



AZURA

Interior Paint Collection

## **ABOUT**

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AZURA's idea is inspired by Blue and White Porcelains, which grow up in 16th Century, from China trade to the world. Specially Europe. They are furniture and decoration, and what's more, they are the symbols of identity and power. Europe nobilities spent the whole family savings to buy this. These porcelains' colors are only blue and white when they are made. At that time, the trend of buying Blue and White Porcelains arises in the world. So I decided to make my paint collections colors that base on Blue and White Porcelains.



## **BRAND NAME INSPIRATION**

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The paint collections' name is AZURA. The idea is from the color of the Blue and White Porcelains. Because the only color it has is blue, a blue system. Then , from the blue system. I found AZURE is a good fit for my color theme.

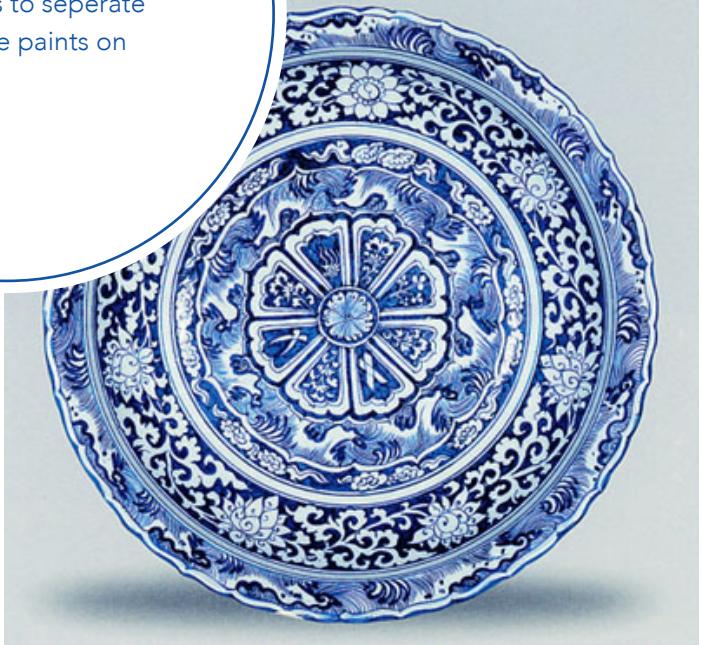
Because it is a collection, just azure is not enough for that. From AZURE, I develop it to AZURY and AZURA, and I pick AZURA because it sounds like it has more personality.



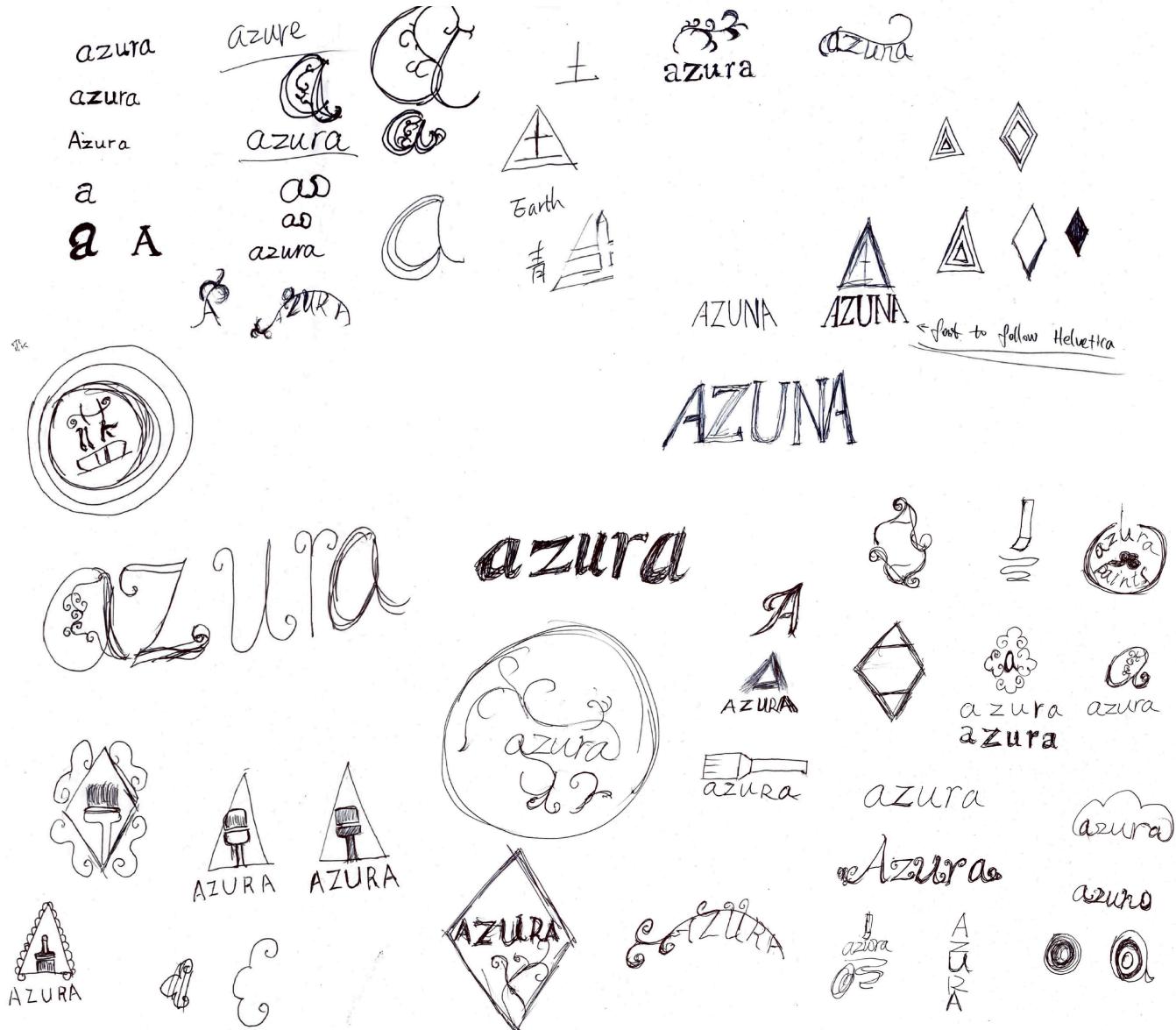


## POTTERY STYLE

The way the pottery style is repeating lines to separate patterns for the paints on the works.



## SKETCHES



## DIGITAL REVISE – 1

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## DIGITAL REVISE – 2

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## **TYPOGRAPHY**

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AZURA

# **TYPOGRAPHY**

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Akzidenz-Grotesk BQ  
Light Exten – **REGULAR**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

*Light Exten – ITALIC*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

SF Pro Display  
**Medium**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

# **SELECTED**

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SHAPE



FONT

AZURA

COLOR



# **LOGO**

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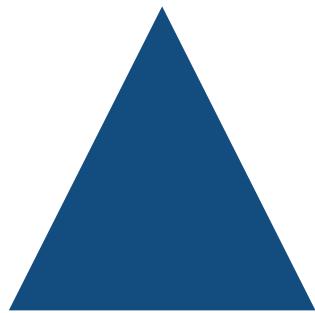




## COLOR PALETTES

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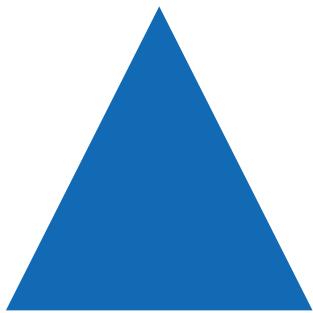
### PORCELAIN BLUE



PB – 101

#142667

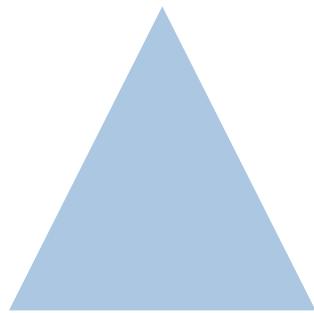
CMYK: 96/74/23/10



PB – 102

#1C479C

CMYK: 94/58/1/0



PB – 103

#B0C4D8

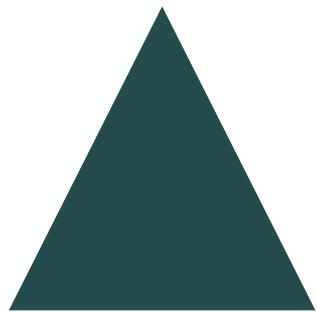
CMYK: 31/13/3/0



## COLOR PALETTES

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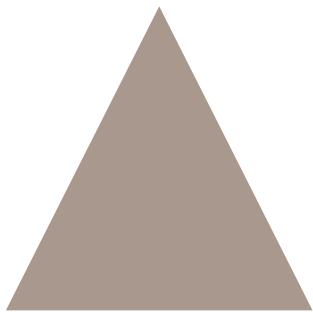
### KAOLINITE GREY



KG – 201

#2E4F4F

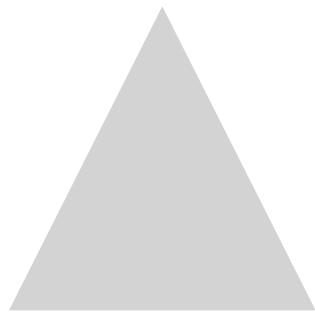
CMYK: 79/46/53/45



KG – 202

#B4A196

CMYK: 29/32/36/10



KG – 203

#DBDBDB

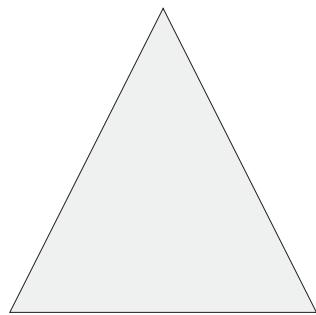
CMYK: 17/12/13/0



## COLOR PALETTES

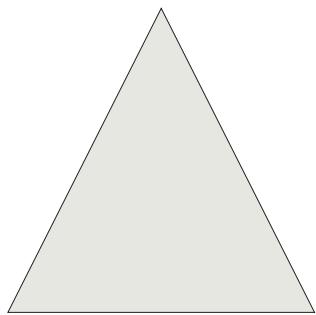
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### SEEP WHITE



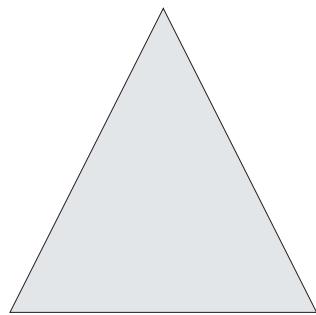
SW - 301

#F5F5F5  
CMYK: 5/4/4/0



SW - 302

#EDEDE8  
CMYK: 9/6/10/0



SW - 303

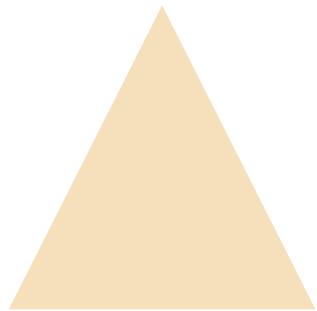
#EAECCE  
CMYK: 10/6/6/0



## COLOR PALETTES

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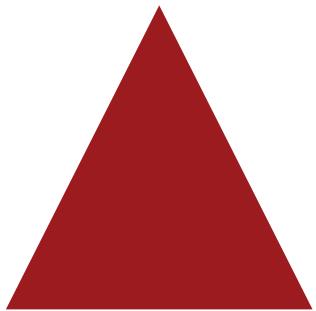
### NOBILITY SHINE



NS – 401

#F8E4C4

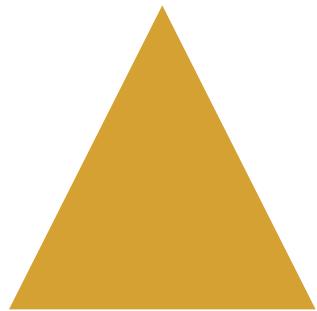
CMYK: 3/11/27/45



NS – 402

#9C1709

CMYK: 25/100/100/23



NS – 403

#D9A522

CMYK: 14/35/93/4

# PAINT CANS

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# BOOKLET

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**THANK YOU**

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design by Canjie Zhao  
winter 2019