

Visual Identity

For my made-up ceramics brand, called “Clay By Clay”.

The name derives from the saying “day by day”, to insinuate that the kind of ceramics being sold are things like bowls and plates, that people can use in their daily lives.

The aesthetic was intended to feel earthy, hence the use of green and beiges/browns in the upcoming color palette.

Mood Board

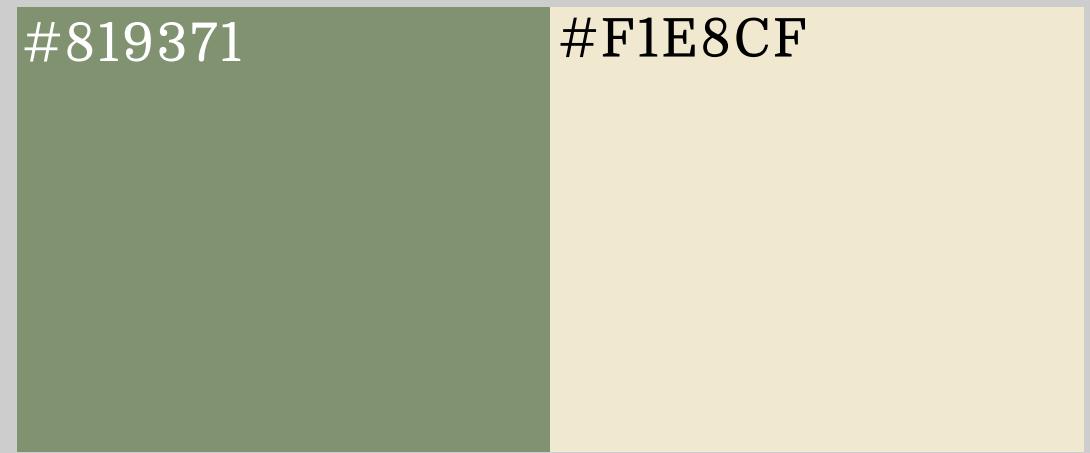


Color Palette

Primary Colors (Main Logo):

#819371

#F1E8CF



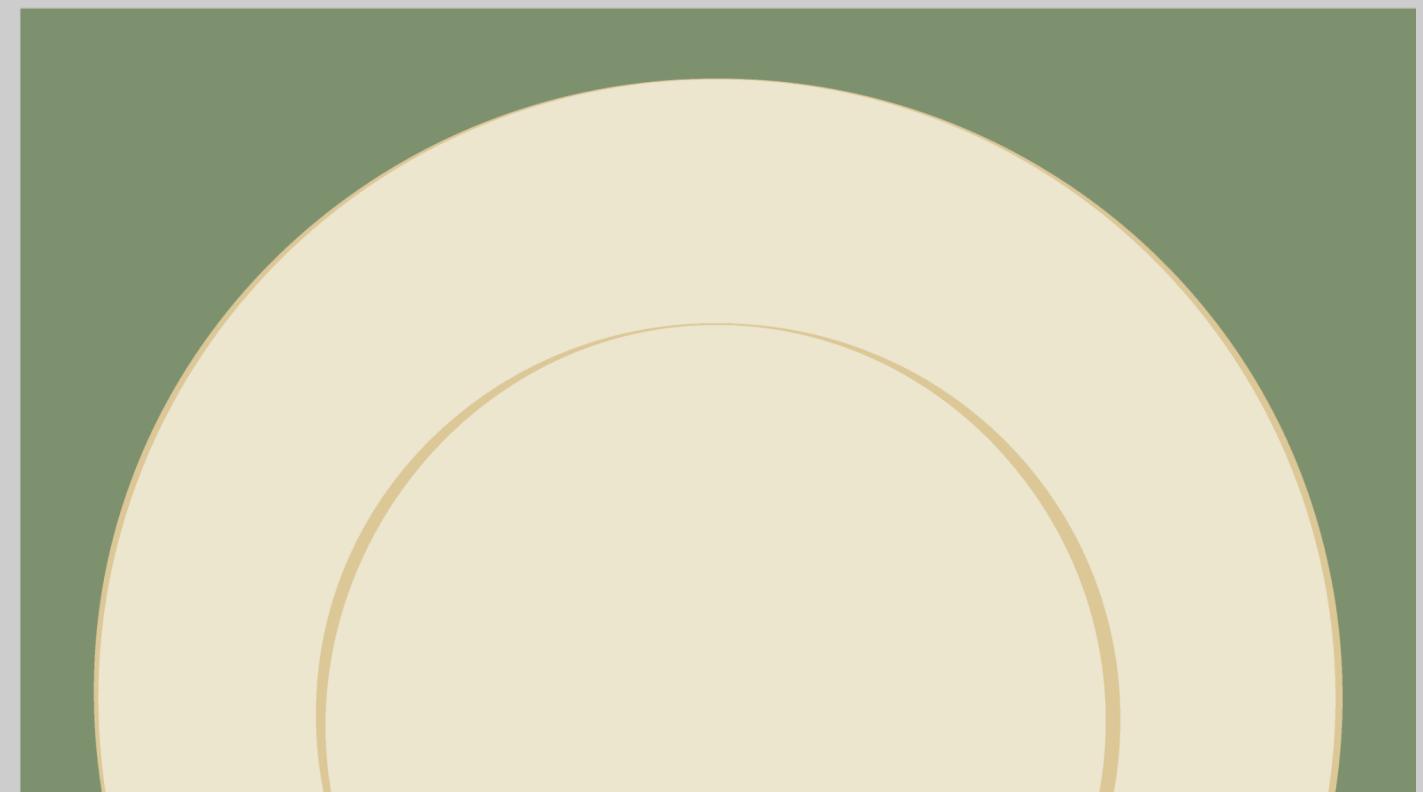
Clay
By
Clay

Clay
By
Clay

Additional Colors on Business Card:

#DEC899

#A5834A



Typo graphy

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
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
1 2 3 4 5 6 7 8 9 0
= ~ ! @ # \$ % & * () + _ = [] \ { } \ ; ' : " , < . > / ?

Domine Regular

Domine Bold

5% letter spacing at all times.

About Domine:

'Domine' was designed, tested and optimized for body text on the web.

Harmless to the eyes when reading long texts. Domine is a perfect choice for newspapers or magazines websites, where text is the main focus.

It's friendly in appearance because it combines the classic elements of familiar typefaces that have been in use from more than 100 years like Clarendon, Century, Cheltenham and Clearface.

Source: <https://github.com/googlefonts/domine>

Imagery Rules

- Taken against blank white/off white background, either on a surface of the same color or natural wood
- Nothing else in the image, only the pottery piece
- Products are also taken from a top-down view.

