



DESIGN PORTFOLIO

KRISTY KARAN

00

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01

MEET THE ARTIST

Personal Biography

Hello, My name is Kristy Karan. I'm born and raised in California. My hobbies include hiking and traveling. I absolutely love traveling and seeing how nature is so unique and beautiful in every part of the world. I have visited 10 countries internationally and wish to visit 40 more in my life time. I enjoy spending time with my family visiting new places and making memories.

Artist Statement

I am showcasing a range of creative works in Graphic Design, Studio Art, Henna Art, and Painting. With a passion for visual storytelling, I believe that every project is an opportunity to create something beautiful and meaningful.

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02

INFLUENTIAL PEOPLE

NEETA SHARMA

Neeta Sharma is an artist I look up to and find her as my influencer in henna art. I am very fortunate to work very closely with her and over the years we have developed great friendship. Through her experience of understanding how to properly conduct a successful henna business and professional artist whom people can trust.

LEONARDO DA VINCI

Leonardo di ser Piero da Vinci was an Italian polymath of the High Renaissance who was active as a painter, craftsman, engineer, scientist, theorist, sculptor, and architect. I admire the multiple areas of expertise he has to offer.





03

SANTA CRUZ BEACH BOARD WALK

Brand Identity

In order to enhance the identity of Beach Boardwalk, we took the existing brand and recreated it to give it a fresh and unique look. By redesigning the logo, color scheme, and overall visual elements, we aimed to create a brand identity that truly represents the fun and excitement of the boardwalk experience. Our goal was to make sure that every aspect of the brand reflects the lively and vibrant atmosphere of the beachfront destination. Through careful planning and creative execution, we successfully established a new brand identity that resonates with both locals and tourists alike.



MARLO
Fun Park Food
DEEP FRIED OREO

- 21 years old
- She loves to try out new foods
- Constantly looking out for a few and fun adventure.
- She works as a sales manager
- She loves to hangout with her best-friends.
- She likes to have a good time and surround her self with positive people



AVA
Fun Park Food
SODA

- 15 year old teenager who is enjoying life has to offer her
- Spend her week days hanging out with her girlfriends after school
- She lives local to Santa Cruz
- Is a straight A+ student
- She is the oldest of three siblings and sometimes ends up having to baby-sit them when the parents are busy. She enjoys watching her siblings



BENJAMIN
Fun Park Food
POPCORN

- 10 years old
- He has a twin sister and they do everything together.
- He like to visit the Zoo and his favorite animal is lions
- He wants to grow up to be an astronaut
- He can tell to all about the solar system thanks to kids youtube
- His favorite color is green and yellow



EVIE
Fun Park Food
LEMONADE

- 55 years old
- She a grandmother of 7 who loves to knit and play with her grand kids
- Currently her main job is to watch her grandkids
- She bakes amazing pies
- She can speak over 5 languages
- In her earlier years she used to travel the world as a free lance journalist.



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SODA

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MICHAEL
Fun Park Food
PRETZEL

- 43 years old
- He works as an engineer for Intel
- He is a bachelor and still as not found teh right one for him
- He travels very little and avoids large crowds as much as possible
- He enjoys watching movies
- He has a small group of friends that he hangs out with



FREDERICO
Fun Park Food
CHURRO

- 77 year old Veteran who loves spend time with his wife
- He is a Senior Advisor now at the local Community Center.
- Retired for 5 years now
- His past time hobbies are to carve wooden flutes and sell them to local vendors
- He lives in a small Town outside of Carson City, Nevada with his wife, two dogs and three cats

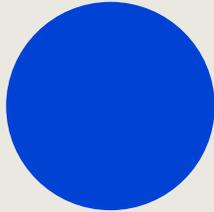


PHONG
Fun Park Food
CORN DOG

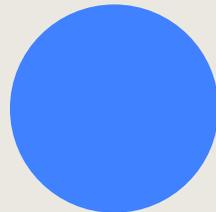
- 32 years old
- He calls a good weekend hanging out with the boys.
- He is married and has 3 girls.
- He works as an over night manager at Amazon's warehouse
- He loves to BBQ
- He like to stay inshape by going to the gym at least 4 days a week

Target Audience

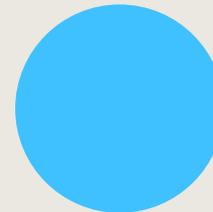
Our target audience is from ages 1-100. From Family Events to Concerts. Everyone is welcome to enjoy some fun in the sun here!. Target Audience here was expressed and described as food Items you can find.



RGB: 0 | 67 | 212
CMYK: 89% | 76% | 0% | 0%
WEB: #0043D4



RGB: 63 | 129 | 255
CMYK: 72% | 51% | 0% | 0%
WEB: #3F81FF



RGB: 63 | 193 | 255
CMYK: 58% | 7% | 0% | 0%
WEB: #3FC1FF



RGB: 255 | 203 | 21
CMYK: 0% | 20% | 97% | 0%
WEB: #FFCB15

Color Theme

The original logo had too many colors. I narrowed it down to a blue pallet with a yellow accent color to compliment the color theme. Blues represent the ocean and yellow represents the sun at the boardwalk.



Symbols

The logo was carefully designed to represent the values and characteristics that you can find at the Boardwalk. The color that are found in the logo are used as well through out the marketing materials for Boeach Board Walk.

BEACH BOARD WALK

Brand Identity Full Book Spread



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INTRODUCTION | COMPANY HISTORY

HISTORY OF THE COMPANY
Santa Cruz is a family orientated amusement park. This park opened in 1907 by John Leibrant. This is one of the last "classic" sea side amusement parks left in USA. John Leibrant originally opened a public bath house near the mouth of the San Lorenzo River. The bath house was a hit and people then began to visit Santa Cruz. After this followed restaurants, Carlo shops, photostands. Soon enough Santa Cruz Beach started to take form. It was a man named Fred W. Swanton who was an entrepreneur and started the casino and boardwalk.

Visual Standard | Page 1



BEACH BOARD WALK

Brand Identity Full Book Spread

INTRODUCTION | AUDIENCE

UNIQUE SELLING POINT & AUDIENCE
 Santa Cruz Beach Boardwalk is fun for all ages. Not only can the locals here in California enjoy this wonderful place, but also people who live all over the world can come and experience what we have to offer. At the Boardwalk, you don't have to worry about admission, it's free! The ride tickets are very affordable. Our gaming center has the newest and latest games and entertainment. We have a large array of food stands to choose from. During the summer months we hold concerts on the beach for all to enjoy. We also have 2 rides which are now historic landmarks, The Coof Carousel and the Giant Dipper. Come and be part of the history landmarks.

Visual Standard | Page 3



INTRODUCTION | AUDIENCE

MARLO
 BEEF FRESH ONIONS

AVA
 SODA

BENJAMIN
 POPCORN

EVIE
 LEMONADE

AVA
 SODA

MICHAEL
 PRETZEL

FREDERICO
 CHURRO

PHONG
 CORN DOG

LET'S MEET THE POEPL
 People from all age ranges and backgrounds can come and enjoy Beach Board Walk. See for your self!

Visual Standard | Page 7



LOGO STRUCTURE | ANATOMY

SANTA CRUZ BEACH BOARDWALK

SANTA CRUZ BEACH BOARDWALK

ANATOMY OF LOGO
 This logo can be used at various sizes. Anywhere from a large image to a small image, every detail is still very visible. It still looks eye catching at any size whether on a billboard or a business card.

Visual Standard | Page 9



LOGO STRUCTURE | COLOR

RGB: 0 | 67 | 212
 CMYK: 80% | 70% | 0% | 0%
 WEB: #0043D4

RGB: 63 | 129 | 255
 CMYK: 72% | 51% | 0% | 0%
 WEB: #3F81FF

RGB: 255 | 200 | 21
 CMYK: 0% | 20% | 97% | 0%
 WEB: #FFC815

RGB: 63 | 199 | 255
 CMYK: 58% | 7% | 0% | 0%
 WEB: #3FC8FF

Visual Standard | Page 11



BEACH BOARD WALK

Brand Identity Full Book Spread

LOGO STRUCTURE | CLEAR SPACE



KEEP IN MIND THE CLEAR SPACE

Clear space was established in the logo to ensure legibility. The clear space around the logo should be between 1/4" - 1/2" wide. This space around will allow other objects to not obstruct the logo. For larger production, clearance amount will increase.

Brand Standard | Page 15



LOGO STRUCTURE | LOGO DON'TS



DON'T MISS USE THE LOGO

It's important to not distort or distort the logo. For example, don't stretch or place the logo at an angle. It distorts the design and looks not original. Another example is to not place it over an image with similar color tones. The logo gets lost in the image. Changing the color of the logo breaks its harmony. Following the logo just looks unprofessional. There are a few ways to NOT use the logo.

Brand Standard | Page 15

LOGO STRUCTURE | TYPOGRAPHY

ARIAL

REGULAR
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

ITALIC
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

BOLD
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

BOLD ITALIC
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

MYRAID PRO

REGULAR
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

ITALIC
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

BOLD
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

BOLD ITALIC
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Brand Standard | Page 17

INITIAL IDENTITY | BACK PACK



BRAND IDENTITY - BACK PACK

This back pack is designed for you to carry items that are purchased at the amusement park. The front zipper can hold Park tickets, receipts and other papers compartment on the side can hold your drinks. Put away your hand on the top. The back pack is large enough to hold other items as needed. This backpack is designed with the color palette from the logo. You can also find the logo behind of the backpack. This design was created in illustration.

Brand Standard | Page 19

BEACH BOARD WALK

Brand Identity Full Book Spread

INITIAL IDENTITY | BACK PACK



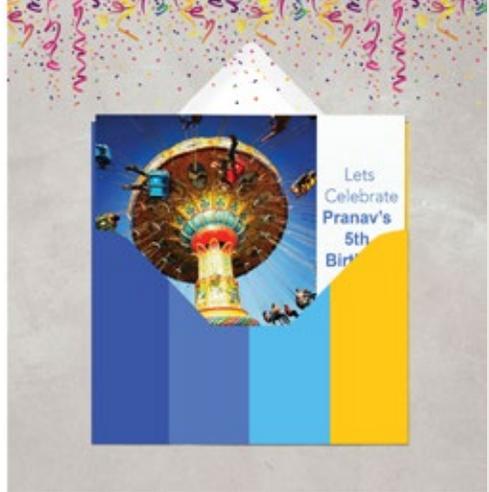
BRAND IDENTITY - BACK PACK
The backpack is stylish and casual. The logo is always easy to see from a far. This backpack is suitable for gender. Boys, girls, men and women can all enjoy this handy back pack around the boardwalk.
Visual Standard | Page 21

INITIAL IDENTITY | INVITATION CARD



BRAND IDENTITY - INVITATION CARD
Clear space was established in the logo to ensure legibility. The clear space around the logo should be between 1:4" - 1:2" away. This space around will allow other objects to not obstruct the logo. For larger production, clearance amount will increase.
Visual Standard | Page 21

INITIAL IDENTITY | INVITATION CARD



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Visual Standard | Page 21

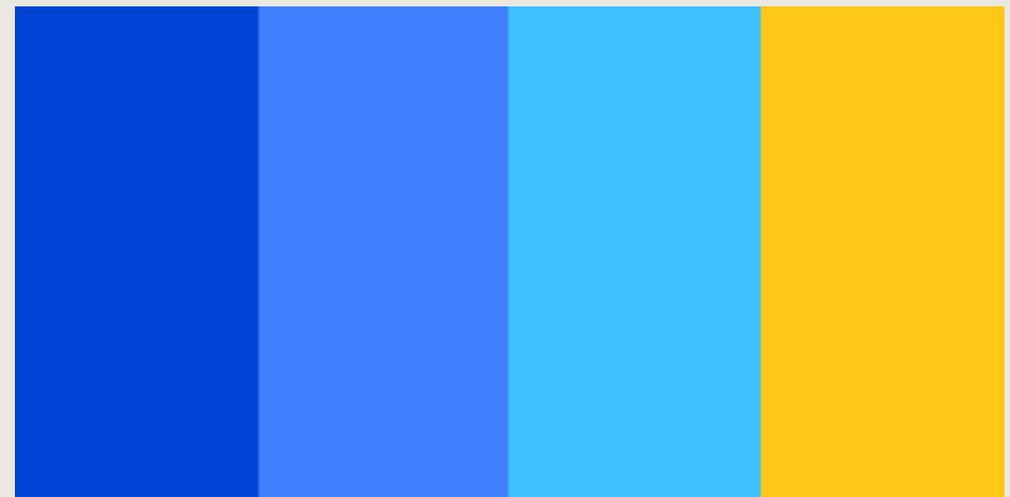
INITIAL IDENTITY | GIFT BAG

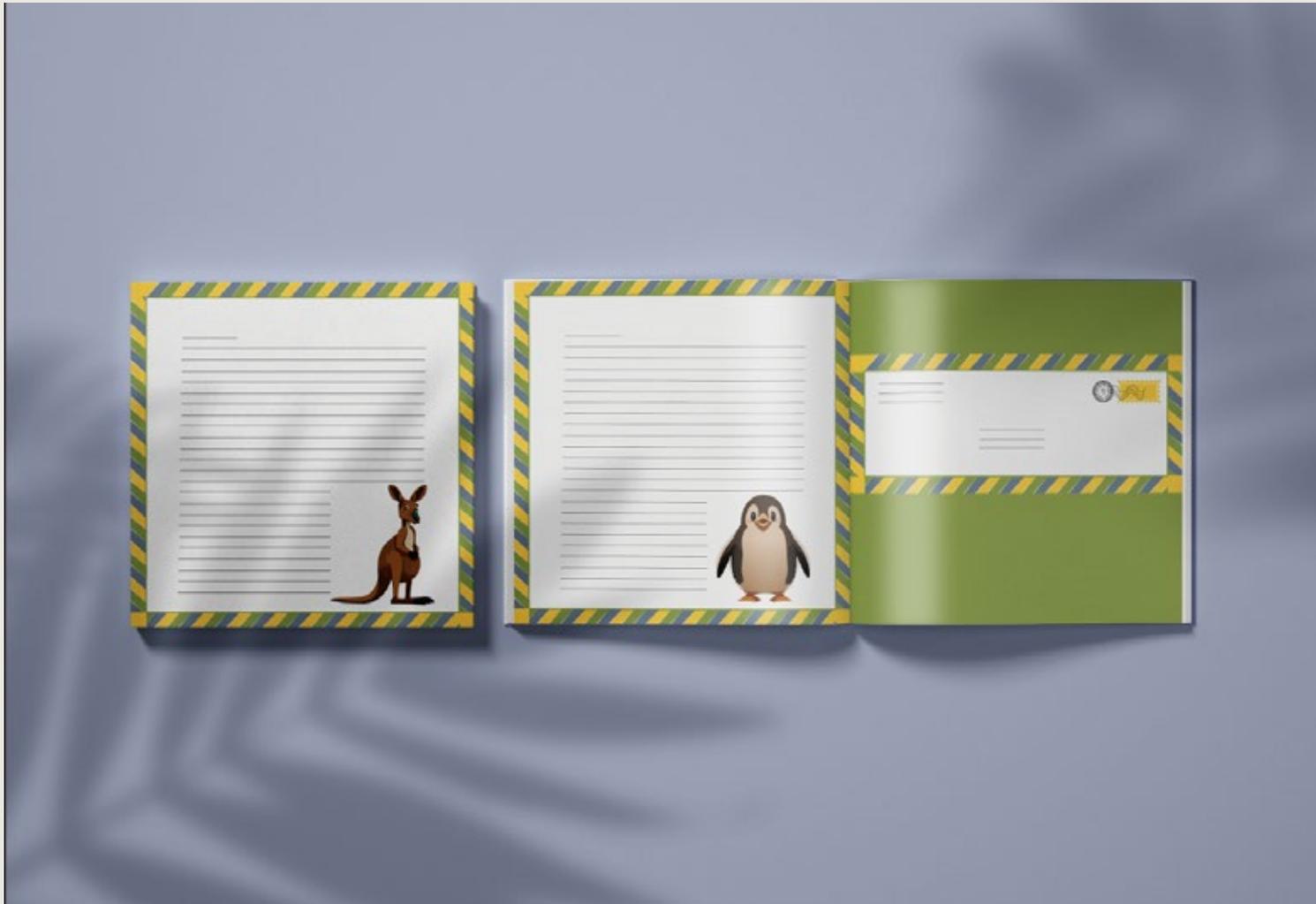


BRAND IDENTITY - GIFT BAG
All Outline and Die cuts were created as a mock up during the design process. This was the final design chosen to move forward with. The color palette here is the same as the logo color palette.
Visual Standard | Page 21

BEACH BOARD WALK

Brand Identity Full Book Spread





04

WORDS OF LOVE ON POSTPARTUM DEPRESSION

Do Good For Good Design Research
Based Design & NCUR

The "Do Good for Good" design project focuses on research & creating a design element related to an important issue. I decided to work on postpartum depression for my project. I submitted an abstract, which was reviewed and accepted for presentation at NCUR. This opportunity allows me to raise awareness and advocate for those affected by postpartum depression through my design work.

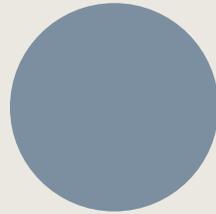


Target Audience

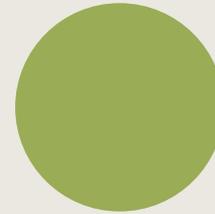
With a topic that targets mental health, the target audience here is the mother, child, and immediate family members living within the same household as the mother and baby. Additionally The practitioners who are responsible for the mother and babies health and care are also the target audience here.



RGB: 255 | 217 | 79
CMYK: 1% | 13% | 80% | 0%
WEB: #ffd94f



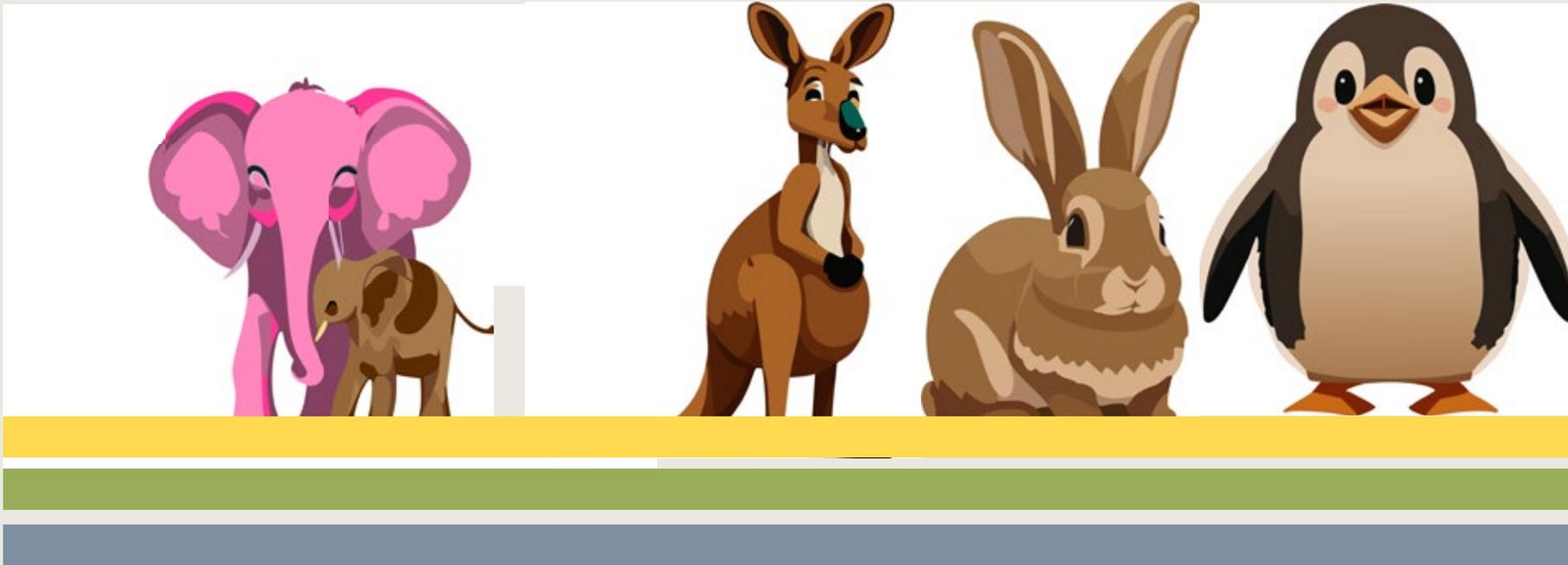
RGB: 124 | 143 | 161
CMYK: 55% | 37% | 28% | 1%
WEB: #7c8fa1



RGB: 153 | 173 | 87
CMYK: 44% | 19% | 83% | 1%
WEB: #99ad57

Color Theme

Color scheme plays a crucial role in how the message is portrayed. I wanted to have a modern feel and yet keep in mind the tones of colors that feeling like a new born baby, however still keeping gender neutral in mind.



Symbols

Characters were drawn that tell the story of the bond of a mother and a child. Mother is purposely different colors to portray her moods through pregnancy. Baby elephant and the remaining animals are purposely neutral colors to show that they are remaining in a constant state of mind through the process.

WORDS OF LOVE ON POSTPARTUM DEPRESSION ABSTRACT SUBMISSION TO NCUR

I recently submitted an abstract for a conference called NCUR on the topic of postpartum depression, and I was thrilled to that my submission was accepted. This acceptance motivates me to continue my work in raising awareness and understanding of postpartum depression. I am grateful for this chance to contribute to the conversation surrounding men-

Words of Love on Postpartum Depression

Kristy Karan, k_karan1@u.pacific.edu, California – University of the Pacific, Art, Media, Performance and Design, College of the Pacific, BFA Graphic Design

Postpartum Depression (PPD) is a condition that affects a significant number of mothers following childbirth. The intention is to address preventative measures with a design campaign during prenatal doctor visits which can potentially mitigate the risk factors associated with PPD.

Providing guidance on preventions that are linked to PPD can adequately educate expecting mothers. A guide book will be created entitled "Words of Love," which is proposed to help aid in these prevention methods, along with positive quote stickers and a wall mural in the hospital setting. The guide book would be distributed to mothers during hospital stays or prenatal care visits. It will encompass information on PPD and letters that family members can write in to give to the expecting mothers. The purpose of these letters are to foster emotional connection and support for mothers experiencing PPD.

Interviews with OBGYN's were conducted to have an understanding of how to create a positive impact for mothers affected by PPD. Additionally, the perspectives of family members play an active role in supporting mothers after childbirth are seen crucial. The involvement of family members living with the mother is particularly relevant to this case study. Driving motivation behind this effort is to promote the emotional well-being of mothers, thereby allowing them to raise resilient children for future generations.

To finance and facilitate the project, seeking support from organizations. Involvement would help secure funding for this project and aid in facilitating wider availability of resources in hospitals for mothers with newborn babies.

The application of graphic design skills will play a central role in this project, with an emphasis on typography, informative content, and a systematic design process. The typographic guidebook will serve as a visual and educational tool to aid mothers in navigating the challenges associated with PPD.

WORDS OF LOVE ON POSTPARTUM DEPRESSION

Interview Questions for Doctors

I made trips to the Gill OBGYN office in Lodi, Ca and spoke with Doctor Karen Sawyer MD. She shared this information with her office colleges; however I never heard a response back. I think Spoke with Dr. Singha in Fresno, Ca and she then referred me to Dr. Maya who responded to these questions. Her response was crucial and very helpful in my creating the material I needed to create my journal pages.

Hello,

My name is Kristy Karan. I am a student from the University of the Pacific studying Graphic Design. I am working on a project called, "Do Good Design for Good." I have chosen to address the topic of Postpartum Depression (also called PPD). I would like to understand how I can create a positive impact for mothers who are suffering with Postpartum depression.

My understanding of PPD is that it is a medical condition that many women get after having a baby. It's strong feelings of sadness, anxiety (worry) and tiredness that last for a long time after giving birth. These feelings can make it hard for a new mother to take care of themselves and their baby. PPD can happen any time after childbirth. It often starts within 1 to 3 weeks of having a baby and can last up to 12 months.

I would like to ask you, as an expert in this particular area, a few questions to help me understand the best design approach to take and try to make a difference; with your help I can discover the best direction to follow. Some possible ideas to address this issue are social media campaigns or infographics.

Thank you for your time. Please help answer the following questions.

Interview Questions:

- 1) *Would you feel it is important to educate not just the mother who is experiencing PPD or the entire family? If so, what information would be the main point to help get across to the family to understand what the mother is experiencing.*
- 2) *Do you feel the message of understanding PPD comes through better with visuals or something that has a more emotional connection? For example receiving a beanie from the hospital verses receiving a pamphlet with information*
- 3) *What are some things you offer your clients to help avoid PPD from occurring?*

Kristy Karan | 916-375-9852 | k_karan1@u.pacific.edu

WORDS OF LOVE ON POSTPARTUM DEPRESSION

Interview Questions for Families

These questions I asked families and friend of my own to fill this out. This way I can get a first hand understanding of the issues and concerns that families may have in direct contact to someone who may be pregnant. Understanding how to promote mental health and awareness starts at home because this is where the mother and baby spend most of their time.

Hello,

My name is Kristy Karan. I am a student from the University of the Pacific studying Graphic Design. I am working on a project called, "Do Good Design for Good." I have chosen to address the topic of Postpartum Depression (also called PPD). I myself suffered from PPD with my second child and this is what interested me in doing my project on this topic As a designer. I would like to understand how I can create a positive impact for mothers who are suffering with Postpartum depression.

My understanding of PPD is that it is a medical condition that many women get after having a baby. It's strong feelings of sadness, anxiety (worry) and tiredness that last for a long time after giving birth. These feelings can make it hard for a new mother to take care of themselves and their baby. PPD can happen any time after childbirth. It often starts within 1 to 3 weeks of having a baby and can last up to 12 months.

I would like to ask you, as a family member, a few questions to help me understand how families can help when mothers are suffering from PPD; with your help I can discover the best direction to provide family members with understanding what to do in this situation.

Thank you for your time. Please help answer the following questions.

Interview Questions:

- 1) *What do you currently know about PPD*
- 2) *Do you know anyone who went through it and what was your experience? What did you witness*
- 3) *Have you ever had an episode of depression*

Kristy Karan | 916-375-9852 | k_karan1@u.pacific.edu

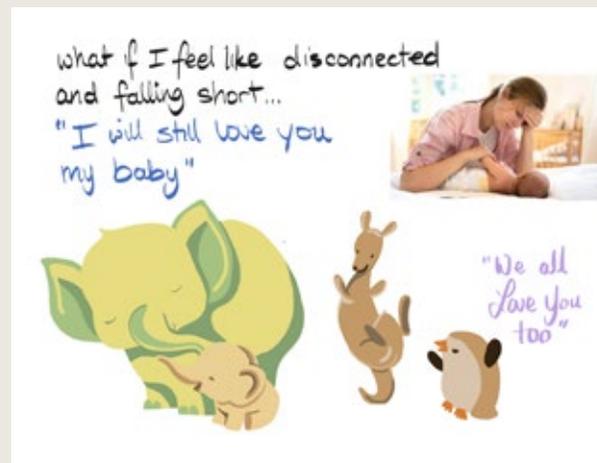
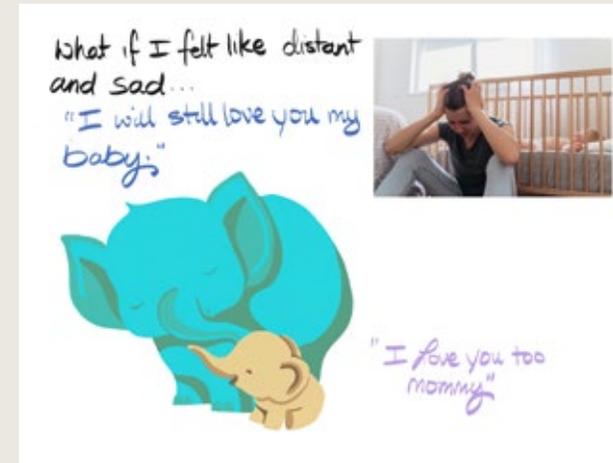
WORDS OF LOVE ON POSTPARTUM DEPRESSION Story Telling—Mind Mapping

Yellow—Associated feeling of anxiety

Blue—Associated feeling of feeling like you have the blues (sadness)

Green—Associated with growth and renewal, promoting optimism, hopefulness, and balance.

Pink—Associated with love, nurture and compassion. It evokes feelings of comfort, warmth and hope.



WORDS OF LOVE ON
POSTPARTUM DEPRESSION
Full Presentaion

UNIVERSITY OF THE PACIFIC

Do Good For Good Design

Words of Love on Postpartum Depression

Kristy Karan
Art 173
Professor Bret Debor

Objective

- Abstract
- Facts on PPD
- Branding
- Story Telling
- Characters of the book
- Deliverables
- References
- Q & A

Abstract



The intention is to address preventative measures on PPD with a design campaign

Design can be used during prenatal Doctor visits to help Mitigate risk factors associated with PPD

Words of Love on Postpartum Depression
Kristy Karan, k.karan1@upacific.edu, California - University of the Pacific, Art, Media, Performance and Design, College of the Pacific, BFA Graphic Design

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Providing guidance on preventions that are linked to PPD can adequately educate expecting mothers. A guide book will be created entitled "Words of Love," which is proposed to help aid in these prevention methods, along with positive quote stickers and a wall mural in the hospital setting. The guide book would be distributed to mothers during hospital stays or prenatal care visits. It will encompass information on PPD and letters that family members can write in to give to the expecting mothers. The purpose of these letters are to foster emotional connection and support for mothers experiencing PPD.

Interviews with OBGYN's were conducted to have an understanding of how to create a positive impact for mothers affected by PPD. Additionally, the perspectives of family members play an active role in supporting mothers after childbirth are seen crucial. The involvement of family members living with the mother is particularly relevant to this case study. Driving motivation behind this effort is to promote the emotional well-being of mothers, thereby allowing them to raise resilient children for future generations.

To finance and facilitate the project, seeking support from organizations. Involvement would help secure funding for this project and aid in facilitating wider availability of resources in hospitals for mothers with newborn babies.

The application of graphic design skills will play a central role in this project, with an emphasis on typography, informative content, and a systematic design process. The typographic guidebook will serve as a visual and educational tool to aid mothers in navigating the challenges associated with PPD.

Facts on Postpartum Depression (PPD)



What is PPD

- Serious Mental Health Problem found in women after giving birth
- Prolonged periods of emotional disturbance



Symptoms

- depressed mood
- loss of interest
- changes in sleep patterns
- change in appetite
- feelings of worthlessness
- inability to concentrate
- suicidal ideation.



How Does It Occur

- Happens during a major life change
- Chemical imbalance in the body
- increased responsibilities in the care of a new born

WORDS OF LOVE ON POSTPARTUM DEPRESSION

Full Presentaion Continued

Branding

Typography

- Cambria | transitional serif typeface

Color Scheme



Why These?

- Did not want a modern look
- I wanted a more comfortable style that feels familiar
- Colors are gender neutral

Insiprational Story Telling

4 Stages of PPD

- Yellow - Caution, Joy, Hope
- Blue - Sadness, your feeling "The blues"
- Green - Healing, Growth
- Pink - "In good Health", loving, femininity
- Child book



Meet the Family



- Original characters were too cartoony and preschool like
- These characters look less child like

Design Deliverable



Informational Guide Book

- Facts on PPD
- Letters family members can write to the mother for emotional support



Stickers

- Characters from the book
- Can stick on laptops, water flask
- Share with friend to spread the awareness of mental health & PPD



Wall Mural

- Hospital Wall
- In the sitting room
- Story on family support

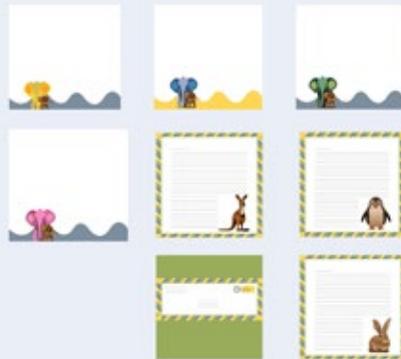
WORDS OF LOVE ON POSTPARTUM DEPRESSION

Full Presentaion Continued

Informational Book

Still Need to Complete

- Cover page
- Back page
- Add facts
- Facts



Stickers

How will they be used?

- Informational Guide Book
- Shareable Stickers



Wall Mural

- This Idea came from Dr. Maya during our interview
- Concepts from the book and branding
- Wall decals
- Characters are created in layers to help create decals
- Why Green?



References

- [Your Brain on Art](#)
- [Funding](#)
- [March of Dimes](#)
- [Postpartum Around The World](#)



05

CLOUDY SKY TRAVELS Identity Package

Establishing a brand identity is crucial for a small business start-up like Cloudy Sky Travels which specializes in hot air balloon rides for families and couples. The company aims to create a strong and recognizable image that conveys excitement and adventure to its customers. By developing a unique logo, color scheme, and website, Cloudy Sky Travels can stand out in the competitive market and attract potential customers to create memorable memories for a life time.

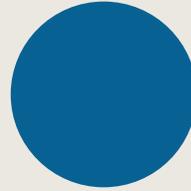


Target Audience

Understanding your target audience is key when developing a brand identity. Our audience is from ages 1-100, from Families to Couples. Everyone can enjoy a hot air balloon ride.



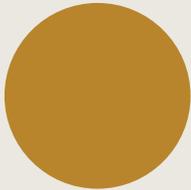
RGB: 110 | 194 | 191
CMYK: 55% | 3% | 28% | 0%
WEB: #6ec2bf



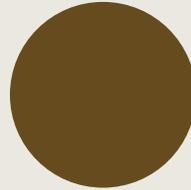
RGB: 10 | 97 | 145
CMYK: 94% | 61% | 21% | 4%
WEB: #0a6191



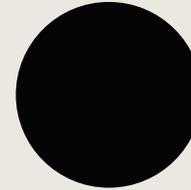
RGB: 247 | 191 | 43
CMYK: 3% | 25% | 94% | 1%
WEB: #f7bf2b



RGB: 186 | 131 | 109
CMYK: 26% | 51% | 57% | 4%
WEB: #ba836d



RGB: 102 | 74 | 26
CMYK: 45% | 60% | 100% | 41%
WEB: #66a1a



RGB: 3 | 0 | 3
CMYK: 74% | 69% | 65% | 89%
WEB: #030003

Color Theme

Brand identity color scheme plays a crucial role in how a company is recognized. Cool Blues to represent the sky and warm yellows to bring in the warmth of good memories and fun times.



Symbols

Characters were drawn that tell the story of the bond of a mother and a child. Mother is purposely different colors to portray her moods through pregnancy. Baby elephant and the remaining animals are purposely neutral colors. to show that they are remaining in a constant state of mind through the process.

CLOUDY SKY TRAVELS

Identify Package



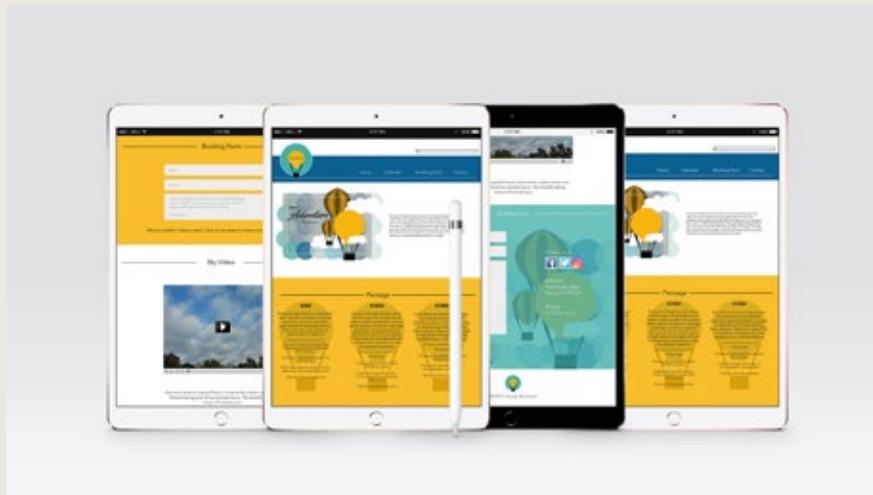
Business Card Front Side

Front of the card you can find the contact information



Business Card Back Side

Back side of the card hold the logo for the company



Website

In the website you can find all information needed to book your hot air balloon ride, make payment, testimonials, videos of what to expect, ect.



1/4 Sheet Flier & Envelope

These can be used as reminders for your up coming appointment with booking details. If this is a gift to a special someone, these can be used as a certificate.

CLOUDY SKY TRAVELS

Identify Package



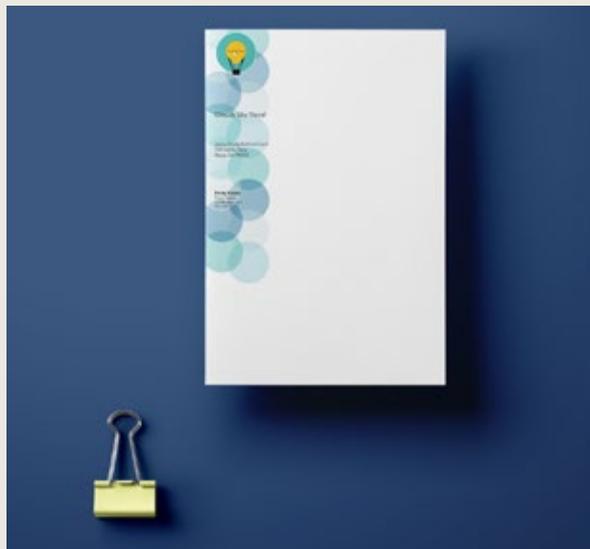
Post Card

This is front view of the post card. You can see the graphic elements that were created for Cloudy Sky Travels to represent the companies vision.



Post Card

Back side of the post card is where the clients can write and post via postal mail.



Business Letter Head

Letter head hold all information on the left side of the letter so that you can type the required information on the left side.