



R I C K Y N G U Y E N

TABLE OF CONTENTS.

introduction	1
typography	2
color	4
image	6
logo	8
mockup	9



INTRODUCTION.

HI IM RICKY.
a reminder to look at the sky.

WARNING! THIS IS A PSA. PLEASE READ!

please take a look at the sky. if you haven't had a chance yet today. look at the sky. good or bad mood. tired or spirited. alone or accompanied. look at the sky. notice its colors. textures. moods. and just how quickly it all changes. make looking at the sky part of your routine. before heading to work. on your way to lunch. or even a quick peak out the window. take the long way home for a better view of the sky.

and the skyline? that's us. somewhere in that large city is you. me. your neighbor. your coworker. the lady who served you your coffee this morning. living our lives day by day. not knowing how tomorrow will turn out. hoping the next will be better than the last. and the sky is a daily reminder that everything will be alright.



"sunsets are proof that no matter what happens. every day can end beautifully."

- kristen butler

"sunrise is the reminder that we can start a new beginning from anywhere."

- rupal asodaria



TYPOGRAPHY.

KG DO YOU LOVE ME

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890~!@*\$/^&*()?<>[]+

A REMINDER TO LOOK AT THE SKY.

SF NEW REPUBLIC SC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~!@*%\$^&*()?[!+

a reminder to look at the sky.

Great Wishes

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890~!@*\$/^&*()?!+

a reminder to look at the sky.



EXAMPLE

kg do you love me

a simple, brushy, sans serif semi-bold typeface that speaks an artistic and creative style. no lowercase version, but very minor differences when typing in lowercase. playful in appearance, yet direct in manner. if palm trees had a typeface, this would be it. suitable as typeface for main logo, headings, and title pages.

sf new republic sc

a straightforward sans serif typeface that is loud and enthusiastic. upper- and lowercase both work well independently or together. a short and stout look with great rotundity and an approachability that begs for people to read its content. best used in bodies of text, small or large.

great wishes

an elegant, cursive typeface that provides grace and beauty. uppercase is not recommended for using, but if needed, must be accompanied by lowercase. gives an emphatic yet sophisticated ending that leaves people feeling warm. perfect for signatures, secondary headings and whenever grace is a complementary addition.

ricky nguyen



COLOR.



6am

cmyk: 59, 91, 10, 1
rgb: 129, 31, 68
hex: #813d8a

cmyk: 29, 100, 78, 34
rgb: 133, 2, 40
hex: #850228

cmyk: 13, 100, 100, 4
rgb: 204, 29, 13
hex: #ccd0d

cmyk: 0, 76, 99, 0
rgb: 254, 97, 26
hex: #feb11a

cmyk: 2, 3, 78, 0
rgb: 255, 234, 90
hex: #fea5a

cmyk: 38, 9, 0, 0
rgb: 144, 203, 252
hex: #90cbfc

cmyk: 0, 0, 0, 0
rgb: 255, 255, 255
hex: #ffffff





12am is the sky at its
most unpredictable



9pm is the sky at its
most ambitious



6pm is the sky at its
most passionate



3pm is the sky at its
warmest



12am is the sky at its
brightest



9am is the sky at its
most enchanting



6am is the sky at its
most hopeful

every time you take a look at the sky, it seems to look a little different. throughout the day, throughout the seasons, and throughout the world, each color of the sky emanates a different feeling.



IMAGE.

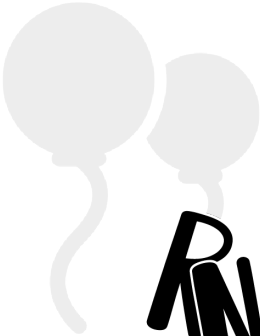




images follow the theme of an imaginative romantic. when looking at the images, one feels as if they've been lured into a dream-like adventure. beautiful to the point it seems surreal. common objects include: palm trees, buildings, balloons, ferris wheels, airplanes, hot air balloons, the sun, and the sky.



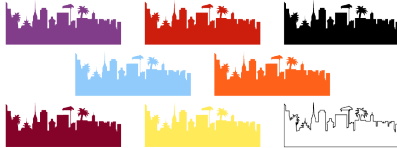
LOGO.



lettermark logo



pictorial logo



RICKY NGUYEN



RICKY NGUYEN



RICKY NGUYEN

lockup



MOCKUP.



by madebyme



by madebyme



by Creatsy



by madebyme





by madebyme



a reminder to look at the sky.

