

Kaelan Knudtson

BRAND STANDARDS

TABLE OF CONTENTS

01	Introduction	
	Introduction	03
	Bio	04- 05
02	Inspirations	
	Brand built around this	06
	Brand Inspiration	07
	Links to other inspo brands	08
03	Logos	
	Full name and initials logos	09
	Meaning behind the logo	10
04	Color	
	Color Palette	11
	Why these colors	12
05	Font	
	My Fonts	13

Introduction

Hey Guys!! This is my brand standards. It will include my color palette and the codes for it, my mood boards, fonts, and little more of what my brand is.

-Kaelan Knudtson

Bio

Hey guys, I am Kaelan Knudtson. I'm currently a college student at Indian Hills Community College getting my degree in Interactive Media. I'm working at Jaarsma Bakery in Oskaloosa Iowa. One of my largest passions is for Dance. Others have told me that dance is my life. Well, they aren't wrong. I love dancing so much and I also love watching dance. I started dancing because I saw one of my friends dance recital and I told my mom that I wanted to do that. So the next fall my mom put me in Dance class which was in Kindergarten, I was five years old. I took a jazz, pom, tap, and ballet class. I loved it. During that fall, I tried soccer. It didn't go so well. I was told I ran away from the ball and that I only wanted to watch it verses playing it. I am glad I don't play soccer, it isn't for me at all. Enough of that soccer talk, by my Christmas dance recital I knew what I was doing and I got really good. My parents recorded my dance and looking back at it I killed it. I was the best one in my group.

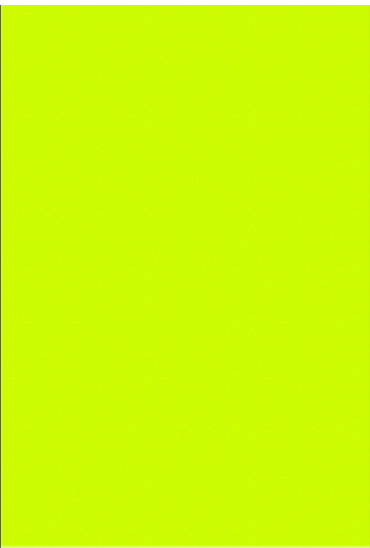
So around two years later my parents noticed that I was getting really shy and quiet. Then I had to get a bunch of tests taken to figure out what was wrong with me. With all of those tests I was diagnosed with Selective Mutism and high anxiety. But through this time I was dancing. Dance is how I talk. When I dance everything goes away and I have a huge personality when I dance. Dance has saved me through everything I have been through in my life. After being diagnosed I was on medicine to help my anxiety but it didn't work for me, but it was working for my brother. I was frustrated because my parents were always talking how my brother was making so much progress and I wasn't. So many years later we tried again and we found a medicine that worked for me and I can tell I'm making so much progress. I also engaged in wrestling cheer throughout high school. When cheering, it has taught me to be a leader for the team. I have met my best friends through dance, school, and cheer.

Bio (continued)

I always love being around my friends. They truly are the best and I love all of my friends. I recently (May 2024) had to stop dancing due to a hip injury. In September, I had to get hip surgery to get rid of the pain I was feeling from dancing for 13 years. But not dancing I needed a way to let my creativity out. My senior year I found the Interactive Media Program and it was just meant for me. I love social media and learning more about it and I love taking photos. So far two months into my recovery journey I already have ditched the hip brace and crutches. But, it was a lot of resting, icing, and relying on my friends and family to help build my confidence back up and telling me I'm doing amazing. If you want a quick recovery just listen to your doctors because they know what they are doing.

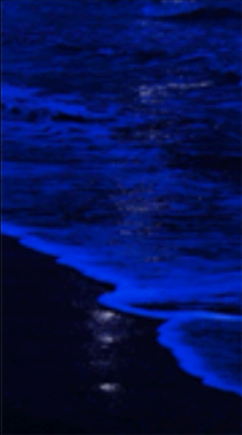
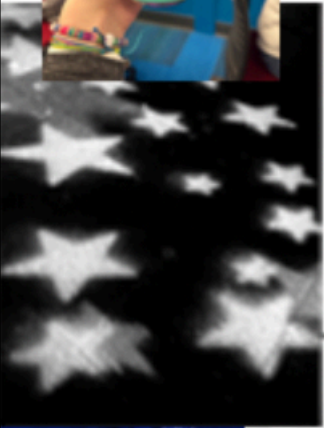
In 2017, my family we went to Texas over spring break to see my great grandma. I would describe that trip was very bright. During that time was when I started to love the color yellow. The sun was out every day and I was outside swimming in the middle of march. If you were to ask my friends and family what colors describe me they would most definitely say that I am a very bright person. I love really bright colorful colors. For example, I love the color neon yellow/yellow in general. I also love putting a smile on someones face. From my goofy personality or through dancing. With loving bright colors it made me start to love coloring. I would also describe myself as being really good at being collaborative. I can get a long with anyone I need to. I am also really good listener if you ever need someone to talk to I will always listen. You are always wanted in this world and you are so loved. Since that trip in 2017 it has made me want to travel the world doing what I love most. I have recently started to think what I wanted to do with my life after college. As if right now I want to join the staff of a dance competition and run their social media pages. I would get to travel and do two things I love social media and dance. I would still be around my biggest passion, Dance.

I also have so much loves in my life, I love summer, I love my three cats, I love being in comfy clothes, I love the movie Cinderella and Parent Trap, I am also seen under warm blankets no matter what the weather is. I also have a love for energy drinks. Everyday I have to have one. I do have many dislikes, I absolutely hate shots and needles. If you start talking about them I will be close to passing out. So don't talk about them. I also hate veins they gross me out. I also hate learning about the human body and it grosses me out. I also am a very picky eater. But oh well I know what I like.



Neon Yellow

HEX #CFFF04
RGB rgb(207, 255, 4)
HSL hsl(71, 100%, 21%)





Other Brands Inspo

<https://www.fusionmovement.org/blog/1457/you-are-beautiful-you-are-loved>

I would consider this blog as inspiration for my brand. I would love to be someones light for the day.

<https://tigerfriday.com/>

This brand is a dance wear brand and their designs are very unique and they include a bunch of fun and bright colors. It also is about dance but anyone can wear their products

<https://podcasts.apple.com/us/podcast/leave-it-on-the-dance-floor/id1693326930>

She talks about all things about dance. Like how she produced stars in the Dance Community. She also talks about her show Dance Moms and the behind the scenes of it.

KAEELAN

Raesi Knudtson

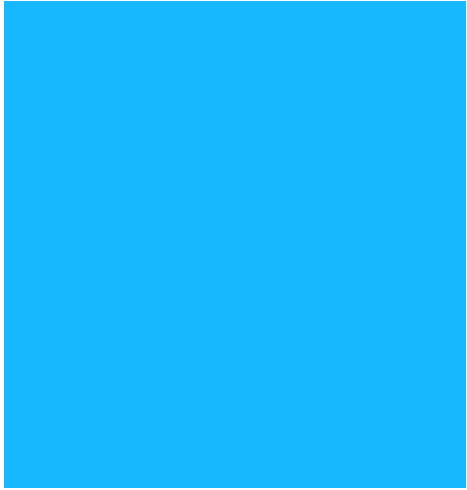


Meaning behind my logos:

My first logo that you see is my full name. I really wanted to show off my middle name because it is very different and no one ever hears it. I also love the font I chose for my name Kaelan. It was really hard to find something I liked to show off my name. I went on Pinterest to look for inspo I found one that I liked and I made it my own.

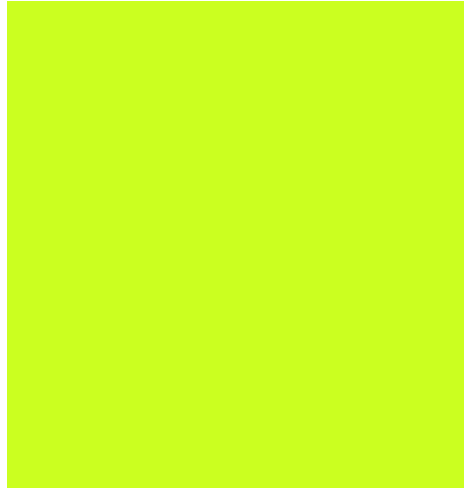
My second logo is my initials. KK, for Kaelan Knudtson. I always have loved the brands like FedEx and how there's a hidden meaning in it so I wanted to create something like that. So the blue K is for my first name then the shadow of that K is my last name.

PRIMARY COLORS



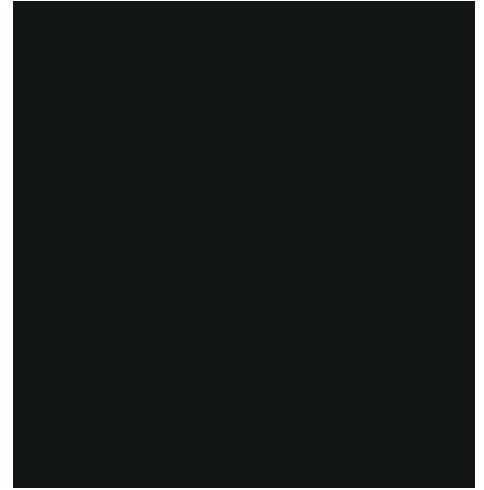
Deep Sky Blue

#18B8FF



Highlighter Shorts

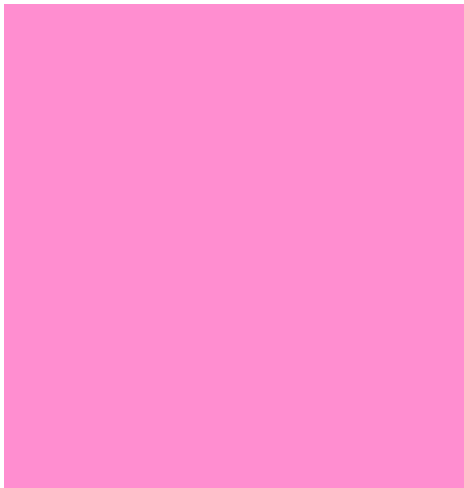
#CBFF20



Midnights

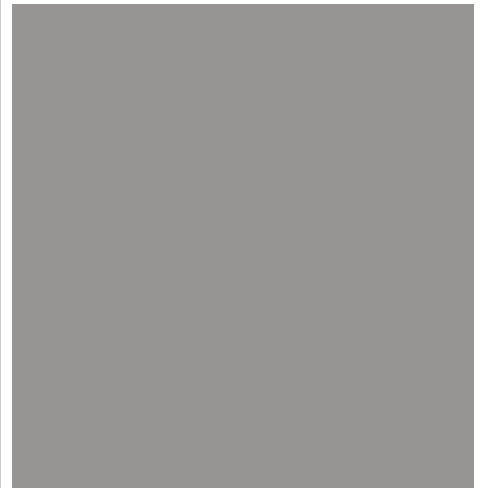
#131515

SECONDARY COLORS



Bubble Gum

#FF8ED0



Silver

#979494

Why These Colors?

I would describe my color palette as something that is every bright and fun. I am constantly drawn to the bright neon colors. They just appeal to my eye really well. They also look really good on me, with my tan skin and dark brown hair. I would say that blue really describes my personality I am a very chill and cool person. Meanwhile the bright yellow also matches my personality, it shows how I always love putting a smile on peoples faces and how much I love the sun and the summer weather. Then the pink just looks good with the other colors and I also am wearing a little bit of pink, Pink also looks good on me. Then the midnight black is a shade of black. Black just looks good with everything. I chose the silver grey because if you ever look at me I am always wearing sometime of silver jewelry. It just also looks good one me.

Fonts

Name of Font

What for?

Bold Ink

Headings

Montserrat Light

Body

Genty Sans

Sub heading

SUNDAY

LOGO FONT

Bright Sunshine

Logo Font