

how clays came to be

clayton creech

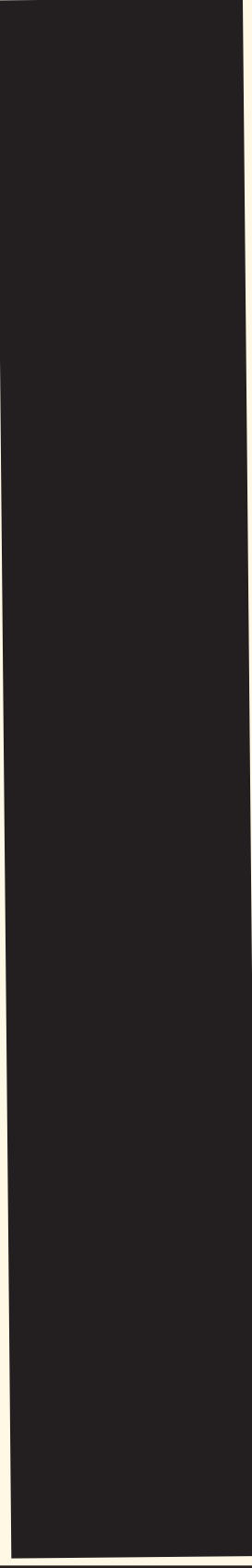
professor white

fasm 210

project 1

table of contents!

inspo/mood boards



mission & vision



core pillars



moonshot



preliminary logo



visual identity system



typeface hierarchy



color story



mockups



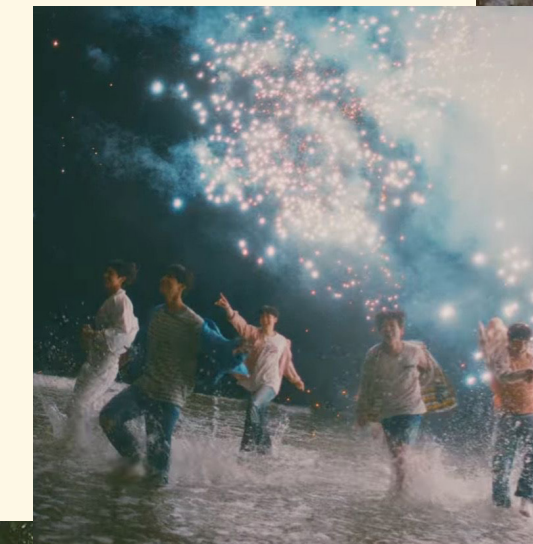
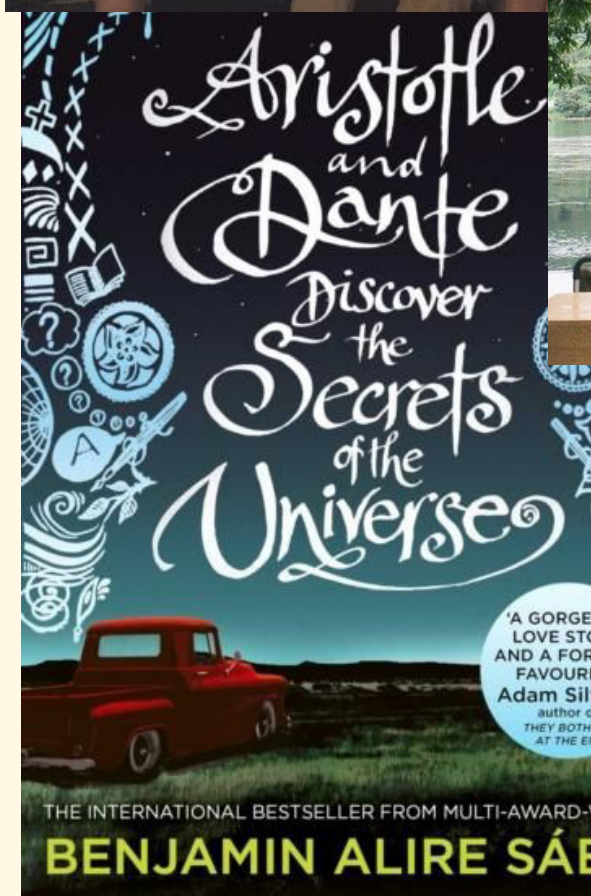
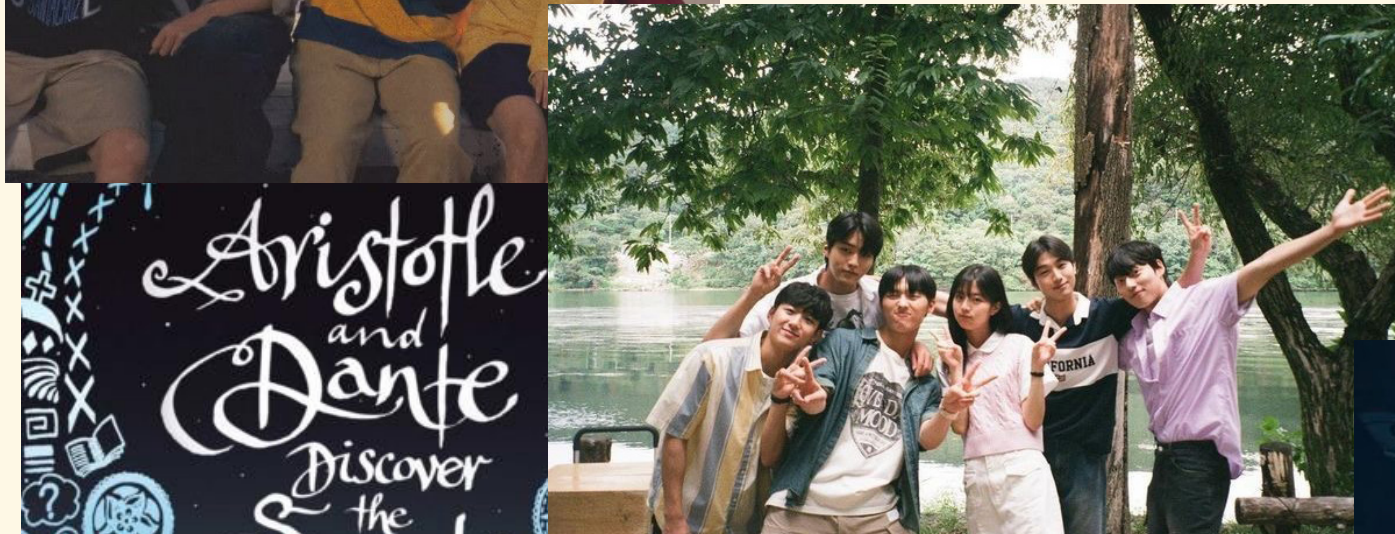
design board



mood board!

“even when i was little, i knew that teenagers sparkled. i knew they knew something children didn’t know, and adults ended up forgetting.”

–lorde



photos from pinterest

mission!

**capturing the essence of youth and
adolescence, providing a sense of
belonging and nostalgic reflection**

vision!

fashion is an empowering journey of
self-expression, free from intimidation
and conformity

core pillars

joyfully intimate

inquisitive dreamer

genuinely unreserved

wistful reminiscence

relentless carpe diem

moonshot!

jet-setting around the
world, creating memories

being a celebrity's one pic as
their stylist

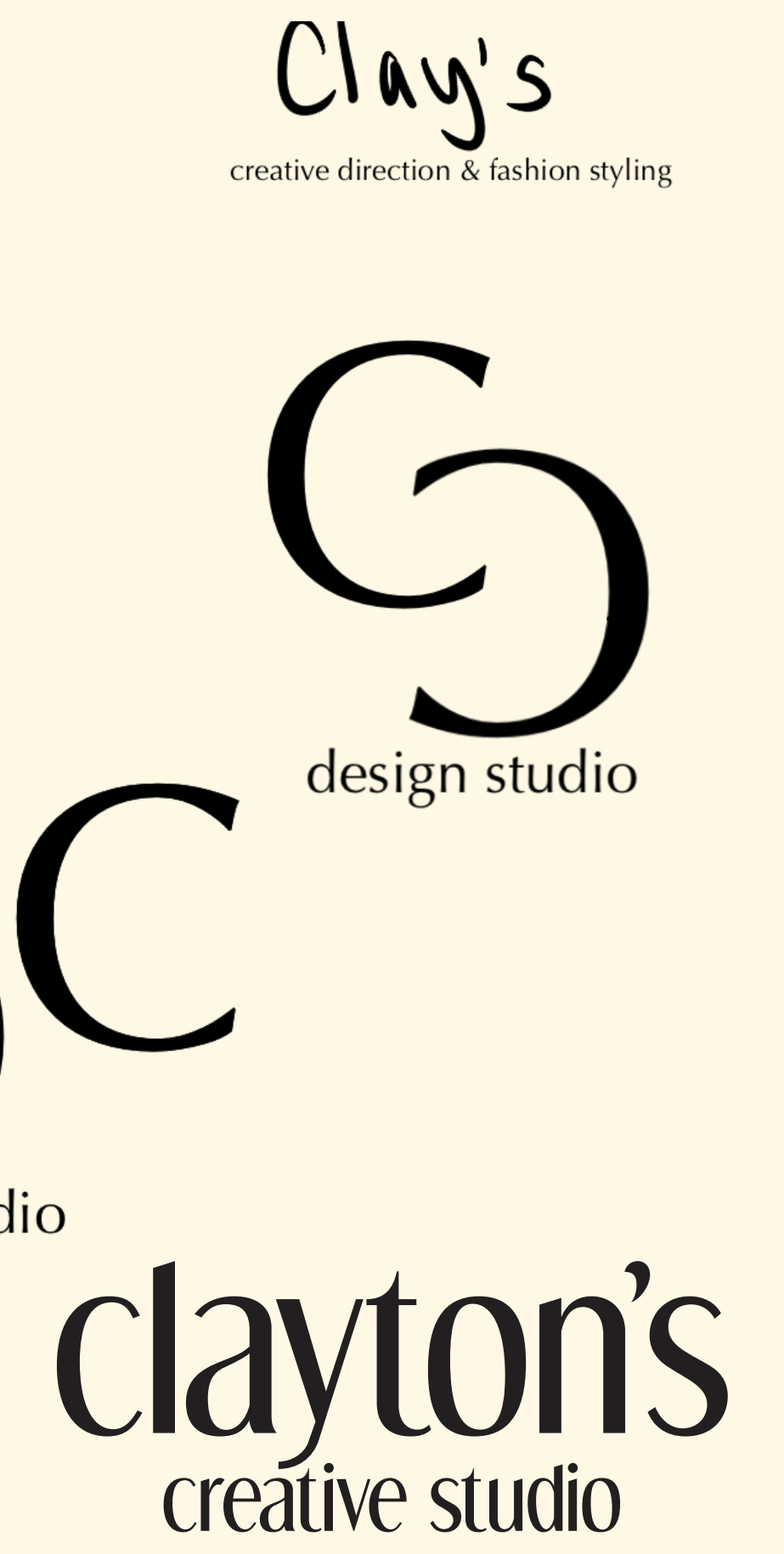
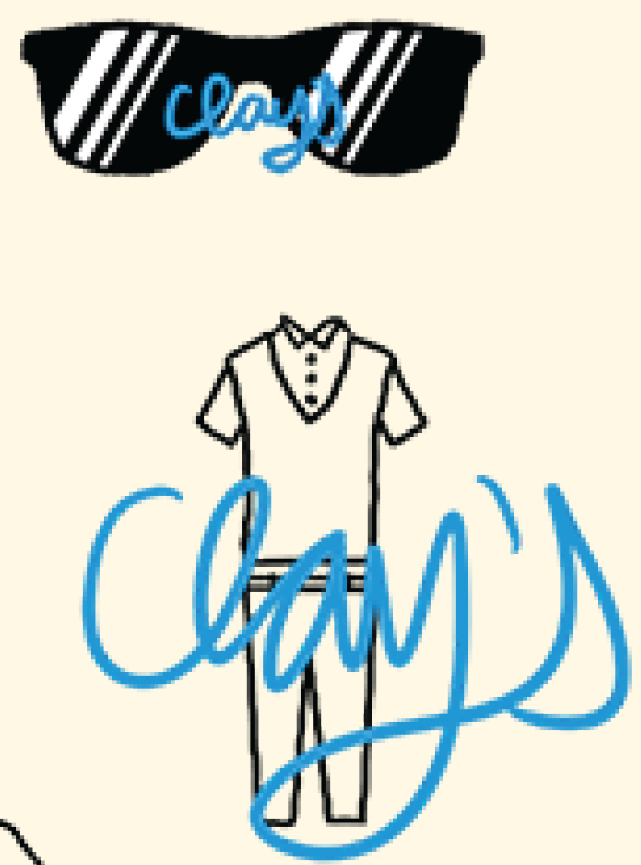
leaving my mark on the
world through my work

your favorite artist's
favorite artist

making what i want, when i
want to make it



celebrating life through my work



logo sketches!

visual identity directions



clay's
design studio

visual identity system

clay's

horizontal wordmark

clay's
design studio

stacked wordmark



pattern

cla
y's

stacked wordmark



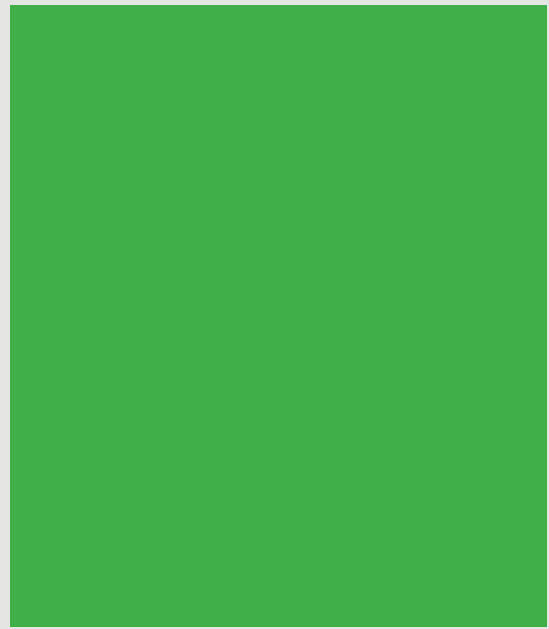
clay's
design studio

speciality logo



horizontal wordmark & logo

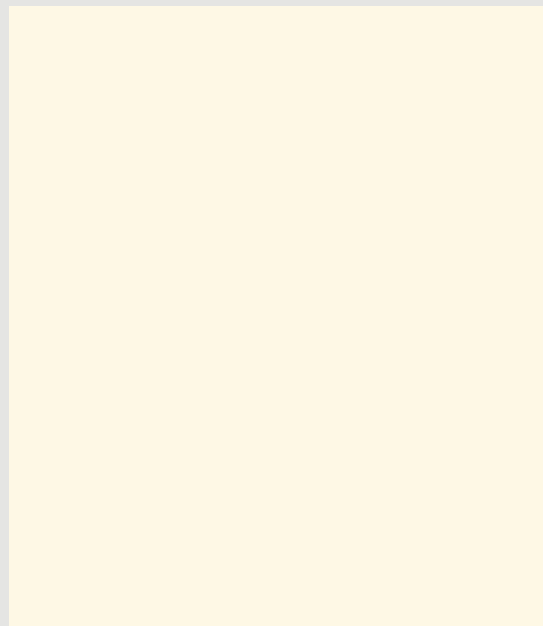
color story!



hex: #41ad49

r = 65
g = 173
b = 73

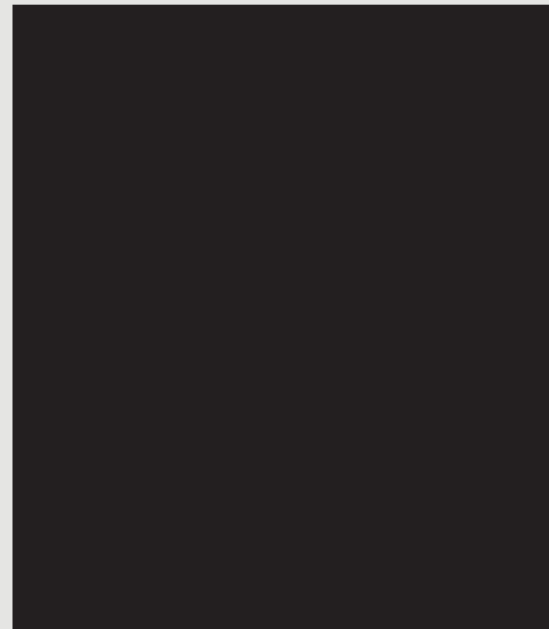
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m = 75
y = 100
k = 0



hex: #fef8e5

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g = 248
b = 229

c = 0
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y = 10
k = 0



hex: #000000

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g = 0
b = 0

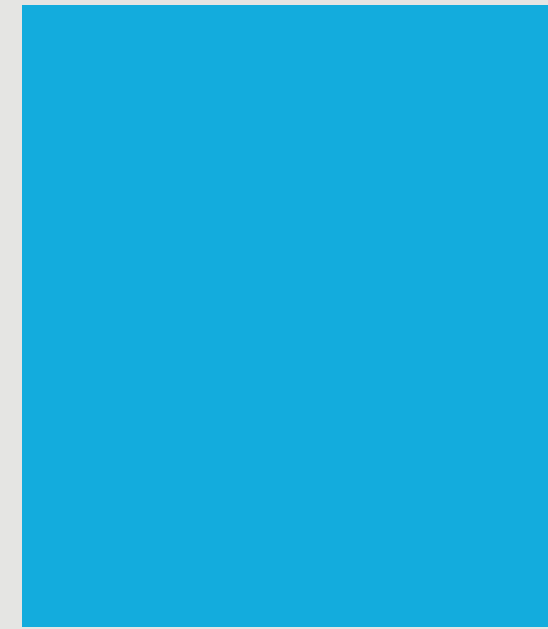
c = 0
m = 0
y = 0
k = 100



hex: #f7acb5

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g = 172
b = 181

c = 0
m = 40
y = 15
k = 0



hex: #08addc

r = 8
g = 173
b = 220

c = 72
m = 12
y = 4
k = 0



hex: #e9453f

r = 233
g = 69
b = 63

c = 2
m = 89
y = 80
k = 0

typeface hierarchy!

header

dream orphans bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

subheader/logo

dream orphans regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

body

merriweather regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

letterhead and
business card 1





clayton
creech



fashion stylist | creative
director | creative
person | scad graduate |
mystery lover

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business card 2



clay's
design studio





ok bye!