



STRAWBERRY BLISS— MUSEUM OF AESTHETIC

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AESTHETIC
 CLASSIC
 FRAGRANT
 FRESH
 LUSH
 PERFUMY
 PINK/RED
 SPRING/SUMMERY
 SUCCULENT
 WHIMSICAL

SOFT
 SWEET
 JOY
 FRAGRANT
 FRESH
 CALMING
 AESTHETIC
 CUTE
 BLOSSOMING
 PINK/RED
 WHIMSICAL
 LUSCIOUS
 AROMATIC
 PERFUMY
 SCENT
 LUSH
 SUCCULENT
 ARTFUL
 PATTERN
 SPRING/SUMMER
 LOVE
 CLASSIC

- > INVITING SPACE
- > COMFORTABLE VIBE
- > COZY/WARM
- > RELAXING
- > WARM EMBRACE
- > JUDGEMENT FREE
- > IN THE ZONE
- > NOT ALONE

AESTHETIC BLISS—
 AN INVITING SPACE,
 A WARM EMBRACE.
 A PLACE TO BE IN THE ZONE,
 WITHOUT EVER FEELING ALONE.
 BE YOURSELF,
 AND NOT SOMEONE ELSE.

RIPE AND RED, SWEET TO THE TASTE,
 NATURE'S CANDY, NOTHING TO WASTE.
 JUICY AND PLUMP, A SUMMER DELIGHT,
 STRAWBERRIES, A PURE, DELICIOUS, SIGHT.

IN FIELDS THEY GROW, A BRIGHT, RED HUE,
 A TREAT FOR ALL, YOUNG AND OLD TOO.
 PICKED BY HAND, WITH CARE AND LOVE,
 A TASTE OF HEAVEN, SENT FROM ABOVE.

I'M NOT LOOKING FOR SOMEBODY,
 WITH SOME SUPERHUMAN GIFTS,
 SOME SUPER HERO..
 SOME FAIRYTALE BLISS.

LET ME TAKE YOU DOWN,
 'CAUSE I'M GOING TO STRAWBERRY FIELDS.
 NOTHING IS REAL,
 AND NOTHING TO GET HUNG ABOUT,
 STRAWBERRY FIELDS FOREVER.

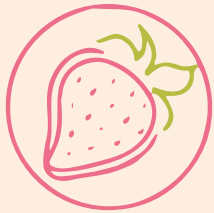
/ DIRECTION & CONCEPT

Chosen direction for overall piece, including
 text research and descriptive words.



/ IMAGE RESEARCH

Strawberry images used for moodboard and logo development purposes.

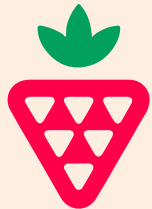


^^ THIN AND VIBRANT



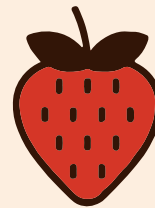
^^ FULL AND MEDIUM

MORE GREENS >>



<< VIBRANT COLORS, BUT OVERALL STILL THIN

DARKER, HEAVIER COLORS, SOLID SILHOUETTES >>



/ LOGO RESEARCH

Strawberry logo design examples found mostly through a simple google search.



/BRAINSTORMING

First brainstorm of 30 icon ideas,
simple sketches, no color palette.



/FINAL LOGO

Final chosen logo design
(with both icon and type).



Final Logo



BLISS

Final Lock-Up



BLISS

Icon Lock-Up

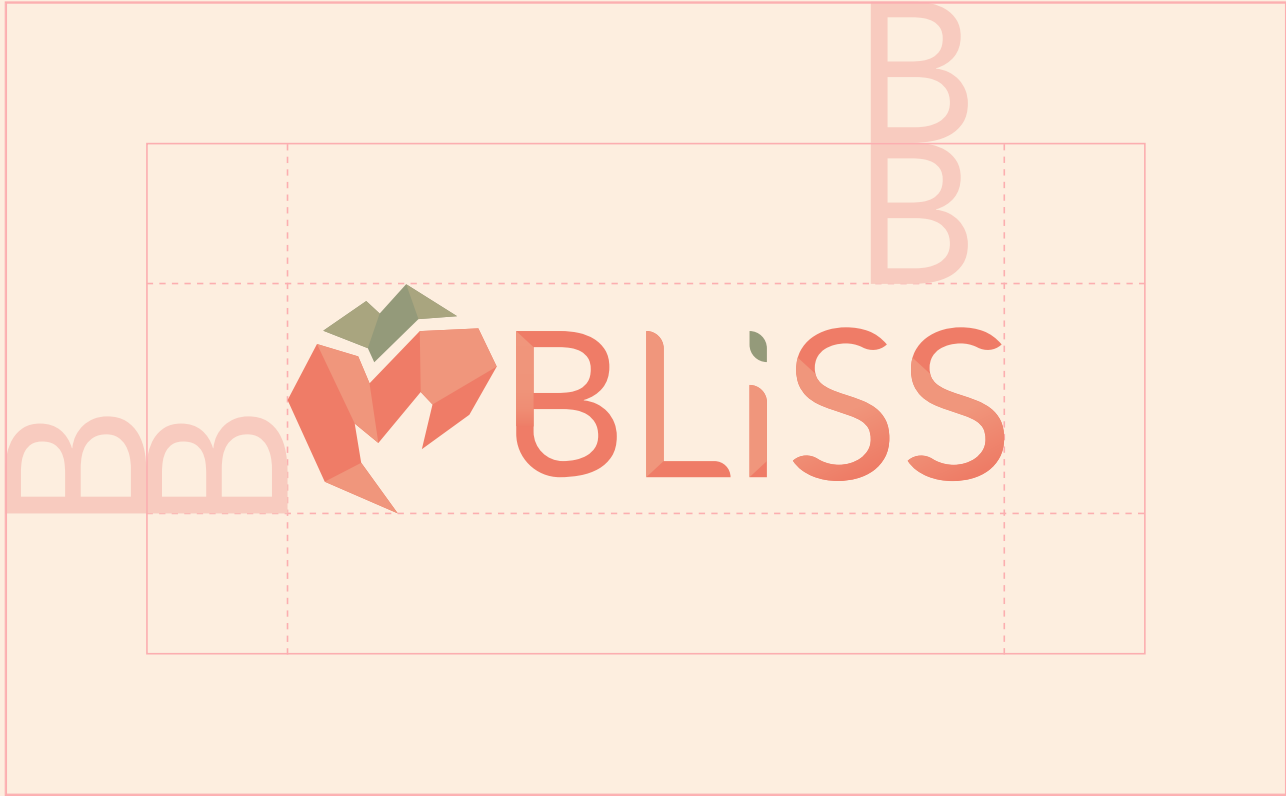


Text Lock-Up

BLISS

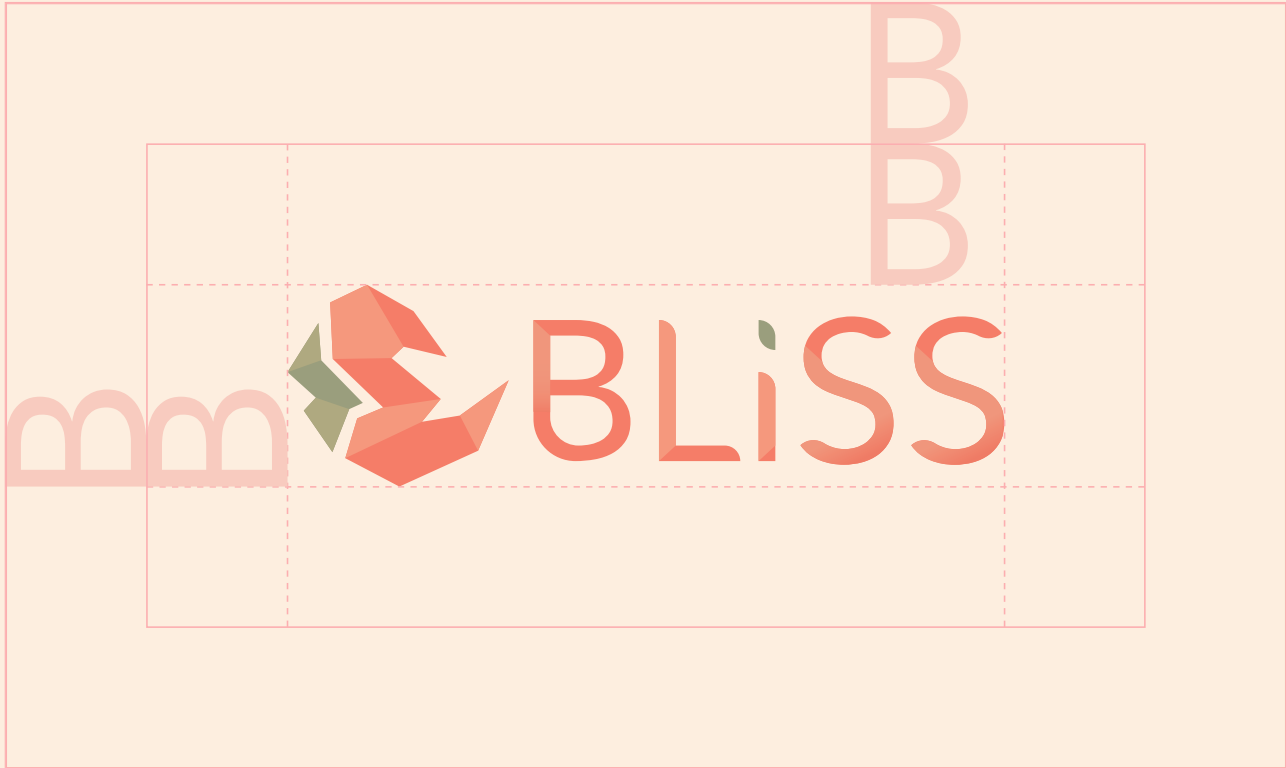
/ LOCK-UP

Final chosen logo, primary & secondary lock-ups. Edits to spacing and orientation between final logo and final lock-up.



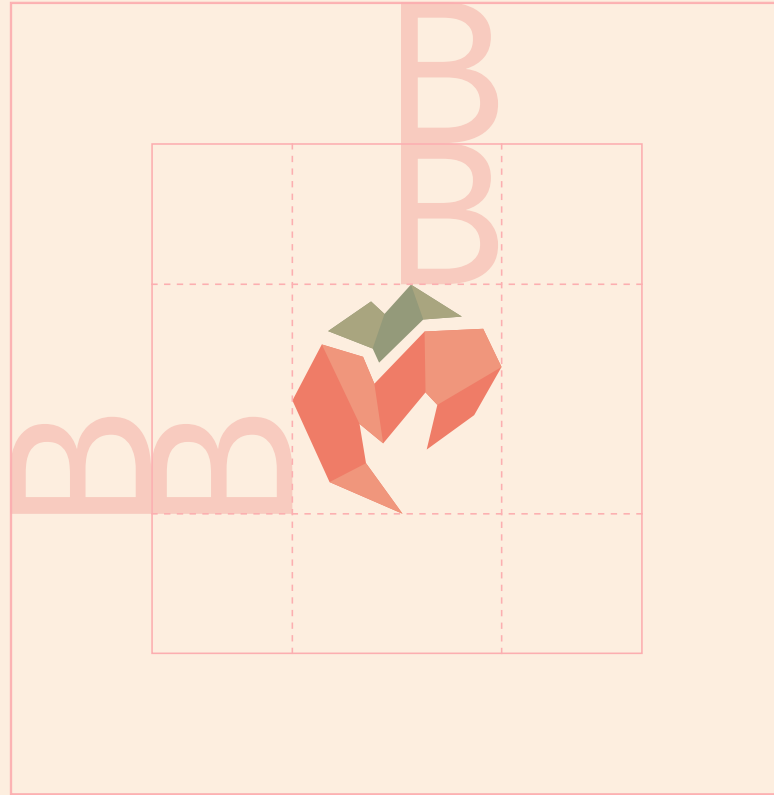
/CLEAR SPACE 1

Clear space for final chosen logo design. Using the letter “B” from the logo, creating an internal/primary spacing for the logo, and an external/secondary spacing for the logo.



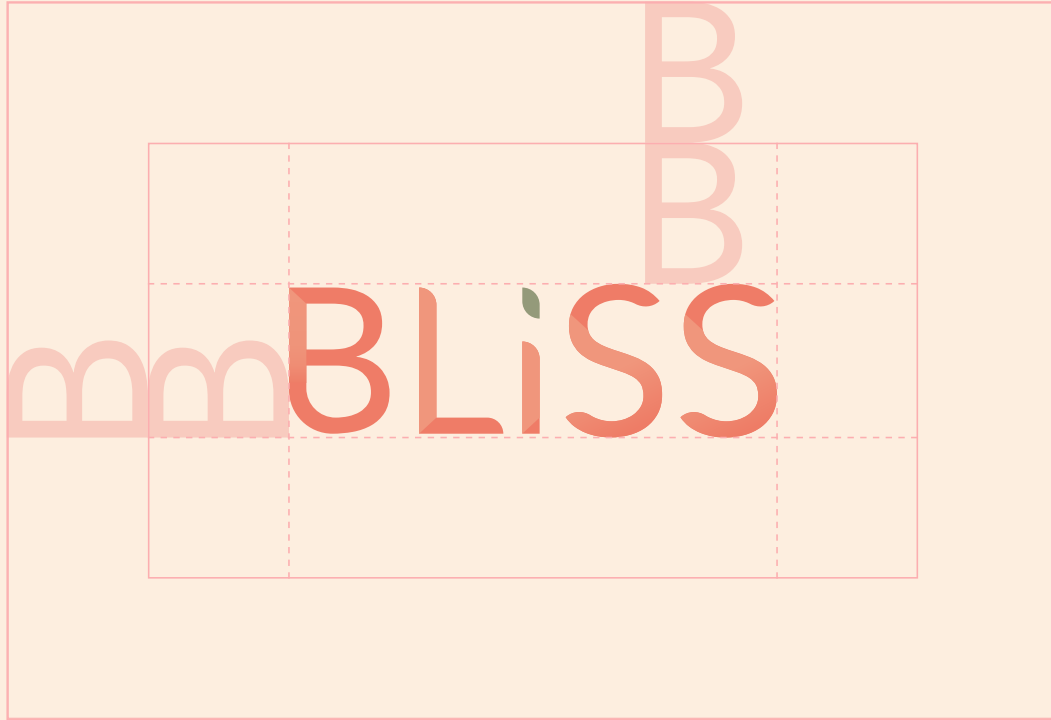
/CLEAR SPACE 2

Clear space for final chosen lock-up design. Using the letter “B” from the logo, creating an internal/primary spacing for the logo, and an external/secondary spacing for the logo.



/CLEAR SPACE 3

Clear space for icon lock-up. Using the letter “B” from the logo, creating an internal/primary spacing for the logo, and an external/secondary spacing for the logo.



/CLEAR SPACE 4

Clear space for type lock-up. Using the letter “B” from the logo, creating an internal/primary spacing for the logo, and an external/secondary spacing for the logo.



AdornS Condensed Sans - Headings/Titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'\$¢%!?(*)

Apple SD Gothic Neo Light - Body/Main Text

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'\$¢%!?(*)

Alegraya Sans SC Light - Captions/Subtext

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'\$¢%!?(*)

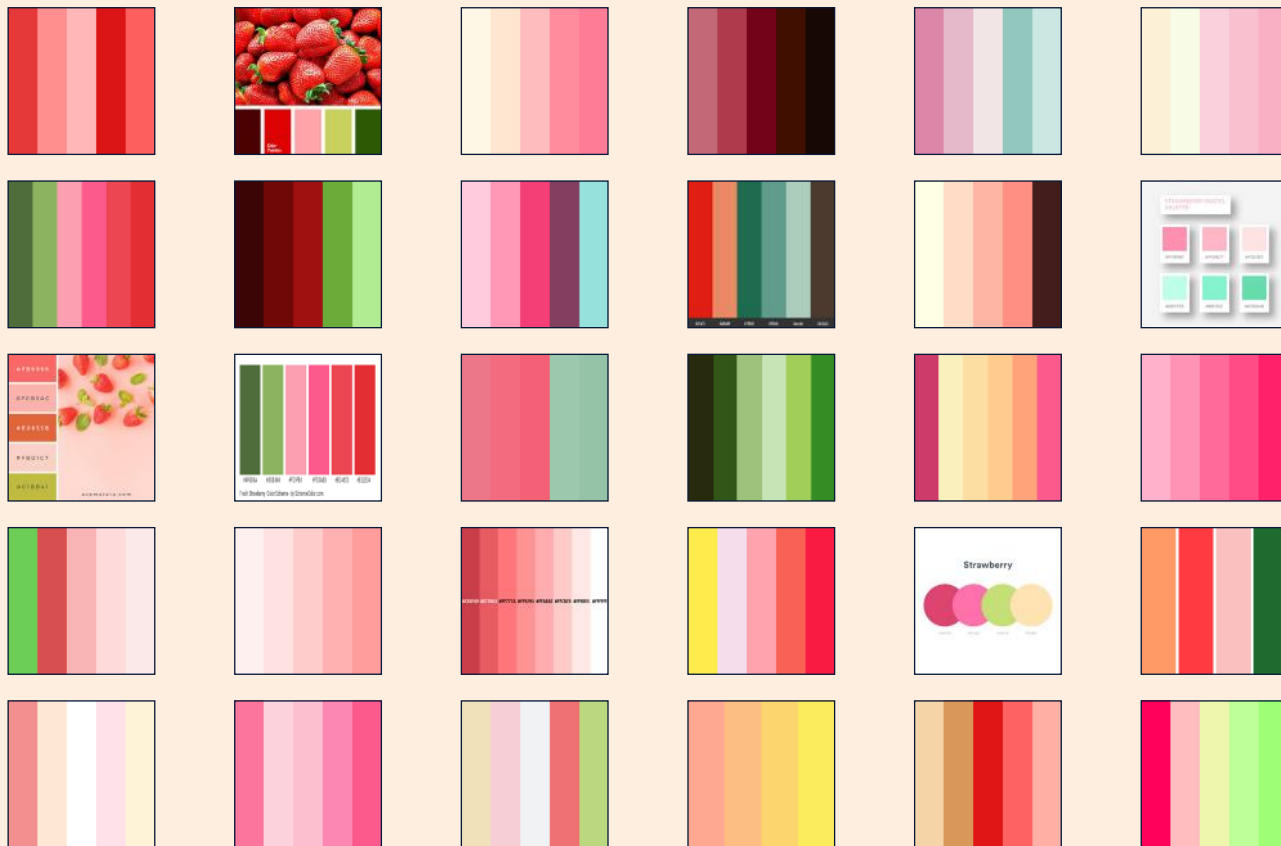
FROM STRAWBERRY JAM ON CRUNCHY TOAST
TO FRESH BERRIES GROWN BY THE COAST
THEIR VERSATILITY IS QUITE CLEAR
THEY'RE A FRUIT WE ALL HOLD DEAR

Topped with cream or chocolate dip
A strawberry's quite hard to resist
Their vibrant color and sweet taste
Make them a treat we can't replace

SO LET'S RAISE A BERRY-FILLED GLASS
TO THIS FRUIT THAT'S LOVED BY ALL EN MASSE
JUICY, RED AND SWEET TO THE CORE
THE STRAWBERRY IS A FRUIT WE ADORE.

/ TYPOGRAPHY

Display of brand typography: fully sans serif set of typography,
using three different typefaces, two of which are largely capitals.



/PALETTE RESEARCH

Researching color palette ideas relating to the topic at hand. 30 palette ideas/image research.



C: 00 M: 05 Y: 02 K: 00	C: 00 M: 13 Y: 05 K: 00	C: 00 M: 24 Y: 11 K: 00	C: 00 M: 39 Y: 19 K: 00	C: 00 M: 49 Y: 25 K: 00	C: 00 M: 57 Y: 20 K: 00	C: 00 M: 66 Y: 19 K: 00
C: 00 M: 78 Y: 55 K: 00	C: 00 M: 44 Y: 51 K: 00	C: 00 M: 29 Y: 54 K: 00	C: 00 M: 22 Y: 49 K: 00	C: 01 M: 13 Y: 40 K: 00	C: 02 M: 02 Y: 30 K: 00	C: 49 M: 12 Y: 81 K: 00
C: 02 M: 64 Y: 58 K: 00	C: 02 M: 49 Y: 49 K: 00	C: 00 M: 40 Y: 20 K: 00	C: 00 M: 23 Y: 15 K: 00	C: 02 M: 08 Y: 13 K: 00	C: 04 M: 24 Y: 23 K: 00	C: 44 M: 30 Y: 57 K: 03
C: 01 M: 00 Y: 12 K: 00	C: 00 M: 15 Y: 20 K: 00	C: 00 M: 35 Y: 29 K: 00	C: 00 M: 54 Y: 40 K: 00	C: 00 M: 68 Y: 41 K: 00	C: 03 M: 79 Y: 56 K: 00	C: 15 M: 89 Y: 70 K: 03
C: 24 M: 89 Y: 06 K: 11	C: 21 M: 71 Y: 42 K: 01	C: 09 M: 58 Y: 11 K: 00	C: 08 M: 31 Y: 07 K: 00	C: 03 M: 09 Y: 06 K: 00	C: 33 M: 08 Y: 28 K: 00	C: 65 M: 22 Y: 49 K: 02

/PALETTE IDEATION

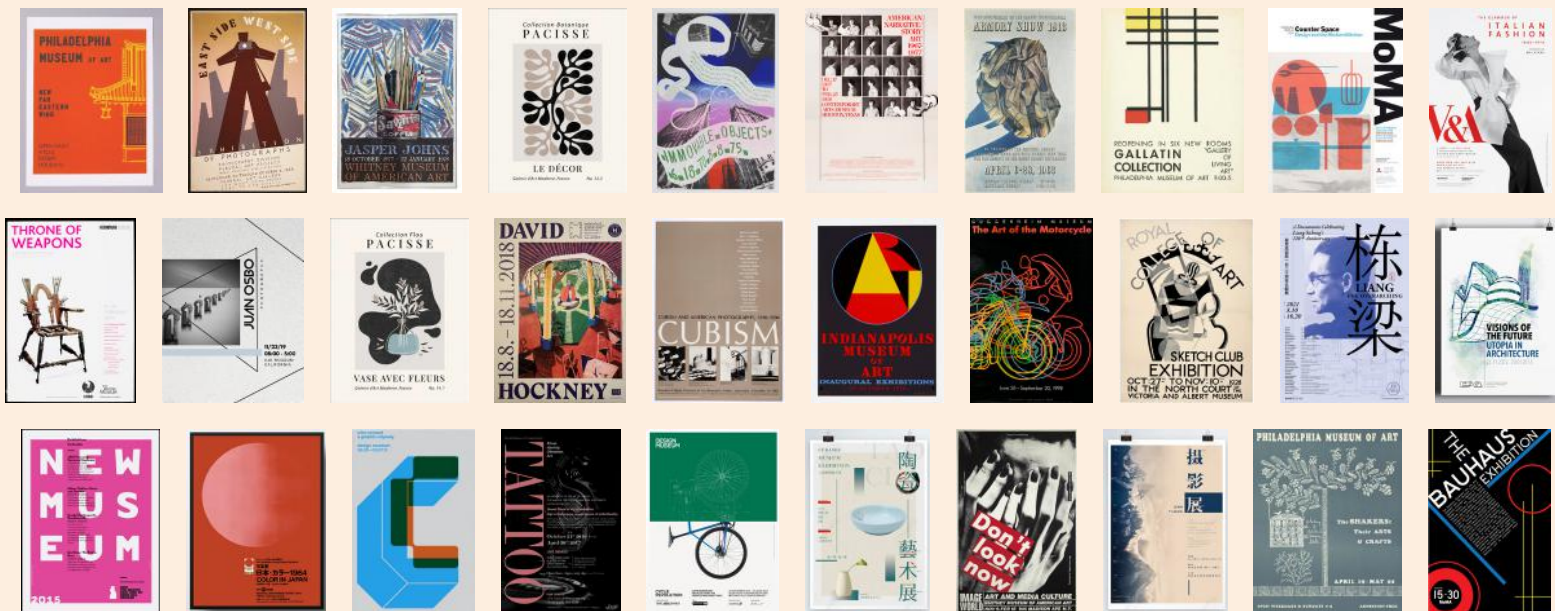
Creating a few different color palettes to eventually choose from.



CMYK GRAPEFRUIT C: 01.51 M: 63.88 Y: 57.41 K: 00.00	CMYK TANGERINE C: 02.22 M: 49.27 Y: 48.40 K: 00.00	CMYK GUAVA C: 00.00 M: 40.22 Y: 20.48 K: 00.00	CMYK LYCHEE C: 00.00 M: 23.20 Y: 15.51 K: 00.00	CMYK CREAM C: 01.25 M: 07.78 Y: 13.21 K: 00.00	CMYK PEACH C: 03.97 M: 24.07 Y: 23.01 K: 00.00	CMYK SAGE C: 44.25 M: 30.17 Y: 56.95 K: 03.26
RGB GRAPEFRUIT R: 239 G: 124 B: 103 #E77C67	RGB TANGERINE R: 240 G: 150 B: 124 #EF967C	RGB GUAVA R: 248 G: 171 B: 172 #F7AAAC	RGB LYCHEE R: 251 G: 205 B: 197 #FBCCC5	RGB CREAM R: 250 G: 233 B: 217 #F9E9D8	RGB PEACH R: 240 G: 199 B: 184 #EFC6B7	RGB SAGE R: 148 G: 154 B: 122 #93997A
GRAYSCALE GRAPEFRUIT K: 50.9%	GRAYSCALE TANGERINE K: 41.5%	GRAYSCALE GUAVA K: 32.2%	GRAYSCALE LYCHEE K: 19.1%	GRAYSCALE CREAM K: 08.1%	GRAYSCALE PEACH K: 22.5%	GRAYSCALE SAGE K: 50.6%

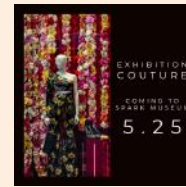
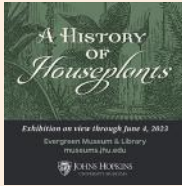
/COLOR PALETTE: FRUIT PLATTER

Final designated color palette for logo and general feel, complete with color and palette names.



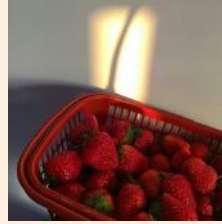
/POSTER RESEARCH

Museum and exhibition poster design examples found through a simple google search.



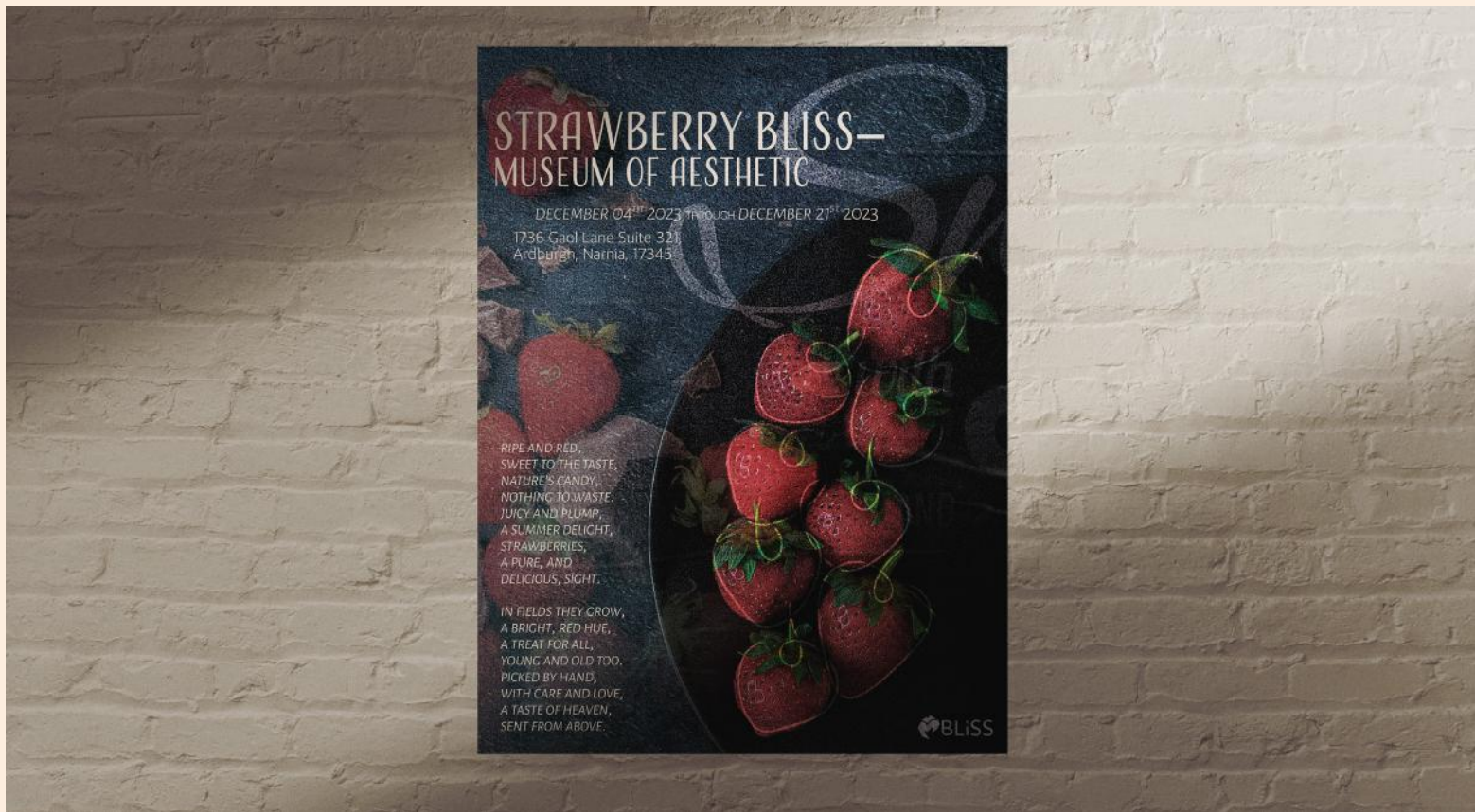
/DIGITAL DESIGN RESEARCH

Digital graphic design collateral examples found through a simple google search.



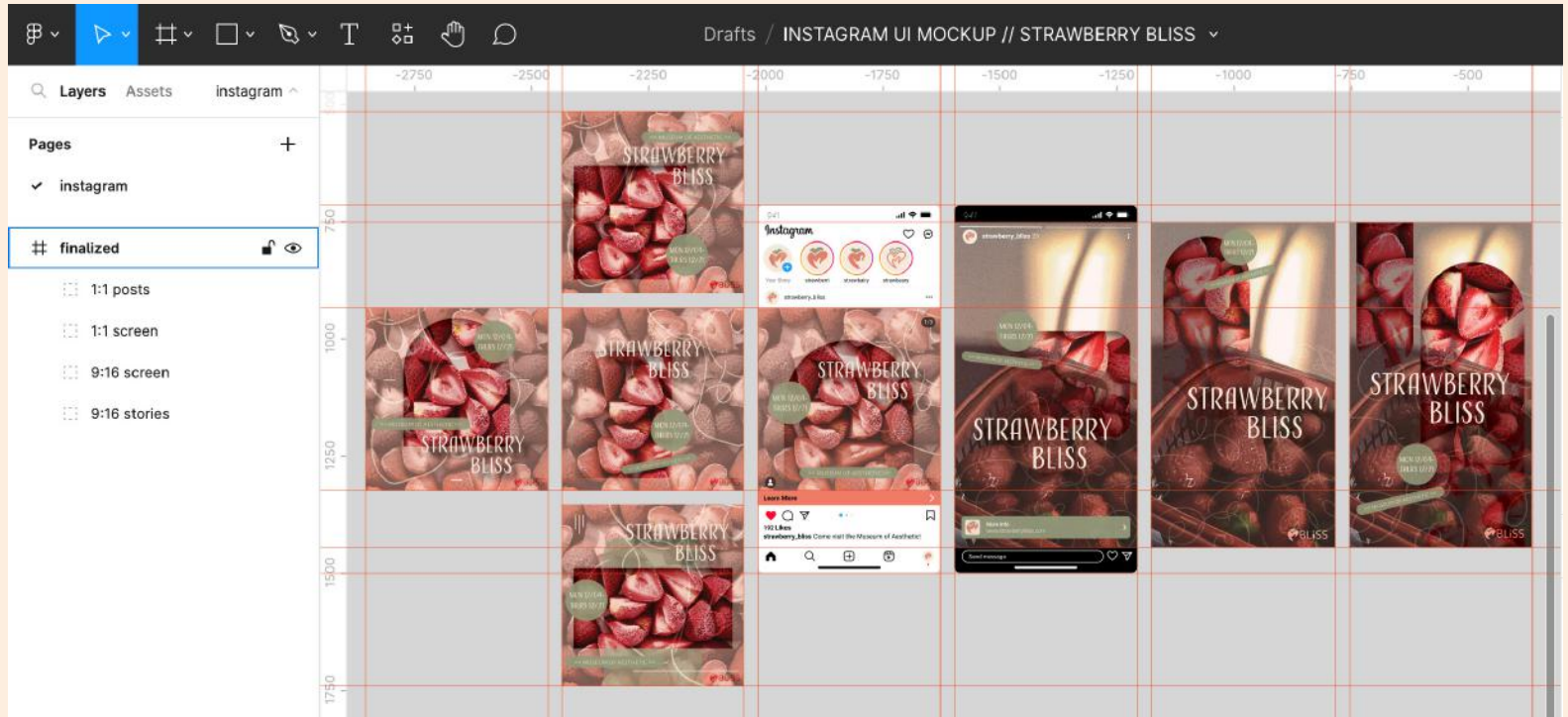
/PHOTO RESEARCH

Photos gathered for potential usage on poster designs.



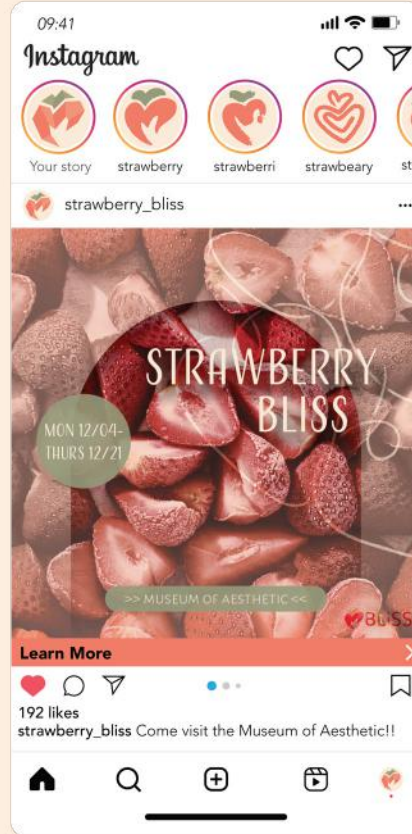
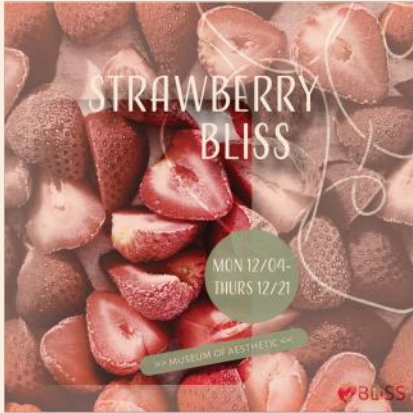
/ POSTER MOCK-UP

Event poster playing heavily on the strawberry aesthetic.



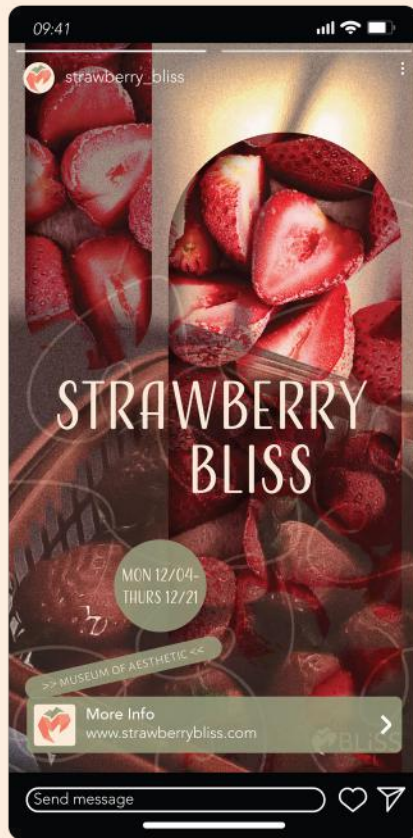
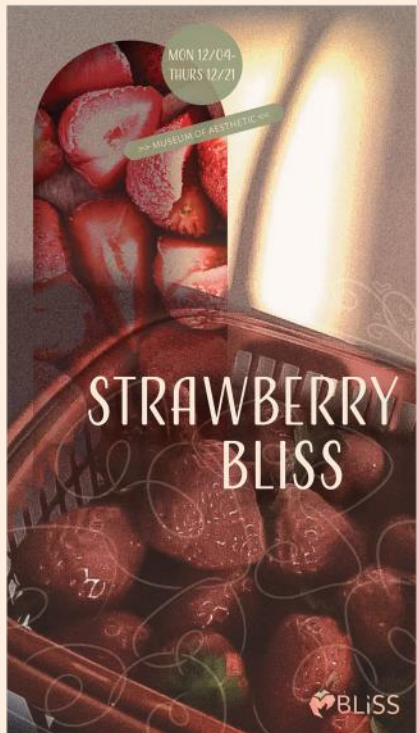
/MOCK-UP PROCESS

Workspace for creating Instagram story and post mockups via Figma.



/1:1 IG MOCK-UP

Finalized Instagram post advertisement for 1:1 ratio.



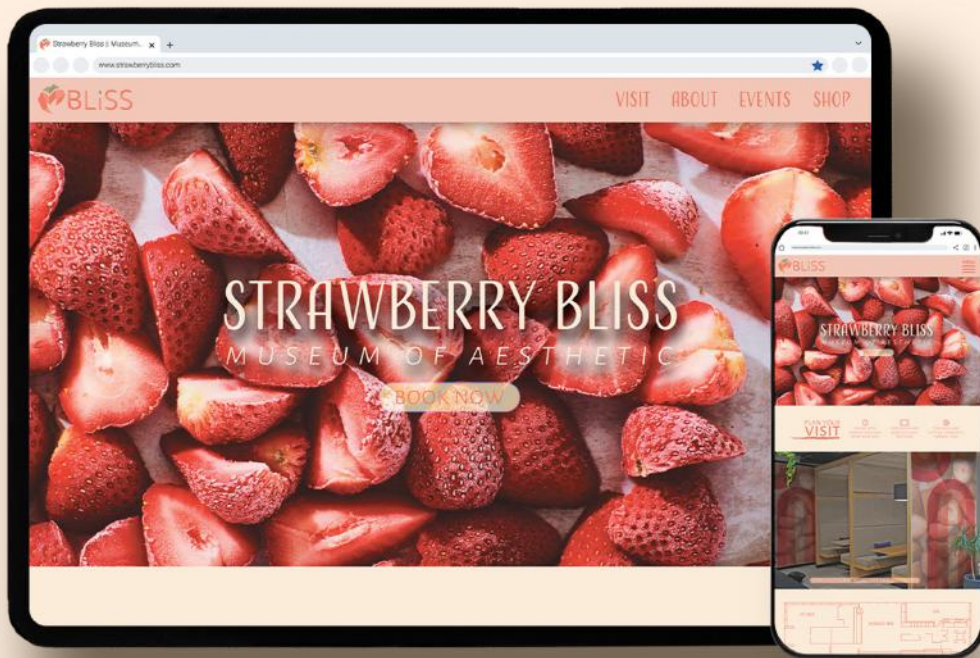
/9:16 IG MOCK-UP

Finalized Instagram story advertisement for 9:16 ratio.



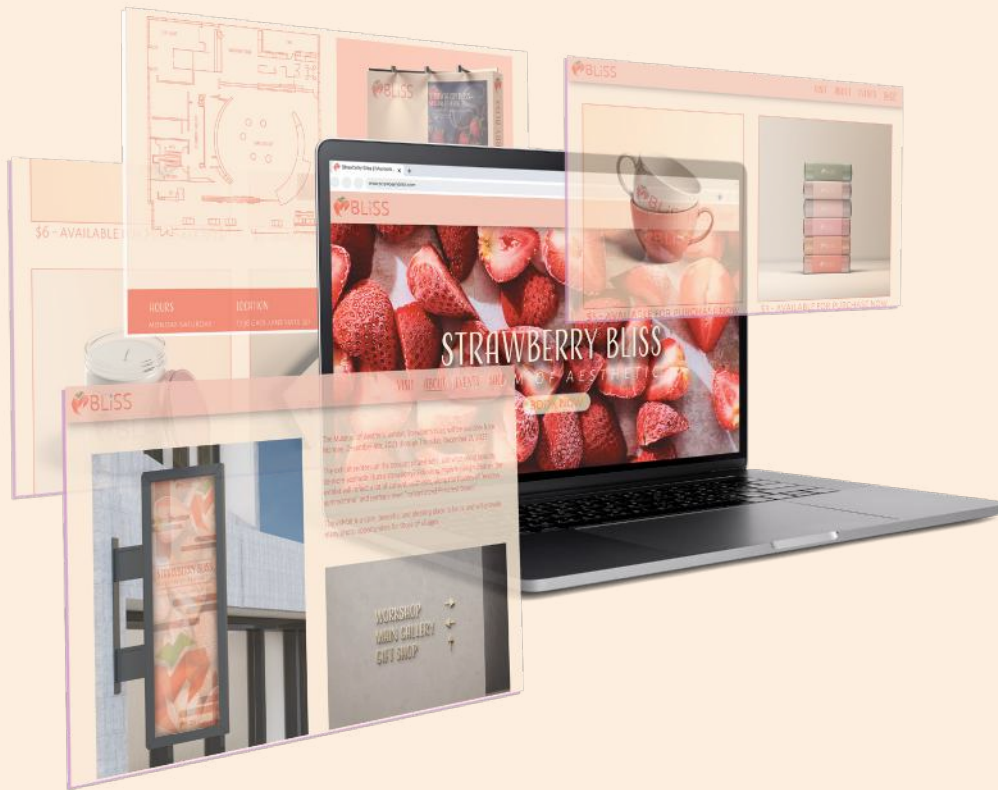
/BROCHURE MOCK-UP

Mockup of brochure for
distribution at the museum.



/WEB DESIGN MOCK-UP

Website design mock-up
on desktop and mobile.



/WEB DESIGN MOCK-UP

Website design mock-up
on desktop screen.