WP
Imagining and Creating

About

Hello, I'm Wilmer Perez, as a graphic & web designer, I understand the importance of presenting work that is not only visually appealing but also communicates effectively. This guide serves as a resource to help you achieve that balance, whether you're designing for print, digital, or branding projects.

Inside, you'll find a comprehensive approach to how i designed my logo, with insights on typography, color theory, layout strategies, and visual alignment. Each element has been carefully considered to foster consistency while allowing room for creativity to shine.

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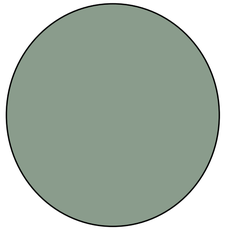
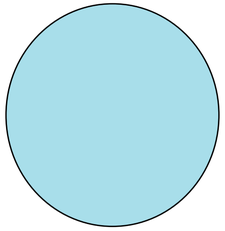
Color pallete



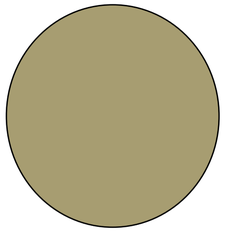
Green- Used for name and logo

RGB Hex #8a9c8c



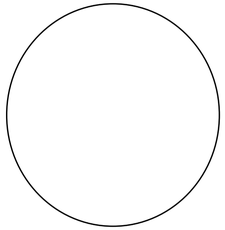
Blue-Used for background

RGB Hex #a8deea



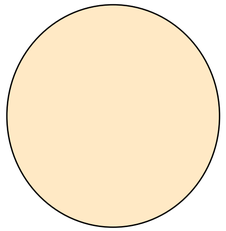
Brown-Used for second header

RGB Hex #a79d71



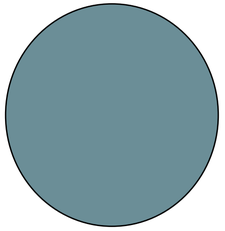
White-Highlight

RGB Hex #ffffff



Peach-used for background

RGB Hex #ffe9c5



Dark Blue-Used as a background

RGB Hex #6b8e97

Ty

Typography

Font-Cormorant Garamond

1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Font Size:35

used for context, and paragraphs

Font-Josefin Sans

1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Font Size:35
Used for headers, and for additional information

Font-Harlow Solid

1 2 3 4 5 67890

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

font Size:35

Used for Title