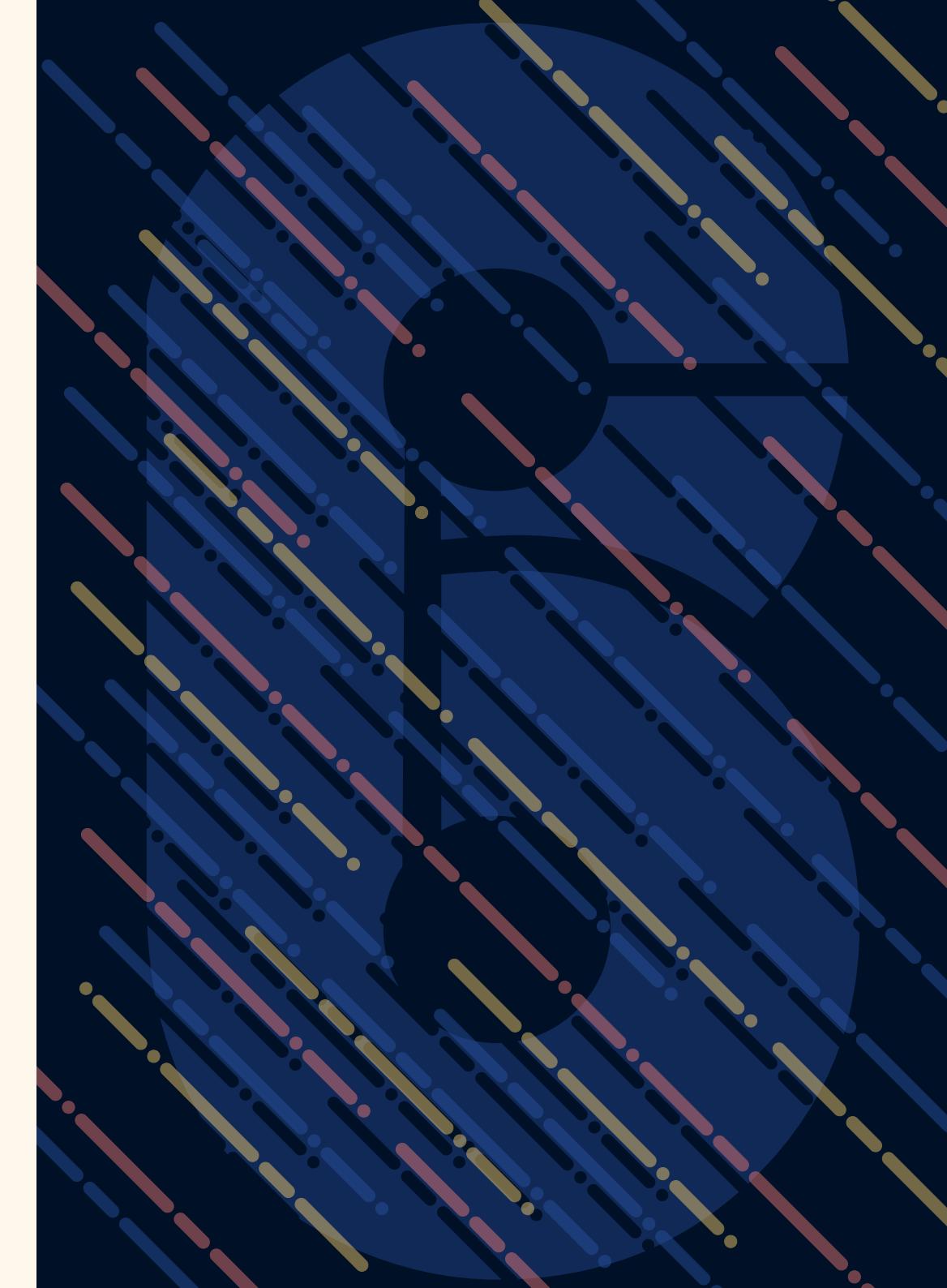
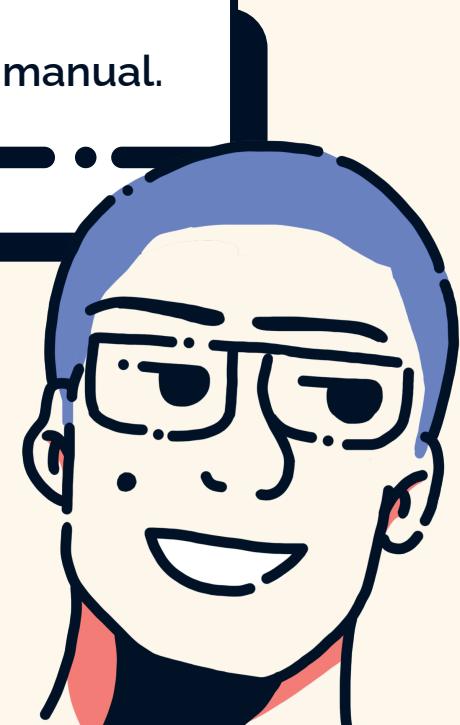


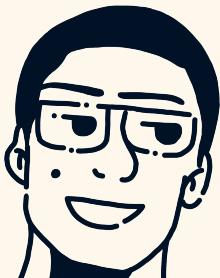
# 6 Christopher Buzo

personal branding manual.  
software engineer



6

Cristopher  
Buzo



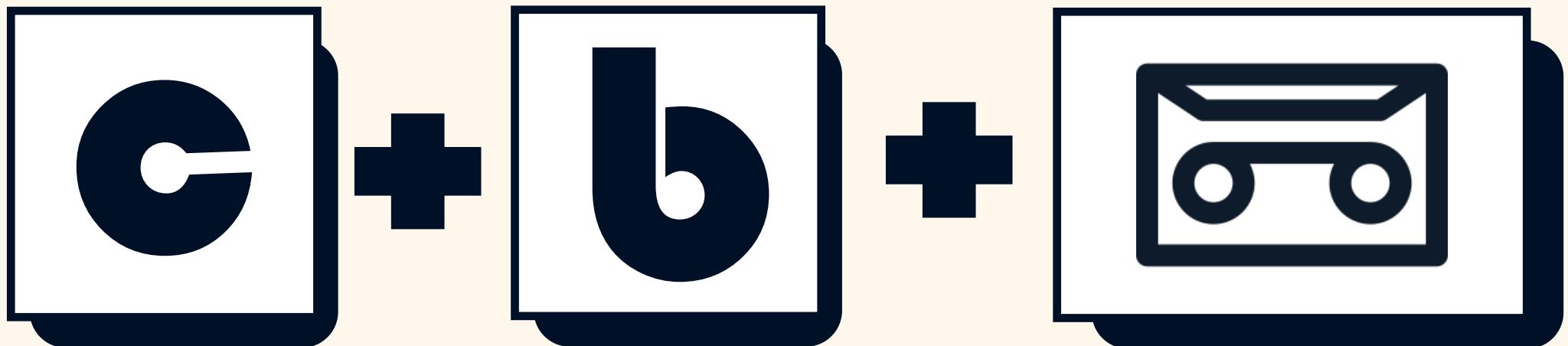
## — Logo Construction



## — Isotype



## — Isotype Construction

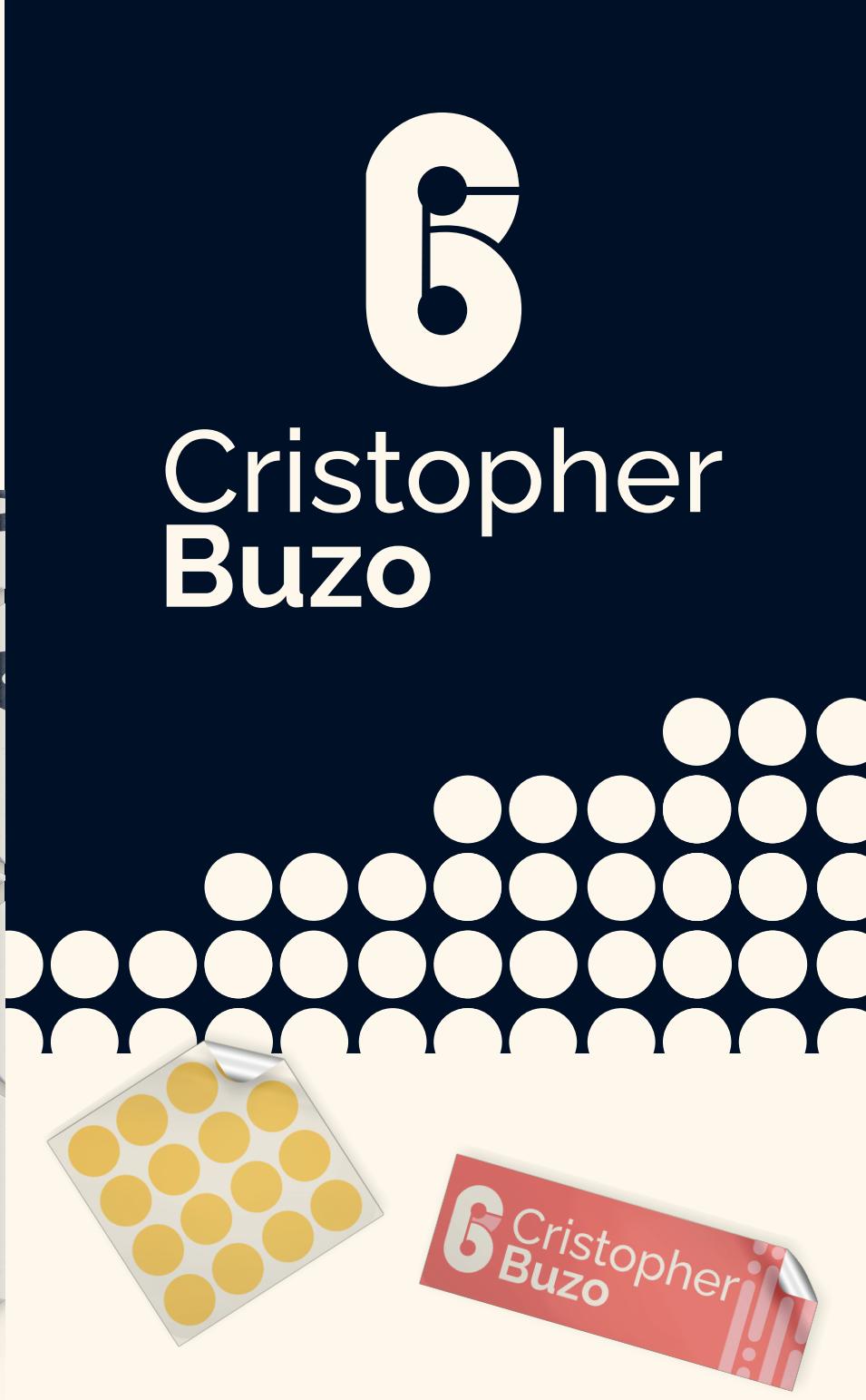
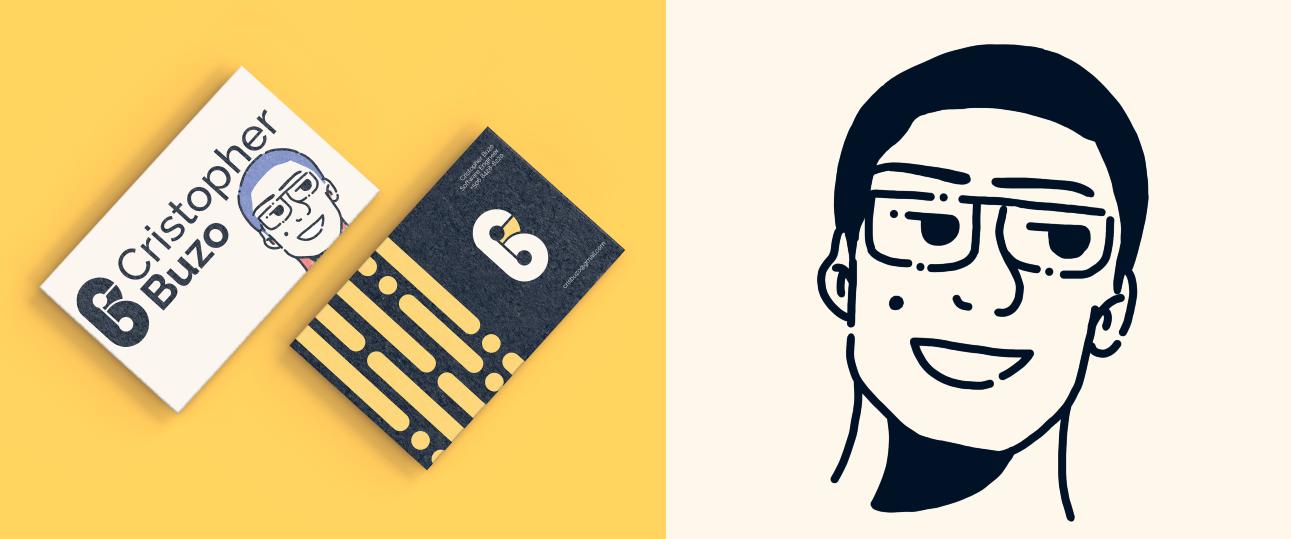


Cristopher

Buzo

The **VHS tape** revolutionized audiovisual production, inspiring my brand's **growth** and **innovation**.





# ■ Typography

## Raleway (SemiBold)

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

## Raleway (Medium)

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

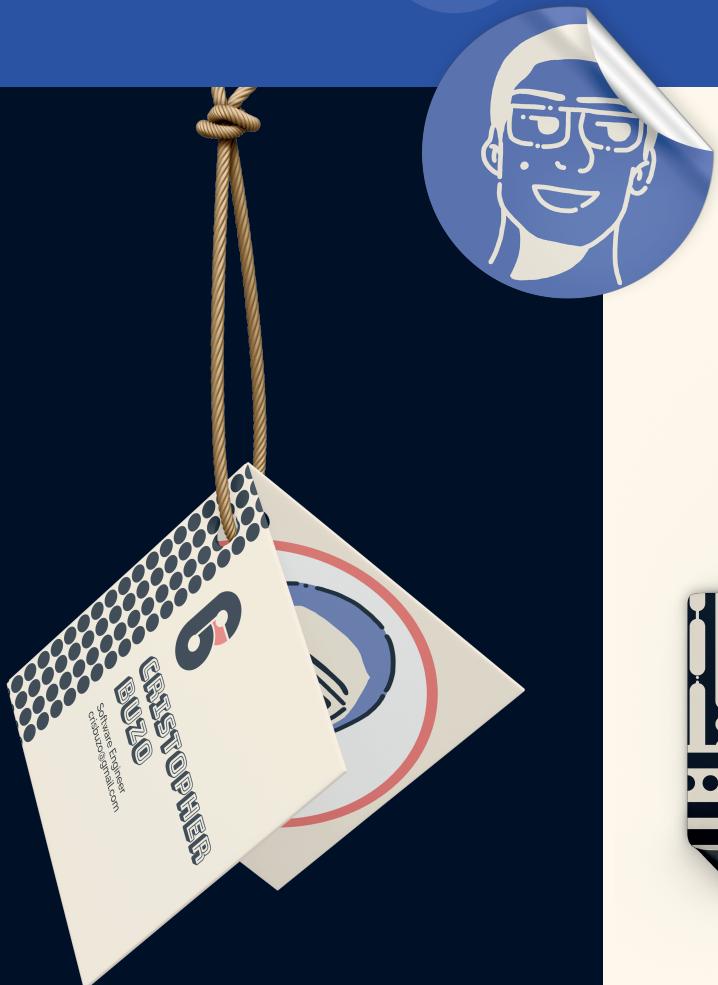
## Raleway (Regular)

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

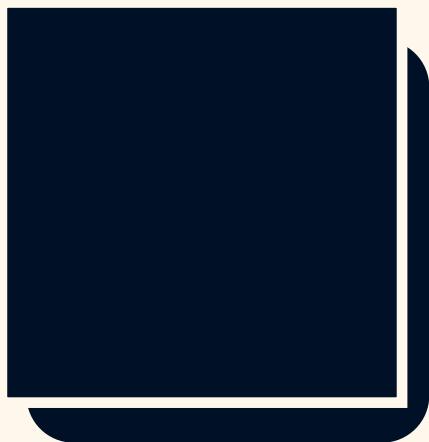
## BUNGEE SHADE

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

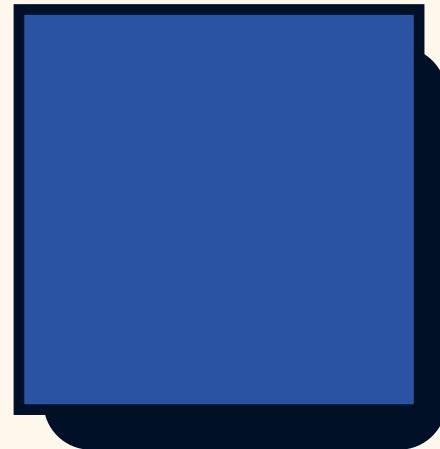
# Christopher Buzo



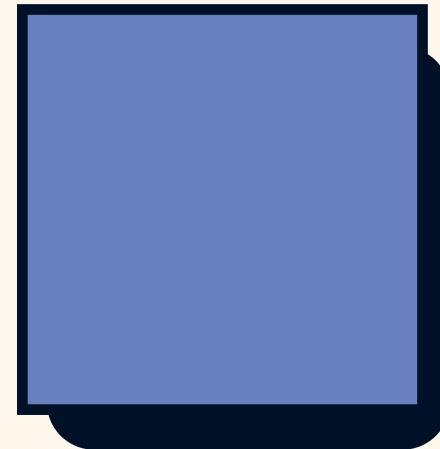
## Color Palette



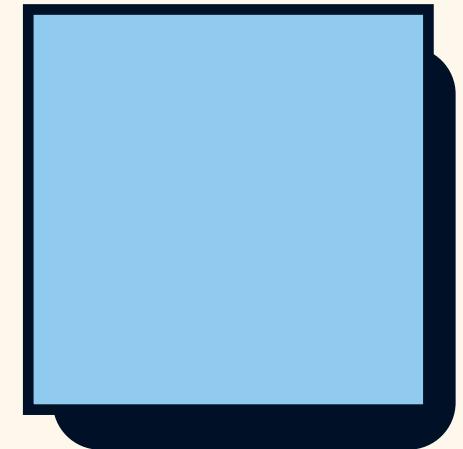
#0D1B2A



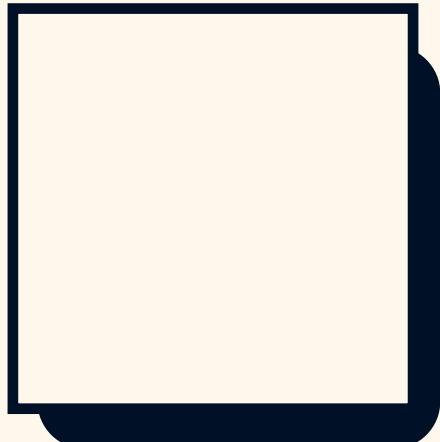
#3146A1



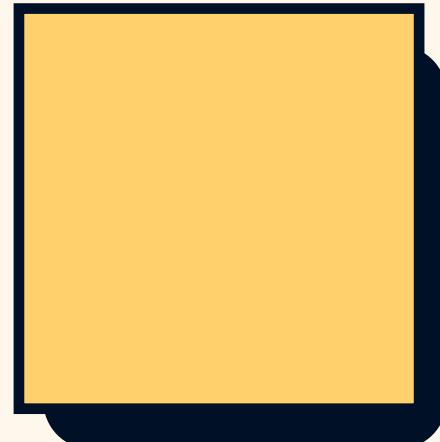
#738cff



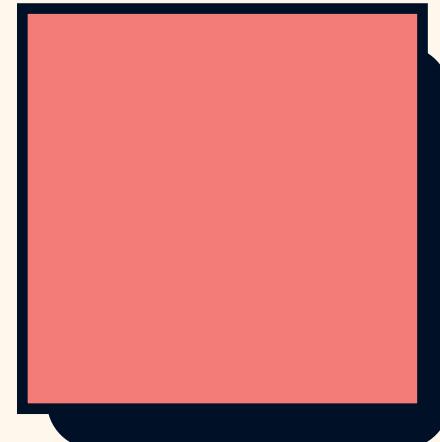
#9CD2FF



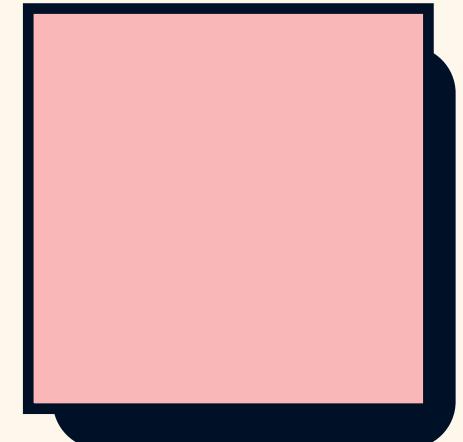
#FEF9EF



#ffd468

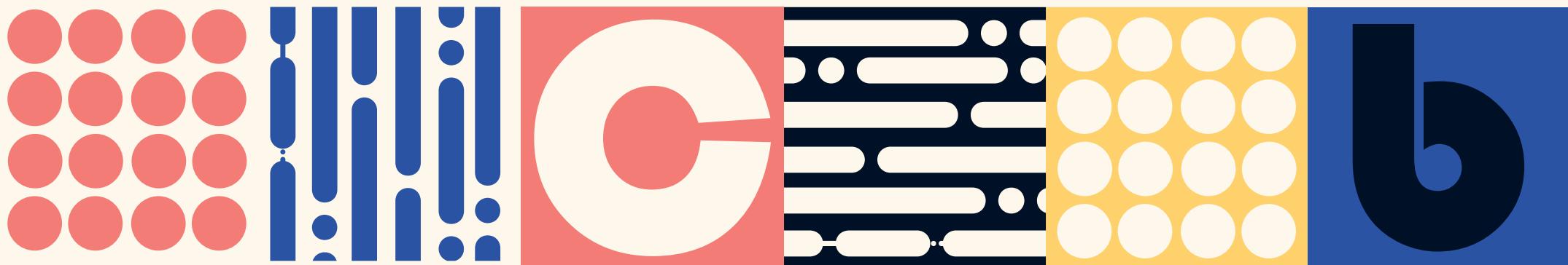


#FF7E75

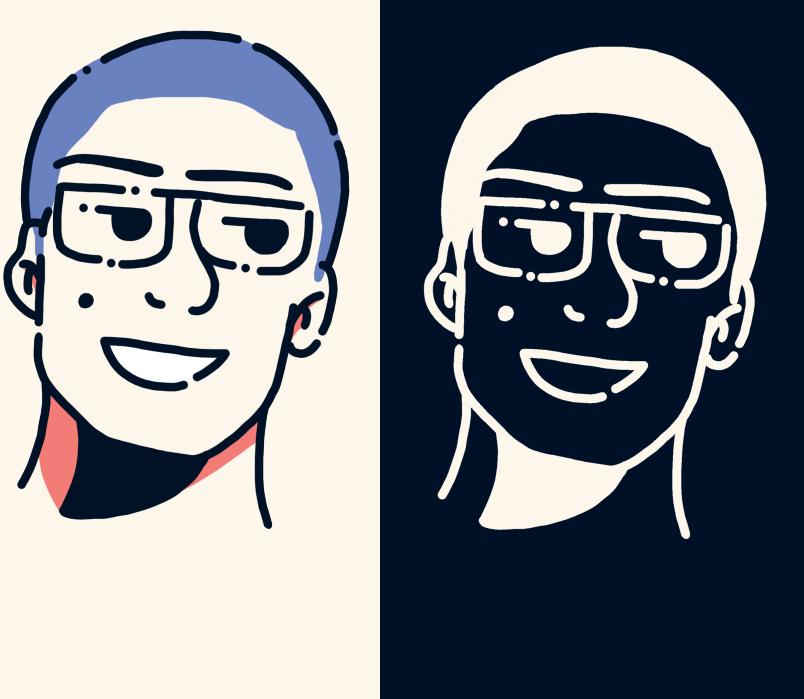


#FBC0C1

## — Patterns



## — Hand Drawn Icons



## — Mockups



# Christopher Buzo

Personal Branding Manual  
2024