



DELAWARE POTTERY STUDIOS

VISUAL IDENTITY

Home of The Bare Bowl

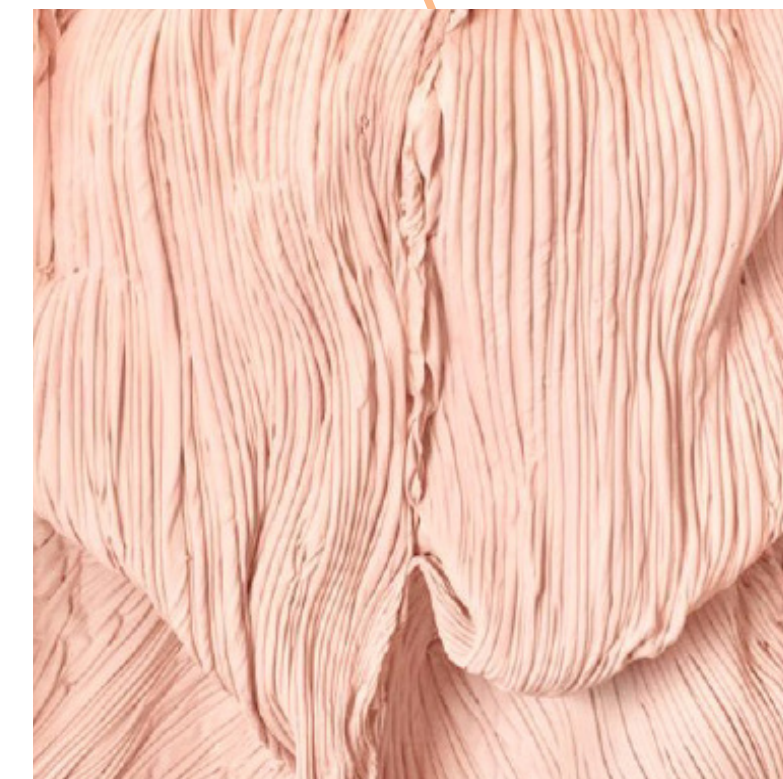
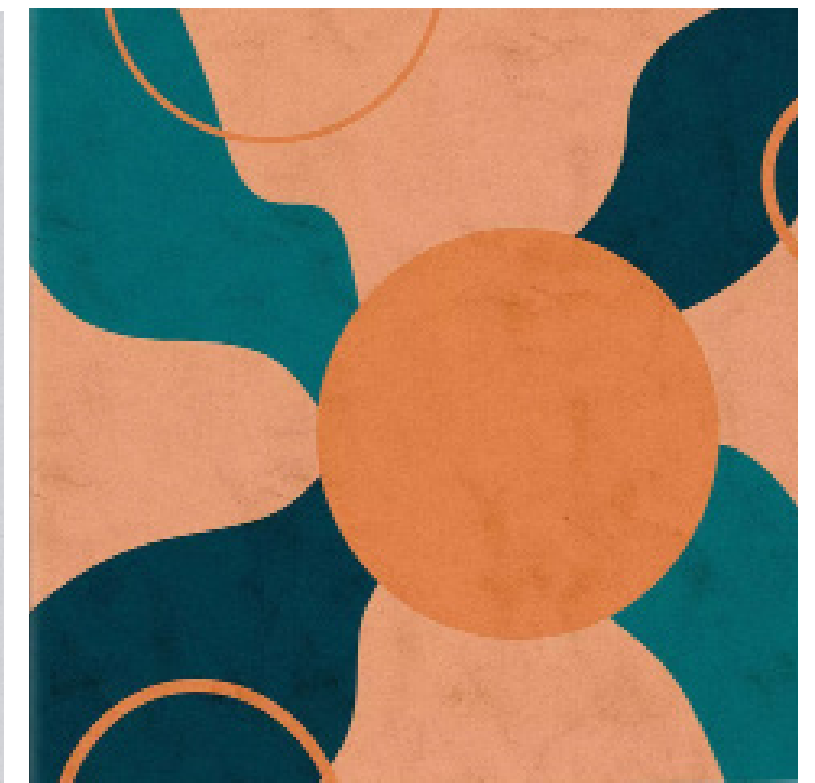
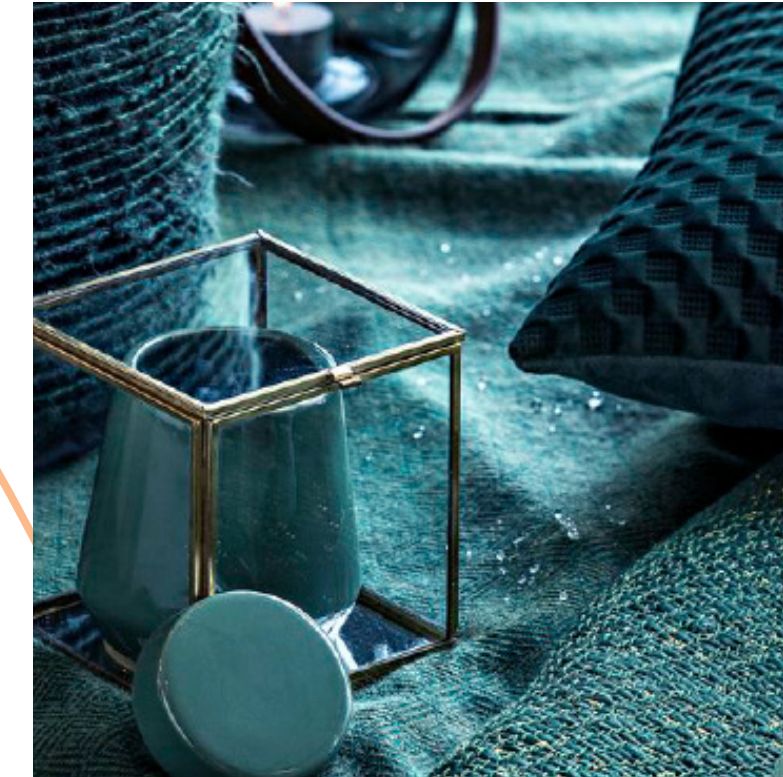
BRAND STRATEGY

Bridging the Gap Inter-connected Imaginative Immersive

DESIGN DIRECTION

Natural. Elevated. Inviting.

This brand encompasses **imagination, communal collaboration**, and welcomes **every skill level**. DPS takes you on an educational and immersive journey designed to foster **individual growth, inspire creativity, and facilitate learning**. Simple illustrations that emanate the feeling of a relaxing journey through a **pleasantly warm** neighborhood define this brand. DPS expresses its **calm nature** through a peaceful color palette that does not shy away from being innovative. With the core essence of growing as a community at its heart, DPS allows you to naturally bridge the gap between you and what you can be.



<div> <div>R</div> <div>G</div> <div>B</div> </div> <div> <div>0</div> <div>90</div> <div>112</div> </div> <div> <div>HEX</div> <div>#005A70</div> </div> <div> <div>PMS</div> <div>P 120-16 U</div> </div> <div> <div>C</div> <div>M</div> <div>Y</div> <div>K</div> </div> <div> <div>100</div> <div>0</div> <div>15</div> <div>60</div> </div>	<div> <div>HEX</div> <div>#3B958F</div> </div> <div> <div>PMS</div> <div>P 120-16 U</div> </div>	<div> <div>HEX</div> <div>#E5BB5B</div> </div> <div> <div>PMS</div> <div>P 10-14 C</div> </div>
Midnight	Tranquil	Honey
<div> <div>R</div> <div>G</div> <div>B</div> </div> <div> <div>224</div> <div>211</div> <div>232</div> </div> <div> <div>HEX</div> <div>#E0D3E8</div> </div> <div> <div>PMS</div> <div>P 91-1 C</div> </div> <div> <div>C</div> <div>M</div> <div>Y</div> <div>K</div> </div> <div> <div>10</div> <div>16</div> <div>0</div> <div>0</div> </div>	<div> <div>HEX</div> <div>#E77E80</div> </div> <div> <div>PMS</div> <div>P 59-11 C</div> </div>	<div> <div>HEX</div> <div>#F9B0A1</div> </div> <div> <div>PMS</div> <div>P 52-3 C</div> </div>
Wisteria	Blush	Carnation
<div> <div>R</div> <div>G</div> <div>B</div> </div> <div> <div>157</div> <div>72</div> <div>35</div> </div> <div> <div>HEX</div> <div>#9D4823</div> </div> <div> <div>PMS</div> <div>P 39-7 C</div> </div> <div> <div>C</div> <div>M</div> <div>Y</div> <div>K</div> </div> <div> <div>0</div> <div>69</div> <div>82</div> <div>42</div> </div>	<div> <div>HEX</div> <div>#C87D55</div> </div> <div> <div>PMS</div> <div>P 35-13 C</div> </div>	<div> <div>HEX</div> <div>#FBBA89</div> </div> <div> <div>PMS</div> <div>P 27-4 C</div> </div>
Earthenware	Bronze	Bisque

PRIMARY FONT

Libre
Baskerville

BOLD
REGULAR

Aa

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789

!@#\$%&

PRIMARY FONT

Optima

BOLD
REGULAR

Aa

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789

A decorative wavy line in a light orange color spans the width of the image. It starts with a small cluster of five leaves at the top left, dips down, rises to a second peak, and then descends towards the bottom right, ending with another cluster of five leaves.

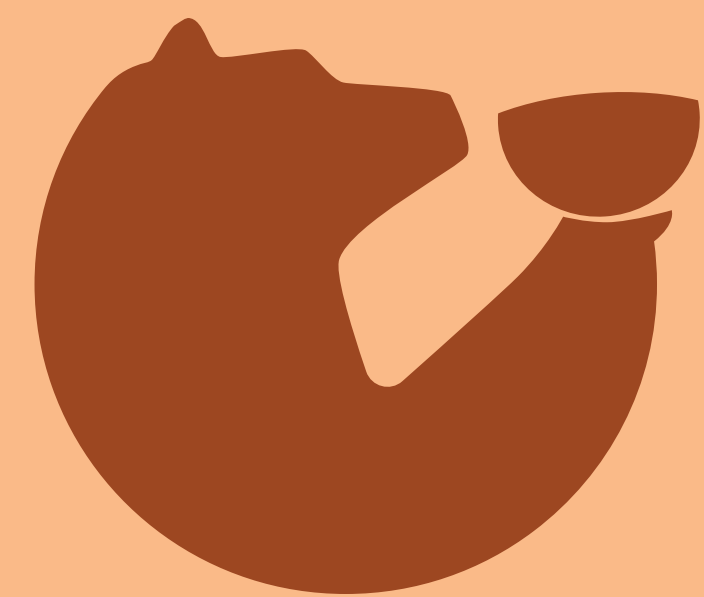
LOGO

DELAWARE POTTERY STUDIOS



HOME OF THE BARE BOWL





DELAWARE
POTTERY
STUDIOS



LOGO USES



SOCIAL MEDIA



The background features a light cream color with abstract orange shapes. A large orange semi-circle is in the top-left corner, and a larger orange semi-circle is at the bottom. A thin, wavy teal line curves across the middle of the page, passing behind the text.

REDEFINING POTTERY IN DELAWARE