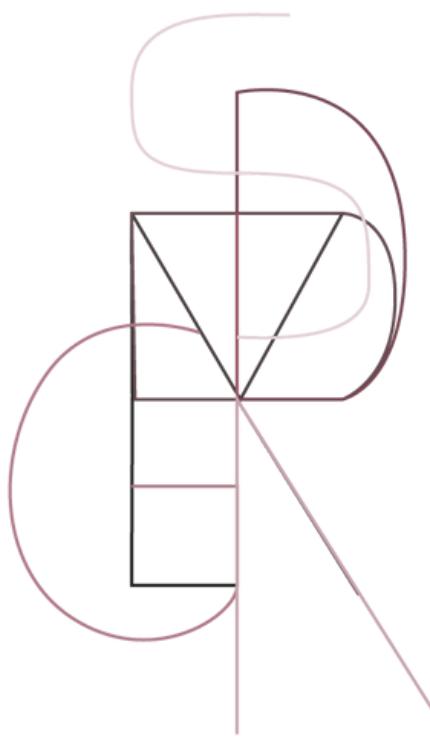
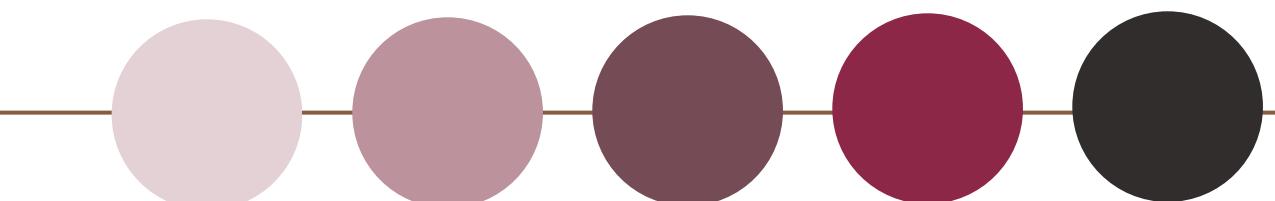


# **Elizabeth Vazquez Ricciardi**

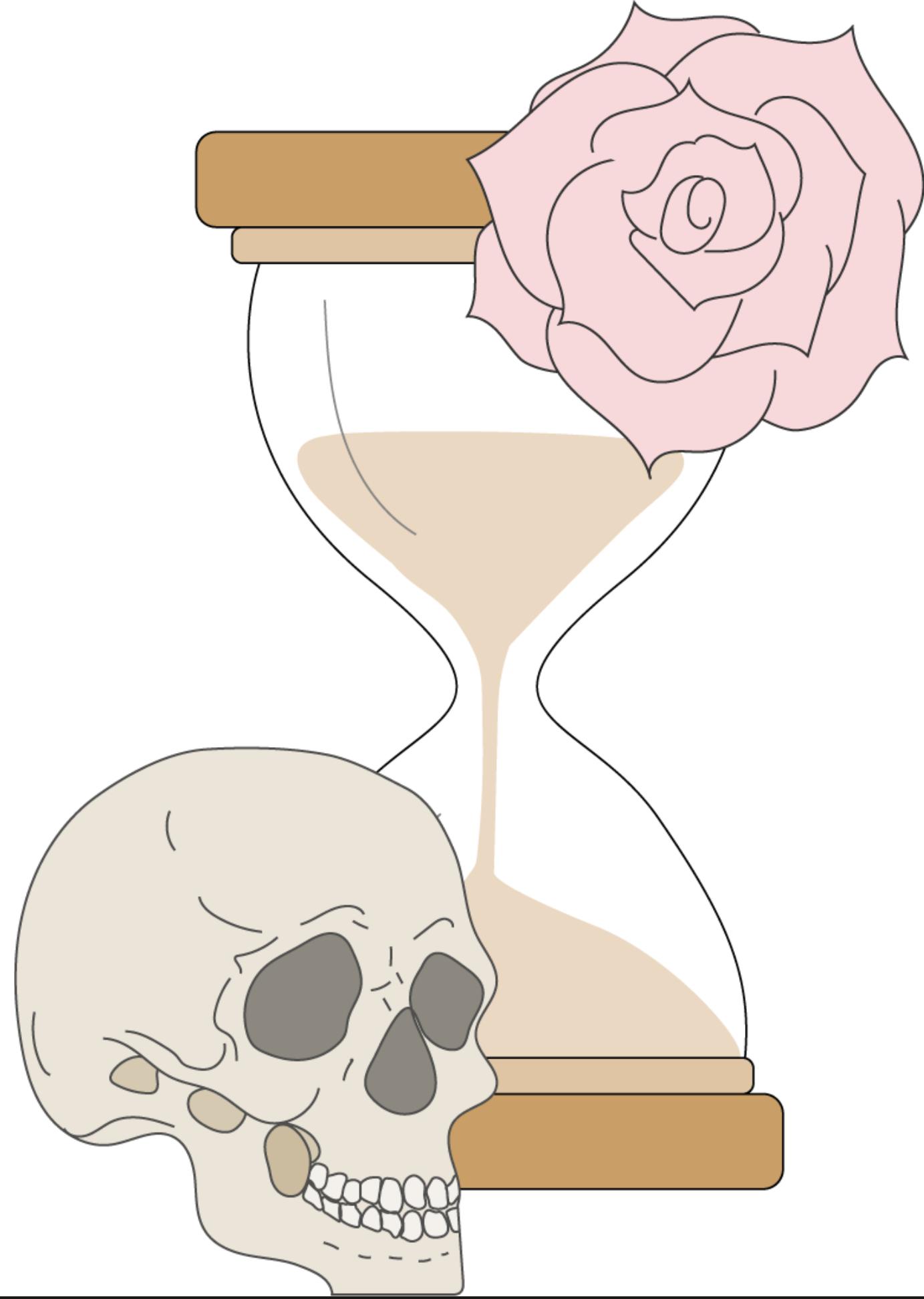
Visual identity of my personal brand



**EVRDESIGN**

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# Introduction

Hi!

I'm Elizabeth, lover of the artistic and the different, this is how I would describe myself if someone asked me for a single phrase, but I'm also a citizen of the world, as my friends would say.

I'm studying graphic design and multimedia but I have a background in fashion that has helped me visualize, and incorporate another creative current and movement to inspire my design.



# Vision

Inventing stories, creating new possibilities and increasing people's missions through art and design. It's not only a passion, but also my professional con in this adventure I am committed 100% to grow not only artistically professionally but also personally

# Mission

I want to be able to make people's vision to come to life by creating new possibilities and their visions, but also in mine, and doing it all in the digital and off-line area by combining art and design into one thing by sending a message of creativity, and thinking outside the box

# Our Values

**01**

**honest**

I believe honesty is the beginning of a very good relationship not only in our personal life but also in the professional area

**02**

**hard working**

My parents are true believers of hard work and perfection and they transfer that into myself and my sisters.  
When you put hard work and passion into anything the result can only be exceptional

**03**

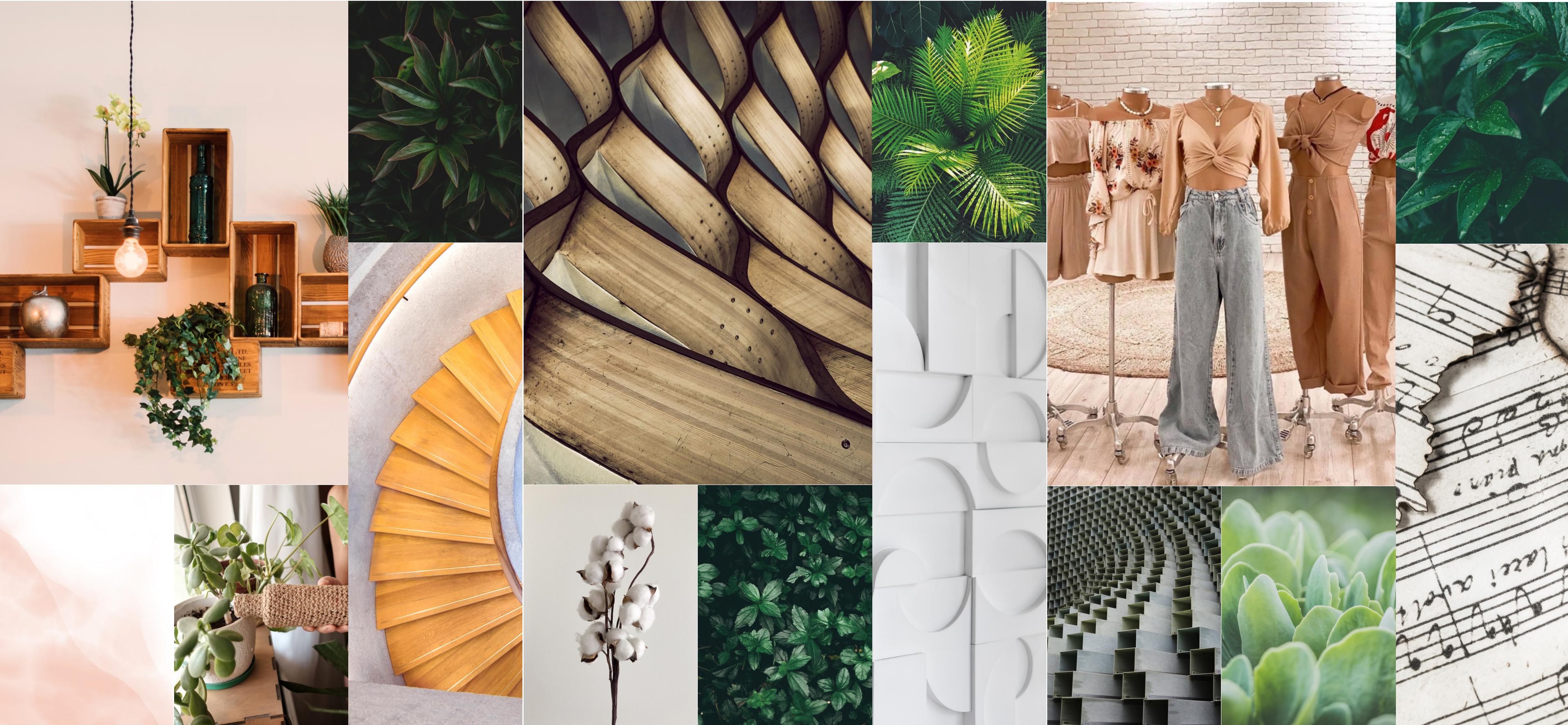
**creative**

Creativity is the best way of expressing myself It's the moment where my brain stops thinking and starts creating

# Moodboard

It expresses both of my passions, fashion design and graphic design and how I want my brand to feel.

I want to help the environment, be sustainable and express creativity to everyone, with the help of the boho minimalist design



# Typography

The typography that we chose it because it has a unique minimalistic and simple style, which we would like to use and everything

## Principal

Montserrat

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

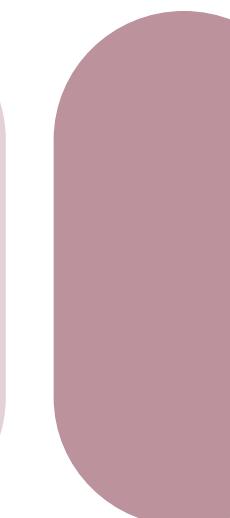
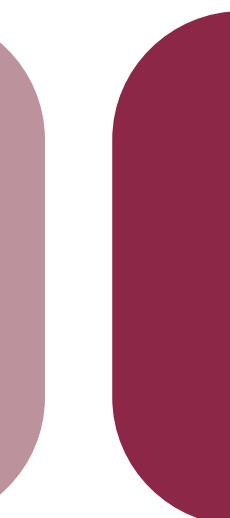
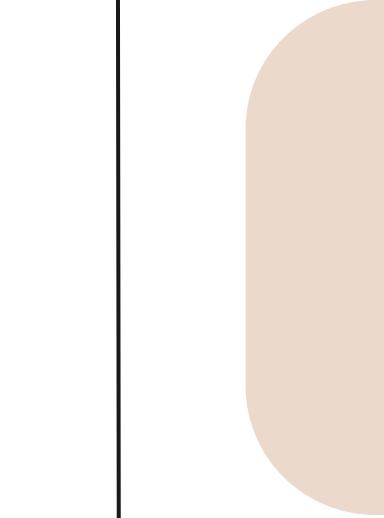
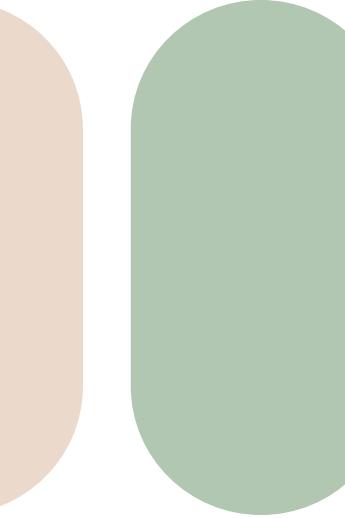
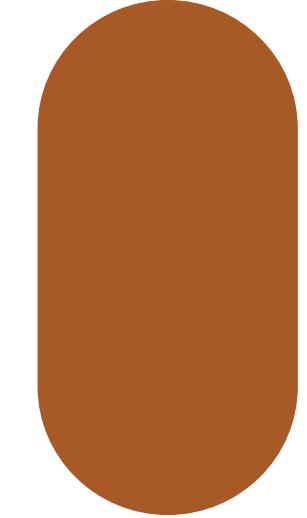
## Secundaria

Lekton

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

# Color Pallet

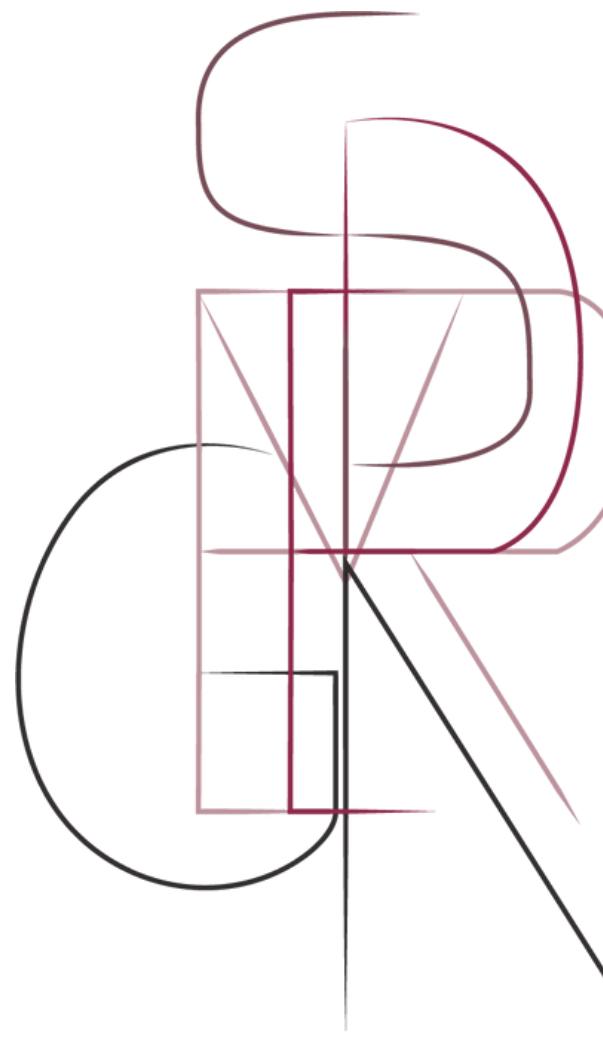
The color pallets that we have our regular color palette with everything that we used and also are sustainability color palette, which we would usually do things to help the environment

Principal	Secundaria
 #bc929c  #e3d1d5  #8d2748  #754b55  #312d2d	 #b2c7b2  #ebd9cc  #475745  #e49d50  #a75926

# Logotype

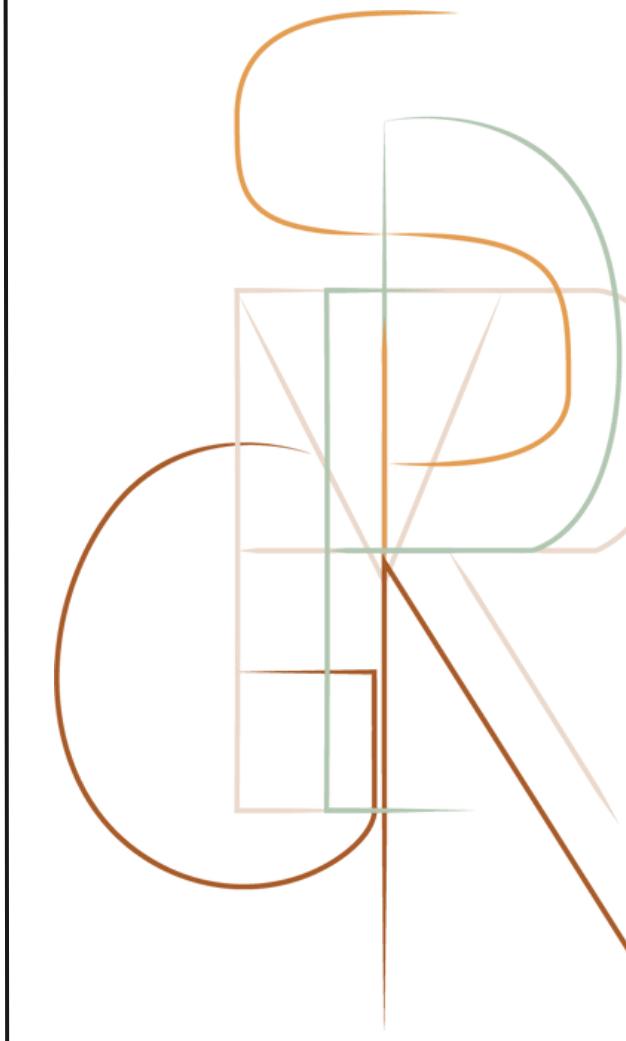
We have the primary logo that we will use for everything and our secondary logo, which is for sustainability but with this design we want it to have a minimalistic and statically pleasing logo

## Principal



EVRDESIGN

## Secundaria



EVRDESIGN

# My projects

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris convallis iaculis nisl. Pellentesque eget porta dui. Aliquam erat volutpat. Morbi ultrices urna ac diam dignissim posuere. Vestibulum bibendum rutrum neque auctor mattis.

## 15 ASK STUPID QUESTIONS



Bruce  
Mau's  
Incomplete  
Manifesto  
For Growth

Growth is fueled by desire and innocence.

Assess the answer, not the question

Imagine learning throughout your life at the rate of an infant.



Bruce  
Mau's  
Incomplete  
Manifesto  
For Growth

Strange things happen when you've gone

too far, been up too long, worked too hard, and

you're separated from the rest of the world

## 18 STAY UP LATE

## 29 THINK WITH YOUR MIND

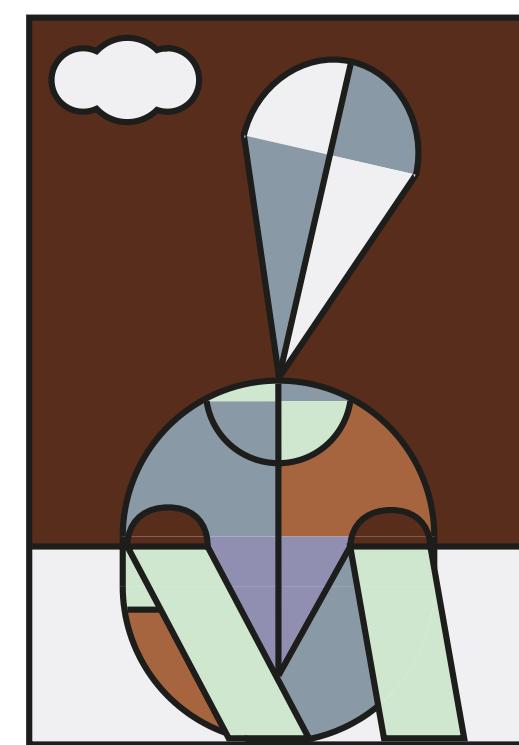
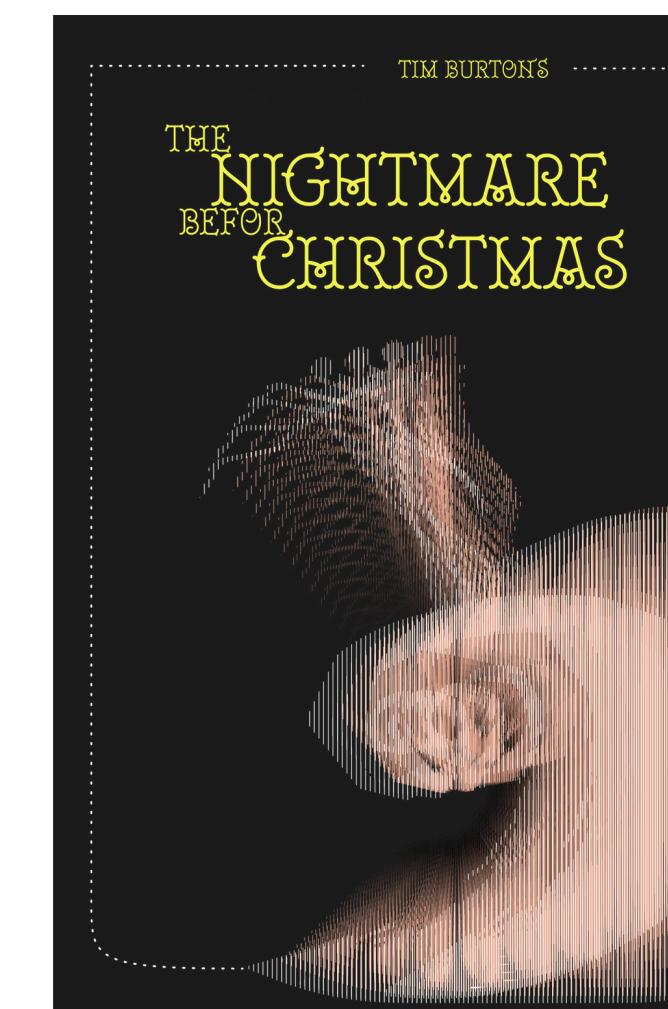
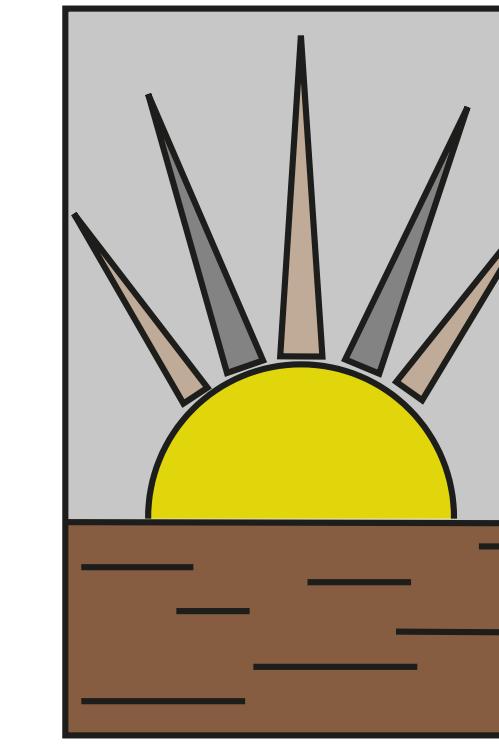
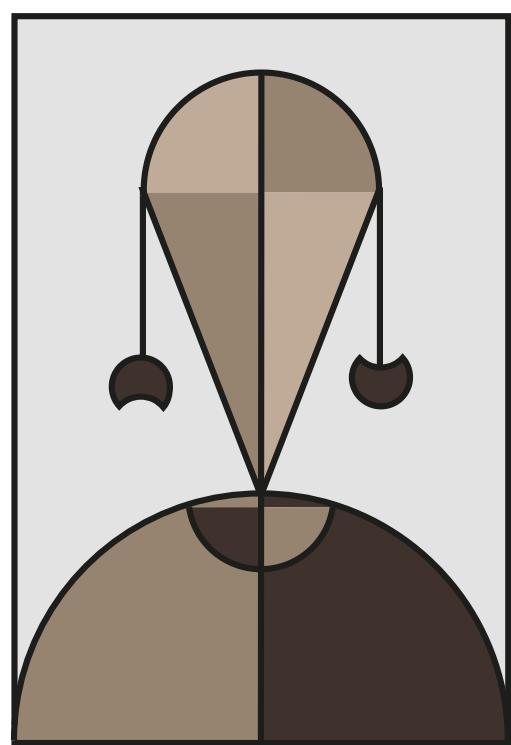
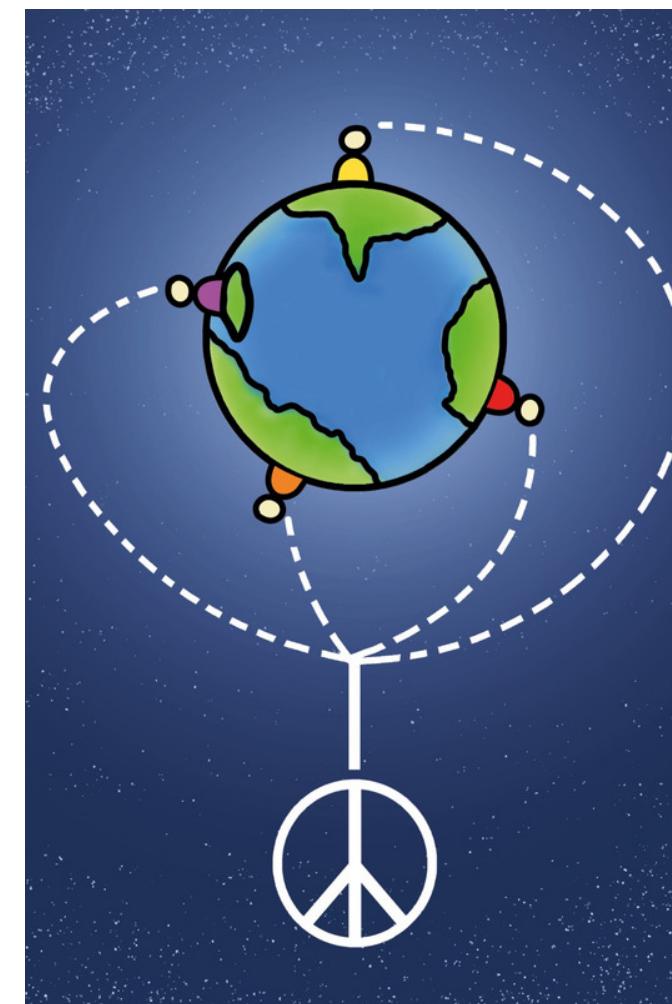
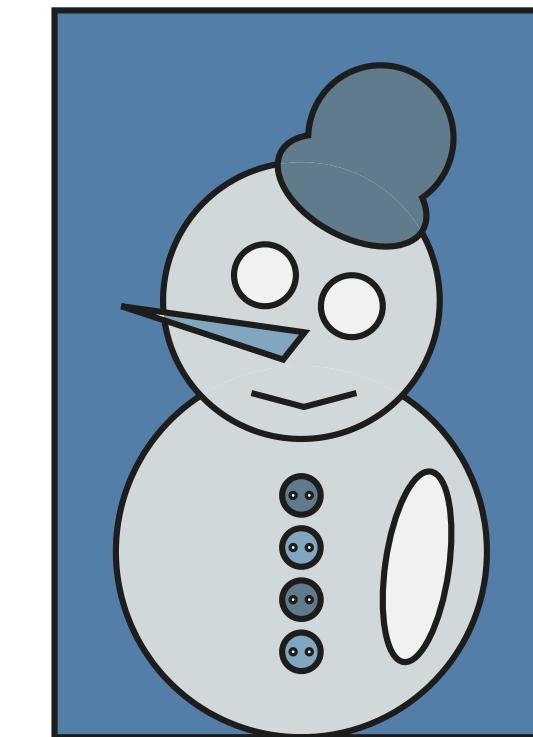
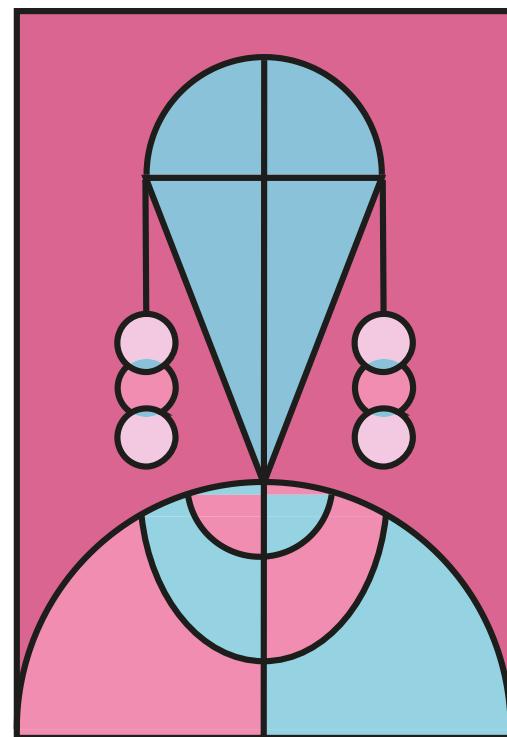


Bruce  
Mau's  
Incomplete  
Manifesto  
For Growth

Forget technology.

Creativity is not

device-dependent





# Contact

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