



mary raine obrien

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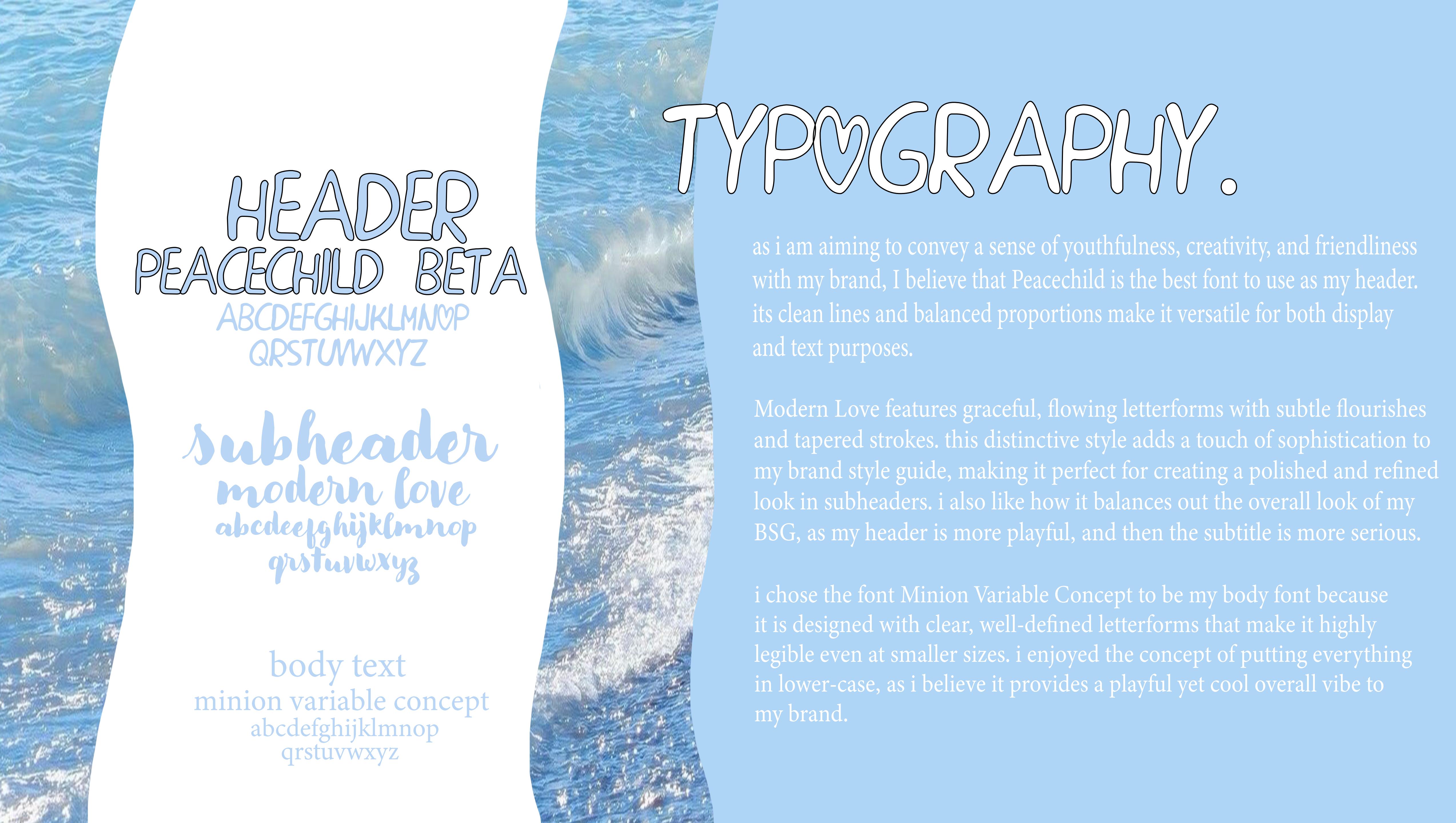
Welcome!

hi there! my name is raine o'brien! i am a lover of art, music, the outdoors, and creativity. this brand style guide, with its collage type feel and pastel color scheme, was inspired by my love for the ocean, sunsets, and life itself with light, airy hues, this bsg represents the brightness and liveliness of the world around us.

somewhere along the journey of this thing we call life, i realized that i had a strong passion for jewelry, and found joy in expressing myself through a variety of pieces. so i decided to start making my own! i hope that my jewelry business will cultivate the same feeling as my bsg does, and as you scroll, you'll see the vision of my both my brand and business through my mockups.

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HEADER
PEACECHILD BETA
ABCDEFGHIJKLMNP
QRSTUVWXYZ

subheader
modern love
abcdefghijklmnp
qrstuvwxyz

body text
minion variable concept
abcdefghijklmnp
qrstuvwxyz

TYPOGRAPHY.

as i am aiming to convey a sense of youthfulness, creativity, and friendliness with my brand, I believe that Peacechild is the best font to use as my header. its clean lines and balanced proportions make it versatile for both display and text purposes.

Modern Love features graceful, flowing letterforms with subtle flourishes and tapered strokes. this distinctive style adds a touch of sophistication to my brand style guide, making it perfect for creating a polished and refined look in subheaders. i also like how it balances out the overall look of my BSG, as my header is more playful, and then the subtitle is more serious.

i chose the font Minion Variable Concept to be my body font because it is designed with clear, well-defined letterforms that make it highly legible even at smaller sizes. i enjoyed the concept of putting everything in lower-case, as i believe it provides a playful yet cool overall vibe to my brand.





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primary...

my primary logo includes both a seashell and my initials wrapped around the bottom. i love this logo because with what is seemingly so little, describes so much about me. i've always adored the ocean. these days, you can typically find me somewhere along the beach collecting a variety of seashells and seaglass, or in the water. california and its magical wonders have always felt like home to me, even when i lived elsewhere.

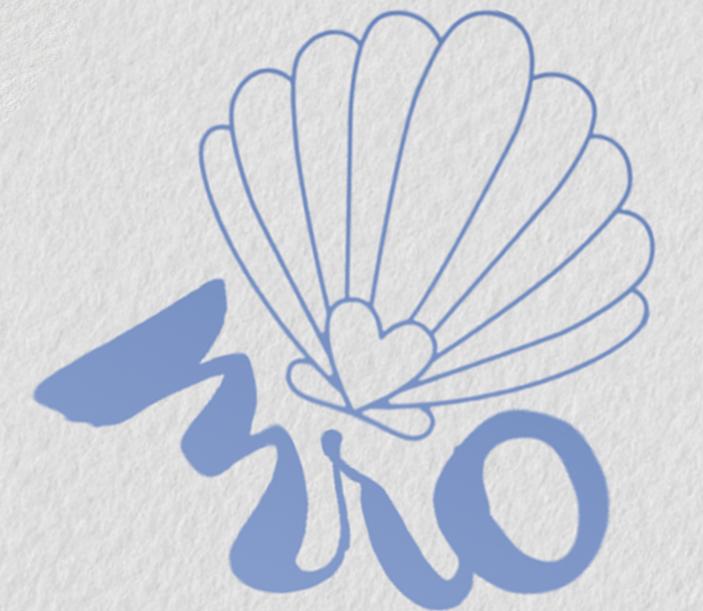
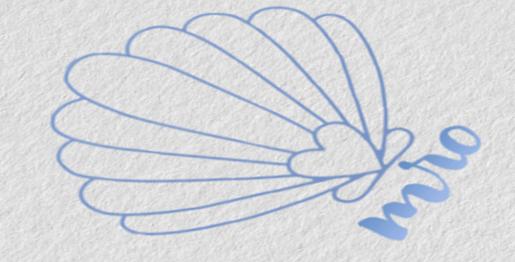
secondary...

my secondary logo is quite similar to my primary, except that my initials are a bit smaller. i liked keeping the shell the same size and rescaling my initials as it draws more attention to the shell, which i want people to look at first when i use my secondary logo.





MOCKUPS...





COLOR PALETTE...

*inspired by the ocean and
her natural wonders*

COSTAL
#1A7BC0



TROPICO
#AED5F6



SEAGLASS
#E8F1FD



CORAL
#EBD9E3



CONCH
#E8B5E2



HIBISCUS
#B26882

