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# Welcome!

Hi, I'm Anne!

In my 21 years of life, I've lived in 7 different cities within 5 different countries. For a while, I struggled to understand where I fit between all these places. I had a connection to each place, yet nowhere quite felt like home. Now, rather than trying to fit myself into a singular place, I like to think of my life like a collage- a piece of each city comes together to create my own identity.

I like to use this same approach when it comes to marketing. I'm a firm believer that nothing exists in a vacuum; thus, piecing together connections between people, products, and even places, is central to great marketing. In every project, my mission is to combine creative storytelling and innovative marketing strategies to create personal connections between brands and their customers.

**collage**

col·lage [noun]

a technique of art creation by which art results from an assemblage of different forms, thus creating a new whole

# Brand Identity

## eclectic  vibrant  refined

From the bustling cities of East Asia, the picturesque landscapes of Scandinavia, the laid-back lifestyle of Southern California, and many places in-between, my inspiration draws from an amalgamation of these places. Throughout these pages, you'll see a collection of different collages I designed. Each collage pieces together elements of influential cities in my life, highlighting the **eclecticism** and **vibrance** of my life.

However, don't be fooled- there is order to the chaos. Behind the scenes, I like to ensure everything is **refined** and intentional. Every disorganized collage is organized with love and care!

# Color Palette

My bold and vibrant color palette offers a glimpse at the night sky. Inspired by the Northern Lights in Norway to the sparkling electronic billboards of Shibuya, Tokyo, the colors are named after influential cities in my life.

My primary color palette consists of the dark blue, almost-back color *Hong Kong* and the off-while color *Oslo*. These neutral colors primarily serve as typography and background colors. My secondary palette consists of the colors *Tokyo, Santa Barbara, London* and *Singapore*. These bright and vibrant colors are used for accents and design elements.
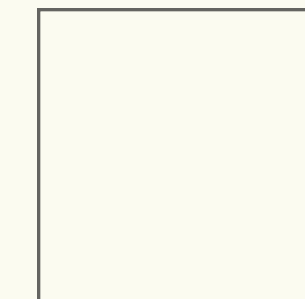
## Primary Color Palette

**HONG KONG**
HEX: #020222
RGB: 2, 2, 34
CMYK: 94, 94, 0, 37

**OSLO**
HEX: #FBFBF0
RGB: 251, 215, 240
CMYK: 0, 0, 4, 2

## Secondary Color Palette

**LONDON**
HEX: #331564
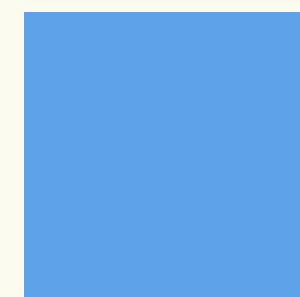RGB: 51, 21, 100
CMYK: 49, 79, 0, 61

**TOKYO**
HEX: #E63A6C
RGB: 230, 58, 108
CMYK: 0, 75, 53, 10

**SANTA BARBARA**
HEX: #5CA2E8
RGB: 92, 162, 232
CMYK: 60, 30, 0, 9

**SINPAPORE**
HEX: #90C472
RGB: 144, 196, 114
CMYK: 47, 3, 73, 0

HONG KONG

OSLO

LONDON

TOKYO

SANTA BARBARA

SINGAPORE

# Logo

My logo is inspired by the art piece "Chromatic Gate" designed by artist Herbert Bayer. This iconic tourist attraction located along the waterfront of Santa Barbara inspired the bright colors and off-set outline.

My primary logo consists of my initials with my full name below. The main lettermark and writing of the logo can be any of the secondary colors in my color palette, in combination with the outline in the color Hong Kong.

In times where clarity is needed, my secondary logos can be used. My first secondary logo consists of my initials without my full name or the outline. This logo lacks detail, so it is best used when my logo is small. My second secondary logo is my logo inside a circle. Any combination of my secondary color palette can be used. This logo helps maintain detail and should be used on top of a busy background.
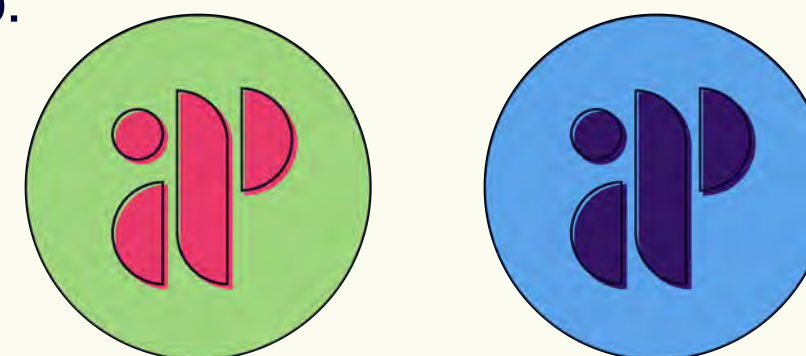
## Primary Logo
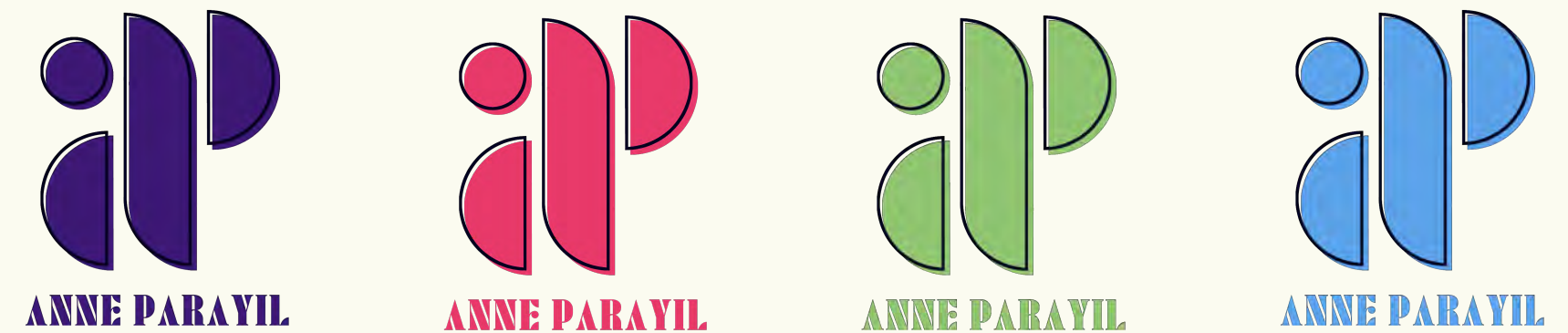


## Secondary Logos

a.



b.

ANNE PARAYIL
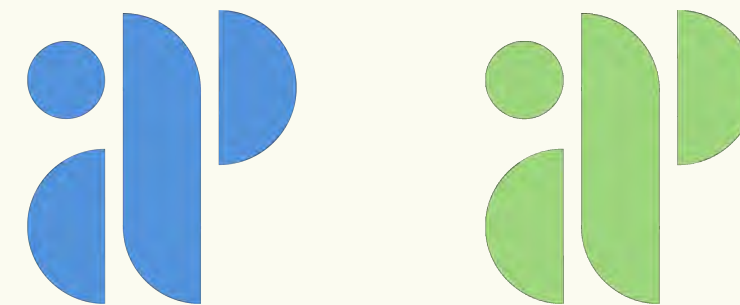
# Typography

A twist on a modern serif typeface, Kate's eclectic high contrast style creates a font that is stylish and refined. The thick stems letters are reminiscent of buildings, creating a look of a city skyline when letters are combined into words. As a font with extreme contrast, it is best suited in large text sized headers.

Degular is a clean and simple serif font. Its low contrast and consistent strokes create a font that is easy to read in all typefaces and sizes. Degular should primarily be used in regular caps for body text. It can also be used in bold for subheadings or for headings when Kate is too small or illegible.

Courier is a typewriter-like serif typeface that exemplifies the collage inspiration behind my brand. It should only be used as a design element to highlight quotes or decorative words. It should also always have an irregular white rectangle as a background to mimic a magazine cut-out.

## Header
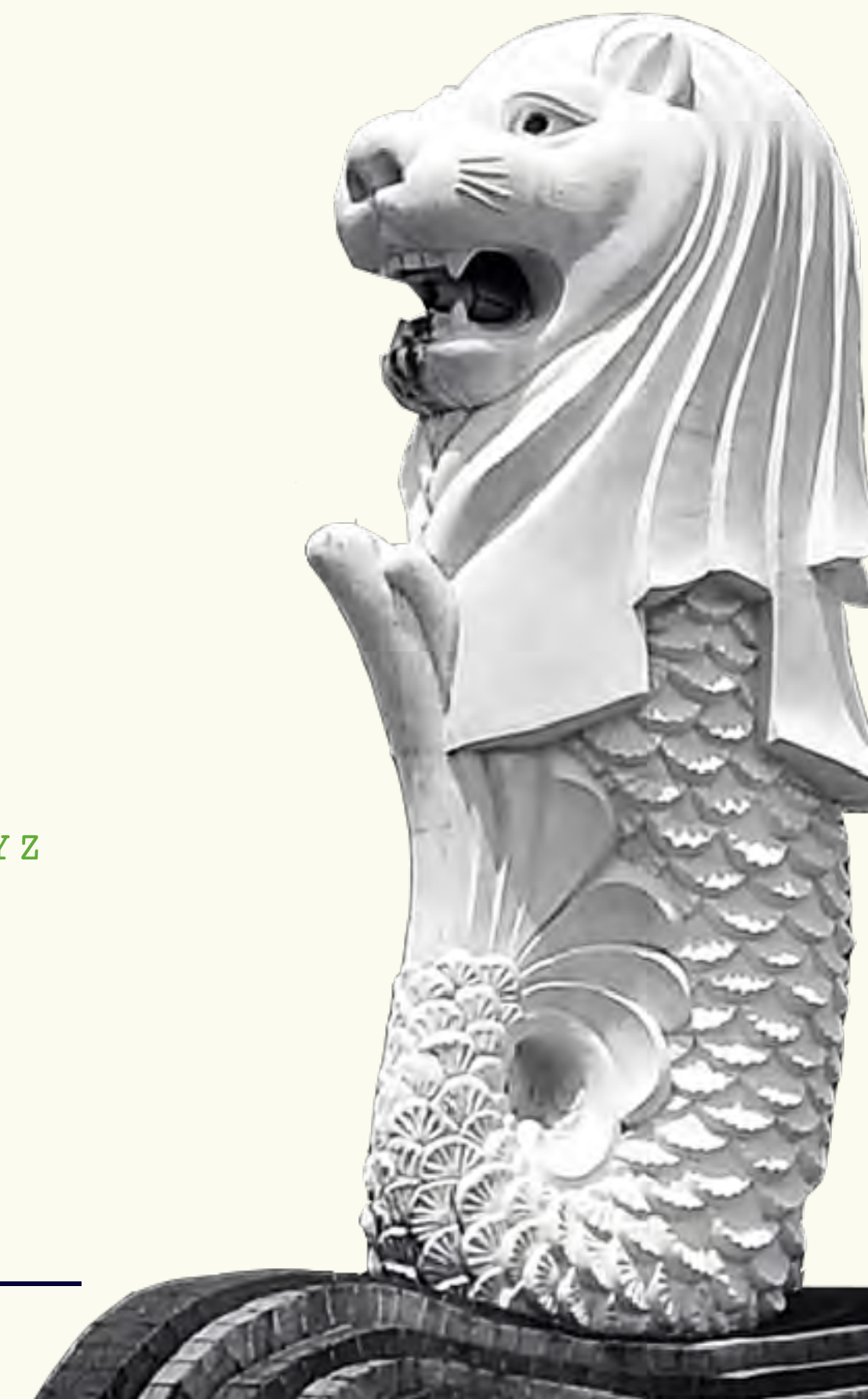
### Kate Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%

## Body

### Degular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%

## Accent

### Courier

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%

"for those who are lost,

there will always be

cities that feel like home"

— Simon Van Booy