



Emily Nguyen
BRAND STYLE GUIDE





Table Of Contents

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

Welcome, I'M E M .

Waking up to musical trills of birds singing, watching trees sway in the gentle breeze, and breathing in the sweetly fragrant blooms, I cherish the little things in life. As a lover of nature, I enjoy immersing myself in its serenity and tranquility. To be present in the moment. To simply be.





Brand Identity

EMBRACING NATURE

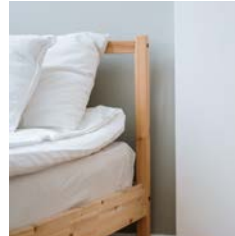
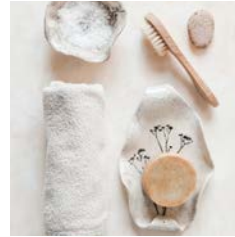
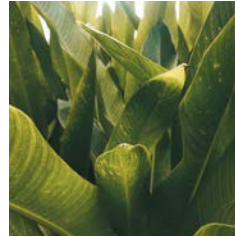
For as long as I can remember, I've always explored my natural surroundings. Enjoying a stroll in the local park, adventuring through California's plentiful forests, or walking under a tunnel formed by arching trees, I've developed a deep-rooted connection to nature. When outdoors, mindfulness practices keep me grounded. The rays of sunlight that beam through each leaf and the delicately folded petals of blooming flowers embellish the world with life and color. I feel energized yet calmed in the serenity of nature.

Amid our fast-paced lives, my brand strives to inspire people to take precious moments and embrace the natural world around them. Emphasizing the importance of mindfulness, I hope to encourage others to live in the present while cherishing the beauty of nature.

Imagery

BURSTS OF GREENERY

Inspired by my admiration for nature, my brand's imagery consists of vibrant green plants that bring life and freshness into any space. The images of organic elements such as light wood and smooth bamboo propped against clean, white surfaces visually represent the calm and simple environments I enjoy immersing myself in. Surrounded by nature, I feel a sense of ease and pure stillness.





ORCHID

CMYK: 0, 4, 8, 9
RGB: 232, 223, 214
HEX: #E8DFD6



DAYLILY

CMYK: 0, 21, 38, 16
RGB: 214, 170, 133
HEX: #D6AA85



EUCALYPTUS

CMYK: 8, 0, 46, 34
RGB: 154, 168, 91
HEX: #9AA85B



ALOE

CMYK: 18, 0, 34, 39
RGB: 127, 155, 103
HEX: #7F9B67



SAGE

CMYK: 12, 0, 51, 34
RGB: 148, 169, 82
HEX: #94A952

Color Palette

ORGANIC & SERENE

My color palette consists of various shades of green that appear all throughout nature. Complementing the greens with neutral colors, I hope to evoke a sense of calmness and tranquility. The colors are named after beautiful flowers, versatile plants, and fragrant herbs that may spark moments of happiness and bring bliss into peoples' lives.



Typography

PERFECT THREE

All forms of life rely on resources in the surrounding environments to survive. Without water, air, and soil, life in nature would cease to exist. Similarly, the three typefaces in my brand complement one another in an effortless, harmonious fashion. Reflecting the brand's natural and organic feel, Fahwang's high-contrast typeface strikes a nice balance with Agrandir Wide's clean strokes and Tenor Sans' organic structure. The perfect three that live in harmony.

Aa
Fahwang

Aa
AGRANDIR WIDE

Aa
Tenor Sans





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

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

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

Fahwang

Headings, 30 pt

Fahwang is a san serif font that conveys refinement. As a high-contrast typeface, it is best used in titles and headings.

A G R A N D I R W I D E

Subheadings, 13 pt

Agrandir Wide is a low-contrast, sans serif font characterized by its solid strokes and over-sized width.

Tenor Sans

Body text, 11 pt

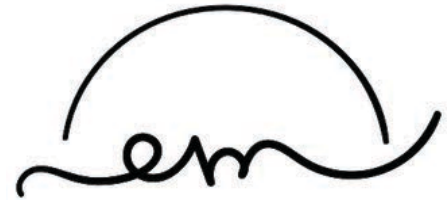
Tenor Sans is a humanist sans serif font. With even letter spacing, the font has great readability and remains legible at small sizes.

Logo

SIMPLY EM

In Vietnamese, "Em" refers to many things such as baby, younger sister, and child. Throughout my life, my family always referred to me as "Em" and as I fostered close-knit bonds with friends from school, they naturally called

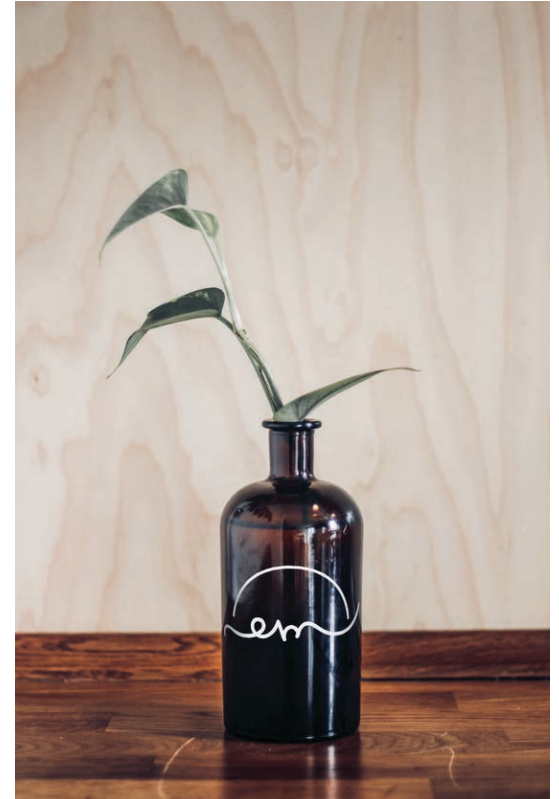
Given the special meaning and significant value of "Em," I chose to handwrite my nickname and design my brand's logo around this essential part of my identity. To me, "Em" signifies comfort, warmth, and pure joy—the same feelings I experience when surrounded by nature's beauty and grace. Inspired by the curls and curves of vines and leaves, the free flowing strokes in my logo resembles the vitality and easy movements in nature.



Mockups

APPLICATION

Placing my logo on different objects and various textures, the brand's simplicity radiates through. The leaf embellishments in each mockup add a subtle pop of greenery while capturing the nature element of my brand in a graceful manner.





"Let us try to recognize the precious
nature of each day."

DALAI LAMA