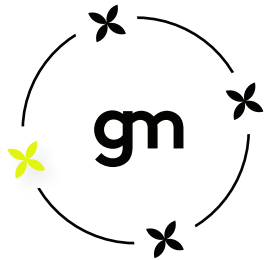




Welcome to my personal branding book. In this identity, you'll see inspiration taken from my atypical middle initial, "x," and my deep, longstanding love of nature. The x is converted into a graphic element, where it doubles as an x and a floral motif. My middle name, Xiao-ke, is Chinese, and it's one of the ways I connect with my Chinese-American identity as a mixed-race individual. Because of that, the "x" is a source of pride, a valuable signifier of identity, and a symbol of what my background brings to my visual work.

Cultural connection, botany, nature, and ecological interaction are at the core of my work, both conceptually and physically. Because of this, the linked x's encircling my initials signal a connection to heritage and emphasize the interactions between different natural elements. The result is a calming, centered, and organic representation of what my artistic practice seeks to embody. The organic visuals denote a sense of fun, of gentleness, and youthful playfulness that I include in my work.



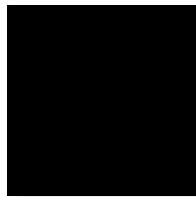
The logo should always either be black on white, or white on blue for cohesion. On minimalistic print, err towards the black on white version.

The white / yellow-green on blue version can act as an alternate logo.



The logo **should not** be used in any other color variation (see left for what not to do).

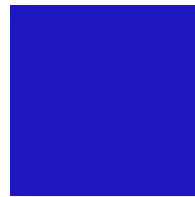
COLOR SWATCHES



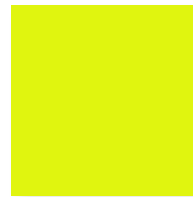
#000000
CMYK: 0, 0, 0, 100



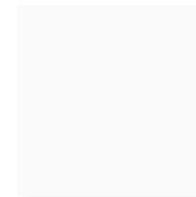
#070070
CMYK: 93, 100, 0, 56



#1F18C0
CMYK: 88, 89, 0, 4



#E0F50F
CMYK: 8, 0, 94, 4



#FAFAFA
CMYK: 1, 1, 1, 0



#A3A3A3
CMYK: 55, 47, 46, 12

The color palette communicates a cool, technological (but still fun!) focus in my work. The blue specifically connects to the emphasis on designing for screens in the digital age, but it also speaks to historical influences in color. I was specifically inspired by the use of Klein blue. The brighter yellow-green acts as an accent to the calm, professional air of the blue. It speaks to the excitement of spring, the freshness of youth, and a modern sensibility towards eye-catching, flamboyant garishness.

The yellow-green speaks to the growth we see in the springtime. It's the vibrant color of pollen, fertility, and new beginnings; this is a sentiment I'd like to come back to in all of my design projects.

The blue, yellow-green, and white should act as primary colors, with the other colors being employed only as accents, and for variations in print.

**THE HEADLINE TYPEFACE IS CLASH
GROTESK BY FONTSHARE. TRACKING 0,
ALL CAPS.**

**THE SUBHEADLINE TYPEFACE IS SOFIA PRO BOLD BY
OLIVIER GOURVAT. TRACKING 60, ALL CAPS.**

THE ALTERNATE SUBHEADLINE TYPEFACE IS SOFIA PRO LIGHT
BY OLIVIER GOURVAT. TRACKING 0, ALL CAPS.

Body typeface is Sofia Pro Light in tracking 0 whenever possible. Size 11 pt, with a leading of 14 pt. This is a modern sans-serif font. "Guinevere Mesh is a designer, artist, writer, educator, and plays the electric bass in a band, with gusto. They live in New York City and love public transportation."



The simple x graphic can be used to create visual elements, fun prints, and eventually, motion graphics. It can be used in both grayscale and color. If shown in a group, these graphic elements should always be randomly rotated in order to create the illusion of motion and dynamic energy.

Use these graphic elements sparingly—they can be used as simple accents and prints, but take care not to create clutter on promotional materials, web pages, or branded objects.

