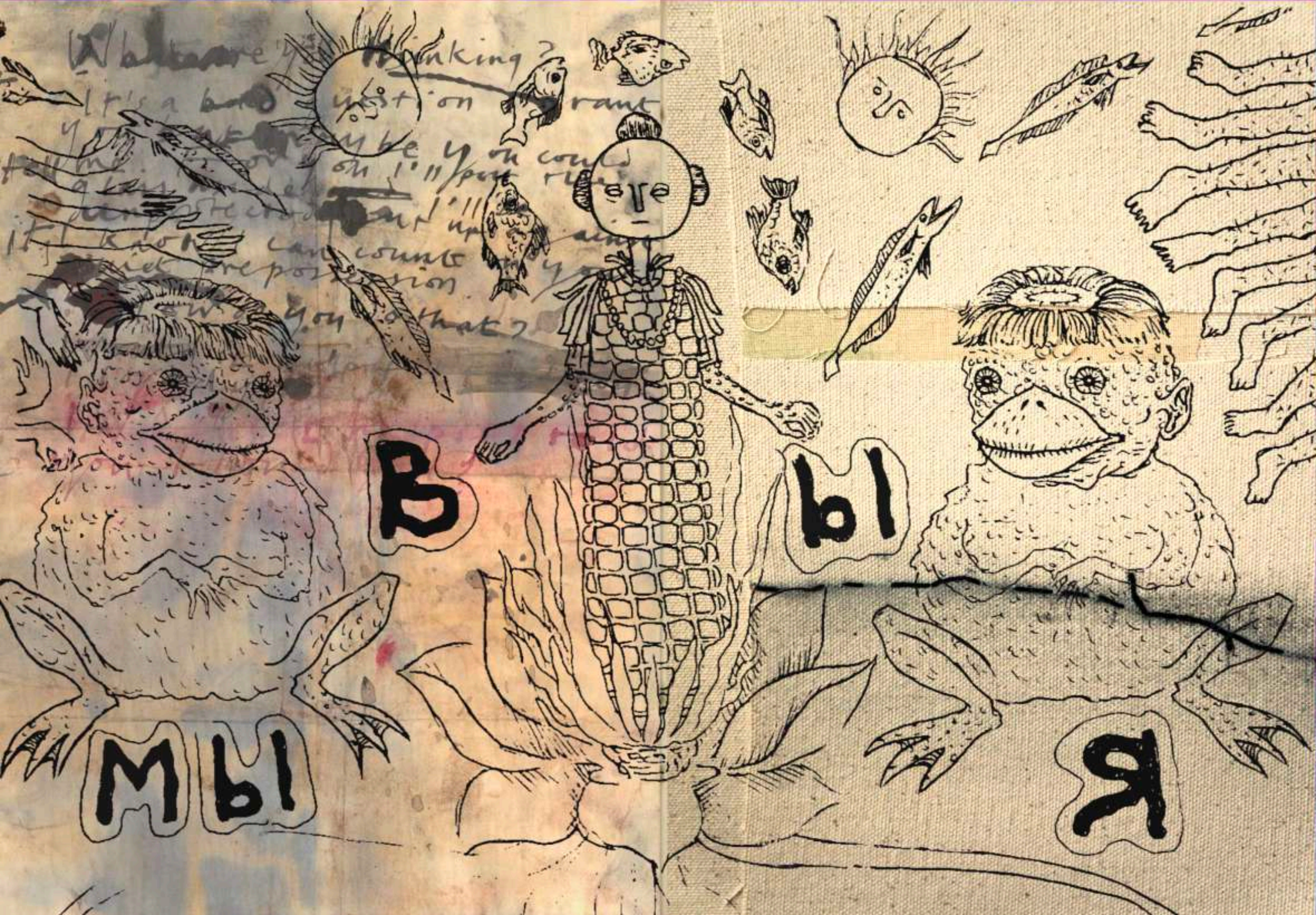
OK

Error

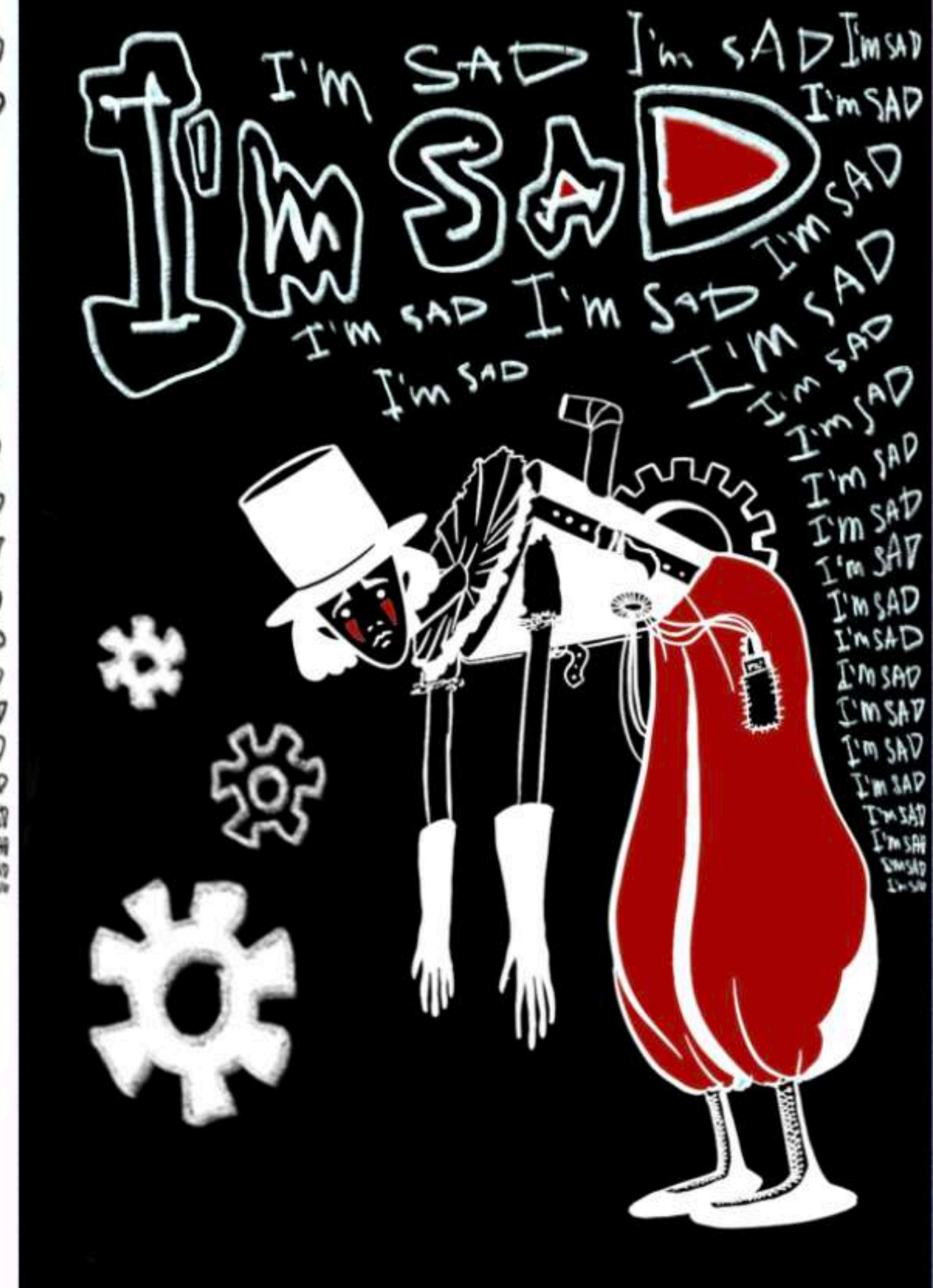
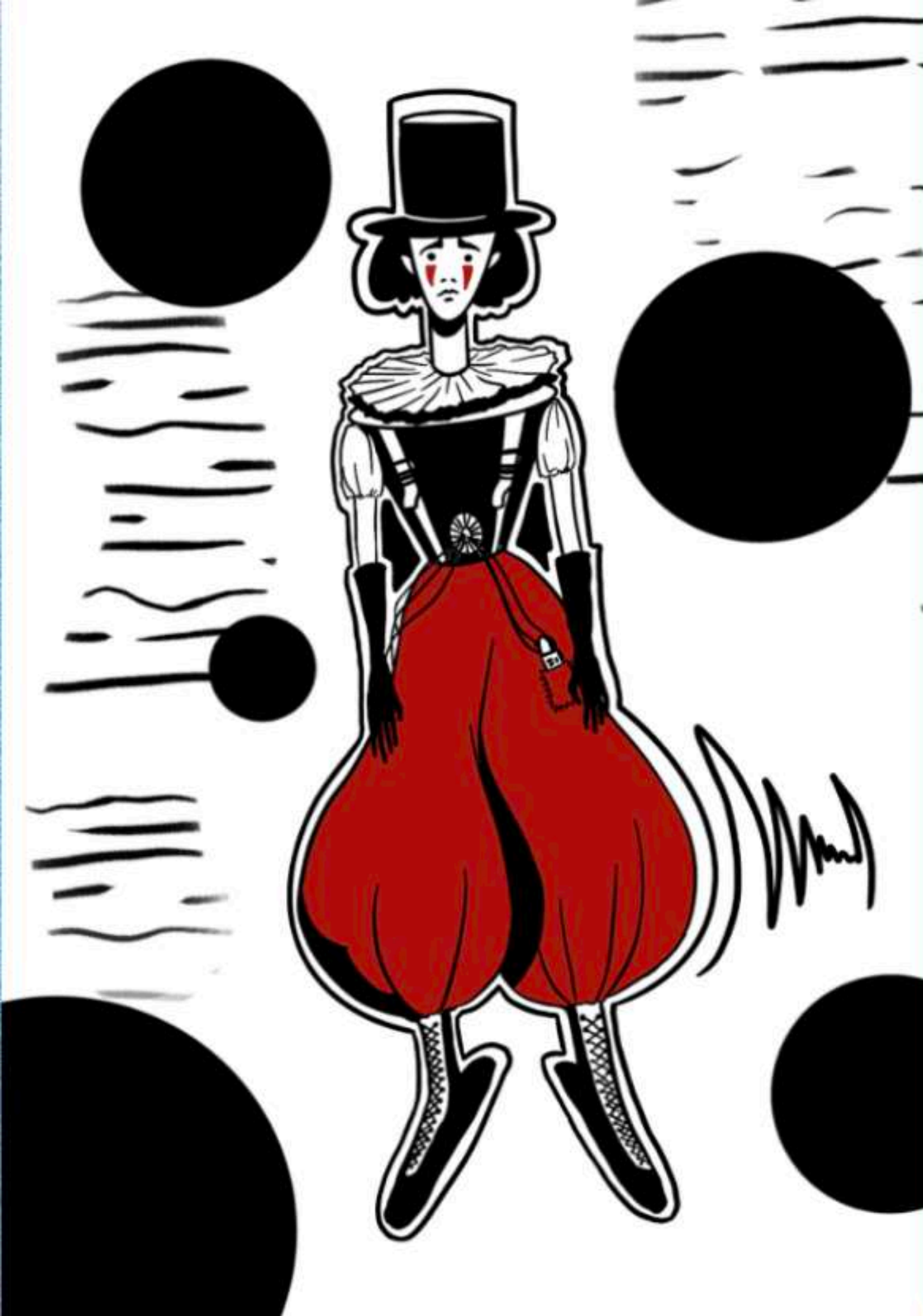


Fail

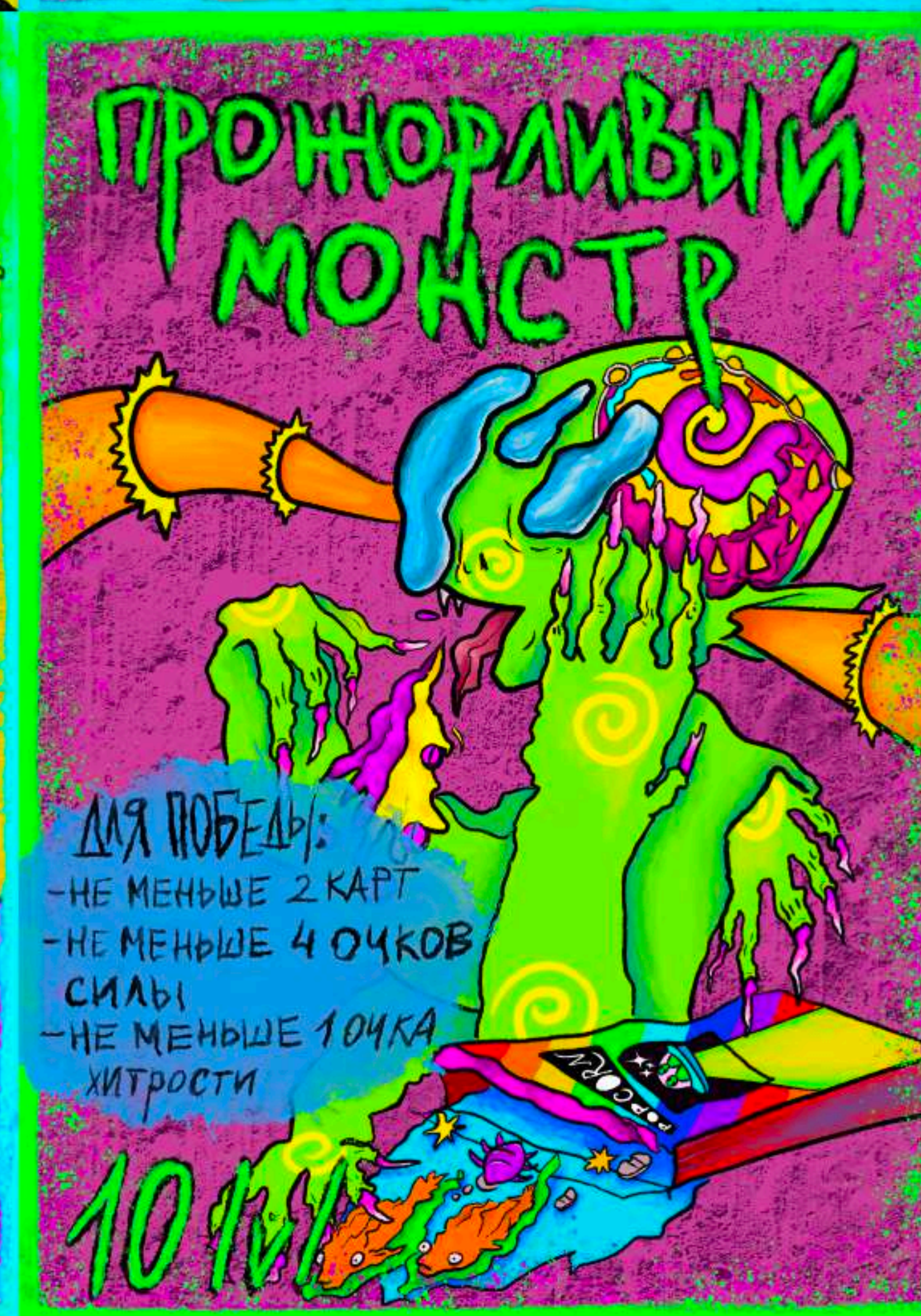
OK

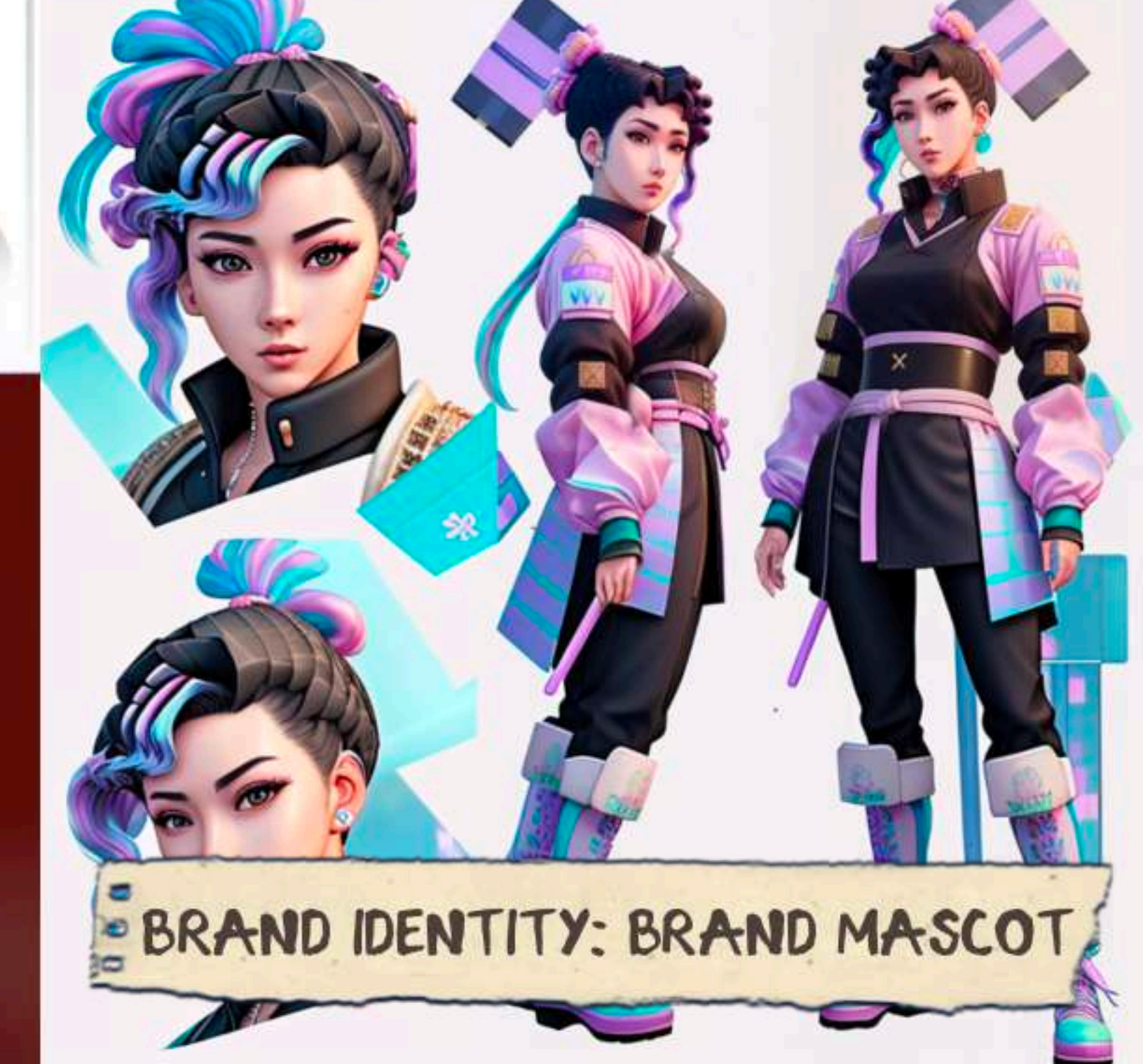
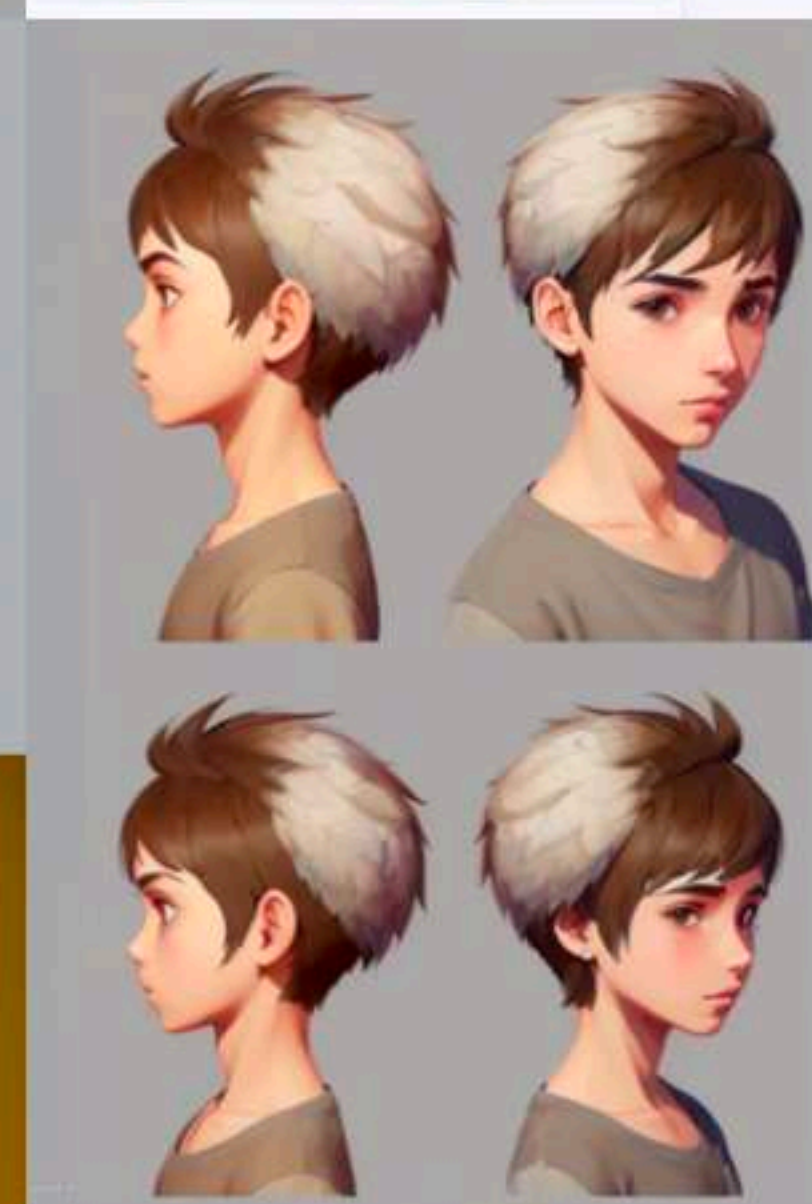
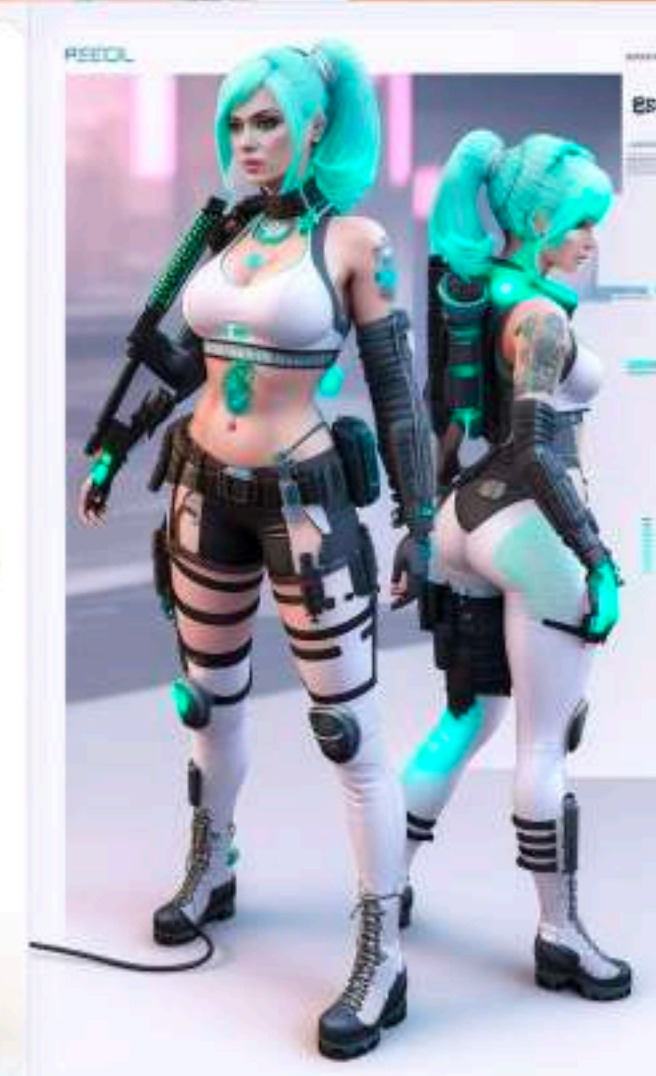
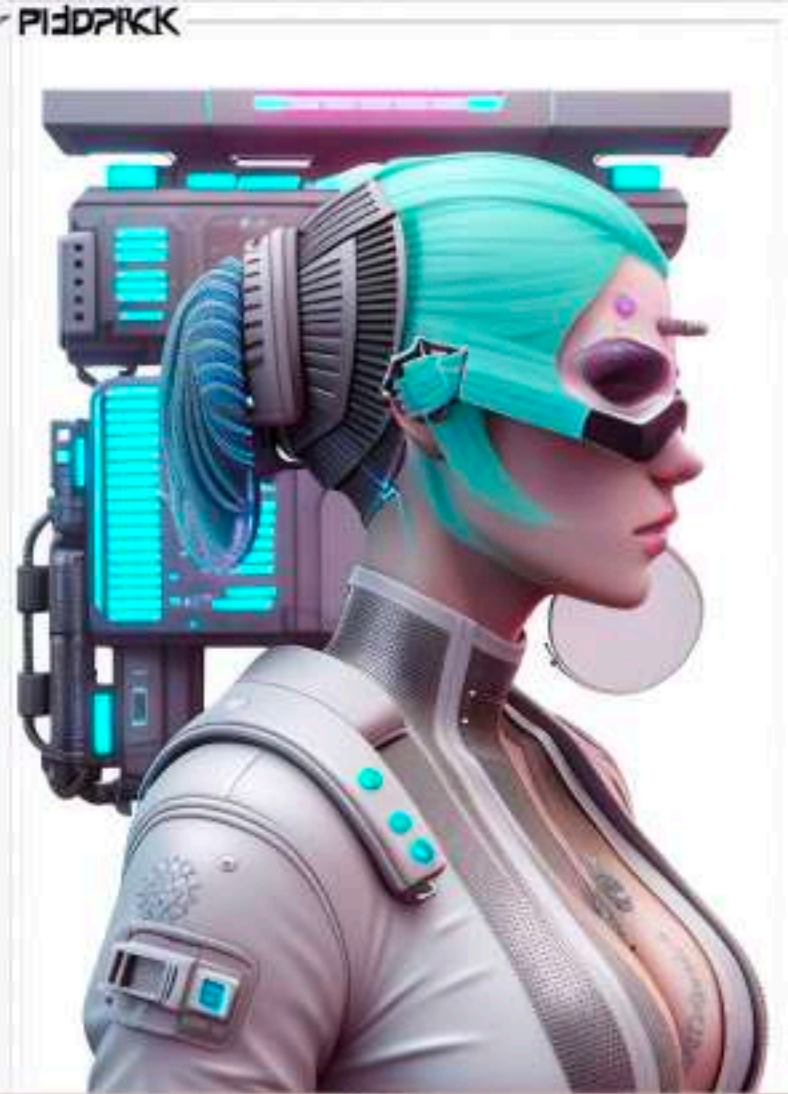
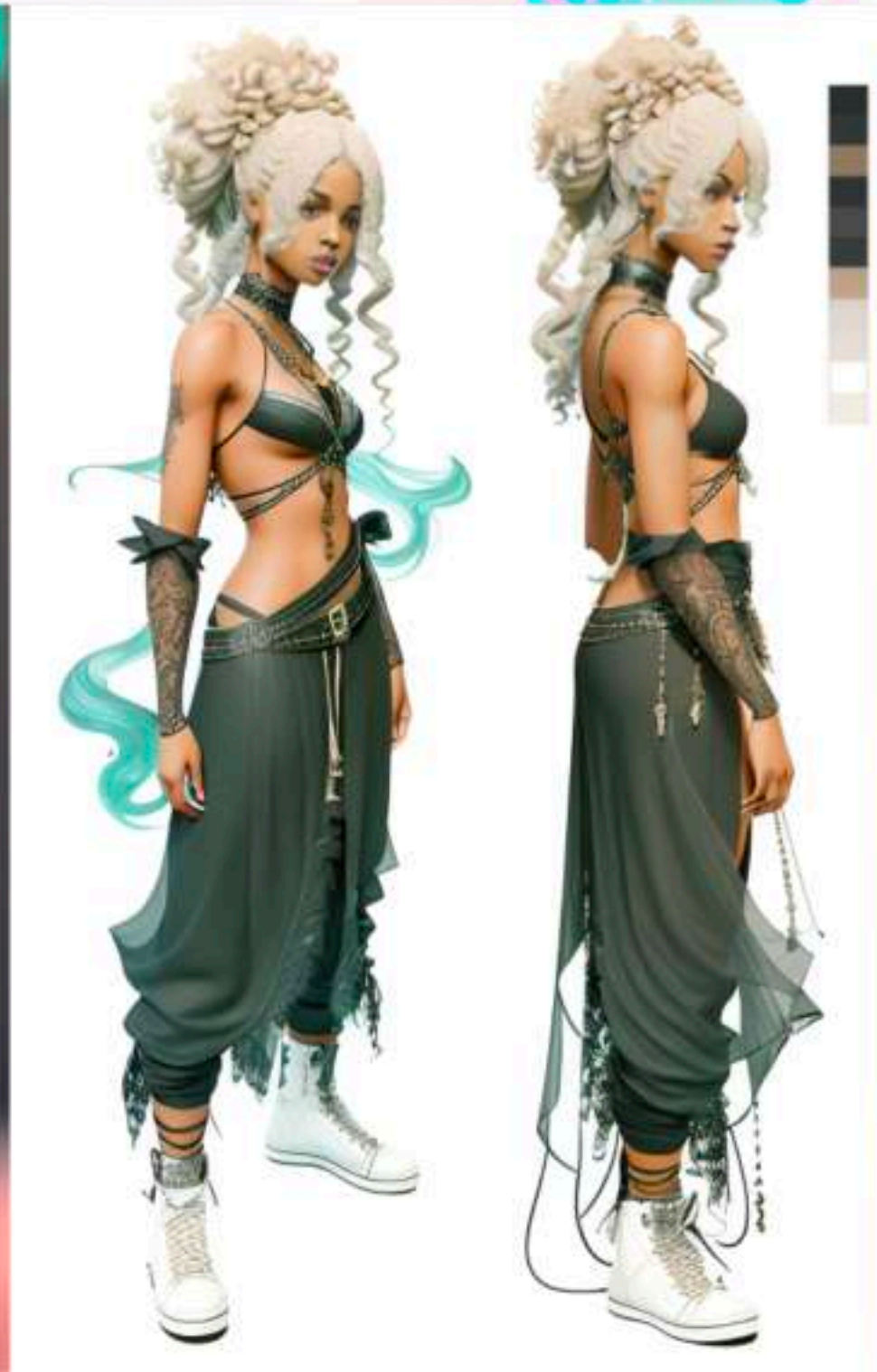
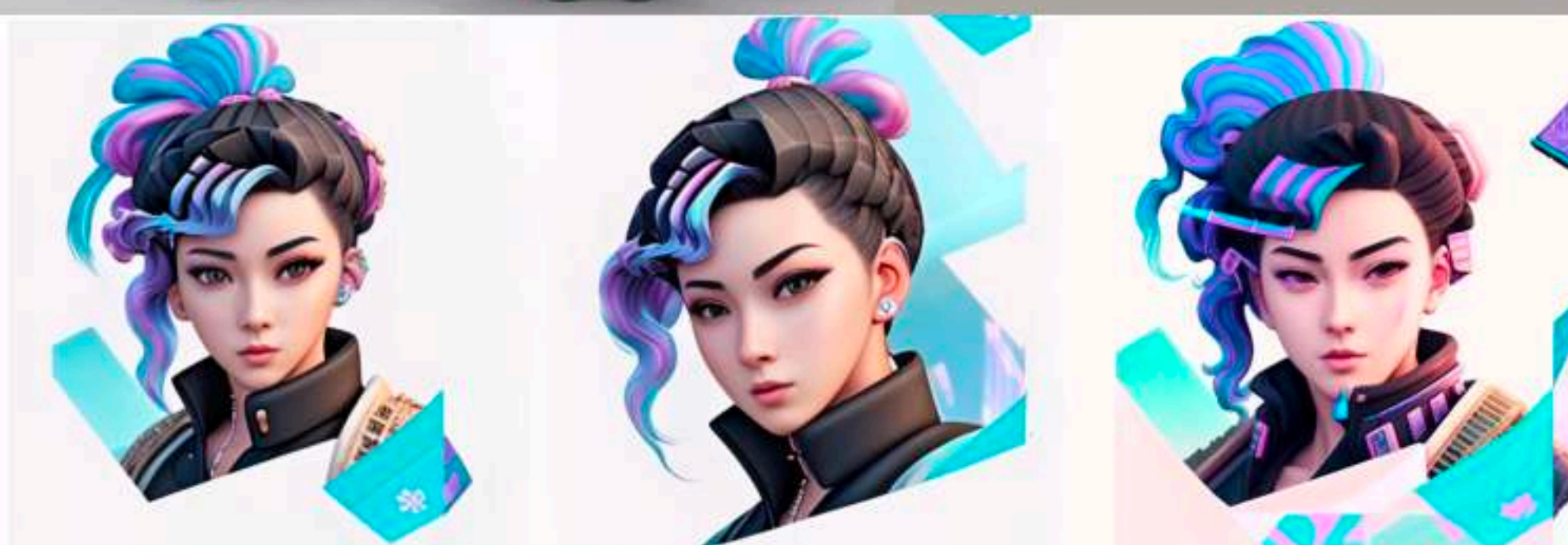


BRAND IDENTITY: BRAND MASCOT



BRAND IDENTITY: BRAND MASCOT



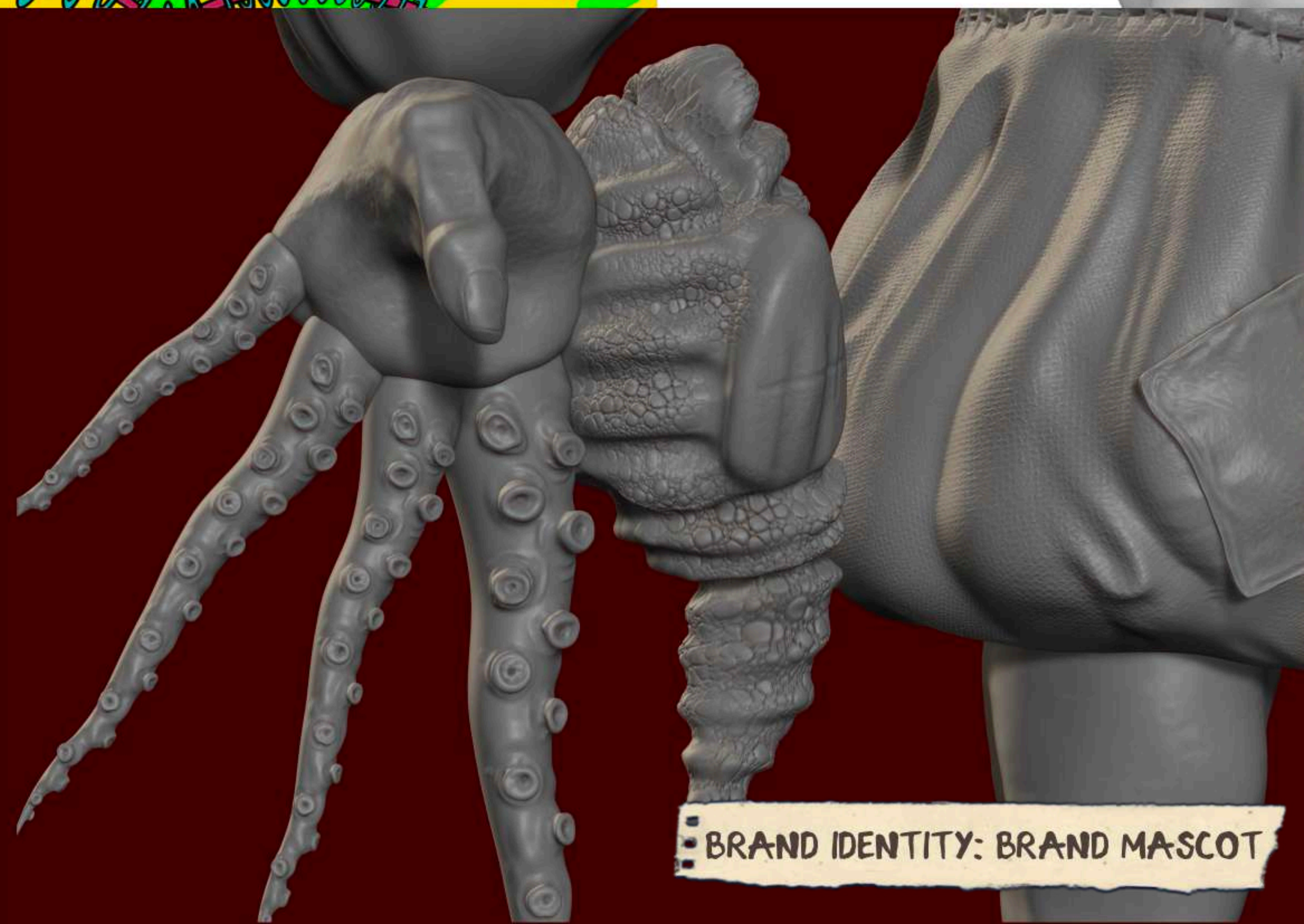
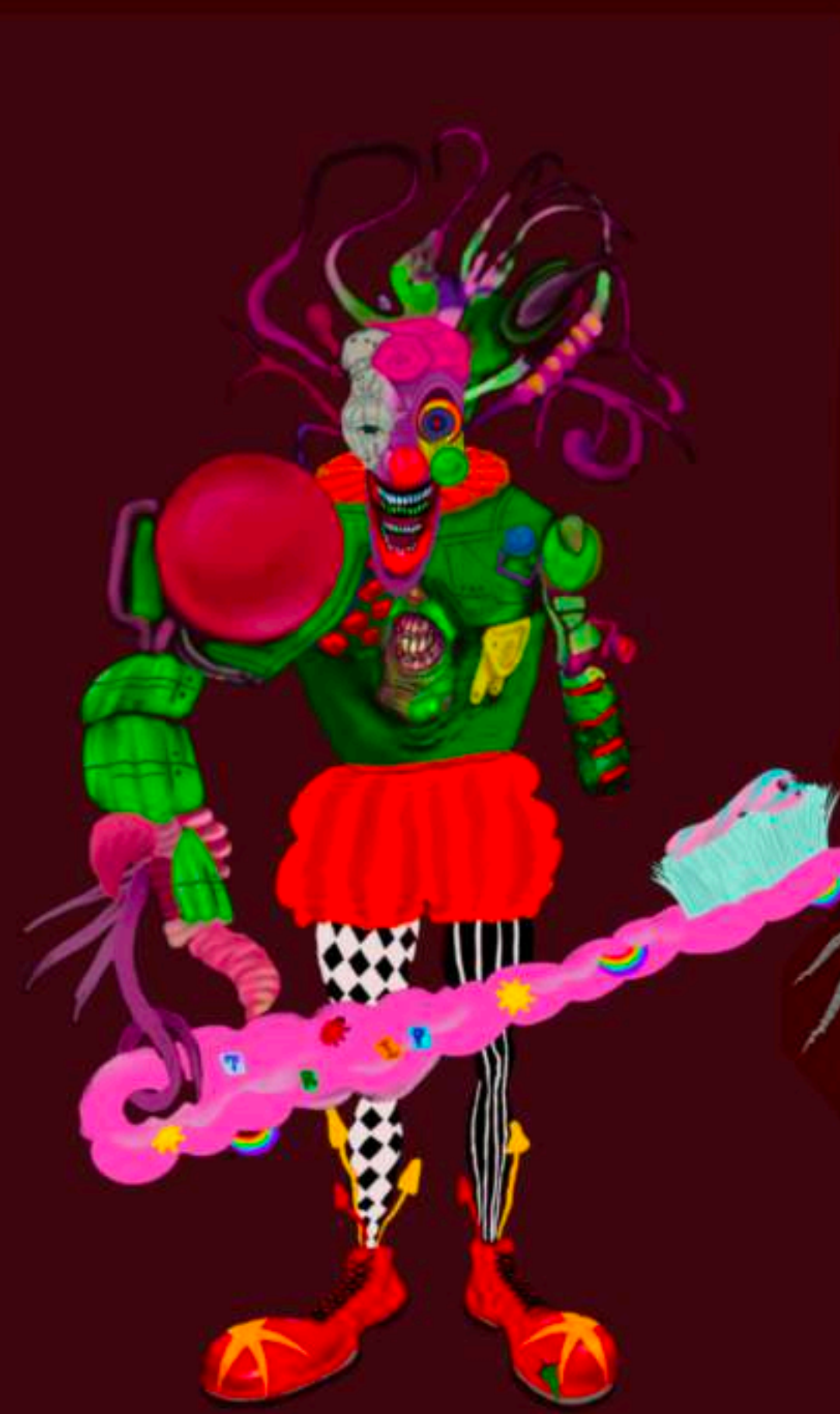
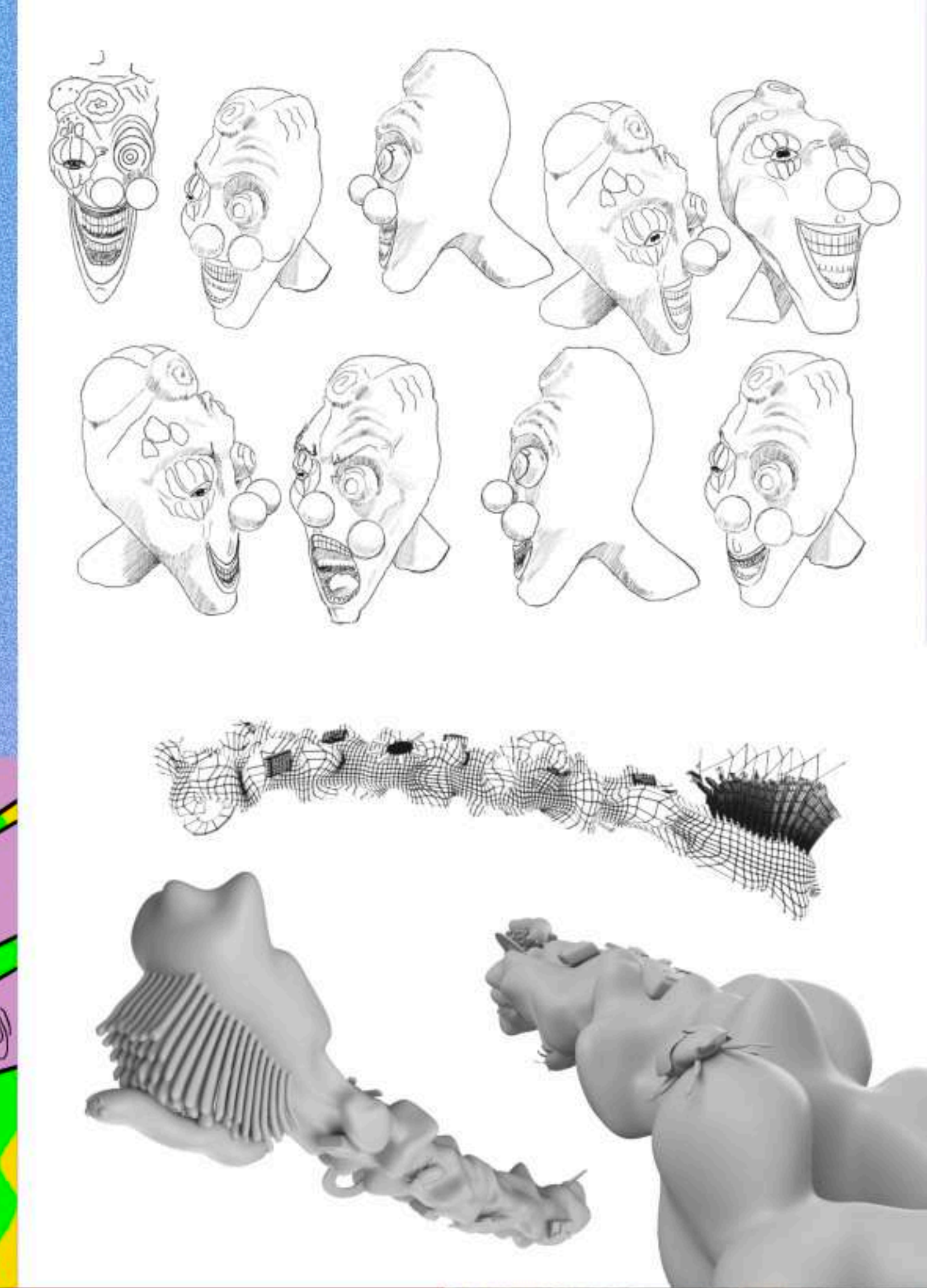


BRAND IDENTITY: BRAND MASCOT

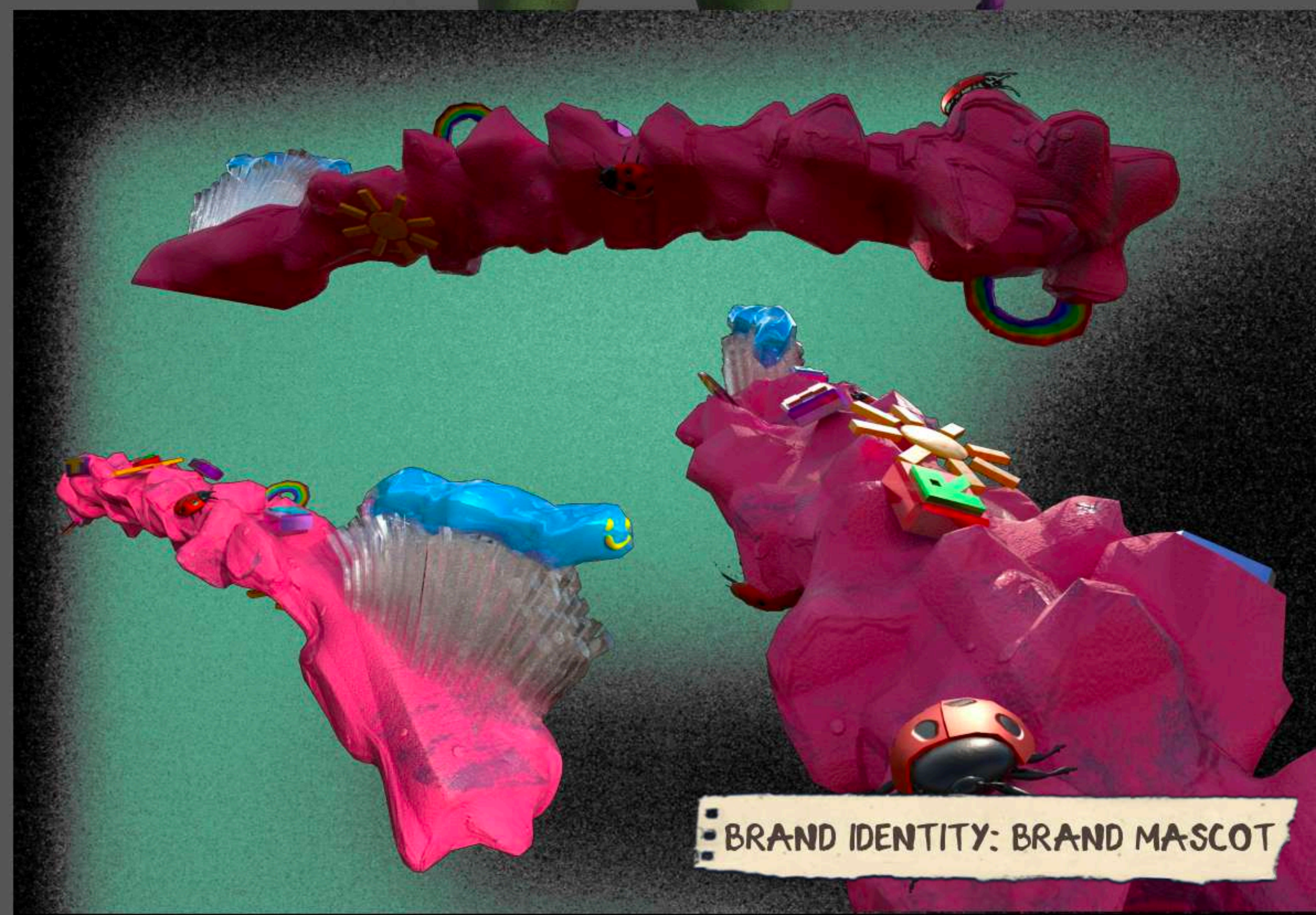




BRAND IDENTITY: BRAND MASCOT



■ BRAND IDENTITY: BRAND MASCOT



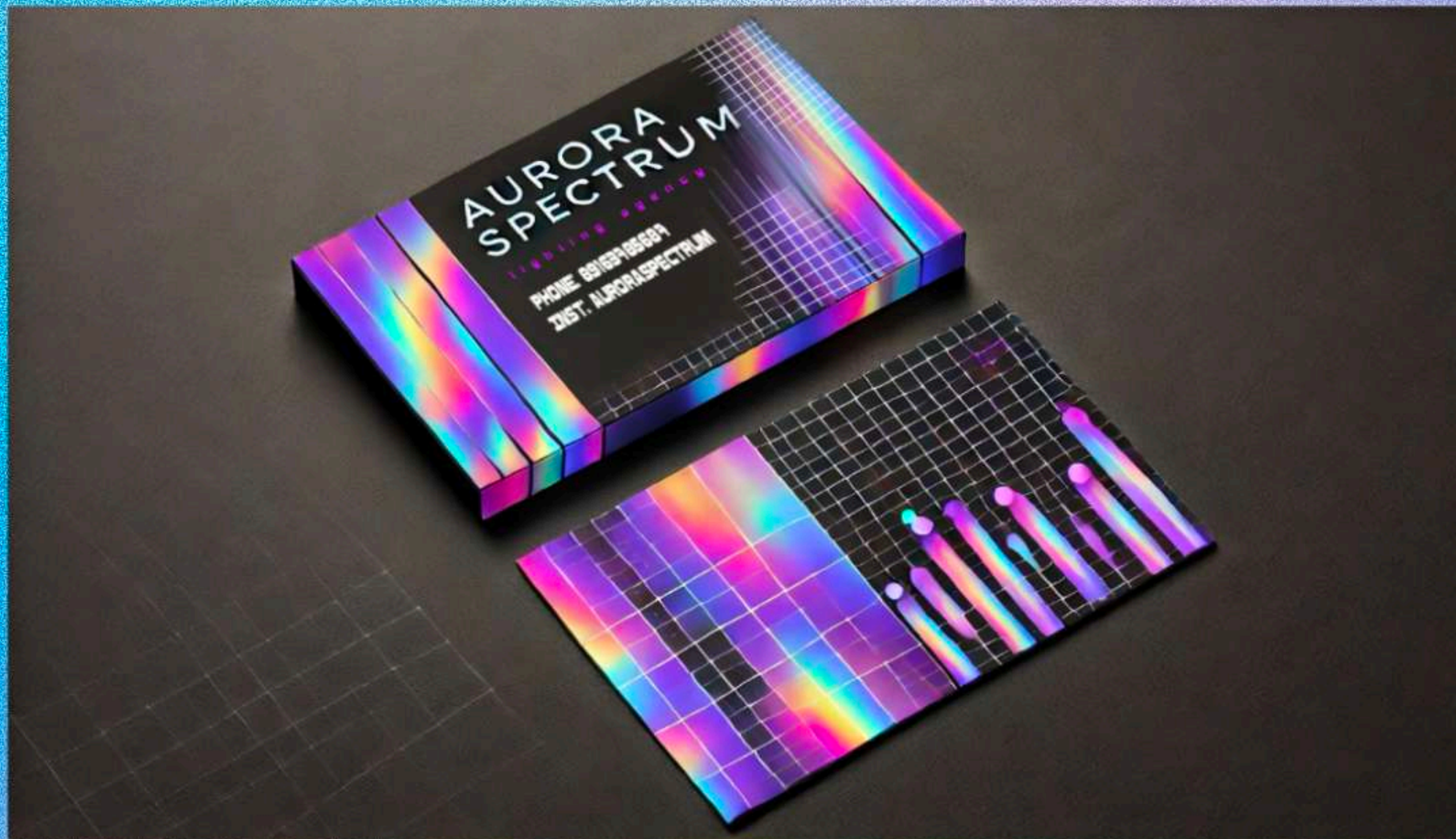
BRAND IDENTITY: BRAND MASCOT

PROMOTIONAL MATERIALS:

I CREATE EFFECTIVE
PROMOTIONAL MATERIALS,
INCLUDING:

- BUSINESS CARDS 100-200\$
- FLYERS 100-200\$
- BROCHURES 150-350\$
- POSTERS 150-500\$
- BANNERS 150-500\$
- POSTCARDS 75-200\$
- STICKERS 15-75\$



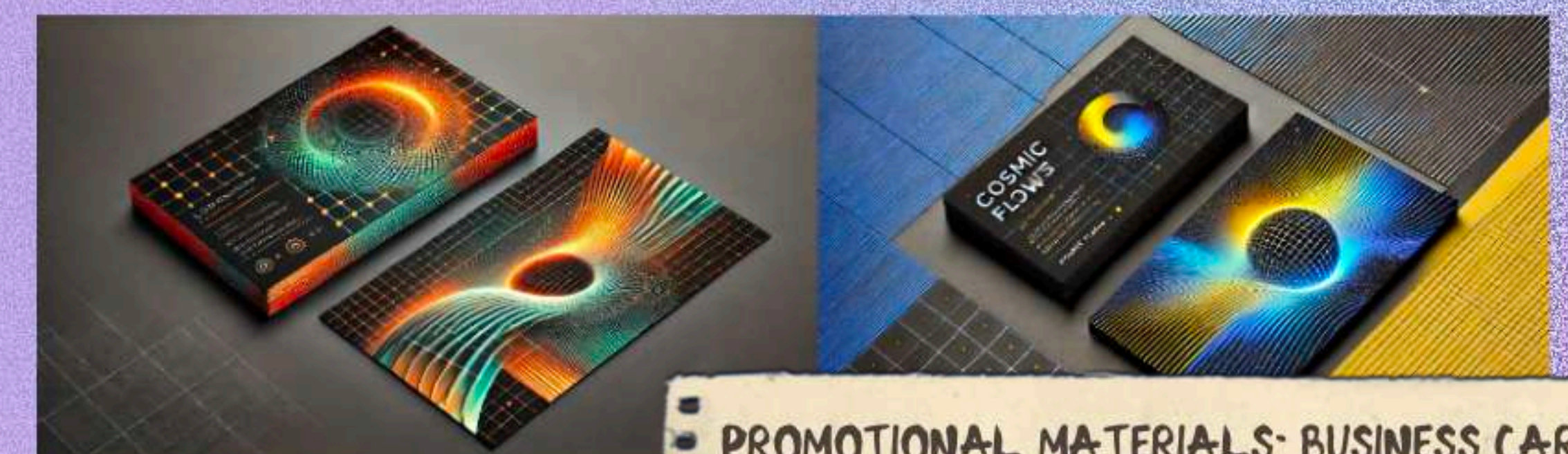


BUSINESS CARDS ¹⁰⁰⁻_{200\$}



I OFFER A PERSONALIZED APPROACH TO DESIGN, INCORPORATING EXCLUSIVE FONTS AND ORIGINAL ELEMENTS THAT HIGHLIGHT THE UNIQUENESS OF YOUR BRAND. EACH BUSINESS CARD IS CREATED WITH CONSIDERATION FOR THE SPECIFICS OF YOUR ACTIVITY AND TARGET AUDIENCE, ENSURING NOT ONLY A VISUAL IMPACT BUT ALSO FUNCTIONALITY.

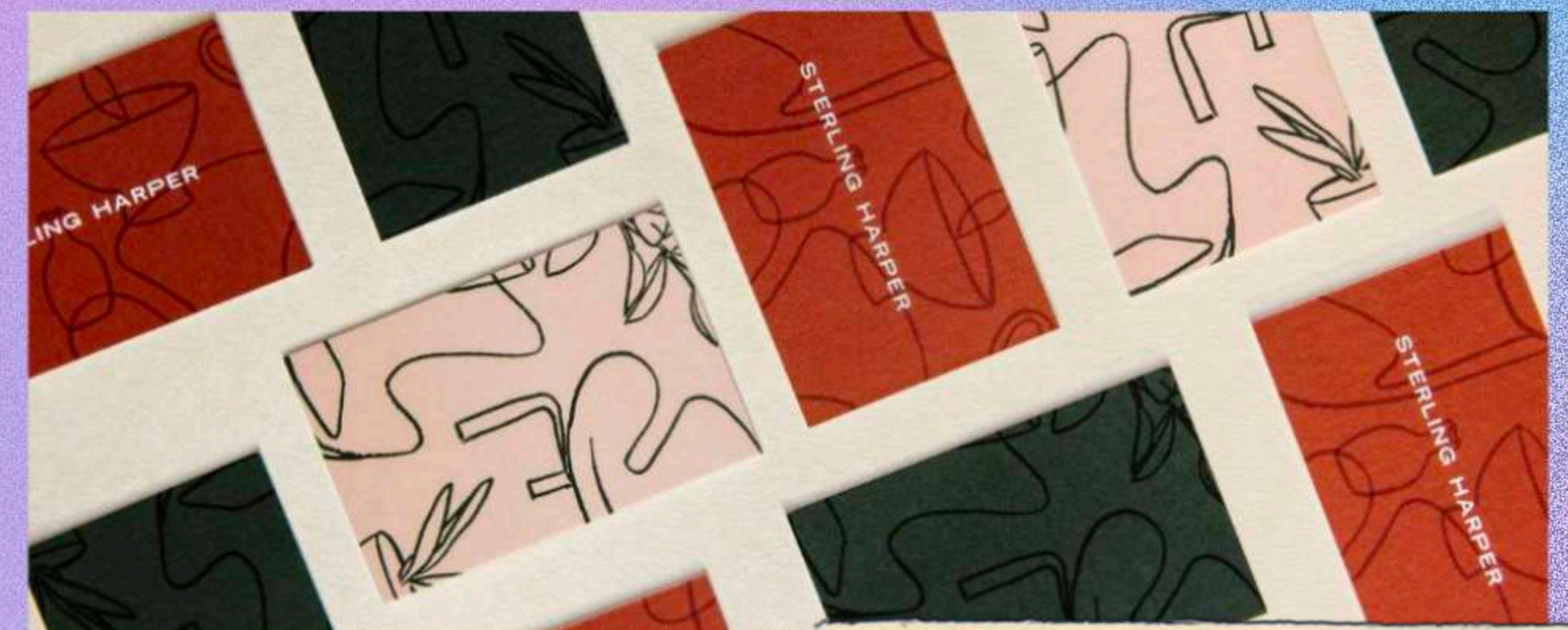
MORE CASES:



PROMOTIONAL MATERIALS: BUSINESS CARDS

TASK REFERENCES

WE NEED A BUSINESS CARD DESIGN THAT REFLECTS THE UNIQUE ATMOSPHERE OF OUR CANNABIS SHOP, WHICH IS STYLED IN HAWAIIAN THEME. IT IS IMPORTANT FOR THE DESIGN TO INCORPORATE ELEMENTS OF HAWAIIAN TOTEMS, EMPHASIZING OUR CONNECTION TO NATURE AND CULTURAL HERITAGE. THE DESIGN SHOULD BE SIMPLE AND MINIMALIST TO ENSURE OUR CUSTOMERS FEEL TRANQUIL AND TRUSTING TOWARDS OUR BRAND. THE 'GREEN KAHUNA CANNABIS' TEXT NEEDS TO BE EASILY READABLE AND STAND OUT AGAINST OTHER ELEMENTS. IT IS CRUCIAL THAT THE BUSINESS CARDS CONVEY OUR CORE IDEA-BLENDING TRADITIONAL CULTURE WITH A MODERN APPROACH TO CANNABIS USE.



STYLE SEARCH



Green Kahuna

Green Kahuna



Green Kahuna

Green Kahuna

Green Kahuna

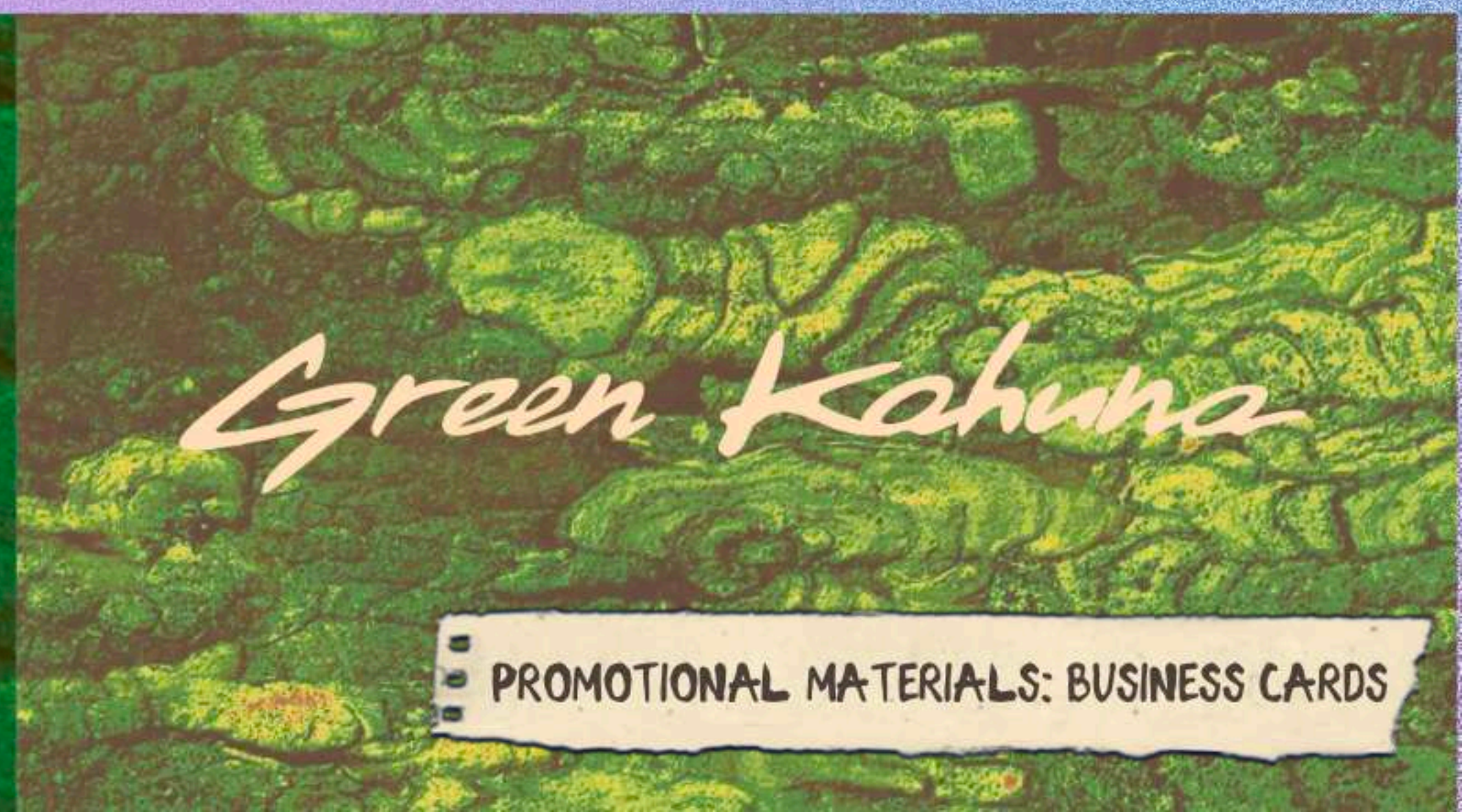
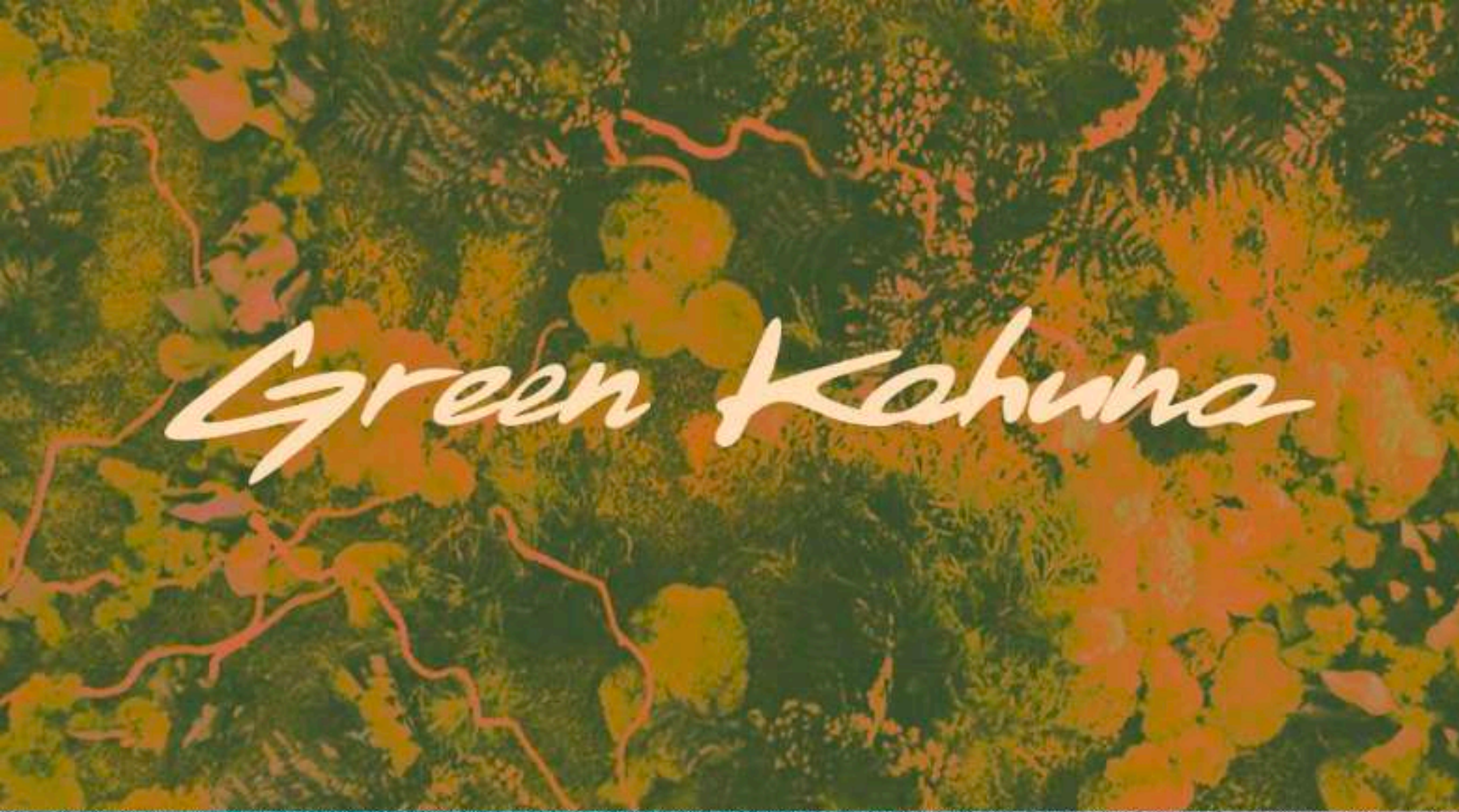
Green Kahuna

Green Kahuna

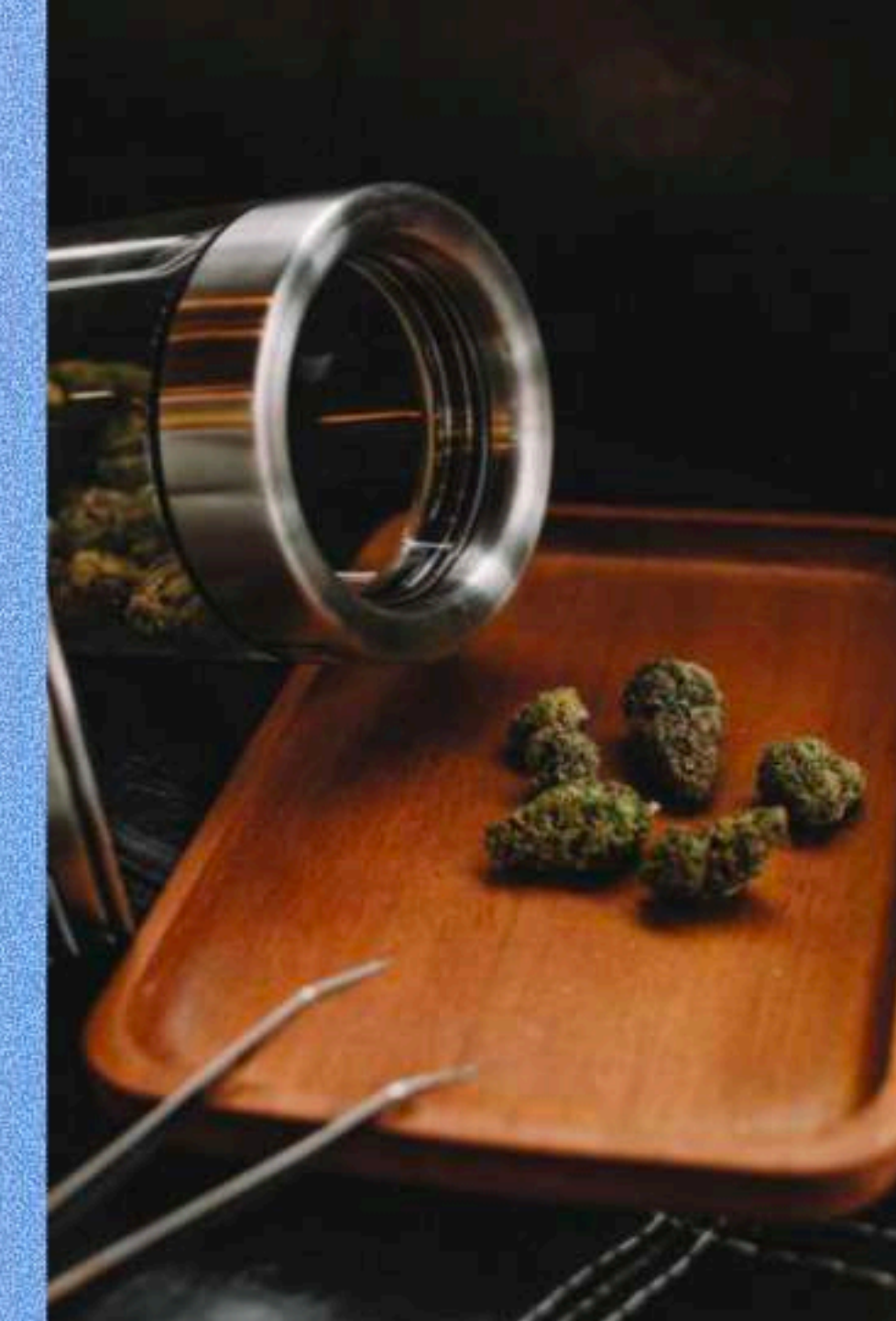


Green Kahuna

PROMOTIONAL MATERIALS: BUSINESS CARDS



STYLE SEARCH



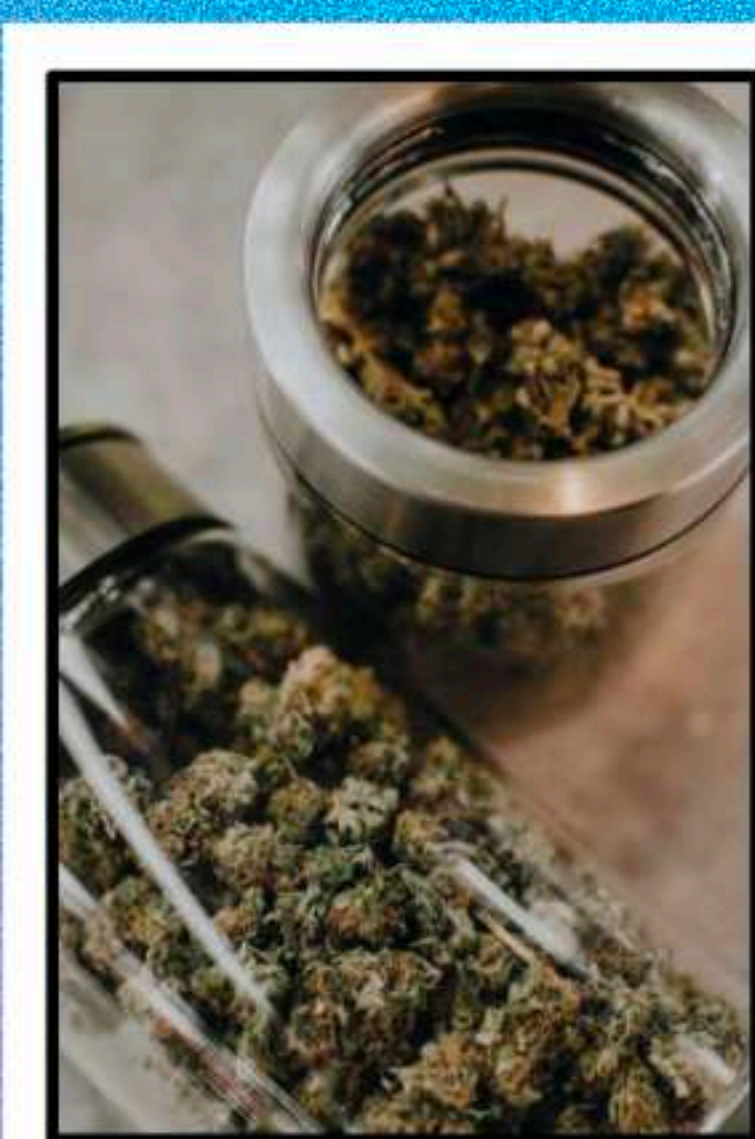
098 727 5096

МЕНЮ АДРЕС



SABAISABAI

— 20% ДЕЙСТВУЕТ ДО 30 НОЯБРЯ
2024 ГОДА, НЕ СУММИРУЕТСЯ
С АКЦИОННЫМИ ТОВАРАМИ
В МАГАЗИНЕ.



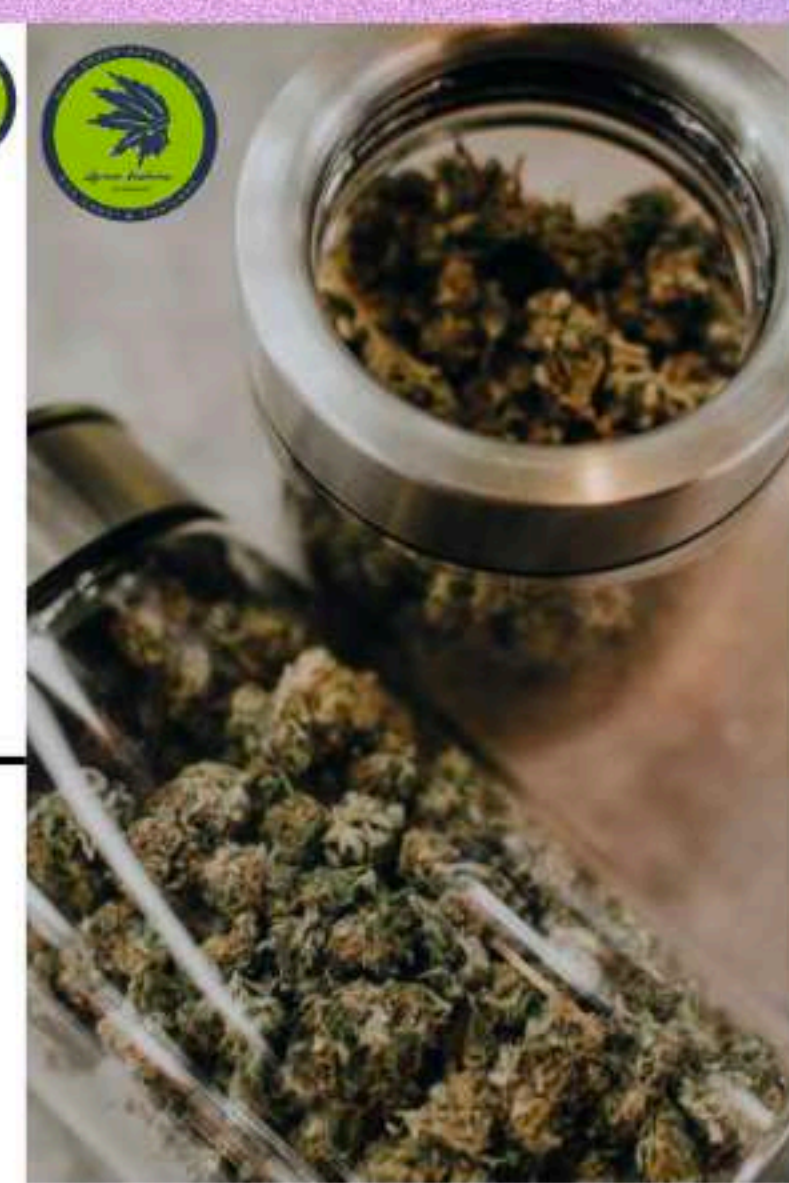
098 727 5096

МЕНЮ АДРЕС



SABAISABAI

— 20% ДЕЙСТВУЕТ ДО 30 НОЯБРЯ
2024 ГОДА, НЕ СУММИРУЕТСЯ
С АКЦИОННЫМИ ТОВАРАМИ
В МАГАЗИНЕ.



SABAISABAI

— 20% ДЕЙСТВУЕТ ДО 30 НОЯБРЯ
2024 ГОДА, НЕ СУММИРУЕТСЯ
С АКЦИОННЫМИ ТОВАРАМИ
В МАГАЗИНЕ.

098 727 5096

МЕНЮ АДРЕС



SABAISABAI

— 20% ДЕЙСТВУЕТ ДО 30 НОЯБРЯ
2024 ГОДА, НЕ СУММИРУЕТСЯ
С АКЦИОННЫМИ ТОВАРАМИ
В МАГАЗИНЕ.

098 727 5096

МЕНЮ АДРЕС



SAY SABAISABAI AND GET 20% OFF WEED



9.466953,
100.045788



MENU



0987275096

SAY SABAISABAI AND GET 20% OFF WEED



9.466953,
100.045788

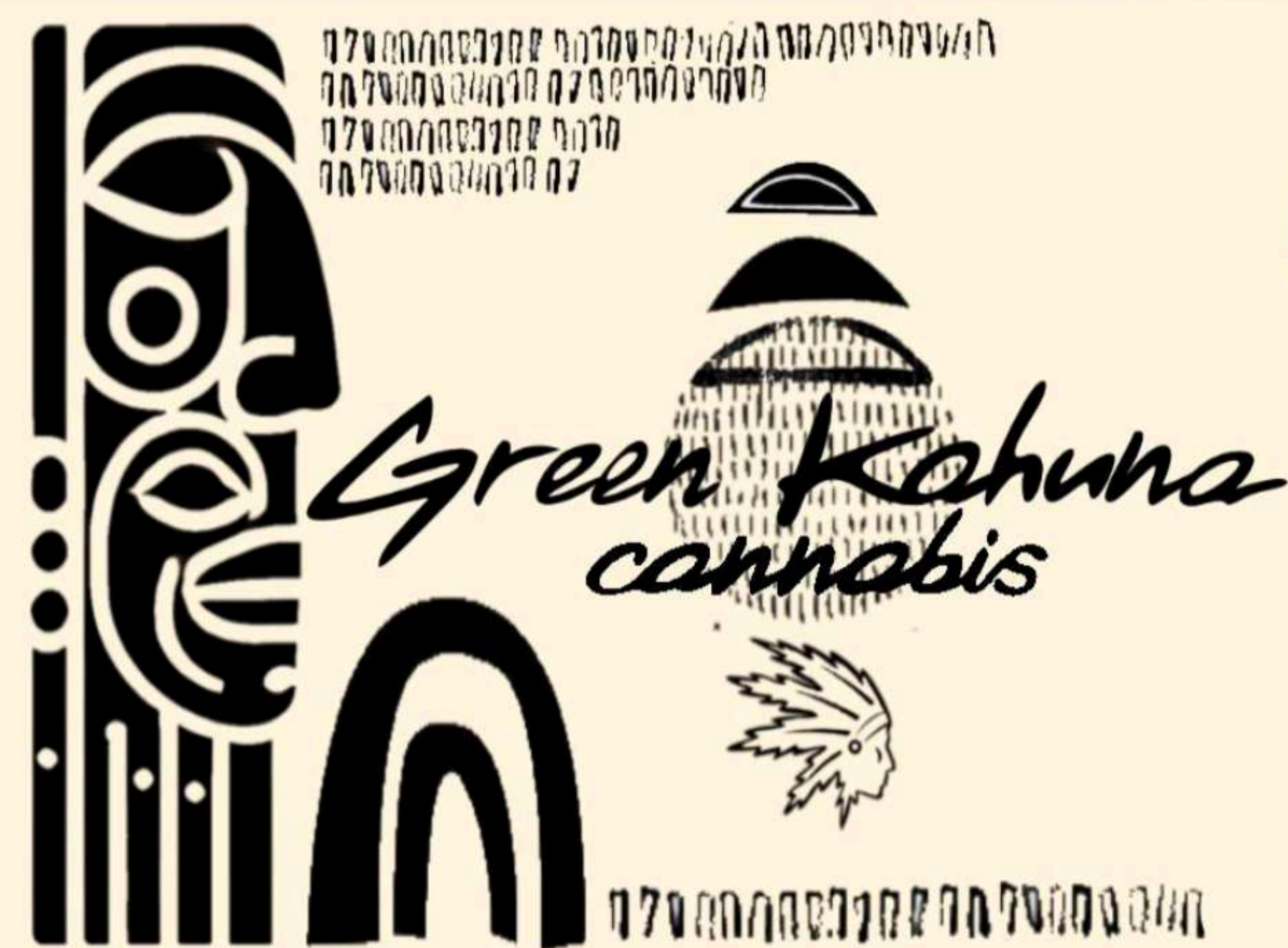
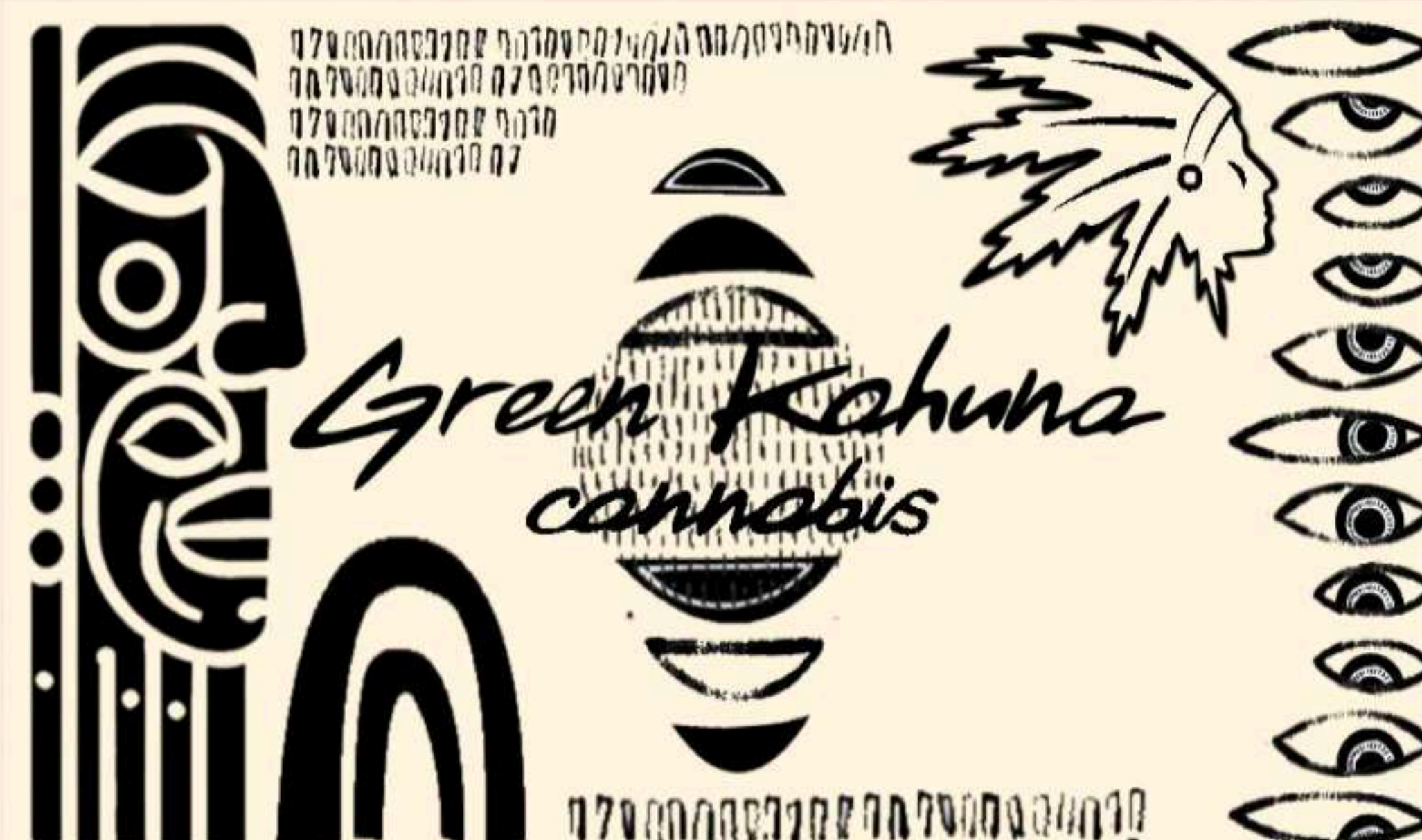
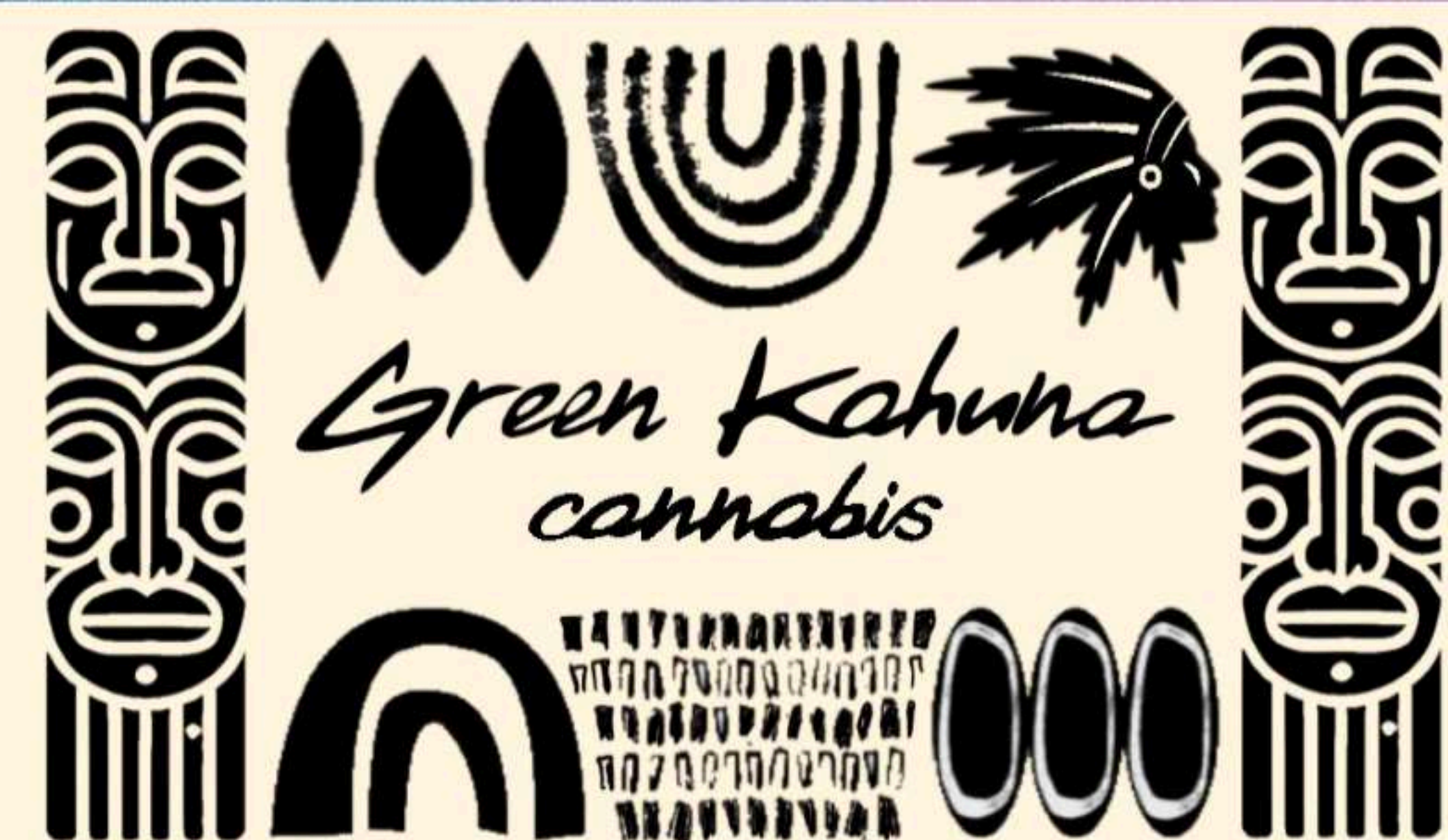


MENU



0987275096

PROMOTIONAL MATERIALS: BUSINESS CARDS



RESULT



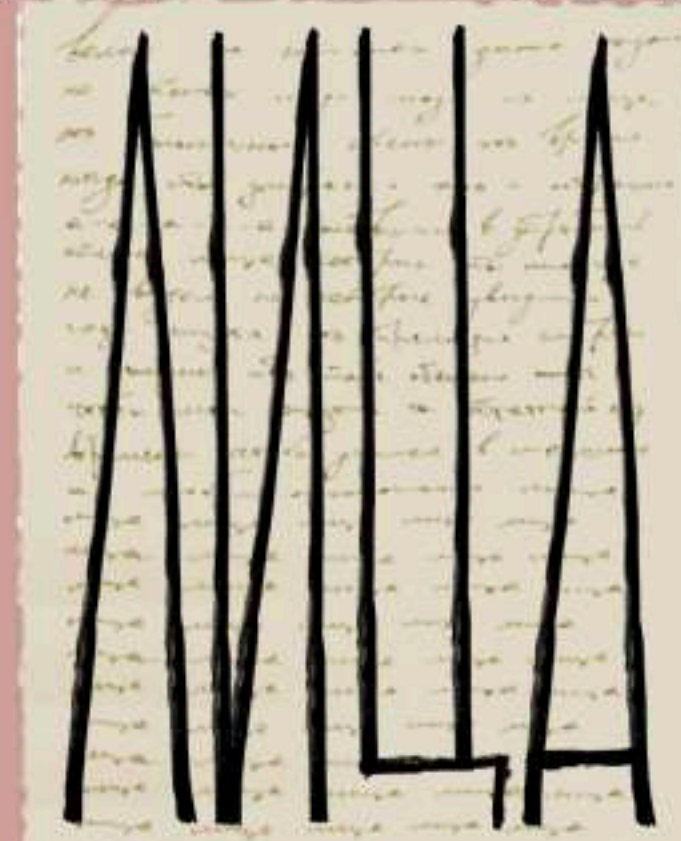
MORE CASES



НОСАНОВСКИЙ ПО ТОМАШУ А. КОКОЛЕВУ
"ШКОЛА ДЛЯ ДУРАКОВ"

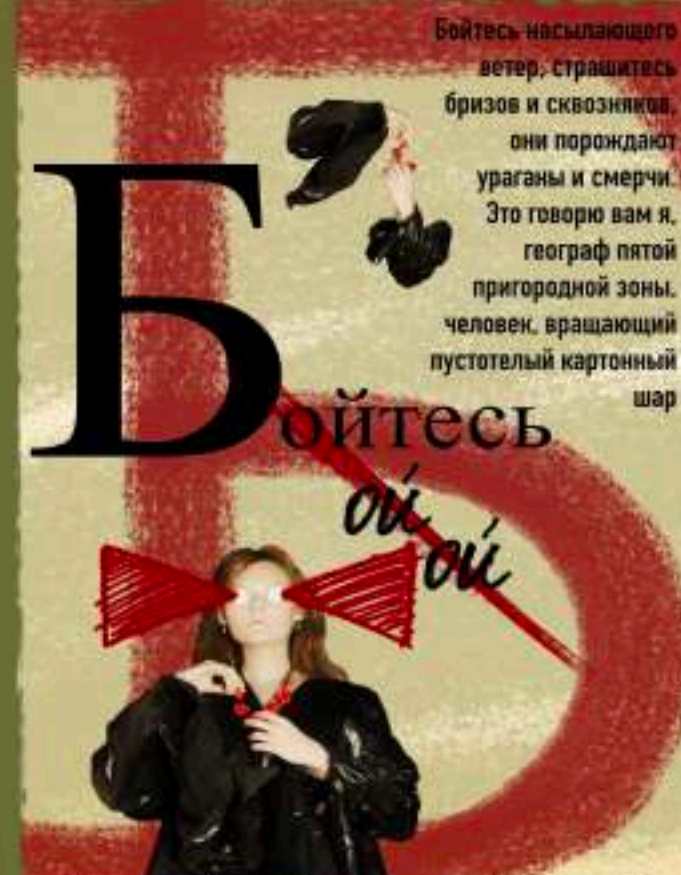


НОСАНОВСКИЙ ПО ТОМАШУ А. КОКОЛЕВУ
"ШКОЛА ДЛЯ ДУРАКОВ"

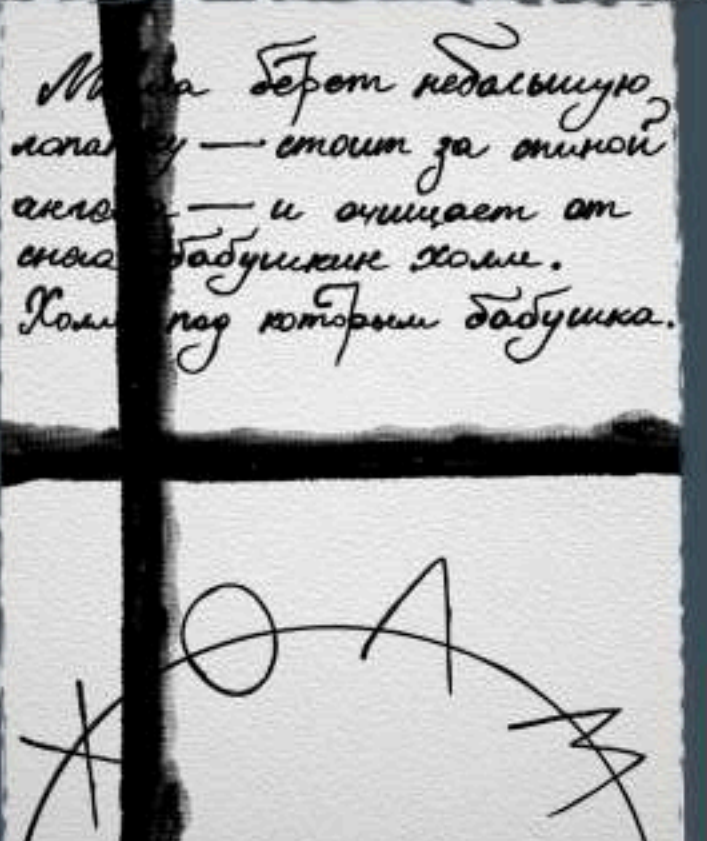


ПРЕДЛОЖЕНИЕ 5 МАЯ
по адресу: ул. Бессоновой 15А Вход БЕСПЛАТНЫЙ

НОСАНОВСКИЙ ПО ТОМАШУ А. КОКОЛЕВУ
"ШКОЛА ДЛЯ ДУРАКОВ"

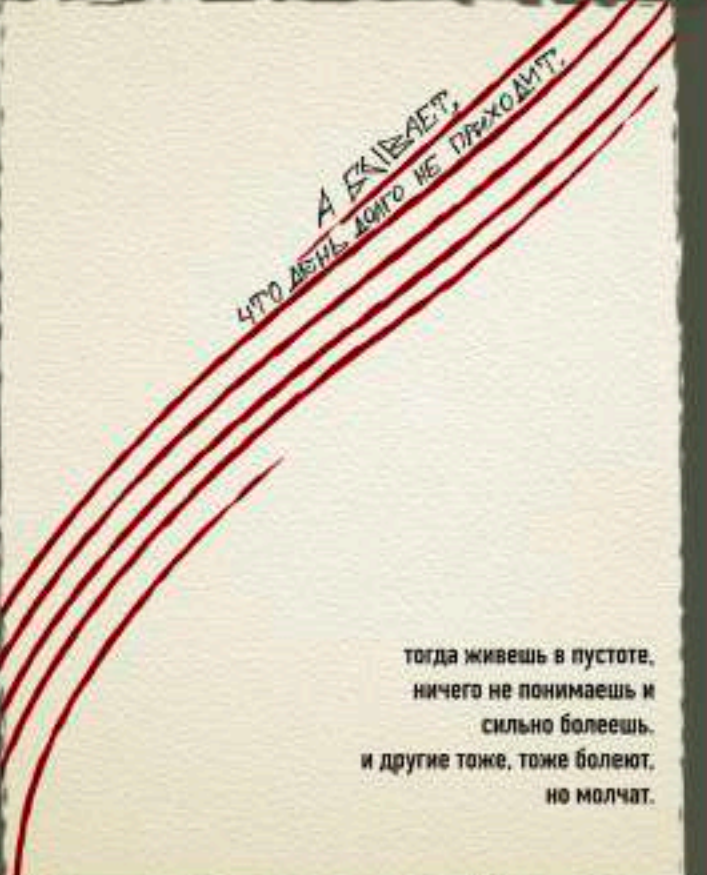


НОСАНОВСКИЙ ПО ТОМАШУ А. КОКОЛЕВУ
"ШКОЛА ДЛЯ ДУРАКОВ"



ПРЕДЛОЖЕНИЕ 5 МАЯ
по адресу: ул. Бессоновой 15А Вход БЕСПЛАТНЫЙ

НОСАНОВСКИЙ ПО ТОМАШУ А. КОКОЛЕВУ
"ШКОЛА ДЛЯ ДУРАКОВ"



ДАВАЙ ДЕПРЕССИРОВАТЬ
ВМЕСТЕ



ТЫ МОЙ АНГЕЛОЧЕК



ДАНЕ СМЕРТЬ
НЕ РАЗЛУЧИТ НАС



ТЫ КОТИК

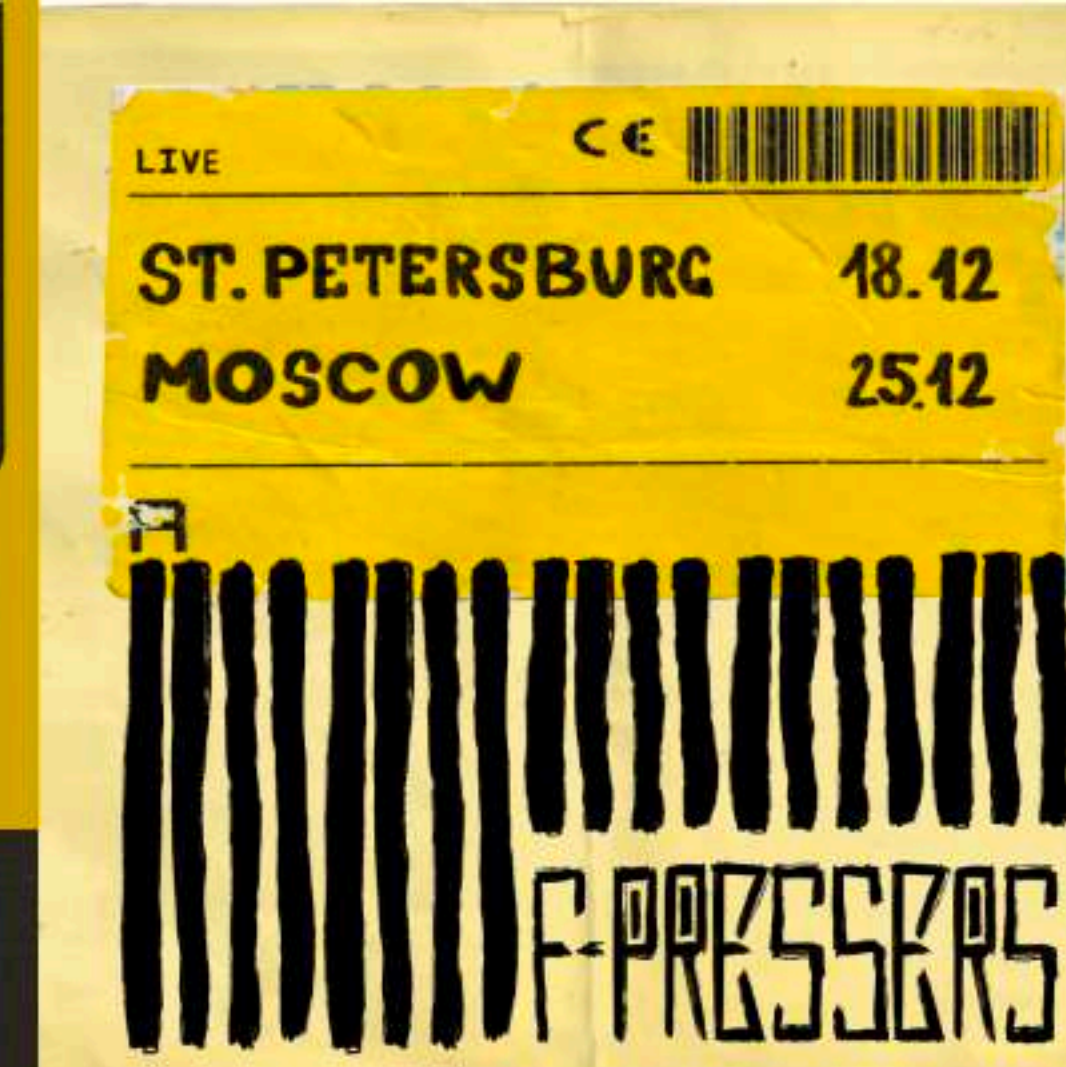
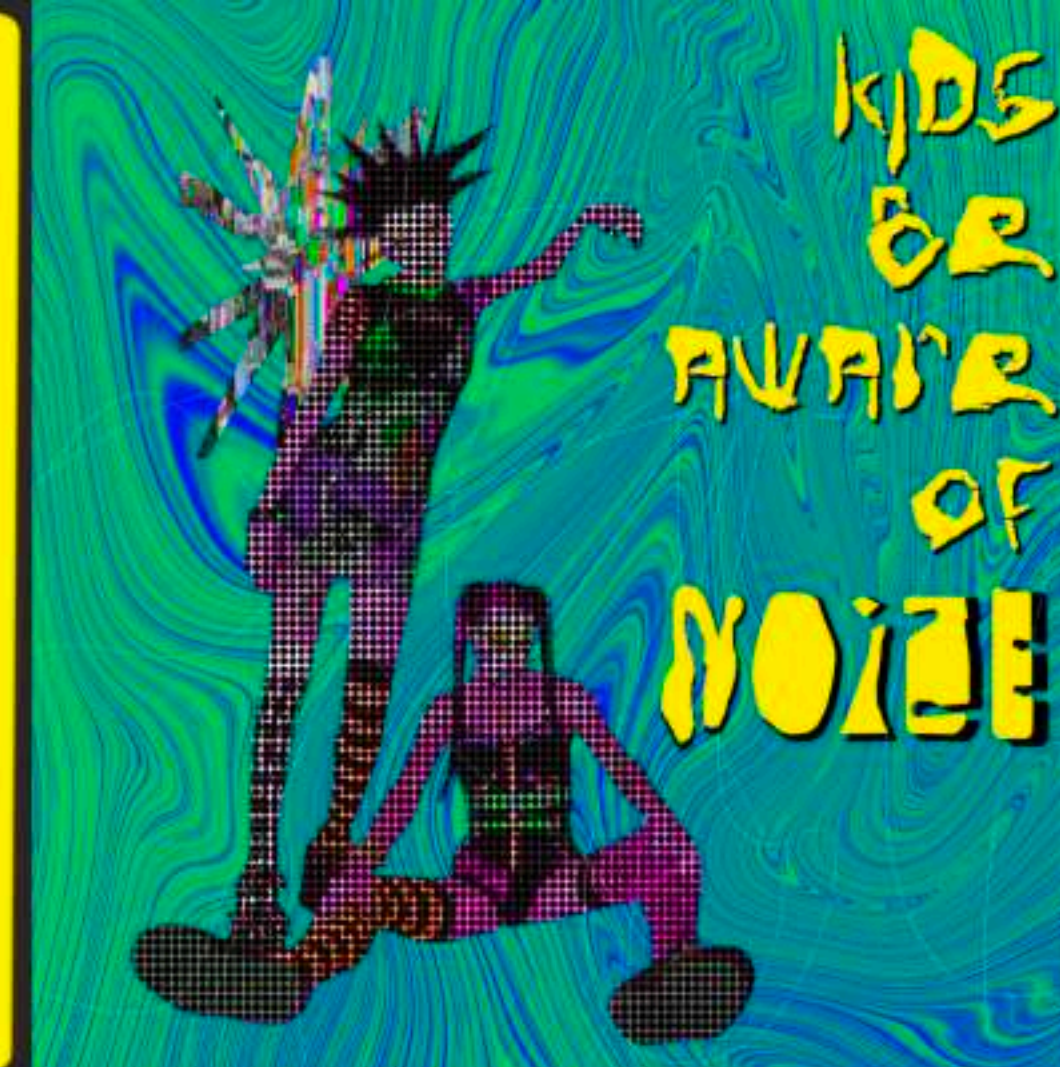


осторожно: школа!

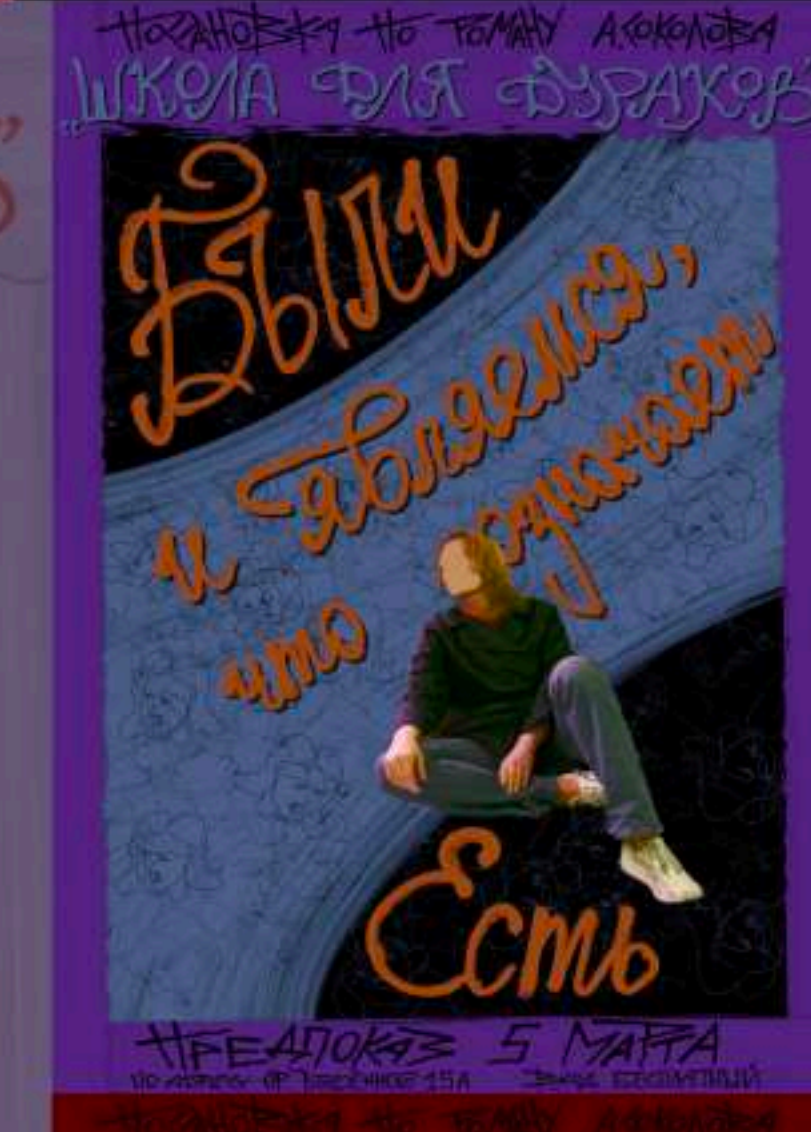
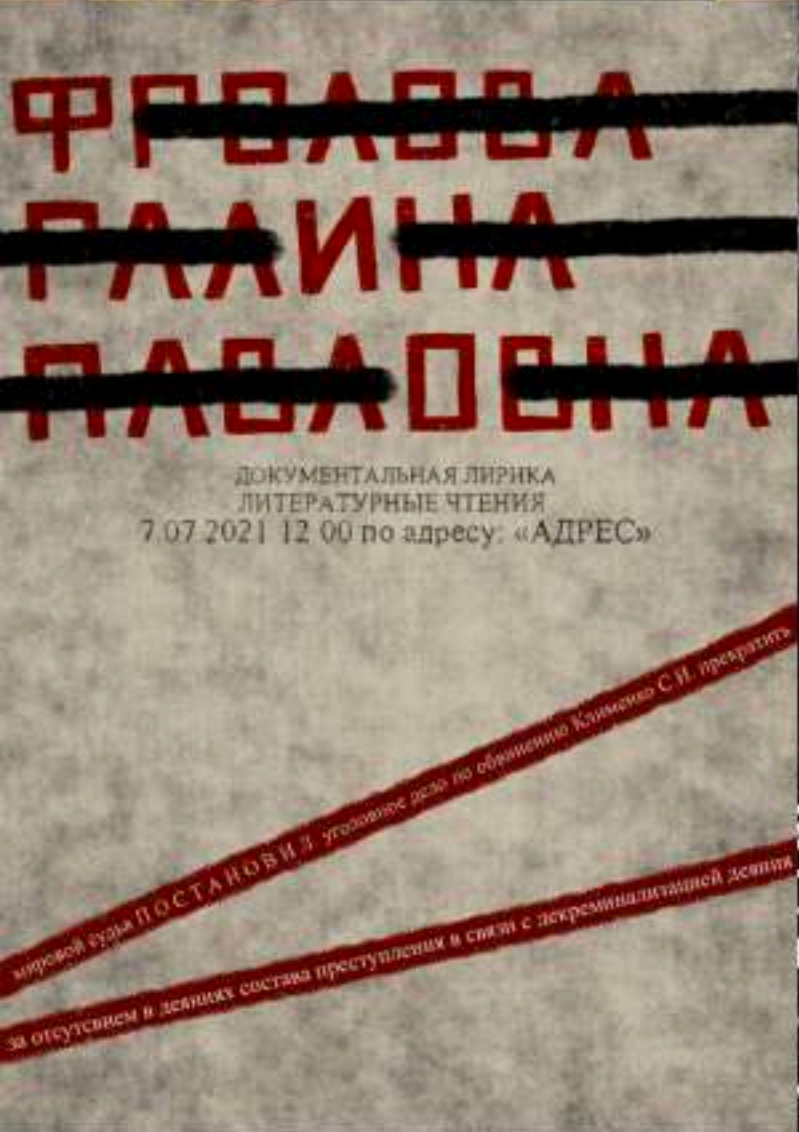
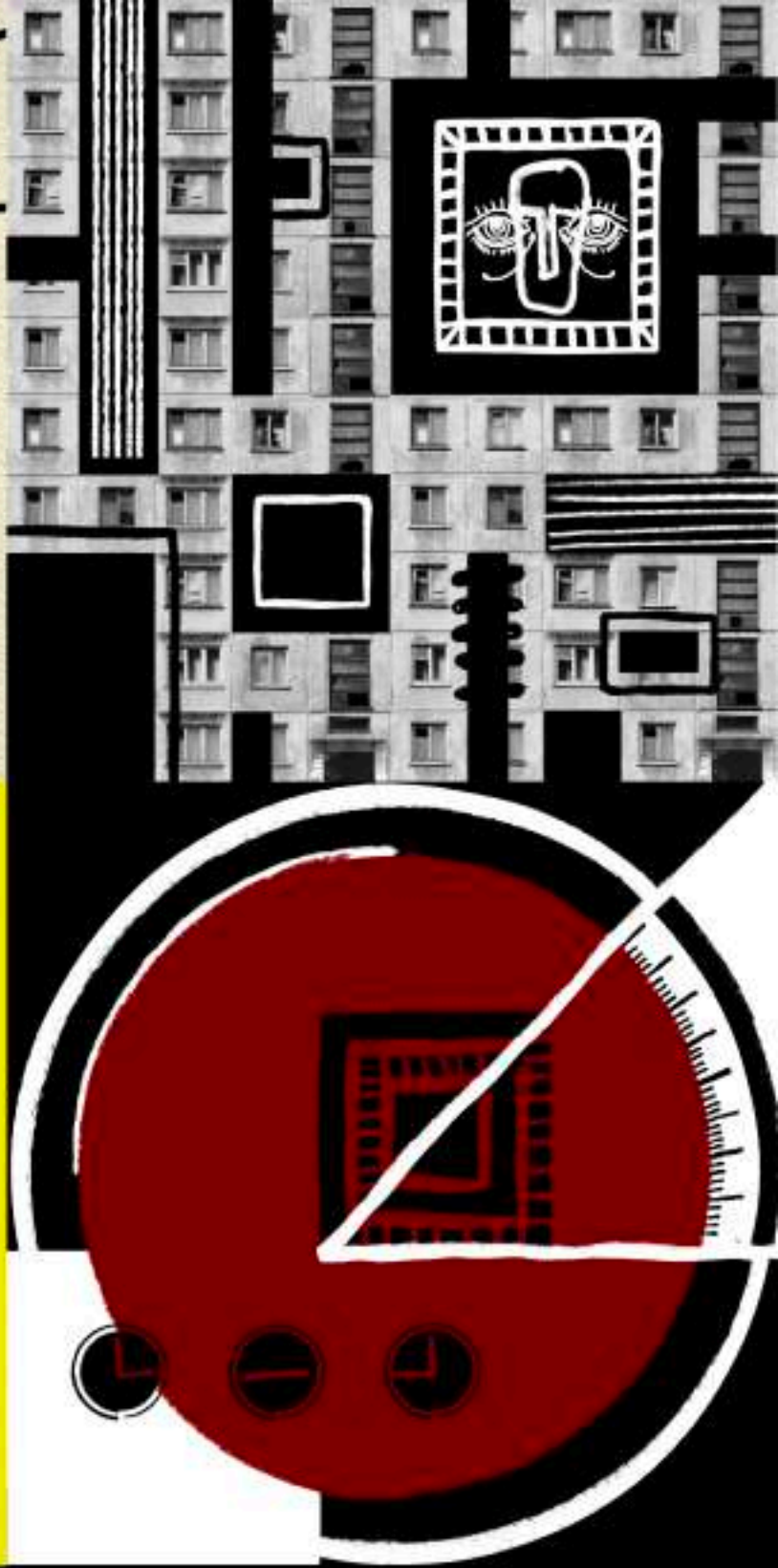


осторожно: школа!





PROMOTIONAL MATERIALS



PROMOTIONAL MATERIALS