01

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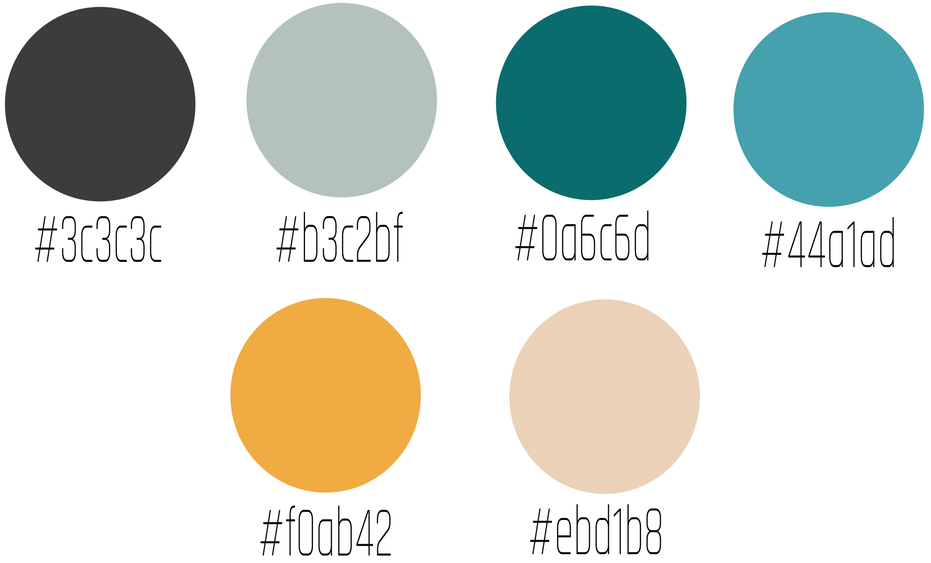
ABOUT (BRAND IDENTITY)

02

For my brand identity I wanted to express my personality as well as I could. I used cool and warm colors to express a relaxed and a sophisiticated look. I was inspired by both geometric and free form shapes which can be seen in different aspects of my website like the nav, my name on the home page and the font type for my headers.



Megrim
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Rajdhani Light
ABCDEFGHIJKLMNOPQSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LOGO

For my logo, I wanted to add a personal touch to it. I used my cursive handwriting for my initials and for the shape around it I broke apart two squares. To see my options, I created different versions of the logo by using my swatches.

BRAND MOCKUP

04