

minary logo preli

moonshot

core pillars

mission & vision

nspo/mood boards

•

visual identity system

typeface hierarchy

olor story

table of contents!



mockups



RALPH TLAUREN CHANEL ChristianDior LOUIS VUITTON DOLCE & GABBANA BALENCIAGA

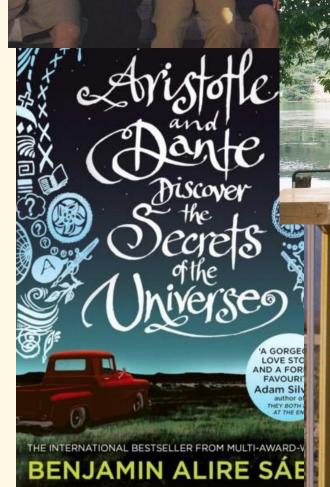
photos from google

design board

target







\mathbf{m} 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



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

Vision!



joyfully intimate

genuinely unreserved

relentless carpe diem

inquisitive dreamer

wistful reminiscence



moonshot!

jet-setting around the world, creating memories

your favorite artist's favorite artist

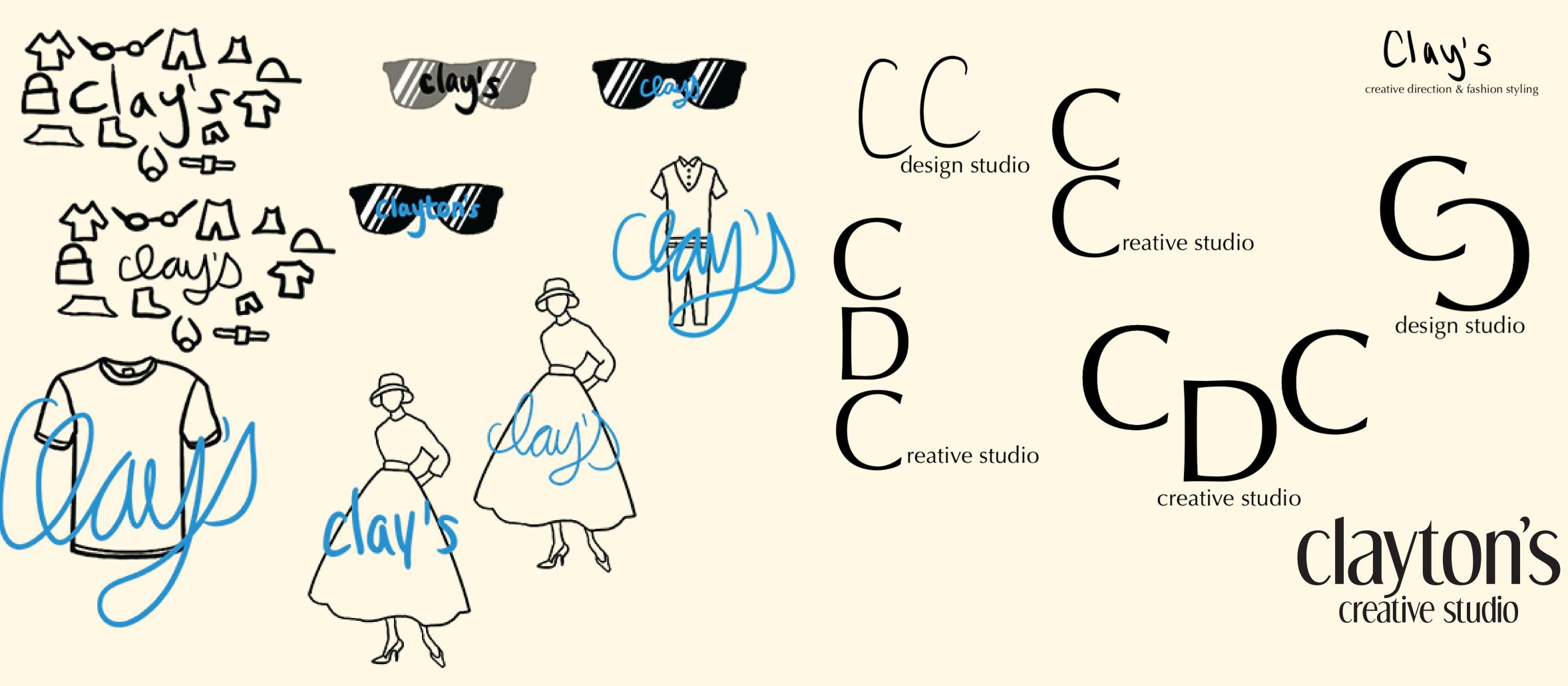
celebrating life through my work

being a celebrity's one pic as their stylist

leaving my mark on the world through my work

making what i want, when i want to make it





logo sketches!



visual identity directions



Clay'S design studio

visual identity system design studio stacked wordmark



Clay's

horizontal wordmark

stacked wordmark

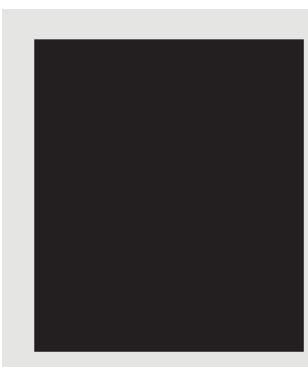


pattern





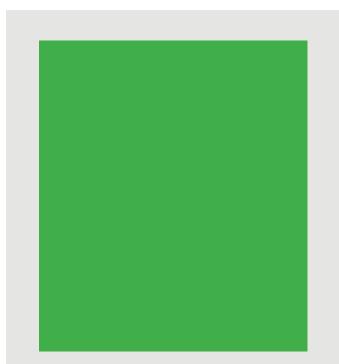
Color story!



hex: #000000

$$r = 0$$

 $g = 0$
 $b = 0$
 $c = 0$
 $m = 0$
 $y = 0$

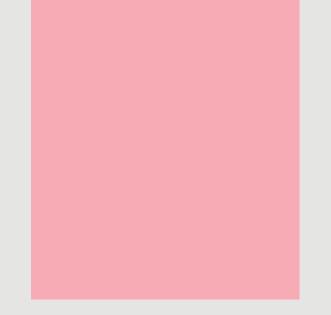


hex: #41ad49

r = 65 g = 173 b = 73 c = 75 m = 75 y = 100 k = 0

hex: #fef8e5
r = 254
g = 248
b = 229
C = O
m = 2
y = 10

k = 0



hex: #f7acb5

r = 247 g = 172 b = 181 C = 0m = 40 y = 15 k = 0

hex: #08addc





header dream orphans bold

Subheader/logo dream orphans regular

1234567890

body merriweather regular 1234567890

typeface hierarchy!

- Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
- 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

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







letterhead and business card 1



clayton creech fashion stylist

972-937-5524 linktr.ee/claytonc @claytonn.creech clayton_creech@yahoo.com



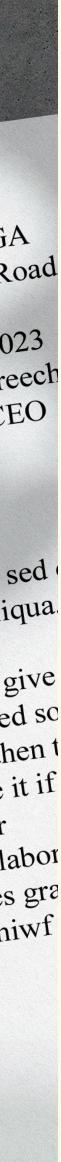
Dear Professor White,

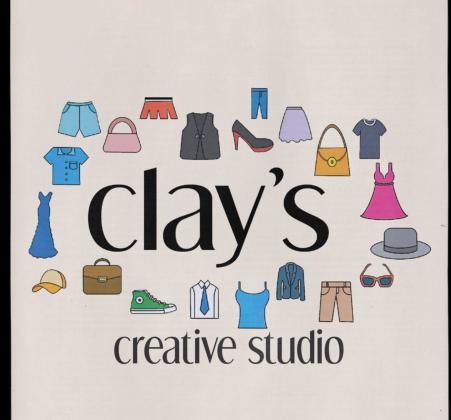
clay's Savannah, GA 150 Hollis Road

April 12, 2023 Clayton Creech Founder/CEO

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua Quis ipsum suspendisse ultrices gravida. Risus commodondisse ultrices gravida. Pleaseeeeee Stephen give and A pleaseeeeeee I would really appreciate it I worked sc hard!! However! If you don't really feel like doing it then t okay, I'll learn to live I guess...but I would really love it if did. Thanks! Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labor dolore magna aliqua. Quis ipsum suspendisse ultrices gra Rimagna aliqua. Quis ipsum suspendisse eitejiowefniwf eoeowoet wottgh d.

Sincerely.







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

business card 2







