

BRANDING PROJECT

Cayla Todes

TYPE SPECIFICATIONS

Main Logo:

Hand drawn using Adobe
Illustrator

Business Card

Typeface: Skia
Weight: Bold
Size: 12

Typeface: Avenir
Weight: Medium
Size: 8

Letterhead

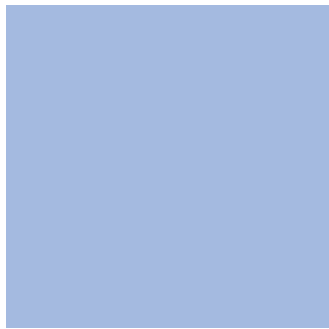
Typeface: Avenir
Weight: Black
Size: 13

Envelope

Typeface: Skia
Weight: Bold
Size: 14

Typeface: Avenir
Weight: Book
Size: 12

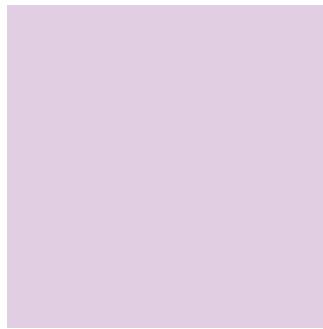
COLOR SPECIFICATIONS



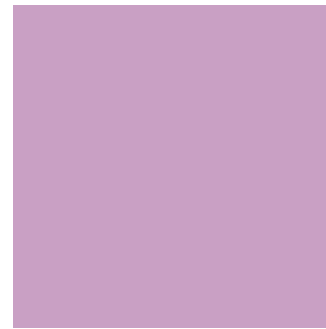
HEX: a4b9e0
CMYK: 34, 20, 0, 0
RGB: 165, 186, 224



HEX: 7998b7
CMYK: 54, 31, 14, 2
RGB: 121, 152, 183



HEX: e0cce1
CMYK: 10, 20, 1, 0
RGB: 224, 204, 225



HEX: c8a0c4
CMYK: 20, 40, 3, 0
RGB: 200, 160, 196



HEX: 000000
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0

SINGLE COLOR LOGO DESIGN

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BLACK AND WHITE LOGO VARIATIONS

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OTHER LOGO COLOR VARIATIONS



BUSINESS CARD



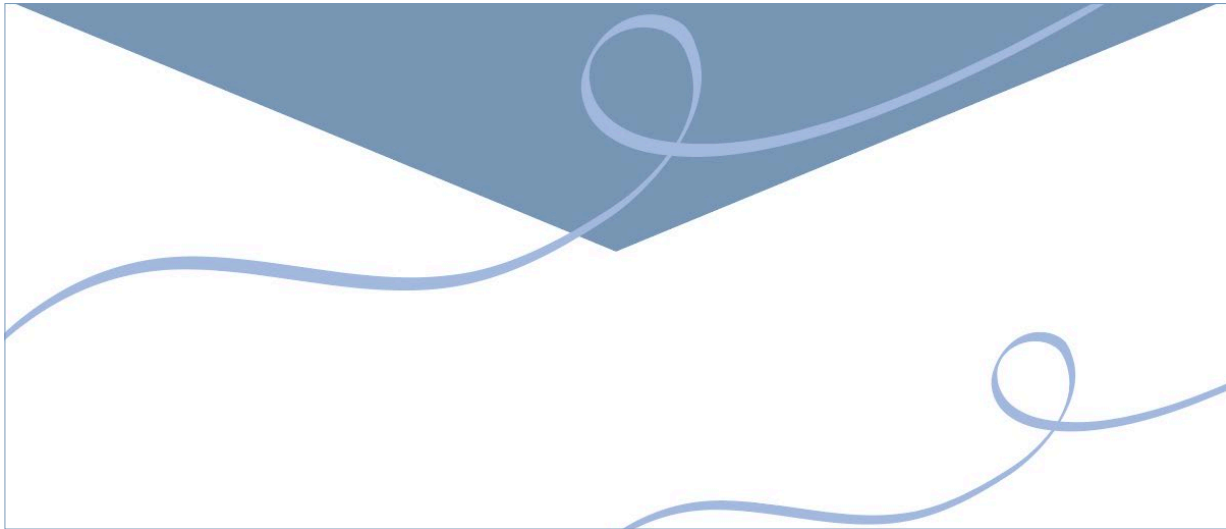
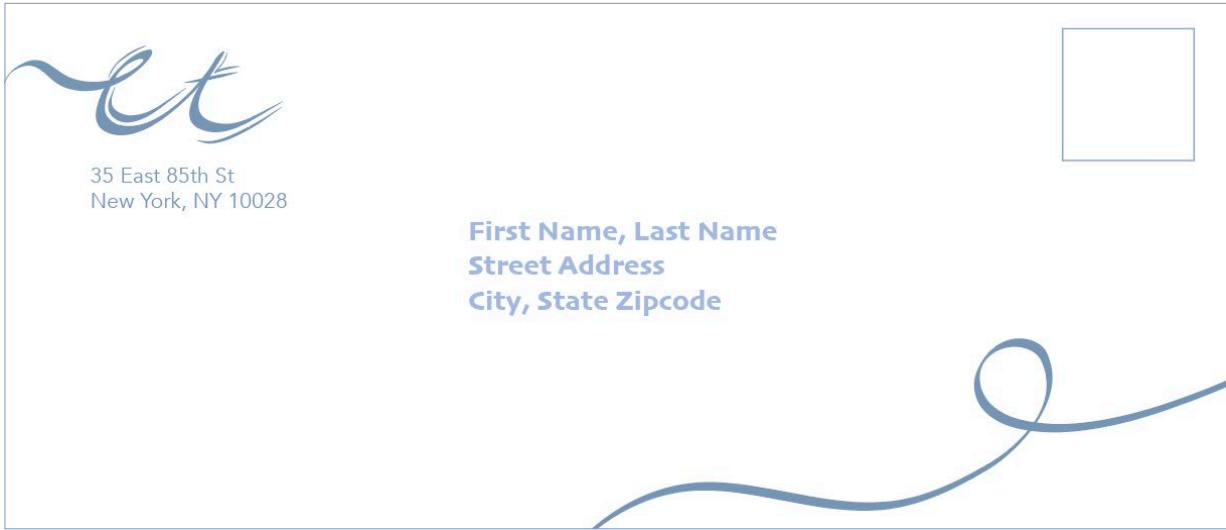
CAYLA TODES

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ENVELOPE



LETTERHEAD



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EXPLANATION

The brand I have created for my personal logo includes tones of purples, pinks, and blues. I wanted my logo and branding to have a colorful and playful look while still appearing sophisticated and minimalistic. I chose this color combination because it encompasses all of my favorite colors into one. I love the subtle warm vs. cool contrast and the relationship that these colors have. I also feel that these colors represent me well. Additionally, I chose to hand draw my logo using Illustrator on my iPad so that my logo would have some sort of personal connection to me. I loved the idea of having a handwritten logo. I also hand drew the squiggly lines that appear all throughout my project. I feel that my logo and rest of my branding portray my identity and personality well.