KAI ODA

BRAND STYLE GUIDE

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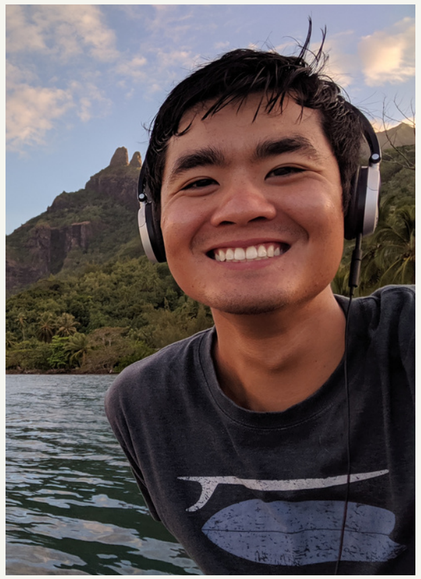
INTRODUCTION

KAI ODA = CONTROLLED CHAOS

At once, I am both methodical and spontaneous. I'm the type of person who decides they want to learn to SCUBA dive and then finds themselves working 15 hours a week underwater.



Despite, or maybe because of, the constant chaos in my life, I try to organize and streamline what I can. I generate six different backup plans for every activity and show up 15 minutes early to meetings.

I tried to harmonize these two halves of myself through the design of my Brand Style Guide. The mesmerizing beauty of the underwater world helped unify my fractured thoughts. Depending on the day, the ocean can be tranquil or a turbulent mess — just like me!

MISSION AND STYLE

MY STRUGGLES AND INSPIRATION

I wanted to design a brand that complimented my chaotic yet efficient tendencies. However, creating this Brand Style Guide forced me to struggle with my design weaknesses. I spent weeks agonizing over fonts and colors and then scrapped them when I started putting everything together.

My salvation came after a week-long break from school where I spent every day diving, snowboarding and fishing. I realized that there is powerful beauty in nature and also that I needed its wildness in my life. This BSG showcases my design style, but it also celebrates the wonderful world that we inhabit. My adventures in this world have enriched my life and power the designs of this Brand Style Guide.

MOODBOARD

IMAGES FROM THE UNDERWATER WORLD

TYPOGRAPHY

SEEKING CLARITY AND ELEGANCE

PT Serif
18 pt, 0 tracking

OPEN SANS
30 pt, 30 tracking

Montserrat
20 pt, 10 tracking

Body Text

PT Serif is an elegant serif font. It is easy to read at small sizes, making it perfect for use in body text. It's nothing crazy, but it also doesn't distract from the rest of the page. This allows the reader to easily absorb information as they move through the BSG.

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

Header and Titles

Open Sans (Extra Bold) is a thick, high visibility sans-serif font. This font is geometric, professional and easy to read. I'm going for a serious, focused look throughout my BSG, and this font presents that message perfectly at the top of every page.

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

Subheaders

When sub headers are needed, I turn to Montserrat. The narrow, robotic look instantly caught my eye. The defining feature of this sans-serif font is its relatively thin strokes. Despite this, it remains easy to read and complements the ultra-thick Open Sans perfectly.

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

COLOR PALETTE

BEAUTY IN NATURE

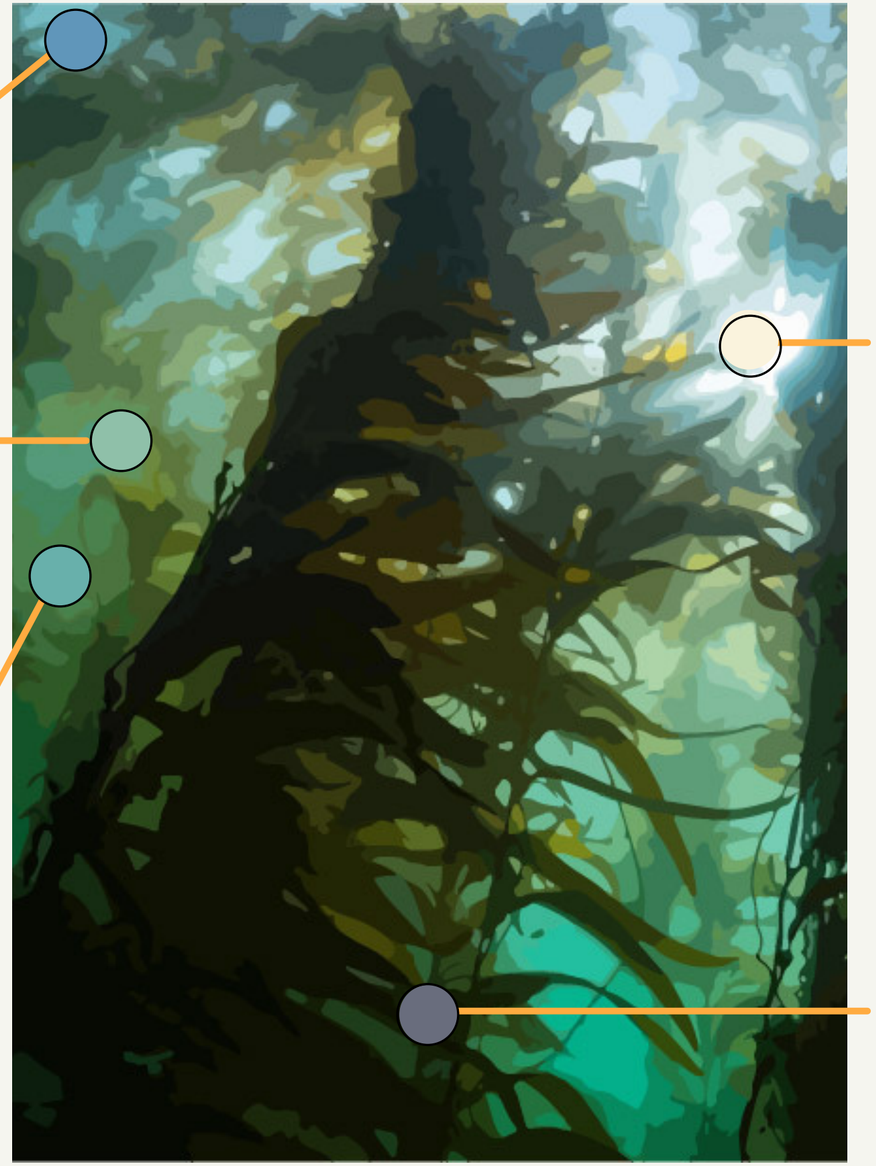
I take a lot of inspiration for my designs from beauty in the natural world. While looking at underwater photos I noticed that the light streaming through the kelp forest canopy was mesmerizing and strangely relaxing. The photo on the right became the basis for my color palette.

The pastel color palette harmonizes well together, but I generally try to only use one or two colors on the page at a time. The sparing use of color helps to draw the reader's eye to specific places on the page.

#6096BA
Celadon Blue

#8FC0A9
Laurel Green

#68B0AB
Green Sheen

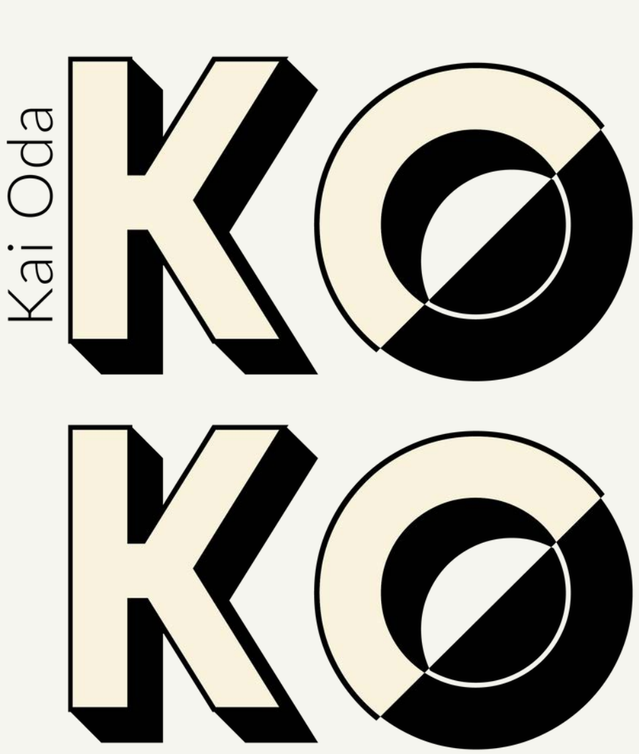


#FAF3DD
Eggshell

#696D7D
Black coral

LOGO

STRIVING FOR SIMPLICITY



I really struggled to design a logo as I had never used Adobe Illustrator before. There is also so much to consider when making a logo. What do I want it to represent? How do I want it to look? In a Brand Style Guide about myself, what do I want the logo to say about me? It was more helpful to start off with what I did not want the logo to be. I wanted to stay away from designs that were hard to read or confusing to understand. Working within the constraints of using my initials as the basis for my logo, I decided I did not want to stray too far away from the typeface design.

After a bit, I decided to go with a simple, yet professional look. The logo remains easy to read and understand. It follows my principles of clear communication and unoffending designs. Most importantly, the logo is not distracting or puzzling. While the 3D look could definitely be improved, I like how the countershading looks. It gives the logo depth, and adds visual flair to an otherwise unassuming design.

MOCKUPS

POTENTIAL LOGO APPLICATIONS