



YOUNG BLOOD
BOUTIQUE

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MOODBOARD



CURRENT LOGO

Simple

Single usage of font

Dosen't match the concept

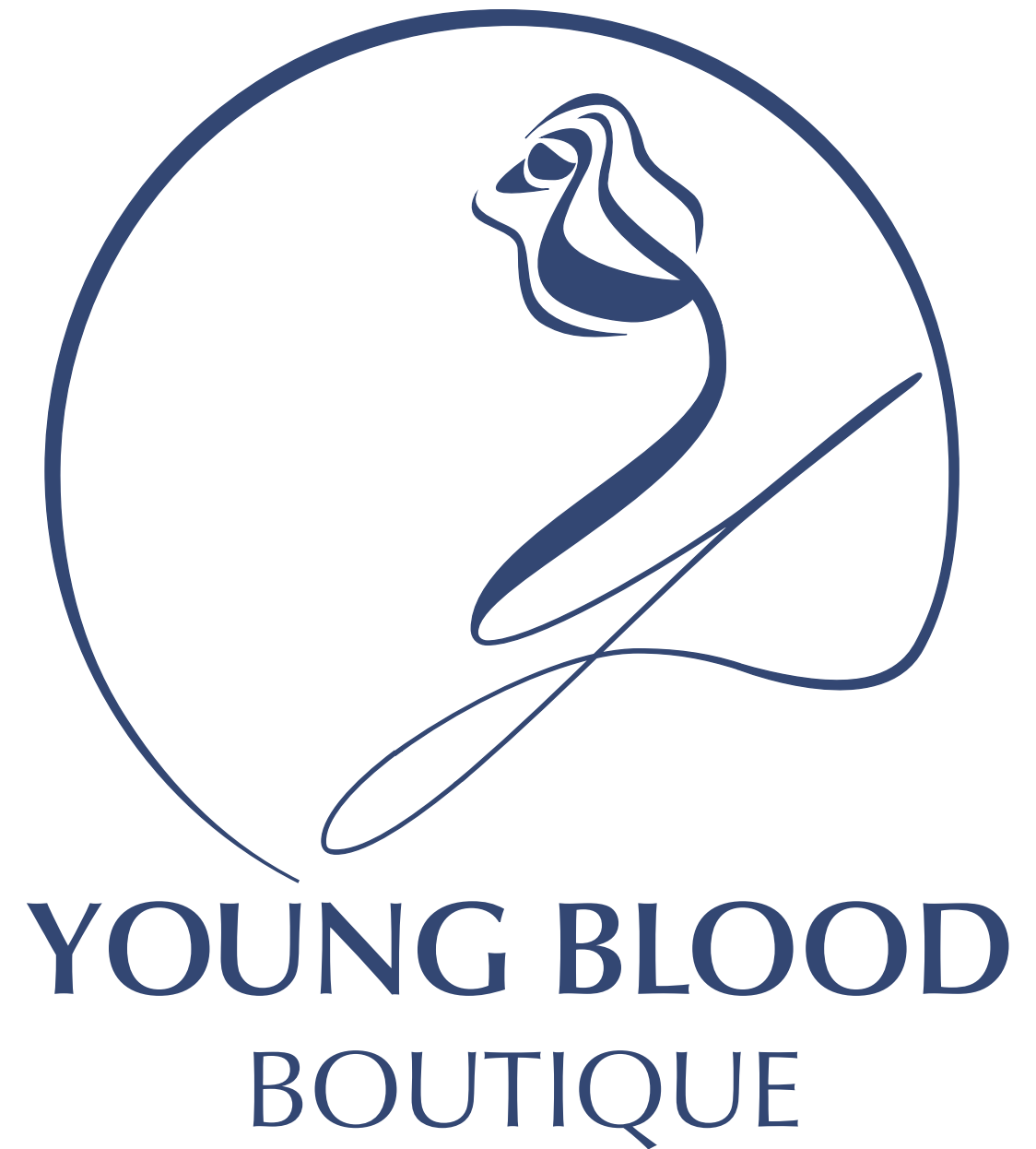


SOLUTION

Keeping the circle

Different variation of fonts

Added wordmark "Y"



NEW LOGO (B&W)



PRIMARY LOGO



LOGO VARIOUS SIZES

In a powerful brand lifecycle, your logo will be appearing at many different sizes. Aim for the sort of simplicity that scales up or down. Whether your logo is on a billboard or a business card, it should still be readable.



BRAND COLORS

CMYK
90/77/31/16

RGB
51/71/114

HEX/HTML
#334772

Pantone
7545C

CMYK
13/27/100/0

RGB
225/181/36

HEX/HTML
#e1b524

Pantone
7752C

CMYK
21/0/10/0

RGB
199/232/230

HEX/HTML
#c7e8e6

Pantone
621C

Secondary color

CMYK
51/13/49/0

RGB
132/181/149

HEX/HTML
#84b595

Pantone
557C

CMYK
72/42/68/27

RGB
71/101/83

HEX/HTML
#476553

Pantone
5545C

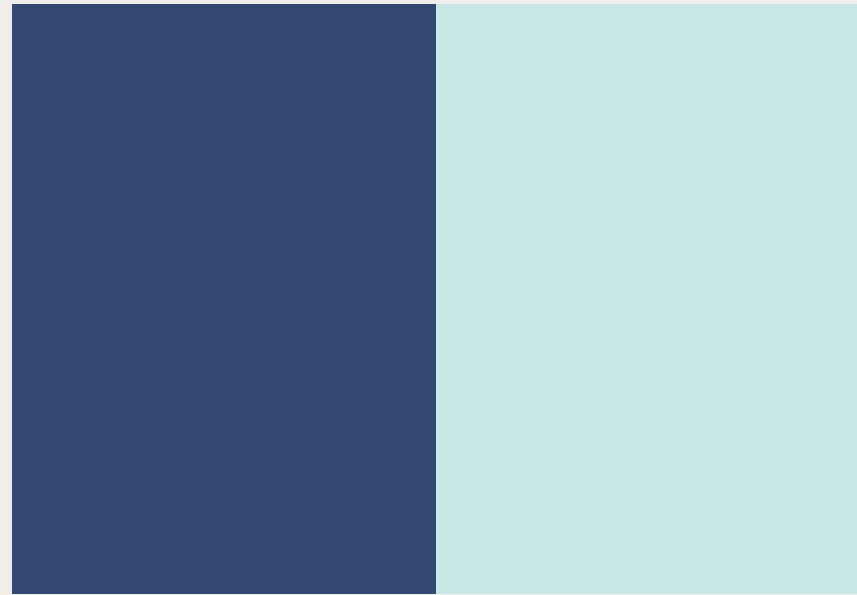
CMYK
17/99/92/7

RGB
192/36/43

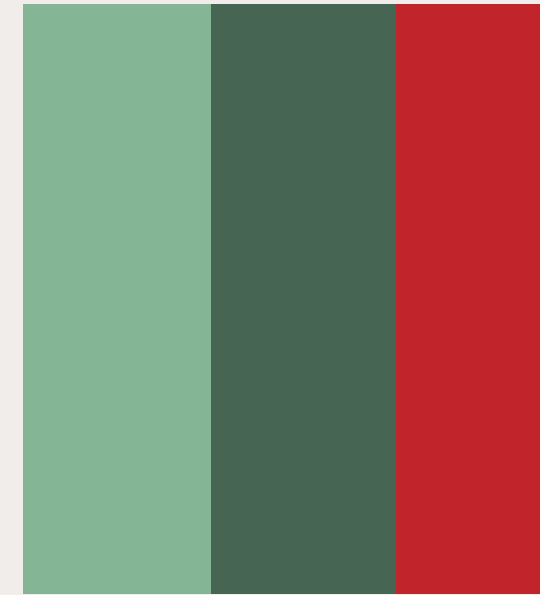
HEX/HTML
#c0242b

Pantone
1805C

BRAND COLOR USAGE



+



+



LOGO WITH DIFFERENT COLOR VARIATIONS



HORIZONTAL



YOUNG BLOOD
BOUTIQUE



WORDMARK (STACKED)

YOUNG BLOOD
BOUTIQUE



BRAND ICON



BRAND FONTS

HEADLINE

Subhead

Body Copy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie

Classico URW (Medium)- Headline, subhead

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345679

Classico URW (Regular)- Headline, bodycopy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345679

Avenir black- Headline, subhead

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345679

Avenir Medium- Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345679

TARGET AUDIENCE



Sophia Williams
Age: 19
Model



Linda Khan
Age: 30
Business Women



Emily Rose
Age: 25
Traveler



Emma Scott
Age: 35
Mother

MOCKUPS



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YOUNG BLOOD
BOUTIQUE

MADE IN ITALY



YOUNG BLOOD
BOUTIQUE



YOUNG BLOOD
BOUTIQUE

Women

Eau De Toilette
Vaporisateur Natural Spray

90 ml e 1.7FL.OZ

YOUNG BLOOD
BOUTIQUE

Women

Eau De Toilette
Vaporisateur Natural Spray

90 ml e 1.7FL.OZ

YOUNG BLOOD
BOUTIQUE

TEARS OF BELLADONNA
CRUSHED HEAT IF TIGER ORCHIDEA
WITH A BLACK VEIL OF INCENSE
PULVERIZED APRICOT
AND THE COMBINATIVE ESSENCES OF
SAFFRON AND HONEY DROPS

FIRST IF ITS KIND. THIS PERFUME IS AN
INNOVATION IN FLUID TECHNOLOGY IT'S
BLACK LIKE THE SOULE OF FAME BUT
INVISIBLE ONCE AIRBORNE

WARNING: FLAMMABLE UNTIL DRY, DO NOT
USE NEAR FLAME OR HEAT. AVOID SPRAYING IN
EYE.

0 158076 85170974

ASKED US ANYTHING AND EVERYTHING BY OUR BIGGEST FANS.
A: Thorntom/ Eileen Moles/ LA timpa/ Richard Henry/ Phillip More/ JPEG Don/

YOUNG BLOOD BOUTIQUE

PHOTOGRAPHY VIA CAROLINA MATTE

YOUNG BLOOD is a floral design and independent craft shop featuring a carefully chosen selection of everyday and fine goods including jewelry, ceramics, accessories, fragrance, and more, from artists all around the US and abroad. We believe in quality over quantity. We believe in craftsmanship. We believe in the pleasures that come from being surrounded by beautiful hand-crafted objects. Most of all, we believe that supporting independent makers is better for our communities, our economy, and our environment.

PHOTOGRAPHY VIA IMAXTREE

YOUNG BLOOD BOUTIQUE

<https://youngbloodboutique.com>





YOUNG BLOOD
BOUTIQUE

LOOK!
FEEL
BEAUTIFUL





PERFECT
PERSONALIZED
JEWELRY

youngbloodboutique.com

Come look at them, because
there is no harm in looking



PERFECT
PERSONALIZED
JEWELRY

youngbloodboutique.com

Chic yet somehow casually
easy, these pieces are perfect
for work and play



THANK YOU!