



MABLE TRUONG



Hi, I'm Mable...

AND THIS IS MY STORY

I grew up watching Japanese cartoons. Every Saturday at 8 am sharp, I would turn on my mini TV and tune in the the next adventure of Mew Mew Power and Pokemon. I was always fascinated by the different worlds created by artists. Therefore, it was no surprise when, at the age of 8, I began drawing. Motivated by the idea that someday, I can also invent these worlds and the stories that live in them, I drew every day.

That same infatuation with the illustrative world is what has propelled me to achieve my goal of becoming a graphic designer. I can now proudly call myself an illustrative graphic designer who is pursuing her love for visual story telling, creative problem solving and artistic innovation.

Mable Inuoy



● GRAPHIC DESIGNER ● ILLUSTRATOR ●

PART-TIME DREAMER

Classic, Quaint, Natural

MOODBOARD

The inspiration for my brand came from my desire to live a simple and serene life style. Since I love Japanese cafes, bakeries and artistic hobbies, I compiled images that reflected these day-to-day activities. Journaling and drawing while sitting down with a nice cup of coffee in a minimalist cafe is the image I based my brand on. Visually, I love organic elements such as light wood, plants and bamboo. The personality of my brand is down-to-earth highlighting a **classic, quaint** and **natural** visual appeal.

I have a weird obsession with the color pink, cafes and bread. I like to think of myself a creative weirdo because I love anything that has to do with artistic creation. I knew that I wanted to have the color pink as the dominant color while balancing the elements of nature in my visual brand.



Color Palette

THE INSPIRATION

My color palette is inspired by a collection of my favorite watercolor illustrators' coloring methods. Many of them use nature inspired colors such as earthy greens and brown undertones. Because the style is so broad, the mood ranges from light and sweet to deep and mysterious. My approach to using this color palette is to portray a bright and playful style. Despite my use of mellow, pastel pink, yellow and greens, I find that it matches well with my energetic illustration style. The illustration on the right is an examples of my illustration style colored by the selected palette. The color palette itself is called "Mameeji", which I named after my art Instagram account, mameeji.art. I use this restricted color palette as a way to brand my art style and enhance my creativity in use of pantones.

MAIN COLORS



Your Pink



Dairy Cream



Flesh

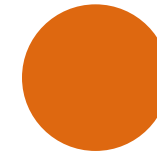


Thistle Green



Christine

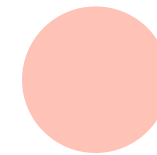
SECONDARY COLORS



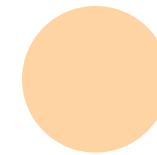
CMYK: 9, 71, 100, 1
RGB: 222, 104, 16
HEX: # de6810



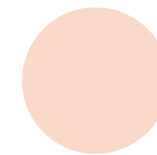
CMYK: 26, 12, 44, 0
RGB: 194, 202, 158
HEX: # c2ca9e



CMYK: 0, 29, 21, 0
RGB: 255, 194, 182
HEX: #ffc2b6



CMYK: 0, 18, 38, 0
RGB: 255, 212, 163
HEX: #ffd4a3



CMYK: 1, 16, 18, 0
RGB: 250, 217, 200
HEX: #fad9c8



Logo

COLOR VARIATION

I decided on a brush script font for my logo because writing in cursive is one of my defining qualities. In this day and age, people who continue to write in cursive are scarce. Similarly, I receive many compliments about my name "Mable" due to its rarity. Considering these factors, I designed a lettermark that mimicked my handwriting style.

The color variations were inspired by the colors "Your Pink" and "Christine" from the Mameeji palette. I knew I wanted my main logo to be pink because of how closely my identity is tied to it. Since most of the items I own are pink, my friends and family members often associate the color pink with me. The brown gradient logo is inspired by my frequent use of coffee and bakery elements in many of my designs. I am oddly drawn to the cafe and bakery aesthetic which is why many of my art works reflect brown and yellow hues.



MABLE TRUONG



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Logo

APPLICATION

My logo is an emblem logo which means it can be used easily as a stamp or document design. I specifically wanted a circular design for potential merchandise packaging. As an illustrator, I want to eventually create prints, stickers and acrylic key chains to sell. Circular logos work best for packaging and mailing which can be used for tags, letters and general documents.



COFFEE CUP

My logo works well with the cafe aesthetic since coffee shops like Starbucks uses emblem logos. I placed my logo on a coffee cup for future reference when I decide to open a cafe someday.



TAGS AND EMBROIDERY

I decided to use my logo applied to different textures. I personally like how the white logo looks on kraft paper material. It gives off a very personable but also classy look. The pink logo on a white tag has a quaint and minimalist look which I also like very much.



MAIN LOGO



LARGE SIZE



SMALLEST SIZE



STAMP

Perhaps the most practical use of my logo is creating a rubber stamp. It can be used to stamp "thank you" notes, packages, and personalized tags for merchandise.



Business Cards

APPLICATION

For my business card, I wanted a clean but also cute design. I only used the colors white and pink for simplicity. I designed it as minimal as possible. The material would ideally be matte to match the natural aesthetic of my brand.

The character on the front side of the card is currently being used for my portfolio and serves as a logo for my design work. For this reason, I thought that it was appropriate to use this character as my "mascot" and placed it on the front side of my card.

On the back side of the card, I placed my lettermark logo next to my contact information. Since my lettermark logo can be applied to professional settings, the placement of the logo next to important information gives the "business" side of the card a more sophisticated look.





*"Art washes away from the soul
the dust of everyday life."*

— PABLO PICASSO

The quote explains my approach to art and its relation to my life. Art is always my escape, especially when I feel intense emotions of sadness, regret or guilt. When the world around me kicks dust into my life, art is my only form of colorful expression that helps me understand what I am feeling.

Typography

Pacifico

Used for headers, 25 pt size.

FUTURA MEDIUM

Subheaders, tracking: 160, 12 pt size

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

Avenir Book

Body copy text, leading: 15, 10 pt size

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

An Example

HOW TO USE IT

Body copy should be the color black at 75 percent opacity. Pacifico font should be used sparingly for headers and be only used to highlight titles with a few words. Futura medium is used with a tracking of 160 for a cleaner, more minimal look. Futura can also be bolded for clarity.

