

# Brand Identity

## PROJECT PROPOSAL

Unfiltered Rays

Jazmen Howard

Feb 9. 2026



# About the brand

Unfiltered Rays Media Co. is a photo booth brand centered on capturing real, unposed moments with warmth and intention. Each experience is designed to feel calm, elevated, and welcoming, allowing guests to feel comfortable being themselves. At its core, the brand exists to preserve genuine connection and turn celebrations into meaningful keepsakes that last.



# Project Goals

Each aspect of the brand's values went into the thought process for making the visual identity as authentic as possible in order to carry out their goals.

## Cultivate Real Connection

Capture unposed, genuine moments through a refined photo booth experience that honors human warmth, emotion, and connection

## Create Meaningful Keepsakes

Provide guests with beautifully crafted photo keepsakes that feel personal, nostalgic, and worthy of being held onto long after the event ends

## Offer Elevated Simplicity

Deliver a calm, thoughtfully designed photo booth experience that feels intentional, modern, and quietly luxurious rather than loud or overproduced

## Make People Feel Seen

Create a welcoming environment where guests feel comfortable being themselves, resulting in photos that reflect who they truly are

# Brand Values

Authenticity

Visuals such as hand drawn assets and custom type that communicate real and organic service

Openness

Visuals that share a brand voice that welcome the audience and makes them feel like they belong

Embrace

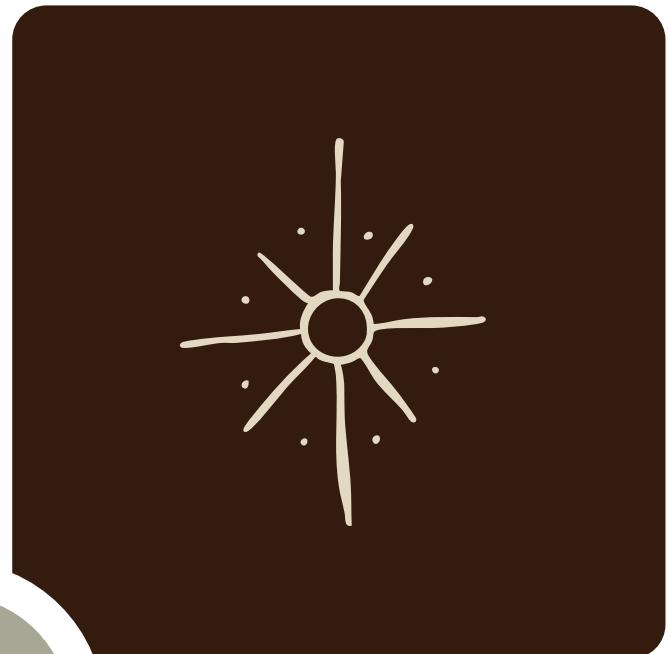
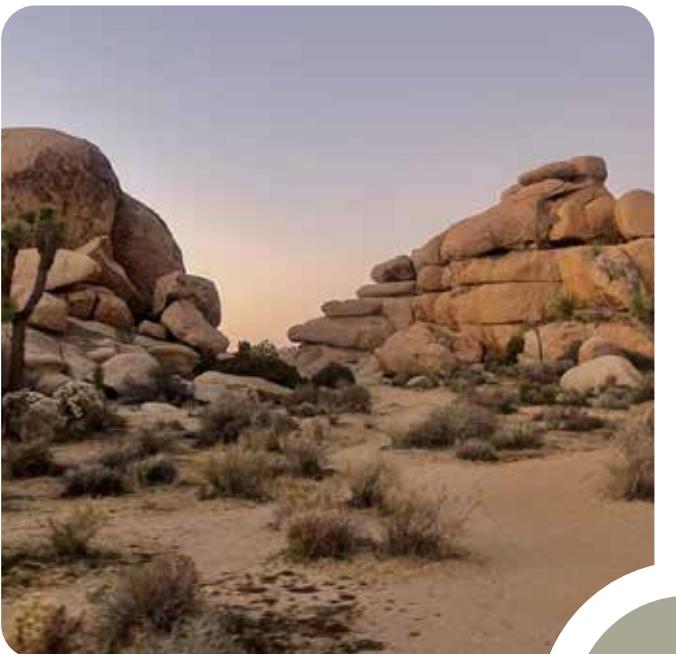
A warm and expansive color palette that welcomes the audience while still promising that high-end experience

Intention

Hand drawn assets, custom typography, curated color palette, and branded social media posts that are thoroughly thought through

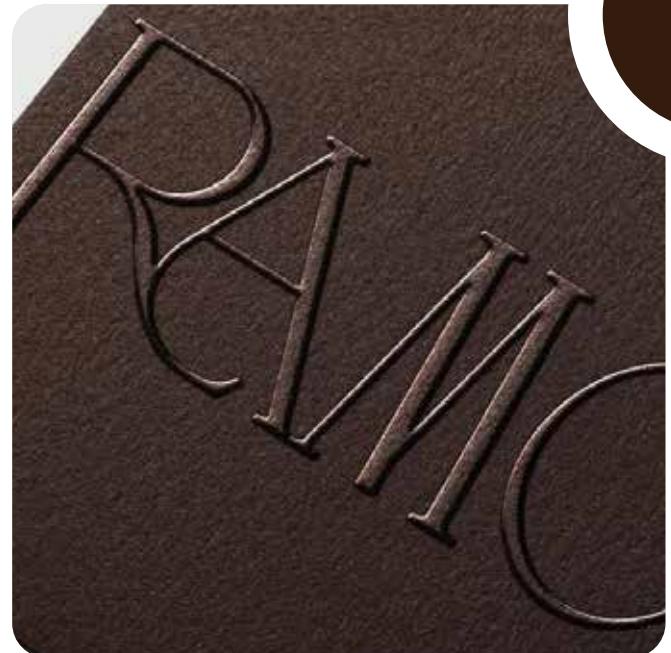
# Brand Positioning

**Unfiltered Rays Media Co. is an elevated photo booth experience for those who value authenticity and connection, preserving real moments with a calm, romantic, and quietly luxurious touch.**



MEDIA CO

I love to pair a sleek sans serif with fonts to provide a simple and clean look



UNFILTERED RAYS



This serif font is classic and clean, I love how timeless it is

## MOOD BOARD #2

### DESIGN CONCEPT

This moodboard displays natural browns with a touch of green, exuding calmness. The fonts provide a timeless look and a sophisticated representation of the brand. Overall, this moodboard is welcoming but elegant and provides a high-end experience for the audience.

Classic

Modern

Sophisticated

Please note: This concept may change throughout the design process and will be more tailored to your brand. These moodboards are simply meant to gain a clear direction moving forward.

CLIENT: Please focus on the colors, typography and patterns used in the moodboards. Which styles strike you? which of them do you like/dislike?

# Logos

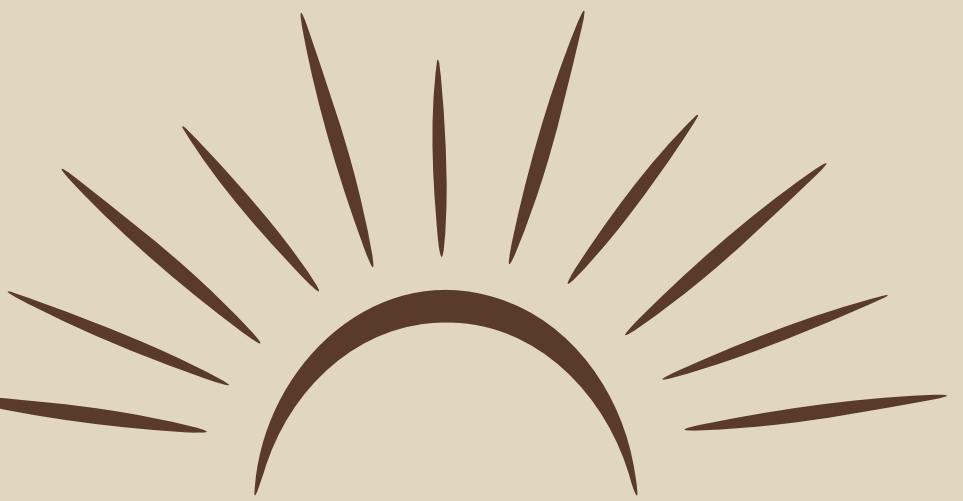
Primary logos are the main representation of your brand and can be used on bigger surfaces such as signage and larger digital spaces.

Secondary logos replace the primary when it needs a smaller space to fit.



# Logos

Brand marks and favicon for  
smaller spaces like website and  
profile pictures.



# Colors

Color palettes evoke emotion and set the tone of your brand for your audience. Here is the color palette for Unfiltered Rays.

Unfiltered Rays needs to set a welcoming but luxurious tone which was done by using soft colors like sand and desert glow.

The deep browns of the palette offer a rich and luxurious feel, promising an elevated experience. The blue adds a touch of personality and calming, separating the brand from others.

## almond

is a warm and welcoming shade is in between the light and dark to allow for smooth transition

## desert sand

is an alternative to white that brings warmth to the brand in a luxurious way

## sunlit clay

is a red leaning brown that opens the color palette to that desert glow feel

## espresso

is the deepest shade of brown and gives the brand a rich and elegant tone, providing the audience with a high<sup>end</sup> experience

## desert glow

is an extra shade of sunlit clay that brings warmth and personality to the brand

## sky

brings personality to the monochromatic brown color palette, making the brand more recognizable

# Fonts

## Primary

Used for headers and titles on websites and other marketing material.

## Body

Used when creating longer texts and paragraphs and when reading needs to be clearly understood.

## Extra

Used for design heavy marketing material and print assets. Usually more decorative and not used as frequently.

### Notica Serif

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  
1 2 3 4 5 6 7 8 9 0

cynthia june

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  
1 2 3 4 5 6 7 8 9 0

### Bookseller

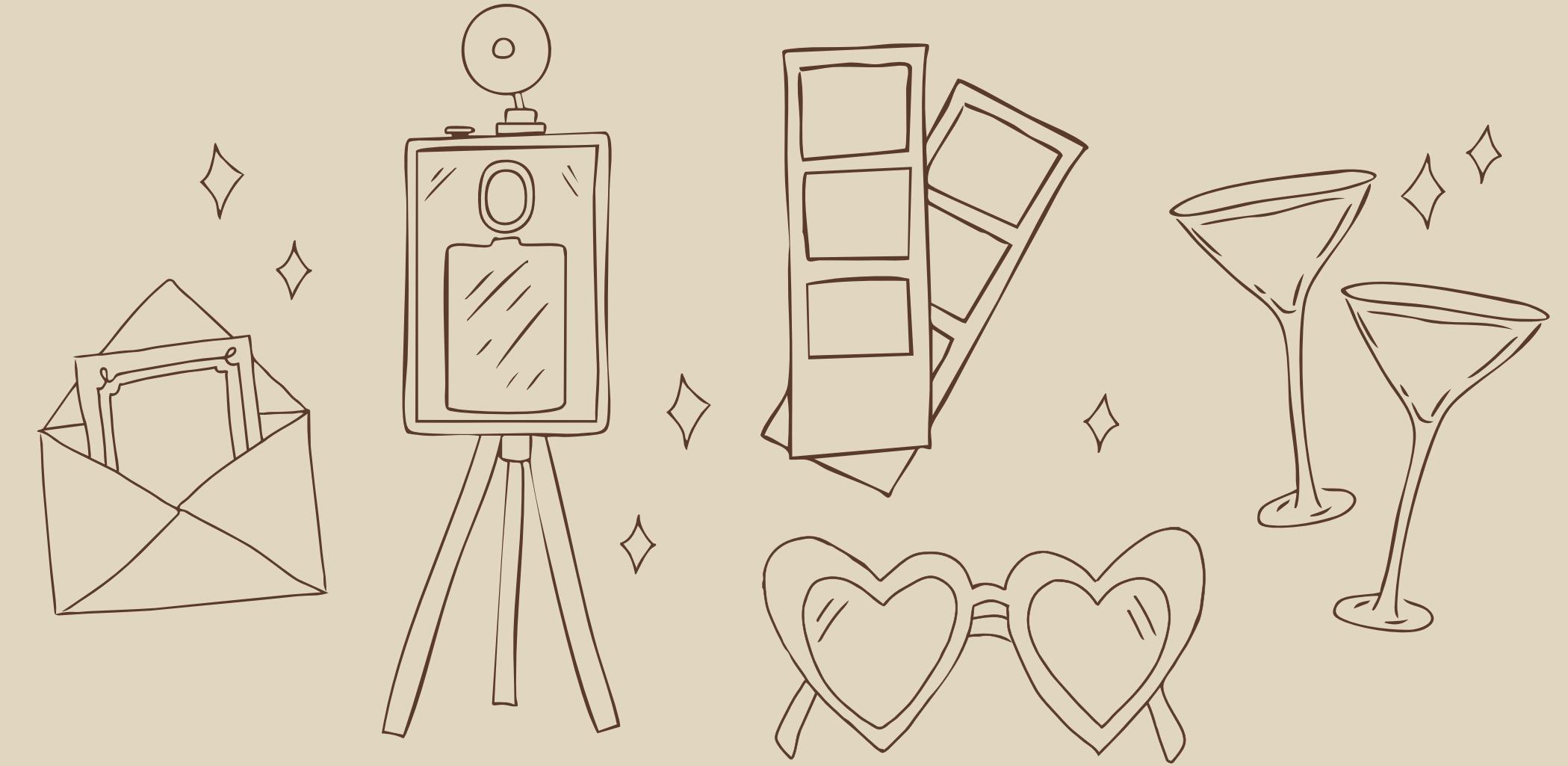
Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

### ROOM

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  
1 2 3 4 5 6 7 8 9 0

# Graphics

Used for marketing material, social media, patterns, and other branded collateral. These specifically are Photobooth and event related.

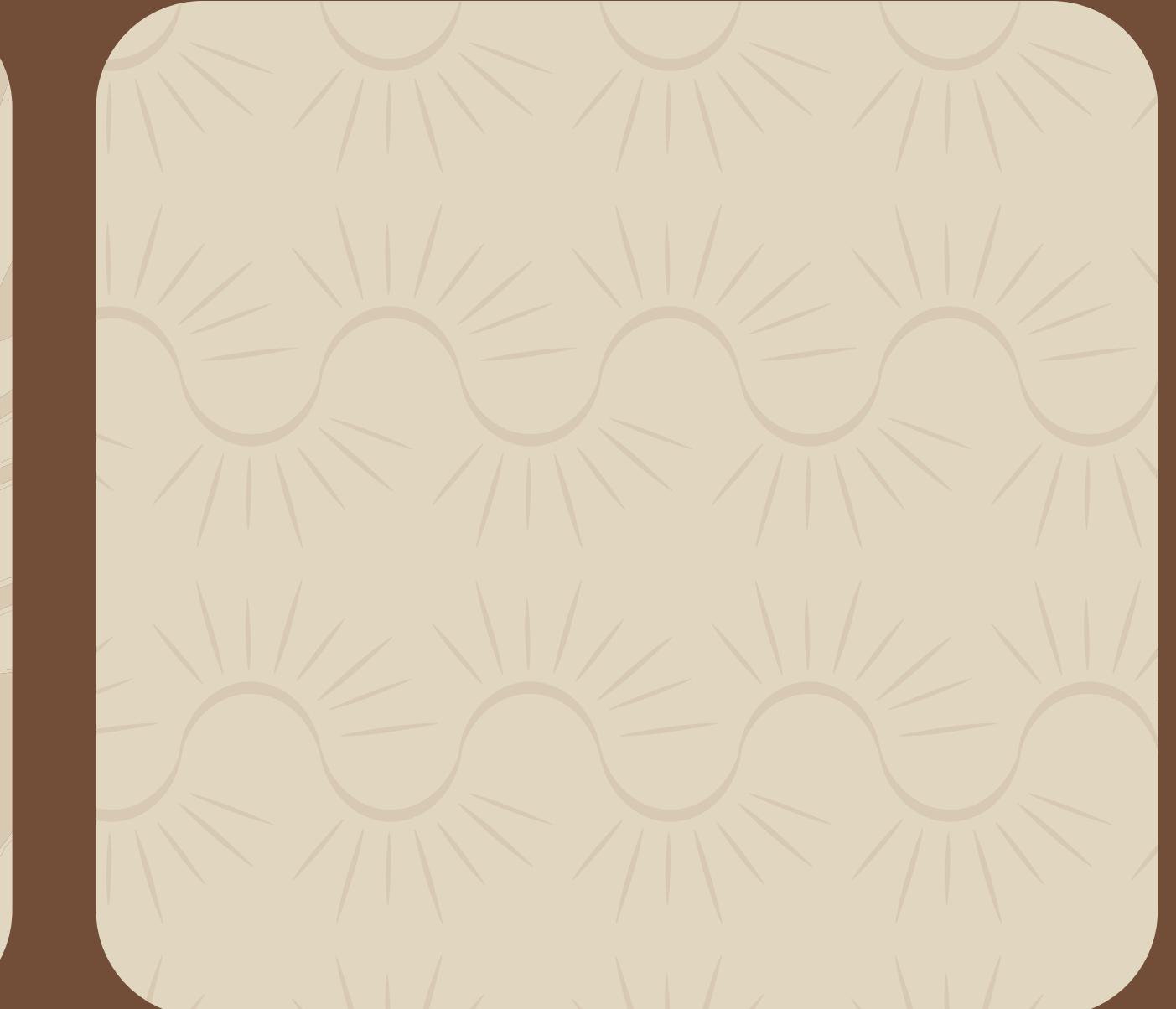
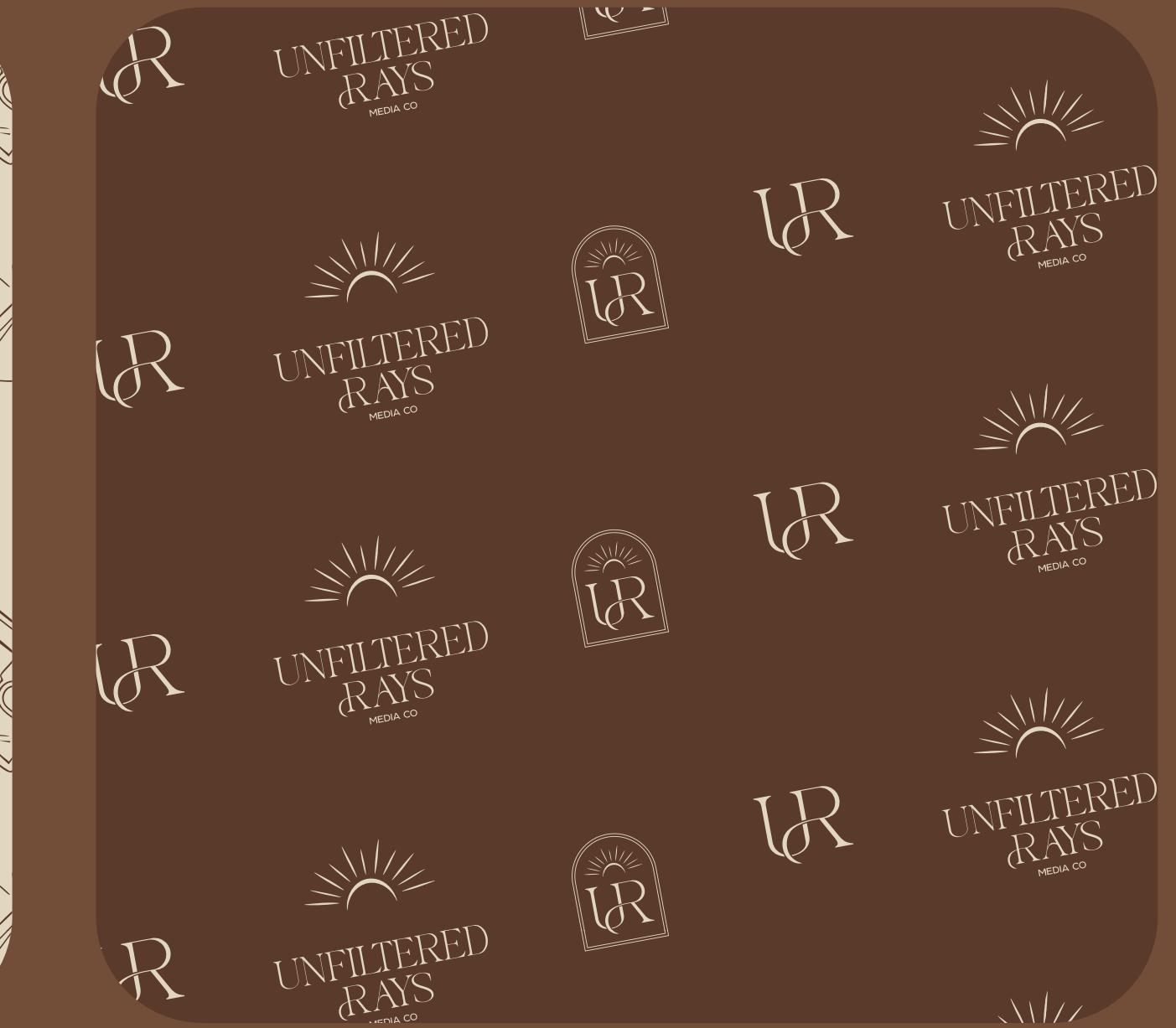


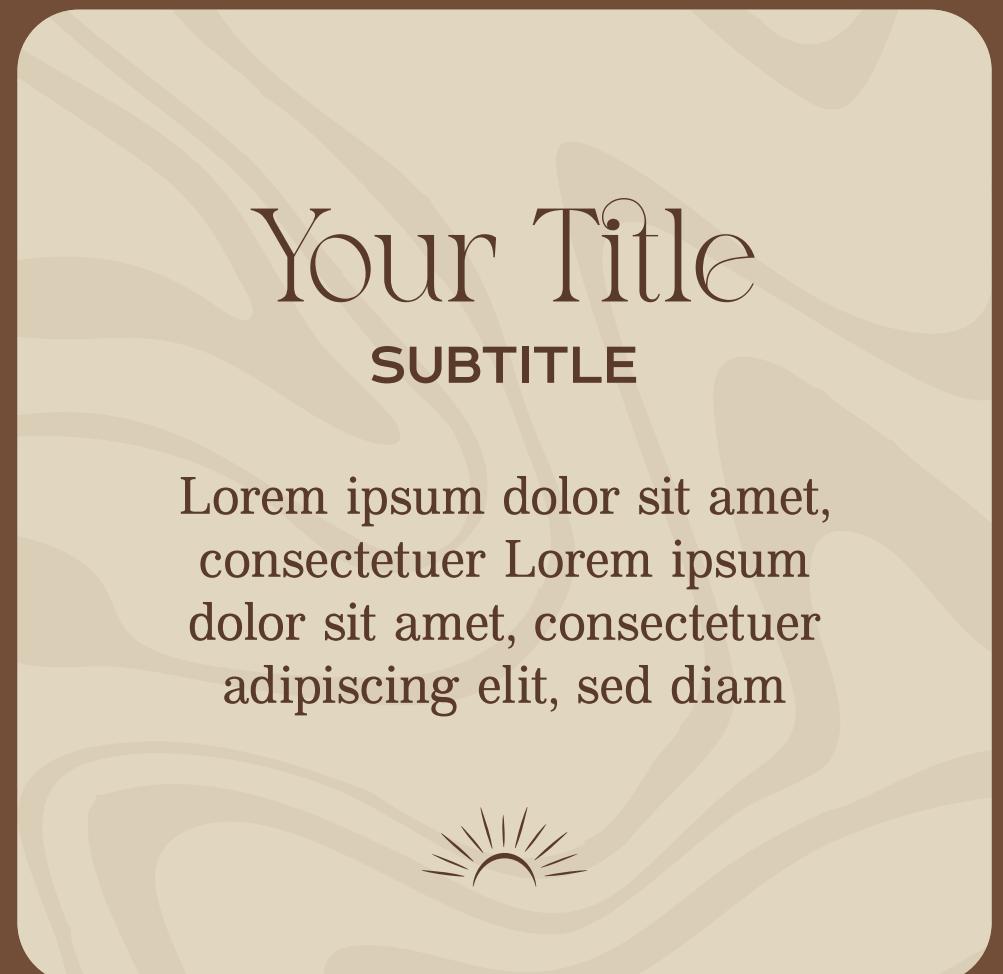
@unfiltereddraysmedia

Follow Message

# Patterns

For marketing material,  
packaging, wallpaper, and other  
areas.







# UNFILTERED RAYS

MEDIA CO

