

Intro

As an Interior Design studio that has recently come together under the name Studio Clement, Hannah & Rose are looking to create a strong brand identity that will speak to their existing and new clientele they seek.

<https://www.instagram.com/studioclement/>

History

<https://www.linkedin.com/in/rose-wilkinson-50879316/>

Please read the Studio Clement Introductory brochure that we have been putting together. This is a document we would like to use externally with clients and people we want to collaborate with as well as an internal document to share with our staff etc to give them an idea of who we are and what we are about. This is still work in progress as you can see, but hopefully it will give you an insight into the brand.

Scope

Create a brand identity that showcases us and our vision for Studio Clement.

- Logo/Identity options
- Fonts
- Colours

In terms of our branding we've jotted down some thoughts below:

1. Colours

We came across this image of a Picasso painting and were really drawn to the colours. The soft blue, the more earthy tone and then the lighter cream/neutral (possibly less pink than comes across in the picture) and feel this represents us quite well and would suit the work that we do. We like the idea of incorporating a foil metallic (warmer and less cool tones) and are also up for embossing. Our design style lends itself to lighter schemes with punches of colours so this could translate to the branding. Rose says no to black and white (this is her only stipulation!) We love texture.

2. Font

We feel we are possibly more Sans however if you feel Sans Serif works better then we are willing to be guided.

3. Logo

We would like the branding to be elegant, stylised, something that will sit well in a luxurious market however still be cool and design led.

4. Our Style

More feminine than masculine

Softer shapes and irregularity preferred

Light as opposed to dark

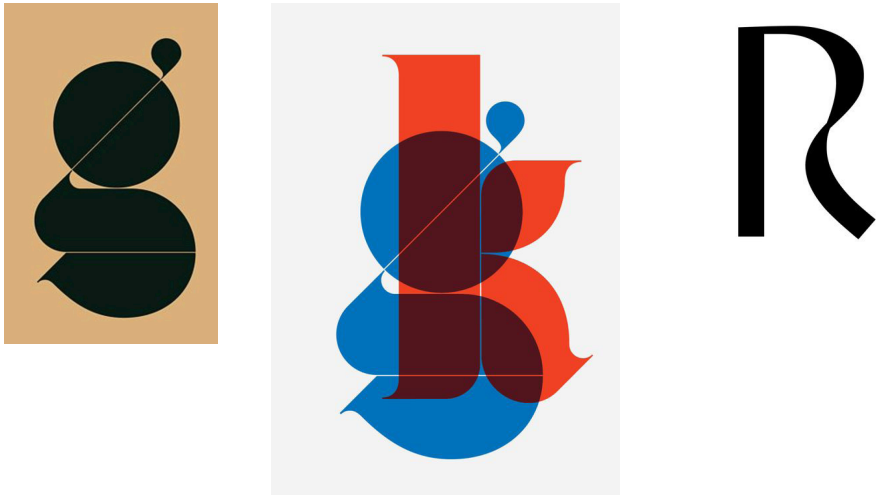
We are not corporate in any way

We would like something to feel different



Things we like

- We love these emblems - They have a softness to them, bold, easy to read, clean, like the playfulness of the transparency/layering.



- We love this too - The mix of bold shapes and then also more detailed lines, mix of rounded and angular shapes



- These are interesting ways of creating a recognisable logo of word....



- We have played with the idea of the S & C as a logo but they are rather bland together.
- We would like to see expoloration of 'Clement' without the use of Studio.
- It could be that Clement is used as the word, or as just the C - both routes are viable.