

**Hello_
This is_**

Brand Style Guide.

for Portfolio:D

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Brand Characteristics

This portfolio is the way to show my talents and efforts as a production designer on how I can fit the seat in the workplace.

For this purpose, the design and explanation I created are on the web.

The whole design of the web portfolio is designed with an autumn style such as brown colours, maple leaf, and an atmosphere of calmness and simple. This design also shows the tendency and style of my design.

LOGO

j IYUN

Logo Design

my name is Jiyun Bae, and the portfolio is about me so I created the logo based on my name. The basic font of the name is capital, but I added the small spot on the 'J' which can look like 'j'.

By adding a thin line to the back of the dot to give the impression that the remaining characters are connected, the logo feels organized.



Logo Size

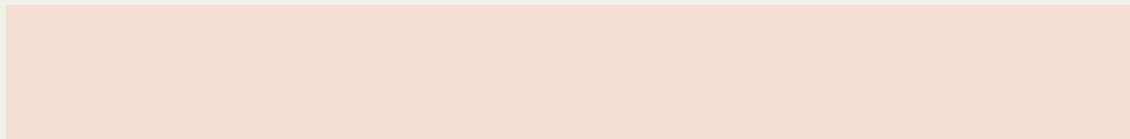
[Web - header]



[Web - footer]



Brand Colour



Hex #f5dfd5
CMYK 4, 16, 16, 0
RGB 245, 223, 213



Hex #d5ae83
CMYK 16, 32, 51, 4
RGB 213, 174, 131



Hex #807554
CMYK 45, 40, 64, 28
RGB 128, 117, 84



Hex #aa735e
CMYK 26, 54, 57, 19
RGB 170, 115, 94



Hex #854e40
CMYK 33, 66, 65, 37
RGB 133, 78, 64

Brand Typographic

[Headlines]

-> Brand font family : **Caveat**

<Regular>

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

<Bold>

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

Brand Environment Application

<Demo Reel Video>



- strength
- target
- interests
- design style
- position

MORE Information

For QUESTIONS, you can send an email to j_bae@fanshawonline.ca

Thank you.