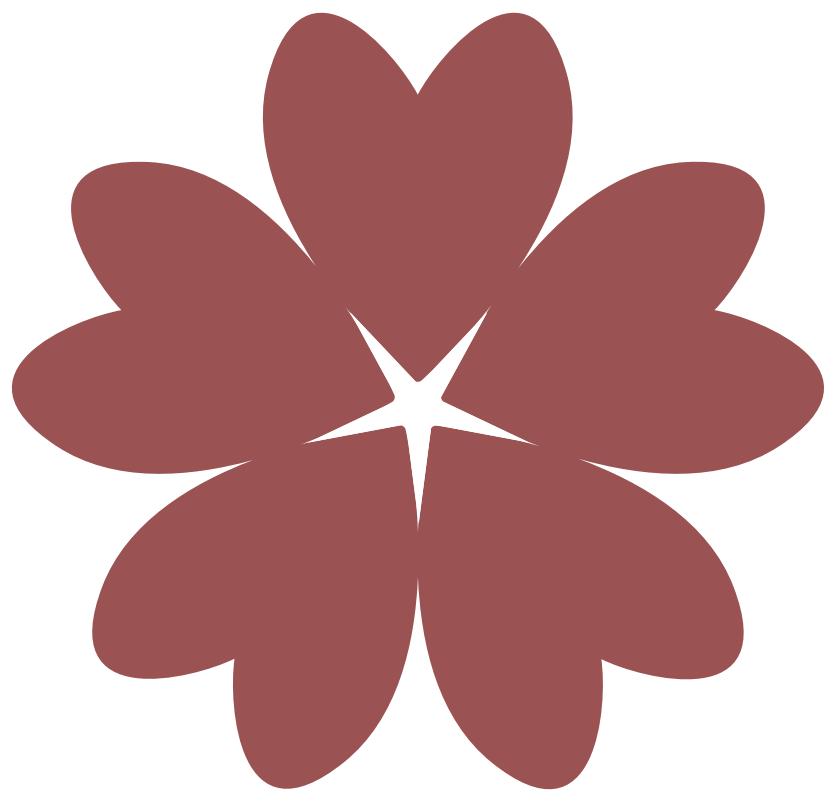


arlene  
wang



# about

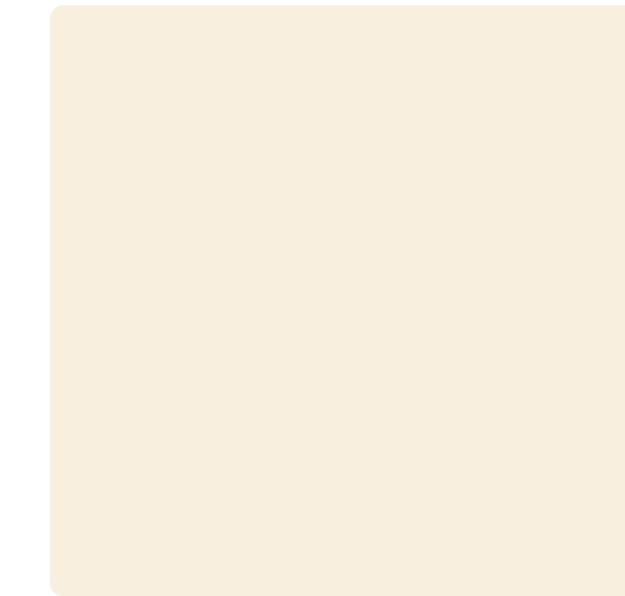
Hi there!

This is the brand identity I created for myself. I had a feminine yet mature mood in mind - something that felt like a warm hug.

Figs were my colour inspiration: the combination of muted red, deep purple and cream.



velvet  
#200e2c



buttercream  
#f8efde



blush  
#9b5252

## Yeseva One

**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**

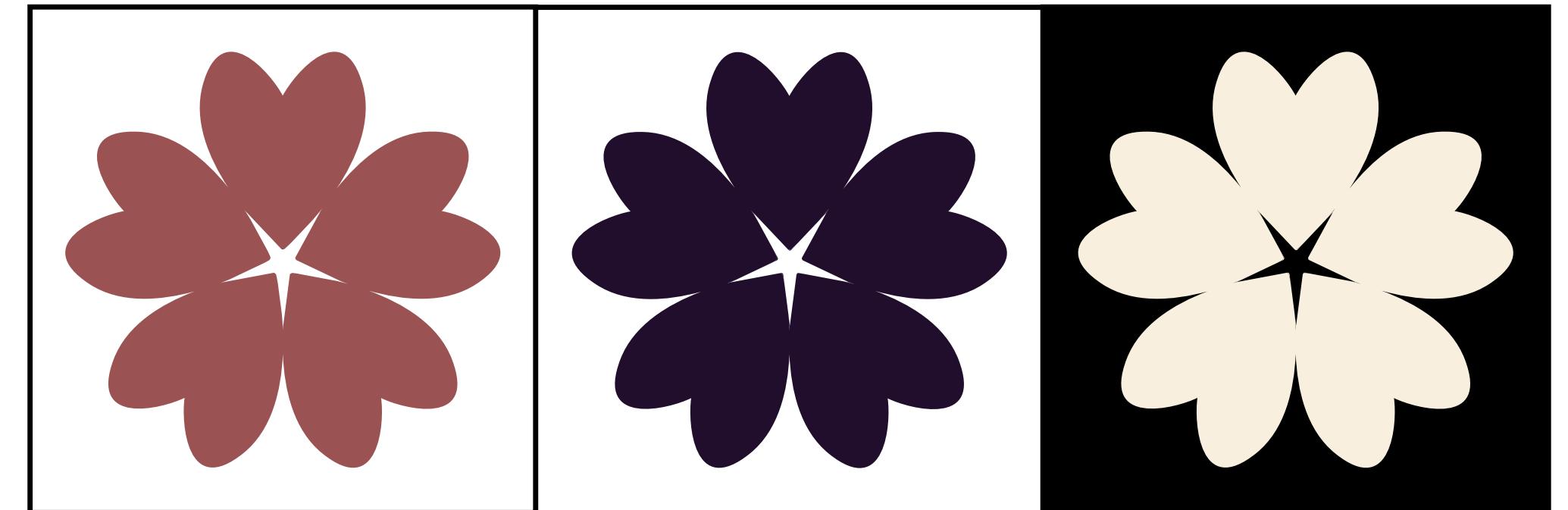
## Crimson Pro Light

**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**

# logo

The flower logo is made up of branding assets: heart-shaped petals create a star shape at its intersection.

logo variations



branding assets

