

Samarskaya // Freelance Branding

Dearest 2x4,

It has come to my recent attention that 2x4 is looking for freelance branding experts to tackle some of the extra work that's been flowing through the firm. With eight years experience and a refined sensibility for identity, concept, execution, type, and lettering, I would love the privilege of being involved. I've enclosed some samples of recent projects for you to peruse at at your convenience. Hopefully my skills are a fit with what you're looking for and we can discuss further arrangements imminently.

Best Regards,
Ksenya Samarskaya



Mio Tokida, Jewelry & Metalsmithing

Mio approached me looking for a promotional business card for a new line of her jewelry, which is composed of thin delicate metal threads hooked and looped together to form a decorative yet restrained chain. In talking over the design with her, I got excited about the possibility of having the card be an inverse of her final product, as if the chains could've been gathered from the missing punches of the card. Custom script lettering for the perforation was then designed in a way that brought a sense of delicacy and refinement to the branding.

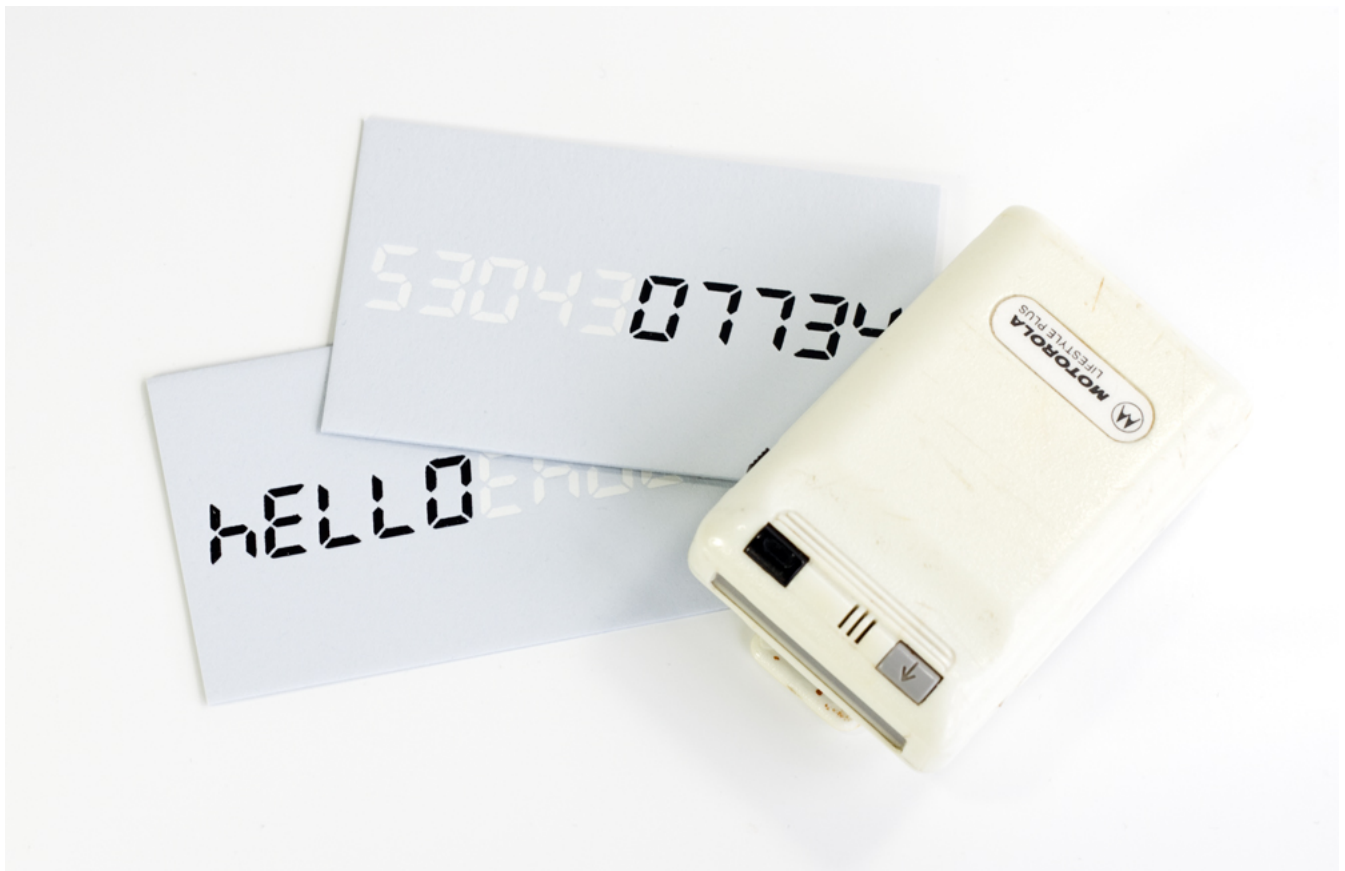
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I Ruv Ru, Design Playspace

I Ruv Ru is the creative playspace and upcoming portfolio of an enigmatic Russophile & graphic designer. Primarily residing online, the founder of I Ruv Ru was nevertheless interested in a brand and a card that could pique the interest of those he meets. The lettering solution we chose was thick brush script lettering for the name, with a dot between the Ruv and the Ru to signify that it doubles as a url. For the production we wanted something with a hint of valentine, amplifying the cutesey-love theme, without toeing over the line into kitsch. I chose the thick card for its class and solemnity in a feminine pink colour of a love note. Always going for contrast when it comes with printing, the quilted texture of the card was paired under the smooth white foil-blocking of the lettering.

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'Calling Cards'

Previously having professional business cards go unused, these literal 'Calling Cards' (no other information is present) were created to be used in more informal settings. The design employed a custom seven-segment type, and a two-color printing to emphasize the hello text embedded in the numbers. Simple and unpretentious, these are easy to hand out in any situation, with an extra kick for those that remember using pager codes from the nineties.



Eighties Bangs, Video Editing

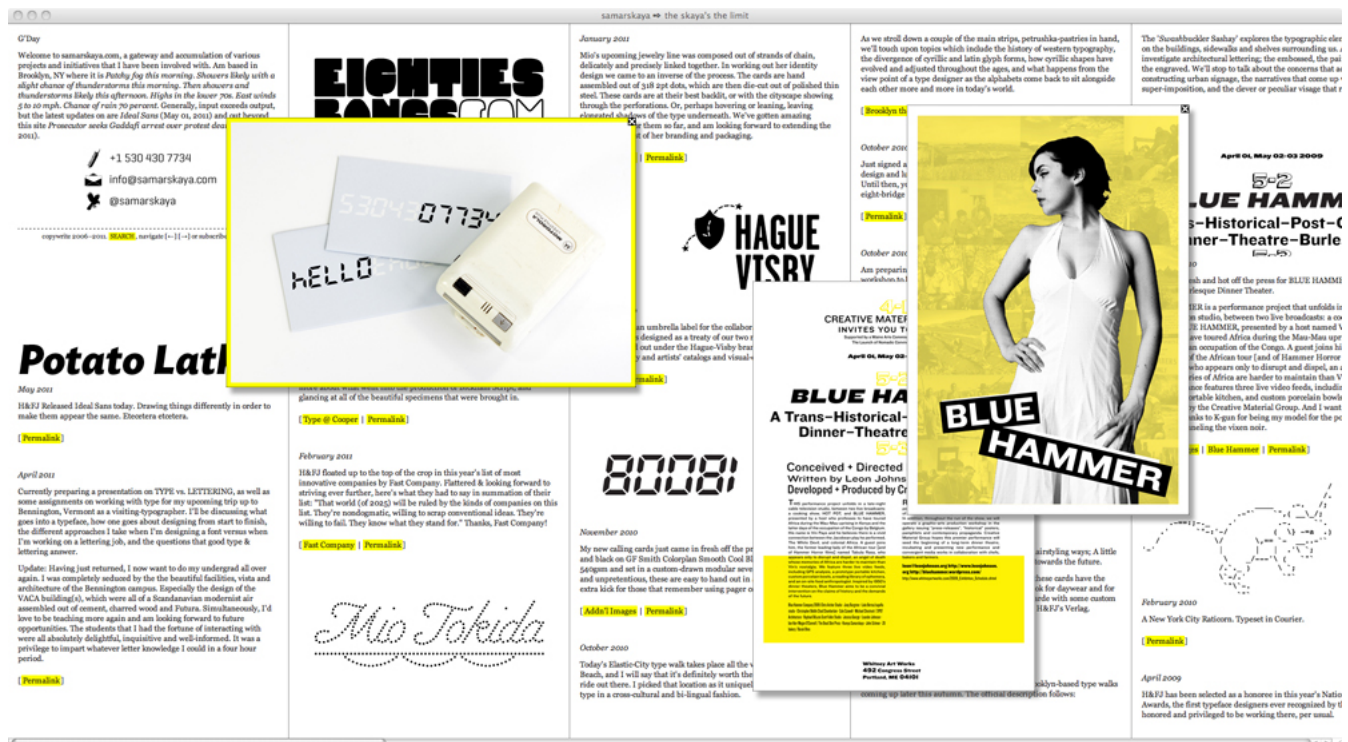
Identity for video editing & mastering unit Eighties Bangs. The objective in designing these cards was to illustrate the company name, Eighties Bangs, in a style that was true to form, reminiscent and memorable. Simultaneously it needed to remain restrained enough to be suitable and professional in contemporary settings. After sifting through type of the era, a custom fatface was designed that would resonate with the decade without aligning the firm to any one specific product of the past. In the printing, the light reflective holographic foil served the dual purpose of cueing the eighties and connoting video light emitting from a black screen. Double-sided with contact info on the back.



Pia Vivas, *Hair Styling*

Pia came to me looking for branding that matched her hairstyling ways: simultaneously seeped into mod history and future-centric space fiction. The solution utilized a modified Avant Garde with its strong geometry and apt history, adding light rays that emitted out of the lettering and bounced off the edges. Paper-wise, Pike was perfect: exemplifying the fifties focus on new materials and plastics, it was clean and crisp like her hairstyling. With reflective silver paint atop it, and the papers' inherent tendency to absorb light, the cards instantly alluded to the nighttime sky.

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Thank you so much for your time. If you're interested in seeing more, please visit my site at <http://log.samarskaya.com> or contact me directly at info@samarskaya.com, +1 (530) 430-7734.