
Artisan boutique brand identify package

♠ **Brand Name:**

Artisan boutique

♠ **Company mission:**

- ✧ Artisan Boutique is a luxury boutique that specializes in handcrafted, high-quality fashion accessories.
- ✧ Our mission is to provide unique and exclusive products that reflect the craftsmanship and elegance of our artisans.
- ✧ Our target audience is fashion-conscious individuals who value exclusivity, quality, and attention to detail.

♠ **Logo design**

The following logos design can be considered and after taking into account the brands mission the final that have selected is below:



Artisan boutique



Selected:



♠ Color palette

For color palette I chose a combination of emerald green, navy blue and gold imposing a rich jewel tone primary, secondary and accent color to convey luxury and sophistication .

COLOR PALETTE



PRIMARY
#EE8609



SECONDARY
#4361EE

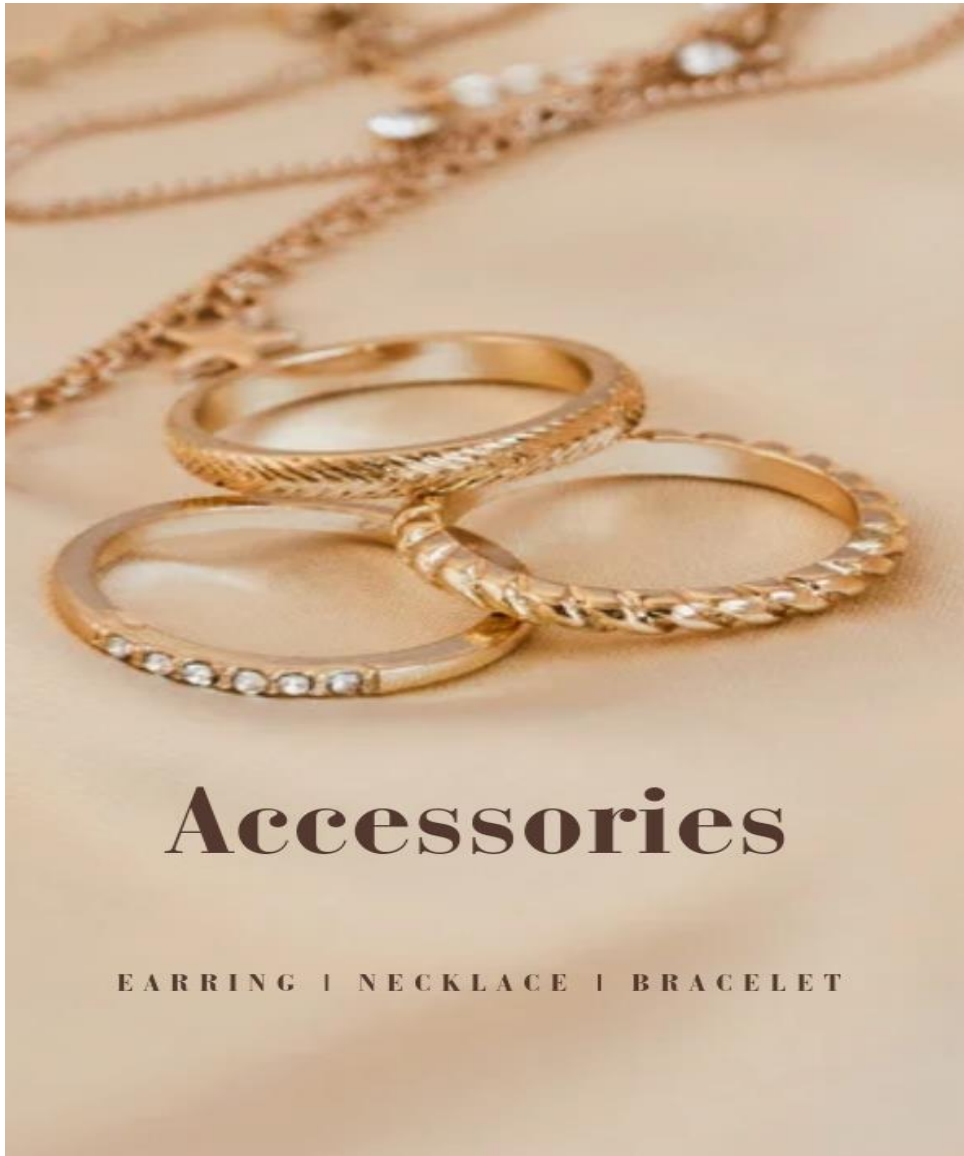


ACCENT
#39e75f

Artisan boutique

♠ Topography

I chose serif font like Bodoni primary font size (107) and secondary font size (25) to convey elegance and sophistication.



♠ Visual Elements (icons and pattern)

Artisan boutique



♠ Guidelines

Artisan boutique

These guidelines ensure our brand's unique identity.

- ◆ The logo is used in its entirety, without modifications or distortions.
- ◆ The primary, secondary color palette used consistently across all marketing materials.
- ◆ Font sizes and styles are consistent throughout all materials.
- ◆ Headings are in bold font, with titles and subtitles in regular font.