

Table of Contents



- 1 WELCOME
- 2 BRAND IDENTITY
- 3 IMAGERY
- 4 COLOR PALETTE
- 5 TYPOGRAPHY
- 7 LOGO
- 8 MOCKUPS

Hi, I'm Robyn!

HERE IS A LITTLE ABOUT ME:

Waking up next to my best friend, the first sip of coffee in the morning, feeling cute in an outfit, watching the sunset on my deck, running into an old friend, and beach walks with my housemates are just a few things I love most.

Big victories are great, but I prefer romanticizing the small things in life! I hope my BSG can remind you all to find the beauty in this simple life.



Brand Identity

I wasn't always attracted to the color yellow... I gravitated to the typical pinks and blues as most kids do. However, my cheerful and energetic personality quickly got me branded by the bold color yellow.

I am commonly described as a "ray of sunshine," in high school my mom told me sunflowers reminded her of me and by the end of the year, I had fake sunflowers glued all over my backpack, and even as I am writing this blurb now a friend expressed to me "You are literally yellow as a person."

There have been some tough times for me more recently and I often find myself struggling to see the bright, yellow girl I was in high school. That is why yellow is so important to me. It represents the good in the world and even when I don't feel my most "yellow" self, it is who I strive to be!

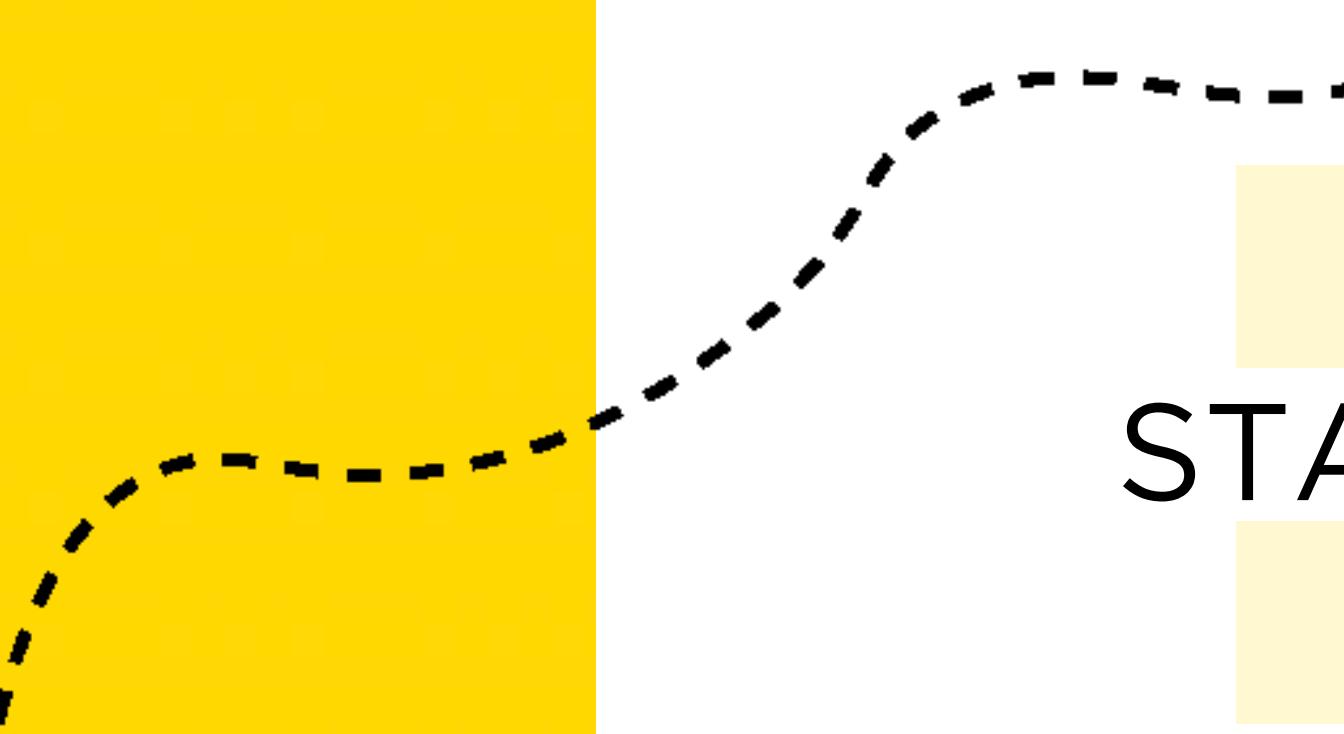
The purpose of my brand is to remind everyone to look for the "yellow" or happiness in everyday life because when life gives you lemons, make lemonade!



I M A G E R Y



| Smiley
| Cheerful
| YELLOW!



STARDUST

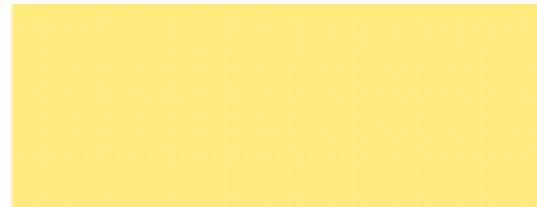


STARDUST



Hex: #FFF8CF
RGB: 255, 248, 207
CMYK: 0, 3, 19, 0

MARIGOLD



MARIGOLD



Hex: #FFEB7D
RGB: 255, 235, 125
CMYK: 0, 8, 51, 0

SUNSHINE



SUNSHINE



Hex: #FFD700
RGB: 255, 215, 0
CMYK: 0, 16, 100, 0

Color Palette

NAURAL BEAUTY

I chose multiple shades of yellow and brown to reflect the natural beauty of sunflowers. The names of my colors are inspired by some earthly charms that we often take for granted. Ultimately, my goal was to kindle feelings of happiness in my readers.



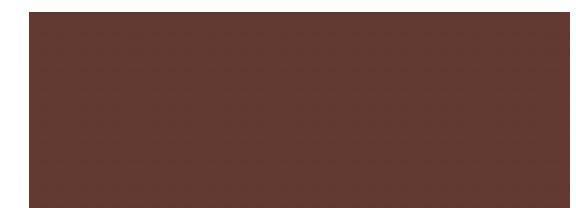
SAND



Hex: #D8B899
RGB: 216, 184, 153
CMYK: 0, 15, 29, 15



BARK



Hex: #623930
RGB: 98, 57, 48
CMYK: 0, 42, 51, 62

"Happiness is enjoying the little things in life"

- ANNE BONFERT

People have always voiced how I have a natural happiness in my energy. While in part this is due to the environment I am lucky enough to grow up in, a huge factor is perspective. I believe there are small moments of happiness every day if you try and find it!





Aa Bb Cc Dd Ee Ff Gg Hh Ii

Ji Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh

Ii Ji Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

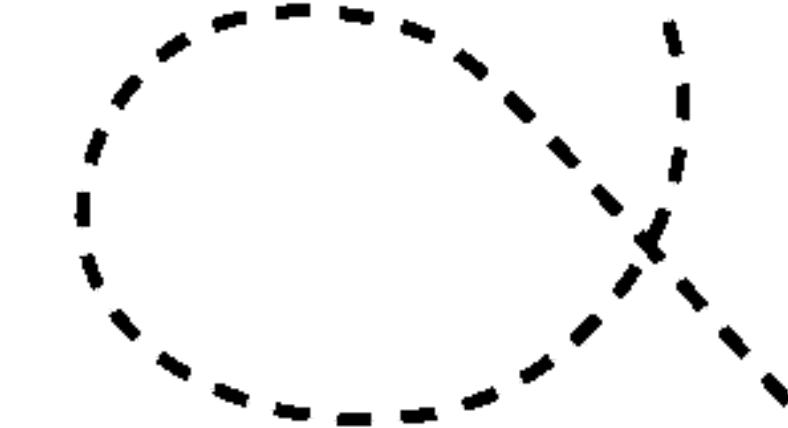
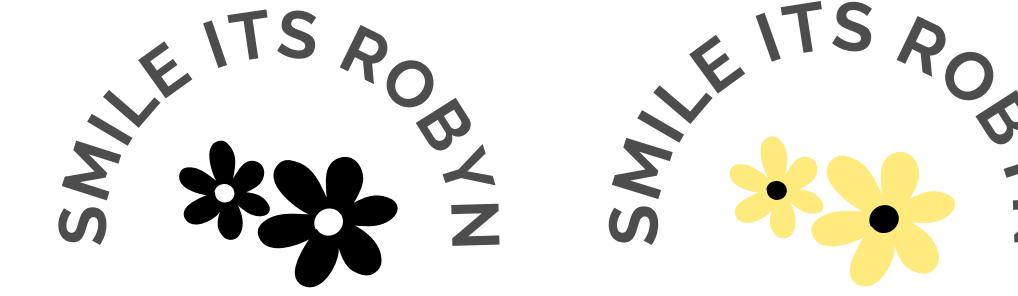
Porcelain

Heading, 94 pt
Playful, Simple,
and Causal

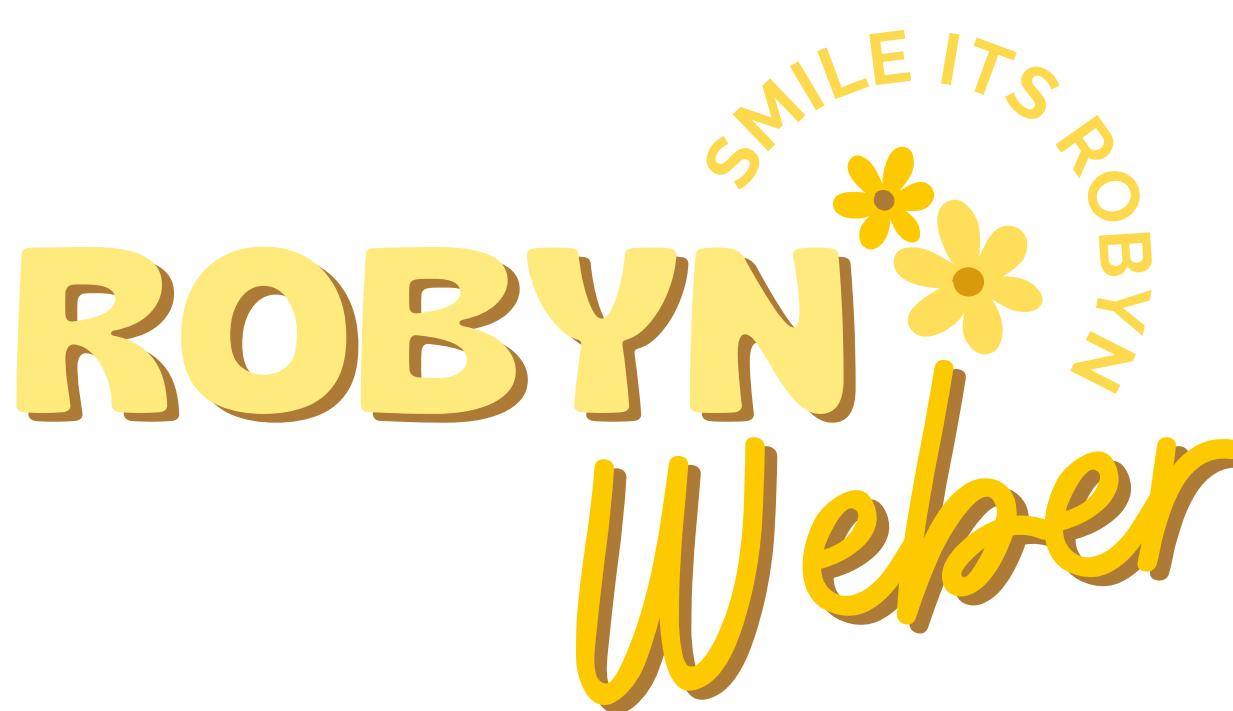
Gotham

Subheader, 28 pt
Body, 23 pt
Compact and
Childlike

Primary logo



Secondary logo



LOGOS

My older sister who passed away was the most full-of-life person I knew. This is still reflected today in her everlasting Instagram handle @smileitscrystal.

In my father's memorial speech, he expressed we all must keep smiling as Crystal told us to. I want to continue to spread this message and Crystal's infectious positive attitude through my brand.

I picked flowers because it is symbolic of my brand identity, the circular format of "smile it's robyn" to resemble the sun, and all caps for the font to reflect Crystal's assertive, older sister personality.

M O C K U P S



