

The image features a soft, watercolor-style background with a large orange shape on the left and a green shape on the right. Delicate white flowers on thin stems are positioned in the corners. The word 'прихильність' is centered in a dark blue, serif font. It is framed by a thin blue line that forms a gentle arch above and below the text, with small leaf-like motifs at the ends. Two horizontal lines extend from the base of the arch.

прихильність

visual identity

ABOUT THE PROJECT

Creation of a visual identity for the network of flower shops "Прихильність".

The main task was to create a minimalistic logo, moodboard and guidebook.

The client's wish was to create a business card, a t-shirt layout and an identity box.

Stylistics - sophisticated, aristocratic, modern.

PROCESS

- Creating a moodboard
- Logo design
- Creating patterns
- Development of a guidebook
- Development of layouts for printing
- Adobe Photoshop
- Adobe Illustrator
- Figma





BRAND *philosophy*

Pastel colors, vintage style, gentle design is based on inspiration from nature, elegance and attraction to the beauty of small details. "Affection" believes that flowers are not just plants, they embody emotions, the desire for harmony and beauty.

Our brand aims to provide customers with unforgettable experiences and bring joy into their lives. We offer a wide range of flowers, selected with love and attention to detail, to create exquisite compositions that reflect the delicacy and uniqueness of each person.

Our style is focused on vintage motifs, which gives our flower arrangements uniqueness and a romantic mood. We create an atmosphere that evokes a sense of comfort, peace and beauty. Our store is a place where you can breathe in tenderness and feel the special magic of flowers.



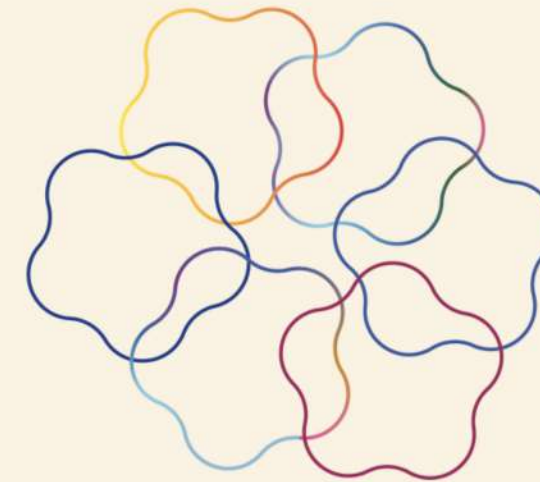
options for developing various tips of logos



monogram



font logo

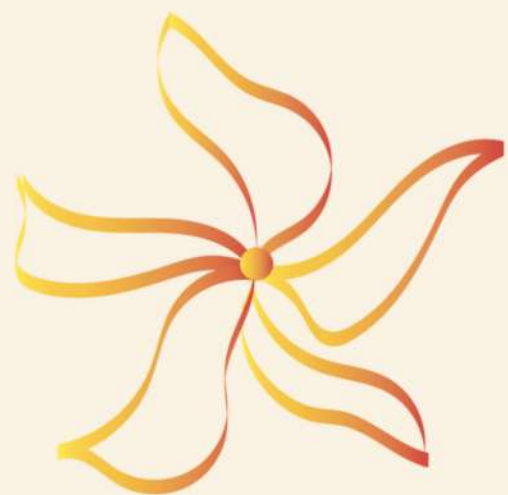


graphic element



прихильність

the mascot



ПРИХИЛЬНІСТЬ

abstract logo



ПРИХИЛЬНІСТЬ

text-graphic logo



ПРИХИЛЬНІСТЬ

emblem



CONCEPTION

The main task was to create a minimalist logo using floral elements. Therefore, it was decided to create a text-graphic logo. The graphic element is a vine that weaves around the text.

logotype



прихильність

ПРИХИЛЬНІСТЬ

прихильн) сть

прихильність



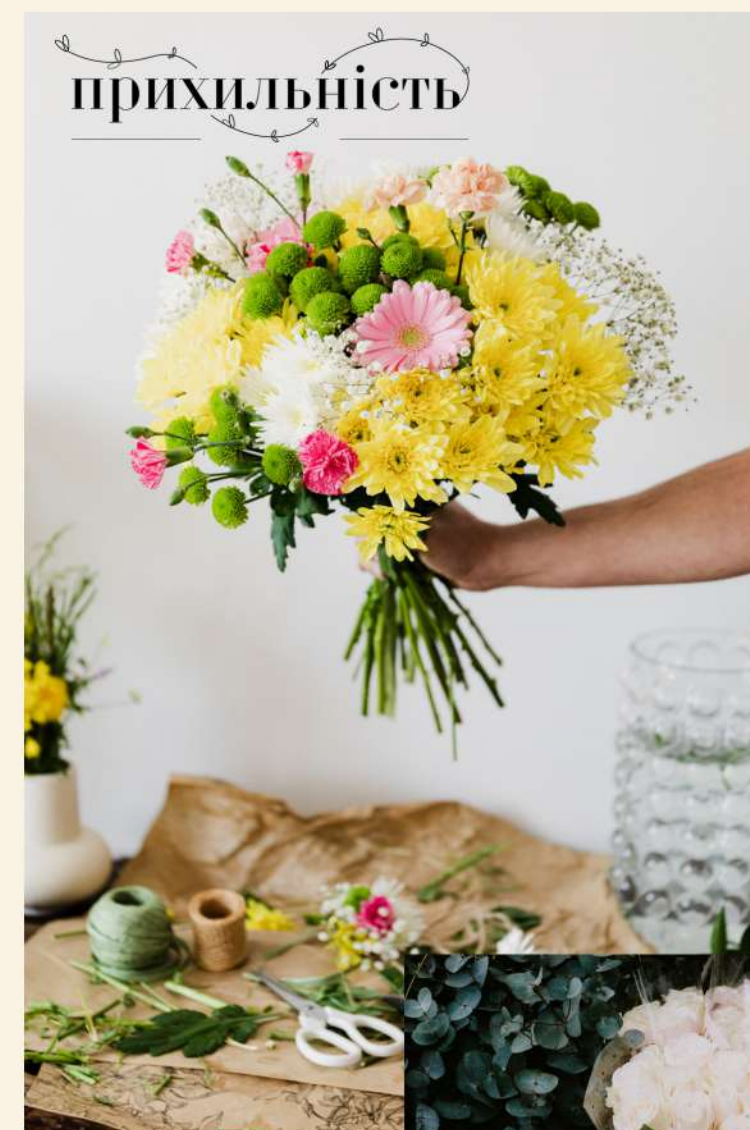


PLACEMENT OF THE LOGO IN CORPORATE COLORS

It is important that the logo always remains legible. That is why the company colors were chosen for the brand. The slide shows the harmonious use of the logo in such colors.



ACCEPTABLE USE



Invalid uses are: different colors on the logo, inverted logo, outline and stroke, any effects.



patterns

The image should be similar to the logo. Minimalist, simple and clear. Therefore, the following elements were chosen to create the pattern - a branch, individual leaves and a font inscription.



Company colors



#29314a

R G B

41 49 74



C M Y K

89 76 43 44



#ede8dc

R G B

237 232 220



C M Y K

9 18 15 0



#000000

R G B

0 0 0



C M Y K

91 79 62 97



#ffffff

R G B

255 255 255



C M Y K

0 0 0 0

CORPORATE FONTS

Aa

Dita Sweet

(headings, accents)

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 Åå Ææ

ıı Œœ Nñ Üü Žž 1234567890

‘¿?’ “!” — — — (&) [*] {@} €£¥\$¢ ∴ ∴

The selected fonts fit harmoniously into the overall picture of the identity. They do not violate the rules of typography, are well selected and the consumer can easily read the information.

Aa
Tenor Sans
(main text)

Aa Bb Cc Dd Ee Ff Gg Hh Ii

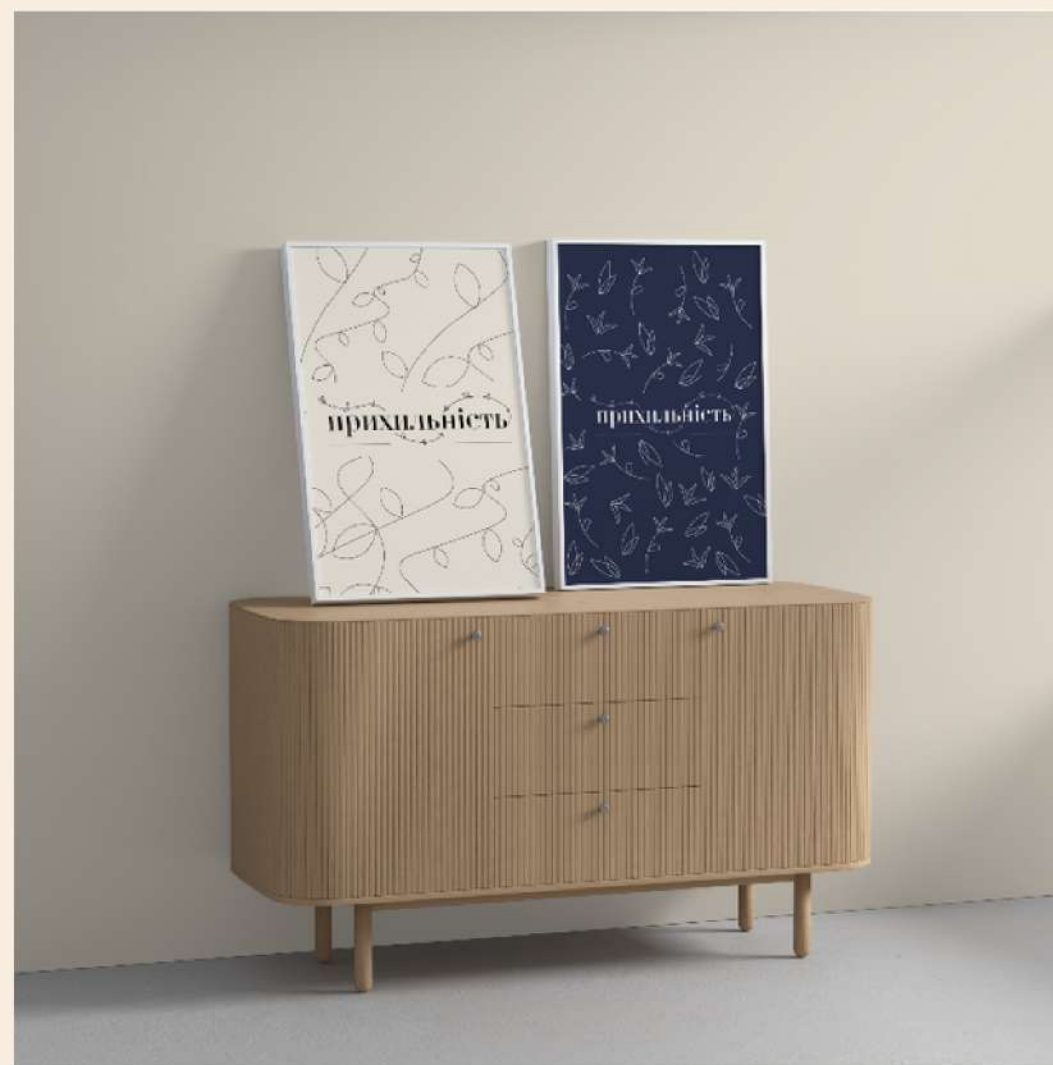
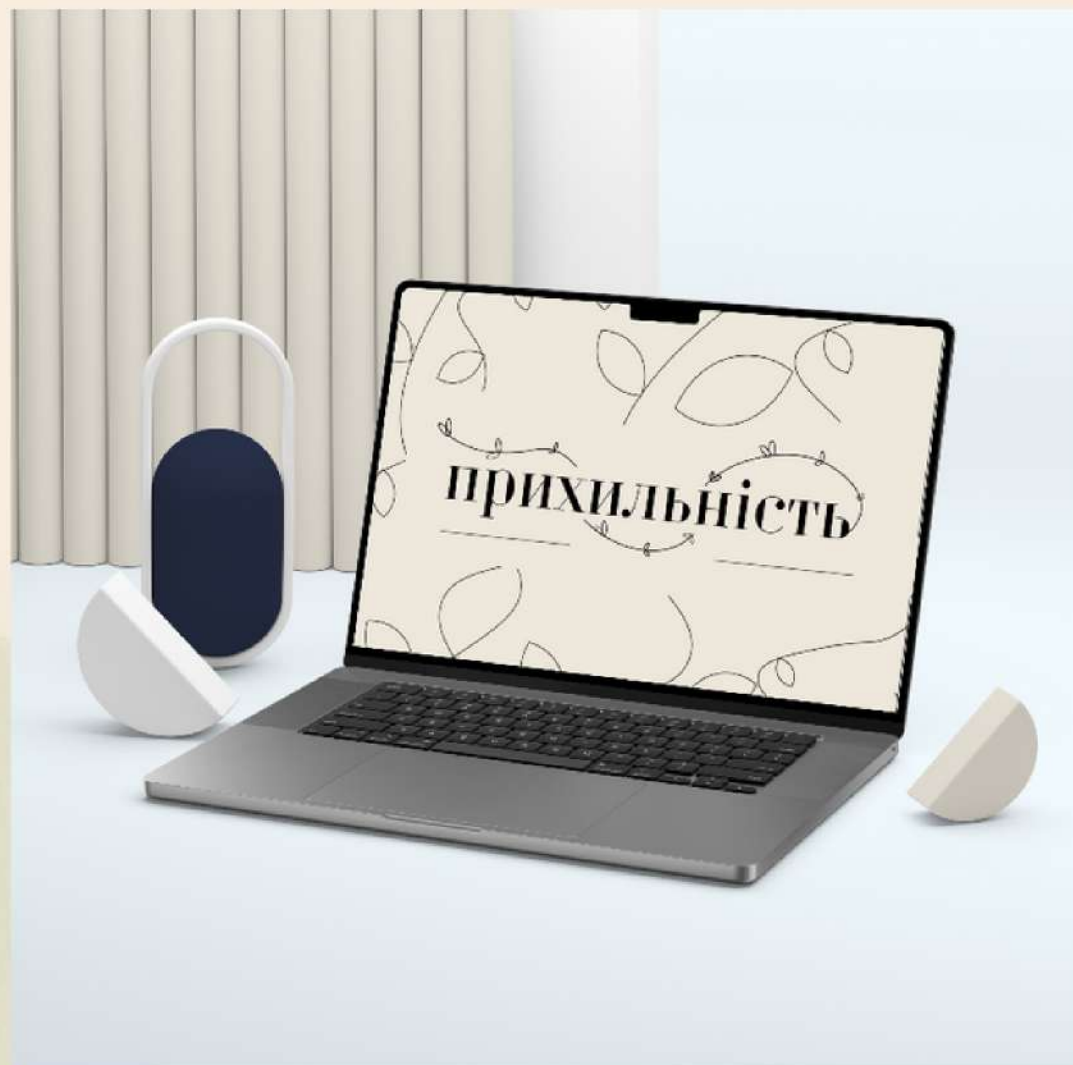
Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz Åå

Ææ Çç Éé Øø Ññ Üü Žž

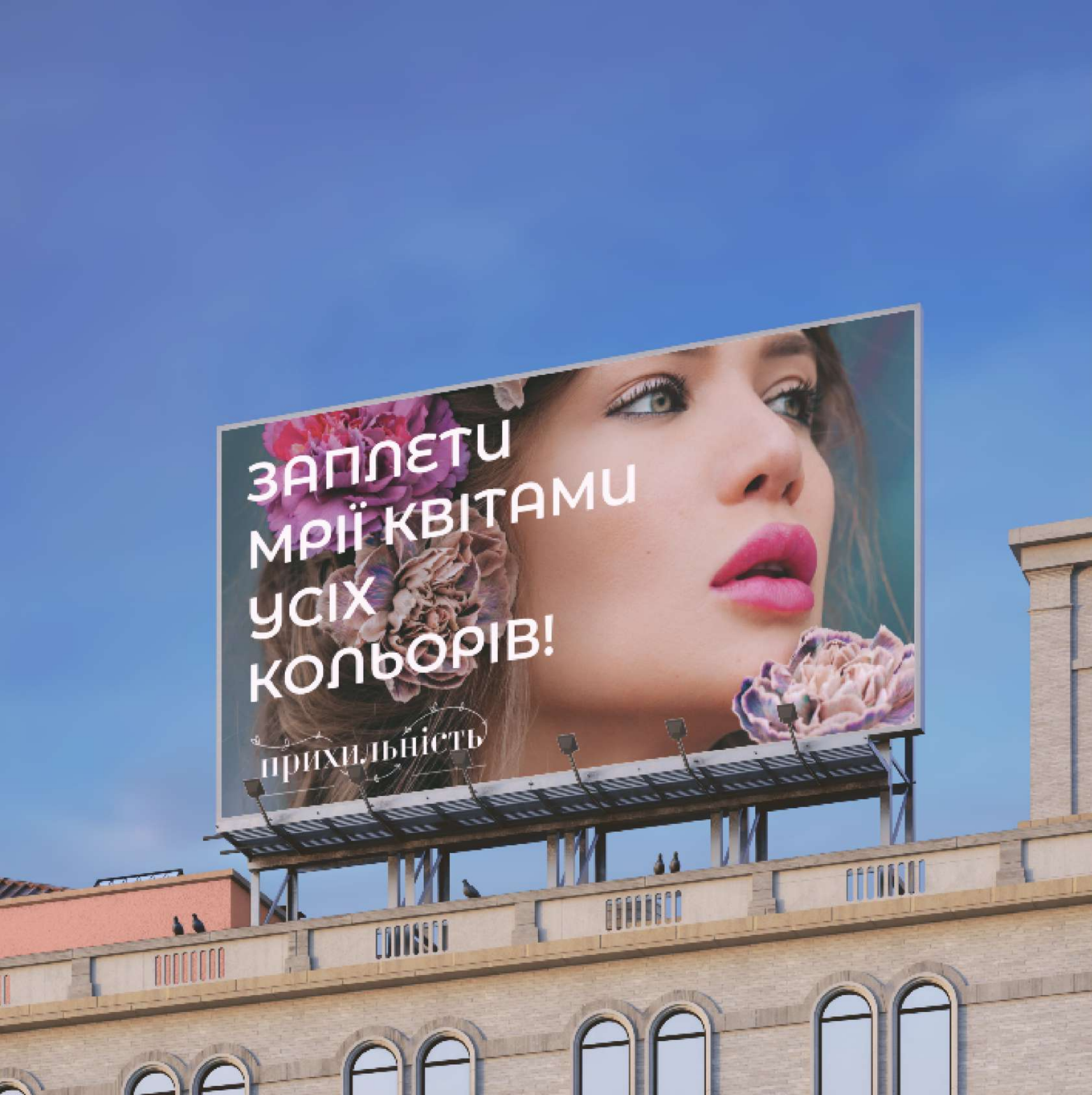
1234567890 ‘¿?’ “!” — — — (&) [*]

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MOCKUP

Mockups (mockups) for the flower shop "Прихильність" are visual representations of the design or mockups, mobile application or other products (boxes, t-shirts) that help you see how the final product will look before it is developed and implemented.



This is what outdoor advertising for a flower shop looks like. Attracting attention is the key to success.



A flower shop is a place where you can buy a variety of flowers, bouquets, compositions and accessories for various events and occasions. Such stores provide customers with the opportunity to choose and purchase flowers for any taste and event - from simple bouquets to complex floral compositions. Therefore, the visual appearance should be refined and delicate.



THANK
you!

