



Art & Craft

Brand Guidelines

A project





Home

Introduction to the Brand

The brand embodies a **passion for creativity**, offering unique illustrations that inspire and engage the audience.

Through vibrant designs, it aims to **connect with diverse** communities and celebrate the beauty of art and craft.

The mission is to provide high-quality, original artwork that resonates with clients and enhances their creative projects.



About the Art & Craft

Art and craft are both creative activities, but art is generally focused on self-expression and aesthetic qualities, while craft emphasizes practical skills and functionality. Art can be painting, sculpture, or digital art, whereas craft includes woodworking, pottery, knitting, etc



Brand Capabilities & Goals

01

Awareness

Art and craft activities are crucial for holistic child development, fostering creativity, fine motor skills, and self-expression.

02

Research

Art and craft activities are crucial for holistic child development, fostering creativity, fine motor skills, and self-expression.

03

Purchase

The primary objectives of art and craft include fostering creativity, enhancing motor skills, promoting self-expression



Primary Typeface

- **Adumu Regular - heading**
- Body Grotesque Fit- Sub-Heading
- Body grotesque large - Body

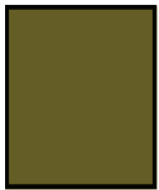


Color Palette

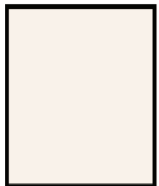
Overview of color usage



#634430



#645D1E



#f9f1e8





Zenith

Application of Branding in Products

Branding is vital in the world of merchandise. It shapes how consumers perceive products and connects them to the brand's **identity and values**. A strong brand presence on merchandise can enhance customer loyalty.



Patterns



Creativity

Our work thrives on **original ideas** and artistic expression.



Sustainability

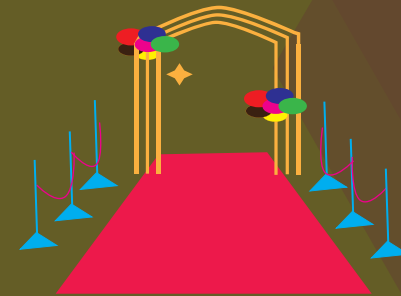
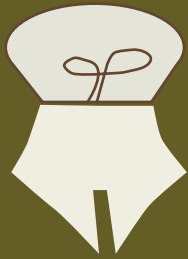
We prioritize eco-friendly materials and practices in our craft.



Community

Engaging with our audience fosters a **sense of belonging** and collaboration.

Logo Preview



Zenith Studio
Art & Craft Company



Zenith Studio
Art & Craft Company



Zenith Studio





Website Application

Description Here

A website application for art and craft can be used for various purposes, including showcasing creative work, selling handmade items, providing tutorials, or connecting with other crafters.

Thank you for your interest!

Let's connect and collaborate



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