Capricorn

Branding + Visual Design

CAPRICORN

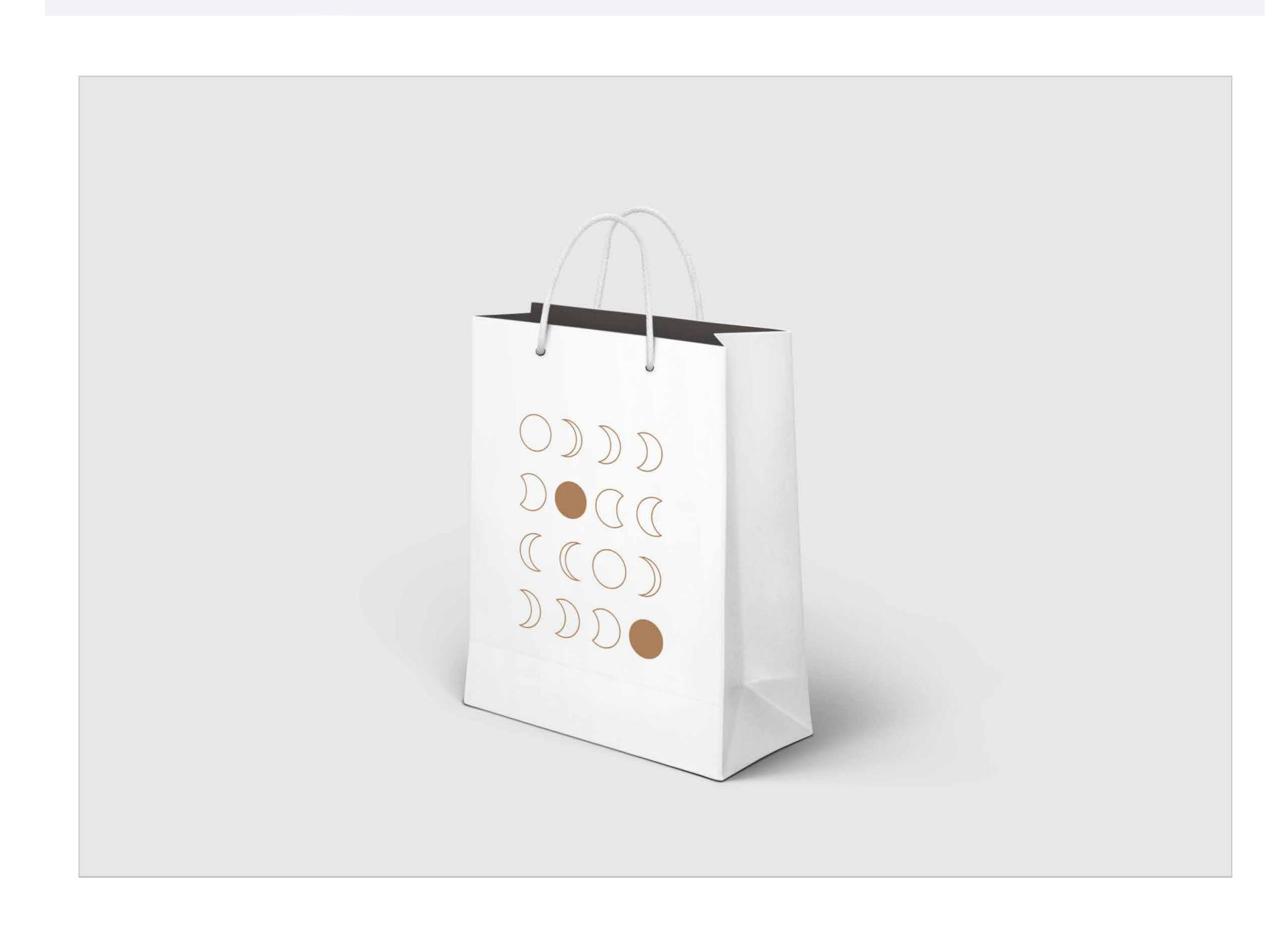
Capricorn is a modern wellness boutique and tarot studio. They strive to house an interesting and thoughtful mix of goods that are beautiful, handmade and nourishing. Each season, they source natural, honest and pure products that nourish the body, skin and mind from local artisans and from around the globe to curate a luxury experience in the shop.

Responsible for

Concept, content, logo, text-formatting guidelines, imagery, social media assets and high-fidelity mock-ups



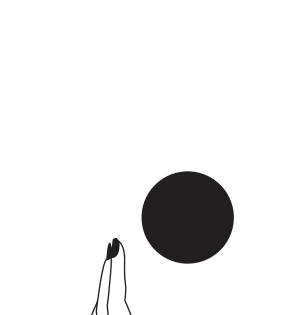


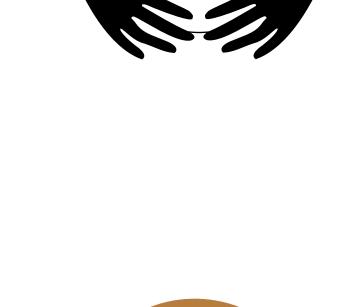


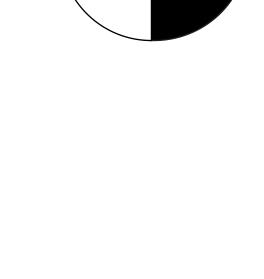
Hitting the right tone is vital to hitting the right chord with your audience. Through exploration and ideation I was able to design a logo for Capricorn that captures the minimal, whimsical and mysti-

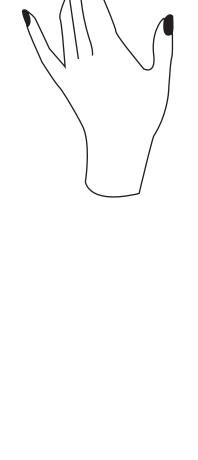
Logo Creation

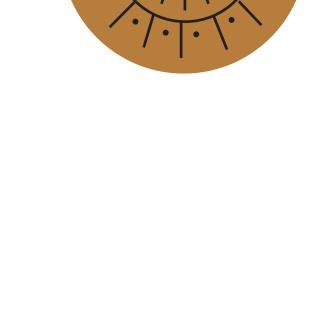
cal essence of the brand while maintaining a simple elegance. The primary logo of the brand is made up of three simple shapes: the letter 'C', the half moon shape, and a diamond. These shapes are inspired by common motifs found in tarot cards and are repeated throughout the rest of the branding.







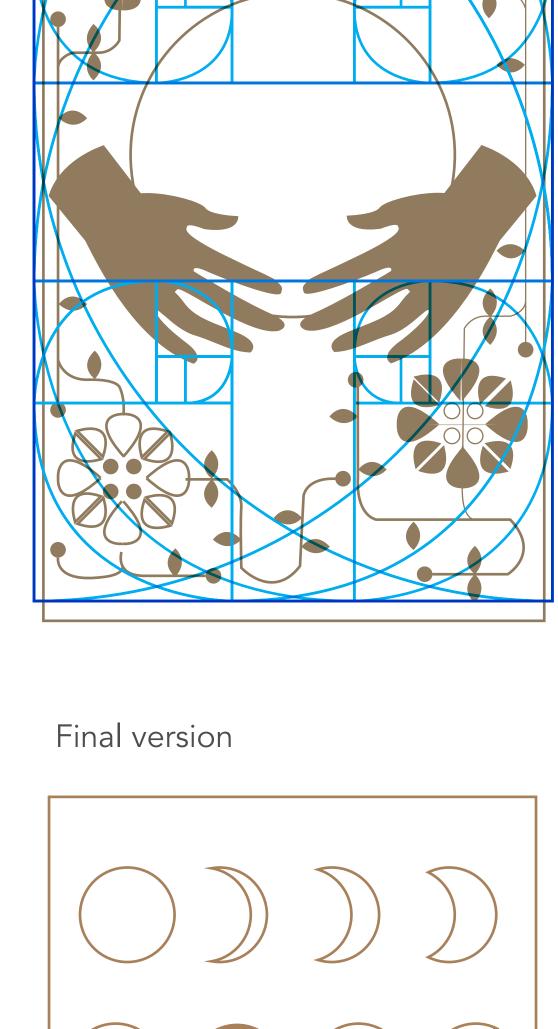


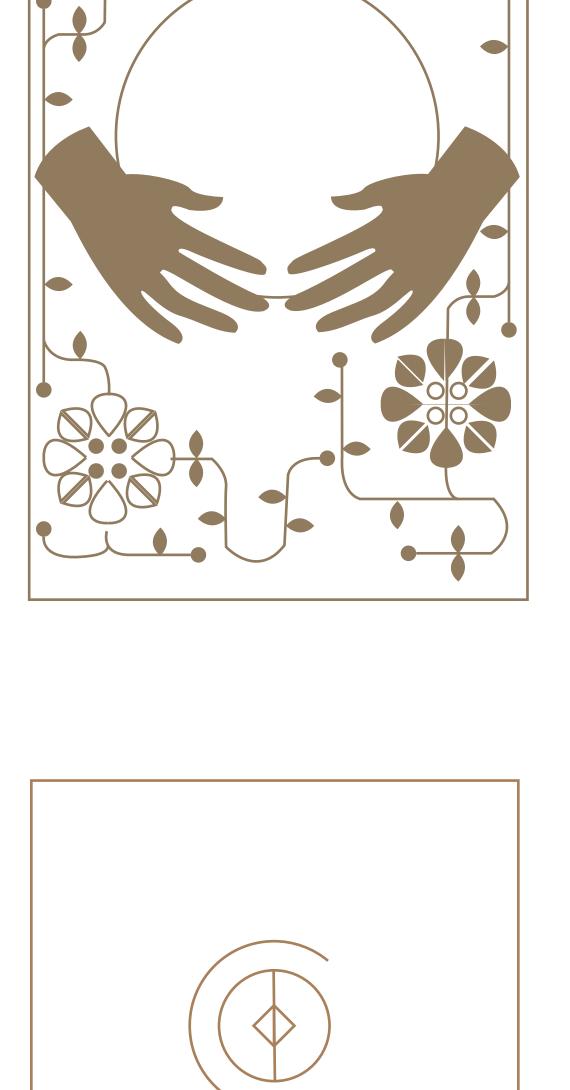


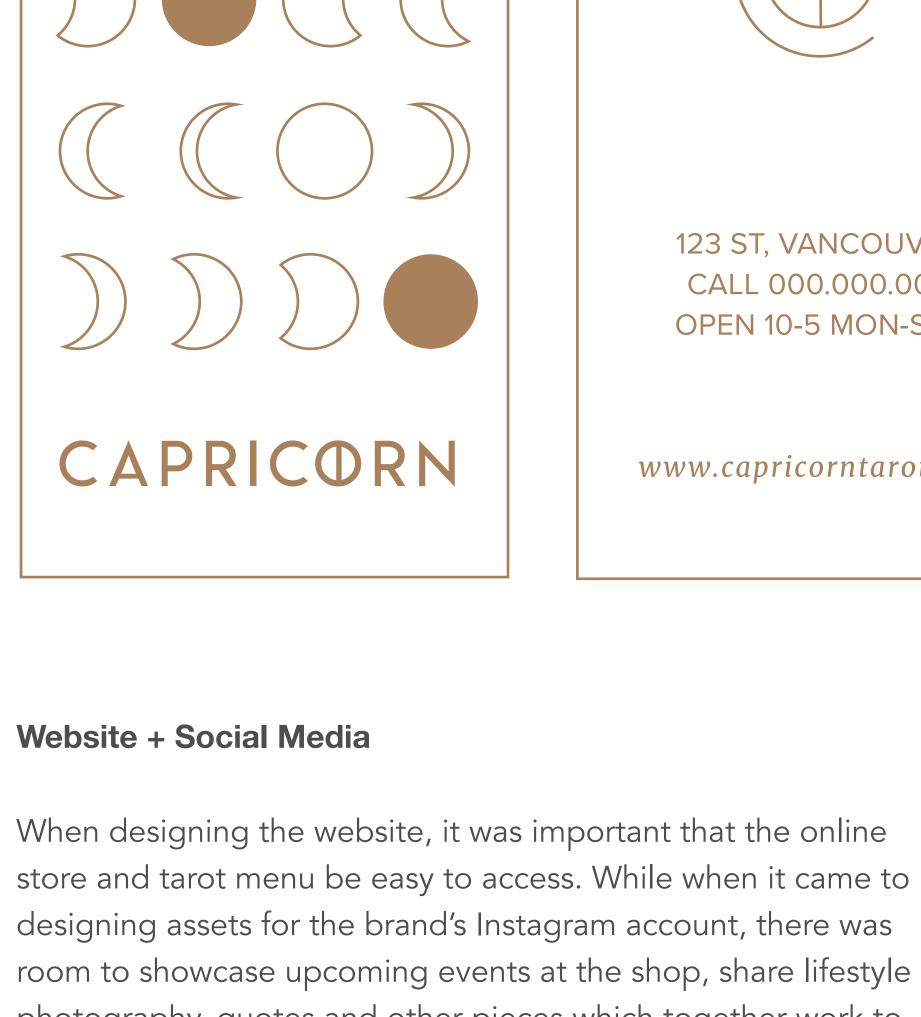


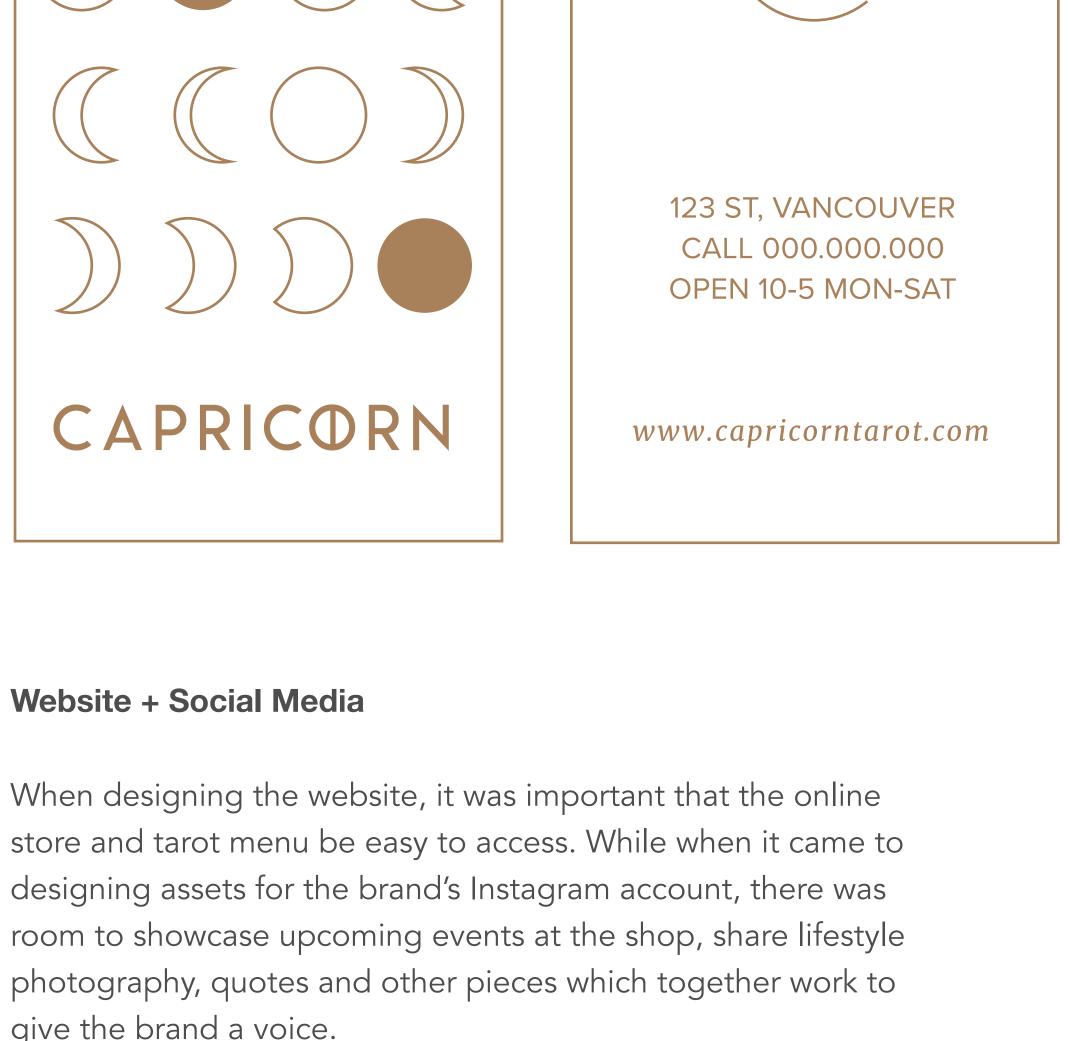
Business Card

Initial version

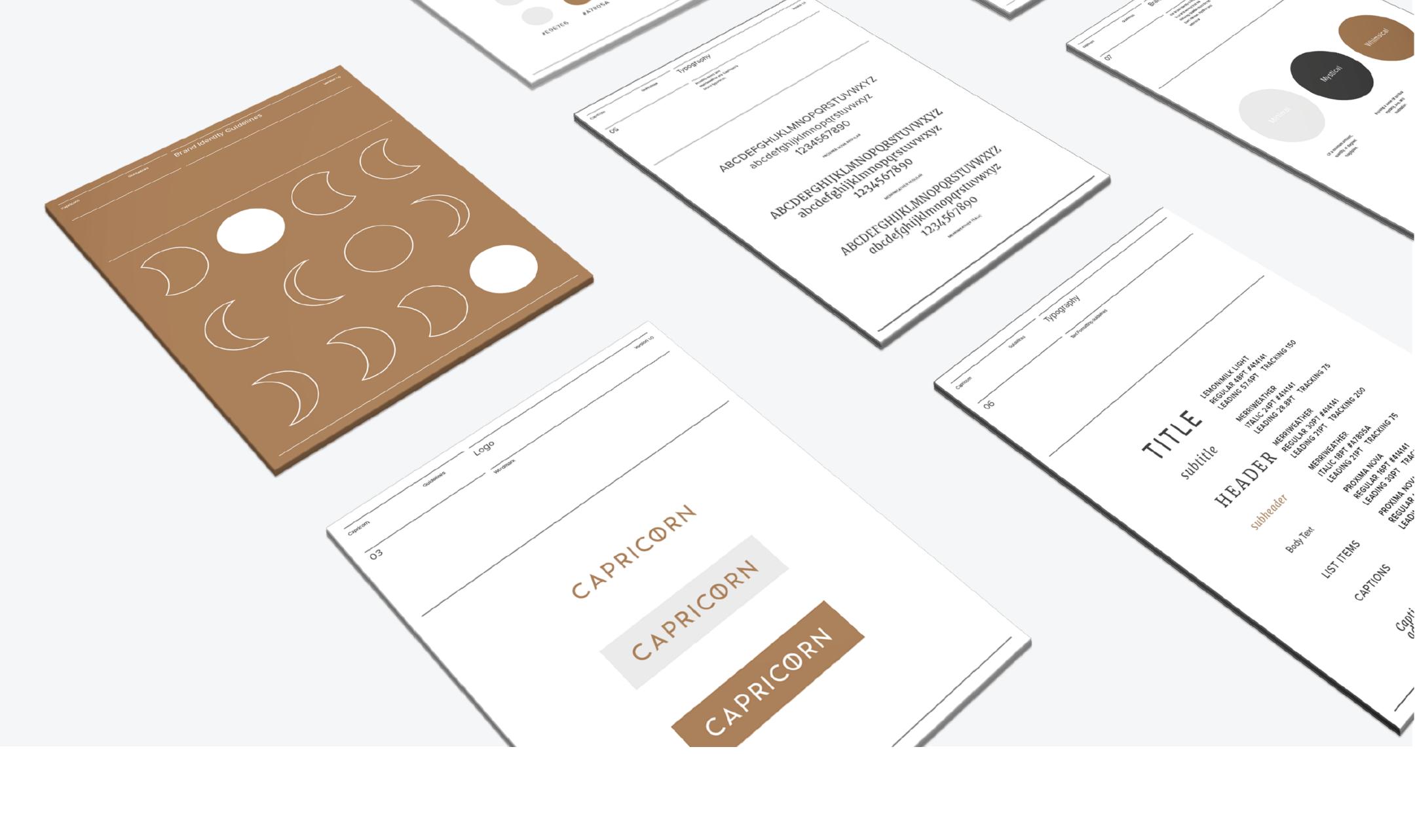








give the brand a voice.



What I learned

Through this process I learned that color is a powerful component

of identity. It is often the first perceived attribute of a brand and creates an undeniable first impression.

Tools used Adobe Illustrator, Adobe Photoshop