

GROUP 5

Coralie , Arthur, Fabiana, Nhat

DATE

22/03/2023

NATHALIE SILVERENTAND

PAINTING THE WORLD IN HUES OF PASSION, CURIOSITY, AND
BOUNLESS IMAGINATION.



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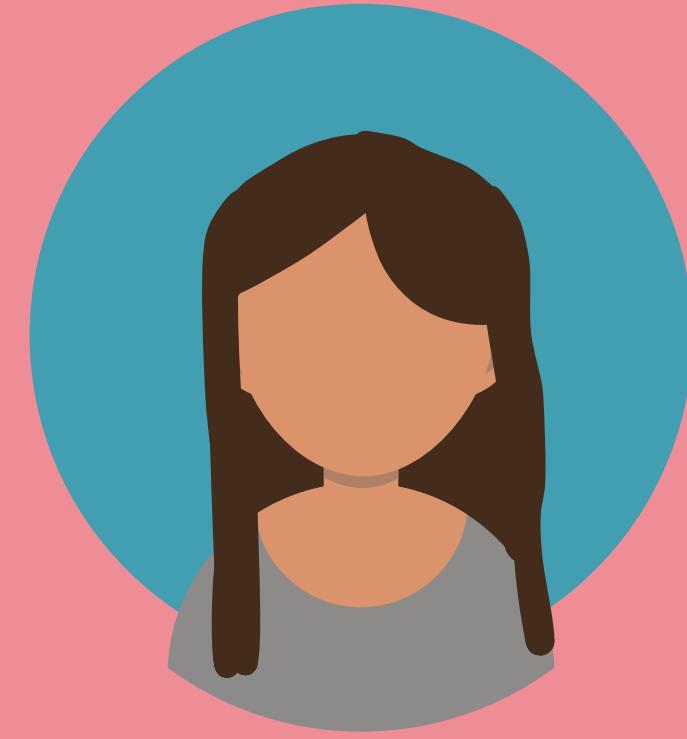
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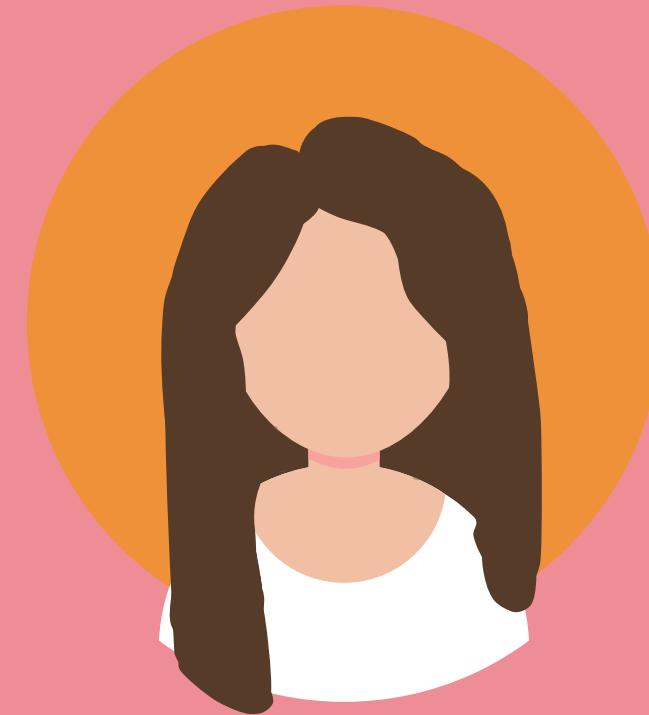
OUR TEAM



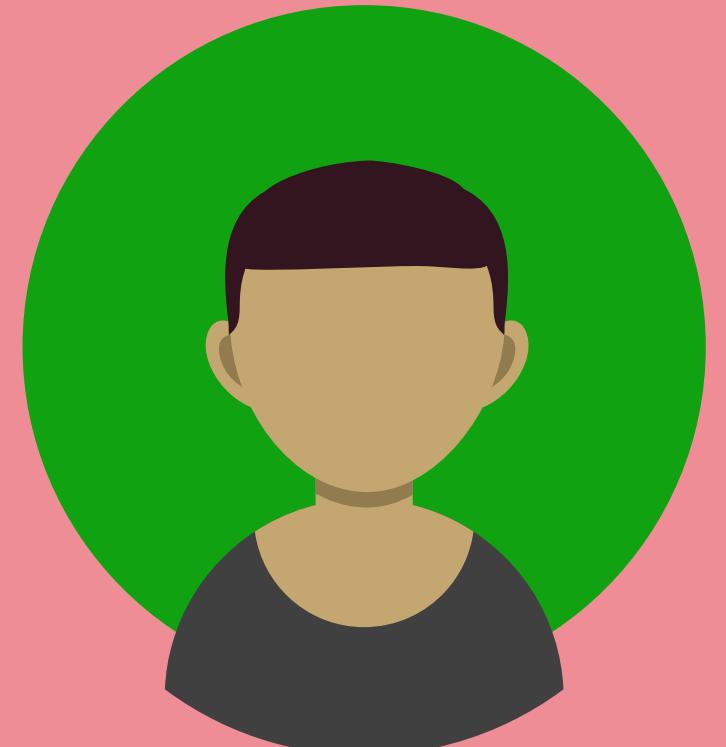
CORALIE ERASMUS



ARTHUR CAÑAS-LOPEZ



FABIANA BARRIOS-PEÑA



NHAT LE

PROJECT INTRODUCTION

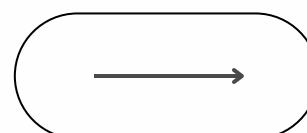
We were given the task to help Mrs. Nathalie Silverentand-Houben with creating a brand. She wants to take her lifelong passion and turn it into a business so she can pursue it full-time.



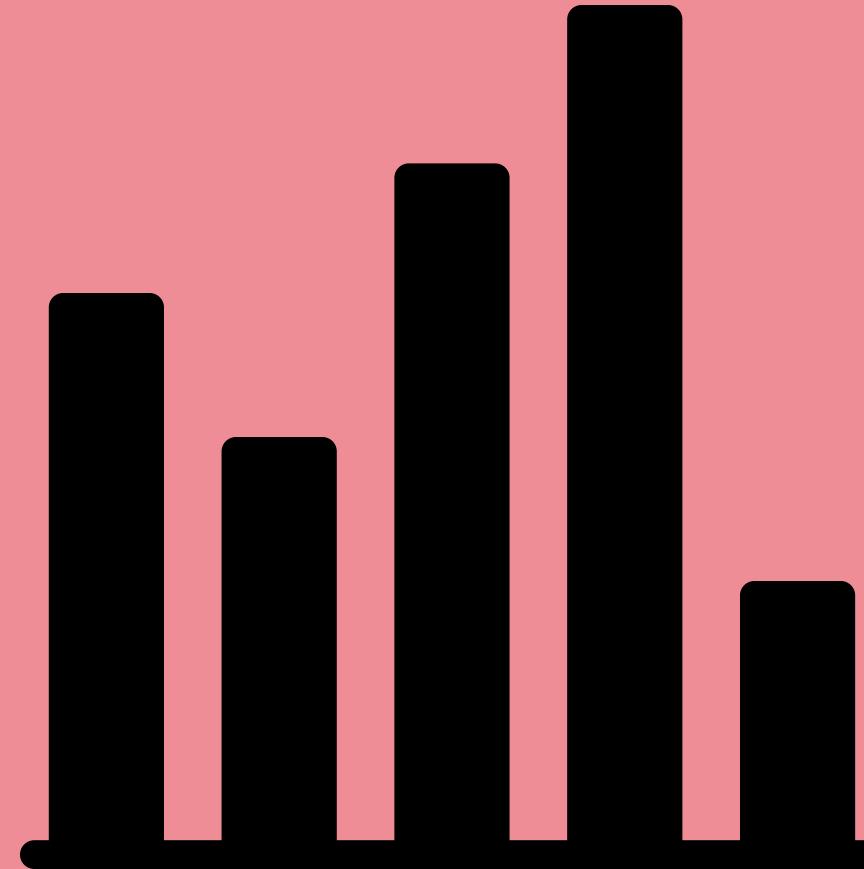
INTERVIEWS

We asked the following questions:

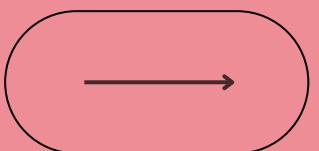
1. Do you like art? look at art frequently?
2. What kind of art attracts you?
3. Where do you go to find art like this (social media, museums, art galleries)
4. What do you think about the name Nathalie Schildert?
5. Where do you think about her art and where do you think it would belong(homes, art galleries)
6. Would you be interested in her art, she also does commisions
7. How much would you spend on art?
8. Comparing Instagram's (how could she improve her Instagram
9. How do you feel about a portfolio for a painter? or just use social media and and third party app to sell the paintings to Etsy?



MOST COMMON RESPONSES



1. Combination of Yes and No, majority awnsered yes they like art but they dont look at it frequently
2. Most awnsered something along the lines of "Modern art" or "Colorful art"
3. Most said Museums or Galleries
4. "Its sounds very dutch" or "Its simple"
5. Most awnsered "Waiting rooms" or "In houses"
6. Most said "Maybe for a gift" or "Yes"
7. Most people that awnsered they like art said "Max. 200"
8. In comparison to a competitors Instagram most awnsered that they preffer the competitors cause of "Consistant or Reacurring theme"
9. Most awnsered "It would be more professional" or "Just an Instagram is fine"



Concluding our research from the interviews

Key Demographics

- Age: 24-38
- Gender: 60% Female, 40% male

Challenges

- Spending more than 200 euros on art
- Finding art that they actually like



Preferred content types

- Image sharing social Media
- Museums
- street art/ Murals
- Art Fairs

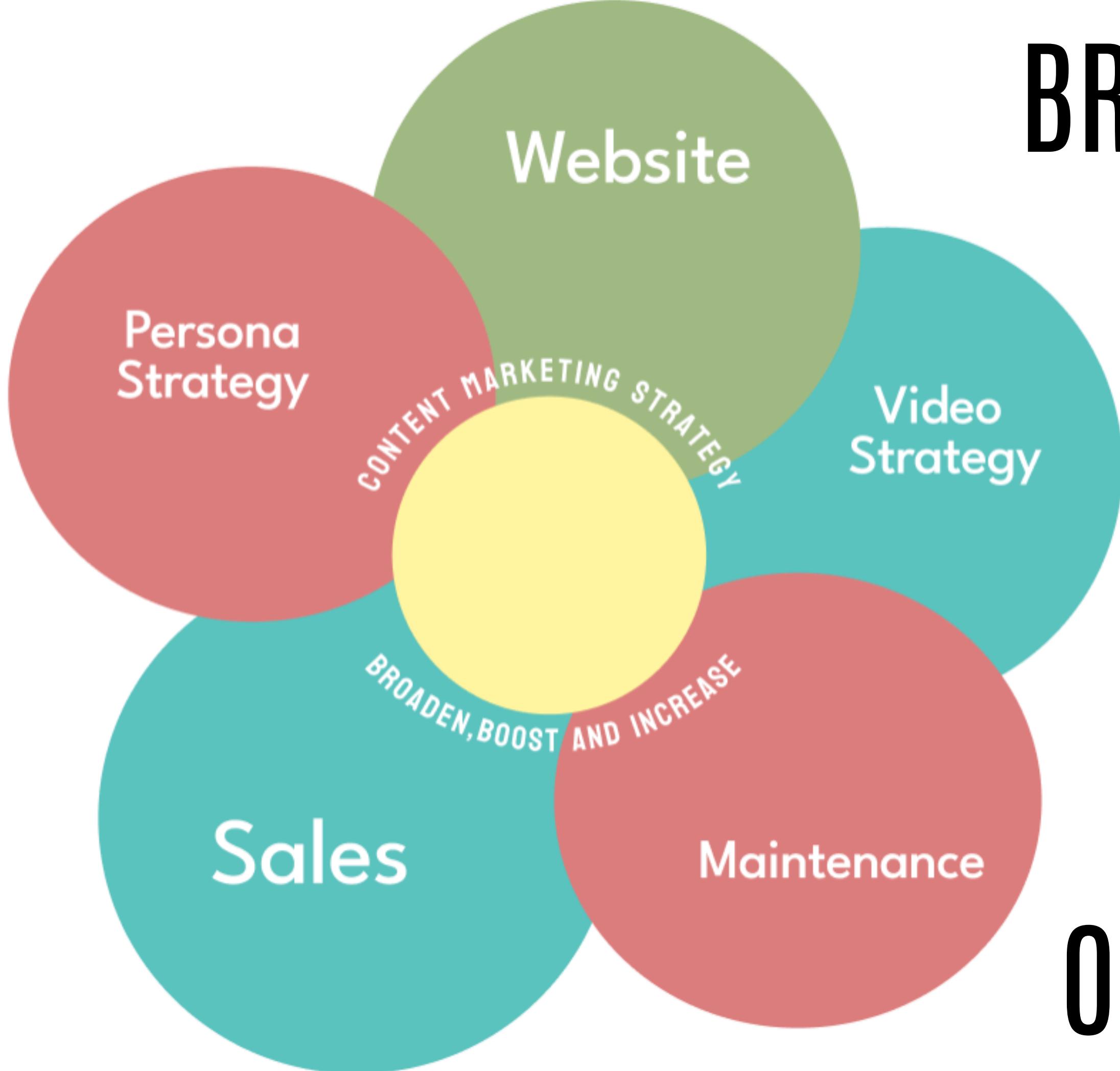
Preferred channels

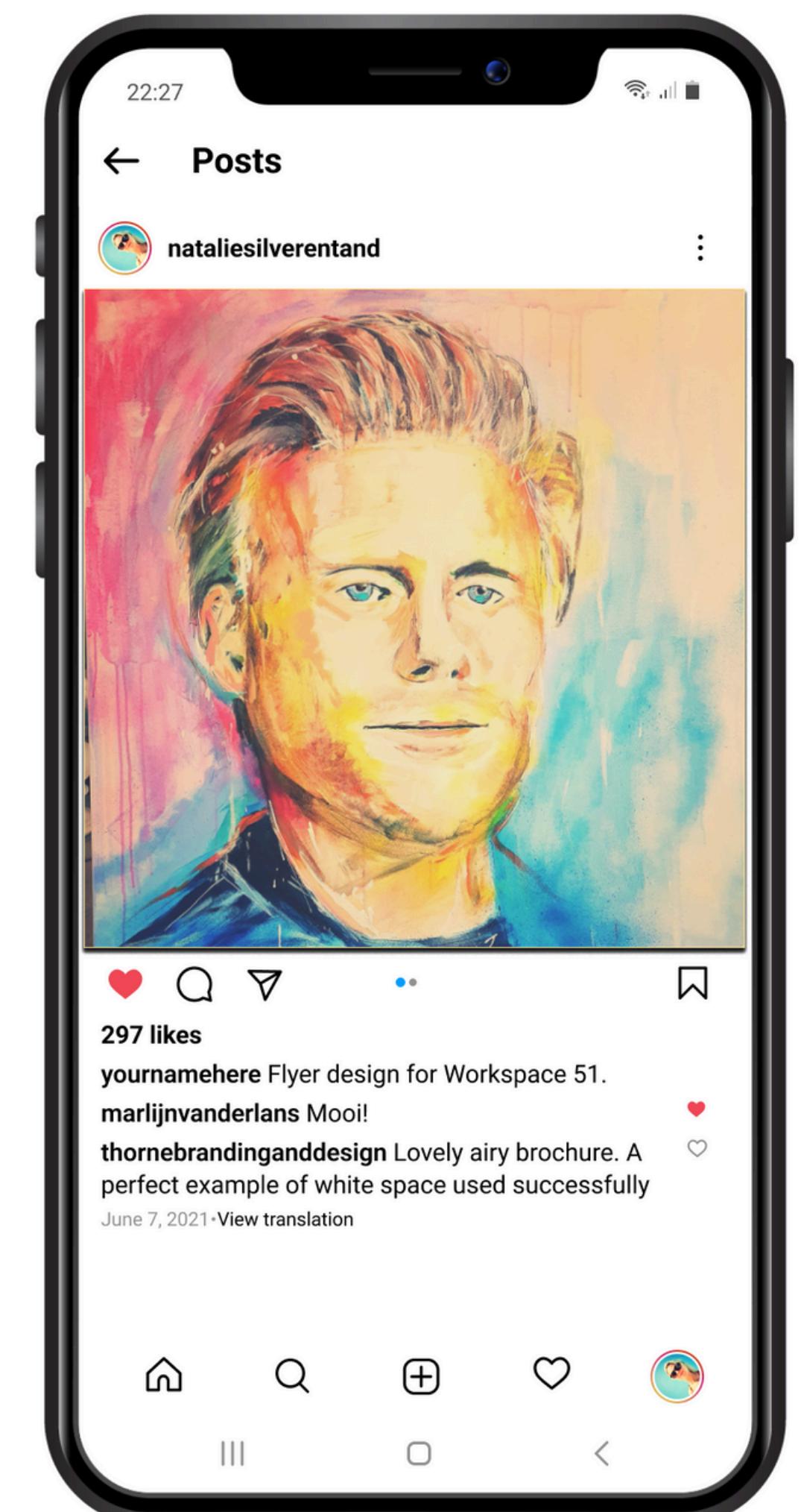
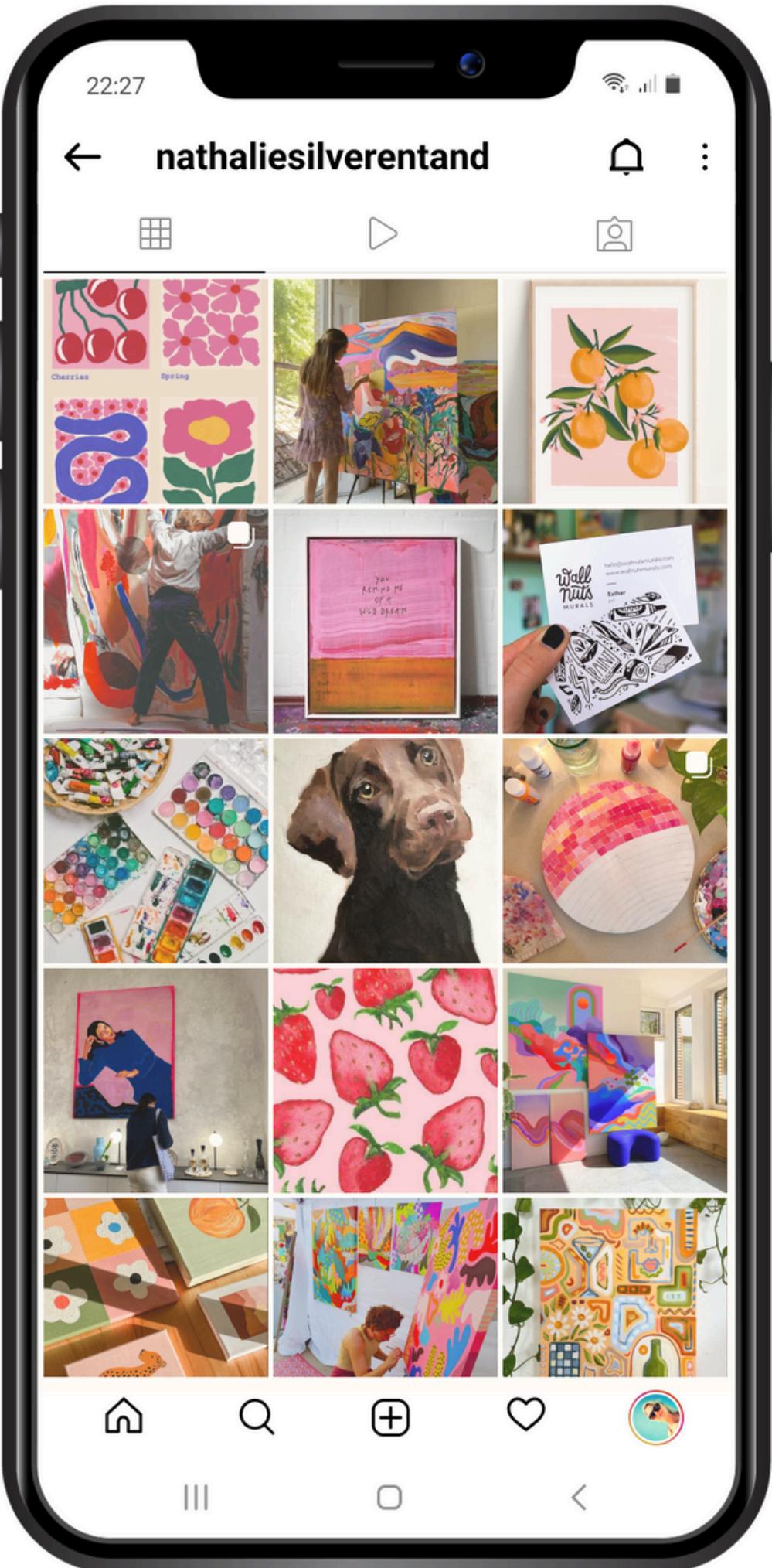
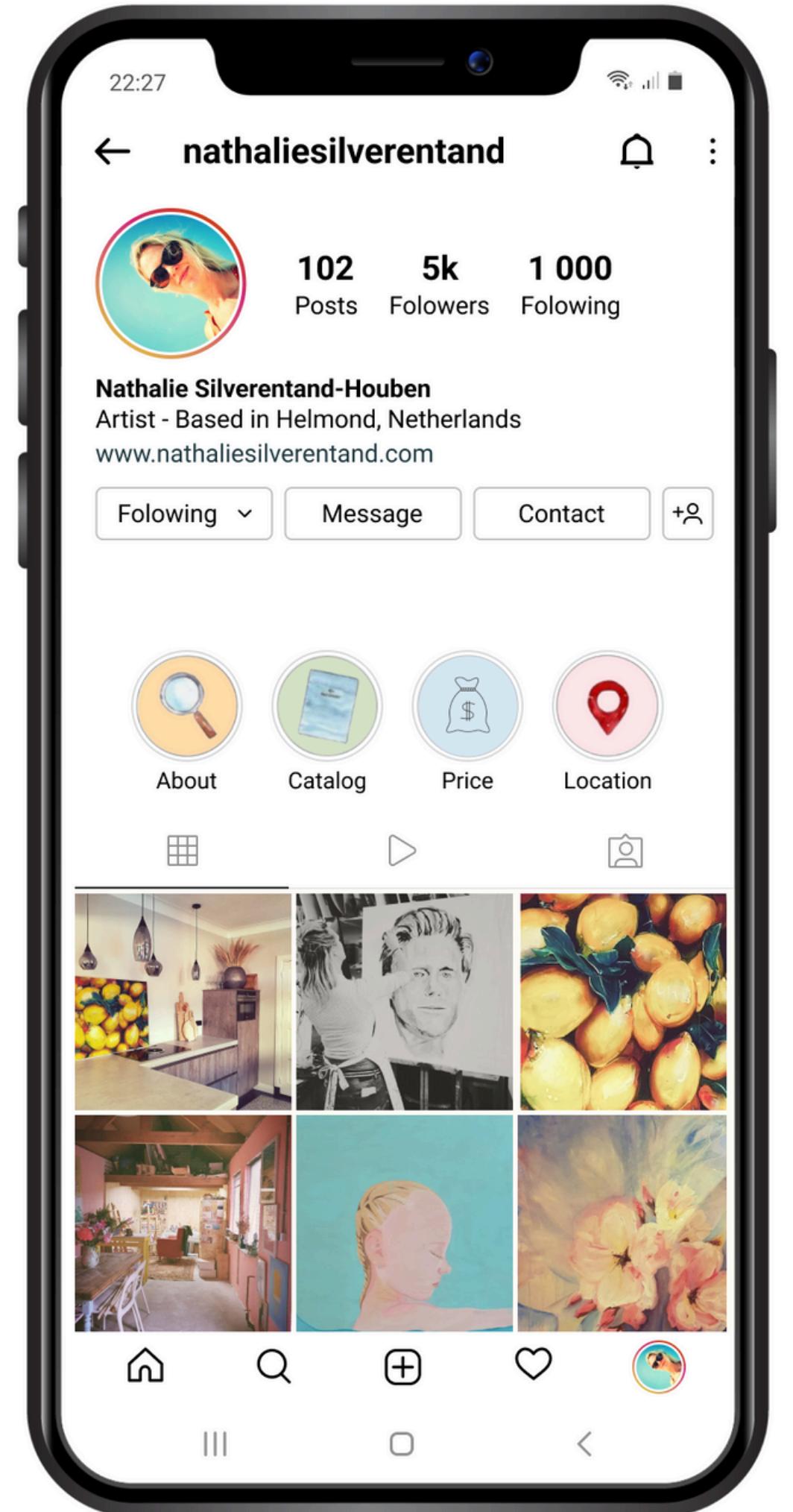
- Owns art/Would like to buy art
- Follows art content on social media

TARGET AUDIENCE

CONTENT STRATEGY

BROADEN
BOOST
OPTIMIZE



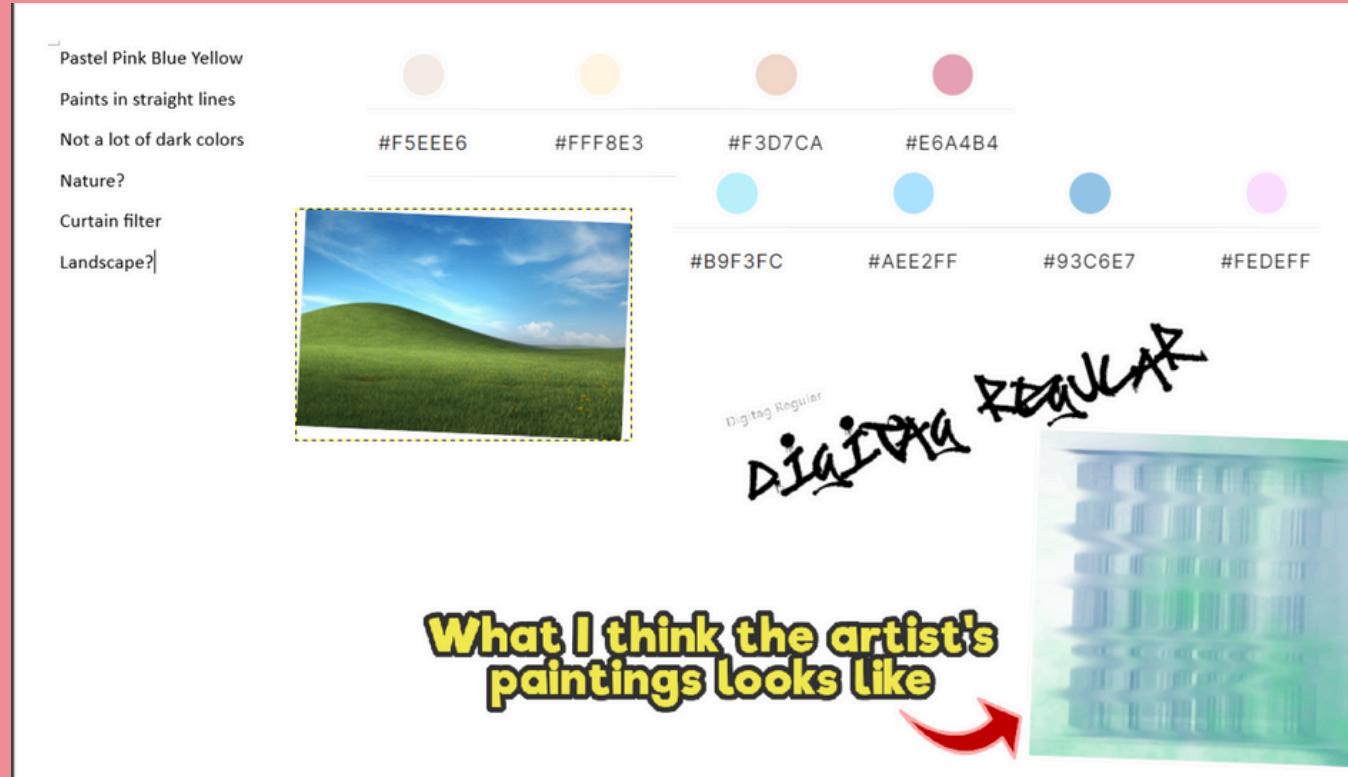


CLIENT'S PREFERENCES

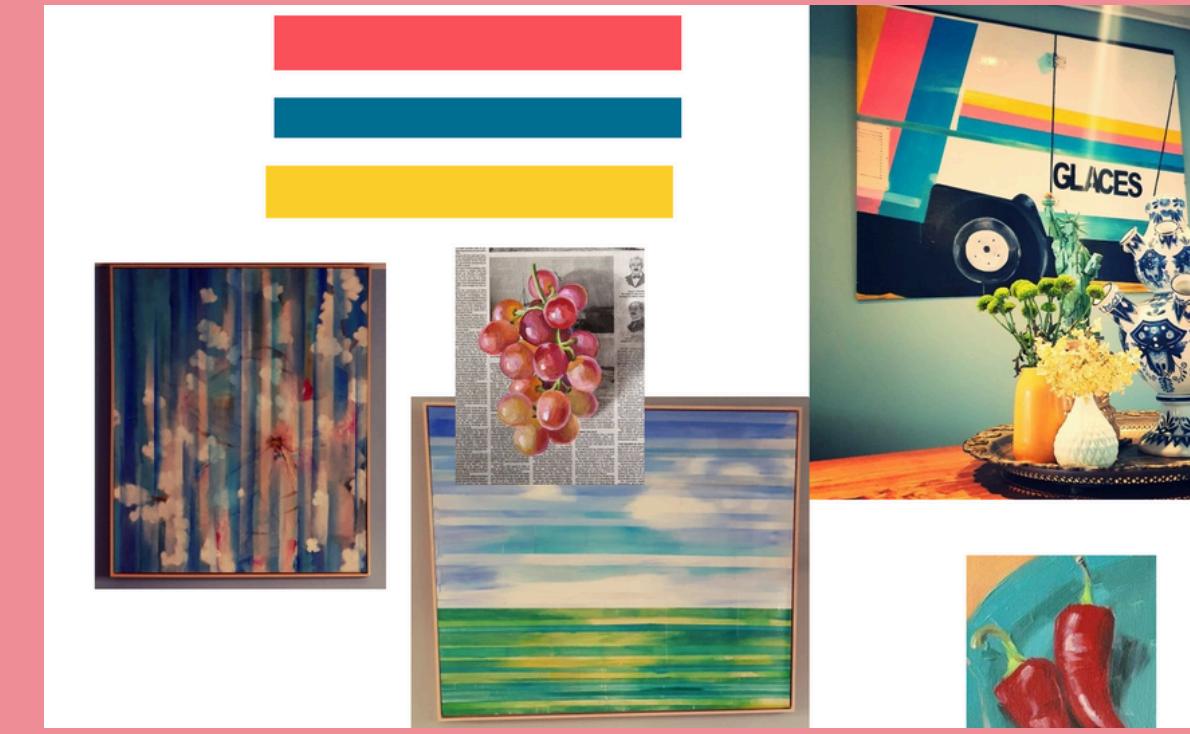
Our client expressed a few different preferences when it came to styling.

- The colors pink & white
- Spring colors
- Playfull minimalism
- Gold
- Convey curiosity





INITIAL IDEAS



BRAVING INTIMACY

SILVERART

Font: McLaren

NATHALIE
arts and comissions

PINK
WHITE
YELLOW
GREEN

SILVERART

primary logo

Nathalie Silverentand

NATALIE SILVERENTAND

colors

typography

TITLE
subtitle

Lore ipsum dolor sit amet, consectetur adipiscing elit,

moodboard

Main Logo

Nathalie Silverentand

Nathalie Silverentand.
Nathalie Silverentand

Logo Icon?

Nathalie Paints

Substance

logos

colors

Fonts

Libre Bodoni

JAcques

PROTOTYPES VI

Home About Artwork Contact

Nathalie Silverentand

MAKE A WISH DREAM
Title - 50€

Nathalie Silverentand.

HOME ORIGINAL ARTWORKS [@](#)

ABOUT ME FAQ COMMISSIONS

“Citroenen”
SOLD OUT

Sour fresh with leaves, summer is coming your way”

Want a personal painting?
If you’re looking for a gift or looking to get a picture painted

Contact Me

Original Paintings
Most recent from Nathalie Silverentand
“Lake van Genève” 2024

About

Nathalie silverentand

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[MORE ABOUT](#)

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Nathalie Silverentand

SHOP | PORTFOLIO | INSTAGRAM | CONTACT

BEIDEN €60.00

UNTITLED €60.00

BOY €60.00

DRIELIJK €60.00

LAKE GENÈVE €60.00

PLAINS €60.00

GOLDEN BRIDGE €60.00

SPRING €60.00

BLOEMENS €60.00

CITROENEN (LEMONS) €60.00

MAGNOLIA €60.00

MAKE A WISH €60.00

DONT WORRY BE HAPPY €60.00

PARKEERGARAGE €60.00

PIT €60.000

DRUIVEN €60.00

IK WEET OOK NIET WAT HET IS €60.00

GLACES €60.00

Delivery and Returns
Privacy and Terms
Copyright © Nathalie Silverentand 2024

SALE
EMPTY
MINIMALISTIC
ELEGANT
SIMPLE

Home About Artwork Contact

Nathalie Silverentand.



100 x 80 x 2.5 2023

“Citroenen”
SOLD OUT

Want a personal painting?

If you're looking for a gift or looking to get a picture painted

[Contact Me](#)



120 x 100 x 4

Original Paintings
Most recent from Nathalie Silverentand
“SLAPEND KIND” 2024

[Find All My Paintings](#)

About

Nathalie Silverentand

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[MORE ABOUT](#)



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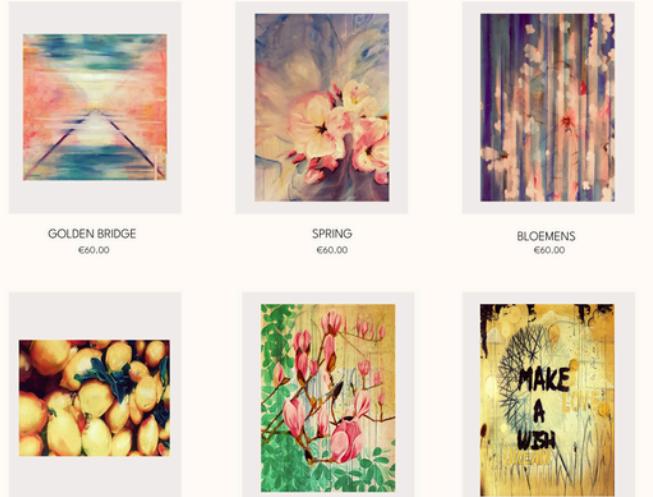
Home About Artwork Contact

Nathalie Silverentand.



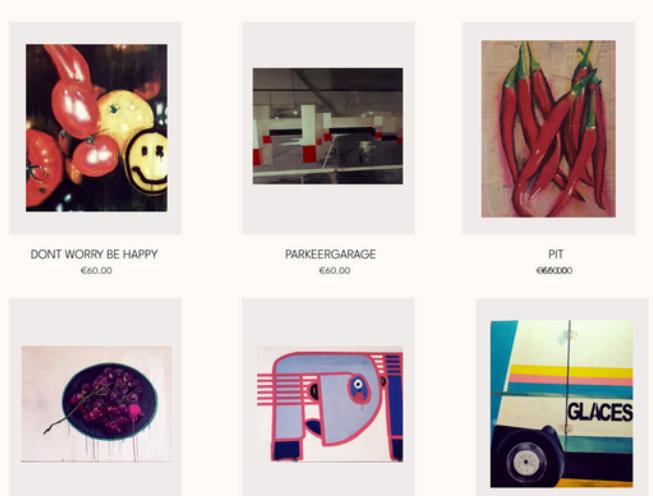
BEIDEN €60.00 UNTITLED €60.00 BOY €60.00

DRIELUIK €60.00 LAKE GENEVE €60.00 PLAINS €60.00



GOLDEN BRIDGE €60.00 SPRING €60.00 BLOEMENS €60.00

CITROENEN (LEMONS) €60.00 MAGNOLIA €60.00 MAKE A WISH €60.00



DONT WORRY BE HAPPY €60.00 PARKEERGARAGE €60.00 PIT €60.00

DRUI VEN €60.00 IK WEET OOK NIET WAT HET IS €60.00 GLACES €60.00

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MODERN
PLAIN
STYLISH
BASIC
BORING

FINAL BRAND-GUIDE & STYLESCAPE



primary logo

typography

NATHALIE SILVERENTAND

TITLE

TITLE

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR ADIPISCING ELIT,

color palette

#EF8D97 #E8CE6D #D03C3B #419FB1 #1D297D #377E7A

en - nl
home
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NATHALIE SILVERENTAND

@nathaliesilverentand
all artwork
contact

CITROENEN



DONT
WORRY
BE HAPPY



SLAPEND



KIND

IK WEET OOK NIET
WAT DIT IS



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Selftitled
120 x 100cm - €60.00



Slapend kind
120 x 100cm - €60.00



Boy
120 x 100cm - €60.00



Parkeergarage
120 x 100cm - €60.00



Pit
120 x 100cm - €60.00



Dont't worry be happy
120 x 100cm - €60.00



Vlieger 1
120 x 100cm - €60.00



Lake Geneva
120 x 100cm - €60.00



Vlieger 2
120 x 100cm - €60.00



Golden bridge
120 x 100cm - €60.00



Bloemens
120 x 100cm - €60.00



Citroenen
120 x 100cm - €60.00



Spring
120 x 100cm - €60.00



MAKE
TIME

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NATHALIE SILVERENTAND

@nathaliesilverentand
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ABOUT ME

I am based in Helmond, Netherlands. As a passionate artist, I am captivated by the beauty that surrounds me, translating the essence of my experiences onto the blank expanse before me. Watch me on this journey as we traverse the boundless landscapes of creativity, where each stroke is a testament to the beauty that resides within and without. Painting the world in hues of passion, curiosity, and boundless imagination.

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CONTACT ME



Commissioned painting

Dont hesitate to contact me and I will
create a personalized piece of art for
you.

name

email adress

your inquiry

SEND

WEBSITE PROTOTYPE

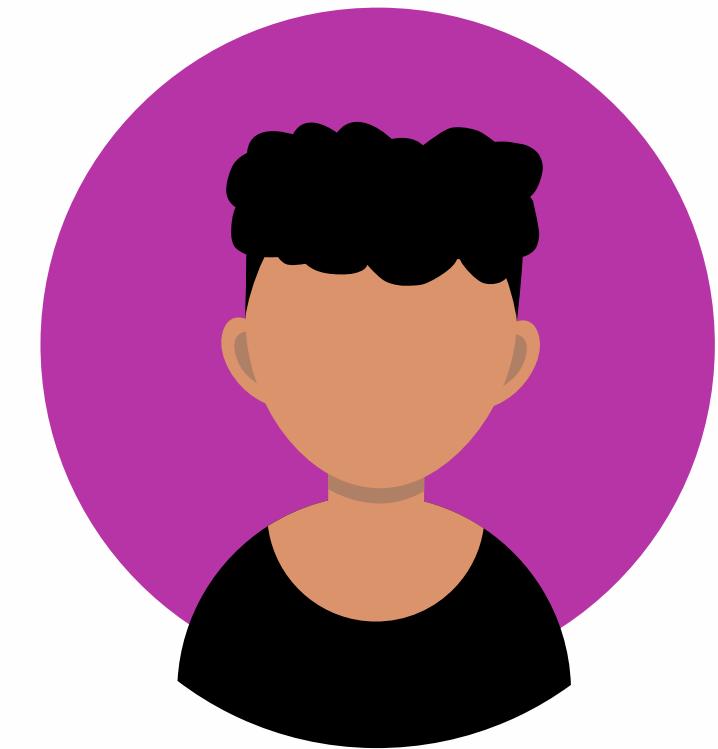
<https://www.figma.com/proto/D0xAG7ZSAIatt6K7DmgON2/Untitled?type=design&t=6M0ImXuOkfIPZxTj-0&scaling=min-zoom&page-id=0%3A1&node-id=1-18&starting-point-node-id=1%3A2>

I believe our group project excelled due to seamless teamwork and creativity. We delivered a website that exceeded our expectations through clear communication, collaboration, and adaptability.



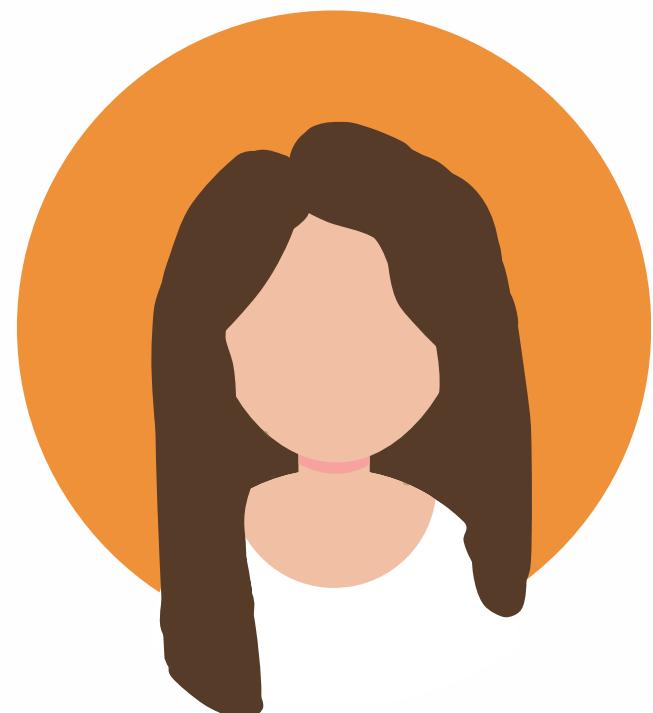
CORALIE ERASMUS

Our group project did great because we worked well together and came up with cool ideas. The website we made turned out even better than we hoped, thanks to how we communicated and adapted along the way.



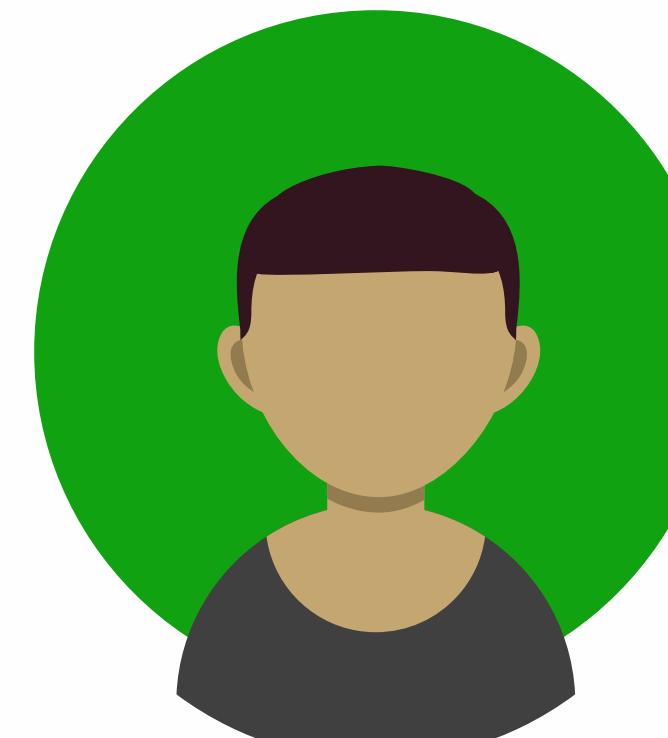
ARTHUR CAÑAS-LOPEZ

Being in a team with diverse skills & styles was rewarding as it showed the importance of collaboration and communication for the team to achieve its end goal.



FABIANA BARRIOS-PEÑA

Working together as a group was key to finishing the tasks to be able to submit the final deliverables to our client, Nathalie.



NHAT LÊ

THANK YOU!