



Brand Development Guide

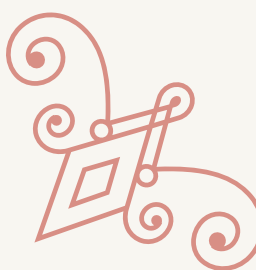
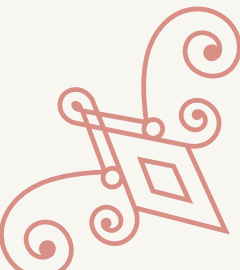


Creator Draft

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*My Startup
is a design
studio that
develops all
kinds of
design ideas
for different
intents.*

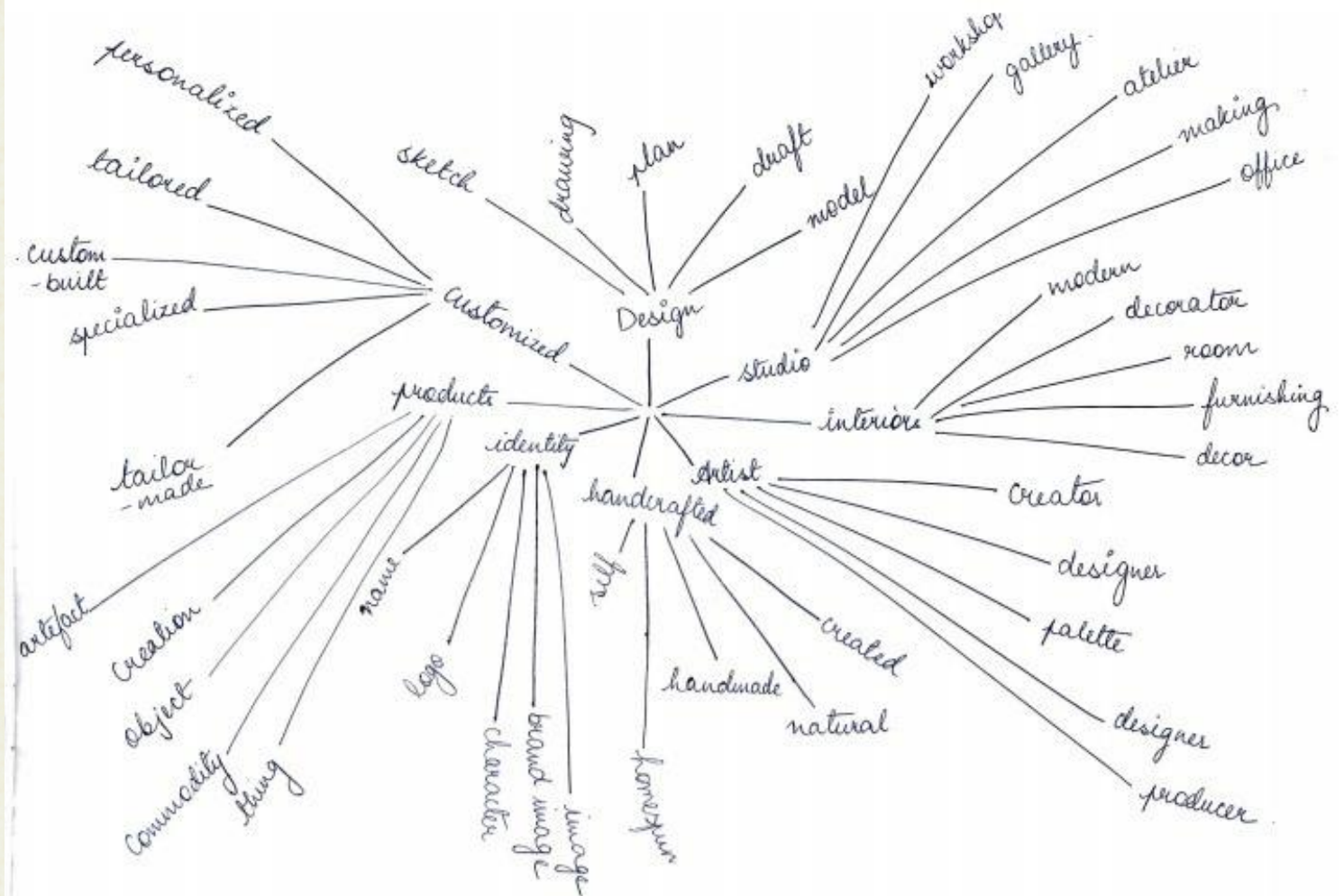


History

This Design Studio takes back its roots to the 1990s. It was founded by Sri. The Design Studio is located in Unistat. Sri is a very passionate artist who first started working on cards, canvases, walls, etc. She also loved organizing and designing spaces, that is when she came up with the idea of starting her design studio. Initially, the design studio aimed to design spaces, interiors, and cards. Later in the early 2000's the aim of the studio evolved into making customized designs for the client and also expanded its work into identity, handcrafted pieces, and products.



Mindmap





Naming Options

- *The Draft Shop*
- *The CreatorShop*
- *CreatorDraft*

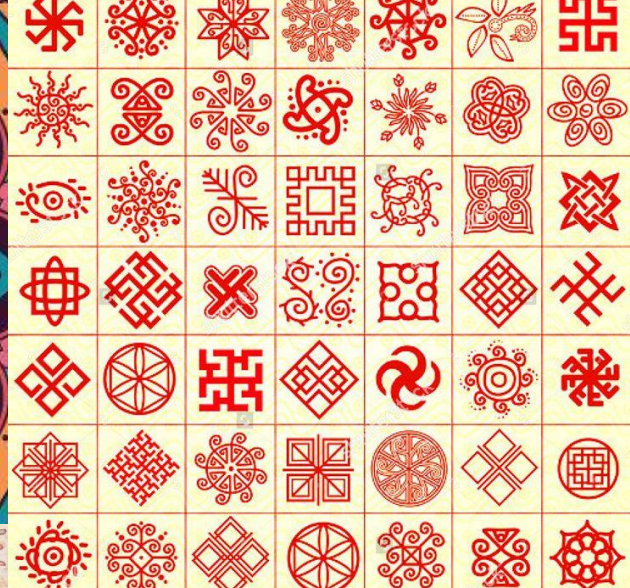
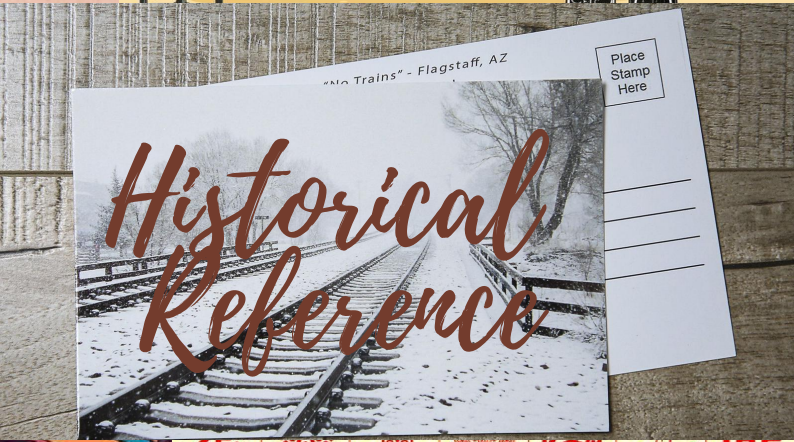
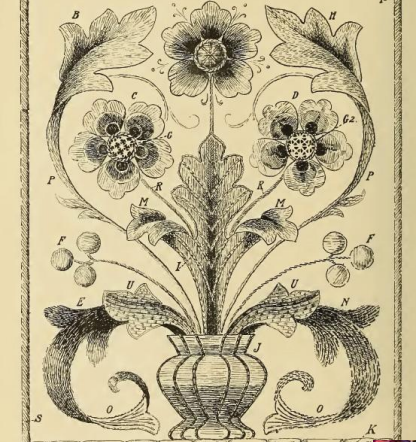
Key Qualities

- *Handcrafted*
- *Skilful*
- *Prolific*





Contemporary
Reference



Type Explorations

CREATOR DRAFT

CreatorDraft

CreatorDraft

Creator Draft

CreatorDraft



Type skeletons

Creator Draft

Creator Draft

Creator Draft

Creator Draft

Creator Draft



Logotype Development



Creator Draft

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Creator Draft

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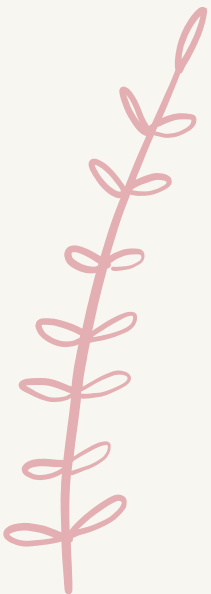
Creator Draft

Logotype Development

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Final Logotype

Creator Draft



Color Palette

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Creator Draft

Creator Draft

Creator Draft

Creator Draft



Icon



This Icon is developed using the color palette.
The hand represents the handcraft, key-quality of the company.

Secondary Typeface

You Visualize. We Create.

YOU VISUALIZE. WE CREATE.

You Visualize. We Create.

You Visualize. We Create.

*You Visualize.
We Create.*





Secret Ingredient



Creator Draft

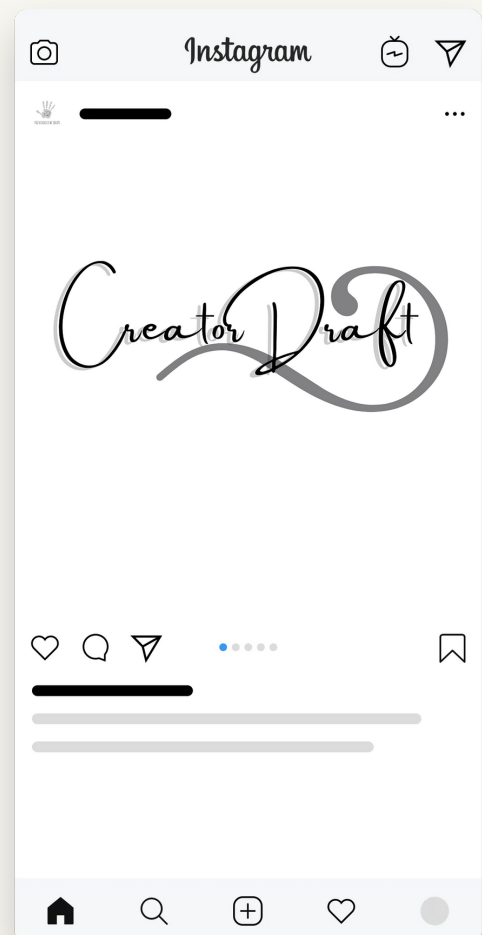
My secret ingredient is a mark on the Logotype which
brings out more of the typeface.

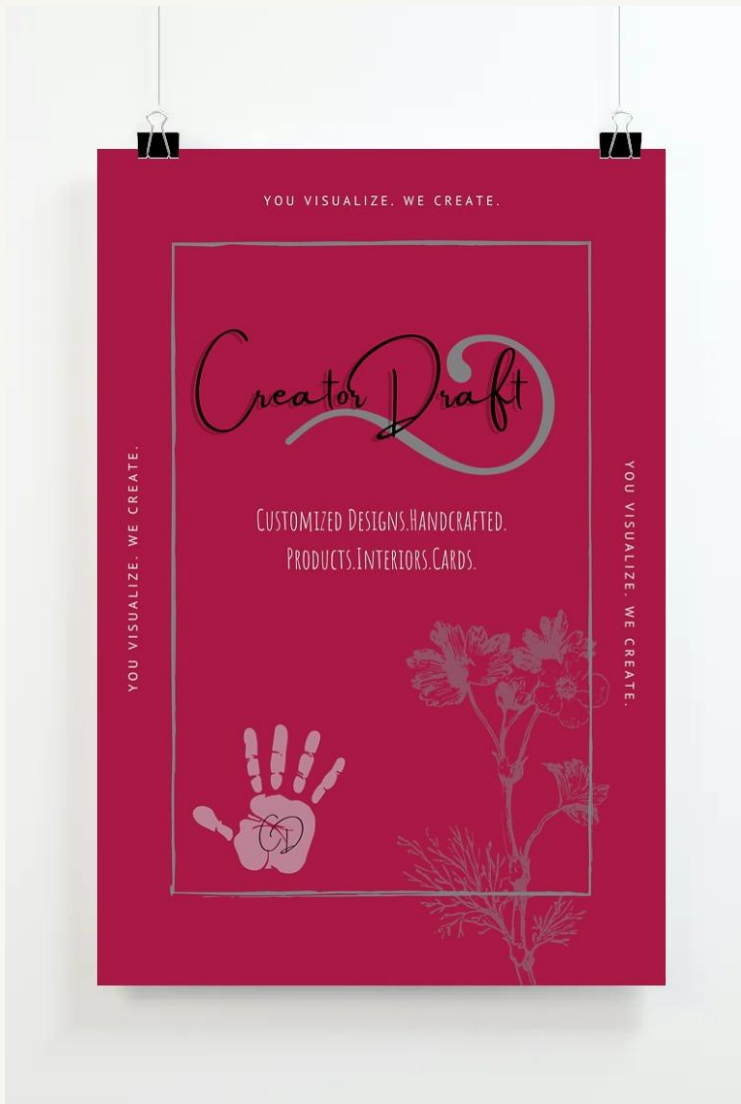
Applications



The **CreativeDraft** app provides you with our design catalogues, sample designs and also our previous and ongoing works. It also allows you to book appointments and also track progress of your work. The app is very customer-friendly.

CD.WeCreate is our instagram handle which allows customers to place customized orders through DM's and can also contact us. We also conduct workshops and our page provides information about the workshops.







Specialization
in Graphic Design
Capstone Project
Coursera/CalArts
2020