

# Project 1/Nathalies Art Branding:

This was my groups first project, we were tasked with making the branding for a local artist called Nathalie. We heard what she was looking for, my group prepared some questions. I prepared a couple questions but due to the time constraints we chose one by participant, mine was "What values do you want your brand to transmit". The answer was vague but based on all the information we received from her before i decided to write the brand identity, here it is:

## **Brand identity:**

### **Brand Narrative:**

Nathalie creates art pieces using acrylic paint, oil paint, spray cans and watercolor. Art pieces that give a feeling of life, enjoying each moment in it, and letting the customer engage in discovering the feeling of said pieces showcase, which, by using pastel colors depict a feeling of spring.

### **Vision:**

Creating art pieces that let the customer encounter a feeling of enjoying and appreciating the complexity and richness of life.

### **Purpose:**

To sell art pieces that function as a medium for introspection and appreciation of life's moments. Nathalie aims to sell more than just art; she seeks to sell experiences and emotions, giving customers the chance to connect with the essence of living through her work.

### **Brand Idea:**

"Nathalie: Art from the Heart." This brand idea encapsulates the essence of Nathalie's work. Each piece is a snapshot of life's diverse moments with Nathalie's personal input. It's about transforming everyday moments into lasting memories through the medium of art.

### **Territory:**

Nathalie's brand occupies the emotional and experiential territory of the art world. Her territory is where art meets life, creating a bridge between the viewer and its emotions.

### **Brand Values:**

#### **Primary:**

- Intriguing.
- Curiosity.
- Enjoyment.

#### **Secondary:**

- Creativity.
- Harmony.
- Uniqueness.

### **Brand Archetype: The Creator:**

As "The Creator" archetype, Nathalie's brand embodies the spirit of imagination, innovation, and the desire to bring new experiences to life through art. This archetype reflects her mission to inspire and enrich lives by creating art that captures the essence of living. It speaks to the transformative power of creativity and the role of the artist as a conduit for expressing universal emotions and experiences.

### **Logo:**

Based on this identity, my team started designing the logo, we knew from what Nathalie said, that she wanted a logo related to the Blossoms in spring, and that the pink color from the petals made her remember her childhood and brought a sense of happiness, so i decided to make a logo idea, in the end it was not chosen as the final one, but iterating is a big part of the process right? I think it looks amazing though, complicated yet simple.



Image generated with Midjourney, text added later on in figma.

### **Website:**

I also made the first idea of a web design, again it wasn't chosen to be iterated in it and my team made a new base design, but if my team can make something better than I, i'm all in for it, the idea is having the best possible final product.

And maybe pink over white isn't the best contrast now that I look at it.

I designed this website on Figma, and the gallery section is based on pinterest since Nathalie mentioned she really liked that layout.



## About Me

## **Instagram feed:**

Social media is currently the biggest promotion outlet, is that a good thing? i don't know, but if your business does not use it, you're loosing clients. So i decided to make an instagram feed for Nathalie using the pastel colors that she mentioned that she liked: (next page)

