

# THE CRAFTY PJ

*Brand Style Guide*



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# *Let me introduce myself.*

Paiger. Paigey. Boo. P. Paigeo. Woodie. P dubs. Woodzie. Cookie. Cooks. PJ.

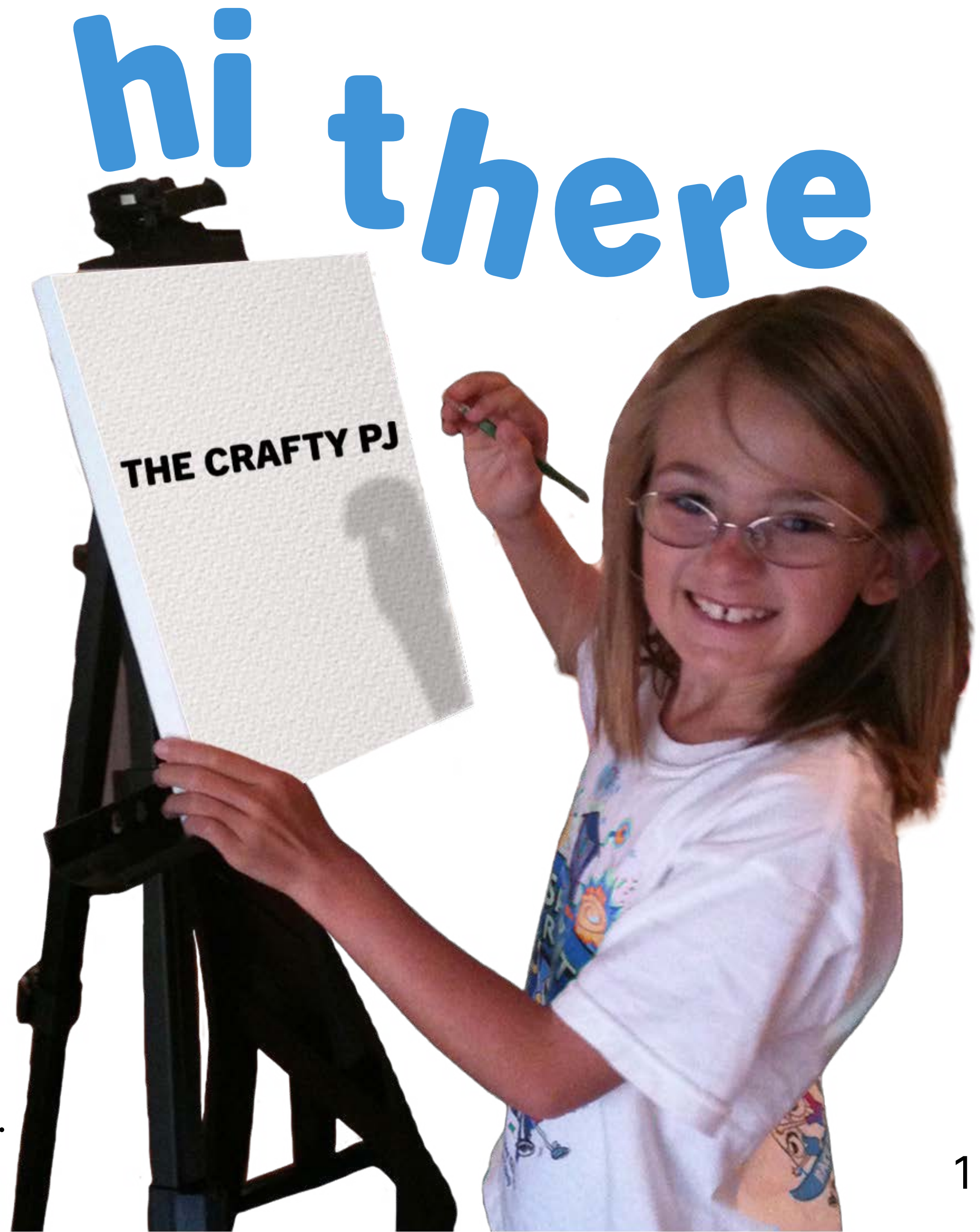
I've been blessed with many nicknames in my life. Each holding a special place in my heart - representing a specific time in my life and the people who were a part of it. However, there's only ever been one that has stood the test of time - PJ.

Stemming from Paige, my first name, and Jeanette, my middle name, it's a name I've been called for as long as I can remember. In good times and bad, from parents, grandparents, and friends, I've always been PJ.

I've grown and changed throughout these 22 years but PJ has remained constant. Another constant in my life? Crafts. Being creative. Art.

However you want to put it, I've always been crafty and had a craving to create. I've been painting since I could hold a paintbrush. Hobbies have come and go, but art has remained constant.

It's out of these two constants that The Crafty PJ was born. There's a lot of inconsistency in life, but I cherish these consistencies. I will continue to grow and change, but I always have been, and always will be, **crafty** and **PJ**.





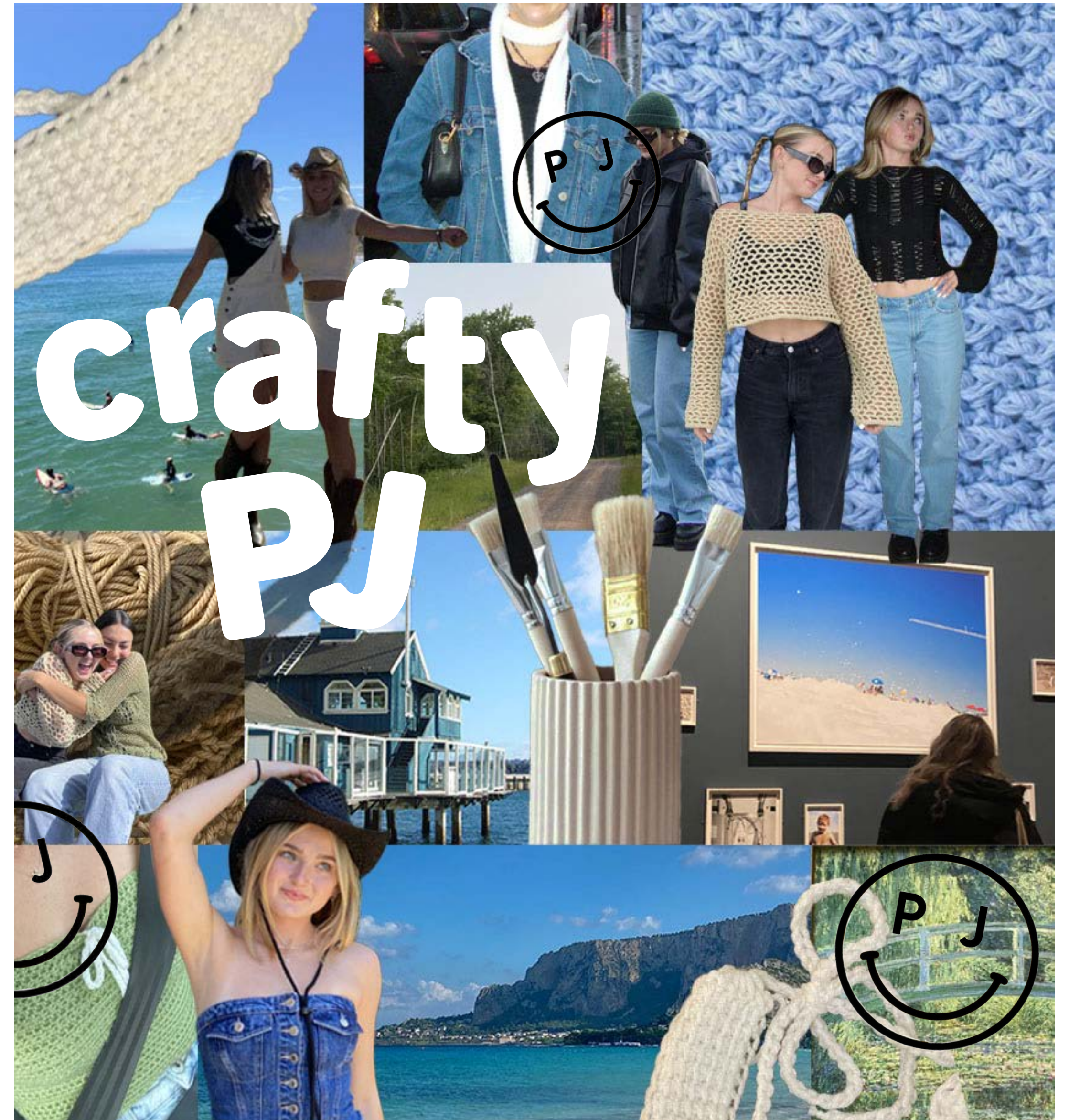
# brand identity

# Consistency within inconsistency

In the same way that my brand name comes from who I am, so does my brand identity.

The imagery of the brand reflects many of my favorite things - the beach, cowboy boots, crafts, my friends, and so on. It's a collage of all the most wonderful things, the things that overtake my brain and camera roll. The constants in my life.

Crafty PJ attempts to convey who I am, but also who I want to be. It's a joyful, casual, playful, creative, and lively brand. It's a celebration of my life with each piece, stitch, picture, and detail revealing a little more of who I am.







palette



# color palette



## boots

HEX: #05050B  
RGB: 5, 5, 11  
CMYK: 0.55, 0.55, 0, 0.96



## beanie

HEX: #3A7E5E  
RGB: 58, 126, 94  
CMYK: 0.54, 0, 0.25, 0.51



## blue jeans

HEX: #4094D8  
RGB: 65, 148, 216  
CMYK: 0.70, 0.31, 0, 0.15



## single stitch

HEX: #88BCE7  
RGB: 136, 188, 231  
CMYK: 0.41, 0.19, 0, 0.09



## new top

HEX: #E3E0BA  
RGB: 227, 224, 186  
CMYK: 0, 0.01, 0.18, 0.11



## blank canvas

HEX: #FFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0

My color palette of cool toned colors reflects not only my favorite colors, but my life and work. These colors closely represent my favorite places, the ocean and the green outdoors. But also, my favorite pieces of work from the first top I created in tan, to the first beanie I made in green, to the main colors of some of my favorite paintings. These colors aren't meant to necessarily jump out at you, but instead convey a sense of calmness. Art brings me peace and I wanted my colors to channel that same feeling.



# typography

*I've never had a way with words so I might as well make them look good...*

Because my brand is so image heavy I wanted to keep the typography fairly simple. I chose fonts that compliment the imagery of my brand opposed to distract from it. At first glance the fonts may seem mundane or randomly chosen, but like who I am, there's more than meets the eye. And given my very poor vision, I chose very easy to read fonts of course.





# typography

## trade gothic next

abcdefghijklmn

opqrstuvwxyz

123456789#%&\*

## *Komet*

*abcdefghijklmn*

*opqrstuvwxyz*

*123456789#%&\**

## Hind

abcdefghijklmn

opqrstuvwxyz

123456789#%&\*

## header

### *Heavy*

With bold, slight contrast letters, trade gothic next is easy to read. However, combined with it's rounded edges and use of only lower case, it remains casual and comforting.

## subheader

### *Medium Italic*

Komet, medium and italicized, brings something fun to the typography. It's slant makes it stand out against the header but it's sans serif nature matches it.

## body

### *Regular*

Like the other two, Hind is san serif. It is a casual, easy to read font that works great for the body type. It conveyys a sense of comfort while remaining legible at all sizes.

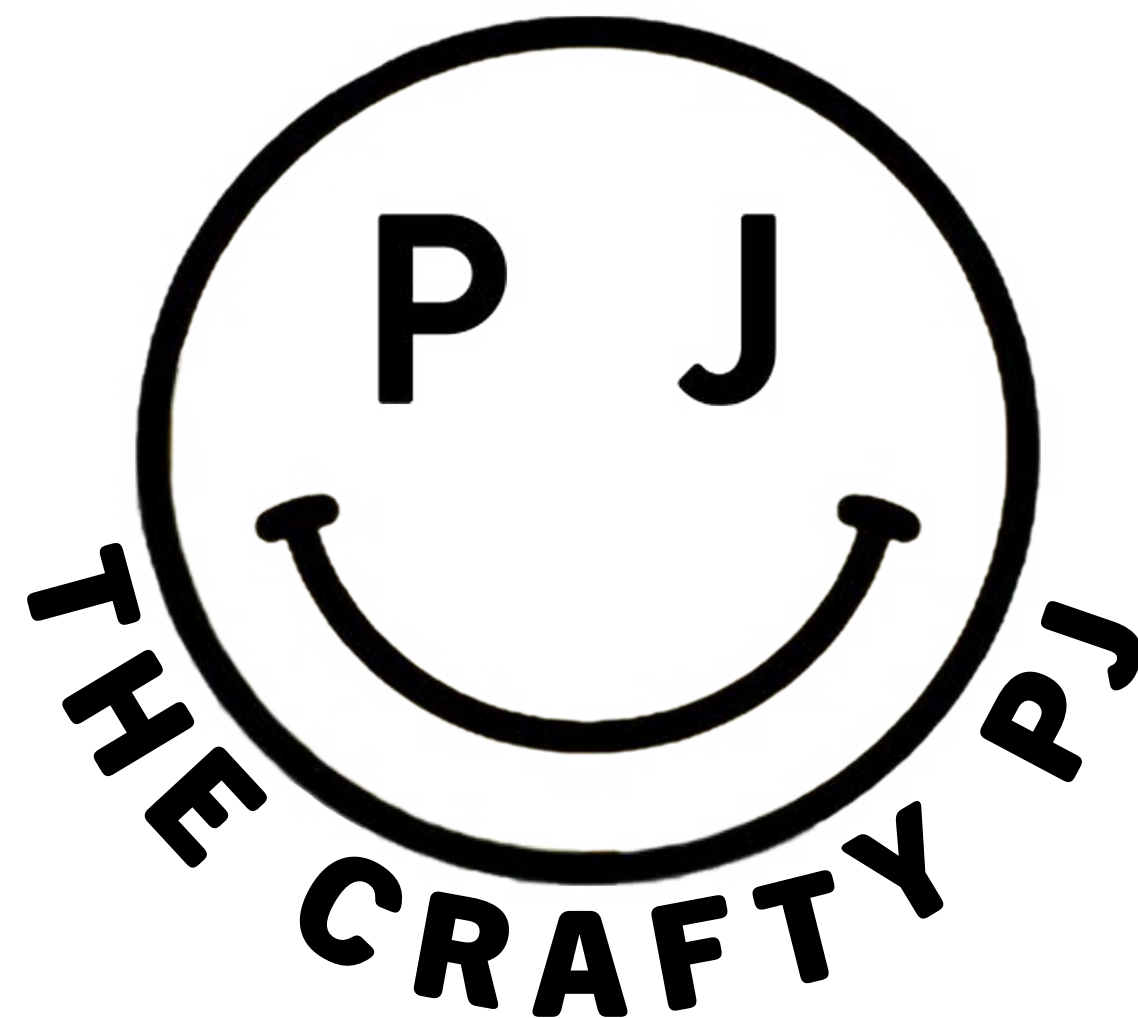
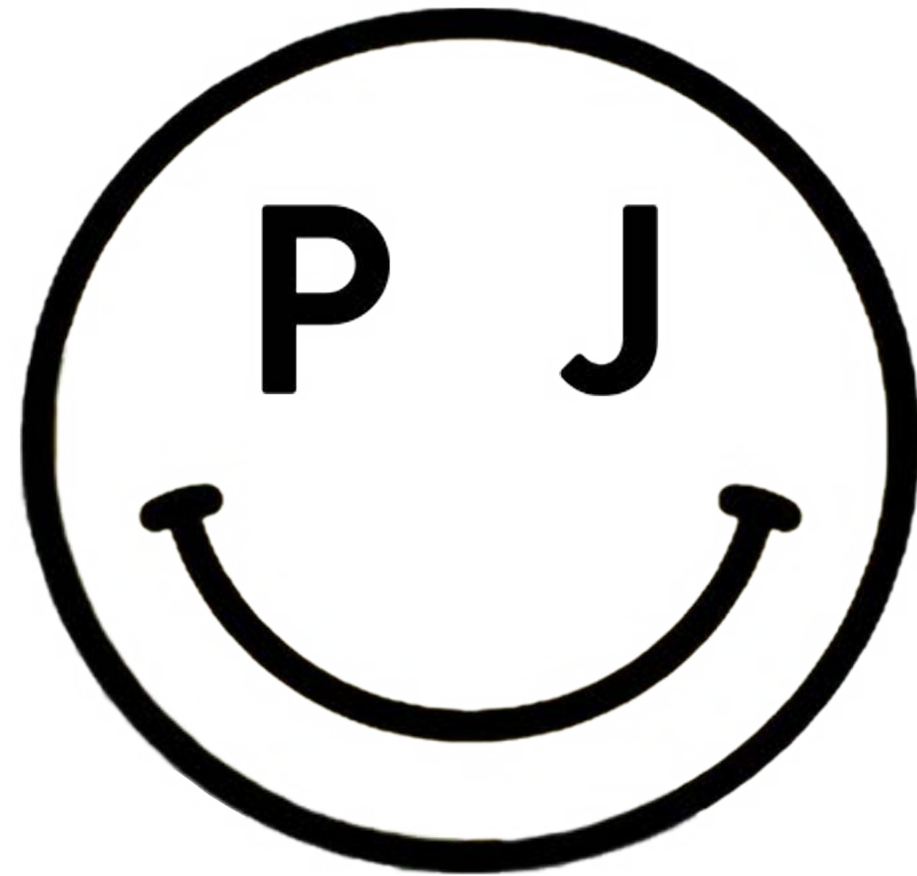




!oogoo



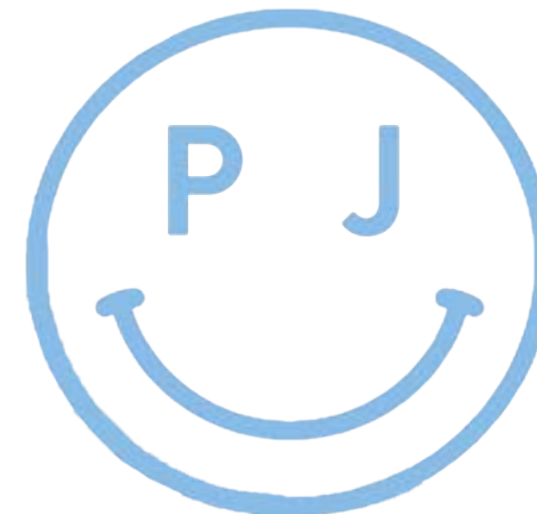
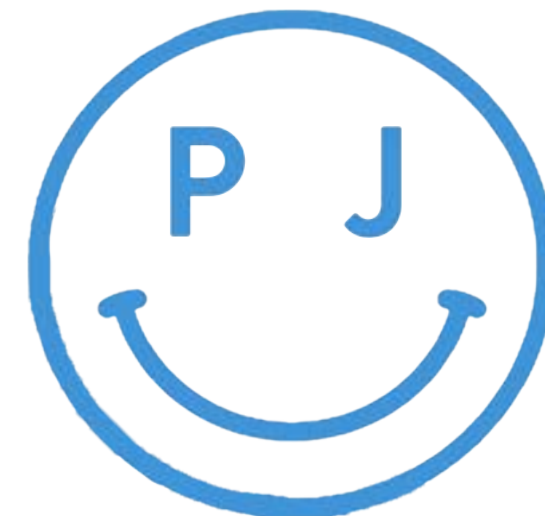
## Primary



## Secondary

**THE CRAFTY PJ**

**PJ**



My logo was inspired by how art makes me feel. Some of my happiest moments are crafting and creating. It's inspired by the massive smile on my face at my first art show.

I wanted my logo to convey that feeling of pure joy and happiness. It is a simple yet versatile logo.

The primary logos will be used the most, but I did not want to be limited to just those. Once again thinking of my imagery, I want to have options of logos that can work with all imagery and compliment it well.







# mockups





# i'll leave you with this...



If you learned anything from this let it be:

1. What Crafty PJ is
2. The impact a nickname can have on someone

\*In no particular order ;)





# THE CRAFTY PJ

