

A woman in a white dress stands on a beach at sunset, her back to the camera. She holds a white cloth in front of her. The background shows the ocean and a clear sky.

MADE BY

Isa Marie

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WHAT'S

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INSIDE

HELLO

A black and white photograph of a young woman with long dark hair, smiling at the camera. She is wearing a light-colored, sleeveless top with a knot detail on the shoulder and large hoop earrings. The background is dark and out of focus.

I grew up watching my dad take pictures of every single thing he found beautiful. I was always mesmerized by the art of freezing moments in time. As I grew older, I found myself drawn to similar mediums. I began to approach words and marketing with a creative perspective, seeing each piece of content as a unique form of expression.

This brand was inspired by the rich cultures of my background and has become a canvas that serves as a representation of myself. Much like revisiting an old photo album, this brand invites its audience to embark on a trip through my creative process.

*With love,
Isabel*

MOODBOARD

2



BRAND IDENTITY

the slow life

I was six months old when I first traveled to Mexico City, the beautiful place my mom proudly calls home. While I may not recall this first time, one thing's for sure, my fascination and appreciation for the lively and spirited place has never waned. Adorned with historic buildings, vibrant echoes of mariachis, and a pace of life that invites everyone to enjoy the simple pleasures.

I am blessed to say that traveling to and from, essentially my whole life allowed me to develop a deep attachment to the idea of experiencing diverse cultures. And, ultimately, I plan to one day see the rest of the world. This brand style guide aims to capture the essence of the unique feelings and experiences that different places around the world evoke in me. The essence of the "slow life".



COLOR PALETTE





THE INSPO

An ode to the cultures of the Mediterranean. My color palette reflects a laid-back lifestyle inspired by its climates, landscapes, and charm. The Italian-inspired color scheme is composed of nature-inspired neutrals, blending earthy tones with the richness of lively hues.



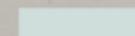
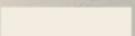
#f2ede0
cream &
sugar

#cfdedb
coastal

#c9c9a8
pistachio

#e69c60
tangerine

#f6d0cb
rosé



TYPOGRAPHY



LE JOUR

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

Pinyon Script

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Tenor Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

TITLE 24 pt.

Le Jour, a modern serif font carrying timeless elegance. Characterized by its high contrast, this font is crafted for titles

Subtitle 16 pt.

A round & romantic script font, meant to complement titles

Body 8 pt.

Geometric sans serif with a contemporary twist. With great readability Tenor Sans is a body text go-to

LOGO
LOGO
LOGO
LOGO
LOGO
LOGO



Primary



Secondary



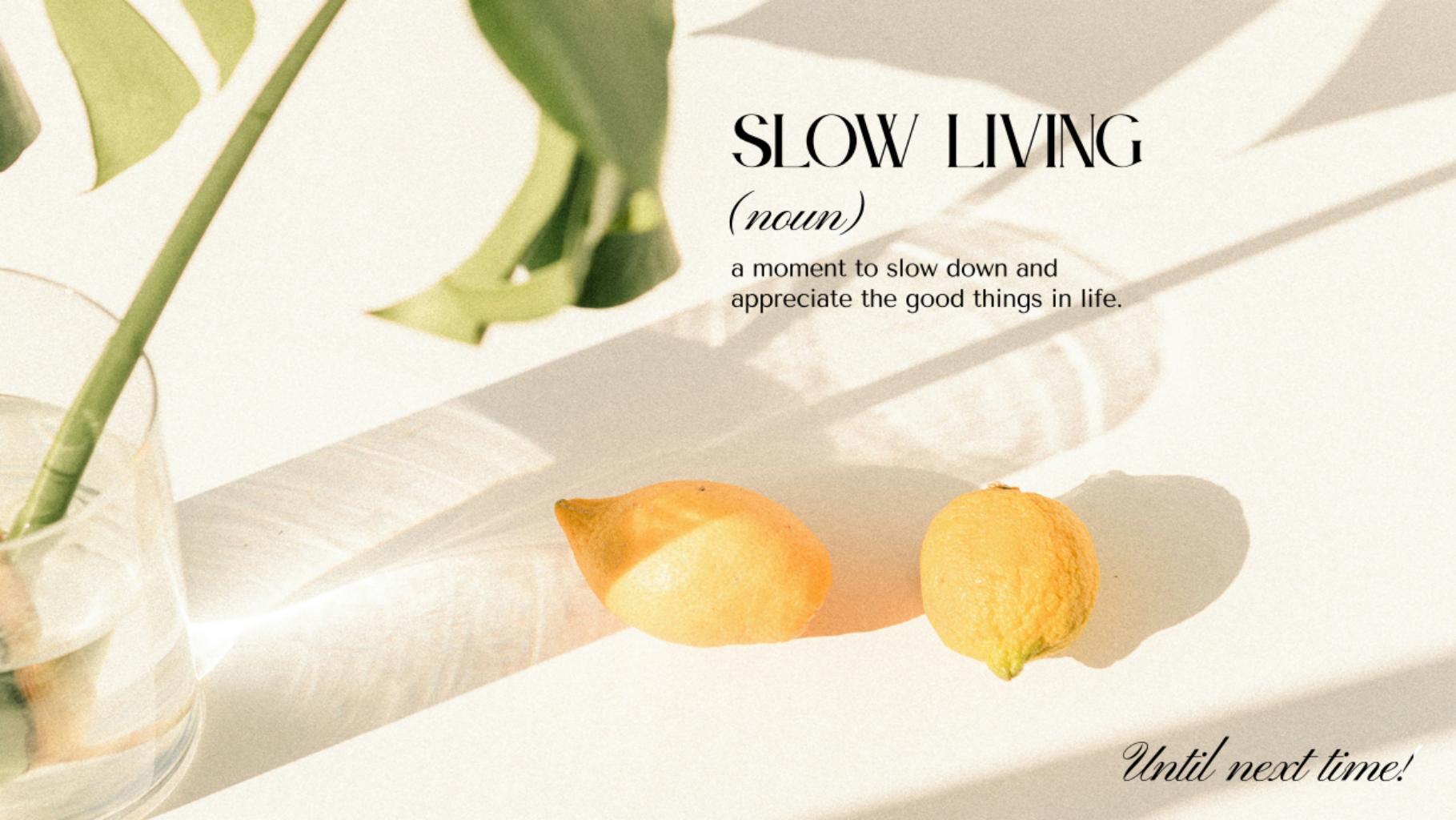
Isa, it's just a nickname

A simple word on the surface, but for me it's so much more than that. A name I have carried with me since I was a baby. It reminds me of the echoes of my family, whispers of my roots, and memories of my childhood. My parents named me after a character in a movie that symbolized the fate that brought them together. Two completely different backgrounds coming together into the life that is uniquely mine.

I wanted to add this personal touch to my primary logo and with playful exploration of various designs I arrived with this. A sleek composition featuring a subtly italicized "isa". Representing the dual nature of my brand but also reflecting the intricate layers of my own identity

logo applications





SLOW LIVING

(noun)

a moment to slow down and
appreciate the good things in life.

Until next time!