

AHHA Jewelry - Graphic Design Brief

CONTACT US:

Anna Stoyanova

stoyanovaanna@yahoo.co.uk

Mob: 04 2322 7881

ABOUT US:

Handmade fashion jewelry,

Unique, one of a kind pieces

Personalised items

Made with quality materials

We believe that the right accessories can brighten and uplift your day!

TARGET AUDIENCE:

The 16+ girl/ woman who wants to be fashionable and express her personality through accessories. She embraces colour and sees her accessories as a way to have fun with her wardrobe and change the mood of an outfit with her jewelry.

We are starting with three collections::

- Boho chic collection - mystical and moody. Made with grounding materials and gemstones.
- Summer Fun - colourful and fun, jewelry that goes from day casual to night style. Mix and match pieces for a fashionable layered look. When you want a burst of color to express your joyful mood or brighten up your day.
- Timeless elegance - clear lines, sophisticated style. A bit of sparkle when you want to look like million dollars but not break the bank

BRAND GUIDELINES:

I don't have these yet. Perhaps you can help me with that?

COLORS THAT I DISLIKE:

Neon colors

Too bright and shiny

Black.

Gimmicks

In general, I like color but for the purpose of the branding and logo I would like to go with a specific palette, please see moodboard

COLORS THAT I LIKE:

Please see moodboard images below for inspiration (let me know if you need bigger images, I have the originals)



BRAND LOGO, STYLE IDEAS SO FAR:

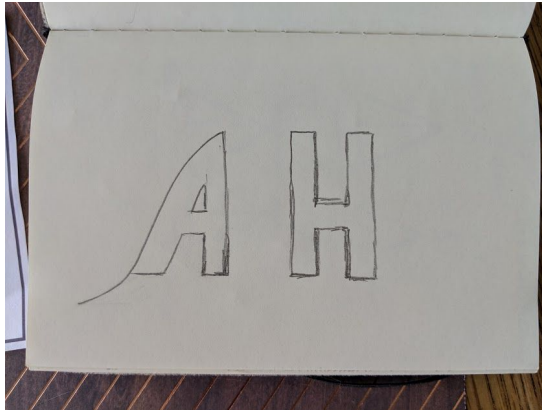
Design 'AHHA' as the brand logo. Please note it has to be spelled in capitals as the word means something to me in another language when spelled this way :)

I like this style with letters that have colour and texture on a white background or colourful background with letters carved out in one color.

I would like the lettering to have texture

**CREATIVE
EXPRESSION**

In terms of fonts for AHHA, I doodled a little in my sketchbook and came up with this version of the letters. I like the A to lean towards the H and then the other H & A to be almost like a mirror image of the first two. Does it make sense?



I played around with Logojoy and this is the logo that I liked the most. What I really like in this logo is that the texture of the letters and that the word AHHA is framed (it doesn't have to be a circle but I realised I quite like a frame). I also like that the frame appears textured on the box. What I don't like about this logo is the shiny yellow gold. I am also not in love with the black/charcoal background. I would like to avoid black

